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

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Special Guest
Dr. Brad Gustafson | @GustafsonBrad

- Avid Reader
- Practicing Principal
- Author & Speaker

www.BradGustafson.com
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?!
POLL QUESTION #1

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

#RECLAIMINGOURCALLING

VIDEO: YOUTUBE.COM/WATCH?V=7ZPXWXXSVYU
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
Green-Screen
Others...
WHAT WOULD SCHOOL LOOK LIKE IF WE HELD INNOVATION IN THE SAME REGARD AS HIGH-STAKES TEST DATA?

#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.”**

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<th>Hook</th>
<th>Start with a surprising fact, question, or personal connection to the story. Let your love and authentic experience shine.</th>
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<td>Energy</td>
<td>Say it loud or say it proud! However you choose to say it, your passion is what will make your book contagious.</td>
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<td>Audience</td>
<td>Who will you be sharing with? Why would that person (or group) like your book?</td>
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<td>Time</td>
<td>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.</td>
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Watch the Booktalk HEAT Video at [https://tinyurl.com/BooktalkHEAT](https://tinyurl.com/BooktalkHEAT)

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**Additional Resources:**
[https://tinyurl.com/BooktalkHEAT](https://tinyurl.com/BooktalkHEAT)
# Booktalk Hooks

"If sharing the books we love is the heart of literacy, providing students time to read books they’ve selected is the soul."

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<td>Ask a question</td>
<td>Be honest about why you laughed, cried, etc.</td>
<td>Connect the book to another person’s passions</td>
<td>Do an impersonation</td>
<td>Explain why the protagonist should win an award</td>
<td>Find a surprising fact</td>
<td>Give an example of a positive leadership trait</td>
<td>Hold up your favorite page or picture</td>
<td>&quot;If you like ____ you’ll really love ____!&quot;</td>
<td>Justify why an alternate title would be better</td>
<td>Keep a timer on and try to do your booktalk in 30 seconds!</td>
<td>Let someone know why this is the perfect book for them</td>
<td>Make it a movie... who would play the leading role?</td>
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<td>Notice something about the book nobody else has</td>
<td>Open with a sound effect from the book</td>
<td>Pick a partner and then dialogue about the book</td>
<td>Quietly summarize the scariest part to build suspense</td>
<td>Read a powerful quote</td>
<td>Share a connection you have with the author</td>
<td>Try to invent (or build) something related to the text</td>
<td>Use a prop</td>
<td>Vindicate the antagonist!</td>
<td>Wear a costume</td>
<td>X-ray into the author’s mind. Why does this book matter?</td>
<td>&quot;You have to read this because...&quot;</td>
<td>Zzzz... (Explain why this is the book of your dreams!)</td>
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Additional Resources:
https://www.bradgustafson.com/booktalktoolkit
POLL QUESTION #3

Which hook would you be most likely to try?!

BOOKTALK 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
B) BE HONEST ABOUT WHY YOU LAUGHED, CRIED, ETC.
C) CONNECT THE BOOK TO ANOTHER PERSON'S PASSIONS
D) DO AN IMPERSONATION
E) EXPLAIN WHY THE PROTAGONIST SHOULD WIN AN AWARD
F) FIND A SURPRISING FACT
G) GIVE AN EXAMPLE OF A POSITIVE LEADERSHIP TRAIT
H) HOLD UP YOUR FAVORITE PAGE OR PICTURE
I) "IF YOU LIKE ___ YOU'LL REALLY LOVE ___!"
J) JUSTIFY WHY AN ALTERNATE TITLE WOULD BE BETTER
K) KEEP A TIMER ON AND TRY TO DO YOUR BOOKTALK IN 30 SECONDS!
L) LET SOMEBODY KNOW WHY THIS IS THE PERFECT BOOK FOR THEM
M) MAKE IT A MOVIE...WHO WOULD PLAY THE LEADING ROLE?

@GUSTAFSONBRAD

OPTIONS:

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

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
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

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

FREE BOOK PREVIEW
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