— Our advocacy staff team is currently working diligently with congressional aides, focusing on early childhood education training and the key element of mentoring for new principals.
— The NAESP election will be here soon—promote the vote for your members’ national media spokesperson for elementary and middle-level principals.

Go to LEADING to find out more!

— Two sessions at the convention in Houston introduce a productive partnership between the New York City Leadership Academy and NAESP.
— The agenda is shaping up for the summer leaders’ conference, July 14-16, 2010.

Go to LEARNING to find out more!

— Themes for the 2010-2011 editorial cycle, upcoming changes in Principal magazine, and new delivery features for Before the Bell.
— An extensive marketing plan is in progress.

Go to COMMUNITIES to find out more!

— Web/database update and staff news.

Go to ORGANIZATION TRANSFORMATION to find out more!

NAESP Foundation activities details.

Go to NAESP FOUNDATION to find out more!
MORE news on LEADING~

CHOOSE THE PRINCIPAL FOR YOUR NATIONAL VOICE
and Directors for Zone 3, Zone 4, and Zone 6!

The election for NAESP President-elect and open Zone Director positions for the Board of Directors will be conducted electronically this year, as it was in 2009. VoteNet is the electronic election provider again this year, and we’ve added a Web page on the NAESP site with links to candidate information and a FAQ page.

The e-notifications with usernames, unique passwords, and the URL to the secure election Web site will go out to eligible members (active, institutional active, emeritus, and life) the morning of Tuesday, April 13. The election will begin officially at 10:00 a.m. and will be open for voting until midnight on Wednesday, May 12. The link to the eBallot will also be available to eligible members when they log in to the NAESP Web site between April 13 and May 12, 2010. Ask your members who do not have access to the Internet to call NAESP (800-386-2377, ext. 276) for a paper ballot (until May 5).

Members for the Election Audit Board have been selected and will meet on May 17 to verify the election results.

ADVOCACY UPDATE

Most recently, NAESP has been focused on two key areas of interest: the Department of Education’s “blueprint” for the reauthorization of the ESEA, which was released in March, and NAESP’s proposals for principal professional development and mentoring in ESEA.

NAESP’s policy proposals would expand training and ongoing professional development for principals in the areas of early childhood education and mentoring based on the standards established in NAESP’s publications, Leading Early Childhood Learning Communities; Leading, Learning Communities and, the national principals mentoring program established by the Association. We are currently working with a number of Senate and House legislators who are interested in sponsoring our proposals (formally introducing them as bills in Congress) and are committed to seeing the bills included in the reauthorized ESEA.

The Department’s “blueprint” includes the four models of reform first introduced in the updated School Improvement Grants program that requires the nation’s poorest performing schools to implement one of these models in exchange for significant “school turnaround” funding. Each of the models results in the replacement of the principal and often a majority of the teaching staff. In our recent submission of the Association’s formal ESEA recommendations to the House Education and Labor Committee, NAESP stated its opposition of the U.S. Department of Education's unprecedented regulatory intrusion into local schools through these models. We argued that in the interest of fairness, all principals should be given the authority, autonomy, time, and resources needed to implement sustainable reform efforts before dismissal is considered. Moreover, these decisions must be left to the local school district and not imposed on school administrators from Washington, D.C.

In our recommendations to the House education committee, we also highlighted our concerns about the blueprint’s call for state definitions of “effective” and “highly effective” principals and teachers for evaluative purposes, and the shift in priority focus from federal formula funding to competitive funding. Our recommendations also included the adoption of NAESP’s two policy proposals that would build principals’ capacity in the areas of early childhood education and turning around schools.

THE NAESP PLATFORM TRANSFORMATION

Last summer the NAESP Board of Directors charged the dedicated group of professionals serving on the NAESP Resolutions Committee with the task of streamlining and updating the Association’s Platform, and aligning the document’s resolutions under the issues of Leading, Learning, and Community. The Committee has compiled 100 proposed resolutions for consideration at the 2010 Delegate Assembly (Sunday, April 11). In an attempt to simplify the voting process, NAESP worked closely with our parliamentarian to establish a procedure that would allow for one vote to adopt the entire packet of proposed resolutions.
As in the past, the NAESP President and President-elect will preside over the Report on the Resolutions Committee. President Cargile will call for discussion on each of three sections of the packet of proposed resolutions (new, combined, and deleted) before a single vote on adoption. Per the Rules and Procedures that will be adopted at Delegate Assembly, no request for alteration to the proposed resolutions can be made from the floor unless it was first requested at the Resolutions Committee Open Hearing (Friday, April 9 at 8:00 a.m.).

We are looking forward to the transformation of the Platform to a document of foundational principles reflecting our mission and beliefs, so that the work of future Resolutions Committees, under the policy management of the Board of Directors, is more responsive to the dynamics of principals’ authentic realities.

PUBLIC RELATIONS
An advertorial titled “Turnaround Times,” regarding what are—and what are not—the requirements for school improvement programs, was published in the March 31 edition of Education Week.

Gallup Recess Poll
The team coordinated an outreach campaign for the release of “The State of Play,” which was conducted in partnerships NAESP and Playworks. The campaign included a press release announcing the results and disseminating the results through various NAESP vehicles (including Before the Bell, Communicator, “Principals’ Office” blog, and Dateline NAESP), and social media outlets Facebook and Twitter.

Convention Media Relations
An outreach campaign for the convention in Houston included preparing and distributing media advisories on three stories with the best potential for getting attention from external media (keynoters: Mortenson, Gardner, Matlin; turnaround schools initiative; service project). We’re planning to maximize use of the “Principals’ Office” blog, Facebook, and Twitter during the event.

Media Calls
Recent calls from education reporters include the following:

- the impact of the ESEA blueprint on Title I schools (NPR’s “Market Watch”)
- principal turnover (Catalyst Chicago)
- the value of guidance counselors (Pocono Record)
- cyber schools (Detroit Free Press)
- the impact of anti-bullying campaigns (Associated Press, New York)
- Gallup recess poll (Arizona Republic and District Administration)
- how to handle the death of a student (education.com)
- NAESP’s Federal Relations Conference (Education Week, Education Daily); Obama’s State of the Union Address (Education Daily)
- Department of Education’s Race to the Top Fund (Education Daily)
- and early childhood education (edutopia.com)

Most of these media calls were handled by NAESP President Diane Cargile; others were handled by Executive Director Gail Connelly and President-elect Barbara Chester.

There have been numerous media mentions of the Transformational Leadership principals featured at the convention, the Gallup Recess Poll, and the Federal Relations Conference. Also, NAESP was featured in four high-profile articles: Gail Connelly was quoted in “More Funding for Principal Training Deemed Vital” in Education Week and “Budget Freeze Could Alter Education Priorities” in Education Daily, and Diane Cargile was quoted in “Proposed $3.9 B program would emphasize innovation” in Education Daily and “US Survey Finds Sharp Drop in Children’s Bullying” ran in numerous outlets.

In addition to updates to “Where’s Diane,” President Diane Cargile’s blog, other recent posts written by the media relations and publications team on “Principals’ Office” featured opportunities to respond to issues raised in Principal magazine, including the responses to the latest “Speaking Out” article about the principal’s role in instructional leadership and the “My Two Cents” question about reasons for convention attendance. The advocacy team’s Federal Report is now being published on the “Principals’ Office” blog.
**Media Relations Online**

The press section on the NAESP Web site is regularly updated with press releases and information on NAESP in the news. In a recent installment of NAESP Radio, Gail Connelly interviewed convention keynoter Greg Mortenson, author of the bestselling *Three Cups of Tea*. The most recent interview features Yong Zhao, Distinguished Professor, School of Education, Michigan State University and author of *Catching Up or Leading the Way—American Education in the Age of Globalization*.

**State Editors**

A meeting of state editors will take place during the convention.

**MORE news on LEARNING~**

**NATIONAL LEADERS’ CONFERENCE PRELIMINARY PLANS**

The National Leaders’ Conference will be held at the JW Marriott Hotel in downtown Washington, D.C., July 14-16, 2010. Based on feedback from NAESP state affiliate executive directors, the sessions will focus on three major areas: Leadership, advocacy, and membership.

The activities will begin in the late afternoon with the passing of the gavel from current NAESP President Diane Cargile to the incoming president, Barbara Chester. This opening activity will be followed by a motivational presentation (TBD) and then a policy strategy session led by the NAESP advocacy team, which should equip members for appointments on Capitol Hill. The evening will close with a buffet reception where attendees will have a chance to meet and greet leaders from across the nation.

Thursday’s schedule will include Hill visits, and the evening is for group zone activities or “on your own.”

The preliminary Friday schedule will begin with remarks from Executive Director Gail Connelly, followed by a presentation by Mark Levin entitled “Leading the Association and Helping It Grow.” Mr. Levin has provided leadership training for a variety of organizations and should connect well with our volunteer leaders. Following this presentation NAESP staff, working with selected key members, will lead role-alike sessions on leadership and membership. States earning NAESP membership awards will be recognized at a luncheon, which will feature a guest speaker. Following lunch there will be time set aside for zone meetings and currently the day is scheduled to end late Friday afternoon with an upbeat final presentation.

The agenda will be finalized by mid-April, at which time pertinent information will be sent to all state leaders.

**PROFESSIONAL DEVELOPMENT**

*Convention and New York City Leadership Academy*

The Transformational Leadership: Turnaround Principals in Action session at the convention will be facilitated by Dr. Lynn Scott representing the New York City Leadership Academy. Dr. Scott has been working with NAESP on a federal Innovation Validation Grant based on the NAESP Mentor Certification Program. He will also facilitate a focus group of new principals to gather data on the success or failure of induction programs aligned with mentor/coaching support. These two sessions will introduce a partnership between the New York City Leadership Academy and NAESP.

This partnership has tremendous implications for professional development programming for NAESP for new principals, assistant principals, aspiring principals, and experienced principals in the field. The New York City Leadership Academy has used the research-based Leadership Performance Planning Worksheet successfully for induction programs. The worksheet aligns with the NAESP mentor program standards and the NAESP principal standards and enhances the self-assessment tools provided in the LLC publication. The nine dimensions included are personal behavior, resilience, communication, student performance, situational problem solving, learning, supervision, management, and technology.

The NYC Leadership Academy is NAESP’s partner in developing an Innovation Grant to support a training program for new principals and mentoring support for three-five years. It is a comprehensive grant application that pilots programs meeting the requirements of the U.S. Department of Education.
Webinars
NAESP presented three webinars in February and March 2010, including Are You Ready? Charting Your Course to the Principalship; Principal Leadership: Supporting Special Education Personnel and Related Services Providers; and Standard 6: Principals Leading Parent, Family, and Community Engagement.

Seminars
The fourth in a series of NAESP’s Leading Learning Communities Standards Seminars were held in Oklahoma City at the end of March (Political and Communication Skills). These are held annually in partnership with the Oklahoma association.

The Arkansas Association of Educational Administrators presented the NAESP Aspiring Principals Workshop, Previewing the 21st Century Principalship, in March with 125 participants.

NATIONAL PRINCIPALS RESOURCE CENTER
The National Principals Resource Center (NPRC) continues to focus on increasing sales, analyzing titles and the title-acquisition process, strengthening marketing, improving its Web presence, and strengthening or building partnerships. Recent activities follow:

State Bookstores
As of April 2010, the NPRC team has attended a dozen state affiliate conventions, with plans to attend several more by the end of the fiscal year, including several that traditionally have generated substantial sales, including conventions in South Carolina and Texas. Books were shipped to some state affiliate conventions where attendance was lower than the threshold needed to support an NAESP staff-run book store.

To drive traffic to on-site bookstores, the NPRC team sends an e-mail to all state convention registrants, inviting them to visit the bookstore and attaching a $5 coupon. In addition, we send a post-convention follow-up e-mail to thank registrants for visiting the booth and encouraging them to visit the NPRC Web site for additional resources.

Marketing
The new NPRC shopping cart was launched in mid-March and provides a clearer, faster, more intuitive purchasing experience for customers—and better sales data for NAESP.

The e-newsletter, The Principal’s Bookshelf, continues to gain value as a marketing and sales vehicle. The e-newsletter has moved up to the top 20 most frequently visited pages on NAESP’s Web site.

We’re planning an end-of-year direct mail effort to members and nonmembers to supplement catalog and e-mail marketing. A new structure and look for the book catalog is also under development, with the goals of better defined categories of titles, identification of “signature” books for key categories, and highlights of more content from select books. In addition, the catalog, which will be produced in early summer, will cross-sell NAESP’s professional development opportunities and other products and services as a first step in the creation of an integrated resource guide for the Association.

Title Analysis and Acquisition
The NPRC has finalized a co-publishing agreement with Solution Tree to revamp and co-publish two popular series: the “Essential Guide” series and the “What Principals Need to Know About…” series. Next steps include vetting the content of the current titles and identifying potential authors for re-development. Also, the NPRC will explore the viability of developing similar partnerships with other publishers.

NPRC will explore a limited effort to identify potential authors amongst the NAESP membership for highly focused materials, including white papers, which the NPRC would offer as supplemental content at no cost to members and as a fee-based resource for non-members.

Other key title management and acquisition strategies underway include efforts to maximize new books that have proven or promising high margins by featuring them on the home page, on the NPRC landing page, and in Principal’s Bookshelf; establishing new categories of books for catalog and online search;
investigating the feasibility of calling on *Principal* magazine’s editorial advisory group or establishing an NPRC advisory group to vet proposed titles; and exploring the viability of offering e-books.

**New Partnership**
The NPRC is engaged in the final agreement to provide promotional support for a Crayola project that provides mini-grants to NAESP members who submit a winning application on the theme of “Creatively Alive Children.” This partnership might serve as a model for developing a new business model for the NPRC that is better aligned with its original purpose. This initiative will be introduced during our upcoming convention via postcard promotion; NAESP convention attendees will have the first opportunity to request application materials from Crayola. A direct e-mail notice to NAESP members announcing this mini-grant program will follow at a later date.

**MORE news on COMMUNITIES~**

**MARKETING NAESP**
The marketing team continues to provide marketing support to membership, the NPRC, the Annual Convention, and professional development and contributes to the steady improvement of the current Web site as well as to the redesign and development of a new Web site. Recent activities also include the launch of a three-part market research initiative. Details follow:

**Ongoing Efforts: Purpose is to integrate data gathering into existing activities or strengthen existing data gathering activities**

- Develop a paper survey to all NPRC customers to be distributed with order fulfillments, at state convention bookstores, and at national convention.
- Incorporate a brief e-mail survey in the retention schedule with the dual purpose of data collection and reminding members of key services.
- Conduct an annual survey of state executives.
- Integrate data from annual *Principal* magazine readers’ survey with other teams including membership, marketing, and professional development.
- Integrate data gathered from single-topic surveys (convention feedback, advocacy-focused surveys, others) with other research.
- Conduct focus groups of members, nonmembers, and state executives at existing events (convention, National Leaders’ Conference).
- Conduct annual surveys of specific membership segments (directs, in joint states, longtime members/longtime principals, and so on).

**Secondary Data/Partnership Support: Purpose is to make use of market data and expertise of select corporate partners that have highly successful marketing operations**

- Analyze annual market research available from Solution Tree as part of the partnership agreement.
- Maximize the availability of an on-loan market researcher from Lifetouch as part of the partnership agreement; ready to chat with us.

**Annual Survey and Focus Group Activity: Purpose is to determine NAESP’s value and relevancy to members and nonmembers**

- Survey members and nonmembers using NAESP and MDR data sets to collect data from several cohorts so we can sort and analyze value and relevancy data.

**Member Cohorts**
- New members (three years or fewer) who are experienced principals (three years or more)
- New members (three years or fewer) who are new principals (three years or fewer)
- Members of both NAESP and ASCD

**Nonmember Cohorts**
- Current nonmembers (mix of never members and lapsed members)
- New principal nonmembers (id from MDR data?)
- ASCD-only members
• Current Activities
  o Conduct two baseline surveys—one for members, one for nonmembers—to gather general data from large groups.
  o Conduct one blind survey of nonmembers in nonjoint states.
  o Convene convention focus groups—one for members, one for nonmembers—to probe attitudes, behaviors, and experiences related to value and relevancy propositions.

If you would like to know more about NAESP’s marketing research efforts, please contact Senior Associate Executive Director Deborah Bongiorno at dbongiorno@naesp.org.

NAESP Web Site
Web site development moves forward on two tracks. Daily updates and improvements in content, design, and navigation to the current site, and longer range planning for the launch of a new site with the goal of rolling out a new site in the next four months. The lead for Web site development is with the marketing team, but includes cross-team members from membership, database administration, public relations, government relations, finance, and professional development, plus other colleagues on a project-by-project basis.

Additionally, in support of NAESP’s “re prioritizing for the new normal” strategic discussions, plans are underway to conduct a comprehensive environmental scan and competitive/collaborative analysis to reveal the changing dynamics of school leadership and identify opportunities for NAESP to strengthen its position in the field.

Some preliminary data will be shared with the Board of Directors at the Spring 2010 meeting; a full report, including analysis by cohort and recommendations for actions, will be available at the Summer 2010 Board meeting and National Leaders’ Conference. Resulting analysis and recommendations from all sources will inform the development of a new business plan to guide the operations of NAESP in service to the profession.

PUBLICATIONS

Convention News Online
News coverage of NAESP’s 2010 convention will run April 8-11 on Convention News Online. In addition to news summaries of the major events taking place, CNO will feature blog entries and tweets written by NAESP staff and convention attendees.

Principal
The May/June issue of Principal will focus on training the next generation of principals. The theme-based articles report on identifying, training, and clearing the path for potential school leaders; distributed leadership; and principal preparation programs.

Advertising revenue for the 2009-2010 is up, despite the general downturn in magazine advertising. The increase can be attributed to a more aggressive outreach from NAESP’s outside sales representative and the identification and pursuit of new advertisers to the magazine.

2010-2011 Themes:
September/October 2010: School Management
Aside from the instructional leadership aspects of a principal’s job, there are numerous day-to-day responsibilities a principal must manage to successfully run a school. This issue will examine some of these additional responsibilities: handling staff (including conducting evaluations), running a complicated physical facility, resource management, navigating the political waters, and so on. It will also include a special insert aimed at new principals.

November/December 2010: Math
This issue is the “curriculum issue,” and will focus on math instruction. Articles can address hiring math teachers, integrating math across the curriculum, teaching concept vs. computation, linking math with 21st century learning and new technologies, and what the U.S. can learn from our counterparts in Asia.
January/February 2011: Building Relationships
Principals must build rapport with various core groups, including community leaders, teachers, PTOs, and the central office. This issue will explore these relationships and what it takes to work collaboratively with each subgroup.

March/April 2011: Turnaround Schools
This issue will explore the different methods and frameworks principals have instituted to lead significant change efforts or “turnaround” improvements in their schools. One article might feature the turnaround models defined by the federal government and the consequences of implementing the models. Other articles will focus on schools that aren’t necessarily struggling but show dramatically increased student achievement.

May/June 2011: Early Childhood
This issue will focus on the current issues surrounding pre-K-3 education, including brain research, equity, school readiness as a factor in early intervention to reduce dropout rates, and the continuing debate over when and how young children should learn to read and do math.

Starting with the September/October issue, Principal magazine will feature a few noteworthy changes, including publishing articles in different formats (Q&As, for example), refocusing columns to include other voices, and continuing to sharpen the focus on the “Snapshots” department.

Communicator
The March print issue features statements and bios of the six candidates running in the 2010 NAESP election. The March issue is the second and final “print only” distribution for the publications year. The popularity and acceptance of the electronic version (10 issues) is substantiated by spikes in member traffic to the Communicator Web pages following the e-distribution.

Before the Bell
NAESP is relaunching Before the Bell in September with a new vendor and delivery schedule (daily to weekly distribution). The new arrangement gives the Association three advantages: It permits NAESP to manage advertising better and to share in advertising revenue with the vendor; it enables us to provide better content because the new vendor serves several other associations and aggregates news from a wider variety of sources; and it enables NAESP to better manage the number of e-mails it sends to members.

Social Media
The publications team contributes to efforts to integrate, update, and monitor NAESP’s social media platforms—the Principals’ Office blog, Facebook, LinkedIn, Twitter, and YouTube. After a four-month effort to integrate these social platforms with an overall communications strategy, preliminary data indicate that these outlets are having a positive impact on NAESP’s outreach. In that time period, the Association has logged about 1,050 friends on Facebook and LinkedIn continues to be a top source for driving traffic to our Web site.

MENTOR PROGRAM UPDATE
The National Certified Principal Mentor Directory was posted on the NAESP Web site this month. The mentors are being recognized for completing the rigorous requirements of the National Principals Mentor Certification program and for a continuing mentor networking with new and aspiring principals. More than 50 percent of the certified mentors since the program’s inception have responded to the inquiry for inclusion in the directory.

Even with the increased demands and accountability to principals, NAESP has 55 principals and administrators currently participating in our mentor certification program. These dedicated principals commit to 72 documented contact hours with their protégé, submit nine reflections, participate in monthly online chats with their cohort group and coach, devote one month to the online NAESP Principal’s Helpline by offering support to their peers, and complete a final project that is a culmination of their mentor/protégé experience.

Upcoming National Principals Mentor Certification trainings:
Boston (Waltham), MA April 29 – May 1, 2010
Montgomery, AL July 2010
National Harbor, MD September 29 – October 1, 2010
Phoenix, AZ January 27-29, 2011
MEMBERSHIP
The membership booth for the Annual Convention has been renamed “NAESP Central” as one way to signal that members and convention attendees can get access to a wide range of information about the Association, not just membership information. In addition, it has been physically redesigned to provide a more open setting for members, state leaders, vendors, and others attendees to network with their peers and exchange information.

Membership Development Support for State Affiliates
Since the beginning of the fiscal year, the membership team has provided membership marketing materials, enrollment forms, and giveaways to more than 30 state affiliates for use at their conventions, meetings, events, and functions.

We have been investigating additional membership brochures for use by state affiliates, as well as expanding the membership marketing material available to them online, on demand.

A State Affiliate Fact Sheet is currently in development. Among other things, this document will outline state affiliate membership processes and functions by affiliate. Knowing these processes will enable the NAESP membership team to manage the relationship between NAESP and the state affiliates better and more diligently.

NAESP Retention and Recruitment Plans
We continue to work on strengthening member retention outreach to keep existing members, build loyalty, and lower the costs associated with member service and acquisition. We continue to sharpen and refine plans to launch a recruitment campaign at the end of this fiscal year. Our intention is to involve our state affiliates in fulfilling a major role in the 2010-2011 membership campaign.

New Data System – Net Forum
The membership team and the Web/database team are collaborating to fully deploy online processes to enable online membership transactions.

HEADQUARTERS STAFFING
Building on the important foundation created in FY09 to reorganize, reduce, and redirect staff, NAESP continues to invest in the human capital of the organization. Recent activities include recruiting, developing, and retaining a high-quality staff with specialized expertise and organizing select high-performance teams to maximize the resources, talents, and energy of a small organization. Key recent staffing additions/changes include the following:

Kevin Craft, marketing and communications coordinator, is a recent college graduate with a master’s degree in communications.
Stacy Kyle, interim exhibits manager, has spent a decade in a wide variety of capacities in the exhibits industry.

Ernest Lilley, database administrator and Web development, has more than 20 years of experience as a data expert, online strategist, and information technology executive.

Kelley Pollitt, senior policy advisor, has 10 years of experience with a high-profile Washington, D.C., lobbying consulting firm and many years of experience as a staff member on Capitol Hill.

Cyndy Rosso, interim marketing team leader, has 25 years of senior-level experience in marketing communications and marketing project management in both commercial and non-profit organizations.

Lisa Sidletsky, interim membership team leader, has 15 years of experience in leading membership development in nonprofit organizations that feature state chapters/affiliates.

Carol Riley has announced her retirement, effective May 1, 2010, at which time Deputy Executive Director Mike Schooley will assume overall leadership of NAESP’s professional development programs, including NAESP’s annual convention.

These staff changes greatly enhance the Association’s capacity to serve members, provide resources that support and strengthen the profession, and strengthen the organization’s ability to both respond quickly to emerging opportunities and develop proactive outreach on policies and events. New staff members were recruited in a cost-effective manner, with no additional outlay of existing resources in the aggregate.

On the NAESP headquarters staff list, please note that the positions in some instances reflect consolidation and reallocation of existing resources due to staff resignations or retirements. The interim contracts reflect our intention to monitor our payroll expenses for the remainder of this fiscal year; the positions are expected to be filled permanently during the 2010-2011 fiscal year based on available resources.

Resignation:
Denise Taylor resigned her position as director, membership and volunteer services and we wish her every success in her new role with Gifts in Kind International, a nonprofit organization dedicated to collecting and distributing product donations to more than 150,000 community charities across the United States and throughout the world.

NAESP Foundation:
Ann Henley, former director of marketing services for NAESP has transferred to serve as director of marketing and business development for the NAESP Foundation.

Carol Riley will serve as a part-time consultant for the NAESP Foundation, focusing on securing funding and implementing enhanced mentoring/coaching support and services for new and veteran principals.

MORE news on THE NAESP FOUNDATION~

Combined Federal Campaign
We continue to wait for results on the NAESP Foundation’s application to the 2010-2011 Combined Federal Campaign.

Speakers Bureau
Deadline for the Speakers Bureau applications for funding was the last business day of March. The funds will cover events from June 1 of the current year through May 31 of 2011.
**NSU Scholarship**
The ten applications for the NSU/FSEHS-NAESP National Fellows Scholarship Program have been reviewed and the two winners will be acknowledged during the convention in Houston. The winners are Camilla Groome, South Carolina and Rick Wilson, Tennessee.

**Mott Grant**
Due to budget cuts, we will not be submitting a new proposal to the Mott Foundation to expand *Collaborating to Build a New Day for Learning*. However, we will seek support from other organizations to continue the work of this program.

**MetLife/ Sharing the Dream**
The NAESP Foundation will submit a new proposal for funding by March 31.

**ING**
The ING Foundation has awarded a $125,000 gift to the NAESP Foundation. NAESP is developing a task force comprised of individuals striving to make quality early learning a priority and with the goal of providing principals with the latest early childhood research, models of successful programs, and the opportunity for principals to share expertise and learn from one another.

**Houston Endowment**
The NAESP Foundation has received a $25,000 grant from the Houston Endowment in support of professional development at the NAESP Convention.

**Hazelden**
The Foundation continues to seek additional financial support for publishing resource guides with Hazelden Foundation on the education of the whole child.

**Silent Auction**
The hours for the Foundation’s first silent auction at the convention are 9-12 a.m., 3-5 p.m., and 8-11 p.m. on Friday, 9-12 a.m. and 3-5:30 p.m. on Saturday, and 9 a.m.-12 p.m. on Sunday.