



Online News

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AESA Online News

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AESA News

1. Robert J. Marzano named as 2009 Annual Conference keynote speaker

Robert J. Marzano, cofounder and CEO of Marzano Research Laboratory in Englewood, Colorado, will be a keynote speaker at the 2009 AESA Annual Conference, Dec. 2-5 at Austin, Texas. Marzano's appearance is sponsored by AESA Business Partner Promethean.

In addition to Marzano, the conference keynote speakers are Ron Clark, the 2000 Disney American Teacher of the year, sponsored by AESA Business Partner Great American Life Insurance, Inc., and Ed Barlow, president of Creating the Future.

Marzano is a leading researcher in education. He is a speaker, trainer, and author of more than 30 books and 150 articles on topics such as instruction, assessment, writing and implementing standards, cognition, effective leadership, and school intervention. Among his books are Designing & Teaching Learning Goals & Objectives, District Leadership That Works, Designing & Assessing Educational Objectives, Making Standards Useful in the Classroom, and The Art and Science of Teaching.

Marzano has recently published a preliminary report entitled, "Evaluation Study of the Effects of Promethean ActivClassroom on Student Achievement." Data trends in Marzano's research show that Promethean's ActivClassroom has a significant positive effect on student engagement and academic achievement. The research findings represent a break-through in education technology research in general, and the Promethean ActivClassroom in particular. To download the preliminary report, go to www.prometheanworld.com/stimulus.

To get information on how the school districts you support can participate in this research effort, please send an email to us.customerconnection@prometheanworld.com.

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

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

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.

Registration for the Annual Conference is now open at the AESA website: www.aesa.us.

2. Senator Murray, Congressman Miller will receive Congressional Service Award at September ECA Conference

Two advocates of public education will receive the Association of Educational Service Agencies' 2009 Congressional Service Award. Senator Patty Murray of Washington and Congressman George Miller of California will receive the Association of Educational Service Agencies' 2009 Congressional Service Award. The awards will be presented at the September 14-16 Educators' Call to Action Conference in Washington DC.

Senator Patty Murray is serving her third term in the United States Senate, where she has been an effective and tireless advocate for children, families, educators, public education, and educational service agencies. Her former experiences as a preschool teacher, PTA leader, school board member, and state legislator have given her a very strong, broad and realistic understanding of the issues and needs facing public education at all levels. Through her leadership position in Congress and her assignments in Appropriations; Budget; Health Education, Labor & Pensions; Rules; and Veterans' Affairs committees, she advocates for issues and programs important to Educational Service Agencies nationwide.

Congressman George Miller is chairman of the House Education and Labor Committee, a panel he has served on since first coming to Congress 34 years ago. He is also chairman of the Democratic Policy Committee, a House Democratic Caucus leadership position. His 7th District of California in the East Bay of San Francisco includes portions of Contra Costa and Solano counties. He supported state educational service agency participation in NCLB, acknowledging the role that educational service agencies play in many states to support instructional services for students with the greatest needs. He worked to address the challenge that highly qualified teacher provisions of NCLB created for rural school districts and recognized the need to allow similar flexibility in alternative education programs operated by educational service agencies.

Both Senator Murray and Congressman Miller have strongly supported legislation furthering the federal role and funding of Educational Service Agencies and advocated for programs and legislation important to them and AESA. In their respective chambers, they have provided

leadership in passing pivotal legislation supporting Educational Service Agencies at the federal level including expanding the definition of educational service agencies in the Elementary and Secondary Education Act so that ESAs can apply for grants as LEAs and provide direct services to students, Medicaid Reimbursement, Head Start and high quality early childhood education, and educational technology.

The Washington Association of Educational Service Districts nominated Senator Murray. The California County Superintendents Educational Services Association nominated Congressman Miller.

3. There is still time to register for the September 14-16 Educators' Call of Action: Federal Advocacy Conference

Sessions for the Educators' Call to Action: Federal Advocacy Conference this September 14-16 at Arlington, VA include education appropriations and funding, reauthorization of the Elementary and Secondary Education Act (No Child Left Behind) and other legislative priorities, the annual courts review by Maree Sneed of Hogan & Hartson, LLP, and presentation of the 2009 AESA Congressional Service Awards to U.S. Sen, Patty Murray, D-WA, and U.S. Rep. George Miller, D-CA.

The conference presents an opportunity for you to explore the hot issues being discussed on Capitol Hill and speak directly with your Senators and Representatives about the issues that are important to your local districts and educational service agency. The conference is strategically timed so that you will be on the Hill just before final decisions about education funding are made. This year is especially critical as it will be the time that reauthorization bills are being debated. Please make appointments with your Congressional delegation prior to coming to Washington D.C. for Tuesday afternoon.

All activities, other than appointments with Senators and Representatives, will take place at the Arlington Residence Court (ARC), 1200 N. Courthouse Road, Arlington, VA. The closest metro stop is two blocks away at the Court House Metro Station on the Orange Line. If you are flying into Washington Reagan National Airport (DCA) you can take the Metro, Super Shuttle, or a cab to the hotel. It is a 15-minute cab ride to the Arlington Residence Court. The ARC provides shuttle service to/from the Metro Orange Line for those interested in this service. Call (703) 524-4000.

Please make your hotel reservations before August 31, 2009, by calling (703) 524-4000. Let them know you are attending the AESA Educators' Call to Action conference to receive the special conference room rates of \$209 for a studio suite or \$229 for a one bedroom suite per night (rate includes breakfast 7-days a week and dinner Monday-Wednesday at the hotel). Log onto www.aesa.us for more information.

4. AESA Executive Council nominations due September 12

Nominations for AESA Executive Council members from the Eastern, Central, and Western Regions are now open and will close on September 12. Each year three Council members are elected to a four year term, with one region having a bye. This year the Southern Region has the bye and will not be eligible to elect a new council member.

The AESA Executive Council is the governing body of the association, and meets four times annually in the spring, summer at the CEO Summer Conference, fall at the Educators' Call to Action Conference, and winter at the AESA Annual Conference. Newly elected Council members will begin their term at the spring 2010 meeting. Ending their terms on the Council in spring 2010 are: Joan Schuman of Massachusetts, Eastern Region; Joe Crozier, Iowa, who next year will continue as past president, Central Region; and, Rich McBride of Washington, completing the unexpired term of Terry Munther of Washington, who retired in 2008.

States in the regions with a nomination this year are:

- Central: Illinois, Michigan, Minnesota, Nebraska, North Dakota, South Dakota, and Wisconsin. Iowa is not eligible to nominate this year.
- Eastern: Connecticut, Indiana, Maryland, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, Rhode Island, and Vermont. Massachusetts is not eligible to nominate this year.
- Western: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Iowa, Kansas, Montana, Nevada, New Mexico, Oregon, Utah, and Wyoming. Washington is not eligible to nominate this year.

The nomination packet is available from the AESA website at: http://www.aesa.us/About/2008-2009_Call_for_Nominations_Executive_Council.pdf.

5. 2009/2010 Executives in Residence cohort selected

The 2009/10 cohort for the AESA Executives in Residence program have been selected. The participants are:

- Bob Baker, Managing Director, Support Services Region 4 Education Service Center, Texas;
- Lisa Fry, Programs/Services Administrator Grant Wood Area Education Service Center, Iowa;
- Jerry Maze, Associate Executive Director Region 12 Education Service Center, Texas; and,
- Janet Sloand, Director, Montgomery County Intermediate Unit, Pennsylvania.

The 2008/09 cohort is in the process of completing their activities. Those participants are:

- Loy Dale, Executive Director, School and Agency Operations Educational Service District 112, Washington;
- Doris Delaney, Deputy Director, Region 4 ESC, Texas;
- Tom Goodney, Deputy Superintendent, Franklin County ESC, Ohio;
- Troy Lange, Interim Superintendent, Mountain BOCES, Colorado;
- Deborah Myers, Executive Director, Organizational Development, Hamilton County ESC, Ohio; and,
- Trace Pickering, Programs-Services Administration, Grant Wood AEA 10, Iowa.

6. Comprehensive Swine Flu website includes CDC, Departments of Education and Health and Human Services information

A comprehensive site regarding H1N1 (Swine Flu) including guidance for schools from the Centers for Disease Control, a communications toolkit for schools from the CDC, and the US Departments of Education and Health and Human Services regarding providing meals to at risk children during school dismissals, and a communications toolkit for schools has been developed by AASA. The website is: <http://www.aasa.org/content.aspx?id=3566>.

The website will be updated as new information regarding H1N1 is made available.

Business Members News

7. Great American national teacher award nominations due September 1

Do you know a teacher who is changing students' lives through outstanding work in the classroom? The Ron Clark Academy, in partnership with AESA Business Partner Great American Financial Resources, Inc., is searching for phenomenal teachers from across the country to participate in the first Great American Teacher Awards.

Ron Clark, the 2000 national teacher of the year, and Kim Bearden, a national award-winning educator, are currently accepting applications for this prestigious award to recognize those who

are doing exceptional work to inspire their students.

“This is a wonderful opportunity for us to recognize those teachers who are doing amazing work inside their classrooms,” said Ron Clark, founder of the The Ron Clark Academy in Atlanta. “We all remember that teacher who was filled with energy and excitement, that teacher who was eager to help us learn. We are absolutely thrilled to launch this national award. It’s our way of saying thank you to those who have committed their lives to children and education.”

In order to apply, the nominee must be a passionate, dedicated teacher who is currently employed by a public or private school, at any grade level or subject from pre-kindergarten through grade 12, and who is planning to continue in an active teaching status. A minimum of three years of current teaching experience is required.

The deadline to submit applications is September 1, 2009. Applications will be reviewed by a selection committee, and semifinalists will receive a scheduled classroom visit by Ron Clark or a member of the Ron Clark Academy staff. From these semifinalists, five teachers will be selected as national finalists, and they will be honored at a special banquet on Friday, October 23, 2009, which will serve as the kick-off event for the October National Educators’ Conference. Each finalist will receive prizes and national recognition. The five finalists will also be interviewed by Ron Clark and the Ron Clark Academy staff.

The five national finalists will receive the following: An all-expense paid trip to Atlanta for the finalist and a guest to attend the Ron Clark Academy’s National Educators’ Conference in October of 2009, special recognition at the National conference, classroom resources and supplies, media opportunities, and a \$1,000 honorarium.

After the five finalists have been selected, one teacher will be named the Great American Teacher of the Year. In addition to the prizes listed above, this exceptional teacher will receive a \$10,000 cash award and a \$5,000 cash gift to his/her school.

To submit an application or to nominate a teacher to become the 2009 Great American Teacher, visit www.ronclarkacademy.com and click on the Great American Teacher Awards link.

Business Members News

8. TERC’s “Using Data” named a program that supports schools in establishing a data culture in new policy brief

AESA Business Member TERC’s “Using Data” project is one of two programs cited in a just released Alliance for Excellent Education Policy Brief: Achieving a Wealth of Riches – Delivering on the Promise of Data to Transform Teaching and Learning. Using Data from TERC, and Data Wise a separate application developed by faculty and graduate students at Harvard University were noted in the policy brief as “programs that support schools in establishing a data culture.” The Alliance for Excellent Education is a national policy organization based in Washington, DC working to improve national and federal education policy.

With regard to the use of data to inform instruction, the policy brief discusses:

- New expectations for teaching and learning;
- Types of data teachers need to improve teaching and learning, including summative assessments, interim assessments, and formative assessments; using multiple types of data to improve teaching and learning;
- Increasing teacher capacity and establishing the infrastructure including the role of the school, school leaders, the data coach, and the role of the district, and the state; and

- Recommendations for federal policy including incentives to states for common standards, ensuring alignment of summative assessments to state-led standards, pre-service and in-service training, innovative school structures, and investment in research.

The policy brief is available for download at:

<http://www.all4ed.org> .

TERC, an educational nonprofit organization from Cambridge, MA, states that evaluation of the Using Data process has documented that participating school districts have increased student achievement and have saved time and money by targeting exact problems with teacher supported solutions. TERC teamed with the National Science Foundation and other educational institutions over a five-year period of research, field tests, and contracted engagements with foundations, states, educational service agencies, and school districts to develop the Using Data process.

For more information contact Jake Schlumpf at 617 547-0430, ext 648, email jake_schlumpf@terc.edu or visit the Using Data website at: www.usingdata.terc.edu .

9. planLYNX™ uses Web 2.0 dissemination to aid schools

AESA Business Member Romexsoft USA Inc. has extended visibility to its flagship planning solution, planLYNX™, through various communities in the Web 2.0 sphere:

- On Blogger, it shares challenges in planning and how planLYNX™ is solving these challenges through the solution.
- On YouTube, it gives planLYNX™ users and visitors a unique peak into the solution as well as shares best practices and system empowerment in a multimedia fashion.
- On Twitter, it announces feature-rich aspects of the system and inform its followers of innovation being made in planning.

Romexsoft USA designed planLYNX™ with planners' feedback. Read more news at: www.planlynx.com/news.aspx .

10. eChalk provides streamlined suite of web, communications tools

For ten years, AESA Business Member eChalk has helped school and district leaders, teachers, students and parents around the country safely use the web to connect to the people and information they need to be successful.

eChalk streamlines communication in one place for everyone in a given school, district, ESA or state, K-12 schools and communities to better support 21st century teaching and learning that is unhampered by time and distance. In doing so, eChalk reinforces the core mission of an ESA to make available collaborative opportunities to its members by supporting online professional learning communities.

eChalk's suite of solutions are easy to use and maintain and are customizable, including websites, email, intranets, lesson planners and Web 2.0 technologies. In addition to supporting online places for the collaborative research, development, improvement and storing of standards, lesson plans and materials for cooperative use, eChalk provides permanent and accessible resources for such work.

Additional features such as secure student accounts; transparency of authorized communication among administrators, teachers, students, and parents; and integration with existing SIS or other applications makes eChalk a powerful, integrated, and cost-effective set of tools for today's schools.

For more information, visit eChalk online at:
www.echalk.com .

U.S. Department of Education

11. What Works Clearinghouse releases two intervention guides, new quick review

The What Works Clearinghouse (WWC) has released two new intervention reports and a quick review.

The intervention reports are:

- For the latest release in Middle School Math, the WWC rated the research on *Cognitive Tutor[®] Algebra I*. This curriculum combines textbooks with interactive software, which is developed around an artificial intelligence model that identifies strengths and weaknesses in each student's mastery of mathematical concepts. Read the report on *Cognitive Tutor[®] Algebra I* now at:
http://ies.ed.gov/ncee/wwc/reports/middle_math/ct_algebra1/ .

Cognitive Tutor[®] Algebra I is a product of AESA Business Member Carnegie Learning, which is offering a "math relief program" designed for schools and districts with a critical need to improve student achievement in secondary mathematics. For the first time, Carnegie Learning will be offering a 3-year site license to its research-based and award winning Cognitive Tutor[®] Software at a significant discount. Customers who pay for a 2-year subscription, will receive the third year free. This special offer ensures access to proven effective math curricula for three years for all students included in the program. The Math Relief Program offer expires on Saturday, October 31, 2009. Please contact Carnegie Learning for a free consultation at 888-851-7094 or visit:
www.carnegielearning.com/stimulus09.

- *High School Puente Program*, a curriculum that aims to help disadvantaged students graduate from high school, become college eligible, and enroll in four-year colleges and universities. The dropout intervention program report is available at:
<http://ies.ed.gov/ncee/wwc/reports/dropout/puente/> .
- The newest quick review from the WWC is "An Evaluation of Teachers Trained through Different Routes of Certification," which examined whether having a teacher who chose an alternate route to certification rather than a teacher who chose a traditional certification route affects the reading and math achievement of elementary school students. See how the WWC rated the report at:
<http://ies.ed.gov/ncee/wwc/publications/quickreviews/altcert/> .

As the WWC continues its work to connect educators with the tools needed to make informed decisions, visit our website often at <http://www.whatworks.ed.gov/> and check your inbox for updates and new releases throughout the year.