

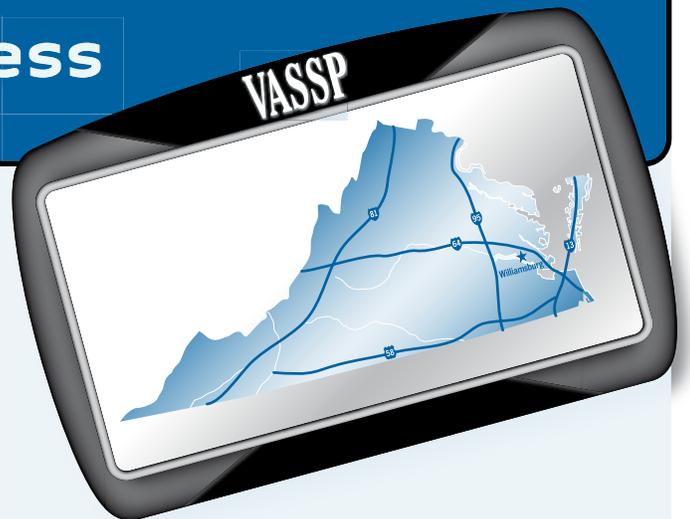
# 2009 Summer Conference Preview

82<sup>nd</sup> Annual

## Virginia Middle and High School Principals Conference and Exposition

June 28 - July 1, 2009

**Generating Performance Systems:  
Exploring Multiple Directions  
for Leadership Success**



For more information  
visit [www.vaprincipals.org](http://www.vaprincipals.org)



# CONFERENCE AT A GLANCE

## Preliminary Daily Schedule and Major Conference Activities

### REGISTRATION HOURS

#### School Law Clinic Registration

Sunday Noon - 1:00 p.m.

*Complimentary morning coffee provided daily for all Conferees by Lifetouch*

#### Conference Registration

Sunday Noon - 4:00 p.m.  
Monday 7:30 a.m. - 5:00 p.m.  
Tuesday 7:30 a.m. - 5:00 p.m.  
Wednesday 7:30 a.m. - 11:00 a.m.

#### VASSP Exhibit Show

Tuesday 7:30 a.m. - 6:00 p.m.

#### Golf Outing

Sunday 1:00 p.m.

#### VASSP Bookstore *Sponsored by Rowman & Littlefield Education*

Monday 9:00 a.m. - 5:00 p.m.  
Tuesday 8:00 a.m. - 5:00 p.m.

### CONFERENCE SCHEDULE

#### Sunday, June 28

1:00 p.m. Golf Outing  
1:00 p.m. - 5:00 p.m. School Law Clinic

#### Monday, June 29

8:15 a.m. - 9:15 a.m. Annual VASSP Business Meeting, Awards, and Election of Officers  
10:00 a.m. - 11:30 a.m. Opening General Session  
11:45 a.m. - 2:00 p.m. Second General Session Luncheon *(included in conference fee)*

#### Department of Education Colloquium

2:15 p.m. - 3:15 p.m. Major Concurrent Sessions  
3:30 p.m. - 4:30 p.m. Major Concurrent Sessions *Repeated*

#### Monday, June 29 *(continued)*

7:00 p.m. - 9:00 p.m. **Virginia Gubernatorial Candidate Forum**

#### Tuesday, June 30

7:30 a.m. **VASSP Exhibit Show Opens**  
Ribbon Cutting Ceremony  
7:30 a.m. - 8:40 a.m. Continental Breakfast  
*Available in Exhibit Hall for Exhibitors and Conference Registrants*  
8:45 a.m. - 10:00 a.m. Third General Session  
10:15 a.m. - 11:40 a.m. Roundtable Discussions  
11:40 a.m. - 1:00 p.m. **Visit Exhibits**  
Lunch & Prize Drawings in Exhibit Hall

#### Professional Practice Symposium

1:15 p.m. - 2:15 p.m. Major Concurrent Sessions  
2:30 p.m. - 3:30 p.m. Major Concurrent Sessions *Repeated*  
4:15 p.m. - 6:00 p.m. **Visit Exhibits**  
Prize Drawings Reception  
6:00 p.m. Exhibits Close  
8:00 p.m. - 11:00 p.m. Sponsored Reception

#### Wednesday, July 1

7:30 a.m. - 8:45 a.m. Fourth General Session Breakfast *(Meal ticket required)*  
9:00 a.m. - 11:00 a.m. Fifth General Session  
11:00 a.m. Conference Adjournment  
Grand Prize Drawing

## General Information

**Generating Performance Systems: Exploring Multiple Directions for Leadership Success** is the theme of the annual Virginia Middle and High School Principals Conference & Exposition, aka “The Summer Conference.” The state conference has been sponsored by the Virginia Association of Secondary School Principals (VASSP) and the Virginia Department of Education (VDOE) annually since 1927.

Effective principals rely on performance systems – SOQ, SOL, SOA, NCLB – for measurement and control, setting direction, making strategic decisions, and achieving desired goals. The basic task of school leadership is indeed setting direction and achieving desired goals. This task is accomplished with professionally trained teachers delivering effective classroom instruction and principals all working together for the common goal of student achievement.

Informal discussion and direct supervision can be used to ensure that the goals are being managed effectively. However, as demands on education have increased, particularly with the added emphasis of competing in a global economy, these basic techniques have obviously become more difficult.

At the heart of the problem is a series of tensions—between innovation and control; between flexibility and structure; between the goals of the principal and the goals of the classroom teacher (and others attached to the school); and, between the need to creatively prepare students for a changing economy and the scarce amount of time and resources available.

The Summer Conference will address the strategies that effective principals use to set direction and achieve desired goals for the schools they lead. The issues to be addressed will answer the following questions:

- How can principals leverage the potential for innovation in their schools and, at the same time, ensure adequate control and accountability for what is being taught?
- How can principals develop instructional strategies that enhance, rather than dilute, the curriculum?
- How can principals communicate school strategies and performance goals effectively to all teachers?
- How can principals organize and dedicate various kinds of resources to support the implementation of school strategies?
- How do principals measure and track performance toward strategically important goals?
- How can principals ensure that their schools are not exposed to unacceptable levels of risk?
- How can principals move information from teachers, who are in day-to-day contact with students, back up the hierarchy to those in central office who share responsibility for formulating and supporting school improvement strategies?

Throughout the conference we will focus primarily on performance measurement and control systems for schools. The principles and techniques discussed will be applicable to all goal-oriented school administrations interested in maximizing performance.

The theme of **Generating Performance Systems: Exploring Multiple Directions for Leadership Success** focuses on the formal, information-based routines and procedures principals use to maintain or alter patterns in educational school activities. Four aspects of performance systems are explored during this conference:

- The purpose of any performance measurement and control system is to convey information. These systems focus on data — information that influences decision-making and management action.
- Performance measurement and control systems represent formal routines and procedures. The recording, analyzing, and distributing of this information is embedded in the rhythm of the organization, and is often based on predetermined practices and preset times on the school calendar.
- The performance measurement and control systems discussed at this conference have been designed specifically for principals' use. Schools create massive amounts of information, not all of which is directly relevant to the principals in their day-to-day work.
- Principals use performance measurement and control systems to maintain or alter patterns in educational activities. Desirable patterns of activity may relate to efficiency and student outcomes in a school system.

## General Information

VASSP, its foundation – the Virginia Foundation for Educational Leadership (VFEL) – and VDOE have collaborated on a number of projects this academic year as part of the Association’s continuance of its **Principal 21C Initiative**, including working with school divisions and individual schools on the school improvement model as developed by the VDOE Office of School Improvement and the continued expansion of *Breaking Ranks II* and *BRIM* training in secondary schools.

The Summer Conference is an opportunity to both encapsulate the leadership advances of the current school year and to set goals and priorities for the VASSP, VDOE, VFEL, principals, schools, and school divisions to work together in the coming year on the competence to excellence agenda.

The pre-conference **School Law Clinic** will address topics that were identified in the 2009 Needs Assessment conducted by VDOE and VASSP in January. As in previous years, the annual conference continues its decades long tradition of offering five outstanding general sessions featuring talented and highly experienced speakers offering practical ideas, inspiration, motivation, and information. Throughout the **Major Concurrent Sessions, Roundtable Discussions, General Sessions**, and the **School Law Clinic**, conferees will choose from cutting edge administrative and instructional leadership topics. The one day, power-packed VASSP Exhibit Show to be held on Tuesday will offer a sandwich lunch, reception, prizes, gifts, and weekend getaways worth thousands of dollars!

## Conference Receptions

Eye-opener coffee receptions are sponsored every morning by **Lifetouch**. On Tuesday evening, **Herff Jones** is generously sponsoring a special event reception for all conferees. A conference reception will be held in the Exhibit Hall on Tuesday afternoon. The events are open to all conferees and guests.

The **Monday Luncheon** – included in your conference fee – features the current and two former state superintendents of public instruction. Conferees opting to attend the **Wednesday Breakfast** – ticket required – will have an exclusive opportunity to hear Political Analyst Dr. Robert Holsworth and be brought up-to-date on Virginia’s exciting election year politics and the probable impact on public school education.

**Rowman & Littlefield Education** will again sponsor the **VASSP Bookstore** during the conference. Special books selected for your perusal and purchase will be featured during two days of the conference.

## Continuing Education

**Graduate credit** for participating in the annual conference is offered by Virginia Commonwealth University. Registrants may receive one or three hours of graduate level credit through VCU’s School of Education. Former Dean of the School of Education and Professor Emeritus John S. Oehler is the instructor. If you are interested in receiving academic credit for the conference, please check the appropriate box on the registration form. Dr. Oehler will contact you directly.

### PRE-CONFERENCE SCHOOL LAW CLINIC

A Pre-Conference School Law Clinic addressing front line legal issues will be held on Sunday, June 28, from 1:00 p.m. to 5:00 p.m. The Clinic will feature attorneys and scholars in educational law who will review the changes in federal, state, and case law applicable to Virginia school administrators and present a review of the laws passed in the 2009 session of the General Assembly.



## Opening Session

Monday, June 29, 2009, 10:00 a.m. - 11:30 a.m.

### GREETINGS



**Dr. Mark Emblidge**

*President, Virginia Board of Education*



**Dr. Steven Pophal**

*President, National Association  
of Secondary School Principals*

### KEYNOTE SPEAKER



**Dr. Mark Elgart**

*CEO and President of AdvancED*

AdvancED is the unified organization of the North Central Association Commission on Accreditation and School Improvement (NCA CASI), Southern Association of Colleges and Schools Council on Accreditation and School Improvement (SACS CASI), and Commission on International and Transregional Accreditation (CITA). Dedicated to advancing excellence in education worldwide through accreditation, research, and professional services, AdvancED is the world's largest education community, representing 27,000 public and private schools and districts across the United States and in 65 countries, educating 15 million students worldwide. Dr. Elgart's visionary leadership and collaborative skills were critical to the successful unification of the 11 SACS CASI states, the 19 North Central states, and the research arm, the National Study of School Evaluation, under the umbrella of AdvancED. He also led the development and implementation of the "Next Generation Accreditation" model and the nationally-acclaimed District Accreditation protocol. Dr. Elgart is a national and international trainer and presenter on the topics of accreditation, school improvement, leadership, and accountability.

## Second General Session Luncheon

Monday, June 29, 2009, 11:45 a.m. - 2:00 p.m.

### STATE SUPERINTENDENTS' PANEL (past & present)



**Dr. William Boshier, Jr.**



**Dr. Billy Cannaday, Jr.**



**Dr. Patricia Wright**

Three state superintendents of public instruction (Dr. Jo Lynne DeMary was invited, but had to decline due to a scheduling conflict) will address with conferees the following:

- Their perspectives on the future of the school principalship (e.g., the type of training that will be required, the type of leadership that will be expected, and the type of school results that will be necessary for a principal to be successful).
- Their perspectives on the caliber of students who will be educated in the successful public school system and the requirements that will need to be addressed (e.g., What will be the expectations of students? Will Advanced Placement and IB student programs be emphasized more? Will the role of alternative education change? If so, how?)
- Their perspectives on what principals will need to do in order to be effective instructional leaders (e.g., What caliber of teachers can principals expect to work with? Will incentives be necessary or even mandated to improve teacher performance?)

*Time will be permitted for the state superintendents to address questions directly from conferees.*

### MOTIVATING, INSPIRING, AND TEACHING THE RELUCTANT LEARNER



**Dr. Zach Clements**

*Author & Motivational Speaker*

Dr. Clements is a leading motivational public speaker who has been touching audiences for more than 25 years by coloring his unique blend of cutting yet non-threatening brand of humor with vivid portraits of life drawn from his own experiences having “walked the talk.” He’s been through it all – poor performance in public schools, trouble with the law, and the constant lure of easy money from the rackets that flourished openly in the neighborhoods in which he grew up. Yet, Dr. Clements credits his public school teachers with providing the inspiration and support that started him on the road to respect for learning. As he proudly states, “If it weren’t for American public schools, I wouldn’t be where I am today.” This former full professor at the University of Vermont for 13 years also taught intermediate through high school English, biology, history and reading. He is the author of two highly successful reading series. Much of the impact, emotion and honesty of Dr. Clements’ message is rooted in his inspiring upward journey from ghetto to public acclaim — energized by an avid hold on life, tempered by old-world values, and warmed by a teacher’s love of people.

## Fourth General Session Breakfast

Wednesday, July 1, 2009, 7:30 a.m. - 8:45 a.m.

### 2009 STATE POLITICS: THE EXPECTED IMPACT FOR PUBLIC SCHOOL EDUCATION



**Dr. Robert Holsworth**

*President, Virginia Tomorrow*

Dr. Holsworth is the founder and president of Virginia Tomorrow, a company that examines emerging trends in politics, society and business. His observations on national and Virginia politics have appeared in *The Wall Street Journal*, *The Washington Post*, *The New York Times*, and numerous other papers and news magazines. Dr. Holsworth has also appeared on almost all the major American television networks, the BBC and ITN in Great Britain, and Fuji Television in Japan. He has served on a number of gubernatorial commissions and advisory boards. He was the founding Director of both the Center for Public Policy and the L. Douglas Wilder School of Government and Public Affairs at Virginia Commonwealth University. In 2008, VASSP honored him for his contribution to public education in the Commonwealth. In his unique and engaging style, Dr. Holsworth will share his perspectives on the evolving nexus of politics and education policy in the Commonwealth and the likely implications for education policy and practice as a result of who wins the elections this fall.

## Fifth General Session

Wednesday, July 1, 2009, 9:00 a.m. - 11:00 a.m.

### KEYNOTE SPEAKER



**Dr. Sam Redding**

*Director, Center on Innovation & Improvement*

The Center on Innovation & Improvement is a national content center that supports regional centers in their work with states to provide districts, schools, and families with the opportunity, information, and skills to make wise decisions on behalf of students. Virginia has relied heavily on the Center’s work in its focus on individual schools and school divisions needing improvement. In particular, the Center’s work with VDOE, VFEL and VASSP has been instrumental in establishing performance systems that enable people attached to the school to competently fulfill their roles and achieve clear goals, especially improved student learning. Dr. Redding’s work has served as a guide to implement and sustain substantially improved teaching and learning in the restructured school. He has written a book on school improvement, and written in the areas of school management, school improvement, and factors affecting school learning. During the course of his career, Dr. Redding has worked directly with more than 40 school districts on comprehensive school reform, consulting with their administration, training teachers, and establishing systems for tracking student learning data.

# Conference Highlights and Details

## GENERAL SESSIONS

Outstanding presenters in the forefront on Virginia and U.S. education issues have been confirmed to address conferees this year. The Summer Conference Planning Committee has been working for several months to bring the best speakers and workshop presenters to help conferees grow personally in mind, body, and spirit and to bring unique ideas to help them succeed. Just the right balance of information, motivation, and fresh ideas have been planned exclusively for Virginia's middle level and high school principals and assistant principals. The unique strengths and talents of Virginia's top state leaders in education have made the Summer Conference the major annual event for school administrators to attend.

## MAJOR CONCURRENT SESSIONS

Major Concurrent Sessions will be held on Monday featuring the *Department of Education Colloquium*. On Tuesday the Roundtable Discussions will be followed by the *Professional Practices Symposium*. Although the Williamsburg Marriott has ample meeting spaces for our meetings, there are a few seminar rooms that have limited seating capacity. Conferees are urged to arrive early to ensure a seat. As in past years, all seminar seating is on a first-come, first-served basis. Conference staff will be present at the doors to indicate if seating space is still available in a session or if the room is filled to capacity. Conferees are urged to find another session if their choice is filled to avoid disrupting the presenters and overcrowding a room. All conferees will be required to wear their conference name badges to attend all functions.

*Sessions listed in this Conference Preview are subject to change prior to the conference. The final program booklet will list all sessions, room locations, and the number of times the session is being presented.*

## ROUNDTABLE DISCUSSIONS

One of the most popular features of the Summer Conference is the Roundtable Discussions, which offer conferees opportunities to grasp 25-minute "bites" of information from their colleagues on a variety of cutting-edge topics. Roundtable discussions are on Tuesday morning. Each presenter will lead a discussion for a group of up to twelve conferees for 25 minutes, take a short break, and repeat the presentation two more times. This format enables conferees to hear three presentations from a selection of over 30 topics.

## AWARD PRESENTATIONS

One of the highlights of the Summer Conference is the presentation of the annual awards, including VASSP's Outstanding High School Principal of Virginia, Outstanding Middle School Principal of Virginia, Outstanding Secondary School Assistant Principal, Frank E. Flora Lamp of Knowledge Award, and Gavel of Authority Award. In addition, VFEL will present its first Excellence in Leadership Award.

## LUNCHEON - BREAKFAST MEAL TICKETS

As a registered conference participant, the luncheon meeting on Monday is included in your conference fee. Anyone planning to attend the breakfast on Wednesday must buy a meal ticket in advance of the event. The breakfast general session is \$19 per person. Tickets may be obtained by completing the information on the conference registration form included with this packet. Please order this meal ticket on your conference registration form and send the appropriate amount with your conference registration fee.

## CONFERENCE FEES

The conference fee for members of VASSP is \$415 per person and includes the luncheon on Monday. The fee does not include the breakfast session on Wednesday. Breakfast session tickets are \$19 each and must be purchased in advance or at the conference registration desk. The conference fee for nonmembers of VASSP is \$520 per person. In an effort to encourage teams of administrators to participate in this year's Conference, a team discount is also available. Please refer to the enclosed registration form to see how to qualify as a team and take advantage of discounted registration fees. There is no registration fee for spouses provided they are not employed educational administrators in the Commonwealth and are sharing accommodations with a registered conferee.

The conference registration fee includes all sessions, coffee breaks, Monday luncheon, Tuesday continental breakfast, exhibit visitation, conference receptions, eligibility for prizes, and conference materials. Spouses and children are not eligible for prizes. Emphasis has been placed again this year on all presenters distributing quality handouts for each presentation given. Further conference details are printed on the registration form in this Conference Preview.

## NOTICE TO NON-MEMBERS

The Virginia Middle and High School Principals Conference & Exposition is sponsored by VASSP, VDOE, and VFEL. A cordial invitation is extended to all public and private school principals, assistant principals, aspiring principals, division superintendents, assistant superintendents, directors of instruction, supervisors, and college personnel. The registration fee is set at \$520 per person for anyone not a member of VASSP.

## VASSP BOOKSTORE

VASSP is pleased to offer Summer Conference participants an opportunity to peruse and purchase books at the VASSP Bookstore sponsored by Rowman & Littlefield Education. Rowman & Littlefield Education is considered to be the fastest growing publisher of educational administration and instructional leadership books in the nation.

## **REGISTRATION TIMES**

For your convenience, conference registration will begin on Sunday, June 28, at Noon. Please note that the registration desk will be located next to the information center and will be open all hours the conference is in session.

Sunday..... Noon - 4:00 p.m.

Monday..... 7:30 a.m. - 5:00 p.m.

Tuesday ..... 7:30 a.m. - 5:00 p.m.

Wednesday .... 7:30 a.m. - 11:00 a.m.

All conferees who are preregistered and those who register on-site must pick up their packets and name badges at the conference registration desk. Avoid possible confusion and registration delays by registering in advance before **June 15, 2009**.

## **2009 ONE-DAY EXHIBIT SHOW**

The demands of VASSP members have resulted in the attraction of many companies that will display the latest products and services for middle and high school educators. These exhibitors from state and national companies will gather under one roof to create one of the finest educational trade shows seen by Virginia's school principals. Prize drawings, conference coffee breaks, continental breakfast and cash lunch will be held in the trade show areas. Drawings for prizes will be held during visitation times and you must be present to win. One of the major prizes will be given at the VASSP Exhibitor Reception on Tuesday afternoon. The grand prize will be given at the conclusion of the last general session. Our exhibitors are proving to be instrumental in keeping our conference registration costs down. We urge you to visit their booths and take advantage of this opportunity to acquaint yourselves with these fine professionals and their products. (Please note that children in the exhibit area must be accompanied by an adult at all times. Thank you.)

## **EXHIBITOR REGISTRATION**

Exhibitors are not required to pay a registration fee beyond the cost of booth space. Registration is automatic with booth assignment. However, this does not include any meal functions. Exhibitors may attend these events by paying the designated fee(s). Commercial exhibitors receive five free name badges with their booth assignment. Additional badges are available for a fee.

## **EXHIBIT HOURS**

The 2009 VASSP Exhibit Show will officially open with a ribbon cutting ceremony on Tuesday at 7:30 a.m. A continental breakfast will be available between 7:30 a.m.-8:40 a.m. Exhibit hours during the one-day show are 7:30 a.m.-6:00 p.m.

Several prize drawings will occur throughout the trade show. A cash sandwich buffet will be held in the trade show area from 11:40 a.m.-1:00 p.m. for all conferees.

## **BEST OF BOOTH IN SHOW CONTEST**

A regular feature at the annual Summer Conference is a "Best of Booth in Show" Contest. Exhibitors will be judged on a point system by a panel of conferees on visual impact, general appearance, originality, and best display of products and services. Booths will be judged early Tuesday morning and winners will be announced. The first place winner will receive a free booth at the 2010 Summer Conference.

## **PREREGISTRATION AND ELIGIBILITY FOR PRIZES**

Great prizes, including fabulous hotel weekend getaways, will be available in special drawings for those who preregister. Only conferees who send advance registrations to the VASSP office will be included in the grand prize drawing on Wednesday morning. Winning names will be drawn at various times during the exhibit show on Tuesday. You must be present to win.

## **PRIZE DRAWINGS**

More than \$10,000 in prizes donated by conference exhibitors, local businesses, and the hotel-tourist industry are expected to be given away during the 2009 conference! Only those who have paid a registration fee will be eligible for these prizes, which include merchandise and hotel/resort weekends and a special grand prize. You must be present and have your conference name badge to win prizes. Times of prize drawings will be printed in the final program.

## **HOTEL ROOM RESERVATIONS**

VASSP controls all housing, including suites, at the Williamsburg Marriott. This means you must first register for the conference before sleeping rooms are released. Conference participants and exhibitors are responsible for their own hotel accommodations. You must make your own reservations on the official room accommodations form and mail directly to the Williamsburg Marriott. The hotel will only accept the official accommodations form or a duplicate form. No phone calls, e-mails, faxes or letters requesting rooms will be honored. Hotel rooms are open to all registered conferees and exhibitors. See Accommodations Application Form for further details.

Special conference room rates at the Williamsburg Marriott are \$131 per room per night (single or double occupancy), plus 10% applicable state and local taxes, and \$2 per night occupancy tax. There is no charge for parking. Please complete the appropriate form and send directly to the Williamsburg Marriott.

# Major Concurrent Sessions

(partial list)

## Virginia Department of Education Colloquium

- Qualifying for a Distinguished Principal License
- On-Time Graduation Identification Tool: Establishing 85% Rate as the Minimum
- Data As Close as the Nearest Computer: Using EIMS
- Making the Most of Electronic Transcripts
- Mathematics SOL: Effective Use in the Classroom
- What You Can Do With Stimulus Funds: The Impact of the *American Recovery and Reinvestment Act of 2009* on Pre-K Through 12<sup>th</sup> Grade Education Programs
- Organizing School-Based Data for Quarterly Reporting: Charting Growth for School Improvement
- The Revised Standards of Accreditation: Academic Career Plans
- Proposed Revisions to the *Regulations Establishing Standards for Accrediting Public Schools in Virginia*

## Professional Practices Symposium

- Top Trends in Technology and Implications for Education
- Using Data Effectively to Build a Learning Community
- Leave No Brain Behind: Practical Strategies for Student Achievement
- Processes to Increase the Pass Rate of the SOL Expedited Retake Exams
- Articulation for Successful 6<sup>th</sup> and 9<sup>th</sup> Grade Transitions
- Collaborative Decision-Making: What Works
- Gangs and Gang Culture: What Every Administrator Needs to Know
- Restructuring for Substantial School Improvement: A VDOE and VFEL Initiative
- General Assembly 2009 Update: Changes in Virginia School Law
- How Effective Leaders Get Results

# Roundtable Discussions

(partial list)

- Authentic Leadership and the Assistant Principal
- Economics and Personal Finance Requirements Update
- An Update on the Implementation of the World Class Instructional Design and Assessment (WIDA) English Language Proficiency Standards
- Virginia's Title IV-B 21<sup>st</sup> Century Community Learning Centers (CCLC Grant)
- From Standoff to Resolution: How to Resolve Special Education Disputes Between Parents and School Administrators
- School Improvement: Technical Assistance Through Web Conferences Available to Principals
- SOL-Enhanced Scope and Sequence PLUS: Lesson Differentiation at Your Fingertips!
- A Framework for Quality Learning
- Curriculum Revision and Legislative Changes for Driver Education
- Advancing Virginia's Leadership Agenda: Focusing on the Principal
- A Systematic Approach to Student Graduation and Dropout Prevention
- Student Assistance Programming: Building Community and School Partnerships to Improve Student Engagement
- Discipline, Crime, and Violence Data Focus for 2009
- Leadership: The Key in Designing Good Intervention
- Evaluation of the 4x4 Block Schedule in Virginia's Secondary Schools
- Technology Trends: Impacting the Way We Teach Students
- Improving Instruction by Creating Common Planning Periods in the Master Schedule
- Focus Groups: Another Source of Data
- Making Schools Safe From Bullying: District Safety With No Money Down
- Research, Re-Tool, Re-Teach: Building a Data-Driven Middle School Math Team
- Enhancing Accountability and Communication Using the Principals' Checklist
- Using Data to Develop Effective Individualized Student Intervention Plans
- Action Research: Improving Student Achievement Through Monitoring Instruction
- New Beginnings: A 9-12 Comprehensive Drop-Out Prevention Program
- A Systems Approach for a Schoolwide Discipline Plan
- 21<sup>st</sup> Century Community Learning Centers: A Powerful Tool for School Success
- Data Analysis: Building Your Teachers and Your Teams
- Help! My AYP Has Fallen and I Can't Get It Up
- Increase Academic Achievement and Decrease Discipline Challenges
- Emphasizing Art Education in the School Curriculum
- Generating Performance Systems using NASSP's *Breaking Ranks* in Middle and High Schools

Virginia Middle and High School Principals
Conference & Exposition
Williamsburg Marriott
50 Kingsmill Road • Williamsburg, Virginia
June 28 – July 1, 2009

Sleeping Room Rates: \$131.00 Single or Double Occupancy, plus 10 % tax +
\$2 occupancy tax per room per night

Suites: Based on availability and assigned by VASSP
Contact VASSP for more information.

Williamsburg Marriott is a Smoke-Free Hotel.

King Bed Two Double Beds No Preference

Room types are not guaranteed, but every attempt will be made to accommodate your request.

Children sharing a room with parents: 0 to 18 years - Complimentary

DATE OF ARRIVAL DATE OF DEPARTURE

Room confirmation will be sent to the following address:

NAME (please print)

ROOMMATE (if applicable) NO. OF ADULTS

ADDRESS

CITY STATE ZIP

DAYTIME PHONE FAX E-MAIL ADDRESS
(Area Code) (Area Code) (Room confirmation numbers will also be forwarded via email.)

For a quicker and more efficient hotel check-in procedure, please indicate below the following information about the vehicle you will be driving:

License Plate # Make / Model of Automobile

Hotel Room Accommodations:

An advance deposit equal to one night's room rate is required to guarantee your reservation. Reservations will be accepted on a first-come-first-serve basis ONLY on this Accommodation Application Form, which should be mailed directly to Group Reservations at the address below. All room rates are flat fees except where noted. There is no charge for children through age 18, when they occupy the same room as their parents. Please note these rates are based on the reservation deadline of May 29, 2009. These special rates are available beginning June 24 and will be extended through July 4 based on a space-availability basis. After the deadline date, all subsequent reservations will be subject to availability. Early mailing of reservations is highly recommended. The Group Reservations Manager will send you written confirmation of your reservation. The Williamsburg Courtyard will be our official overflow hotel this year. Once the Williamsburg Marriott is filled, this completed form will be automatically sent to the Williamsburg Courtyard.

Deposit may be made with Visa, MasterCard, American Express, Diner's Club, and Discover, which will be charged when reservation request is received. If deposit is by check, payment must be received with this reservation request. Deposit is refundable if notice of cancellation is received at least 24 hours prior to the scheduled arrival date. Check in time is after 4:00 p.m. Check out time is before noon.

Credit Card No. Expiration date

Visa MasterCard American Express Discover Diner's Club

Reservations request made by: Date:

Make check payable to "Williamsburg Marriott" and mail with this form to: Group Reservations Manager
Williamsburg Marriott
50 Kingsmill Road
Williamsburg, VA 23185

Reservations by mail only using this form - phone calls, facsimile, online, or personal delivery not permitted for this conference. Williamsburg Marriott room block accommodations at the Conference Rate are only for registered participants of the Virginia Middle and High School Principals Conference & Exposition. Thank you.

Virginia Middle and High School Principals Conference & Exposition
Williamsburg Marriott • Williamsburg, Virginia
June 28 – July 1, 2009

THIS CONFERENCE QUALIFIES FOR 15 VIRGINIA RECERTIFICATION POINTS

Early Registration Form

Register before May 29, 2009. After May 29 the registration fee will be \$25 additional per person.

Name \_\_\_\_\_ Title \_\_\_\_\_
First Name for Badge \_\_\_\_\_ E-mail \_\_\_\_\_
School \_\_\_\_\_ School Division \_\_\_\_\_
School Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_
School Phone \_\_\_\_\_ School Fax \_\_\_\_\_

Registration Fee: (After May 29, please add \$25 per person.)

No. \_\_\_\_\_ @ \$415.00 – Individual (VASSP Member) = \$ \_\_\_\_\_

No. \_\_\_\_\_ @ \$520.00 – Individual (Nonmember) = \$ \_\_\_\_\_

Please note that TEAM DISCOUNTS are being offered this year. In order to qualify for a team discount (1) the team leader (i.e., the school principal) must be a current member of VASSP; (2) each member of the team must be from the same school; (3) each individual registering with the principal must complete a separate set of all registration forms; and (4) all team forms must be mailed together to VASSP, along with complete payment (i.e., check or purchase order).

No. \_\_\_\_\_ @ \$415.00 – Team Leader/Principal (VASSP Member) = \$ \_\_\_\_\_

No. \_\_\_\_\_ @ \$395.00 – Team Assistant Principal (VASSP Member) = \$ \_\_\_\_\_

No. \_\_\_\_\_ @ \$450.00 – Team Assistant Principal or Lead Teacher (Nonmember) = \$ \_\_\_\_\_

BREAKFAST (optional) July 1, 7:30 a.m., \$19.00 per person. Special guest speaker is Dr. Robert Holsworth. Breakfast tickets to be picked up at conference registration desk at time of registration. Tickets sold in advance only and will not be available for sale on day of breakfast. (NO REFUNDS)

BREAKFAST Ticket(s): No. \_\_\_\_\_ @ \$19.00 per person = \$ \_\_\_\_\_

Total Amount Enclosed): \$ \_\_\_\_\_

Payment Method: (please check (✓)  Purchase Order Enclosed (must be ATTACHED to registration form)  Check Enclosed

Please check (✓) one:

I WILL BE attending the Pre-conference School Law Clinic on Sunday, June 28. School Law Clinic qualifies for five (5) additional recertification points. School Law Clinic is included in the conference registration fee. To attend only the law clinic the registration fee is \$145 for VASSP Members and \$175 for Nonmembers of VASSP. Call VASSP at 804-355-2777 before June 15, 2009 to register only for the Pre-conference School Law Clinic.

I WILL NOT be attending the Pre-conference School Law Clinic.

Please check (✓) if you are interested in receiving graduate credit through Virginia Commonwealth University for participating in this conference. Persons checking "yes" will be contacted regarding academic requirements and tuition.  Yes  No

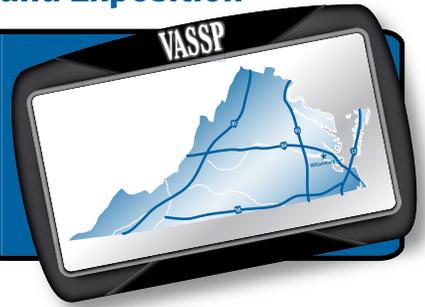
Make check payable to "VASSP" and MAIL WITH THIS FORM TO →

CANCELLATION POLICY:

All cancellations must be made in writing and received in the VASSP office by June 15, 2009. A \$50 processing fee will apply to all cancellations, including those paid by purchase order. All refunds will be issued following the 2009 Conference. There will be no refunds after June 17, 2009, as guarantees for space are paid in advance. Substitutions are permissible.

Summer Conference
VASSP
4909 Cutshaw Avenue
Richmond, VA 23230

# Generating Performance Systems: Exploring Multiple Directions for Leadership Success



- ▶ A unique professional development experience featuring **multiple presentations** designed for today's Virginia principals and aspiring school leaders
- ▶ A *pre-conference* **School Law Clinic** featuring leading experts in the field of educational law
- ▶ **Virginia Department of Education Colloquium**
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- ▶ **The largest exhibit of educational products and services** available to school administrators in Virginia
- ▶ **Earn Graduate Credit** - Conference registrants are able to earn graduate credit — 1 hr. or 3 hrs. — for participating in the annual conference. Be sure to check the appropriate box on the registration form.

**Look inside for details and visit VASSP on the Internet at [www.vapprincipals.org](http://www.vapprincipals.org) for the latest Conference updates.**

**Early Registration Deadline is May 29, 2009.  
Avoid disappointment and delays...  
register before June 15, 2009!**

Return Service Requested

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