Consent Items – Board Agenda, Winter 2010

Leading
1. Proposed Travel and Meeting Schedule for Board
2. Advocacy Update
3. 2010 Federal Relations Conference
4. 2009 National Distinguished Principals Program
5. 2010 National Leaders’ Conference
6. Publications and Editorial Services Update
7. Public Relations Plans and Projects

Learning
8. Convention 2010 Update
9. Professional Development Programs
10. NPRC Plans and Projects

Communities
11. Marketing Projects and Plans
12. NAESP Mentor Program Update
13. Membership Update
14. Legal Benefits Program Report

Organization
15. NetForum Update
16. Headquarters Staff Update/Headquarters Staff List

Foundation
17. Programs and Initiatives Update
CONSENT ITEM: PROPOSED TRAVEL AND MEETING SCHEDULE FOR BOARD MEMBERS

Submitted by: Barbara Wilmer, Executive Projects Manager

BACKGROUND:

Please keep in mind these are subject to change at the discretion of the Executive Director.

2010 Spring Board Meeting/Annual Convention – Houston, TX

- Monday, April 5: Officers travel
- Tuesday, April 6: Board members travel
  - Steering Committee
  - Finance Committee
- Wednesday, April 7: Board meeting (one day only)
- Thursday, April 8: NAESP Service Day (HISD Project)
  - Pre-convention Workshops
- Friday, April 9: Annual Convention
- Saturday, April 10: Annual Convention
- Sunday, April 11: Annual Convention
- Monday, April 12: Travel date

2010 Summer Board Meeting/National Leaders Conference – Washington, D.C.

- Sunday, July 11: Officers travel
- Monday, July 12: Board members travel
  - Steering Committee
  - Finance Committee
- Tuesday, July 13: Foundation Board meeting
- Wednesday, July 14: Board meeting
  - National Leaders’ Conference
- Thursday, July 15: National Leaders’ Conference
- Friday, July 16: National Leaders’ Conference
- Saturday, July 17: Travel date

Any further updates on travel plans will be presented during the Board meeting.

RECOMMENDATION(S):
NAESP BOARD OF DIRECTORS

CONSENT ITEM: ADVOCACY UPDATE

Submitted by: Abbie Evans

BACKGROUND:

NAESP continues to work actively with Congress and the Administration to ensure the elementary and middle-level principals’ perspective is represented. NAESP submitted comments on proposals from the U.S. Department of Education this summer (Race to the Top, School Improvement Grant program), recently submitted two policy recommendations for the reauthorization of the Elementary and Secondary Education Act (ESEA), and met with key Department policy staff to discuss our proposals.

NAESP’s policy recommendations would expand training and ongoing professional development for principals in two key areas—early childhood education and mentoring—and focuses the training on standards established in NAESP’s publications, *Leading Early Childhood Learning Communities* and *Leading Learning Communities*, and the national principals’ mentoring program established by the Association. NAESP believes expansion of these two unique policy areas will have a tremendous impact on the development, enhancement, and expansion of innovative federally funded programs to recruit, train, and retain strong principals. These proposals are also in line with the Administration’s focus on turning around low-performing schools and closing the achievement gap.

The Department of Education is expected to release its specific recommendations for the reauthorization of ESEA in late January or early February. We should expect to see the themes Secretary Duncan has shared publically in the last year in the Department’s recommendations:

1. Raise the bar for all students and close the gap;
2. Be tight on the goals (of ESEA), but loose on the means;
3. Foster equity, opportunity, and reform;
4. Develop a culture of innovation and excellence;
5. Recognize, reward, and bring (educator) success to scale.

The Department is expected to recommend expanding the proposals and policies established in the American Recovery and Reinvestment Act in ESEA, including Race to the Top, the School Improvement Grants program, Invest in Innovation (i3) grant program, and other proposals included in the stimulus bill.

RECOMMENDATION(S):
NAESP BOARD OF DIRECTORS

CONSENT ITEM: 2010 FEDERAL RELATIONS CONFERENCE

Submitted by: Abbie Evans

BACKGROUND:
The 2010 Federal Relations Conference (FRC) will be held at the Westin Hotel Alexandria January 31-February 2, 2010. This year for the first time, the NAESP Board of Directors meeting will immediately follow the FRC, enabling the entire Board to attend this important policy-focused meeting.

Included on the agenda are two panels focused on the reauthorization of the Elementary and Secondary Education Act (ESEA). The first panel will represent the views of three local education organizations: the American Association of School Administrators (AASA), National Education Association (NEA), and the American Federation of Teachers (AFT). The second panel will represent the views of three state education organizations: the National Governors Association (NGA), the Council of Chief State School Officers (CCSSO), and the National Association of State Directors of Special Education (NASDSE). Each panelist will share their respective organization’s priorities for the ESEA reauthorization and then respond to questions from the audience. The two perspectives (local and state) will enable FRC attendees to gauge the common themes legislators will hear from the spectrum of education organizations throughout the reauthorization process.

FRC participants will also hear a half-hour presentation from Thelma Meléndez, assistant secretary for elementary and secondary education at the U.S. Department of Education, about the Department’s recommendations for the ESEA reauthorization. Ms. Meléndez serves as the principal adviser to the U.S. secretary of education on pre-K, elementary, and secondary education.

As in the past, FRC attendees will be briefed on the key policy issues before they head to Capitol Hill on Tuesday, February 2. This year, NAESP is asking Congress to adopt two specific policy proposals that would expand funding and access to quality training and ongoing professional development for principals in the areas of early childhood education and mentoring. Attendees will be briefed on these two proposals and other timely issues related to the ESEA reauthorization.

RECOMMENDATION(S):
CONSENT ITEM: National Distinguished Principals Program

Submitted by: Fred Brown, Staff Liaison, Leadership Development and Outreach

BACKGROUND:

The 2009 National Distinguished Principals (NDP) program was held October 22-23, 2009, at the Capital Hilton in Washington, D.C. NAESP honored 64 individuals who were selected by their sponsoring organizations using NAESP’s selection criteria. One individual was unable to participate because of a personal situation and plans are underway to recognize that individual next year. According to the many thank you notes received, the recipients greatly appreciated the program and how they were treated. NAESP sent notes of appreciation to the State Department, the Department of Education, and our corporate partners for their continued support of the NDP program.

The representatives for VALIC, the primary corporate sponsor, expressed pleasure with the quality and caliber of the program. VALIC also increased its involvement and exposure by hand delivering the Class of 2009 NDP posters to each honoree’s school. VALIC has verbally committed to continue as the sponsor for the coming year and NAESP staff will be entering into discussions with VALIC about a multiple-year agreement. NAESP has entered into a three-year agreement with the Capital Hilton to host the program through 2012 and it is our intent to secure a funding stream for the program.

Lifetouch National School Studios was a new partner this year and fulfilled the photography requirements of the program resulting in a significant savings to NAESP. The end product was exceptional.

Plans are underway for the 2010 NDP program. The selection criteria were released to state affiliates and other sponsoring organizations using the 2009 version since there is still a question as to the level of involvement that can be expected by the United States Department of Education. The Board will be updated regarding the Department’s involvement as the issue is resolved. The 2010 program will be held at the Capital Hilton October 14-15, 2010.

In light of the still discouraging economic picture, NAESP is investigating ways to further reduce the cost of the program without adversely affecting the quality for our honorees. The NAESP program has consistently been one of the highest quality recognition programs in the field of education and it is our intent to maintain the high standards achieved previously.

RECOMMENDATION(S):
CONSENT ITEM: 2010 NATIONAL LEADERS’ CONFERENCE (NLC)

Submitted by: Mike Schooley, NAESP Deputy Executive Director

BACKGROUND:

The National Leaders’ Conference (NLC) will be held July 14-16, 2010, in Washington, D.C. Preparations thus far have included a change in venue. Staff at the Renaissance Washington D.C. offered a number of incentives to NAESP to move to another Marriott property in town, and an agreement was produced to switch the conference to the J.W. Marriott on Pennsylvania Ave. The J.W., in years past a location for National Distinguished Principals programs, is more centrally located. Metro access will also be convenient.

State Executive Directors’ Chairperson Fred Storti from Minnesota worked with NAESP staff on a survey of state affiliate executives to obtain feedback and to gather input for planning. Staff is currently reviewing that information and will develop a work plan for NLC between now and the Houston convention.

RECOMMENDATION(S):
CONSENT ITEM: PUBLICATIONS AND EDITORIAL SERVICES UPDATE

Submitted by: Vanessa St. Gerard, Managing Editor; Deborah Bongiorno, Senior Associate Executive Director

BACKGROUND:

Principal
The January/February issue of Principal focuses on 21st century learners. The theme-based articles examine the range and scope of 21st century skills, discuss how to group these skills into interdisciplinary themes, and explore the impact of technology and the virtual world on teaching and learning. The theme for the March/April issue is Power of the Principal and features an article by Deputy Executive Director Michael Schooley on the NAESP campaign of the same name, reporting progress the Association has made in its advocacy and media-relations initiatives. The March/April issue is also the convention issue and includes an article on the convention and Houston. The theme for May/June is training the next generation of principals.

The magazine has generated more than the budgeted revenue, with advertising yet to be sold for the May/June issue. In an effort to continue building revenue generated by publications, we will resume accepting advertising in newsletters.

We are currently in negotiations with Crayola, which is interested in sponsoring an eight-page insert in a future issue of the magazine focusing on the relationship between creativity and learning.

Communicator
This newsletter has made a smooth transition from print to electronic delivery. The October issue marked the first electronic issue, and was followed by an electronic November issue and a print December issue. The March issue will also be a print issue, and will include statements and profiles of individuals running for office in the NAESP election.

Before the Bell
The average gross open rate (the percentage of recipients who open the daily e-mail) for September, October, and November was 20.55 percent, a significant increase over previous three months’ average (13.28 percent). The average open rate for electronic newsletters is between 20 percent and 25 percent, according to the Society for National Association Publications. The publications team is working with the marketing team to improve the value of Before the Bell to busy readers, including changing the frequency from daily to weekly. No change would occur before the next fiscal year.

Social Media
The publications team took the lead in developing plans and procedures to integrate, build, and monitor NAESP’s various social media platforms—the Principals’ Office blog, Facebook, LinkedIn, Twitter, and YouTube. NAESP uses these platforms to disseminate important
messages about policy, programs, events, and longer range initiatives to advance our mission, strengthen awareness of the Association, and build networks. In addition, as a shorter range project, the publications team devised viral marketing strategies using our social media platforms (as well as traditional platforms) to leverage the national publicity generated by keynote speaker Greg Mortenson’s book tour in ways that generate interest in his appearance at the Annual Convention. All of these efforts are supported by the marketing and NPRC teams.

Awards
Principal magazine and Communicator have each recently won a Bronze award in the 2009 Association TRENDS Annual All-Media Contest. The March/April 2009 issue of Principal and the December 2008 issue of Communicator were selected in the categories of annual or quarterly publication and monthly newsletter/communication, respectively. This marks the third set of awards won for the 2008-2009 editorial cycle.

RECOMMENDATION(S):
CONSENT ITEM: PUBLIC RELATIONS PLANS AND PROJECTS

BACKGROUND:

Media Exposure
Recent calls from education reporters include the following: teachers buying and selling lesson plans (New York Times); parents arranging expensive/excessive birthday parties for their children during the school day (Associated Press, Miami); principal turnover (Sarasota, Florida, Herald Tribune); lessons learned from H1N1 planning (Security Management magazine); principal leadership (Education Daily); parent involvement (www.education.com); and zero tolerance policies (USA Today). Most of these media calls were handled by NAESP President Diane Cargile; the remainder were handled by Executive Director Gail Connelly and President-elect Barbara Chester. In most instances, the public relations team prepared talking points and assembled background information to help spokespersons prepare for interviews.

NAESP was featured in three high-profile articles: Diane Cargile was quoted in “Plans Set for National Certification of Principals” in Education Week and featured in “NAESP president embraces principals’ role in reform” in Education Daily. In addition, five National Distinguished Principals were featured in “5 Tips from the Nation's Top School Principals” in www.education.com.

Social Media
The media relations team, with publications, is implementing an integrated strategy for using various platforms to disseminate key messages, facilitate networking, and increase general awareness of NAESP. The expansion of NAESP’s efforts includes developing connections and linking to social media sites hosted by key state affiliates, corporate partners, and sister associations. A detailed description is in Consent Item #6, the Publications update.

In the coming weeks, plans to expand NAESP’s efforts in using social networking include developing connections and/or linking to social media sites hosted by key state affiliates, corporate partners, and sister associations.

In addition to updates to the blog posted by President Diane Cargile, “Where’s Diane,” 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 teacher incentive plans and the “My Two Cents” question about messages to education policymakers.

Media Relations Online
The public relations unit continues to update the press section on the NAESP Web site and to coordinate NAESP Radio, a popular destination for Web site visitors. In the most recent
installment, Gail Connelly interviews renowned educator Jim Grant about the impact of poverty on learning. Plans for upcoming interviews include convention keynoters Greg Mortenson, author of the bestselling *Three Cups of Tea*, or Chris Gardner, author of the *Pursuit of Happiness*; Yong Zhao, Distinguished Professor, School of Education, Michigan State University and author of *Catching Up or Leading the Way*.

**State Editors**
The public relations unit continues to provide resources and networking opportunities for the state editors. In an effort to make communication between headquarters and state affiliates more immediate, *Dateline NAESP* is now published monthly.

**Power of the Principal Campaign**
NAESP and SINET/PD 360 collaborated to celebrate and promote select exemplary principals honored in the 2009 NAESP National Distinguished Principal program. The resulting video PSAs will serve as “the face” of NAESP’s Power of the Principal campaign. The PSAs will be used at a variety of events, on both organizations’ Web sites, in various ways to support federal and state advocacy efforts, and in national and state media outreach efforts.

**Federal Relations Conference**
The team is coordinating promotion for the Federal Relations Conference, including preparing and distributing event- and advocacy-based media advisories and promoting the program through various NAESP vehicles.

**No Name Calling Week**
The team coordinated an outreach campaign for No Name Calling Week (Jan. 25-29), which included promoting the program and the Elementary Level Lesson Plans developed by NAESP and the Gay, Lesbian and Straight Network (GLSEN).

**RECOMMENDATION(S):**
CONSENT ITEM: CONVENTION 2010 UPDATE

Submitted by: Deborah Young, Director, Convention and Meetings; Carol Riley, Director, Professional Development and Special Projects

BACKGROUND:
NAESP will conduct its 89th Annual Convention & Exposition April 8-11, 2010, in Houston, Texas. There will be no programming on Monday, April 12. NAESP will build on the successful efforts from the 2009 convention and develop the best educational programming for our attendees. The exhibit hall hours will be reduced from three to two days (Friday and Saturday).

Community Service Project
The Community Service Project will take place on Thursday, April 8, in coordination with Houston Independent School District (HISD). Two sites have been selected: William Wharton K-8 Dual Language Academy and Dodson Elementary and Montessori School. To date, 61 volunteers have shown interest, not including the Board of Directors, in volunteering their services. Busing to and from the sites will be provided by HISD, as well as tools, plants, and other items necessary for the landscape work. We are currently working with a sponsor to provide lunch, water, shirts, and gloves. MacGregor Elementary School is a tentative site for playground equipment being donated by Landscape Structures.

Concurrent Sessions
A total of 74 proposals were selected for presentations at the NAESP Annual Convention, based on the following themes:
- Connecting Instructional Practice to School Improvement - 15 sessions
- High Impact Leadership – 17 sessions
- Leading in Diverse Communities – 12 sessions
- Positive School Culture – 15 sessions
- Technology Tools for 21st Century Learning – 3 sessions
- Technology Learning Center (TLC) – 7 sessions
- Transformational Leadership Breakout sessions – 5 sessions

Transformational Leadership Across America: Turnaround Principals in Action, Saturday, April 10, 3:00 p.m.-4:30 p.m.
Scholarships were awarded to seven transformational leaders to share their vision, incredible focus, and successful practices. The panel of administrators will lead a dialogue regarding the best practices they have incorporated resulting in continuous improvement. The panel will be followed by concurrent breakout sessions to analyze in-depth approaches embracing their professional learning communities, steps taken to improve student performance, and how they surmounted obstacles and established procedures and processes needed for improvement. The discussions will also demonstrate their innovative approaches and identify similar themes that are consistent across the landscape of successful schools. (Detailed descriptions attached.)
**General Sessions, Friday, Saturday, and Sunday, April 9-11**

**Friday:** Chris Gardner – Acclaimed motivational speaker and author of *The Pursuit of Happyness*.

**Saturday:** Marlee Matlin – Award-winning screen actress and advocate for the hearing-impaired.

**Sunday:** Greg Mortenson – Coauthor of *Three Cups of Tea* and a force behind community-based education programs in Pakistan and Afghanistan.

**Celebratory Closing Event**

Based on the current housing report, 50 percent of the registrants are remaining Sunday night. The food, beverage, entertainment, and AV expenses are estimated to be a minimum of $25,000.

In order to remain fiscally responsible we will combine the closing event with the President’s Reception. The arrangement will provide a more formal affair with a larger attendance to demonstrate our appreciation to Diane Cargile, in addition to engaging more members in recognizing their president and board of directors.

**Exposition**

To date 40 percent of the exhibit hall has been sold with participation from 133 companies and 23 state affiliates. Advertising sales for the program book are picking up, as are sponsorships, listed below:

- Welcome Reception–Lifetouch
- Badge Holders–Lifetouch
- Hotel Room Key–Horace Mann
- Convention Pen/Pad–Horace Mann
- President’s Reception–VALIC & Tampa CVB

School Daz, a new playground structure company, will donate a playground valued at more than $50,000. We are working with School Daz to plan the marketing of the giveaway to increase attendance at the convention.

**Convention Marketing Campaign**

The convention team is currently working with CSG Creative and the NAESP marketing team in an effort to increase attendance through a variety of targeted marketing campaigns, including:

- *Principal* magazine inserts
- Post card series (monthly)
- E-blast promotions
- Web site page redevelopment

**Future Convention Sites**

Request for Proposals will be sent to Boston, Philadelphia, Baltimore, Washington, D.C., and Orlando for the NAESP convention in 2013. Preliminary information is now being collected to narrow the choices for staff site visits. Findings and recommendations will be presented at the April Board meeting for final selection.

These convenient locations on the Eastern Seaboard are within driving distance of more than 44 percent of the NAESP membership, with Amtrak trains linking each of the cities.
ATTACHMENTS: Transformational Leadership Initiative (overview and principal descriptions)

RECOMMENDATION(S):
Overview
While the term ‘turnaround principal’ is new, educational leaders have been successful in transforming the culture and learning communities in schools for decades. Multiple sources of data and indicators, such as formative, summative and local assessments, climate surveys, behavior and attendance data, community engagement activities, etc. define the success of a school. Transformational leaders do make a difference and NAESP is showcasing a group of these principals at the 2010 NAESP Annual Convention in Houston, TX. Scholarships were awarded to eight transformational leaders to share their knowledge and expertise.

Program Content
A panel comprised of the seven outstanding administrators will lead a dialogue regarding the best practices that they have incorporated into their schools with ongoing cycles of continuous improvement. They will share the specific strategies that were unique to their schools to persistently reach towards their organization’s ideal vision. The panel will be followed by concurrent breakout sessions to analyze in-depth approaches embracing their professional learning communities, the steps they have taken to improve student performance, and how they confronted situations to determine what procedures and processes needed to be institutionalized for improvement. The discussions will also demonstrate their innovative approaches and identify similar themes that are consistent across the landscape of successful schools.

Principal Panel
Many principals have done tremendous work in their schools in the midst of intensified requirements and mounting expectations for change. NAESP undertook the challenge to identify a cross-section of schools representing different demographics, school/district size, sustained increase in student assessments, ethnic and poverty variations, grade levels, attendance data, etc. along with representation from rural, suburban, and urban schools. The principals’ vision, distinctive leadership strategies, and clear focus as well as an ability to articulate those strategies supporting change were identified ‘in the principal’s words’ in the selection process. Other factors to ensure a scope of representation of our elementary and middle level schools included awards received, years of experience, and school designations, such as Title 1. All of these factors were considered in convening the Transformational Leadership Principal Panel.

What Attendees Will Gain
Attendees will not only absorb their message, but will also participate in small group discussions, network, and reflect on their own practices. Follow-up professional networking with be extended beyond the convention to continue discussions of promising practices and issues that are important to principals as they continue to gain knowledge from colleagues leading schools with similar demographics.

Convention Program
- Transformational Leadership Panel Discussion and Dialogue, Saturday, April 10, 3-4:30 p.m.
- Transformational Leaders Concurrent Sessions, Sunday, April 11, 8-9:30 a.m.
- Middle Grades Luncheon Transformational Leadership Presentation, Sunday, April 11, 12-1:30 p.m.
  (Luncheon tickets required $45.00)
The following seven principals have been selected as Transformational Leaders to share their vision, incredible focus and successful practices at the 2010 NAESP Annual Convention in Houston, TX. They work in schools that range from rural to urban locations with diverse populations and unique challenges. These outstanding principals have used their knowledge, expertise, and training to make change in schools and to sustain that transformation to better serve all of their students and communities. We applaud each and every principal who demonstrates such focused commitment to their craft and to their profession.

**Andrew J. Collins**  
*Dayton’s Bluff Achievement Plus Elementary School*  
262 Bates Avenue  
Saint Paul, Minnesota  55106

Mr. Collins has been at Dayton’s Bluff for five years with a population of 400 students in an urban school district. It is a pre-K-6 grade school. Dayton’s Bluff Achievement Plus Elementary nurtures an environment of high standards, clear expectations and academic rigor. It melds five domains to generate a cohesive, collaborative, creative and ultimately highly constructive school. The five domains are academic coherence, focus on students, analysis and use of student data, partnerships, and targeted professional development. This school has over 50 percent mobility each school year and over 90 percent economically disadvantaged families.

**Kevin Connelly**  
*Colgate Elementary School*  
401 51st Street  
Baltimore, MD 21224

Mr. Connelly assumed the role of leader in a school with 335 students that was one of the lowest performing schools in Baltimore. With a population of 66 percent free and reduced lunch eligibility and a designation of Title 1 school, the staff and leadership are currently outperforming their non-Title 1 peers across the district. Students scoring in the advanced range for reading increased from 7.9 percent (2004) to 19.2 percent (2009) and in the advanced range for math increased from 1.8 percent (2004) to 16.7 percent (2009). Colgate also achieved advanced scores in fifth grade reading which averaged a 30.1 percent increase over the last three years. Most impressively the school behavior referrals have decreased by 34 percent and English as a Second Language services have increased from 2.5 percent to 13 percent. Key factors and innovative approaches have led to Colgate’s school improvements with a cutting edge approach to technology integration.
Mr. Dawes has been the principal at Ferron for seven years with a school enrollment of 279 students. It is a pre-K-6 school in a rural setting. Ferron is a Title 1 school with 65 percent of students from disadvantaged homes. After failing to make AYP for two years Ferron has achieved test scores well above the state average for 2008 and 2009. In 2009 test scores reached 95 percent in language arts and 92 percent in math. The most significant scores were seen with students with disabilities. For example, in 2008 the state average was 48 percent and the students at Ferron scored 74 percent in language arts. The school's strategic plans included the development of a shared vision, utilizing student data with application to direct instruction, and improved communication between all staff members serving the children at Ferron Elementary School. It is one of the few schools in Utah to receive a distinguished GreatSchools rating of 9 out of 10!

Ms. Glee-Woodard has been at Lewisdale for four years with a population of 563 students. It is a pre-K-5 grade school in an urban setting. Of the 563 students 360 are enrolled in English as a Second Language classes and the school population is 80 percent is Hispanic. In the four years that Ms. Glee-Woodward has been the principal, Lewisdale has made AYP. Also in those four years test scores in grades 3, 4, and 5 have increased from 50 percent in reading to the highest grade level score of 89 percent in Grade 5 and from 49 percent in math to the highest grade level score of 98 percent in Grade 4. With a focus on data analysis and a strong belief that “All Children Can Learn” the cultural shift has made Lewisdale a very successful place of learning with a 96 percent attendance rate.

Ms. Goodman has been at Laurel Hill for eight years with a population of 491 students. It is a pre-K-5 school in a rural setting. The school is located in a county that ranks first in the state in unemployment. It is a Title 1 school and in 2006 was selected as a No Child Left Behind-Blue Ribbon School. It was one of only nine schools in the country chosen for a case study by the US Department of Education. It has received the North Carolina Association of School Administrators’ Trailblazer Award for innovation and excellence and the 2008 Governor’s Real Deal Award for being a great place to work. Since changing the
scheduling and better serving students’ with disabilities, they have achieved AYP as well as improved attendance rates dramatically to 95 percent.

**Theresa Mattison**  
**Carstens Elementary School**  
2592 Coplin  
Detroit, MI 48215

When Dr. Mattison became the principal of Carstens Elementary School with 285 pre-K-5 students, the test scores were below 10 percent. As she focused on staffing and building a strong instructional team, the test scores began to rise along with an improved school culture. She has consistently made AYP and been recognized by the Michigan Department of Education. Carstens has been recognized as one of the top five schools in the state and the number one elementary school. The Skillman Foundation has recognized Carstens as a “High Performing and Achieving School of Excellence” from 2007-2009. Dr. Mattison has focused on the elements of creating a positive school environment with improved student management, community agency coordination, and multi-disciplinary teams.

**Greg Wiles**  
**Lone Star Middle School**  
11055 Lone Star Road  
Nampa, ID

Mr. Wiles opened Lone Star Middle School two years ago with 750 students in grades 6-8. It includes a population of 65 percent free and reduced lunch students. From the initial opening of the school to the second year, the number of socioeconomically qualifying children increased by 40 percent. Mr. Wiles’ steady leadership has overcome the challenges associated with a new school and focused on the opportunities to create a strong vision and a professional learning community that fosters collaboration among all staff. The focus on assessment and grading practices and the importance of quality formative and summative assessments have created an environment and sustained positive changes for the adolescents the school serves.
CONSENT ITEM: PROFESSIONAL DEVELOPMENT PROGRAMS

Submitted by: Carol Riley, Director, Professional Development and Special Projects

BACKGROUND:

The NAESP Summer Institute 2010 will be held July 6-9, 2010, in San Diego, CA. Based on Standard Two of Leading Learning Communities, the title of the Summer Institute is “Leading for Learning in Culturally Diverse Environments: Putting Cognitive Research into Practice.” Presenters are Marcus Conyers and Donna Wilson, authors and two of the foremost brain researchers. (Flyer attached.) Conyers and Wilson are publishing a book for administrators on brain research that aligns with the NAESP principal standards. A preview copy will be given to all executive directors attending the Federal Relations Conference.

Transformational leaders do make a difference and NAESP is showcasing a group of these principals at the 2010 NAESP Annual Convention in Houston, TX, at the “Transformational Leadership Across America: Turnaround Principals in Action” panel session. See Consent Item #8, Convention 2010 Update, for details.

Leading Learning Communities webinars for standards four, five, and six are scheduled for January 7, February 4, and March 4, 2010. Two additional webinars in February include a session on “Retaining Related Services and Special Education Teachers,” held in partnership with “American Speech-Language-Hearing Association (ASHA), and an “Aspiring Principals” session. All of the webinar presenters are members who have volunteered to prepare and implement these online learning opportunities.

A “Trainer of Trainers Workshop” was held in November, and another session will be held on January 31, 2010, just prior to the Federal Relations Conference. These workshops share information about the professional development programs developed by NAESP and have been scheduled in response to an executive directors’ survey. Executive directors are invited to send a participant. (Flyer attached.)

An NAESP Standards Seminar titled “Curriculum, Instruction and Assessment” will be held in Oklahoma City, OK, in early February. It is the third in a series of four seminars that are held annually in partnership with CCOSA (Cooperative Council for Oklahoma School Administration). These two- and three-day seminars are focused on different aspects of curriculum and instruction management and are based on NAESP’s Leading Learning Communities Standards.

ATTACHMENTS: Summer Institute flyer, Trainer of Trainers flyer

RECOMMENDATION(S):
Sunday, January 31, 2010
9:00 a.m.–3:00 p.m.

Meeting Location:
NAESP Headquarters, 1615 Duke Street, Alexandria, VA 22314
Third Floor Conference Room

Materials fee: $100
This includes one copy of materials; power points, facilitator insights and presentation strategies for NAESP workshops, including standards, aspiring principals, diversity, early childhood, and after-school programs.

Accommodations:
The Westin Alexandria
400 Courthouse Square, Alexandria, VA 22314

To reserve a room call hotel directly at: 703-253-8600 or use the hotel registration link: Federal Relations Housing

Room Rates: $189.00 plus 12% tax
Please mention reference Code “NAESP Federal Relations Conference” to receive the preferred rate. Please note that we are getting the same rate as the Federal Relations Conference which begins January 31 at 5:15 p.m.

Hotel is less than a mile from the NAESP office but Hotel Shuttle Service will be provided to and from the Hotel from the NAESP Offices

Airport and Train Service:
• The closest airport is National Reagan Airport (DCA) which is about 6 miles, 15-16 minutes driving time. The closest Metro Station to the hotel is King Street Metro which is about 4 blocks (1 mile) from the hotel and the Metro is accessible from within the National Reagan Airport.
• The closest Amtrak Station is Alexandria, VA (ALX), Station Building, 110 Callahan Drive, Alexandria, VA 22301, which is 0.7 miles from the hotel and services routes Cardinal/Hoosier State, Carolinian/Piedmont, Crescent, Northeast, Regional, Silver Service/Palmetto.

If you have any questions, please contact:
Rameeza Shaikh at rshaikh@naesp.org or Carol Riley at criley@naesp.org
800-386-2377
Sunday, January 31, 2010
9:00 a.m.-3:00 p.m.

8:45 a.m. Welcome and Introductions

9:00 a.m. Techniques of facilitation

- Reflect upon and analyze superb presentations
- Examine adult learning principles and their application to training
- Discuss how the brain learns and its implications for presenting and facilitating
- Analyze guidelines for pacing
- Problem solve training dilemmas including working with difficult people
- Collaborative Activities to use with Audiences

10:00 a.m. Developing Webinar Presentations and Webinar Resources

10:30 a.m. NAESP Professional Development Programming for 2010

- NAESP Speakers Bureau and NAESP Faculty Program

10:15 a.m. Demonstration of NAESP Workshops and Materials

One set of these program materials will be given to each participant for presentations in their states:

1) Leading Learning Communities Workshops (Two hour/one day/two day workshops)
2) Aspiring Principals Workshops
   a. Previewing the 21st Century Principalship
   b. Getting the Job! Done Right!
3) Early Childhood Workshop (Based on the Leading Early Childhood Learning Communities: Standards for What Principals Should Know and Be Able to Do)
4) Diversity Program Workshops
5) After-School Workshop (Aligning the Learning Day: Collaboration Strategies for Principals and After-School Program Directors)
6) NAESP Ten Year Study on the Principalship presentation
7) Vision 2021 presentation

11:30 a.m. Lunch (This will be a working lunch.)

12:30 p.m. An Exploration of Speech-Making: The Fears and Rewards

Participants will be asked to present a 10 minutes speech followed by a collaborative learning activity.

3:00 p.m. Conclusion

If you are involved in the Federal Relations Conference, the reception begins at 5:15 p.m.
BrainSMART Leading for Learning in Culturally Diverse Environments:
Putting Cognitive Research Into Practice
Putting Cognitive Research Into Practice

Overview
Diversity issues are increasingly prevalent in our society, influencing a broad range of life experiences—including education.

The diversity of the student population has far-reaching implications for how students learn and how adults teach, and it affects the education and social dynamics within schools, especially as the student population looks markedly different from the teacher and principal workforce.

How can effective principals develop a wide range of skills to understand, accommodate, and even embrace these differences and then lead their school communities to higher levels of achievement?

This powerful three-day workshop has the answers. This institute will present an approach for understanding our diverse learning environment through:

- Understanding metacognition,
- The application of cognitive skills,
- Promoting states of health and optimism,
- Teaching to different learning styles,
- Supporting engagement by all stakeholders, and
- Creating positive relationships.

Program Content
The Summer Institute draws upon the BrainSMART approach to leading for learning in diverse learning environments. The approach is a fusion of the developers’ 30 years of worldwide experience in putting cognitive and brain research into practice in educational settings.

The BrainSMART framework focuses on helping attendees harness the cognitive strengths of the individuals, teams, and communities they lead.

BrainSMART strategies are defined as follows:

- **State**: increasing the conditions that support student motivation and engagement
- **Meaning**: making learning meaningful for enhanced performance
- **Attention**: helping students sustain focused attention
- **Retention**: increasing student memory in school and life
- **Transfer**: understanding the tools that help students transfer learning

BrainSMART and NAESP’s Professional Standards
The BrainSMART approach is closely aligned with NAESP’s highly acclaimed standards, which the association developed to serve as a blueprint for what principals should know and be able to do.

Specifically, BrainSMART strategies align with Standard Two: Set high expectations and standards for the academic, social, emotional, and physical development of all students. Standard Two’s four components are to (1) build consensus on a vision that reflects the core values of the school community, (2) value and use diversity to enhance the learning of the entire school community, (3) broaden the framework for child development beyond academics, and (4) develop a learning culture that is adaptive, collaborative, innovative, and supportive. The six standards are published in NAESP’s bestselling book, Leading Learning Communities, which all Institute recipients will receive at no cost.

What Attendees Will Gain
The Summer Institute, led by two of the foremost brain researchers, provides the insight and skills attendees need to lead highly diverse school communities and develop approaches that educate the whole child.
Who Should Attend

This three-day program is specifically designed for education leaders—principals, teacher leaders, and curriculum developers who must gain awareness and understanding of teaching and learning in diverse communities and the role that current brain research plays in that enhanced understanding.

About the Presenters

Donna Wilson and Marcus Conyers are the founders of BrainSMART and co-developers of graduate programs focused on brain-based leading, teaching, and reading with Nova Southeastern University. Their BrainSMART strategies draw from 30 years of international research in psychology and brain science; leadership studies from the military, corporations, and education institutions; and first-hand experience in leading state and districtwide initiatives with tens of thousands of educators. Their principles have also been taught to leaders in nonprofit organizations, law enforcement, counterterrorism, and military special forces such as the Navy Seals and Army Rangers. They have published 16 books and numerous articles on learning, leading, teaching, and the brain.

Wilson and Conyers are known for their dynamic and engaging presentation skills that challenge workshop attendees to gain a deeper understanding of learning and diversity.

Kudos for the Presenters

“I have never seen presenters practice what they preach as well as you do. Everyone walked out of there with new tools they could use immediately.”

Kay Cornell, Assistant Superintendent for Curriculum and Instruction, Royal Oak School District, Michigan
## Registration Fees and Procedures

The per-person registration fee is $875 for members and $975 for nonmembers. (Nonmembers who wish to receive the $100 member discount may join NAESP at [www.naesp.org/Become_a_Member.aspx](http://www.naesp.org/Become_a_Member.aspx) or call toll-free at 800-386-2377.) The fee includes an opening reception and dinner at 6:30 p.m. on July 6; lunch on July 7, 8, and 9; morning and afternoon beverage breaks; all program session materials; and two books—*Administrator's Workbook for Increasing Student Achievement from BrainSMART* and *Leading Learning Communities* from NAESP.

To register, use the registration form below, register online at [www.naesp.org/Summer_Institute.aspx](http://www.naesp.org/Summer_Institute.aspx), or contact us toll-free at 800-386-2377.

Registrations are limited and accepted on a first-come, first-served basis. Early registration is recommended for this Institute, which traditionally sells out quickly. Full payment must accompany the registration form. Payment may be made by credit card, purchase order, or check. Attendees will receive written notification of acceptance. Attendees are advised not to make travel arrangements prior to receiving program acceptance.

## About San Diego

San Diego is California’s southernmost city and famous for its sunny climate and eclectic mix of attractions and sights, including museums, the zoo, art galleries, and sporting events. For details, visit [www.sandiego.org](http://www.sandiego.org).

## Lodging

The Omni San Diego Hotel, is easily accessible by car and cab from the airport. Cab fare is approximately $13 one way, shuttle fare is $6 to $10 per person one way, and a limo ride is about $85 per person one way. NAESP Summer Institute attendees qualify for the special room rate of $159 per night (not including taxes). Call 619-231-6664 or visit [www.omnisandiegohotel.com](http://www.omnisandiegohotel.com) for details and to make reservations.

## Cancellation Policy

Refund of registration fees must be requested from NAESP in writing or by e-mail. NAESP charges a 15 percent administrative fee for cancellations made within two weeks of the program and a 30 percent fee for cancellations made within 72 hours of the program. NAESP reserves the right to cancel the Summer Institute. In that unlikely event, registrants will be notified no fewer than 45 days prior to July 6, and registration fees will be reimbursed in the form they were received. NAESP is not responsible for reimbursing travel costs.

### NAESP Summer Institute 2010 • Omni Hotel, San Diego, July 6-9

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<thead>
<tr>
<th>Name</th>
<th>Job Title</th>
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<tr>
<th>Summer Phone</th>
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<th>handicapped access</th>
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I require ☐ special meals (please specify) ☐ Yes ☐ No

### Payment Fee and Method

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<th>Amount enclosed or to be charged:</th>
<th>☐ $875 for members</th>
<th>☐ $975 for nonmembers</th>
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☐ Check enclosed ☐ Purchase order number

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CONSENT ITEM: NPRC PLANS AND PROJECTS

Submitted by: Harold Harris, Director, NPRC; Deborah Bongiorno, Senior Associate Executive Director

BACKGROUND:

The National Principals Resource Center (NPRC) is currently focused on increasing sales; strengthening marketing; improving its Web presence; launching the new shopping cart as part of the NetForum deployment; and improving existing and emerging partnerships.

Sales
The NPRC generates sales through attendance at state affiliate conventions, the NAESP Web site, and marketing channels. As of January 2010, the NPRC team has attended ten state affiliate conventions, with plans to attend several more by the end of the fiscal year, including several that traditionally have generated substantial sales. In addition, the team has provided books to some state affiliates, which then staff a bookstore with volunteers. The NPRC shares revenue with these state affiliates.

<table>
<thead>
<tr>
<th>Zone 1</th>
<th>NAESP-staffed book store</th>
<th>Books shipped to affiliate-staffed book store</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zone 2</td>
<td>none</td>
<td></td>
</tr>
<tr>
<td>Zone 3</td>
<td>Nov. – Virginia (joint)</td>
<td>July – Ohio (non-joint)</td>
</tr>
<tr>
<td>Zone 4</td>
<td>June – South Carolina (non-joint)</td>
<td>Nov. – Georgia (non joint)</td>
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</tbody>
</table>
| Zone 5   | Oct. – Illinois (non-joint)  
           | Nov. – Indiana (non-joint)           |                                             |
| Zone 6   | Aug. – Iowa (non-joint)  
           | Oct. – Wisconsin (non-joint)         
           | Dec. – Michigan (joint)              |                                             |
| Zone 7   | Aug. – Nebraska (joint)   |                                             |
| Zone 8   | June – Texas (non-joint)  
           | Jan. – Oklahoma (non-joint)          |                                             |
| Zone 9   | none                     | July – Arizona (non-joint)             
           | Oct. – Idaho (joint)                 |                                             |

To generate visits to our state bookstores, the NPRC team has been distributing an e-mail invitation to all registrants for the state conventions we attend with an attached $5 coupon they can use for book purchases. In addition, the NPRC team sends a follow-up e-mail after the convention, thanking registrants for visiting the booth and encouraging them to visit the NPRC Web site.

To enhance the value of the booth, the team distributes free copies of *The Principal’s Story* DVD that features highlighters, Proud to Be a Principal pins, membership materials, and other NAESP...
promotional material. In the coming weeks, the NPRC team and the membership team are working together to update NAESP’s booth as a way to further strengthen our organizational presence at state affiliate conventions and other gatherings of prospects and members.

Marketing
The revamped e-newsletter for the NPRC, now called “The Principal’s Bookshelf,” continues to gain value as a marketing vehicle. The content-rich e-newsletter features a prominent book, similar titles, and related NAESP resources. The Web version of the e-newsletter has become one of the top 25 most frequently visited pages on NAESP’s Web site.

The NPRC team worked with the marketing team to restructure and strengthen the online bookstore, enhance search and navigation capabilities, and develop a Featured Books element. In addition, the team has added an online “ad” to the NAESP home page for its Featured Book of the month and placed other ads on high-visibility pages promoting “The Principal’s Bookshelf.” The revised Web site also includes a special section titled “Free Stuff for Principals,” featuring a rotating graphic that links to free, high-value materials for our members. An important next step in the further development of the NPRC Web site is to launch the new shopping cart through NetForum. The shopping cart will also help the team better manage inventory and track sales.

The NPRC team is also working with the marketing and convention teams to refine our practices for featuring the bookstore at the NAESP convention in Houston, to build an awareness/advertising campaign about the bookstore on-site at the convention, and to drive traffic to the bookstore through the exhibit hall. Also at the convention, the NPRC will debut a new catalog.

Title Analysis and Acquisition
The NPRC team is finalizing an agreement with Solution Tree to revamp and co-publish two highly popular series: the “essential” series and the “how-to series” featuring what principals should know about various topics. In addition, the NPRC team is working with Solution Tree and others to analyze our offerings and determine what subject areas are under-represented and what subjects might be over-represented. This analysis will help determine which titles to phase out and which ones to feature more prominently in the print catalog and online.

**RECOMMENDATION(S):**
CONSENT ITEM: MARKETING PROJECTS AND PLANS

Item Submitted by: Ann Henley, Director of Marketing Management and Services;
Deborah Bongiorno, Senior Associate Executive Director

BACKGROUND:

The marketing team is focused on providing strategic, writing, and creative support to other departments to achieve organizational goals in several key areas: membership, the Web site, NPRC, professional development, and NetForum.

Membership
This fall, the marketing team has developed and implemented a wide variety of marketing initiatives and activities to retain and recruit members, building on the “Proud to Be a Principal” theme, which will continue next fiscal year. Key activities and results are highlighted in the attached report. The report also notes membership marketing activities that will begin in this fiscal year but are designed to launch next fiscal year.

Web site
The marketing team has taken the lead on making regular improvements and updates to the Web site. Recent revisions include making daily updates and steady improvements to the home page, including the rotating flash elements and rewriting and restructuring membership Web pages to focus on member benefits and value. In addition, the marketing team also added two new sections to the Web site. “Promising Practices” feature pragmatic ideas that work culled from the National Distinguished Principals program (and will include other ideas in the coming weeks), and “Research” features links to NAESP’s Ten Year Study and other relevant, timely research about elementary and middle-level education. The Foundation and Advocacy Web sections are scheduled for overhaul next. In the coming weeks, the marketing team will add additional content to the Web site by building and featuring free, downloadable white papers for members. Further, the marketing team is gathering and vetting information about new systems and processes that will allow direct integration with NetForum so members can update their contact information, create interest profiles, and connect with colleagues.

NPRC
The marketing team collaborated with the NPRC team to institute several changes in sales and marketing strategies, detailed in Consent Item #20, NPRC Plans and Projects. Other collaborative marketing-related activities include re-evaluating the mailing schedule for the catalog to include an additional mailing, accelerating the development of a new catalog to launch at the convention, and producing a series of direct-mail postcards to feature clusters of books about similar content.

Professional development
The marketing team continues work with the convention team to review copy, provide Web updates, supply data for registration purposes, and troubleshoot online registration issues.
Further, the team is working with the convention and foundation team on the silent auction at the
convention (details in Consent Item #17, Foundation Programs Update). Other marketing support
for professional development includes the development of print and online marketing materials
for the upcoming Summer Institute and webinars.

*NetForum*

The marketing team continues work with the membership and finance teams to fully deploy
NetForum, including refining record management and query processes, integrating the database
with the Web site, and building e-commerce functionality for professional development and the
NPRC.

**ATTACHMENT:** Membership Recruitment and Retention, FY 09-10

**RECOMMENDATION(S):**
### Membership Recruitment and Retention, FY 09-10

<table>
<thead>
<tr>
<th>Activity</th>
<th>Audience</th>
<th>Timing</th>
<th>Status/Results to Date</th>
</tr>
</thead>
</table>
| **Partnership Marketing**: Distributed membership materials to states (LLC brochure, state-specific “swoosh” flyer, state-specific enrollment forms, give-aways)  
*Retention and recruitment* | About 20 state leaders, joint and nonjoint states | May to December | Increased recognition of program; 1 new online enrollment from Illinois traced back to conference |
| **Telemarketing**: Commnet outreach to reconnect and re-up lapsed members  
*Retention* | Lapsed members | July to August | 87 renewals |
| **Direct Mail**: Development of personalized, cobranded brochure on marketing site  
*Retention and recruitment* | State leaders | August to ongoing | Maryland has produced brochure |
| **Online Marketing**: Development and roll out of marketing site to state affiliates  
*Retention and recruitment* | State leaders | September | Maryland, Pennsylvania have taken advantage of the site |
| **Direct Mail Marketing**: “Your Last Issue” notice on *Principal* magazine  
*Retention* | All members, all states | Started Sept/Oct issue; ongoing thereafter | Modest trackable e-mail and phone response |
| **Direct Mail Marketing**: Prospect data offered to state affiliates  
*Recruitment* | State leaders | October to Ongoing | Maryland will be using data for a personalized effort |
| **Partnership Marketing** Monthly Membership Updates (includes tips for recruiting and retaining members in a tough economy)  
*Retention and recruitment* | State execs | Monthly, starting in October | December update to be issued this week |
| **One-on-One**: Member Get a Member e-mail  
*Recruitment* | All members | October | None |
| **One-on-One**: Outreach to Blue Ribbon Schools (NAESP packet and membership info)  
*Recruitment* | Blue Ribbon School principals and teachers | October and November | 8 leads with 1 enrollment to date |
| **Telemarketing**: Inalink outreach to reconnect and re-up lapsed members  
*Retention* | Lapsed members | Mid-November to ongoing | 202 renewals to date |
| **Direct Mail**: Diane Cargile “Proud to Be a Principal” letter with enrollment form  
*Recruitment* | 30,000 prospects in nonjoint states | November | 66 enrollments to date |
| **Direct Mail**: First personalized letter to select SDE customers from Jim Grant  
*Recruitment* | 18,000 principals in SDE database | November | 28 enrollments to date |
<table>
<thead>
<tr>
<th><strong>Online:</strong> Rewritten and restructured membership Web pages</th>
<th>Members, prospects</th>
<th>December with ongoing updates</th>
<th>Page restructured and developed; copy rewritten and posted</th>
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</thead>
<tbody>
<tr>
<td><strong>Retention and recruitment</strong></td>
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<tr>
<td><strong>Telemarketing:</strong> Personal calls to lapsed members, membership staff and select other staff members</td>
<td>Lapsed members</td>
<td>December to ongoing</td>
<td>No renewals via phone but have secured on-site renewals; concerted effort with processors</td>
</tr>
<tr>
<td><strong>Retention</strong></td>
<td></td>
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<tr>
<td><strong>Direct Mail:</strong> Mail invoices</td>
<td>Current and lapsing members (August-November)</td>
<td>December</td>
<td>11 joint states, 4 nonjoint states, all directs 20 renewals to date</td>
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<tr>
<td><strong>Retention</strong></td>
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<tr>
<td><strong>E-marketing, Direct Mail, One-on-One:</strong> New member benefits flyer</td>
<td>Lapsed members and prospects in nonjoint states</td>
<td>December</td>
<td>Flyer in design</td>
</tr>
<tr>
<td><strong>Retention and recruitment</strong></td>
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<tr>
<td><strong>E-marketing:</strong> Mike Schooley e-mail</td>
<td>Lapsed and lapsing members in Zone 8</td>
<td>December</td>
<td>Generated several phone calls and e-mails</td>
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<tr>
<td><strong>Retention</strong></td>
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<tr>
<td><strong>Direct Mail:</strong> Second personalized letter from Jim Grant, SDE</td>
<td>18,000 principals in SDE database</td>
<td>January</td>
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<tr>
<td><strong>Recruitment</strong></td>
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<tr>
<td><strong>E-marketing and Online:</strong> “Hidden Gems of Membership” e-mail</td>
<td>Members and prospects in nonjoint states</td>
<td>January</td>
<td>Copy in development</td>
</tr>
<tr>
<td><strong>Retention and recruitment</strong></td>
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<td></td>
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<tr>
<td><strong>E-marketing:</strong> Diane Cargile “Proud to Be a Principal” e-mail with links to new membership Web pages</td>
<td>30,000 prospects in nonjoint states</td>
<td>January</td>
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<tr>
<td><strong>Recruitment</strong></td>
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<tr>
<td><strong>Direct Mail and One-on-One:</strong> Modify “diversity” cover of Principal magazine</td>
<td>Lapsed members in all states</td>
<td>January</td>
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<tr>
<td><strong>Retention</strong></td>
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<tr>
<td><strong>One-on-One:</strong> Developing booth strategy for membership recruiting primarily, but will include NAESP messaging and NPRC focus; overall strategy will include outreach to state affiliates previously reluctant to offer invitation</td>
<td>Members and prospects who attend key state affiliate conventions and other large-scale meetings for our constituents (see Title 1 convention below)</td>
<td>January-February</td>
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<td><strong>Retention and recruitment</strong></td>
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<tr>
<td><strong>One-on-One:</strong> Attend Title 1 conference, DC</td>
<td>About 800 principals, others from Title 1 schools</td>
<td>January</td>
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<td><strong>Recruitment</strong></td>
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<tr>
<td><strong>E-marketing, Direct Mail:</strong> Launched full-scale monthly retention efforts</td>
<td>All members</td>
<td>January to ongoing</td>
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<td><strong>Retention</strong></td>
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<tr>
<td><strong>Direct Mail:</strong> Mail invoices</td>
<td>Lapsed and lapsing members (August-April)</td>
<td>February; ongoing (see retention schedule)</td>
<td>11 joint states, 4 nonjoint states, and all directs</td>
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<tr>
<td><strong>Retention</strong></td>
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<tr>
<td>Campaign Planning, to Launch FY10 and Continue through FY11</td>
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| **One-on-One, Promotional, Other:** Develop and implement “sales force” strategy  
*Recruitment, at least initially* | Retired principals and/or state execs in key states  
Operational plan complete in February; campaign ongoing through FY11 |
| **E-marketing, Direct Mail, Other:** Audience-specific outreach focused on “bread-and-butter” prospects (K-6 principals)  
*Recruitment* | Prospects as identified by title and school type in MDR and others identified over time  
Planning complete by March; campaign ongoing through FY11 (long-term initiative) |
| **E-marketing, Direct Mail, Other:** Audience-specific outreach focused on aspiring principals  
*Recruitment* | Graduate students, faculty in schools of education; Master Teacher customers; others identified over time  
Planning complete by March; campaign ongoing through FY11 (long-term initiative) |
| **E-marketing, Direct Mail, Other:** Audience-specific outreach focused on assistant principals  
*Recruitment* | Prospects as identified by title in MDR data  
Planning complete by March; campaign ongoing through FY11 (long-term initiative) |
| **Partnership Marketing:** Launch membership marketing for FY10-11 with a survey to state execs to identify challenges, wants/needs, goals, etc.; also to identify convention dates  
*Retention and recruitment* | State execs  
March |
| **E-marketing, Direct Mail, Other:** Complete updating of membership marketing materials for FY11  
*Retention and recruitment* | Members and prospects  
April |
| **Partnership Marketing:** Launch transmittal process for fiscal year, modified based on survey results to better meet state affiliates’ needs  
*Retention and recruitment* | State execs and membership processors  
May |
CONSENT ITEM: NAESP MENTOR PROGRAM UPDATE

Submitted by: Carol Riley, Director, Professional Development and Special Projects

BACKGROUND:

The NAESP Mentor Training and Certification Program continues to seek funding through partnerships, foundations, and grants for trainings and expanded projects by communicating the need for strong leaders, the lack of good candidates, and the support that is necessary to reach excellence through instructional leadership. Mentor programs ensure the support new principals need to make necessary changes.

Legislative language for professional development and mentor programming is being developed with Advocacy staff, including the message that principals are confronted with a variety of tasks daily that require an array of skills, including strong coping skills to function under continuously fragmented circumstances.

During the 2009 year, the NAESP Mentor Program trainings included 168 participants, with 118 of the administrators continuing to pursue our national certified mentor certificate with the support and dedication of 18 active cohort coaches.

The program receives outstanding evaluations from participants. The following comments were recently noted:

Miami, FL, Cohort: My protégé is my Deputy Principal and he has just accepted a Principals’ position in one of the more difficult schools in the country [Australia] and has asked for me to stay on as his mentor, even though the system will appoint an official mentor for him. I believe this is a great reflection on the quality of the NAESP Mentor program.

Richmond, VA, Cohort: The entire group is developing a common vision statement and program development for mentoring to present to their school district in Loudon County, VA, as their final certification project.

St. Paul MN Cohort: …Another mentor in training expressed a need for mentoring in his school district. The district has over 250 schools and 50 per cent of their principals have less than 3 years experience and the numbers are growing. He is bringing ten principals from his district to the NAESP convention in Houston, TX, to support them with their professional development.

We continue to have strong partnerships with states such as Alabama, New Mexico, Minnesota, and Virginia, and are working to establish schedules with additional states. Partnerships with state associations or school districts are a goal for the next year.
2010 Leadership Immersion Institute Trainings
Houston, Texas April 6-8, 2010
Boston (Waltham), MA April 29-May 1, 2010

Principals Helpline
The Helpline continues to receive questions and the mentors in training are the main volunteers responding to the questions received. The responses include guidance to NAESP resources (NPRC, Principal magazine articles), other research and source information, and just plain good advice. The frequency of topics:

1. Staff Issues - 58
2. Before- or After-school Programs - 49
3. Legal Issues - 45
4. Building Management - 34
5. Student Discipline - 26
6. Parents - 25
7. School Climate - 25
8. Scheduling - 15
9. Community Involvement - 13
10. Coping with Stress - 12
11. Testing/Assessment - 11
12. Using Data - 9
13. Grouping Students - 7
14. Gangs - 6
15. Report Cards - 6
16. Student Health - 5
17. Homework - 5
18. School Safety - 3
19. Special Ed - 3
20. NCLB - 1
Other - 193

The Mentor Certification Program continues to contact certified mentors through periodic emails and the convention reunion. To maintain the relationship, we are asking them to volunteer to establish a six-month, online communication with a new NAESP member and for permission to add their name to an online certified principal mentor directory.

RECOMMENDATION(S):
CONSENT ITEM: MEMBERSHIP AND AFFILIATE RELATIONS UPDATE

Submitted by: Denise Taylor, Director, Membership and Volunteer Development; Deborah Bongiorno, Senior Associate Executive Director

BACKGROUND:

The membership team has focused on three core objectives in recent months: entering member data from state transmittals in an accurate and timely way; collaborating closely with the marketing team to plan and implement the member retention and recruitment campaign; and working with several Association teams to fully deploy Phases I and II of NetForum, NAESP’s new database, with the goal of refining and strengthening database processes and standard operating procedures.

Processing
Since July 1, the membership team has processed a total of 18,225 new and renewing memberships as of January 12. This number includes 16,028 members NAESP received via state transmittals (at least one from each state has been received) and 2,197 members who joined NAESP directly, not through their state affiliate.

As of January 2010, NAESP’s total membership is 19,012, a decrease of 1,235 in total members from last year at this time. We have 10,438 members from joint state affiliates, 8,385 from nonjoint state affiliates (this number includes both members who join through their state and those who join NAESP directly), and 189 international members.

Some 5,384 members lapsed between July and December 2009. These lapsed members represent a significant opportunity to recover members; the team is actively pursuing renewals both internally and with our telemarketing vendor, Inalink. In addition, the membership team prepared a state-by-state assessment of lapsed members and distributed them to state affiliate executive directors with a commitment to assist them in retaining lapsed members.

States that have experienced a decline of 100 or more members include the following:

Joint states (decline of 689 for these states)

<table>
<thead>
<tr>
<th>State</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Florida</td>
<td>194</td>
</tr>
<tr>
<td>Michigan</td>
<td>141</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>141</td>
</tr>
<tr>
<td>Maryland</td>
<td>114</td>
</tr>
<tr>
<td>Idaho</td>
<td>102</td>
</tr>
</tbody>
</table>

Nonjoint states (decline of 1,751 for these states)

<table>
<thead>
<tr>
<th>State</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ohio</td>
<td>443</td>
</tr>
<tr>
<td>Missouri</td>
<td>190</td>
</tr>
<tr>
<td>New Jersey</td>
<td>173</td>
</tr>
<tr>
<td>Iowa</td>
<td>167</td>
</tr>
<tr>
<td>California</td>
<td>147</td>
</tr>
<tr>
<td>Illinois</td>
<td>140</td>
</tr>
<tr>
<td>New York</td>
<td>129</td>
</tr>
<tr>
<td>Nevada</td>
<td>125</td>
</tr>
<tr>
<td>Maine</td>
<td>125</td>
</tr>
<tr>
<td>Minnesota</td>
<td>112</td>
</tr>
</tbody>
</table>
States that have experienced an increase in membership include the following:

<table>
<thead>
<tr>
<th>Joint states (increase of 62 for these states)</th>
<th>Nonjoint states (increase of 38 for these states)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Massachusetts ...... 30</td>
<td>New Hampshire ....29</td>
</tr>
<tr>
<td>Washington ........ 16</td>
<td>Texas ...................... 9</td>
</tr>
<tr>
<td>Nebraska .............. 11</td>
<td></td>
</tr>
<tr>
<td>Montana ................. 5</td>
<td></td>
</tr>
</tbody>
</table>

For the most part, foreign memberships are at the same level as last year, which was a significant decline from 2008.

**Retention and Recruiting Activities**

The membership and marketing teams are working in close partnership to retain and recruit members. A complete report can be found as an attachment to Consent Item #11, Marketing Projects and Plans. We rolled out a seven-step initiative to communicate with current members to reinforce the value of membership, including e-mail, direct mail, and special offers. A key component of our retention effort is invoicing, and we worked this fall with state affiliates to determine an effective renewal cycle that will meet our shared goal of retaining members. We will continue to provide invoice support for those states that need assistance and will identify alternatives for those affiliates whose agreements specify that the state does all invoicing.

The membership team developed some co-branding marketing materials—ads, postcards, and a flyer initially—designed so state affiliates can insert their own logo from a drop-down menu. They can then download the material and take it to their local printer, or NAESP will cover the costs of printing and shipping.

The membership and marketing teams are actively engaged in directly recruiting prospects in nonjoint states. A key outcome, in addition to growing membership, is to create or strengthen awareness of the Association among nonmembers. These efforts include direct mail and e-mail outreach using prospect lists from a few key resources. We also prepared lists of prospects for several of our state affiliates, based on request. The offer stands for all states.

Travel to conferences is an increasingly important component of the membership team’s efforts. The team participated in the Blue Ribbon Schools conference, sponsored by the U.S. Department of Education, and as of January 2010, was scheduled to attend a Title I conference and the national conference of ASCD. Further, the membership and NPRC teams work closely together to travel to and support select state affiliates.

**NetForum**

The membership team is quickly becoming proficient in using the new database for data entry and record management. In addition, we have also been working closely with the finance team and our vendor, Avectra, to refine and troubleshoot queries for invoicing and reporting. One outcome is the development of a new membership statistics report, which now tracks all current NAESP members by location across membership categories. In the coming weeks, the membership team will work with Association colleagues and state affiliate leaders to implement a Web-based interface with the database that will enable state leaders to gain access to membership rosters in their specific states.

**RECOMMENDATION(S):**
CONSENT ITEM: LEGAL BENEFITS PROGRAM REPORT

Submitted by: Ernie Mannino, NAESP Foundation CEO

BACKGROUND:

Effective June 1, 2002, NAESP began offering an enhanced legal benefit to members of NAESP named the Legal Benefits Program (LBP). Below please find a LBP activity report for the period of January 1, 2009 to December 31, 2009.

<table>
<thead>
<tr>
<th>ZONE</th>
<th># OF CASES FILED</th>
<th>JOB PROTECTION (PAID)</th>
<th>PROFESSIONAL LIABILITY CRIMINAL/CIVIL (PAID)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>10</td>
<td>$29,051.00</td>
<td>0</td>
</tr>
<tr>
<td>2</td>
<td>14</td>
<td>$7,854.00</td>
<td>0</td>
</tr>
<tr>
<td>3</td>
<td>6</td>
<td>$42,657.00</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>2</td>
<td>$1,000.00</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>0</td>
<td>$0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>14</td>
<td>$4,461.00</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>3</td>
<td>$7,170.00</td>
<td>0</td>
</tr>
<tr>
<td>8</td>
<td>7</td>
<td>$4,129.00</td>
<td>0</td>
</tr>
<tr>
<td>9</td>
<td>4</td>
<td>$6,576.00</td>
<td>0</td>
</tr>
</tbody>
</table>

RECOMMENDATION(S):
CONSENT: NETFORUM PROJECTS AND PLANS

Submitted by: Mark Milligan, Director of Finance and Operations; Deborah Bongiorno, Senior Associate Executive Director

BACKGROUND:
As of January 2010, NAESP completed the first of a three-stage process to fully deploy NetForum, the Association’s new Web-based database. Phase I focused on membership record migration and management, invoices and other accounting processes, and an integrated login process enabling the Association to resume featuring members-only content on its Web site.

NAESP’s cross-department database team is working to complete several tasks in Phase II, including revamping and launching a new shopping cart for the NPRC, developing members online access to their contact information for easy updating, launching an initial online member directory connected to Google maps to give members the ability to locate other members in their geographic vicinity, and integrating the government relations module of Vocus with the database. The team is also developing testing protocols and procedures to ensure that all online elements are fully functional before they are launched. These tasks will be complete by the end of February.

In addition, the database team is developing a training schedule so key Association employees are trained to use specific modules of the database and can serve as trainers for other staff, and the membership team is drafting a document that outlines standard operating procedures for membership record management and reports.

Concurrent with Phase II, the database team is working on the implementation of several core tasks in Phase III, including launching online event/professional development registrations and further refining the member directory to enable more extensive member-to-member contact. Phase III is expected to be complete by May.

RECOMMENDATION(S):
CONSENT ITEM: HEADQUARTERS STAFF UPDATE/STAFF LIST

Submitted by: Patrick Murphy, Director, Administration and Related Resources

BACKGROUND:

The NAESP Headquarters Staff list as of January 1, 2010, is attached.

Listed below are the changes to the NAESP staff since November 2009.

Retirement:
Grace Laws, Assistant, Member Services, effective December 31, 2009

ATTACHMENT: Staff List (January 1, 2010)

RECOMMENDATION(S):
NAESP Staff List
January 1, 2010

EXECUTIVE TEAM

ORGANIZATIONAL VISION TEAM

Gail Connelly, NAESP Executive Director          Ernie Mannino, NAESP Foundation CEO
Michael Schooley, NAESP Deputy Executive Director

Nancy Sharbel, Executive Office Manager
Barbara Wilmer, Executive Projects Manager

Mark Milligan, Director, Finance and Operations
Bhairavi Shethna, Senior Accountant-Accounts Payable/General Ledger
Cynthia Drummond, Senior Accountant-Accounts Receivable and Foundation

Patrick Murphy, Director, Administration and Related Resources
Assistant, Receptionist/Office (TBD)
David Jones (part-time)
Nikki Sparks (part-time)

LEADING VISION TEAM

Deborah Bongiorno
Senior Associate Executive Director, Membership, Marketing, and Communications

Abbie Evans, Government Relations Specialist

Vanessa St. Gerard, Managing Editor, Publications
Kaylen Tucker, Associate Editor, Publications and Public Relations
Kevin Craft, Editorial Assistant

LEARNING VISION TEAM

Carol Riley
Director, Professional Development and Special Projects

Rameeza Shaikh, Coordinator, Professional Programs
Pam Willis, Administrative Assistant

Deborah Young, Director, Convention and Meetings
Vanessa Herman, Manager, Convention and Meetings
Kellie Henderson, Exhibits and Business Development Specialist
COMMUNITIES VISION TEAM

Deborah Bongiorno
Senior Associate Executive Director, Membership, Marketing, and Communications

Denise Taylor, Director, Membership and Volunteer Development
  Cynthia Demery, Assistant, Membership Projects
  Nancy Early, Membership Processor
  Assistant, Member Services, (TBD)

Ann Henley, Director, Marketing Management and Services
  Michael Shelton, Manager, Creative Services
  Chinedu Mkpuluma. Internet Marketing Specialist

Harold Harris, Director, National Principals Resource Center
  Galina Agrafas, Assistant, NRPC

NAESP Consultant

Fred Brown, Staff Liaison, Leadership Development and Outreach

NAESP FOUNDATION

Ernie Mannino, CEO
  Jennifer Pascal, Projects Manager

Foundation Consultants

Richard Barbacane (part-time)
  Liaison with Dept. of State Office of Overseas Schools and IDEA Partnership

Margaret Evans (part-time) – Project Manager

Merrie Hahn (part-time) – Project Manager
CONSENT ITEM: Foundation Programs and Initiatives Update

Submitted by: Ernie Mannino, NAESP Foundation CEO

BACKGROUND:

Combined Federal Campaign
The NAESP Foundation has submitted an application to become part of the 2010-2011 Combined Federal Campaign. It is the world’s largest and most successful annual workplace charity campaign. Admission to the CFC would allow federal employees to make pledges toward the NAESP Foundation.

Speakers Bureau
The applications for funding support through the Speakers Bureau Fund have been sent to our state executive directors. The funds will cover events from June 1 of the current year through May 31 of 2011. The deadline for the receipt of applications will be the last business day of March.

NSU Scholarship
We have received ten applications from the 2009 National Distinguished Principals (NDP) for the NSU/FSEHS-NAESP National Fellows Scholarship Program. The applications will be reviewed by an internal review committee and the two winners will be acknowledged at the 2010 convention.

2009 NDP Fundraising Challenge
The 2009 NDP Fundraising Challenge raised $1,750 for the NAESP Foundation. Donations received have been noted on the Foundation Web site as the “2009 Fundraising Challenge Results.” Individual contributions were recognized in January’s issue of Principal magazine.

Mott Grant
The Mott grant period concluded on November 30, 2009. The final projects included: Collaborating to Build a New Day for Learning and related on-line resources and pod-casts featuring interviews with school and after-school leaders. Funding to expand this initiative to additional states and to update the workshop guide will be requested in a new proposal to the Mott Foundation.

MetLife/Sharing the Dream
The Sharing the Dream grant provided funding to thirty schools in the amount of $3,000 per school to implement a community engagement program. NAESP Foundation will submit a new proposal for funding at the end of January.

ING
The ING Foundation has awarded a $125,000 gift to the NAESP Foundation. Plans are under development for a project focusing on Early Childhood Education.
Houston Endowment
The NAESP Foundation has applied for a $50,000 grant from the Houston Endowment for support of the NAESP Convention.

Hazelden
The NAESP Foundation and the Hazelden Foundation have reached agreement on the publication of a series of resource guides for principals and parents focusing on issues related to the education of the “whole child.” The Foundation is seeking financial support for the project.

Additional Fundraising Activities

Silent Auction
The NAESP Foundation will hold its first annual silent auction at the 2010 convention in Houston, Texas. The auction will open Friday, April 9 and run through Saturday, April 10.

Wine Tasting
The NAESP Foundation will hold a wine tasting in Maryland during the month of May.

RECOMMENDATION(S):