NAESP Featured on The Balancing Act Airing on Lifetime Network

To help parents better meet their children’s educational needs, NAESP has joined forces with Lifetime TV’s The Balancing Act, providing information on “The Parent Teacher Corner,” which is a new segment that provides information for parents about how to help their children succeed in school.

NAESP President Barbara Chester’s first appearance on The Balancing Act will be Sept. 8 from 7 to 8 a.m. (EST) on Lifetime Television. She will talk about how parents can get engaged with their children’s school, helping them build an important bridge toward success. Chester will also appear on segments this fall on preventing bullying and engaging students in reading in school and at home.

“Elementary principals work in partnership with parents and families to ensure that they have the information and tools they need to help their children thrive in school and in life,” said Chester. “Because of this essential connection, I’m pleased to represent schools—and principals—on The Balancing Act, furthering the conversation about how to help students succeed.”

The Balancing Act TV show airs on Lifetime Television at 7 a.m. (EST) and is America’s only one-hour morning show that’s about women, for women, and trusted by women. Celebrating life and all there is to accomplish, The Balancing Act inspires and empowers with entertaining and educational shows that help place women in the best position to achieve success in every area of their lives.

Interview With Arne Duncan Featured on NAESP Radio

NAESP Executive Director Gail Connelly recently sat down with Secretary of Education Arne Duncan to discuss the role of principals in education reform in the latest installment of NAESP Radio.

In the interview, Duncan discusses his vision and goals for the education of the nation’s children, which include making sure that every child in the country—regardless
of race or socioeconomic status—has access to a world class education. His view of the role of education leaders, and principals in particular, in achieving that goal stood out. “There’s no such thing as a high-performing school without a great principal,” Duncan says. “It is impossible.”

Listen to the NAESP Radio interview to hear Duncan address the role of principal evaluations and offer advice to principals who must balance ever-shrinking budgets with ever-growing expectations.

The full interview, including Duncan’s views on principal evaluations, closing the achievement gap, and balancing budgets and managing expectations, will be printed in the November/December 2010 issue of Principal magazine.

Got Questions? Principals Help Line Has Answers

With a new school year beginning, you’re likely to have a number of questions about the principalship—and NAESP has a resource you can use to get the answers and advice you need. The Principals Help Line is a confidential, online forum where members can ask questions to veteran principals about their most pressing issues and challenges.

Since 2004, NAESP has offered this service to members. Veteran principals respond one on one to your submitted questions via e-mail within 48 hours. Five to seven volunteers monitor the Help Line each month, the majority of whom are NAESP trained mentors. National Distinguished Principals also serve as volunteers.

The Association understands the critical need for timely responses to principals in times of crisis, especially when they often work in isolation and do not have access to advice or support. It also realizes that anonymity of the questions and responses is important and provides a secure means of sharing sensitive issues and obtaining information.
Question topics range from funding, staffing, and evaluation to curriculum, programming, and parent issues. Make the Principals Help Line your resource for professional advice and answers to the difficult questions you have.

Convention Call for Proposals Opens This Week

Get ready to delve into a program at NAESP’s 2011 convention in Tampa, Florida, April 7-10, which will impact your growth as a school leader. With speakers such as Robert Marzano, Todd Whitaker, Sir Ken Robinson, Charlotte Danielson, and Anthony Muhammad, this year’s sessions will feature cutting-edge leaders with a tremendous body of knowledge and research to share. Join these experts by submitting a proposal.

Five major focus areas will create an opportunity to gain knowledge and expand your already rich experience as a school leader. Concurrent sessions, plenary sessions, keynote addresses, and knowledge networks will closely align to support five building blocks of learning for principals: evaluation of classroom instruction, school culture, leading for change, technology supporting accountability and communication, and professional learning teams.

Learn more about these focus areas online and prepare your proposal. Check the convention website later this week for general information about and requirements for submitting a proposal. NAESP does not grant honoraria or pay expenses for session presenters. The benefits of contributing your knowledge and expertise to the professional development of school leaders lead to your own growth and development.

The submission deadline is Oct. 31.

Principals Reap Benefits of Longtime NAESP Supporter

For almost a decade, Virco Inc. has sponsored the NAESP Foundation’s Speakers Bureau, which provides our state affiliates the opportunity to retain speakers for annual state conferences they otherwise might not be able to afford. Virco, the nation’s largest manufacturer of school furniture, is a longtime supporter of NAESP. Over the
lifetime of the agreement with the NAESP Foundation, more than $1 million has been provided in support of more than 250 state conferences.

“The NAESP Foundation is thankful for Virco’s ongoing support for principals,” said Ernest Mannino, CEO of the NAESP Foundation. “Their generosity has made outstanding professional development opportunities available to tens of thousands of elementary and middle-level principals across the country.”

In addition, Virco has provided support for NAESP conferences such as the National Leaders Conference and the annual State Executive Directors Meeting. Each year during the NAESP convention, Virco raffles a chance to win a $10,000 classroom makeover. The announcement of the winner during the Third General Session has become one of the highlights of the convention.

More information about NAESP Foundation partners is available online.

Numerous Foundation Projects Lie Ahead

Online Auction. To kick off the school year, an online auction will be held Sept. 16-30. We encourage you, your friends, and family members to join us and “test drive” a fresh approach to school fundraising and help raise money for the NAESP Foundation at the same time. You can bid on a variety of high-quality items, all starting at $1 with no reserve.

Early Childhood Task Force. The NAESP Foundation has launched a groundbreaking effort to explore how early childhood providers, families, community partners, and schools can work together to build an aligned system of early learning that provides seamless transitions for children as they progress from preschool through grade 3. With funding support from ING, the first task force meeting will be held Sept. 20 in Arlington, Virginia, and will include the nation’s most innovative researchers, practitioners, policymakers, and advocates,
with the goal of creating a nationwide call to action to build a world-class system for early learning.

**Combined Federal Campaign.** After a rigorous application process, the NAESP Foundation has been found eligible for the 2010 Combined Federal Campaign (CFC), which means it is among the select charitable organizations the federal government encourages its employees to contribute to. Let your family and friends in the military, postal system, and government know that they can support the NAESP Foundation through CFC #99612.

**Book Award.** Don’t forget to submit your manuscript for the Children’s Book of the Year contest. The winning authors will have their books endorsed by the NAESP Foundation and published by Charlesbridge Publishing. This contest is open to anyone who wants to have his or her children’s book published and the deadline is Feb. 15, 2011.

**Create the Good.** AARP’s Create the Good, in collaboration with the NAESP Foundation, is working to raise awareness about the need for school supplies in pre-K-8 schools. Create the Good is a nationwide initiative that helps inspire and support volunteer efforts, particularly from people older than 50 years old. Building on its connection to educators, AARP will encourage its members to visit the Create the Good website to download a toolkit on how to help provide needed supplies to a local school. If you are interested in participating in the school supply drive or posting volunteer opportunities in your school, visit http://createthegood.org/equipped-to-learn/principals.

**Dynamic, Visionary Volunteer Leaders Sought**

If you’re interested in serving on the NAESP Board of Directors and taking the opportunity to help the Association fulfill its goals for principals across the nation, there are four positions to be filled in 2011: president-elect and directors for Zones 1, 2, and 8.

Members of the NAESP Board of Directors make policy that supports Association efforts to influence federal policy initiatives on behalf of principals and impact the
education of millions of children. The board also leads the Association in advocating for the profession and the value of public schools. For more information, contact your zone director or NAESP Deputy Executive Director Mike Schooley.

The deadline for submitting nomination materials for the 2011 election is Nov. 15, 2010. Nominees must be NAESP active members or life members who are current principals or assistant principals.

President’s Perspective: Q&A With NAESP President Barbara Chester

New NAESP President Barbara Chester has served elementary and middle-level students with distinction since 1974, and her work to enrich students’ lives and improve the learning communities she has been a part of has received recognition at the district and national levels.

This summer, Chester took over as president of the NAESP Board of Directors, a group of practicing principals and key instruction leaders actively involved in shaping the long-term impact of school improvement efforts. She recently sat down with NAESP staff members to discuss her career as an educator and her vision for the Association.

Why did you decide to become an educator?
Well the truth is I never wanted to be a teacher. I really wanted to be a forest ranger, but when I grew up girls weren’t forest rangers. In college, I realized I wanted to be a kindergarten teacher and that’s exactly where I started.

Have you held any other education-related positions?
I basically went from being a fourth-grade teacher one year to being an elementary principal, [with] a three-month stint at a special education school in between, where I really got thrown into the deep end. When I lived in Colorado, I also served as director of staff development as well as being an elementary principal.
How did these other positions shape the type of principal you are?
Working as a kindergarten teacher shaped the type principal I am because the experience of learning how to work with early learners and helping them become readers helped me understand more about how children learn. It also opened up some doors to learn about brain research and how we function as learners. Working as a principal at a special education school gave me a different kind of understanding of how we treat every child, especially students who have been diagnosed with some kind of a disability. It taught me to not just look at what’s on the surface but to look at what’s underneath and see who they are as a person.

When did you join NAESP and how has membership benefited your career?
I joined NAESP in 1985, and I got to build connections and friendships with people right away. It’s a way to not be alone in what can be a very lonely job. The Association also became my knowledge base.

What kinds of support do principals need, and how can an association provide this support?
Principals need to feel like somebody has their back. They need an association advocating for the things they need to do their jobs. They need to feel supported when they are making decisions for which they will be held accountable. And they need someone to provide the background knowledge and support that comes from professional development opportunities beyond their own districts.

What’s the biggest impact that you would like to see NAESP make during your tenure as president?
I think NAESP is already beginning to make an impact in federal advocacy. Having a voice at the table is huge for members. It lets them feel like their association is there for them. I also think a lot of principals who are out there in single or small school districts need to have the ability to communicate with us. If we can provide a resource to them without making them drive 250 miles to reach a center, that’s going to be a huge benefit to them. I’d like to help all members feel they have a personal connection with their professional association—NAESP.

What are some of your non-education, nonprofessional interests?
I garden, I cook, I read, and I’m a bad golfer. I used to sail, and fly airplanes. I’m
a farm kid and when you grow up on a farm, that’s where your roots lie. I love to spend hours in the garden. I’d like to be a better golfer, and I hope I will be one of these years. I’d like to do more things and I keep thinking, “Maybe I’ll have some time to do them.” As I get older, I realize you don’t have to wait until “someday” to do things. Enjoy the future now.

**Grants, Opportunities, & Free Resources**

**Technology Grants for Rural Schools**
Rural schools could be eligible for a technology grant from the Foundation for Rural Education and Development. The grants, funded by the Rural Telephone Finance Cooperative, strive to make modern computers available to all public school students. Grants range from $1,000 to $10,000. Recipients must be in an area served by an OPATSCO telephone company. **Deadline: Sept. 17**
[www.fred.org/tech.html](http://www.fred.org/tech.html)

**Grants for Education-, Exercise-, and Arts-focused Programs**
Clorox has created Power a Bright Future to help sustain school programs that enrich students’ lives. Three schools will be selected for $20,000 grants and a fourth will receive a $50,000 grand prize grant. Winners will be selected based on votes received and the opportunity to improve the lives of children. Nominees will also have the chance to win school supplies, gift cards, and more. **Deadline: Sept. 27**
[www.powerabrightfuture.com](http://www.powerabrightfuture.com)

**Grant for Environmental Education**
The Captain Planet Foundation accepts grant applications for projects that seek to provide hands-on environmental education for young people. Grants of $250 to $2,500 are available depending on the project. **Deadlines: March 31, June 30, Sept. 30, and Dec. 31**
[www.captainplanetfoundation.org](http://www.captainplanetfoundation.org)

**Grant for Math and Science Projects**
The Toshiba America Foundation offers grants for K-5 projects that focus on math and science. **Deadline: Oct. 1**
[www.toshiba.com/taf/k5Teachers.jsp](http://www.toshiba.com/taf/k5Teachers.jsp)
Grants for Theater/Drama
Pioneer Drama Service is offering Touching Lives Through Theatre Grants to help middle and high schools put on theatrical productions. Ten grants will be awarded, consisting of $500 in credit at Pioneer Drama Service. The money can be spent on production materials such as royalty fees, texts, makeup, or DVDs.
**Deadline: Oct. 1**
[www.touchinglivesthroughtheatregrants.com](http://www.touchinglivesthroughtheatregrants.com)

Spirit of Community Awards
The Prudential Spirit of Community Awards honor young people in grades 5-12 who have demonstrated exemplary voluntary service to their communities. Maximum award: $1,000 and a trip to Washington, D.C. Eligibility: Students grades 5-12 who have conducted a volunteer service activity within the past year.
**Deadline: Nov. 1**