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Essentials for Principals: The School Leader’s Guide to Professional Learning Communities at Work™
by Richard DuFour and Rebecca DuFour
Guides principals in how to create and sustain a high-performing PLC. Provides research-based and actionable steps to build and lead a PLC from two expert practitioners.

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NEW!
Getting It Done: Leading Academic Success in Unexpected Schools
by Karin Chenoweth and Christina Theokas
Provides a blueprint for leaders of our most challenged schools by exploring how real leaders have employed their knowledge and skills to raise achievement. Filled with nearly 40 case studies with essential lessons to apply.

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What Great Principals Do Differently: 18 Things That Matter Most, second edition
by Todd Whitaker
Explains the qualities and practices that distinguish great principals. In this second edition, best-selling author Todd Whitaker shares new thinking on understanding the dynamics of change, developing an accurate sense of self, and dealing with negative or ineffective staff members.

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NEW!
Leading the Technology-Powered School
by Marilyn L. Grady
A cut-to-the-chase approach for busy principals who want to successfully enhance student learning with technology. Offers field-tested tools in digestible “bytes” that bridge theory and practice.

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Essentials for Principals Series

Each volume in this series, published by NAESP in collaboration with Solution Tree, provides answers to the real issues principals face every day.

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*by Dawn Billings and Mardale Dunsworth*

Provides an easily implemented blueprint for evaluating academic programs, practices, and strategies. The authors provide examples and clear directions to guide the reader through a five-step process for systematically gathering, objectively evaluating, and constructively acting on data.

**NEW!**

**Data-Based Decision Making**  
*by Edie Holcomb*

Examines best data collection practices and guides the elementary school principal on how to reach struggling learners, strengthen instruction, and achieve schoolwide improvement.

**NEW!**

**Communicating & Connecting With Social Media**  
*by William M. Ferriter, Jason T. Ramsden, and Eric C. Sheninger*

Discover practical solutions for implementing social media tools into communication and professional development plans. The authors explore the marketing and communications value of developing a social-networking presence and examine the kinds of school and district practices necessary for supporting successful school-based social media efforts.

“...a treasure chest of resources for those looking to begin or enhance the use of social media tools in their school communities for communication and learning.”—Patrick Larkin, Principal

**NEW!**

**Mobile Learning Devices**  
*by Kipp D. Rogers*

Shows how schools can mitigate the potentially negative effects of MLDs, while using them to enhance and expand learning in the 21st century classroom.

**What Principals Need to Know Series**

A new generation of popular, research based guides for principals, completely updated and brought to you by NAESP in collaboration with Solution Tree.

**NEW!**

**What Principals Need to Know About Teaching and Learning Mathematics**  
*by Timothy Kanold, Diane Briars, and Francis (Skip) Fennell*

Helps you frame the mathematics needs and challenges faced at the school and district level around content, learning, and instructional expectations.

**NEW!**

**What Principals Need to Know About the Basics of Creating Brain-Compatible Classrooms**  
*by David A. Sousa*

Guides principals through a quick tour of brain structures and reveals the latest discoveries of how the brain works. This book is designed to help principals construct meaningful professional development that enhances teachers’ knowledge and skills about brain-compatible learning.

**NAESP Professional Standards**

**Leading Learning Communities: Standards for What Principals Should Know and Be Able to Do, second edition**  
*by NAESP*

Provides practical recommendations that affirm best practices and help educators create structures that not only promote positive student behaviors, but also reduce schoolwide management problems and increase student achievement. Updated for the next generation of school leaders!

**Leading Early Childhood Learning Communities: What Principals Should Know and Be Able to Do**  
*by NAESP*

Helps principals understand the critical need for high-quality early childhood education and what their role is in advocating, supporting, and improving early childhood education in their schools and communities.

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The Survival Kit for the Elementary School Principal
by Abby Barry Bergman, Judy Powers, and Michael L. Pullen
A complete desktop reference with solutions for immediate problems or challenges. It’s filled with useful hints, tips, and templates and offers expert solutions for aspiring as well as experienced principals.

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Analyzing Data and Making Instructional Change
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Learn to compile and make sense of data; analyze data; find out what it means and what to do about it; decide how to do what needs to be done; and implement strategies specific to content areas, critical-thinking skills, and test-taking.

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by Sally J. Zepeda
Shows you how to plan and implement programs that promote teacher growth, including learning communities, coaching, study groups, and learning circles.

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Step-by-Step Professional Development in Technology
by Sarah T. Meltzer
Presents easy to follow guidelines for principals, technology coordinators, and other school leaders to plan, implement, and manage professional development of teachers in instructional technology.

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The Ball
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Writing Meaningful Teacher Evaluations, third edition
by Cornelius L. Barker and Claudette J. Searchwell
Features a time-saving CD-ROM with easily customizable forms that provides a diverse bank of updated proficiency statements to clearly and comprehensively describe a teacher’s performance.

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The Highly Engaged Classroom
by Robert Marzano
Guides educators in creating a classroom environment in which engagement is the norm. Specifically, it addresses four emblematic questions students ask themselves, the answers to which determine how involved they are in classroom activities: How do I feel?; Am I interested?; Is this important?; and Can I do this?

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Different Brains, Different Learners: How to Reach the Hard to Reach, second edition
by Eric Jensen
Outlines how to identify prevalent impairments such as oppositional disorder, learned helplessness, attention deficit disorder, dyslexia, depression, and auditory processing deficits. This reference helps teachers accommodate the needs of students with learning impairments and minimize disruptions for other students.

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NEW!
The Principal's Guide to the First 100 Days of the School Year: Creating Instructional Momentum
by Shawn Joseph
Establishes instructional momentum throughout the school year. With detailed timelines, practical advice, and ready-to-use resources, the author guides administrators through five key areas: vision, instructional leadership, politics, data, and planning.

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The Daily Practices of Successful Principals
by Barbara L. Brock and Marilyn L. Grady
Acquire practical strategies to implement in your school from former administrators who have walked in your shoes. Provides practical strategies to implement as you focus on the most important things—leading effectively, promoting student achievement, and making a positive difference in student lives.

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Leading Curriculum Improvement: Fundamentals for School Principals
by Marilyn Tall cer
Offers guidance for facilitating curriculum improvement by examining real-life scenarios that principals encounter, accompanied by strategies and actionable ideas to help schools sustain focus on student learning and organizational development.

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NEW!  HOT TOPIC!
Aligning Your Curriculum to the Common Core State Standards
by Joseph (Joe) Crawford
Avoid “analysis paralysis” and get started on implementing the new Common Core State Standards. This book includes helpful charts and graphs plus access to Internet-based software for mapping the CCSS to curriculum, instruction, and assessment.

Item# ACCCSS  Members $39.95  Nonmembers $44.95

194 High-Impact Letters for Busy Principals: A Guide to Handling Correspondence, w/CD-ROM
by Marilyn L. Grady
Provides letters that cover a variety of topics, from thank-you letters and congratulations to best wishes and other personal notes. You’ll find an updated and expanded collection of letters with user-friendly and easy-to-personalize templates.

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www.naesp.org/bestpractices-better-schools
Motivating & Inspiring Teachers: The Educational Leader’s Guide for Building Staff Morale, second edition
by Todd Whitaker, Beth Whitaker, Dale Lumpa

Full of strategies you can use to generate an energetic environment and maintain an enthusiastic, attentive, and positive staff. Focused on leadership, communication, supervision, evaluation, meeting, and building, it offers you ways to create motivating staff memos, use the power of daily praise, raise your school’s energy level, and make your staff feel special.

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The 7 Secrets of Motivating and Inspiring Your Team
by Betty Hollas

Tackles everything from difficult parents to defiant teachers. Learn how you can build collaboration, facilitate change, manage conflict, set boundaries, and much more. A “must-read” for principals and other educational leaders.

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Building School Culture One Week at a Time
by Jeffrey Zoul

Use “Friday Focus” teaching and learning memos to motivate and engage your staff every week, and help create a school culture focused on the growth of students and teachers. The memos—one for each week of the school year, to reproduce and circulate to staff—focus on topics such as active learning, high expectations, gratitude, and test preparation.

Item# BSCOW Members $34.95 Nonmembers $39.95

Vocabulary Games for the Classroom
by Robert Marzano and Lindsay Carleton

Offers 13 games designed to build academic vocabulary. Teachers can capitalize on the energy and excitement these fun games generate, while using the games as part of a systematic approach to direct vocabulary instruction.

Item# VOCAB Members $34.95 Nonmembers $39.95

Season It With Fun! A Year of Recognition, Fun, and Celebrations to Enliven Your School
by Diane Hodges

Features a wealth of strategies and ideas to help school administrators create a culture that inspires staff members throughout the seasons through fun campus activities, celebratory events, and end-of-the-year rewards.

“A wonderful resource for team building, climate uplifting, and fun-filled, goal-oriented ideas and activities for school families!” —Mary Nardo, Principal

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RTI & Math: The Classroom Connection
by Karen A. Kemp, Mary Ann Eaton, and Sharon Poole

Provides research-based techniques based on the early grade standards and principles of mathematics identified by the National Council of Teachers of Mathematics with step-by-step procedures for implementation of each technique, along with measures to monitor student progress. Reproducible forms allow for easy management and data collection.

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Interventions for Struggling Learners, w/CD-ROM
by Gretchen Goodman

An RTI guide you’ll use every day in implementing strategies to help struggling students. The accompanying CD provides reproducible materials for the classroom.

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Closing the RTI Gap
by Donna Walker Tileston

Improve your school’s ability to ensure that all students achieve high levels of learning. Learn why RTI is so important and how to successfully implement it in your school, particularly in the context of poverty and culture.

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Questions and Answers About RTI: A Guide to Success
by Heather Moran and Anthony Patruzzelli

Guides a school or district through implementation of an RTI program with practical examples and straight talk. The authors also provide an easily understandable how-to manual for teachers who are asked to provide service in an RTI structure.

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