President’s Message

There is nothing quite as exciting as a new school year. No other career that I can think of offers its constituents – teachers, administrators, and their students - a yearly opportunity for renewal – a chance to begin again, to do things better than you did the year before. The same is true for AASCD! We begin this school year building on the successes of last year with new ideas and goals for the future. Look for the AASCD web presence to become a reality. Watch more students and teachers become involved in the work of AASCD. Observe AASCD take a leadership role in the quarterly training within each district on the implementation of College and Career Ready Standards (CCRS).

But whatever you do, don’t just look, watch, and observe! Become an active contributing member of the organization by attending and participating in the Fall Instructional Conference in November. Communicate with your district representatives about how you can contribute to AASCD. Encourage other principals and instructional leaders in your district and sphere of influence to join AASCD, CLAS’s fastest growing affiliate organization. Join us in our work to improve the quality of curriculum and instruction in Alabama schools. It’s never too late for a new beginning!
You are invited to join the nearly 600 Alabama ASCD (AASCD) members working to improve the quality of education in our state. AASCD is a prestigious educational organization that provides learning and leadership development for all educators. The focuses of the International ASCD are issues important to educators on a federal or national and international level, while Alabama ASCD's focus is on state issues important more specifically to Alabama educators.

AASCD members include:
• Teachers
• Instructional Coaches
• Principals
• Superintendents
• Curriculum Coordinators, Directors, and Specialists
• Other District Administrators
• University Faculty
• Alabama State Department of Education Staff
• Students - graduate and undergraduate
• YOU!

AASCD membership benefits and services include:
• A professional association with colleagues statewide, which enables members to share resources, explore new ideas, and address challenges together.

• Professional development that is responsive to the needs of Alabama educators by enlisting the talents of the nation's most reputable presenters and trainers while enlisting expertise from highly respected practitioners serving in Alabama. Alabama ASCD was instrumental in securing national expert, Bryan Goodwin author of Simply Better, to present at AASCD's Annual Fall Instructional Leadership Conference hosted during November 2012 and Dr. Cheryl James-Ward as a trainer for the 2013 conference. The Fall Instructional Leadership Conference provides Alabama's educators' access to national speakers at a mere fraction of the cost to attend national and international conferences.

• The Alabama ASCD eNewsletter, published quarterly and distributed to an electronic mailing list which provides articles of importance in Alabama education as well as news of Alabama ASCD events and announcements of upcoming events. Articles are also provided on cutting edge educational information and educational policy issues.

• An ever-growing body of resources in a wide range of categories and formats.

• Opportunities to network and unite with people around a common area of interest in the field of education. Networks allow members to exchange ideas, share information, identify and solve problems, grow professionally and establish collegial relationships through such venues as:

• An online community through the Alabama ASCD website:  http://www.clasleaders.org/AASCD/aascd-supervision-a-curriculumdevelopment.html

• Social networking communities such as Twitter and Facebook.

• A connection with the premier international organization of educational professionals the International Association for Supervision and Curriculum Development - ASCD.

• An enhanced membership in the international ASCD with our active relationship through AASCD's Executive Director, Dr. Jane Cobia. She continues to represent Alabama ASCD serving in key international roles. Her presence contributes leadership to ASCD and presents Alabama's issues to an international audience.
Our commitment is to serve the professional development needs of Alabama’s educators. We welcome membership from all interested parties who are committed to Alabama’s schools. Alabama ASCD invites you to become a member of our active and responsive organization. AASCD members work together to build capacity and community among learners, teachers, and leaders dedicated to the success of each learner. We LEARN! We TEACH! We LEAD!

Amazingly, we may offer all of this for a nominal annual membership fee of $40.00. Click here to join/renew online.

We look forward to networking with YOU!

Each year it gets to be the time to go “back to school.” Educators everywhere spend countless hours preparing the school building and classrooms to welcome the students. They work diligently to get just the right atmosphere to encourage students to do their best. Meet the Teacher events abound! Registration is conducted to get students in possession of their schedules. Do these actions make a difference?

The answer is a resounding YES! “It used to be that we thought the brain was hard-wired and that is didn’t change...but, positive environments can actually produce physical changes in the in the developing brain,” says Frederick Goodwin, former director of the National Institute of Mental Health. So, working to establish an enriched environment is extremely important, especially to those who are charged with the responsibility of curriculum and instruction.

Five key sources of an enriched environment are: reading and language, motor stimulation, thinking and problem solving, the arts, and the surroundings. Schools provide a forum over the 180 day school year, potential exposure of over 14,000 hours, to positively impact students and their achievement. (Teaching with the Brain in Mind by Eric Jensen)

Take advantage of this opportunity! Change your students’ brains! Provide leadership in curriculum and instruction that includes creating an enriched environment!
Please type or print clearly using a ball-point pen.

If you are a renewing payroll deduction member, you do not have to submit an application unless you have had any address or information changes. Your system payroll office will be notified of your continuing status as a member.

Member Name (Dr., Mr., Mrs., Miss, Ms.) Date

Position

Date of Birth Social Security Number

Home Address Information:  

School/Organization Name

Home Address

City/State Zip Code

Email Address Phone: ☐ Home Phone ☐ Mobile

School/Organization Information:  

Use as mailing address?

Method of Payment

☐ Check # ☐ Payroll Deduction

☐ PO # ☐ Bill To: 

☐ Visa/MasterCard/Discover

Card Number ___________________________ CVV _________

Expiration Date __________ Cardholder’s Phone Number _________________________

Cardholder’s Address _______________________________________________________ 

________________________________ ________________________________

Cardholder’s Name (as printed on card)

Cardholder’s Signature __________________________

PAYROLL DEDUCTION AUTHORIZATION: I authorize the Board of Education to deduct dues each year for membership in the Council for Leaders in Alabama Schools and such other affiliated professional organizations as indicated on this form unless I revoke this authorization in writing prior to Sept. 15 of any given school year. If for any reason, except death, employment is terminated, any amount still owing under this authorization shall be deducted from the last payroll due. Death of the member shall revoke this authorization, and no further deduction shall be made. This authorization shall permit and accept any changes in the amount of dues officially adopted by CLAS and affiliated organizations on this form.

Signature __________________________ Date __________

Where to send this form:

For payment-in-full make your check payable to CLAS and mail it with your form to CLAS, P.O. Box 428, Montgomery, AL 36101-0428. For payroll deduction, complete this form, sign the payroll deduction authorization above, and mail to CLAS at the above address or fax to (334) 265-3611. You may wish to keep a copy for your files.
“Flurry of Activity”

As we begin a new school year, it is a time to re-focus our efforts to provide the very best instruction for those in our schools (whether pre-school or graduate school). Alabama ASCD has developed a plan of action that hopefully will steer us in the right directions for the next two years. That plan is focused on action and is goal oriented. There are four main goals/objectives and those are: to build capacity in various groups to increase student learning through high quality, ongoing professional development; to focus on recruitment and retention of young educators; to cultivate unity, relevance, and coherence within and among the education community to support and enhance teaching and learning; and to establish Whole Child environments for schools and communities. Though we know these are lofty goals, the board of directors believes these are certainly attainable and necessary for education in Alabama.

The next steps in our action model require a web presence (currently under construction), training for advocacy and influence for board members and general members, continuation of exemplary professional learning experiences (webinars and Fall Instructional Leadership Conference), and to increase our visibility as the affiliate known for professional development. We will expand the knowledge base of our members as well as prospective members on just what Alabama ASCD and ASCD mean to educators, do collaborative projects with Inservice Center staff and directors, and encourage the growth of student chapters. These next two years will also mean a close partnership with the State Department of Education in conjunction with Plan 2020 and College and Career Readiness Initiative.

Recommendations for viewing/reading:

- Drive: The Surprising Truth About What Motivates Us by Daniel Pink

- You Tube video ------- Why We Need Common Core, I Choose C (click here to view video)

This is a busy time for everyone, but also an exciting time! The focus must be on teaching and learning and doing our best to help today’s students.
Please make plans to attend the annual AASCD/AAESA Fall Conference to be held at the beautiful Perdido Beach Resort November 3-6, 2013. This annual event is a great opportunity for Administrators, Teacher Leaders and Pre-service teachers to come and listen to great break-out session presenters and make wonderful networking contacts. We are proud to announce that our speakers for the conference will be Dr. Cheryl James-Ward and our very own State Superintendent, Dr. Tommy Bice. Dr. Cheryl James-Ward is an Assistant Professor of Educational Leadership at San Diego State University and a principal coach for administrators across California. She has served in her role as principal coach for the last 6 years. As a principal coach, Dr. James-Ward supports administrators in all leadership functions and duties.

We look forward to seeing you at the beach in November!

Donald Turner
Executive Director,
Calhoun County Schools

Are you tired of the same old, same old? Do you feel like the traditional conference model leaves you wanting more? Try something new! Alabama ASCD is hosting two UnConference breakout sessions during the Fall Instructional Leadership Conference this November. What is an UnConference? An UnConference is a non-traditional approach to professional learning. UnConference participants gather for a high-energy exchange of ideas. There are no panel discussions or keynote speakers. An UnConference is organized, structured, and led by the people attending it. Facilitators provide organization and parameters for exploring an open-ended theme. Participants break-off into three or four smaller groups to explore areas of interest directly related to the theme. Everyone contributes. Passive participation is not allowed. Colleagues share their expertise with one another for rich, relevant professional learning. Tweets are bountiful! Movement from group to group is encouraged. After all, professional learning at its best occurs when individual needs are met. Join us for our UnConference breakout sessions in November! You will be glad you did!

If you have suggestions for our UnConference open-ended theme, please send them to ashley.catrett@crenshaw-schools.org

Ashley Catrett
Director of Curriculum Assessment,
Crenshaw County Schools
Fall Instructional Leadership Conference

November 3-6, 2013 - Perdido Beach Resort, Orange Beach, Alabama

Sponsored by the Alabama Association of Elementary School Administrators (AAESA) and the Alabama Association for Supervision and Curriculum Development (AASCD)

(Please Print Clearly)

Name: ______________________________________________
Position: _____________________________________________
Preferred Name on Badge: ______________________________
School System: _______________________________________
School: ______________________________________________
Phone Number: _______________________________________
Fax Number:  _________________________________________
Email Address: ________________________________________
Bill To:  ______________________________________________
Billing Address: _______________________________________
City, ST  Zip: _________________________________________
Spouse/Guest Name: __________________________________
(if registering)

3. SPECIAL ACCOMMODATIONS
☐ I will need special accommodations for a disability
☐ I have special dietary requirements________

4. EMERGENCY CONTACT
In case of an emergency, contact:
Name: ______________________________________________
Daytime Phone:_____________ Evening Phone: _____________

5. PAYMENT (Circle One)
Check or Purchase Order #________________
(payment or valid PO Number is required before registration can be processed)
Credit Card (circle one):  Visa        MasterCard        Discover Card
Card Number: ____________________________ Exp: ___________
Cardholder’s Name:________________________ CVV: __________
Cardholders Address:  _____________________________________
_______________________________________________________
Cardholder’s Phone: ______________________________________
_______________________________________________________

Signature

Refunds granted only upon written request. No refunds granted after October 25, 2013. Send registration by 24-hour fax line to (334) 265-3611 or mail your payment and registration form to:

AAESA
P.O. BOX 428
MONTGOMERY, AL  36101-0428

QUESTIONS?  PLEASE CALL (800) 239-3616

CONFERENCE AGENDA

SUNDAY, NOVEMBER 3
Registration - 2:00 p.m. - 5:00 p.m.
Executive Board Meeting - 3:30 p.m. - 5:30 p.m.

MONDAY, NOVEMBER 4
Registration - 7:30 a.m. - 4:00 p.m.
Opening General Session - 9:00 a.m. - 10:30 a.m.
Breakout Sessions - 11:00 a.m. - 12:00 p.m.& 1:00 p.m. - 2:00 p.m.
Mini Clinic Sessions - 2:30 p.m. - 3:45 p.m.
Seafood Fest Sponsored by Bill Miller Photography - 6:00 p.m

TUESDAY, NOVEMBER 5
Continental Breakfast - 8:00 a.m. - 9:00 a.m.
Second General Session - 9:00 a.m. - 10:30 a.m.
Second General Session (continued) - 11:00 a.m. - 12:00 p.m.
Business and Awards Luncheon - 12:00 p.m. - 1:30 p.m.
Breakout Sessions - 1:45 p.m. - 2:45 p.m. & 3:00 p.m. - 4:00 p.m.
SACS Reception - 4:00 p.m. - 5:30 p.m.

WEDNESDAY, NOVEMBER 6
Closing General Session & Breakfast - 8:00 a.m. - 10:00 a.m.

FOR ROOM RESERVATIONS: Call the Perdido Beach Resort at (800) 634-8001 or go to www.perdidobeachresort.com and identify the Fall Instructional Leadership Conference (Booking ID 9783). The group rate is $106/night for single/double standard rooms. Reservations are subject to availability. Reservations received after October 3, 2013, may not be eligible for the discounted room rates. Check-in time is 4:00 p.m. Check-out time is Noon. All room rates are subject to taxes and fees.

1. CONFERENCE REGISTRATION
(includes all scheduled meals, breaks, door prizes, etc.)

<table>
<thead>
<tr>
<th></th>
<th>Pre-Registration by Sept. 9</th>
<th>Registration Sept. 10 - Nov. 1</th>
<th>After Nov. 1</th>
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<tr>
<td>Spouse/Guest</td>
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<td>$85</td>
</tr>
</tbody>
</table>

Total Section 1: _______________________

2. MEALS (no charge for paid registrants, but you must make reservations)

LUNCHEON, TUESDAY, NOVEMBER 5
☐ I will attend (no charge, included in registration)
☐ My spouse/guest will attend (no charge if paid spouse registration)
☐ I need _____ extra ticket(s) at $30 each

BREAKFAST, WEDNESDAY, NOVEMBER 6
☐ I will attend (no charge, included in registration)
☐ My spouse/guest will attend (no charge if paid spouse registration)
☐ I need _____ extra ticket(s) at $25 each

Total Section 2: _______________________

Grand Total (Section 1 & 2) : _______________________

CONFERENCE REGISTRATION

Includes all scheduled meals, breaks, door prizes, etc.

Pre-Registration by Sept. 9 $200
Registration Sept. 10 - Nov. 1 $210
After Nov. 1 $225

Member $325
Non-Member $350
Retiree $85
Aspiring Admin Member $150
Aspiring Admin Non-Member $210
Spouse/Guest $85

Total Section 1: _______________________

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☐ My spouse/guest will attend (no charge if paid spouse registration)
☐ I need _____ extra ticket(s) at $25 each

Total Section 2: _______________________

Grand Total (Section 1 & 2) : _______________________

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Visit our Website