

communicator

The Monthly Newsletter of the National Association of Elementary School Principals

in side

2 Advice for schools about the H1N1 virus

3 New webinar series set to launch

4 Federal Report: A New Approach to Advocacy

7 Bookmark It: Best Bets for the New School Year

Special Insert:

NAESP's 2010 Convention and Exposition

Communicator Changing to Serve You Better

NAESP's family of newsletters is changing to better serve members, based on overwhelmingly positive feedback to a survey the Association conducted to determine members' interest in consolidating four newsletters into one publication and to transition the print-only *Communicator* to a predominately online format.

Some 92 percent of members who responded to the survey support an initiative to combine NAESP's four content-specific electronic newsletters—*Middle Matters*, *Research Roundup*, *Leadership Compass*, and *Diverse Learning Communities Today*—into one monthly umbrella electronic newsletter, and nearly 93 percent favor changing the printed edition of *Communicator* to an electronic format.

Starting with the October issue, *Communicator* will be distributed via e-mail and will feature brief highlights of articles that link to full-length articles housed on NAESP's

Web site, thus enabling readers to quickly select and read only the articles in which they are interested. In addition, the electronic version of *Communicator* will include links to the four content-specific newsletters. Previously, those e-newsletters were distributed individually.

Communicator also will be distributed monthly during the calendar year, an increase from the current nine-times yearly schedule. Ten issues will be distributed electronically and two will remain print editions—the December issue, which features pro-

posed NAESP resolutions changes, and the March issue, which publishes statements from candidates running in the NAESP election. The Association's Board of Directors approved these changes at its July meeting.

Even with the increased frequency, the new format will significantly reduce the number of publications-related e-mails members currently receive. Other member benefits in-



Look for the new electronic version of *Communicator* to reach your e-mail inbox in October.

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clude increased access to resources and content, more timely information, and more environmentally friendly communications.

"We are gratified at the degree to which our members welcome this change," said NAESP Executive Director Gail Connelly. "Not only is the format change in keeping with more technologically advanced methods of publishing, it affords us the opportunity to communicate with our members more immediately, in a more focused way, and with greater efficiency so we can better steward our financial resources. Plus, by eliminating seven print editions, it's a much 'greener' way of reaching and serving our members."

Contact publications@naesp.org with questions or for more information. ■

Stay in the Loop and Enter for a Chance to Win \$100

Be sure not to miss a single issue of the new *Communicator*, traditionally cited by members as one of the most valuable resources they receive.

First, be sure that your preferred e-mail address—either school or personal—is on record with the Association. If it isn't or you're not sure, register with us today, and you will be eligible to receive a \$100 gift card from American Express. Simply send an e-mail to membership@naesp.org and note "Sign Me Up!" in the subject line. Be sure to send it from your preferred e-mail address or include your preferred e-mail address—along with your contact information—in the body of the e-mail.

Second, be sure that NAESP e-mail messages are "whitelisted" with your school or district. Simply send an e-mail to your technology coordinator asking that e-mail messages from naesp@naesp.org are whitelisted.

BookmarkIt

Best Bets for the New School Year

The Principal as Professional Learning Community Leader
by Corwin Press and Ontario Principals' Council

Item# PAPLC
Members: \$23.95
Nonmembers: \$33.95

RTI Success: Proven Tools and Strategies for Schools and Classrooms (with CD-ROM that includes a PowerPoint presentation and forms)
by Elizabeth Whitten, Kelli J. Esteves, and Alice Woodrow

Item# RTIS
Members: \$39.99
Nonmembers: \$49.99

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

Item# SSMI
Members: \$20.50
Nonmembers: \$30.50

Transforming School Culture: How to Overcome Staff Division
by Anthony Muhammad

Item# TSC
Members: \$19.95
Nonmembers: \$29.95

Peaceful School Bus: A Program for Grades K-12 (with DVD and CD-ROM)
by James Dillon

Item# PSB
Members: \$99
Nonmembers: \$109

To order, visit NAESP's online bookstore at www.naesp.org/nprc or contact the National Principals Resource Center at 800-386-2377. If you're an NAESP member, you receive an additional 10 percent off your online purchase.

