



# Online News

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AESA Online News

May 24, 2010

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### **AESA News**

#### **1. Three new AESA Council members seated**

AESA welcomed three new Council members at its Spring Council meeting, May 3-4, in Cincinnati. The new Council members are Marjorie Wallace, Northwest Tri-County Intermediate Unit 5, Pennsylvania, representing the Eastern Region; Bruce Dennison, Bureau, Henry, and Stark Counties Regional Office of Education, Illinois, representing the Central Region; and R. Steven Aguirre, High Plains Regional Educational Cooperative, New Mexico, representing the Western Region. The Southern Region had a bye this election.

Ending their terms on the Council were Joan Schuman of Massachusetts, Eastern Region; Rich McBride of Washington, completing the unexpired term of Terry Munther of Washington, who retired in 2008; Joe Crozier, Iowa, Central Region, who will continue as past president through Spring 2011; and, Bob Witten of Pennsylvania, who served 2009-2010 as past president,

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.

## **2. AESA's 25<sup>th</sup> Annual Conference will feature top quality breakout sessions**

AESA has received and is processing over 90 applications for breakout presentations for the December 1-4 Annual Conference at Savannah, Georgia. AESA Executive Director Brian Talbott said, "This year's conference theme is 'Meeting Challenges ... Celebrating Success' and based on what we have seen in the breakout session applications, we are going to have tremendous content in all of our conference strands."

The conference stands are:

- ESA Board Members setting direction through policy, leadership, and innovation
- ESAs assisting schools in meeting the four U.S. Department of Education principles:
  - Achieving equity in teacher distribution/certification
  - Improving the collection and use of data
  - Improving the quality of standards and assessment
  - Improving struggling schools
- Technology leading us into the future through student, financial, online learning, data warehousing, student learning systems, personal learning networks, and global networking.
- Innovative ESA programs that meet challenges and demonstrate success

Online conference and hotel registration for the conference will open on June 1 on the AESA website at [www.aesa.us](http://www.aesa.us).

## **3. Summer CEO conference features role of ESAs in federal and state programs**

This year's AESA Foundation Summer CEO Conference, July 19-22 at Asheville, N.C., will provide an opportunity for superintendents/ceos and leadership teams from ESAs across the nation to interact with their peers as they plan for the future. Among the invited speakers are Alexa Posny, Assistant Secretary, Office of Special Education and Rehabilitative Services, and John White, Deputy Assistant Secretary for Rural Outreach. Other sessions include "ESAs Working with SDEs and LEAs" with Iowa Director of Education Judy Jeffrey, an ESA panel on how ESAs are using Race to the Top and i3 proposals including facilitated work on developing a document to guide ESAs in proposal preparation for the next round of competitions, and leader-to-leader sessions.

The Summer CEO Conference program is available for download from the AESA website. Registration is now open from the AESA website. For more information or to register, please go to: [www.aesa.us](http://www.aesa.us).

## **4. Executives in Residence applications due June 1**

Applications for the 2010-11 Executives in Residence Program are open through 5:00 p.m. EST, June 1, 2010.

The Executives in Residence Program is a yearlong, performance-based opportunity that:

- Includes a strong mentor component by CEOs of the council and host organizations
- Provides access to a variety of leadership experiences
- Works in a cohort model providing national networking and communication.

The program commencing in July of each year will prepare our next generation of CEOs with the needed skills. Past participants have stated that the Executives in Residence Program is the best educational learning experience they have had the opportunity to participate in during their career.

If you have an individual in your organization that would like to participate in this program please have them submit the application for consideration. The link to the Executives in Residence Application can be found on the home page of our Website – [www.aesa.us](http://www.aesa.us) New Executives in Residence will begin their year long program at the Summer CEO Conference July 19-22, 2010.

If you have questions regarding this opportunity please feel free to contact:

- Twyla Barnes, Executives in Residence Co-Chair at 360/750-7500 or [twyla.barnes@esd112.org](mailto:twyla.barnes@esd112.org);
- Ron Hitchcock, Executives in Residence Co-Chair 503/257-1504 [rhitchco@mesd.k12.or.us](mailto:rhitchco@mesd.k12.or.us); or,
- Brian Talbott, Executive Director 509/935-7300 [btalbott@aesaus](mailto:btalbott@aesaus)

#### **5. Educators' Call to Action Conference registration opens on June 1**

Join with your colleagues from across the nation to discuss the major federal policy issues facing Educational Service Agencies, including reauthorization of the Elementary and Secondary Education Act (No Child Left Behind), at the 2010 Educators' Call to Action Conference, September 20-22 at Arlington, Virginia. Registration for the conference will open on June 1. Registration and hotel reservations may be completed online at the AESA website: [www.aesa.us](http://www.aesa.us).

#### **6. Perspectives research articles due June 15**

*Perspectives*, AESA's annual journal of research and opinion is seeking articles for the 2010 edition, the 16th. In addition to articles about new programs that have data to support their success or essays about policy or practice, the journal is interested in receiving interviews with public officials (legislators, chief state school officials, and other prominent people who have a positive view of ESAs) since these articles can be used by others in states where support for ESAs is not so friendly.

For further information about how to prepare a manuscript, please contact the editor, Bill Keane, at [keane@oakland.edu](mailto:keane@oakland.edu) or by cell phone 248-320-3702. Any necessary editorial assistance will be provided. Generally we will need a first draft of an article, sent electronically to the editor, by June 15. If we know an article is on the way that deadline can be extended a little.

AESA also requests that any doctoral dissertation or master's project regarding Educational Service Agencies be submitted to AESA at [info@aesaus](mailto:info@aesaus) to be posted in the research section of the association's website. You are also encouraged to contact Bill Keane about the possibility of turning your research work into a *Perspectives* article.

#### **7. Job announcements on AESA website**

AESA currently has four job announcements posted on its website:

- Executive Director, Educational Service Center 20, San Antonio, Texas;
- Associate Superintendent, Instructional Services and Technology, Educational Service District 112, Vancouver, WA; and
- Superintendent, Genesee Intermediate School District, Flint, MI.
- Chief Administrator, Prairie Lakes AEA, Pocahontas, IA.

Agencies are encouraged to extend the reach of their job announcements by sending the notices to AESA. To list your ESA/district job vacancies for free, email the text in a Word attachment with no formatting (no underlining, bold, graphics, etc.), in narrative form, maximum three paragraphs,

with a closing date to: [info@aesa.us](mailto:info@aesa.us). The site cannot post brochures. AESA reserves the right to refuse or edit submissions.

The ESA Job Postings page on the AESA website also has sample job descriptions and sample job evaluation surveys submitted by member agencies. If you have sample job descriptions or job evaluation documents, please send them to AESA to post as a resource for other member agencies nationally. Those may be sent to [info@aesa.us](mailto:info@aesa.us).

### **Business Partners News**

#### **8. Great American Teacher of the Year nominations now open**

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 second annual Great American Teacher Awards. Ron Clark and Kim Bearden, who are national award-winning educators themselves, 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, 2010. 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 gala on Friday, November 19th, 2010, which will serve as the kick-off event for the November 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 and a panel of judges from across the country.

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 November of 2010;
- 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 nominate a teacher, to submit an application or to learn how to become a sponsor of the 2010 Great American Teacher Awards, visit [www.greatamericanteacherawards.com](http://www.greatamericanteacherawards.com).

### **9. Sign up now for Nova Southeastern's ESA Master's and Doctorate degree cohort program in Organizational Leadership**

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.

For more information about the Nova Southeastern program, contact AESA Executive Director Brian Talbott at [btalbott@aesa.us](mailto:btalbott@aesa.us) or call 509 935-7300.

### **10. AESA Business Partner CAS provides SEAS™ Achievement Plan academic intervention and RTI management webinars for ESAs**

Educational Service Agencies examining REI and Academic Intervention Plans as a service are invited to review AESA Business Partner Computer Automation System's SEAS™ Achievement Plan software management platform. Computer Automation System will schedule webinars with individual ESAs, or groups of agencies or districts, to provide in-depth review of the program.

The SEAS™ Achievement Plan software management platform provides educators with an easy-to-use yet powerful way to manage all the individual plans for students. Computer Automation Systems has programs designed for ESAs and the school districts you serve.

The SEAS™ Achievement Plan solution is a single, centralized repository where all educators – teachers as well as administrators – can build, manage, track progress, and analyze detailed student educational plans. This solution allows for collaborative work among student study teams, child support teams, intervention teams, and others in the educational program allowing them to work separately on the same plans.

SEAS™ Achievement Plans puts the classroom teacher in control of his or her own data. With the ability to record progress for all students' plans from a single screen, teachers are no longer chained to their desks with administrative paperwork. Teachers can also easily and quickly identify student progress during an intervention that leads to quick decisions based on student results.

For more information about SEAS™ Achievement Plans or to schedule a webinar, contact ESA National Program Director Lydia Brasch at [lydia.brasch@seasweb.net](mailto:lydia.brasch@seasweb.net) or call 877 221-7327.

### **New Business Members**

#### **11. Mother Goose Programs™ Enhance Early Childhood Literacy Through Picture Books**

Mother Goose Programs from the Vermont Center for the Book is a new AESA Business Member. Its distribution nationally for ESAs is coordinated through Bernan. These professional development programs provide adults with picture books, guides, materials and training,

transforming reading with children into multidimensional and powerful learning experiences. As an affiliate of the Center for the Book in the Library of Congress, VCB promotes books, reading, literacy and libraries locally, regionally and nationally. VCB works closely with public libraries, child-care organizations, health and human services agencies, elementary schools, Head Start and science museums, among other organizations. These programs are used in more than 30 states and hundreds of professionals and thousands of parents have been introduced to these programs.

The value to Educational Service Agencies is that Mother Goose Programs™ transform reading into a fun and multidimensional learning experience by:

- Building the confidence and competence of parents and professionals
- Introducing increasingly advanced and varied vocabulary
- Encouraging adult-child complex conversations—listening and talking
- Challenging children to solve problems and talk about their solutions
- Stimulating brain development and nurturing self-esteem in young children
- Developing knowledge building blocks children need for school success in mathematics, science, social studies, and language and literacy
- Broadening children’s knowledge of other cultures
- Helping children make sense of their world
- Cultivating a lifelong love of books and learning

Mother Goose Programs™ also provide professional development programs, including webinars, and their one-day seminar has been used as a train-the-trainer opportunity. For more information go to [www.bernan.com/mothergooseprograms/](http://www.bernan.com/mothergooseprograms/) or contact Bruce Samuelson at [bsamuelson@bernan.com](mailto:bsamuelson@bernan.com) or 301-459-2255 x5711.

## **12. AVerMedia Information provides digital presentation and surveillance technology**

AVerMedia Information, Inc. was established in January 2008 as part of the AVerMedia group to focus on designing, manufacturing and marketing products under the AVerMedia brand name around the world. Its presentation and digital surveillance products such as video, electronic, optical and RF wireless technology, as well as software applications, and industrial designs have been produced to improve lesson development and retention for classrooms worldwide. Its goal is to provide effective and easy-to-use presentation solutions that incorporate the latest technology advancements for both business and education customers.

AVerMedia Information is also focused on developing products that offer security and peace of mind through its extensive research and development of products with the latest advances in digital video processing, recording, and networking.

For more information about these and other AVerMedia Information products visit the website at [www.averusa.com](http://www.averusa.com) or contact Grant Woods at [grant.woods@avermedia.com](mailto:grant.woods@avermedia.com).

## **Institutional Members News**

### **13. McREL’s “Power Walkthrough” provides ESA professional development for principals**

McREL’s Power Walkthrough® software and workshop helps school leaders turn their regular classroom observations into “power walkthroughs” by using a PDA, Tablet PC, Blackberry, or iPhone device loaded with McREL’s Web-based software.

McREL, the regional laboratory headquartered at Denver, is an AESA Institutional Member and has collaborated with AESA on research projects regarding ESAs, including “The role of Educational Service Agencies in supporting alternative teacher certification programs Phase 1” and “The role of Educational Service Agencies in supporting alternative teacher certification programs Phase 2.”

Strategies from McREL's popular books, *Classroom Instruction that Works (CITW)* and *Using Technology with Classroom Instruction that Works*, are the basis for this classroom observation software. In just a three- to five-minute visit, it is easy to observe and document teachers' use of effective instructional strategies, level of student engagement, use of technology, and other teacher practices that research has shown to influence student learning. After multiple visits to classrooms throughout the building, administrators are able to see aggregate patterns in classroom practice, coach teachers, and plan needs-driven professional development.

Tim Waters, McREL president and chief executive officer, said McREL will waive the training fee for ESA professional development staff to take the three-day training of trainers workshops for Power Walkthrough. The only cost to ESAs will be travel and expenses to the training of trainers workshops at Denver. ESAs may also choose to have McREL provide the training of trainers on-site locally. The only cost to ESAs would be travel and expenses for the McREL staff. McREL will pay the cost of time for the workshop leader. ESAs will be able to retain all revenue from Power Walkthrough trainings done for school district and building staff they train after being certified.

For more information about Power Walkthrough, please contact Lisa Maxfield at [lmaxfield@mcrel.org](mailto:lmaxfield@mcrel.org), call 303 632-5561, or visit the website at <http://www.mcrel.org/service/174/>.

#### **14. Learning Point announces free online professional development content from Intel**

Learning Point Associates, a regional laboratory headquartered at Naperville, IL., the national training agency for the Intel® Teach Program Elements, announces a new series of free professional development courses for Educational Service Agencies and school districts.

Learning Point Associates is an AESA Institutional Member and has collaborated with AESA and ESAs on numerous research projects including "Educational Service Agency accountability and accreditation: Is a national system Needed?" and "A network for educational change in the Great Lakes Region: A view through the lens of Educational Service Agencies."

Intel Teach Elements is a series of high interest, visually compelling professional development courses that you may offer to PK-12 teachers in your service area. Courses are convenient for busy teachers and practical for all levels of expertise in the topic. Course content is free to your agency, either online and or on CD. Your agency may charge normal and customary professional development fees to teachers who take Elements courses from your agency. Elements courses provide deeper exploration of 21st century learning concepts. Flexible facilitation materials are provided to support your face-to-face, online, or hybrid delivery.

*Assessment in 21st Century Classrooms* and *Project-Based Approaches* are available now at [www.intel.com/teachers](http://www.intel.com/teachers). Future courses include *Collaboration in the 21st Century Classroom* (see a preview and get a "Facilitator's Kit" at ISTE 2010), *Leadership*, and *Thinking Critically with Data*.

For more information about Intel Teach, to attend a Webinar, or to learn more about the Intel Teach Elements series and how you may obtain the free online course content, contact Pam Jacobs at [Pamela.Jacobs@learningpt.org](mailto:Pamela.Jacobs@learningpt.org).

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

#### **15. Promise Neighborhoods planning grant competition is seeking peer reviewers for its grant competition**

Promise Neighborhoods is intended to significantly improve the educational and developmental outcomes of children in our most distressed communities. Because the challenges faced by communities with high concentrations of poverty are interrelated, Promise Neighborhoods is taking a comprehensive approach designed to ensure that children have access to a continuum

of cradle-through-college-to-career solutions, with strong schools at the center that will support academic achievement, healthy development, and college and career success.

Reviewers are sought from various backgrounds and professions: education reform and policy, community and youth development, strategy, and peer review experience. Reviewers will independently read, score, and provide written comments for grant applications. The application review will be conducted electronically from the reviewer's location. Reviewers will receive an honorarium. The deadline is June 1.

Please share this information. Interested parties should read the Call for Reviewers for all the details at:

<http://www2.ed.gov/programs/promiseneighborhoods/peerreviewer.html>.

For more information on Promise Neighborhoods, log-on to:

<http://www2.ed.gov/programs/promiseneighborhoods/index.html>.

#### **16. What Works Clearinghouse Reports and Reviews**

The US Department of Education's What Works Clearinghouse released two reports in April.

Those reports are:

- Intervention: Dialogic Reading. It is available at:  
[http://ies.ed.gov/ncee/wwc/reports/ece\\_cd/dialogic\\_reading/](http://ies.ed.gov/ncee/wwc/reports/ece_cd/dialogic_reading/)
- Intervention: Saxon Math. It is available at:  
[http://ies.ed.gov/ncee/wwc/reports/middle\\_math/saxon/index.asp](http://ies.ed.gov/ncee/wwc/reports/middle_math/saxon/index.asp)