



# Online News

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AESA Online News

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### AESA News

1. Annual Conference registration increases \$100 on November 1

Registration for the Dec. 2-5 2008 AESA Annual Conference at the Austin Convention Center, Austin, TX will increase by \$100 on November 1. You may register now at the lower rate by going to the AESA website at: [http://www.aesa.us/AnnConf2009\\_Registration.html](http://www.aesa.us/AnnConf2009_Registration.html)

When you complete your online registration for the conference, you will then be referred to an online hotel reservation page linked to the registration. AESA has a limited number of rooms still available in its negotiated rate.

This year's conference keynote speakers will be Robert J. Marzano, cofounder and CEO of Marzano Research Laboratory in Englewood, Colorado, Ron Clark, the 2000 Disney American Teacher of the year, and Mike Flanagan, Michigan Superintendent of Public Instruction. Marzano is sponsored by AESA Business Partner Promethean. Clark is sponsored by AESA Business

Partner Great American Life Insurance, Inc. For seven years, Mike Flanagan served as the Superintendent of the Wayne Regional Educational Service Agency (RESA). He was executive director of both the Michigan Association of Intermediate School Administrators (MAISA) and Michigan Association of School Administrators (MASA) that represent Michigan ESAs and public school superintendents in the state. He was a local district superintendent, and was past chairperson of the Education Alliance of Michigan, a nonprofit coalition of leading parent, business, and education associations; and past president of the National County Superintendents Association.

In addition, the conference will be offering 80 concurrent sessions by ESAs in five strands.

The conference will also feature a technology leadership summit preconference organized by the National Association of Media and Technology Centers (NAMTC) on Wednesday, December 2.

## **2. Annual Conference concurrent sessions schedule available at AESA website**

The 2009 Annual Conference features 80 concurrent sessions by ESAs in five strands. The description of the sessions and the conference schedule will be posted to the AESA website this week. You can access the schedule at [www.aesa.us](http://www.aesa.us).

The five strands of sessions are:

- ESA Board Members
- ESAs Responding to the Current Economic Crisis
- Delivering and Measuring Success
- Collaboration/Community Partnerships
- Technology

## **ESA News**

### **3. Florida Education Channel receives documentary award**

The Florida Education Channel operated by Panhandle Area Education Consortium, a Florida ESA, has been honored with a 2008 Platinum "Best of Show" Aurora Award for Outstanding Educational Documentary, "Teachers Doing Real Science in the Real World". The Florida Education Channel has also been honored with three Bronze Telly Awards in the categories of Education, Documentary, and Videography/Cinematography for the Educational Documentary "Teachers Doing Real Science in the Real World". It has also just been honored with two 30th Anniversary Classic Telly Awards for Honoring Our Heritage and Curriculum Connections. Programs on 9:11 and Veteran's Day. The Florida Education Channel broadcasts nationally on the Dish Network. For updated broadcast schedules log on to [www.fec.tv](http://www.fec.tv)

## **Business Partners News**

### **4. Nova Southeastern announces an ESA Master's and Doctorate degree cohort program in Organizational Leadership!**

We know ESAs! Nova Southeastern University (NSU) Master's and Doctorate Programs in Organizational Leadership are being customized for ESA members and constituents. Join a national cohort of ESA colleagues for a Master's or Doctorate program that addresses your educational and business needs and unique non-profit leadership role. Find the course content you have been seeking including classes that incorporate the topics of entrepreneurship, non-profit accountability, accreditation, operations, and investing as well as techniques for influencing statutes and political agendas. Develop strategic action plans using cutting-edge education and business models that will organize, motivate and guide others to achieve organizational and team goals. Benefit from leadership perspectives of the information age and the success of international education and educators. Enroll in a program that was designed for you, with the guidance and support of your AESA leadership. Attend an international University that was voted #1 Online University in 2008 by OED, is the 6<sup>th</sup> largest not-for-profit accredited university in the

country and has the most innovative, accessible, and technologically advanced programs in the nation. An AESA Scholarship Tuition Reduction (STR) makes your degree affordable. Join the January 2010 AESA national cohort by contacting Dr. Marilyn Gardner at [marigard@nova.edu](mailto:marigard@nova.edu) or call 617-399-1775.

#### **5. Great American Teacher of the Year awards to be broadcast live by ESA member PAEC**

Tune in October 23rd as the Florida Education Channel ([www.fec.tv](http://www.fec.tv)) brings you the Great American Teacher Awards hosted by the Ron Clark Academy and sponsored by Great American Financial Resources. This event, which honors excellence in education, will be broadcast live from Atlanta, Georgia on the Florida Education Channel starting at 9pm Eastern. For more information about the Great American Teacher Awards, visit [www.ronclarkacademy.com/great-american-teachers-awards.aspx](http://www.ronclarkacademy.com/great-american-teachers-awards.aspx). The event will be carried live nationally on the Florida Education Channel's Dish Network channel. The Florida Education Channel is a program provided by AESA member Panhandle Area Education Consortium.

#### **6. GAFRI announces Great American Classroom Makeover contest**

This fall, AESA Business Partner Great American Financial Resources<sup>®</sup>, Inc., will once again help teachers give their classrooms a facelift with the Great American Classroom Makeover. Teachers can win up to \$2,500 to buy needed supplies for their classrooms.

"A recent report from the National School Supply and Equipment Association shows that teachers are spending nearly \$1.9 billion out of pocket each year on classroom supplies," says Mathew T. Dutkiewicz, GAFRI executive vice president. "As an American company serving America's educators, it's important for us to do what we can to help alleviate some of that burden."

To enter, teachers simply need to write a few sentences about why their room deserves a makeover and include a current photo of their classroom. Entries will be accepted online at [www.TeachersDeserveTheBest.com](http://www.TeachersDeserveTheBest.com) through Oct. 30, 2009.

Submissions will also be accepted by mail. Teachers can send their name, school, address, phone number and e-mail address, along with a photo and short description of why their classroom deserves the makeover, to: GAFRI, CMS-Classroom Makeover, 525 Vine Street, 7<sup>th</sup> Floor, Cincinnati, Ohio 45202. Entries must be postmarked by Oct. 30, 2009.

Winners will be selected in November and notified in December. To learn more, visit [www.TeachersDeserveTheBest.com](http://www.TeachersDeserveTheBest.com).

### **Business Members News**

#### **7. Aligned Thinkers' Journey launches ESA certification program**

Today's challenges are requiring Superintendents/CEOs and all staff to add work, activities, and meetings to already busy schedules. This basic time management challenge is made more intense because of increased demands on limited budgets. The Aligned Thinkers' Journey, a process that has been used successfully in 160 Fortune 500 Companies, higher education institutions like Notre Dame and the University of Texas at Austin, K-12 schools in seven states, and by over 30 ESA members, provides simple tools to guide you to align every decision in both professional and personal life, and help balance the two.

The elegant simplicity of the program is in its common sense approach to guide a person to recognize 10 mistakes that anyone can overcome, but few people do. After the initial online session, it takes about 10 minutes a week.

Coach Jim Steffen, Ph.D., is offering a discounted certification program for ESAs that will provide agencies the opportunity to not only gain the benefits of the program for their staff, but to also have the option to become certified to provide the training to the local school districts you serve.

The certification program includes a royalty sharing of \$4.50 per month for each person enrolled in the program through your agency.

All ESA Superintendents/CEOs will be receiving an email announcement with full details including registration information and the training schedule from AESA later this week. The URL for registration is: <http://www.ssainternational.com/AESAFT4.2.htm>.

#### **8. Exinda Webinar: Take the guesswork out of managing your network and applications**

Bandwidth congestion and a sluggish network can cause critical applications like VoIP, ERP and CRM to slow to a crawl. Join Ed Ryan, VP of Products for an informative web seminar on how real-time network and application monitoring, graphical reporting and integration with Microsoft® Active Directory can help you rapidly troubleshoot bottlenecks and set policies to shape network traffic and optimize your network.

AESA Business Member Exinda will be hosting the Webinar on Tuesday, October 20, from 12 – 1 pm Eastern Time. All webinar attendees will receive a complimentary network visibility and application traffic evaluation. To register for the Webinar, go to:

<https://www1.gotomeeting.com/register/193592481>

In this webinar, you will learn how to:

- Monitor application performance issues in real time and take immediate action
- Precisely monitor bandwidth utilization by user group or individual user
- Objectively measure application response times and troubleshoot issues
- Identify and classify network traffic – even evasive applications like P2P
- Improve capacity planning with historical reporting and advanced trending

Exinda is a global provider of WAN optimization and application acceleration products. The company has helped over 2,000 organizations worldwide reduce network operating costs and ensure consistent application performance over the WAN. The Exinda Unified Performance Management (UPM) solution encompasses application visibility, control, optimization and intelligent acceleration – all within a single network appliance that is affordable and easy to manage.

#### **9. LanSchool Webinar: Improving student productivity in a digital classroom**

Are you adding more computers into classrooms? Are you thinking about or implementing 1:1 initiative? How are your teachers keeping students on task with distractions such as games, instant messaging and the Internet? AESA Business Member LanSchool will be providing two Webinars on Improving Student Productivity in a Digital Classroom: How Classroom Management Technology Minimizes Distractions and Maximizes Learning to answer those and other questions.

The Webinar content is intended for superintendents, IT directors, tech coordinators, curriculum directors, instructional technologists, and teachers. Presenters for the Webinar are Gina Loveless, Instructional Technologist, Kalamazoo RESA, MI; Roger Bower, Academic Technology Coordinator, The Principia School, MO; Dr. Chip Kimball, Superintendent, Lake Washington School District, WA; and, Ben Cahoon, Vice President, LanSchool, UT.

The Webinar dates and times are:

- Tuesday Oct. 27<sup>th</sup> 2009 - 8:00 am PST / 9:00 am MST / 10:00 am CST / 11:00 am EST
- Thursday Oct 29<sup>th</sup> 2009 - 8:00 am PST / 9:00 am MST / 10:00 am CST / 11:00 am EST

Register today and be in a drawing to win an Apple I-Touch. Call: 877-370-5546 or go on line: [www.lanschool.com/NAMTC](http://www.lanschool.com/NAMTC).

#### **10. Marshal8e6 announces new name and brand identity: M86 Security™**

AESA Business Member Marshal8e6, a global provider of Web and messaging security products, has announced a new company name and brand identity, M86 Security™.

The new brand reflects the company's vision to provide integrated, comprehensive inbound and outbound content security capable of protecting organizations from current and emerging threats. Along with the new brand, M86 Security announced the upcoming releases of WebMarshal 6.5 and MailMarshal 6.7, the first products to integrate technology from the Marshal and 8e6 Technologies merger and Avinti acquisition.

M86 Security's complete technology portfolio includes best-of-breed Web and e-mail solutions that were brought together via the merger of 8e6 Technologies and Marshal. In April 2009, the newly united Marshal8e6 acquired Avinti to strengthen the company's behavioral malware detection capabilities. WebMarshal 6.5, and MailMarshal 6.7, available in October, are the first two products to include technology from the merger and acquisition. The latest release of WebMarshal supports the integration of the former 8e6 Technologies filtering database, which encompasses millions of URLs in 100+ Web site categories, resulting in more accurate Web blocking and filtering. The upcoming MailMarshal release incorporates key technologies from the Avinti acquisition in order to provide unmatched protection against blended threats.

The company is based in Orange, California with international headquarters in London and offices worldwide. For more information about M86 Security, please visit: <http://www.m86security.com/>.

#### **11. NAMTC will create On-Demand Services Catalogue with EduTone**

AESA Institutional Member The National Association of Media & Technology Centers (NAMTC) and AESA Business Member EduTone Corporation announced their plan to create an On-Demand Services Catalog to be offered by NAMTC exclusively to its members. The NAMTC Catalog is the foundation of a Digital Marketplace and will consist of various web-based solution bundles provided by NAMTC's Corporate Partners. The EduTone Xchange Platform will enable member ESAs to deliver these bundles to their districts and schools through locally branded ESA Portals.

This innovative Digital Marketplace will benefit both NAMTC's ESA members and Corporate Partners. NAMTC bundles offer their members significant savings and automated distribution while the EduTone Xchange Platform offers role-based provisioning and Single Sign-On, enabling ESAs to customize services delivery to each end-user. NAMTC's Corporate Partners benefit from a low cost, highly efficient distribution and support model.

#### **U.S. Department of Education**

##### **12. Secretary Duncan announces Investing in Innovation Fund grants**

Washington (Oct. 6, 2009) — U.S. Secretary of Education Arne Duncan today announced the Department's priorities for grants under the \$650 million Investing in Innovation Fund (i3). The fund, which is part of the historic \$5 billion investment in school reform in the American Recovery and Reinvestment Act (ARRA), will support local efforts to start or expand research-based innovative programs that help close the achievement gap and improve outcomes for students.

"We're making an unprecedented investment in cutting-edge ideas that will produce the next generation of school reforms," Secretary Duncan said. "The i3 competition will provide seed money for fresh ideas, help grow promising programs with a good track record and scale up programs with proven results to a national level."

Individual school districts or groups of districts can apply for the i3 grants, and entrepreneurial nonprofits can join with school districts to submit applications. Colleges and universities, companies and other stakeholders can be supporters of the projects.

Applicants must demonstrate their previous success in closing achievement gaps, improving student progress toward proficiency, increasing graduation rates, or recruiting and retaining high-quality teachers and principals.

Under the proposed priorities, grants would be awarded in three categories:

- **Scale-up Grants:** The largest possible grant category is focused on programs and practices with the potential to reach hundreds of thousands of students. Applicants must have a strong base of evidence that their program has had a significant effect on improving student achievement.
- **Validation Grants:** Existing, promising programs that have good evidence of their impact and are ready to improve their evidence base while expanding in their own and other communities.
- **Development Grants:** The smallest grant level designed to support new and high-potential practices whose impact should be studied further.

"The \$650 million Investing in Innovation competition that we are unveiling today is a challenge to school districts and nonprofits," Secretary Duncan said. "We're looking to drive reform, reward excellence and dramatically improve our nation's schools."

Grant recipients will be required to match federal funds with public or private dollars. Successful applicants will need to demonstrate how their programs will be sustainable after their federal grants are completed.

The U.S. Department of Education will collect public comment on the proposed priorities for 30 days. It plans to publish a final application in early 2010 and accept proposals in the spring. All money under the program will be obligated by September 30, 2010.

ARRA also includes the Race to the Top competition, which will reward states that are leading the way in school reform. The final application for Race to the Top will be available in late fall. The Department plans to make two rounds of grant awards in 2010. The Department may hold a separate competition for up to \$350 million for states to create common assessments to measure whether students are on track to graduate and succeed in college and the workplace.

"Through ARRA, we've been able to avert an education recession and save thousands of jobs in schools across the country," Secretary Duncan said. "But we also need to invest in the next generation of school reforms and educate our way to a better economy."

Information, including links to a PowerPoint slide show describing the grants and the proposed Federal Register announcement are at:

<http://www.ed.gov/news/pressreleases/2009/10/10062009a.html>

### **13. Department of Education releases two new practice guides**

The US Department of Education released two new practice guides in September. Links to these and other practice guides are available at:

[http://ies.ed.gov/ncee/wwc/publications/practiceguides/#dddm\\_pg](http://ies.ed.gov/ncee/wwc/publications/practiceguides/#dddm_pg)

- **Using Student Achievement Data to Support Instructional Decision Making**  
This guide offers five recommendations to help educators effectively use data to monitor students' academic progress and evaluate instructional practices. The guide recommends that schools set a clear vision for schoolwide data use, develop a data-

driven culture, and make data part of an ongoing cycle of instructional improvement. The guide also recommends teaching students how to use their own data to set learning goals.

- **Helping Students Navigate the Path to College: What High Schools Can Do**  
Access to higher education remains a challenge for many students who face academic and informational barriers to college entry. This guide targets high schools and school districts, and focuses on effective practices that prepare students academically for college, assist them in completing the steps to college entry, and improve their likelihood of enrolling in college.

#### **14. Department releases new Intervention Report: *Let's Begin with the Letter People®***

The What Works Clearinghouse released one new Intervention Report in September. The early education reading and literacy skills program report is available at:

[http://ies.ed.gov/ncee/wwc/reports/early\\_ed/lbip/index.asp](http://ies.ed.gov/ncee/wwc/reports/early_ed/lbip/index.asp)

- **Program Description:** *Let's Begin with the Letter People®* is an early education curriculum that uses 26 thematic units to develop children's language and early literacy skills. A major focus is phonological awareness, including rhyming, word play, alliteration, and segmentation. Children are encouraged to learn as individuals, in small groups, and in a whole-class environment. Teacher resource books and a set of classroom books and other program materials are available as a program kit.
- **Research:** Two studies of *Let's Begin with the Letter People®* meet What Works Clearinghouse (WWC) evidence standards and no studies meet WWC evidence standards with reservations. The two studies include children in 49 classrooms in 25 preschools in Houston, Texas, and southeastern New York State.

Based on these two studies, the WWC considers the extent of evidence for *Let's Begin with the Letter People®* to be medium to large for oral language and print knowledge and small for phonological processing and math. No studies that meet WWC evidence standards with or without reservations examined the effectiveness of *Let's Begin with the Letter People®* in the early reading and writing or cognition domains.