

# Principal(ing) in Place: An Evening to Connect, Learn, and Laugh

**Creative Ways to Connect through Video with Brad Gustafson**

Thursday, April 16, 2020 / 8:00 pm – 9:00 pm EST

# Our Moderators

## NAESP National Coronavirus Taskforce Members



### **Jessica Cabeen**

Principal, Ellis Middle School  
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@JessicaCabeen



### **Dr. Rachael George**

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@DrRachelGeorge



### **Dr. Andy Jacks**

Fellow  
NAESP Center for  
Innovative Leadership  
Principal  
Ashland Elementary School  
Prince William County Schools  
Manassas, VA

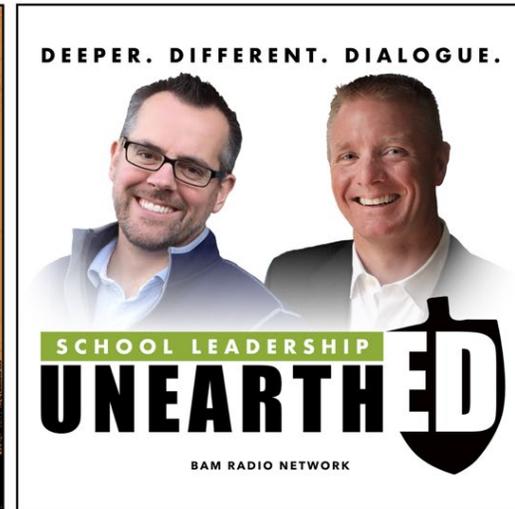
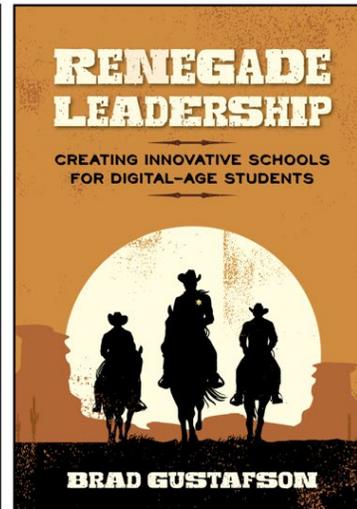
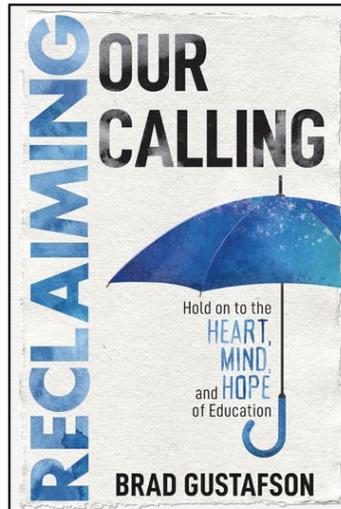
jacksam@pwcs.edu  
@\_andyjacks

# Special Guest

Dr. Brad Gustafson | @GustafsonBrad



- Avid Reader
- Practicing Principal
- Author & Speaker



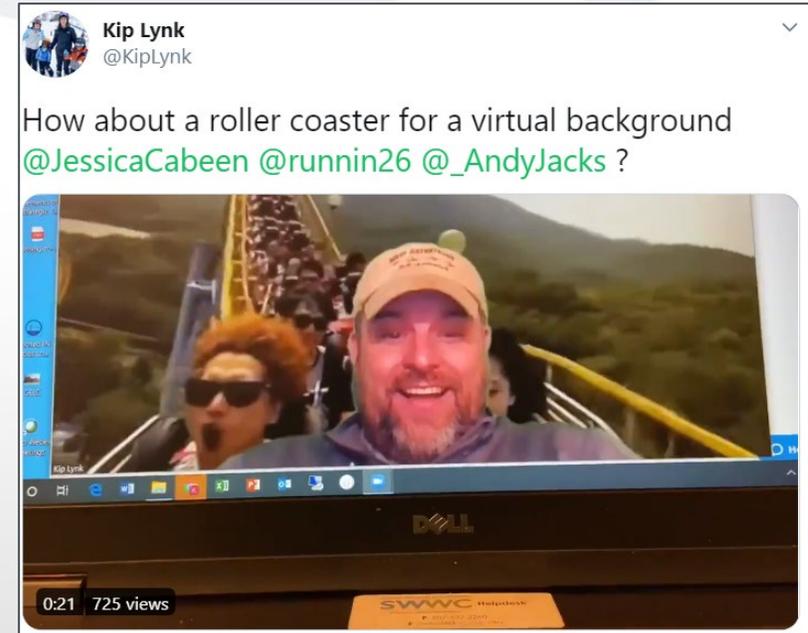
# NAESP Purpose for this Series

- Provide a real-time response to meet the needs of members
- Lean into member-driven topics to meet today's challenges
- Provide participants a roster of attendees and resources

# Principaling in Place Challenge:

Winner winner, chicken dinner!

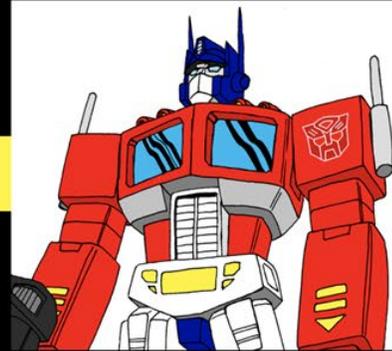
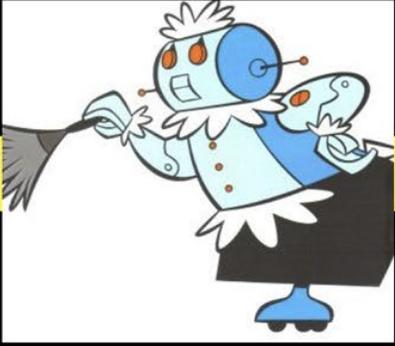
Congratulations Kip Lynk!! @KipLynk



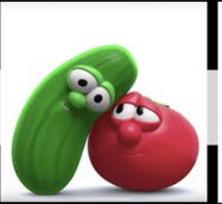
# CARTOON QUARANTINE

YOU'VE GOT \$10 TO DRAFT YOUR TEAM... WHO MAKES THE CUT?!

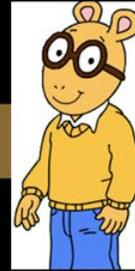
\$8



\$5



\$3



\$2

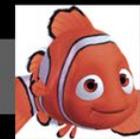


IMAGE CREDITS: ARTHUR: CLASSIC-CARTOON-NETWORK-FAN-2004.FANDOM.COM/WIKI/ARTHUR READ COBRA COMMANDER: TYTROPE.S.COM  
 CURIOUS GEORGE: YA-WEBDESIGN.COM DORRA & BOOTS: GETDRAWING.COM DUFF BEER GUY: SIMPSONS.FANDOM.COM FRED & BARNEY: OLKS.CHANGEIP.COM  
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 CHARACTER.FANDOM.COM

# POLL QUESTION #1



OPTIONS:

- Ms. Frizzle
- Ratatouille
- Rosie
- Duff Beer Guy
- Other

Who is your top cartoon draft pick?!

Tell us more in the chat.

Check the dropdown box and select "All panelists & attendees" so everyone can see your responses.

We asked 100 principals...

# POLL QUESTION #2

What is your  
**biggest barrier**  
to creating  
school videos?

Tell us why in  
the chat.



**OPTIONS:**

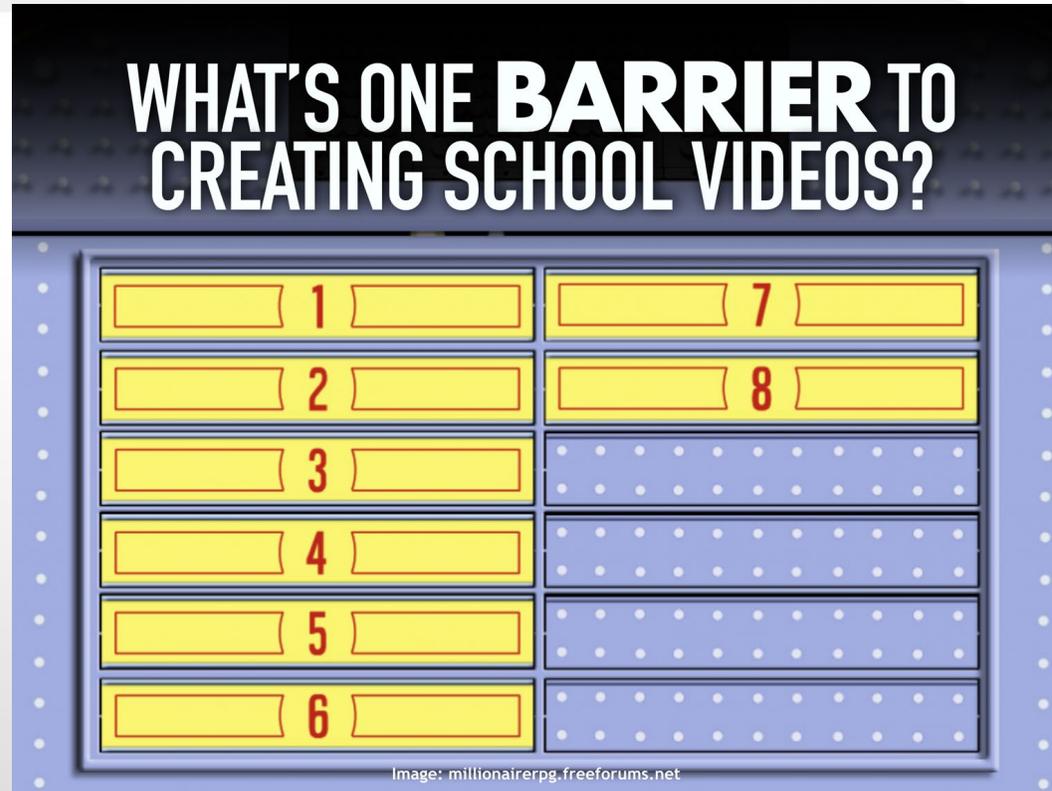
- Time
- Support
- Tech
- Money
- Self-Conscious
- Ideas
- Other

Check the dropdown box and select "All panelists & attendees" so everyone can see your responses.

We asked 100 principals...

# POLL RESPONSES

- Time
- Tech Issues
- Camera Shy
- Perfectionism
- Creativity
- Simply Starting
- Commitment
- Content
- Other



BEING AN EDUCATOR  
SHOULDN'T  
FEEL LIKE  
GOING THE  
WRONG WAY UP  
AN ESCALATOR



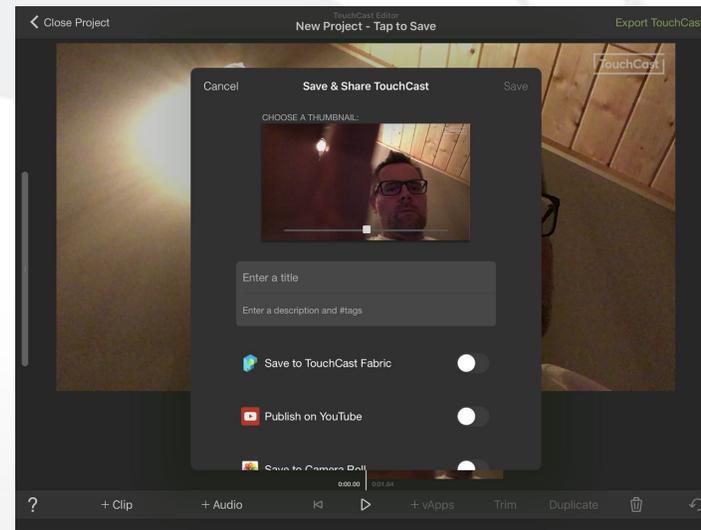
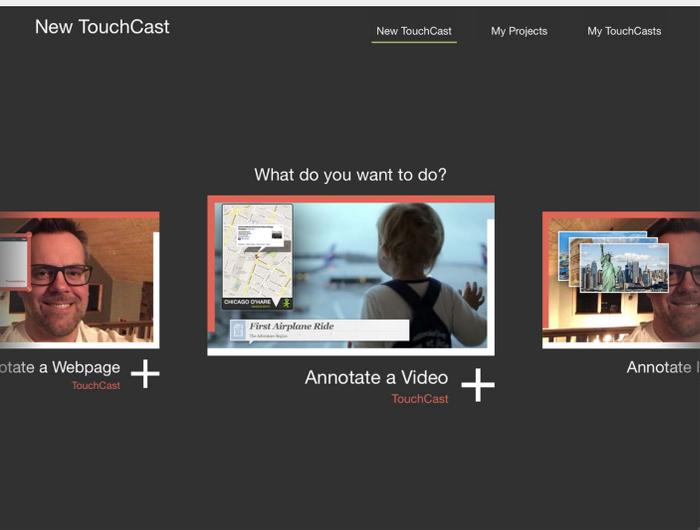
VIDEO: [YOUTUBE.COM/WATCH?V=7ZPXWXSUVU](https://www.youtube.com/watch?v=7ZPXWXSUVU)

#RECLAIMINGOURCALLING

# Tips and Tricks

1. Flex Your Tripods
2. Lit and Loud
3. Less is More
4. Bring the H.E.A.T.
5. Try Different...Do You
6. Commit

# TouchCast



# FlixPress



# Green-Screen



# Others...



**WHAT WOULD SCHOOL LOOK LIKE  
IF WE HELD **INNOVATION**  
IN THE SAME REGARD AS  
**HIGH-STAKES TEST DATA?****

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**#RECLAIMINGOURCALLING**

# 4 WAYS TO HELP STUDENTS BRING THE **BOOKTALK HEAT**

**"TALKING ABOUT BOOKS SHOULD FEEL LESS LIKE A LESSON  
AND MORE LIKE FREEING THE FIRE WITHIN."**

## **HOOK**

START WITH A SURPRISING FACT, QUESTION, OR PERSONAL CONNECTION TO THE STORY. LET YOUR LOVE AND AUTHENTIC EXPERIENCE SHINE.

## **ENERGY**

SAY IT LOUD OR SAY IT PROUD! HOWEVER YOU CHOOSE TO SAY IT, YOUR PASSION IS WHAT WILL MAKE YOUR BOOK CONTAGIOUS.

## **AUDIENCE**

WHO WILL YOU BE SHARING WITH? WHY WOULD THAT PERSON (OR GROUP) LIKE YOUR BOOK?

## **TIME**

FOCUS ON SHARING WITH PASSION AND PRECISION BEFORE WORRYING TOO MUCH ABOUT HOW LONG YOUR BOOKTALK SHOULD BE. THINK ABOUT HOW YOU WILL END YOUR BOOKTALK BEFORE YOU START SHARING.



Watch the Booktalk HEAT Video at <https://tinyurl.com/BooktalkHEAT>

@GUSTAFSONBRAD

BRADGUSTAFSON.COM

### **Additional Resources:**

<https://tinyurl.com/BooktalkHEAT>

# BOOKTALK **A TO Z** HOOKS

**"IF SHARING THE BOOKS WE LOVE IS THE HEART OF LITERACY, PROVIDING STUDENTS TIME TO READ BOOKS THEY'VE SELECTED IS THE SOUL."**

<b>A</b>	ASK A QUESTION	NOTICE SOMETHING ABOUT THE BOOK NOBODY ELSE HAS	<b>N</b>
<b>B</b>	BE HONEST ABOUT WHY YOU LAUGHED, CRIED, ETC.	OPEN WITH A SOUND EFFECT FROM THE BOOK	<b>O</b>
<b>C</b>	CONNECT THE BOOK TO ANOTHER PERSON'S PASSIONS	PICK A PARTNER AND THEN DIALOGUE ABOUT THE BOOK	<b>P</b>
<b>D</b>	DO AN IMPERSONATION	QUIETLY SUMMARIZE THE SCARIEST PART TO BUILD SUSPENSE	<b>Q</b>
<b>E</b>	EXPLAIN WHY THE PROTAGONIST SHOULD WIN AN AWARD	READ A POWERFUL QUOTE	<b>R</b>
<b>F</b>	FIND A SURPRISING FACT	SHARE A CONNECTION YOU HAVE WITH THE AUTHOR	<b>S</b>
<b>G</b>	GIVE AN EXAMPLE OF A POSITIVE LEADERSHIP TRAIT	TRY TO INVENT (OR BUILD) SOMETHING RELATED TO THE TEXT	<b>T</b>
<b>H</b>	HOLD UP YOUR FAVORITE PAGE OR PICTURE	USE A PROP	<b>U</b>
<b>I</b>	"IF YOU LIKE ___ YOU'LL REALLY LOVE ___!"	VINDICATE THE ANTAGONIST!	<b>V</b>
<b>J</b>	JUSTIFY WHY AN ALTERNATE TITLE WOULD BE BETTER	WEAR A COSTUME	<b>W</b>
<b>K</b>	KEEP A TIMER ON AND TRY TO DO YOUR BOOKTALK IN 30 SECONDS!	X-RAY INTO THE AUTHOR'S MIND. WHY DOES THIS BOOK MATTER?	<b>X</b>
<b>L</b>	LET SOMEBODY KNOW WHY THIS IS THE PERFECT BOOK FOR THEM	"YOU HAVE TO READ THIS BECAUSE..."	<b>Y</b>
<b>M</b>	MAKE IT A MOVIE... WHO WOULD PLAY THE LEADING ROLE?	Zzzzzz... (EXPLAIN WHY THIS IS THE BOOK OF YOUR DREAMS!)	<b>Z</b>

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**Additional Resources:**

<https://www.bradgustafson.com/booktalktoolkit>

[www.BradGustafson.com](http://www.BradGustafson.com) 18

# POLL QUESTION #3

Which hook would you be most likely to try?!

## BOOKTALK **A TO Z** HOOKS

**"IF SHARING THE BOOKS WE LOVE IS THE HEART OF LITERACY, PROVIDING STUDENTS TIME TO READ BOOKS THEY'VE SELECTED IS THE SOUL."**

A	ASK A QUESTION	NOTICE SOMETHING ABOUT THE BOOK NOBODY ELSE HAS	N
B	BE HONEST ABOUT WHY YOU LAUGHED, CRIED, ETC.	OPEN WITH A SOUND EFFECT FROM THE BOOK	O
C	CONNECT THE BOOK TO ANOTHER PERSON'S PASSIONS	PICK A PARTNER AND THEN DIALOGUE ABOUT THE BOOK	P
D	DO AN IMPERSONATION	QUIETLY SUMMARIZE THE SCARIEST PART TO BUILD SUSPENSE	Q
E	EXPLAIN WHY THE PROTAGONIST SHOULD WIN AN AWARD	READ A POWERFUL QUOTE	R
F	FIND A SURPRISING FACT	SHARE A CONNECTION YOU HAVE WITH THE AUTHOR	S
G	GIVE AN EXAMPLE OF A POSITIVE LEADERSHIP TRAIT	TRY TO INVENT (OR BUILD) SOMETHING RELATED TO THE TEXT	T
H	HOLD UP YOUR FAVORITE PAGE OR PICTURE	USE A PROP	U
I	"IF YOU LIKE ___ YOU'LL REALLY LOVE ___!"	VINDICATE THE ANTAGONIST!	V
J	JUSTIFY WHY AN ALTERNATE TITLE WOULD BE BETTER	WEAR A COSTUME	W
K	KEEP A TIMER ON AND TRY TO DO YOUR BOOKTALK IN 30 SECONDS!	X-RAY INTO THE AUTHOR'S MIND. WHY DOES THIS BOOK MATTER?	X
L	LET SOMEBODY KNOW WHY THIS IS THE PERFECT BOOK FOR THEM	"YOU HAVE TO READ THIS BECAUSE..."	Y
M	MAKE IT A MOVIE... WHO WOULD PLAY THE LEADING ROLE?	Zzzzz... (EXPLAIN WHY THIS IS THE BOOK OF YOUR DREAMS!)	Z

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OPTIONS:

A  
E  
I  
O  
U  
Other

# #30SECONDBOOKTALK

## HOW TO PARTICIPATE:

1. CREATE A 30-SECOND VIDEO SHARING WHY YOU LOVE YOUR BOOK
2. POST YOUR VIDEO TO OUR HASHTAG
3. IF YOU'RE LOOKING FOR TIPS, GO TO [BIT.LY/30SECONDBOOKTALK2020](https://bit.ly/30SECONDBOOKTALK2020)
4. CONTACT BRAD AND JENN ON TWITTER FOR SUPPORT
5. SUBMIT VIDEOS NOW THROUGH MAY 15
6. WE'LL BE COMPILING A HIGHLIGHT VIDEO CELEBRATING SOME OF OUR FAVORITE SUBMISSIONS IN MAY



@GustafsonBrad  
Elementary Principal and  
Zero-time World Champion



@JenniferLaGarde  
4-Time World Championship Coach

#30SECONDBOOKTALK



BRAD GUSTAFSON  
& JENNIFER LAGARDE

NEW FOR 2020: CONNECTING THROUGH STORIES HAS NEVER BEEN MORE IMPORTANT... THAT'S WHY WE'RE OPENING THINGS UP TO EVERYONE THIS YEAR!

# Video Challenge:

**Create a 30-second video (e.g.  
Booktalk, Tip, Principal Message)**

Tag us to win!

#NAESP

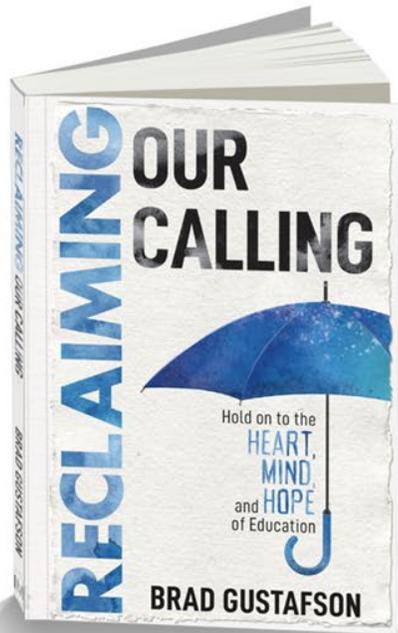
#30SecondBookTalk

@JessicaCabeen

@runnin26

@\_andyjacks

@GustafsonBrad



# THANK YOU!

[WWW.BRADGUSTAFSON.COM](http://WWW.BRADGUSTAFSON.COM)

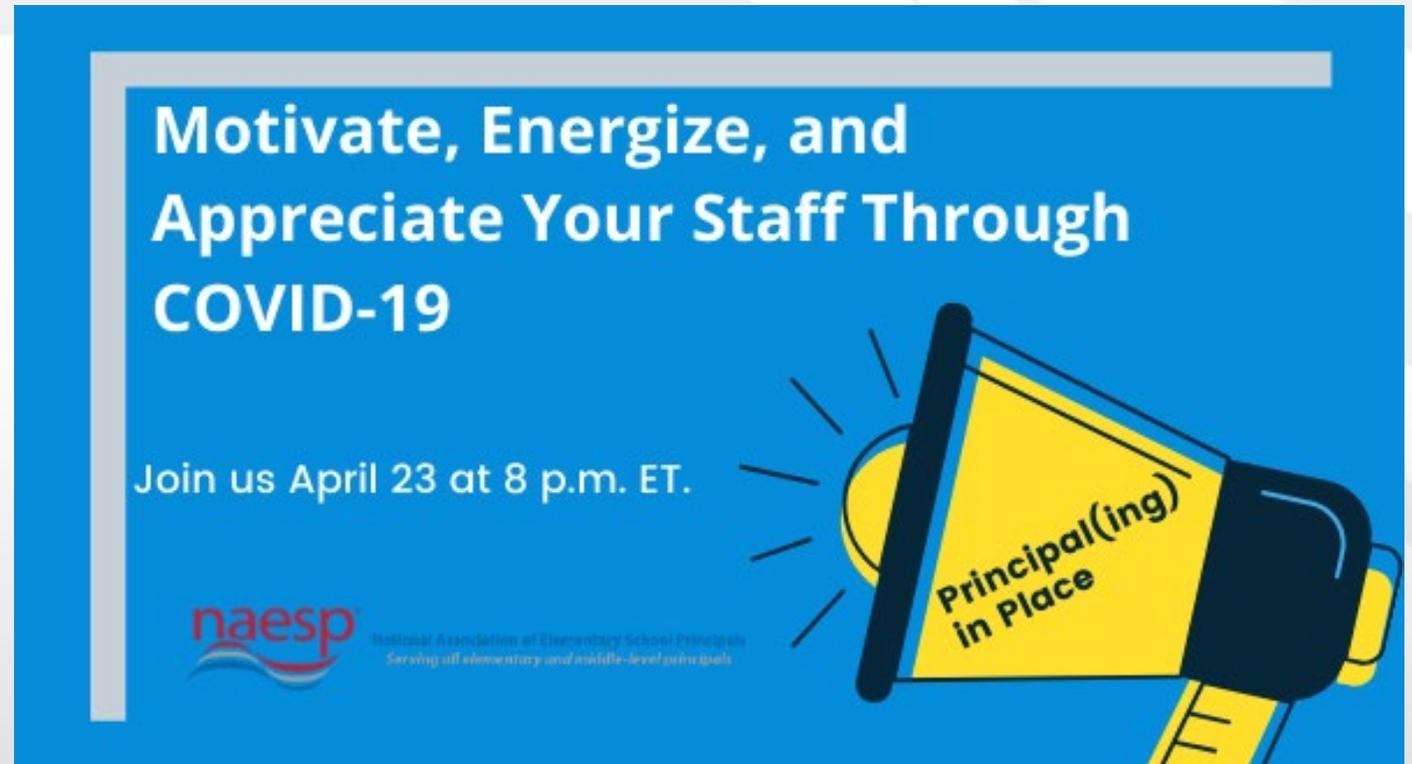
**FREE BOOK PREVIEW**  
[TINYURL.COM/FREEPREVIEWROC](http://TINYURL.COM/FREEPREVIEWROC)

# Next week's topic

## Guest Speakers:

Melinda Miller, Principal  
Willard East Elementary  
Willard, MO  
Twitter @mmiller7571

Amber Teaman, Principal  
Whitt Elementary  
Sachse, TX  
Twitter @8Amber8



**Motivate, Energize, and  
Appreciate Your Staff Through  
COVID-19**

Join us April 23 at 8 p.m. ET.

naesp<sup>™</sup> National Association of Elementary School Principals  
Serving all elementary and middle-level principals

**Principal(ing)  
in Place**