



Professional CATALOG 2010-2011 RESOURCES *for* EDUCATION LEADERS

Best practices and resources for
leaders in elementary
and middle-level
education

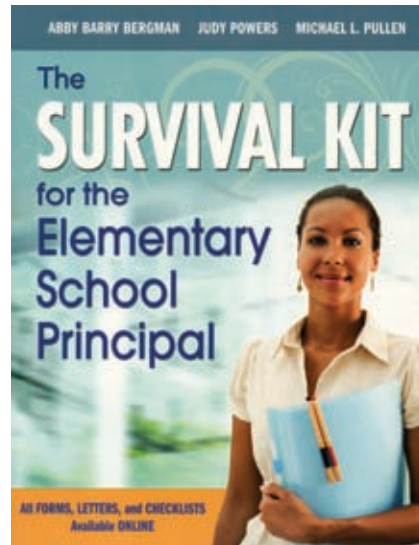
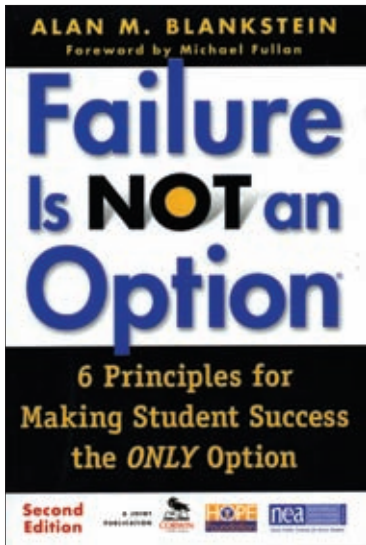
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Table of Contents

Leadership	1
Response to Intervention	4
Differentiated Instruction	6
Instructional Leadership	8
Classroom Management	11
School Culture	13
Teacher Recognition	15
Time Management	17
Assessment	19
Professional Learning Communities	21
Student Awards and Recognition	23
NAESP Professional Standards	25
Technology	26
Early Childhood Education	28

NAESP is pleased to partner with high quality book publishers to make the very best resources available to elementary and middle-level school principals.



NEW!

Failure Is Not an Option: 6 Principles for Making Student Success the *Only* Option, second edition

by Alan M. Blankstein

Called “a practical road map” by the president of the National Education Association, this second edition of a popular book uses 40 case examples to outline the “who, what, and how” of becoming a high-performing school and learning community. It shows how to avoid 10 common routes to failure when addressing the following six principles:

1. Common Mission, Vision, Values, and Goals
2. Ensuring Achievement for All Students—Systems for Prevention and Intervention
3. Collaborative Teaming Focused on Teaching for Learning
4. Data-Based Decision-Making for Continuous Improvement
5. Gaining Active Engagement From Family and Community
6. Building Sustainable Leadership Capacity

The book has twice the resources as the first edition and many new case stories and examples, with a new emphasis on: diversity; assessment for learning; intervention and support for students at risk; and schooling as a community endeavor involving families.

© 2010, soft cover, 288 pages

Item# FNO2—CAT-10

Members: \$33.95 Nonmembers: \$43.95

NEW!

The Survival Kit for the Elementary School Principal

by Abby Barry Bergman, Judy Powers, and Michael L. Pullen

Highly practical and filled with useful hints, tips, and templates, *The Survival Kit for the Elementary School Principal* offers expert solutions for aspiring as well as experienced principals.

Based on the author’s extensive experiences in public and private schools, this book is a complete desktop reference with solutions for immediate problems or challenges. The author’s pragmatic, tested strategies assist readers with:

- System thinking
- Negotiating the maze of NCLB requirements
- Using data to inform practice
- Understanding the key role that new technologies play in schools
- Succeeding as leaders, arbitrators, evaluators, disciplinarians, and more
- Gathering support through positive parent and community relations

© 2010, soft cover, 408 pages

Item# SKESP—CAT-10

Members: \$43.95 Nonmembers: \$53.95



NEW!

All Systems Go! The Change Imperative for Whole System Reform

by Michael Fullan, with foreword by Peter Senge

Based on his work with school districts and large systems in the U.S., U.K., and Canada, Michael Fullan lays out a comprehensive action plan for achieving whole system reform.

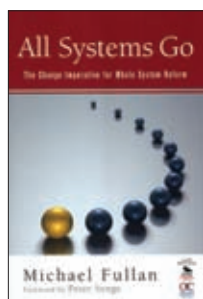
Systemwide reform becomes possible when educational leaders build collective capacity and when individual teachers, schools, and districts are committed to working together to increase their effectiveness, rather than competing against one another. This book examines:

- Successful reform initiatives in the U.S. and abroad
- Actions and conditions that have ensured traction and sustainability
- Ways to avoid common errors in action, funding, and policy
- New reforms at the national level that can impact learning right now

© 2010, soft cover, 136 pages

Item# ASG—CAT-10

Members: \$23.95 Nonmembers: \$33.95



NEW!

Beyond School Improvement: The Journey to Innovative Leadership

by Robert Davidovich, Paul Nikolay, Bonnie Laugerman, and Carol Commodore, with foreword by Rick Stiggins

Educators need to nurture a culture of both improvement and innovation. This book prepares school leaders to be change agents in a constantly evolving world. It provides skills, practices, and tools for creating and leading dynamic educational systems. The authors discuss four elements of change—dissonance, identity, information, and order—and define five essential practices for leaders:

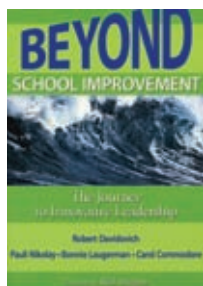
1. Holding courageous conversations
2. Embracing dissonance
3. Creating context
4. Changing your field of vision
5. Letting ideas collide

Self-assessment activities, team conversation starters, stories, and examples support leaders as they balance improvement and innovation within themselves, their classrooms, and their organizations.

© 2010, soft cover, 248 pages

Item# BSI—CAT-10

Members: \$33.95 Nonmembers: \$43.95



NEW!

Leading for Learning: How to Transform Schools into Learning Organizations

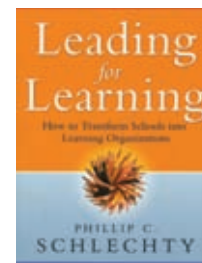
by Phillip C. Schlechty

Written by an acclaimed school reform advocate, *Leading for Learning* offers educators the framework, tools, and processes they need to transform their schools from bureaucracies into dynamic learning organizations. Schlechty argues that by embracing new learning technologies and increasing the capacity to support innovation, educators can move beyond some of the deeply ingrained and negative conceptions of schooling that guide much of the practice.

© 2010, soft cover, 323 pages

Item# LFL—CAT-10

Members: \$29 Nonmembers: \$39



NEW!

Differentiating School Leadership: Facing the Challenges of Practice

by Daniel L. Duke

Through vignettes, case studies, and stories, this book introduces the qualities of differentiated leadership, stressing the importance of understanding that different schools can face widely distinct sets of challenges. The author provides principals with an overview of “organizational diagnostics” with guidelines for identifying critical issues. Learn how to apply differentiated leadership to four high-level priorities:

1. Preventing school decline
2. Turning around a low-performing school
3. Sustaining improvements
4. Designing a new school

The author includes useful mental models and organizational checklists you can use to analyze leadership situations so you can take positive, focused action to improve school conditions.

© 2010, soft cover, 145 pages

Item# DSL—CAT-10

Members: \$28.95 Nonmembers: \$38.95



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Using Data to Improve Learning for All—A Collaborative Inquiry Approach

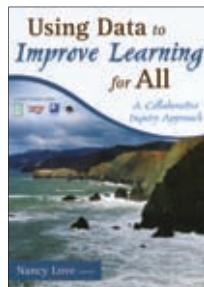
edited by Nancy Love

This book outlines effective methods that use student data to close the achievement gap and reduce the failure rate of underserved students. The contributors present the conceptual framework and practical methods needed to use data effectively in order to significantly improve teaching and learning.

© 2009, soft cover, 192 pages

Item# UDIL—CAT-10

Members: \$31.95 Nonmembers: \$41.95



Your First Year as a Principal: Everything You Need to Know That They Don't Teach You in School

by Tena Green, with foreword by Ira Shankman

Now you are a principal. Are you really prepared? This extensively researched book will help make your first year easier. You will learn how to:

- Deal with teachers, parents, and students
- Make your own mark as principal
- Make changes at the right pace
- Handle the heavy paperwork and workload
- Find a mentor

© 2009, soft cover, 288 pages

Item# YFYAP—CAT-10

Members: \$24.95 Nonmembers: \$34.95



Best Seller!

30 Reflective Staff Development Exercises for Educators, second edition

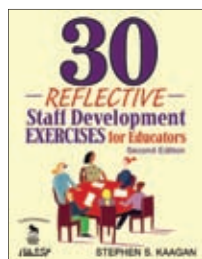
by Stephen S. Kaagan

This revised edition of a unique resource presents a guide for educators who enjoy challenging themselves and who hunger for new ideas and a fresh perspective on staff development. The book's 30 exercises promote individual and collective learning while enhancing the success and performance of the entire system.

© 2009, soft cover, 120 pages

Item# RSDE2—CAT-10

Members: \$25.95 Nonmembers: \$35.95



BEST SELLER!

From Good Schools to Great Schools: What Their Principals Do Well

by Susan Penny Gray

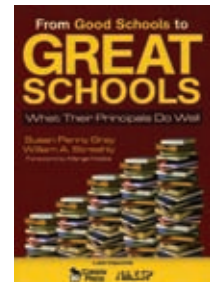
Make the leap from ordinary to stellar school leadership! Based on the concepts presented in the national best-seller *Good to Great: Why Some Companies Make the Leap and Others Don't*, this guidebook identifies the characteristics of high-performing "Level 5" school leaders through detailed case studies of six "star" school principals.

A joint publication of Corwin Press and NAESP

© 2008, soft cover, 184 pages

Item# FGTGS—CAT-10

Members: \$31.95 Nonmembers: \$41.95



BEST SELLER!

Quote This! A Collection of Illustrated Quotes for Educators, w/CD-ROM

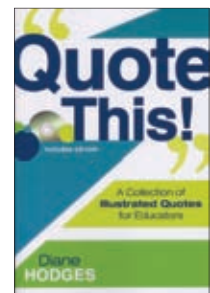
by Diane Hodges

The author provides the ultimate collection of inspirational quotes and reflective sayings designed to influence, encourage, and motivate educators. This book offers touching words and morale boosters that recognize educators' contributions to the lives of their students. Complete with downloadable illustrations on a CD-ROM.

© 2008, soft cover and and CD-ROM, 99 pages

Item# QT—CAT-10

Members: \$23.95 Nonmembers: \$33.95



Best Seller!

The Six Secrets of Change: What the Best Leaders Do to Help Their Organizations Survive and Thrive

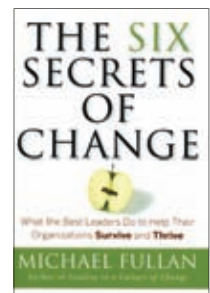
by Michael Fullan

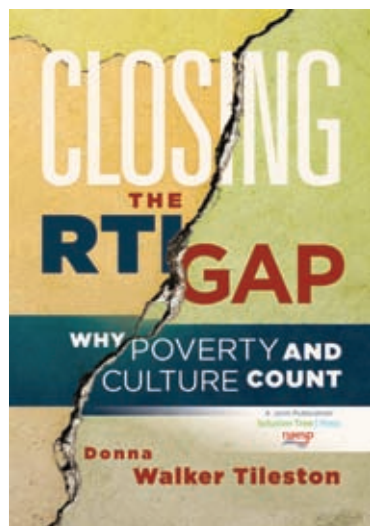
The author reveals what it takes to make deep and lasting change and discusses the dangers in taking advice from seemingly successful organizations. His simple, but profound, secrets to change will lead your school to be constantly learning, growing, and thriving.

© 2008, hard cover, 151 pages

Item# TSSC—CAT-10

Members: \$24.95 Nonmembers: \$34.95





NEW!

Closing the RTI Gap

by Donna Walker Tileston

This new book not only explains why RTI is so important, but it also shows how to successfully implement it in your school, particularly in the context of poverty and culture. All children should have equal access to highly qualified teachers, a strong curriculum, and research-based instructional methods. RTI can make that hope a reality.

Rather than waiting for student failure, misidentification of special needs, or disproportionate ethnic representation, schools that implement RTI improve their chances of ensuring that all students achieve high levels of learning. However, RTI is only as strong as the planning and research that go into developing individual school plans. Also, in order to close achievement gaps perpetuated by culture and poverty, educators must recognize that students learn according to the norms of their background.

A joint publication of Solution Tree Press and NAESP

© 2010, soft cover, 176 pages

Item# CTRG—CAT-10

(Available June 2010)

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Delivering Information You Can Use



NAESP Research Gateway—A quick way to access the best and most recent articles and reports— more than 1,000 documents identified by experienced researchers—on the topics most important to you through the NAESP Research Gateway. We have partnered with the Educational Research Service (ERS) to make this new service available directly from NAESP’s home page at www.naesp.org.

“Before the Bell”—A news brief on the latest education news from around the nation, delivered to your in-box.

“The Weekly Buzz”—What’s new from NAESP, including government relations and advocacy efforts, posted on the home page at www.naesp.org.

Communicator—A monthly e-newsletter that updates you on education-related news, research, trends, and NAESP events and opportunities. *Communicator* is also issued in print in March and December.

“Report to Parents”—A ready-to-use bulletin, delivered monthly as part of *Communicator* and archived at www.naesp.org. You can circulate it to parents to share practical information on a range of topics to help them become, and stay, engaged in your school.

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BEST SELLER!

Pyramid Response to Intervention: RTI, Professional Learning Communities, and How to Respond When Kids Don't Learn

by Austin Buffum, Mike Mattos, and Chris Weber

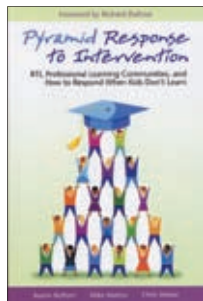
The authors use accessible language and compelling stories to show how RTI is most effective when implemented by a professional learning community. They translate formal legal mandates into a clear picture of how to create a three-tiered pyramid response to intervention to close gaps in student learning. These tiers are:

1. Strengthening the core program
2. Effective supplements to the core program
3. Using the right intensive interventions at the right time

© 2009, soft cover, 248 pages

Item# PRTI—CAT-10

Members: \$27.95 Nonmembers: \$37.95



Response to Intervention: An Action Guide for School Leaders

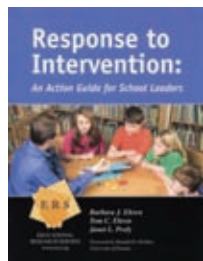
by Barbara J. Ehren, Tom C. Ehren, and Janet L. Proly, with foreword by Donald D. Deshler

Divided into three main parts—understanding RTI, launching an RTI Initiative at your school, and refining an RTI initiative at your school—this book is a good resource for any principal. It covers practical questions and application scenarios in elementary, middle, and high schools, as well as suggested resources.

© 2009, soft cover, 115 pages

Item# RTIA—CAT-10

Members: \$30 Nonmembers: \$40



BEST SELLER!

RTI and Math: The Classroom Connection

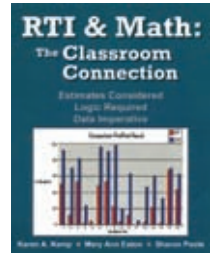
by Karen A. Kemp, Mary Ann Eaton, and Sharon Poole

This comprehensive resource provides research-based techniques based on the early grade standards and principles of mathematics as identified by the National Council of Teachers of Mathematics. There are step-by-step procedures for implementation of each technique, along with measures to monitor students' progress. Reproducible forms allow for easy management and data collection, making this a valuable resource for every classroom.

© 2009, soft cover, 301 pages

Item# RTIM—CAT-10

Members: \$34.50 Nonmembers: \$44.50



BEST SELLER!

Interventions for Struggling Learners, w/CD

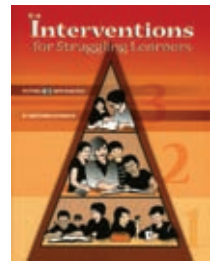
by Gretchen Goodman

This is the RTI guide you'll use every day. Combining selected strategies from her other popular books, *I Can Learn!* and *More I Can Learn!*, with other new approaches, veteran intervention specialist, presenter, and author Gretchen Goodman shows exactly how you can help struggling students. The accompanying CD provides extra copies of all reproducible materials.

© 2008, soft cover and CD, 207 pages

Item# IFSL—CAT-10

Members: \$25.95 Nonmembers: \$35.95



BEST SELLER!

RTI Toolkit: A Practical Guide for Schools

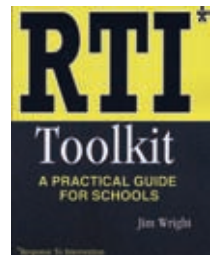
by Jim Wright

Start a comprehensive RTI process in your school with this new guide. Follow the step-by-step recommendations on everything from establishing buy-in to organizing resources in support of RTI throughout your school.

© 2007, soft cover, 241 pages

Item# RTI—CAT-10

Members: \$34.50 Nonmembers: \$44.50



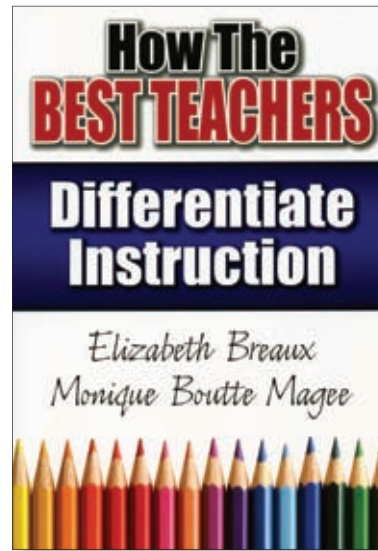
Helping You Sustain a Successful Career



Legal Benefits Plan—Safeguard yourself against unexpected expenses due to legal actions aimed at you. All Active and Emeritus members are entitled to \$1 million in professional individual liability coverage and up to \$10,000 to cover job protection defense claims, based on continuous years of membership, with a \$500 deductible.

NAESP Career Center—If you are looking to move up the ladder or to another school, the NAESP Career Center is your first step in your new journey, find key job search and career development resources, post your resume anonymously or openly, search job listings, and gain helpful job hunting information and advice.

Promising Practices—Explore tested ideas, programs, and techniques from principals across the nation. See what they have implemented successfully to raise student achievement and improve their learning communities.



NEW!

How the Best Teachers Differentiate Instruction

by Elizabeth Breaux and Monique Boutte Magee

This accessible, practical guide shows educators how to provide students with a variety of ways to strengthen their understanding of new material. It includes a selection of assessments to use to ensure student mastery of classroom content, regardless of their individual learning styles, abilities, and needs. The book covers:

- What differentiated instruction is and why we differentiate
- Knowing your students
- Management for differentiated instruction
- 12 ways to differentiate

“This book is a practical and readable resource for teachers who don’t have time to devote to outside reading.”

Susan Gorman, Director of School Improvement, Osawatomie School District, Kansas

© 2010, soft cover, 176 pages

Item# HBTD—CAT-10

Members: \$29.95 Nonmembers: \$39.95



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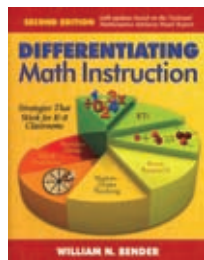
BEST SELLER!

Differentiating Math Instruction: Strategies That Work in K-8 Classrooms, second edition

by William N. Bender

The author shows you how to differentiate instruction using varying practices to boost math mastery for all student levels. Each student’s unique abilities can be highlighted by following this comprehensive guide. The second edition has updates based on the National Mathematics Advisory Panel Report. Key features:

- Strategies for use within a response-to-intervention framework
- At-a-glance lists of “Top Ten Tactics” for successful implementation
- “Web Site Review” that outlines additional online resources
- Concrete strategies to tap into multiple intelligences



© 2009, soft cover, 143 pages

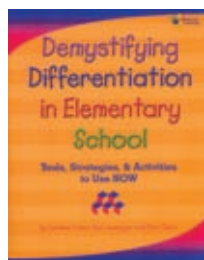
Item# DMI2—CAT-10

Members: \$30.95 Nonmembers: \$40.95

Demystifying Differentiation in Elementary School

by Caroline Eidson, Bob Iseminger, and Chris Taibbi

This book is an excellent practical resource for teachers and administrators who are ready to take differentiation to the next level in their classrooms and schools. It provides comprehensive collections of activities that demonstrate how to use differentiation in varying subject areas, such as Think-Tac-Toes and RAFT Activities for language arts, math, science, and social studies. The material in the book is applicable to a variety of grade levels in mixed-ability classrooms.



© 2008, soft cover, 224 pages

Item# DDIES—CAT-10

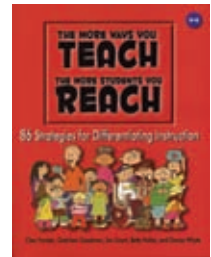
Members: \$34.95 Nonmembers: \$44.95

BEST SELLER!

The More Ways You Teach the More Students You Reach: 86 Strategies for Differentiating Instruction

by Char Forsten, Gretchen Goodman, Jim Grant, Betty Hollas, and Donna Whyte

Drawing on years of classroom experience, as well as popular presentations at national education conferences, the authors have compiled a collection of best practices and successful strategies your school can apply to help students reach their full academic potential. This book contains activities that range from literacy, math, and community-building to assessment, management, and teaching tools.



© 2006, soft cover, 144 pages

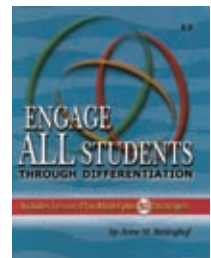
Item# TRDI—CAT-10

Members: \$22.50 Nonmembers: \$32.50

Engage All Students Through Differentiation, K-8

by Anne M. Benninghof

This creative, hands-on, research-based book introduces the *Engage All Students* lesson-planning model—a model that can be used across the curriculum with all readiness levels and learning styles. In addition, the author provides 50 innovative, teacher-tested strategies that are easily adaptable to a wide range of lesson objectives. Reproducible resources are included.



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Item# EAS—CAT-10

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Calling All Aspiring Children’s Book Authors!

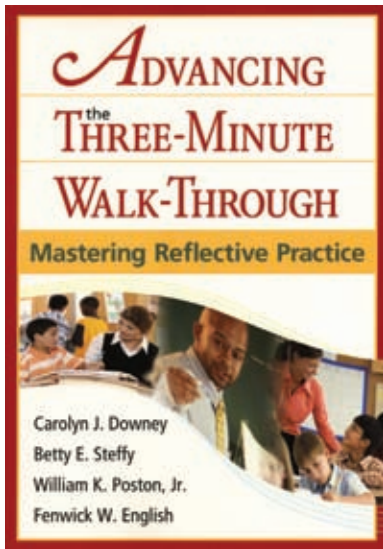


Enter NAESP Foundation’s 2010 Children’s Book of the Year Contest at www.naesp.org/Children_Book_Award.aspx.



Questions? Call us at 800-386-2377.





NEW!

Advancing the Three-Minute Walk-Through: Mastering Reflective Practice

by Carolyn J. Downey, Betty E. Steffy, William K. Poston Jr., and Fenwick W. English

This follow-up to *The Three-Minute Classroom Walk-Through* offers an advanced examination of the Downey walkthrough leadership technique, a practical approach to coaching and supervision that is widely accepted and used throughout the education community. The authors illustrate how leaders can use observations gained from completing a Downey walkthrough to engage teachers in professional conversations and encourage them to reflect on and improve their practice.

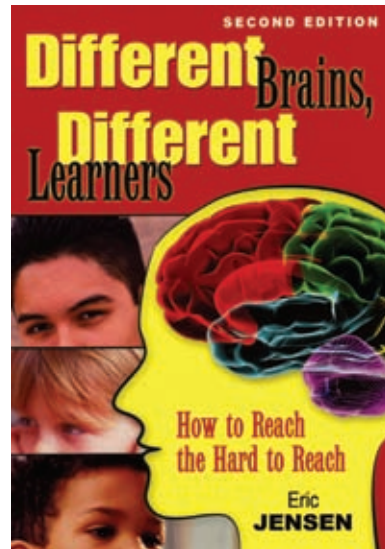
The book shows school leaders how to:

- Provide effective follow-up discourse
- Build collegial and respectful relationships with teachers
- Help teachers become continuously improving professionals
- Foster a collaborative atmosphere

© 2010, soft cover, 213 pages

Item# ATMC—CAT-10

Members: \$33.95 Nonmembers: \$43.95



NEW!

Different Brains, Different Learners: How to Reach the Hard to Reach, *second edition*

by Eric Jensen

Updated throughout and packed with powerful tools and strategies to help learners improve brain function, this guide concisely outlines how to identify prevalent impairments such as oppositional disorder, learned helplessness, attention deficit disorder, dyslexia, dyscalculia, depression, auditory processing deficits, and more. This reference helps teachers:

- Recognize the most common conditions that challenge learners
- Accommodate the specific learning needs of students with learning impairments
- Minimize disruptions for other students

© 2010, soft cover, 189 pages

Item# DBDL—CAT-10

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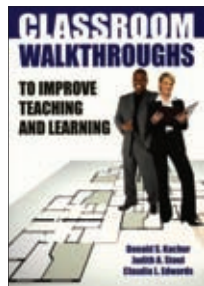
Join today at www.naesp.org/join to enjoy book discounts and many other valuable professional benefits!

NEW!

**Classroom Walkthroughs:
To Improve Teaching and Learning**

by Donald S. Kachur, Judith A. Stout, and Claudia L. Edwards

This new book demonstrates the many ways classroom walkthroughs can be used for continuous, systemic, and long-range school improvement. Woven throughout the book are 18 different models of walkthroughs that have been successfully implemented in schools across the country. An effective tool for improving teaching and learning, this book demonstrates that there is no “one-size-fits-all” walkthrough model. It shows you how to use classroom walkthroughs to meet the specific needs of your school.



© 2010, soft cover, 169 pages

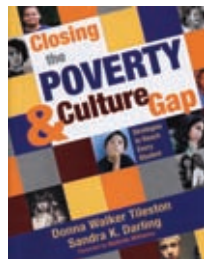
Item# CWT—CAT-10

Members: \$39.95 Nonmembers: \$49.95

**Closing the Poverty and Culture Gap:
Strategies to Reach Every Student**

by Donna Walker Tileston and Sandra K. Darling

This insightful guide uses instructional practices that lead students of poverty and diverse cultures to success. A practical resource, it provides administrators key structures for working effectively with different student populations, ensuring higher student achievement in today’s diverse classrooms. The authors discuss why diverse cultures respond differently to motivational approaches and how teachers can reach students and forge new connections, building on students’ prior knowledge. They also explore researching findings on the brain’s desire to learn and offer insights on the importance of resiliency.



© 2009, soft cover, 104 pages

Item# CTP—CAT-10

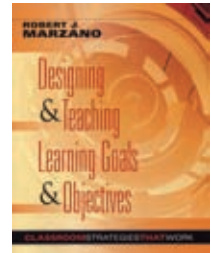
Members: \$25.95 Nonmembers: \$35.95

Best Seller!

**Designing and Teaching Learning
Goals and Objectives**

by Robert Marzano

Design and teach effective learning goals and objectives based on the author’s latest research on classroom practices. This resource includes a summary of key research behind these classroom practices and shows how to implement them by using step-by-step hands-on strategies. Short quizzes help you assess your understanding of the instructional best practices explained in each section.



© 2009, soft cover, 134 pages

Item# DTLGO—CAT-10

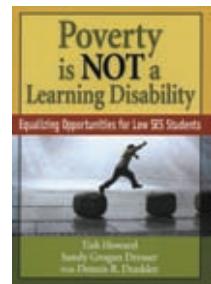
Members: \$34.50 Nonmembers: \$44.50

Best Seller!

**Poverty Is Not a Learning Disability:
Equalizing Opportunities for
Low SES Students**

by Tish Howard and Sandy Grogan Dresser,
with Dennis R. Dunklee

Designed to improve how schools educate children with low-school-readiness skills (low SES children), *Poverty Is Not a Learning Disability* explores the idea that time and money spent on special education services can be better used if educators focus on low SES children before their learning deficits become so great that neither intervention nor remediation will help. The authors challenge educators and parents to prevent low SES children from being misidentified as learning disabled and to consider how low expectations can negatively impact student achievement. They emphasize optimism as a central tenet of elementary schools’ day-to-day teaching/learning programs and school-community relationships. The book also discusses how school leaders can build trusting relationships in a school community and why it is important that educators give young students a view of the future that inspires hope and validates the potential of each child.



© 2009, soft cover, 160 pages

Item# PNLD—CAT-10

Members: \$28.95 Nonmembers: \$38.95



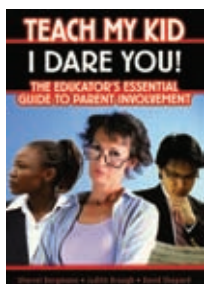
NEW!

Teach My Kid I Dare You! The Educator's Essential Guide to Parent Involvement

by Sherrel Bergmann, Judith Brough, and David Shephard

This book shows you positive ways to involve parents to raise student achievement. It offers 10 steps for designing a comprehensive parent involvement program to increase communication between students, parents, and schools. The authors offer practical strategies and activities for involving all parents, monitoring under-involved parents, balancing over-involved parents, and assisting parents in urgent situations. Several appendices offer practical tools and examples, including:

- 20 ways to improve your young adolescent's self-esteem
- 20 ways working parents can volunteer
- 15 ways to help your young adolescents succeed in school



© 2008, soft cover, 192 pages

Item# TMK—CAT-10

Members: \$29.95 Nonmembers: \$39.95

NEW!

The Three-Minute Walk-Through: A Multimedia Kit for Professional Development

by Carol J. Downey, Betty E. Steffy, Fenwick W. English, Larry E. Frase, and William K. Poston Jr.

This comprehensive multimedia kit will help you train and effectively employ the Downey walkthrough model and reflective practice in your school. With this kit, you will be able to provide trainers and staff developers with a complete resource that answers the important questions:

- How to align instructional practices with the district curriculum
- How to use research-based "best practices"
- How to choose instructional strategies that will impact student achievement
- How to motivate staff to be reflective and personally accountable



© 2007, soft cover, 202 pages

130-minute video on VHS and DVD, CD-ROM with overheads, and step-by-step facilitator's guide

Item# TMWK—CAT-10

Members: \$299.95 Nonmembers: \$320.95

Principal Magazine—Your Source for Best Practices



Principal magazine delivers the information and insights you need to be a better principal. Online content, including a searchable archive, is a members-only benefit. Some recent issues covered:

Grooming Teacher Excellence—September/October 2009

"PLCs Demystified"—The culture of collaboration created by PLCs allows teachers to capitalize on the strengths of each faculty member.

Diversity in the Classroom—November/December 2009

"The Changing Face of Diversity"—Revisiting our understandings about diversity will reveal that it no longer refers to race alone and that is a value-added resource to classrooms.

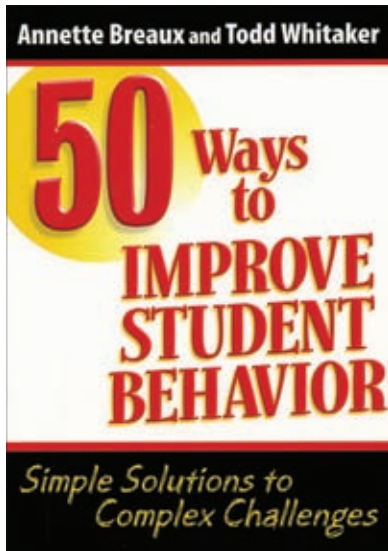
Power of the Principal—March/April 2010

"The Awesome Power of the Principal"—The key to the speed of quality change is embedded in the power of the principal helping to lead organization and system transformation.



Gold Award Winner, 2010
Association Media & Publishing
Annual EXCEL Awards

MEMBERS: Save an additional 10% by ordering online today at www.naesp.org/nprc. Be sure to enter the code: ONLINE DISCOUNT



NEW!

50 Ways to Improve Student Behavior: Simple Solutions to Complex Challenges

by Annette Breaux and Todd Whitaker

The best-selling authors share simple, straightforward techniques for improving student behavior and increasing student cooperation, participation, and achievement. Strategies include:

- How to make students more responsible
- How to nip behavior problems in the bud
- Learning what to overlook
- Establishing classroom rules and procedures
- Teaching in small bites (It makes students hungrier!)

As student behavior improves, so too will the quality of learning in your classroom. With this book, you can begin to introduce a host of new strategies into your teaching practice today.

© 2010, soft cover, 141 pages

Item# WISB—CAT-10

Members: \$29.95 Nonmembers: \$39.95

Also Purchase:

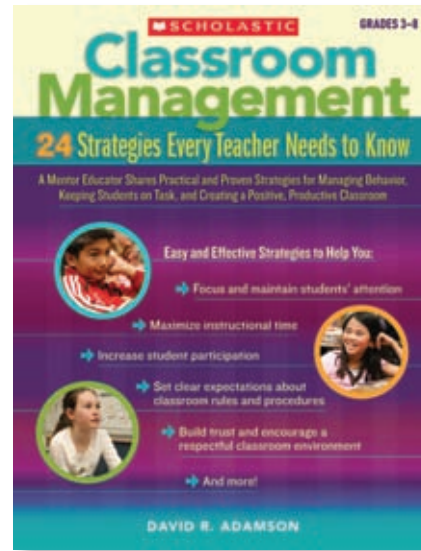
50 Ways to Improve Student Behavior: Simple Solutions to Complex Challenges Study Guide

by Annette Breaux and Todd Whitaker

© 2010, soft cover, 96 pages

Item# WISBG—CAT-10

Members: \$16.95 Nonmembers: \$26.95



NEW!

Classroom Management: 24 Strategies Every Teacher Needs to Know

by Dave Adamson


Written by a former classroom teacher, principal and schools superintendent, this new book is a collection of the author's most effective and easy-to-implement strategies for organizing and managing classrooms that support student learning and achievement. It is written for both new and experienced educators, providing classroom-tested approaches for staving off behavior issues and dealing effectively with any that do arise. The author shows educators how to: keep students focused on and involved in learning; realize more teaching time; maintain an orderly classroom through clear expectations; and foster respect in the classroom.

© 2010, soft cover, 144 pages

Item# CMS—CAT-10

Members: \$19.99 Nonmembers: \$29.99



Your Purchase Supports... 

Your purchase from the National Principals Resource Center helps make it possible for NAESP to serve as the advocate for elementary and middle-level education and to bring standards-based best practices to principals. Thank you.

NEW!

Bullying Prevention & Intervention: Realistic Strategies for Schools

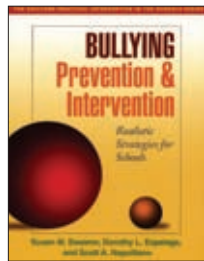
by Susan M. Swearer, Dorothy L. Espelage, and
Scott A. Napolitano

Grounded in research and extensive experience in schools, this engaging book describes practical ways to combat bullying at the school, class, and individual levels. It presents step-by-step strategies for developing school- and district-wide policies, coordinating team-based prevention efforts, and implementing targeted interventions with students at risk. Special topics include how to involve teachers, parents, and peers in making schools safer; ways to address the root causes of bullying and victimization; the growing problem of online or cyberbullying; and approaches to evaluating intervention effectiveness. The book features helpful reproducible materials, concrete examples, and questions for reflection and discussion.

© 2009, soft cover, 170 pages

Item# BPI—CAT-10

Members: \$30 Nonmembers: \$40



Best Seller!

How to Handle the Hard-to-Handle Student, K-5

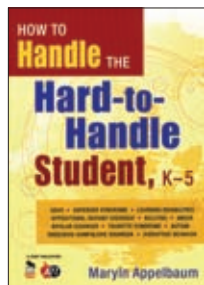
by MaryIn Appelbaum

This invaluable resource is packed with easy-to-implement strategies for a variety of behavioral challenges, from anger to ADHD. Teachers can use this resource to promote students' abilities to develop problem-solving skills, handle their emotions, regulate their own behavior, and learn in ways that meet their needs and those of the whole class.

© 2009, soft cover, 136 pages

Item# HTHS—CAT-10

Members: \$25.95 Nonmembers: \$35.95



Best Seller!

Promoting Positive Behaviors: An Elementary Principal's Guide to Structuring the Learning Environment

by Paul Young, with foreword by Gail Connelly,
Executive Director of NAESP

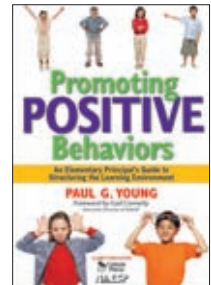
The author provides practical recommendations that affirm best practices and help educators create structures that not only promote positive behaviors, but also reduce schoolwide management problems and increase student achievement.

A joint publication of Corwin Press
and NAESP

© 2008, soft cover, 136 pages

Item# PPB—CAT-10

Members: \$25.95 Nonmembers: \$35.95



Working with Parents of Bullies and Victims

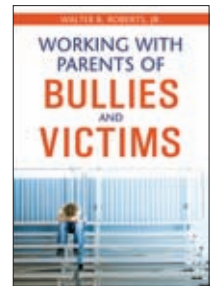
by Walter B. Roberts

This concise book helps educators talk with parents about the thorny subject of bullying. In realistic language, the author explores common concerns of both parties and offers practical strategies to help school staff carry out conversations and interventions with even the most persistent or resistant parents. Readers will find sample dialogues and vignettes written by parents of bullies and victims, plus an eight-point plan for talking with parents about bullying.

© 2008, soft cover, 152 pages

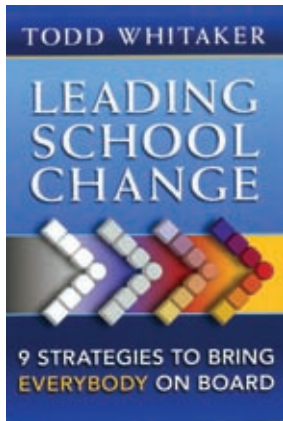
Item# WPBV—CAT-10

Members: \$26.95 Nonmembers: \$36.95



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NEW!

**Leading School Change:
9 Strategies to Bring Everybody on Board**

by Todd Whitaker

If you seek concrete steps to motivate colleagues to make changes in your school, this is the book you need. This volume shares specific strategies for overcoming staff resistance, creating building cooperation, and recruiting hands-on help from your school community. The nine strategies are:

1. Identify the change
2. Make sure the first exposure is great
3. Determine who matters most
4. Find the entry points
5. Reduce the resistance
6. Harness the power of emotion
7. Look past buy-in to action
8. Reinforce changed behaviors
9. Fit it all together

Incorporating a “call-to-action” theme into each strategy, the author addresses day-to-day struggles with realistic solutions based on years of experience working with leaders at the school and district levels.

© 2010, soft cover, 134 pages

Item# LSC—CAT-10

Members: \$29.95 Nonmembers: \$39.95

Also Purchase:

**Implementation Guide:
Leading School Change**

by Todd Whitaker

© 2010, soft cover, 96 pages

Item# LSCG—CAT-10

Members: \$16.95 Nonmembers: \$26.95

NEW!

Building School Culture One Week at a Time

by Jeffrey Zoul

Use “Friday Focus” memos to motivate and engage your staff every week, and help create a school culture focused on the growth of students *and* teachers. This book tells you how.

Easy to understand and implement, “Friday Focus” memos offer an effective and efficient way to improve student learning, staff development, and school culture from within. Written by educational consultant and former principal of two award-winning schools, these memos focus on topics such as active learning, high expectations, gratitude, test preparation, and more. The author provides 37 teaching and learning memos, one for each week of the school year, for principals and other administrators to reproduce and circulate among their staff.

Other memo topics include:

- The heart of coaching
- A community of leaders
- Homework perspectives
- Response to intervention basics
- Principles of great teaching

© 2010, soft cover, 176 pages

Item# BSCOW—CAT-10

Members: \$34.95 Nonmembers: \$44.95

**Recognize Student
Excellence**



Honor student achievement, leadership, spirit, and citizenship. See how on pages 23-24.



NEW!

Examining What We Do to Improve Our Schools: 8 Steps from Analysis to Action

by Sandra Harris, Stacey Edmonson, and Julie Combs

This book shows school leaders how to infuse their daily practice with an examination of the actions they take to improve their schools. It identifies eight steps that inform the school improvement process and boost student achievement:

1. Setting the foundation
2. Analyzing data
3. Developing deeper understanding
4. Engaging in self-reflection
5. Exploring programmatic patterns
6. Determining direction
7. Taking action for school improvement
8. Sustaining improvement

© 2010, soft cover, 106 pages

Item# EWWD—CAT-10

Members: \$29.95 Nonmembers: \$39.95



Best Seller!

Transforming School Culture: How to Overcome Staff Division

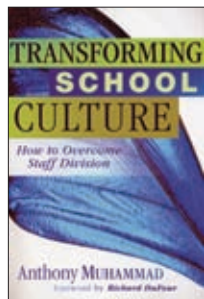
by Anthony Muhammad, with foreword by Richard DuFour

Transforming School Culture provides the framework for understanding dynamic relationships within school cultures and ensuring a positive environment that supports the changes necessary to improve learning for all students. Anthony Muhammad introduces readers to typical groups of educators: the Believers, the Fundamentalists, the Tweeners, and the Survivors.

© 2009, soft cover, 132 pages

Item# TSC—CAT-10

Members: \$19.95 Nonmembers: \$29.95



NEW!

From Difficult Teachers...to Dynamic Teams

by Barbara L. Brock and Marilyn L. Grady

This book takes a look at the root causes of problematic teacher behavior that can disrupt a thriving school environment and provides proactive, proven strategies for building teamwork and a positive school culture. You will discover ways to enhance your own interpersonal skills, determine if your behavior is contributing to the problem, and encourage behavior change in teachers and staff. Based on interviews with more than 50 experienced principals, the authors connect content to practice via:

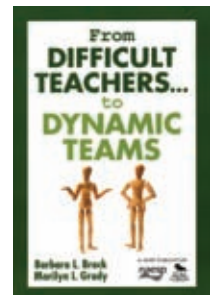
- Key tools, practical resources, organizational charts, and behavior assessment forms
- Wise advice and quotations from experienced educators
- Sample dialogues to help identify behavior challenges
- "Take Action" sections for specific implementation strategies

A joint publication of Corwin Press and NAESP

© 2009, soft cover, 176 pages

Item# DTD—CAT-10

Members: \$25.95 Nonmembers: \$35.95



Best Seller!

Peaceful School Bus: A Program for Grades K-12, w/DVD and CD-ROM

by James Dillon

The Peaceful School Bus program was developed by an elementary school principal and a certified trainer of the Olweus Bullying Prevention Program. It is a whole-school program created in an elementary school and designed to decrease inappropriate behavior on buses while creating a climate of respect and cooperation. All materials are contained in the guide, including a 15-minute DVD that gives a program overview and CD-ROM with numerous reproducible resources.

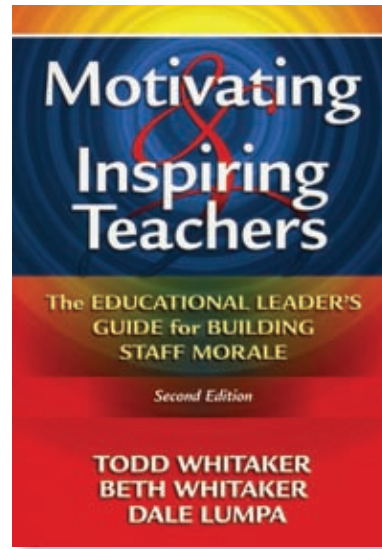
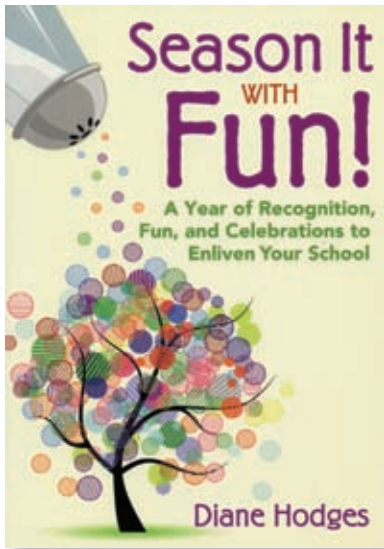
© 2008, soft cover, 115 pages, DVD and CD-ROM

Item# PSB—CAT-10

Members: \$99 Nonmembers: \$109



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NEW!

Season It with Fun! A Year of Recognition, Fun, and Celebrations to Enliven Your School

by Diane Hodges

Enliven your school with this administrator's guide to creating a lively, nurturing climate in the school all year written by a 30-year veteran educator and best-selling author. The well-illustrated book is full of research-based activities contributed by successful educators in the U.S. and Canada. The author incorporates humor and practical ideas into a large collection of strategies and tips for creating a positive, rewarding, and fun school environment.

You will find ideas for preparing for the new school year and the year end, events to engage your campus and community, and holiday and special occasion activities and songs.

"For new and experienced administrators, this book is a treasure chest of ideas just waiting to be opened!"

Tess W. Blumenthal, Principal, Valley Elementary School, Jefferson, Maryland

© 2010, soft cover, 223 pages

Item# SIWF—CAT-10

Members: \$33.95 Nonmembers: \$43.95

NEW!

Motivating & Inspiring Teachers: The Educational Leader's Guide for Building Staff Morale, second edition

by Todd Whitaker, Beth Whitaker, and Dale Lumpa

This guidebook is full of strategies you can use to generate an energetic environment and maintain an enthusiastic, focused, and positive staff. Updated since the best-selling first edition with four new chapters, the book focuses on leadership, communication, supervision, evaluation, meetings, and building. You will find ways to:

- Create staff memos that motivate your faculty
- Use the power of praise every day
- Raise the energy level in your school
- Make your staff feel special

This updated edition sports four new chapters that cover: teacher leaders; how to sharpen your focus; how to show off your school; and feeling better through fitness and wellness.

© 2010, soft cover, 267 pages

Item# MIT—CAT-10

Members: \$39.95 Nonmembers: \$49.95



Best Seller!

The Seven Secrets of Motivating and Inspiring Your Team

by Betty Hollas

Here's a "must-read" for all school principals and other educational leaders. Writing with her typical humor and directness, the author tackles everything from difficult parents to defiant teachers. Learn how you can build collaboration, facilitate change, manage conflict, set boundaries, and much more.

© 2009, soft cover, 143 pages

Item# SSMI—CAT-10

Members: \$20.50 Nonmembers: \$30.50



Best Seller!

Looking Forward to MORE Monday Mornings: How to Drive Your Colleagues Happy!

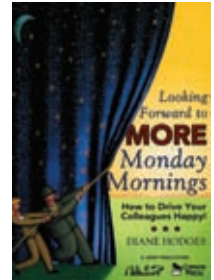
by Diane Hodges

As a sequel to the best-seller *Looking Forward to Monday Morning*, this book provides a new collection of low-cost staff appreciation and recognition activities that school leaders can implement to promote a positive and upbeat work environment.

© 2007, soft cover, 224 pages

Item# LFTMM2—CAT-10

Members: \$33.95 Nonmembers: \$43.95



Advocacy, Action, and Updates on Federal Policies



NAESP ensures that you are heard and heeded in the ongoing discussion about federal education policy, and that the U.S. Department of Education and Congress fully understand your essential leadership role in improving student achievement and school improvement.

Your National Voice in Action

Capitol Hill—Our multifaceted, comprehensive advocacy campaign on the reauthorization of Elementary and Secondary Education Act (ESEA) helps ensure that federal policies will build your capacity to lead learning communities.

U.S. Department of Education—NAESP is proactively engaged on several issues, such as securing access to professional development opportunities for principals on early childhood education, supporting all principals through mentoring and training, and improving federal programs and policies.

Stay Informed

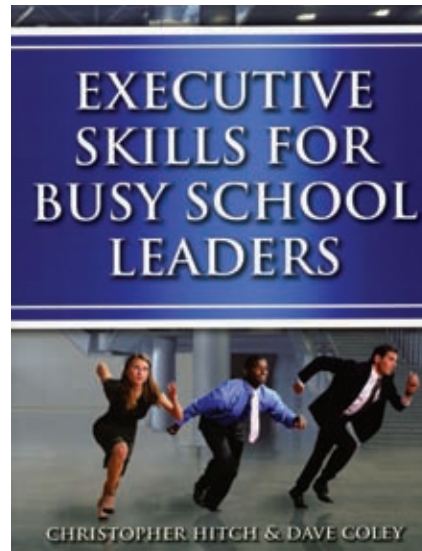
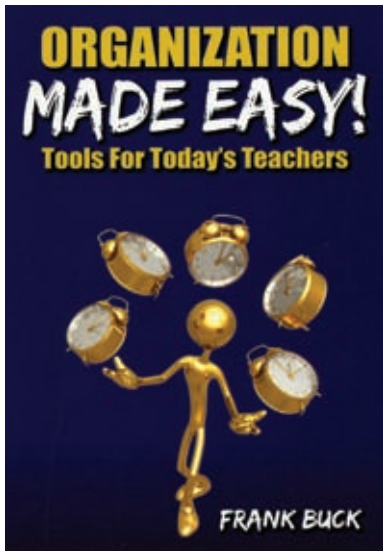
Check *The Principals' Office* blog and NAESP's advocacy Web page for regular updates on major legislative and political developments as well as NAESP position statements and actions.

Read the Federal Report in your monthly *Communicator* e-newsletter for updates on federal policy.

Keep up with NAESP's advocacy program at www.naesp.org/advocacy.aspx.

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NEW!

**Organization Made Easy!
Tools for Today's Teachers**

by Frank Buck

The author shows you how to meet the ever-growing organizational demands of today's changing world and the variety of tools available to you as a teacher. He explains how to take expert advantage of the specific electronic and paper-based resources that will help you manage your time and stay on course as a teacher of the 21st century. The book includes practical, easy-to-read strategies for organizing your surroundings, increasing productivity, and reducing stress. Topics covered:

- Organizing digitally
- Organizing with paper
- E-mail and other e-timesavers
- Handling multiple projects
- Handling the paper blizzard

© 2010, soft cover, 161 pages

Item# OME—CAT-10

Members: \$29.95 Nonmembers: \$39.95

NEW!

Executive Skills for Busy School Leaders

by Chris Hitch and David Coley

This comprehensive and practical handbook offers research-based tools to help you fulfill all of your leadership responsibilities on time and with laser-like focus. The authors also share tips from their combined experiences as elementary, middle, and high school principals.

Executive Skills for Busy School Leaders provides examples of best practices from the business and nonprofit sectors and applies them specifically to schools. Topics range from managing time and leading high-performance teams to monitoring your budget and implementing a school improvement plan. Strategies include:

- Finding time for instructional leadership
- Diagnosing the strengths and needs of your school
- Leading a multigenerational faculty
- Data-driven decision-making
- Managing high-, middle-, and under-performing individuals

© 2010, soft cover, 176 pages

Item# ESBP—CAT-10

Members: \$39.95 Nonmembers: \$49.95



JUST LISTED!

Get Organized! Time Management for School Leaders

by Frank Buck

This practical, easy-to-implement book provides tools and techniques to bring order and control to your personal and professional life. You will be able to put the ideas in this book into practice immediately.

Topics include:

- Clearing your desk
- Organizing with paper
- Organizing digitally
- Handling repeating tasks
- Handling multiple projects
- Organizing your computer
- E-mail and other electronic timesavers

© 2008, soft cover, 142 pages

Item# GO—CAT-10

Members: \$29.95 Nonmembers: \$39.95



BEST SELLER!

194 High-Impact Letters for Busy Principals: A Guide to Handling Difficult Correspondence, w/CD-ROM, second edition

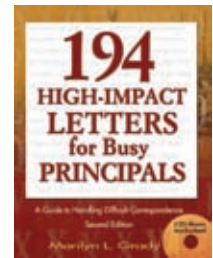
by Marilyn L. Grady

Principals are always pressed for time. This author's letters cover a variety of topics, from thank-you letters and congratulations to best wishes and other personal notes. Principals should take advantage of the author's updated and expanded collection of letters with user-friendly and easy-to-personalize templates.

© 2006, soft cover, 232 pages, and CD-ROM

Item# HILBP2—CAT-10

Members: \$38.95 Nonmembers: \$48.95



Grow Your Knowledge and Skills as a Principal



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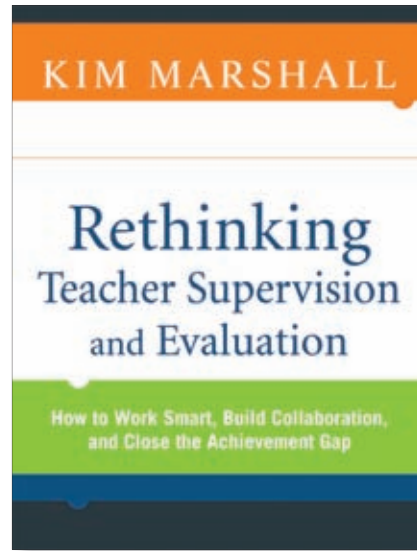
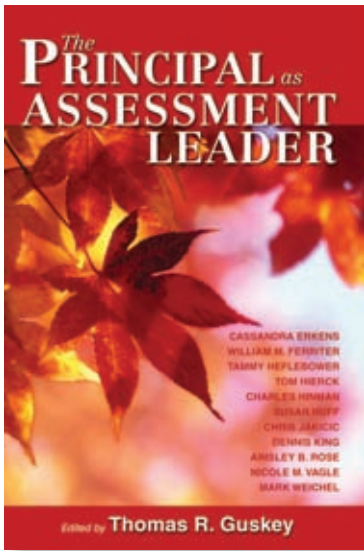
Inspiring keynote addresses from individuals with insights on leadership, education, and achievement

The best professional networking to help you build contacts with your colleagues nationwide

A rare chance to relax and rewind, before returning to your school rejuvenated

Put the 2011 NAESP Annual Convention & Exposition on your calendar today and watch for details as they unfold in the coming months at www.naesp.org.

MEMBERS: Save an additional 10% by ordering online today at www.naesp.org/nprc. Be sure to enter the code: ONLINE DISCOUNT



NEW!

The Principal as Assessment Leader

edited by Thomas R. Guskey

Filled with first-hand experiences from 10 expert practitioners, this book delivers the motivation needed to ignite a shift toward formative assessment and overall school improvement. The means to getting there comes through such strategies as building teacher literacy, providing targeted professional development, acquiring appropriate technology, and more.

Features include:

- An overview of the characteristics of an effective, balanced assessment system
- Insights as to how principals can best support improved assessment practice in the classroom
- Strategies for creating professional development that builds schoolwide assessment literacy
- A guide to assessment technology tools, including what to look for, how to use them, and what to expect from staff
- A guide to data analysis that staff will commit to and use to improve student learning
- Information on the advantages of standards-based grading and reporting and practical ideas for implementation
- Strategies for using assessment processes to lower failure and dropout rates
- Strategies for using assessment to engage learners at risk

© 2009, soft cover, 280 pages

Item# PAAL—CAT-10

Members: \$29.95 Nonmembers: \$39.95

NEW!

Rethinking Teacher Supervision and Evaluation: How to Work Smart, Build Collaboration and Close the Achievement Gap

by Kim Marshall

Proposing a broader framework for supervision and evaluation, the author suggests enlisting teachers in improving the performance of all students. This vision breaks away from the typical and often ineffective evaluation approaches, such as making infrequent classroom visits or using standardized test scores to assess teacher performance.

Kim Marshall's innovative, four-part framework shifts the focus from periodical teacher evaluation to continuous learning analysis, while emphasizing trust-building and teamwork. She offers principals a guide for implementing her framework, for instance, by making frequent informal classroom visits and following up with candid feedback to each teacher. Other ways include working with teacher teams to plan thoughtful curriculum units rather than focusing on single lessons or getting teacher teams to conduct low-stakes analysis of interim assessment results to fine-tune their teacher. Look to this book for practical solutions to using supervision and evaluation practices to foster teacher professional development.

© 2009, soft cover, 257 pages

Item# RTSE—CAT-10

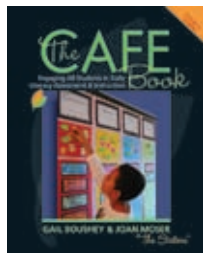
Members: \$30 Nonmembers: \$40



The CAFE Book: Engaging All Students in Daily Literacy Assessment and Instruction

by Gail Boushey and Joan Moser

In this book, the authors present a practical, simple way to integrate assessment into daily reading and classroom discussion. The CAFE system, based on research into the habits of proficient readers, is an acronym for Comprehension, Accuracy, Fluency, and Expanding vocabulary. The system does not require expensive materials, complicated training, or complete changes to current classroom literacy approaches. Rather, it provides a structure for conferring with students, a language for talking about reading development, and a system for tracking growth and fostering student independence. The CAFE system's built-in flexibility allows teachers to tailor the system to reflect the needs of their students and their state's standards.



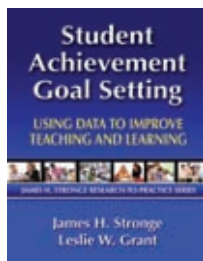
© 2009, soft cover, 240 pages
Item# TCBE—CAT-10

Members: \$22 Nonmembers: \$32

Student Achievement Goal Setting: Using Data to Improve Teaching and Learning

by James H. Stronge and Leslie W. Grant

The first book in a Research-to-Practice series, this volume focuses on improving student achievement through academic goal-setting. It offers the tools needed and a plan of action to use performance data to improve instructional practice for better student achievement. Part I covers how to use data, and Part II offers samples that can be used as models. The book includes an annotated bibliography.



© 2009, soft cover, 160 pages
Item# SAGS—CAT-10

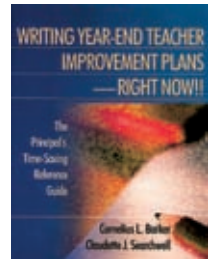
Members: \$34.95 Nonmembers: \$44.95

Best Seller!

Writing Year-End Teacher Improvement Plans—Right Now!! w/CD, second edition

by Cornelius L. Barker and Claudette J. Searchwell

Your guide to quickly and easily produce comprehensive improvement plans, this book provides reproducible materials and directions to help you create an improvement plan organizer, demonstrate the individual strengths of each faculty member, point out areas for improvement, and make suggestions for continued development.



© 2009, soft cover, 120 pages, and CD
Item# WYET2—CAT-10

Members: \$28.95 Nonmembers: \$38.95

Best Seller!

The Teacher as Assessment Leader

edited by Thomas R. Guskey

Discover how to improve student learning through the power of effective, efficient assessments, and realize your power to transform education from inside the classroom. Meaningful examples, expert research, and real-life experiences illustrate the capacity and responsibility every educator has to ignite positive change. Packed with practical strategies, this book shows how to turn best practices in classroom assessment into usable solutions for everyday teaching.



© 2009, soft cover, 288 pages
Item# TAAL—CAT-10

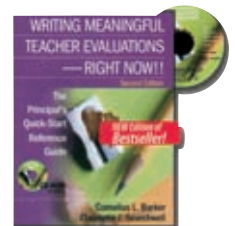
Members: \$29.95 Nonmembers: \$39.95

Best Seller!

Writing Meaningful Teacher Evaluations—Right Now!! w/CD, second edition


by Cornelius L. Barker and Claudette J. Searchwell

Principals need to make teacher evaluations meaningful. With this book you can group teacher performance under five standards, reproduce forms and sample evaluations, and use some of the suggested evaluation comments. Now, evaluations can be easier, more efficient, and more useful for both principal and teachers.



© 2004, soft cover, 144 pages, and CD
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Members: \$31.95 Nonmembers: \$41.95

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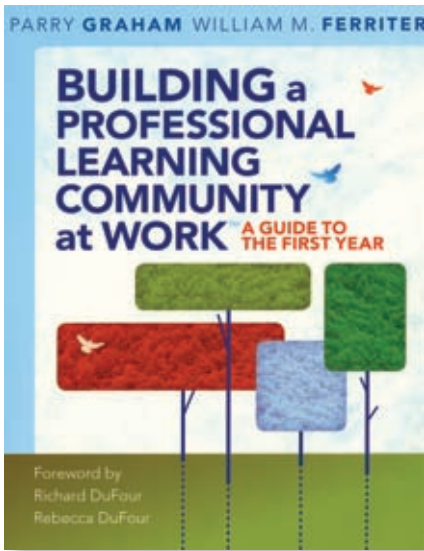
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FEATURED TITLES

PROFESSIONAL LEARNING COMMUNITIES



NEW!

Building a Professional Learning Community at Work: A Guide to the First Year

by Parry Graham and William M. Ferriter, with foreword by Richard and Rebecca DuFour

Getting started as a professional learning community will be easier with this book, which addresses the real-world critical questions that are likely to arise. It shows you how to turn the promise of a PLC into a reality and how to transform theories of collaboration into highly effective nuts-and-bolts practices.

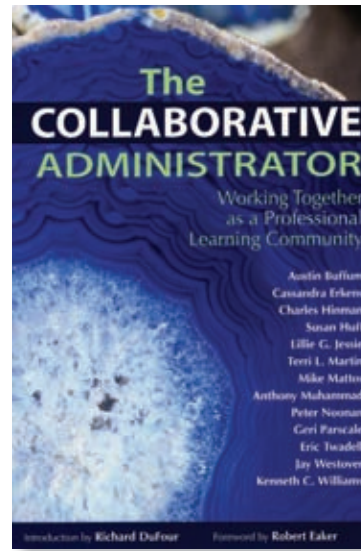
The authors take you through a year in the life of a PLC, chronicling the efforts of a principal and the school's teachers to build a true PLC. In each chapter, you will find:

- An opening story that features an important event in growing a PLC
- "Lessons from the Front Line" that spotlight successful decisions and common mistakes made in the opening story
- Experts' theories and research, showing how they connect to the work of PLCs in creating an approachable framework for change
- A collection of suggestions to help you through your change process

© 2010, soft cover, 248 pages

Item# BAPLC—CAT-10

Members: \$29.95 Nonmembers: \$39.95



NEW!

The Collaborative Administrator: Working Together as a Professional Learning Community

by Austin Buffum, Cassandra Erkens, Charles Hinman, Susan Huff, Lillie G. Jessie, Terri L. Martin, Mike Mattos, Anthony Muhammad, Peter Noonan, Geri Parscale, Eric Twadell, Jay Westover, and Kenneth Williams, with foreword by Robert Eaker

As administrator how do you maintain the right balance of "loose-tight" leadership? How do you establish profound, lasting trust? What principles strengthen principal leadership? This book answers these questions and more and delivers the strategies and heartfelt inspiration essential to being the best administrator you can be. Chapters cover:

- Making a total commitment to the vision of learning for all and aligning all core practices to the six core principles of a PLC
- How to grow and empower teacher leaders
- Building, maintaining, and repairing trust
- Practical strategies for moving staff from compliance to commitment
- Activities to reignite educators' passion for teaching and learning in the age of accountability
- How to reinvent the school schedule to create or find more time for learning
- Converting data into powerful information
- And, much more

© 2009, soft cover, 264 pages

Item# TCA—CAT-10

Members: \$29.95 Nonmembers: \$39.95



NEW!

Leadership in Professional Learning Communities at Work: Learning by Doing

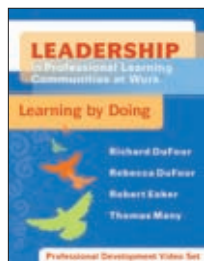
by Richard DuFour, Rebecca DuFour, Robert Eaker, and Thomas Many

Through unscripted interviews and action footage, these materials illustrate the role of effective leadership, particularly from the principal. The educators in the video demonstrate the importance of dispersed leadership, mutual accountability, and aligning a school's structure and culture with its core purpose. PLC principals discuss how to balance loose and tight leadership, implement change, and confront resisters.

© 2009, 2 DVDs, facilitator's guide

Item# LPLCK—CAT-10

Members: \$174.95 Nonmembers: \$194.95



Professional Learning Communities at Work Plan Book

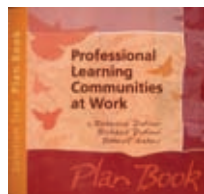
by Rebecca DuFour, Richard DuFour, and Robert Eaker

Use this planning book to guide your collaborative team through cultural shifts, team-building, and other challenges to becoming a community of learners.

© 2006, soft cover, 100 pages

Item# PLCW—CAT-10

Members: \$12.95 Nonmembers: \$22.95



Guiding Professional Learning Communities

by Shirley M. Hord

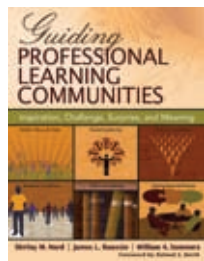
The author takes PLCs to another level by challenging leaders to examine teaching practices, faculty interactions, and student learning toward the goal of increased successful student learning. This implementation handbook offers more than 30 structured "learning opportunities" to help busy educators put the components into practice.

PLCs facilitate individual and team development by exploring: beliefs, values, and vision; shared leadership; structural conditions; relational conditions; intentional learning; and sharing personal practice. This how-to guide will help you develop, implement, and sustain a PLC.

© 2010, soft cover, 240 pages

Item# GPLC—CAT-10

Members: \$33.95 Nonmembers: \$43.95



Best Seller!

Raising the Bar and Closing the Gap: Whatever It Takes

by Richard DuFour, Rebecca DuFour, Robert Eaker, and Gayle Karhanek

The authors propose that a professional learning community should be able to say "yes" when asked the following about students experiencing difficulty:

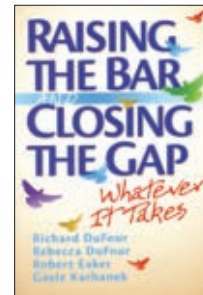
- Is the response intervention? quick? directive?
- Are schoolwide response systems in place?

Throughout the book, the authors explore the role that administrators play in implementing frameworks and strategies to improve academic achievement in their learning communities.

© 2010, soft cover, 243 pages

Item# RTB—CAT-10

Members: \$24.95 Nonmembers: \$34.95



Learning by Doing: A Handbook for Professional Learning Communities at Work, w/CD

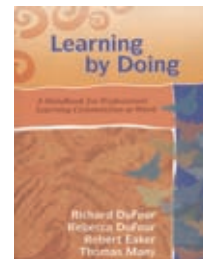
by Richard DuFour, Rebecca DuFour, Robert Eaker, and Thomas Many

This handbook will help educators close the knowing-doing gap as principals and school leaders transform their schools into professional learning communities. This six-part guide for action will help educators take steps to develop their capacity to function as PLCs.

© 2006, soft cover, 243 pages, and CD

Item# LBD—CAT-10

Members: \$27.95 Nonmembers: \$37.95



The Principal as Professional Learning Community Leader

by Corwin Press and Ontario Principals' Council

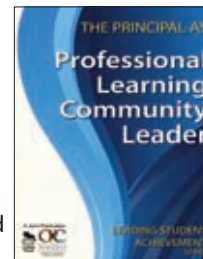
This book gives principals a platform to introduce PLCs in their schools. They can use practical strategies, case studies, and professional development modules to build a thriving PLC. The book:

- Defines the key attributes of PLCs
- Explains the principal's role
- Lays the foundation for shared mission, vision, values, and goals
- Shows how to create a steering team, introduce the concept, and develop teacher learning teams

© 2009, soft cover, 160 pages

Item# PAPLC—CAT-10

Members: \$23.95 Nonmembers: \$33.95





Student Leadership Kit

This is the complete resource for organizing a student council, developing student leaders, and maintaining a strong program for years to come. The kit includes one advisor book; five member books with information for student officers and representatives; one resource kit with reproducible planning calendars, attendance sheets, agendas, and more; 10 student membership cards; and 10 gold seals.

Item# SLK—CAT-10

Members: \$65.95 Nonmembers: \$90.95

Student Leadership Kit items available separately:

Advisor Handbook

Item# AH—CAT-10

Members: \$13.95 Nonmembers: \$18.95

Member Handbook

Item# MH—CAT-10

Also available in Spanish

Item# MHS—CAT-10

Members: \$7.95 Nonmembers: \$12.95

Resource Kit

Item# RK—CAT-10

Members: \$15.95 Nonmembers: \$20.95

Encourage Student Council Pride with Lapel Pins



Student Pin

Item# PI01—CAT-10



Advisor Pin

Item# PI02—CAT-10



Volunteer Pin

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Leadership Pin

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President

Item# PI06—CAT-10



Vice-President

Item# PI07—CAT-10



Secretary

Item# PI08—CAT-10



Treasurer

Item# PI09—CAT-10

Each Pin

Members: \$4 Nonmembers: \$6

Set of Four Student Council Officer Lapel Pins

President, Vice-President, Secretary, and Treasurer

Item# PI10—CAT-10

Members: \$13 Nonmembers: \$21



Great Ideas for Student Activities, *third edition*

This new edition offers practical, creative, and fun student council project ideas to build community, strengthen leadership, and provide

the tools for a positive school culture. Give your students a role in building school culture with these wonderful new activities.

Item# GI02—CAT-10

Members: \$9 Nonmembers: \$14

Student Membership Cards *(pack of 10)*

Item# MC—CAT-10

Members: \$3 Nonmembers: \$5.50

Gold Seals *(10 per sheet)*

Item# GS—CAT-10

Members: \$3 Nonmembers: \$5.50



Honor Council Pin

This distinguished lapel pin is awarded to schools that achieve the Honor Council Excellence Award. A handsome torch of gold adorns this

excellent recognition gift for students.

Item# PI03—CAT-10

Members: \$4 Nonmembers: \$6



Gavel

Make it official! Call your meetings to order with this

8-inch wood and brass gavel.

Item# AG—CAT-10

Members: \$15.95 Nonmembers: \$21.95



Medallion

Reward your top achievers with a golden bronze medallion with ASCA logo and Olympic-style neck ribbon.

Item# AM01—CAT-10

Members: \$6.50 Nonmembers: \$8.95



Student Certificate

In appreciation of students' service to their council. Now with special 20th Anniversary look! Sold in packages of 10.

Members: \$7.50 Nonmembers: \$10

Pin Orders Only—
Free shipping and handling for all pins.



DREAM! REACH! SUCCEED!

Reward students for their commitment to achieve excellence in school, at home, and in the community with these attractive lapel pins and certificates representing the eight conditions of the human spirit that make a difference.



Certificate is free with pin purchase.



Individual Pins:

Members: \$1.50 Nonmembers: \$3.50

Order a set of 8 pins and certificates and save!

Item# HPSET—CAT-10
(Set includes all 8 certificates and all 8 pins.)

Members: \$9.95 Nonmembers: \$14.95



Item# HP1—CAT-10 - Belonging



Item# HP2—CAT-10 - Heroes



Item# HP3—CAT-10 - Sense of Accomplishment



Item# HP4—CAT-10 - Fun & Excitement



Item# HP5—CAT-10 - Curiosity & Creativity



Item# HP6—CAT-10 - Spirit of Adventure



Item# HP7—CAT-10 - Leadership & Responsibility



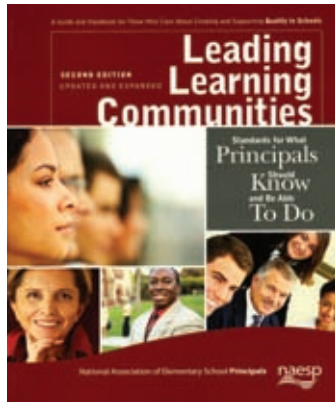
Item# HP8—CAT-10 - Confidence to Take Action



Pin Orders Only—

Free shipping and handling for all **Dream! Reach! Succeed!** pins and accompanying certificates.

TOP CHOICE!



Leading Learning Communities: Standards for What Principals Should Know and Be Able to Do, *second edition*

by NAESP

"It provides a perfect outline to engage principals in a discussion of what is really important about their jobs ... I highly recommend this book for administrators at any point in their career."

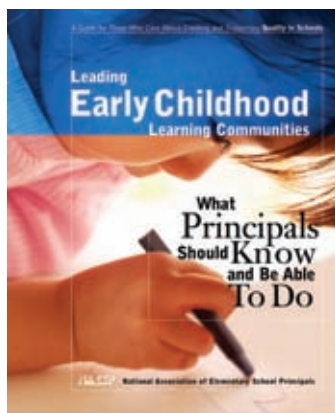
Christi Roach, NAESP Executive Director, Oklahoma City

This handbook for principals provides practical recommendations that affirm best practices and help educators create structures that not only promote positive student behaviors, but also reduce schoolwide management problems and increase student achievement. Updated for the next generation of school leaders!

© 2008, soft cover, 158 pages

Item# LLC2—TBS-10

Members: \$19.95 Nonmembers: \$29.95



Leading Early Childhood Learning Communities: What Principals Should Know and Be Able to Do

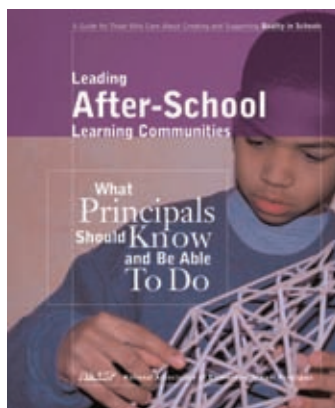
by NAESP

This NAESP standards book helps principals understand the critical need for high-quality early childhood education and what their role is in advocating, supporting, and improving early childhood education in their schools and communities. Explanations of six standards, real-life examples of the standards' application in schools, reflection questions, and assessment checklists give principals a comprehensive guide for this important stage in a child's education.

© 2005, soft cover, 102 pages

Item# ECLC—CAT-10

Members: \$19.95 Nonmembers: \$29.95



Leading After-School Learning Communities: What Principals Should Know and Be Able to Do

by NAESP

After-school programs offer valuable opportunities to support children's learning while ensuring their safety when the school day ends. This guide contains a wealth of strategies and resources that show how principals can fulfill an essential leadership role in after-school programs without assuming additional management responsibilities.

© 2006, soft cover, 114 pages

Item# LASC—CAT-10

Members: \$19.95 Nonmembers: \$29.95





NEW!

Blogs, Wikis, Podcasts, and Other Powerful Web Tools for Classrooms, *third edition*

by Will Richardson

For educators of all disciplines, this third edition of a best-seller provides K-12 examples of how Web tools such as blogs, wikis, Facebook, and Twitter allow students to learn more, create more, and communicate better.

This fully updated resource opens up a new technology toolbox for both novice and tech-savvy educators. The author provides clear explanations of specific teaching applications, with how-to steps for teaching with:

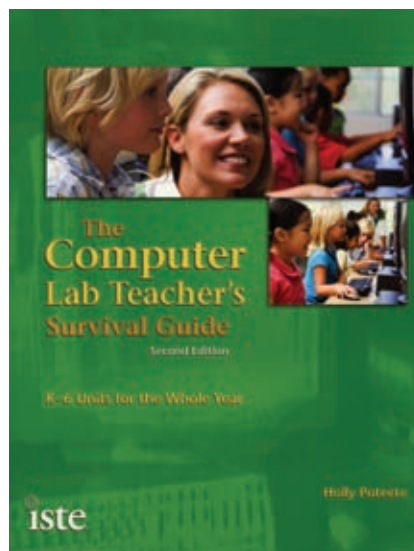
- Blogs
- Wikis
- Really Simple Syndications (RSS) feeds and aggregators
- Social bookmarking
- Online photo galleries
- Facebook, MySpace, and Twitter

Updated with materials on Web publishing and information literacy, this invaluable handbook helps students and teachers use Web tools within the classroom to enhance student learning and achievement.

© 2010, soft cover, 184 pages

Item# BWP—CAT-10

Members: \$31.95 Nonmembers: \$41.95



NEW!

The Computer Lab Teacher's Survival Guide: K-6 Units for the Whole Year, *w/CD, second edition*

by Holly Poteete

This guide offers advice on computer lab set-up, lab management, Internet security, ergonomics, and other important components of an effective computer lab. Computer lab teachers and other educators who lack computer lab teacher training, but are responsible for technology education, will find this book a helpful resource. This book provides 10 lab units, each containing two to three lessons with supplemental materials on the accompanying CD, including worksheets, quizzes, and multimedia presentations. Much of the content in this second edition is completely new, and what isn't new has been revised to keep up with the constant changes in technology.

© 2010, soft cover, 212 pages, and CD

Item# CLTSG—CAT-10

Members: \$36.95 Nonmembers: \$46.95

MEMBERS: Save an additional 10% by ordering online today at www.naesp.org/nprc. Be sure to enter the code: ONLINE DISCOUNT

ISTE Technology Facilitation and Leadership Standards: What Principals Should Know and Be Able to Do

by Traci Redish and Jo Williamson

To meet the growing need for highly qualified educational technologists, the International Society for Technology in Education worked with the National Council for Accreditation of Teacher Education to develop a set of performance assessment standards for initial and advanced endorsements in the areas of technology facilitation and technology leadership. ISTE's standards document is an inviting and surprisingly easy-to-follow guide for any educator, practicing or pre-service, who wants to be an effective technology facilitator or educational leader. This practical step-by-step guide provides everything you need to not only understand the standards, but meet and exceed them. With each chapter dedicated to a single standard, the authors provide insight, advice, and tips for every level of facilitator and school leader.



© 2009, soft cover, 200 pages

Item# TFLS—CAT-10

Members: \$39.95 Nonmembers: \$49.95

National Educational Technology Standards for Administrators

by International Society for Technology in Education

This publication is a refreshed edition of the original, first released in 2002 by the Technology Standards for School Administrators Collaborative. It is a consensus among education stakeholders of what best indicates accomplished school leadership for comprehensive and effective use of information and communication technology in schools.

© 2009, soft cover, 24 pages

Item# NETSA—CAT-10

Members: \$12.95 Nonmembers: \$17.95



Engage and Connect in a Nationwide Community of Principals

Facebook—(facebook.com/naesp)—NAESP's Facebook page is a vibrant online community where you can share stories, pictures, video, music, and best practices and meet colleagues from coast to coast.

LinkedIn—(linkedin.com/in/naesp)—Visit our profile page for information, networking, and links, and be sure to join the NAESP LinkedIn group, Elementary School Principals. It opens the doors to nationwide collaboration. Ask questions, share insightful resources, and stay in touch with colleagues about the latest developments and accomplishments in elementary and middle-level education.

Twitter—(twitter.com/naesp)—Twitter is great for sharing news, links, and quick thoughts on events and issues. See what your colleagues are tweeting about today!

Principals' Office Blog—(naesp.typepad.com)—Read updates on the latest national education issues, events, and opportunities. Add your comments and engage in the ongoing dialogue.





NEW!

Wiring the Brain to Read: Beginning Reading PreK - Grade 3

by Donna Wilson and Marcus Conyers

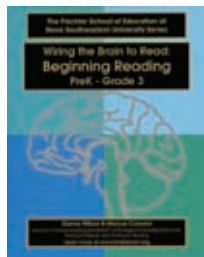
This book is the latest from two prolific authors who have adopted the metaphor of “wiring the brain to read” to describe the process of cultivating reading skills in the minds of students.” They explore the link between how the brain functions and how reading should be taught. The book presents “brain-friendly” strategies for increasing pre-reading skills and discusses word recognition and children’s unique patterns of language development, as well as biological and cultural diversity. The authors address listening as a critical cognitive skill and stress oral language development as an important underpinning for reading skills.

Their approach to reading is a balance between phonics and comprehension, aiming for schools to motivate students to enjoy reading at a 98% comprehension rate. With an ultimate goal of “self-regulation,” the authors provide strategies for helping students enjoy reading independently. Assessment is a key element in the process, so the authors recommend an approach that focuses on student skills and encourages effective classroom instruction.

© 2009, soft cover, 108 pages

Item# WTBR—CAT-10

Members: \$30 Nonmembers: \$40



NEW!

Anti-Bias Education for Young Children and Ourselves

by Louise Derman-Sparks and Julie Olsen Edwards, with foreword by Carol Brunson Day

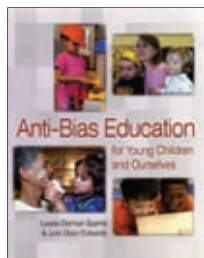
This is the eagerly awaited successor to the influential Anti-Bias Curriculum! Become a skilled anti-bias educator with this volume’s practical guidance to confronting and eliminating barriers of prejudice, misinformation, and bias about specific aspects of personal and social identity; most importantly, find tips for helping staff and children respect each other, themselves, and all people.

During the past two decades, educators everywhere have gained a wealth of knowledge and experience in anti-bias work. The result is a richer and more nuanced articulation of what is important in anti-bias education. Individual chapters focus on culture and language, racial identity, family structures, gender identity, economic class, different abilities, holidays, and more.

© 2010, soft cover, 166 pages

Item# ABEYC—CAT-10

Members: \$25.50 Nonmembers: \$35.50



NEW!

Developmentally Appropriate Practice in Early Childhood Programs: Serving Children from Birth Through Age 8, w/CD-ROM, third edition

edited by Carol Copple and Sue Bredekamp

You’ll want this new edition of an essential resource for the early childhood education field, first published in 1987, in your professional collection. The most extensive yet, this is fully revised to align with the latest research on development, learning, and teaching effectiveness.

The book includes:

- The official Position Statement on Developmentally Appropriate Practice from the National Association for the Education of Young Children
- A chapter that clarifies the connection between developmentally appropriate practice (DAP) and excellent teaching, and also challenges the field to think more openly and precisely about DAP
- A close look at development and learning in four key periods: infancy through toddler years, preschool, kindergarten, and primary school
- Specific examples for each age period of key practices seen in high-quality learning settings and, in contrast, those that are less effective

The CD-ROM includes articles, readings, and a video.

©2008, soft cover, 368 pages, and CD-ROM

Item# DAPEC—CAT-10

Members: \$35 Nonmembers: \$45



NEW!

Reaching Standards and Beyond in Kindergarten: Nurturing Children’s Sense of Wonder and Joy in Learning

by Gera Jacobs and Kathy Crowley

Standards provide an important benchmark for student learning, but meeting them doesn’t mean you have to take away fun and creativity. This book offers research-based strategies and ideas for addressing content standards in ways that nurture children’s natural love of learning.

The authors show how creative play activities can help children reach standards in literacy, mathematics, science, social studies, and the arts. They also offer suggestions for promoting healthy physical and social-emotional development.

© 2009, soft cover, 168 pages

Item# RSBK—CAT-10

Members: \$26.95 Nonmembers: \$36.95



Author Index

Adamson, Dave11
 Appelbaum, Maryln12
 Barker, Cornelius L.20
 Bender, William N.7
 Beninghof, Anne M.7
 Bergman, Abby Barry1
 Bergmann, Sherrel10
 Blankstein, Alan M.1
 Boushey, Gail20
 Breaux, Annette11
 Breaux, Elizabeth6
 Brock, Barbara14
 Buck, Frank17, 18
 Buffum, Austin5, 21
 Copple, Carol28
 Corwin Press and Ontario Principals Council22
 Davidovich, Robert2
 Derman-Sparks, Louise28
 Dillon, James14
 Downey, Carolyn J.8, 10
 DuFour, Rebecca21, 22
 DuFour, Richard14, 21, 22
 Duke, Daniel L.2
 Ehren, Barbara J.5
 Eidson, Caroline7
 Forsten, Char7
 Fullan, Michael2, 3
 Grady, Marilyn L14, 18
 Graham, Parry21
 Gray, Susan Penny3
 Green, Tena3
 Goodman, Gretchen5,7
 Guskey, Thomas R.19, 20
 Harris, Sandra14
 Hitch, Chris17
 Hodges, Diane3, 15, 16
 Hollas, Betty7, 16
 Hord, Shirley M.22
 Howard, Tish9
 Int'l Society for Technology in Education (ISTE)27
 Jacobs, Gera28
 Jensen, Eric8
 Kaagan, Stephen S.3
 Kachur, Donald S.9
 Kemp, Karen A.5
 Love, Nancy3
 Marshall, Kim19
 Marzano, Robert9
 Muhammad, Anthony14, 21
 NAESP Student Awards and Recognition23, 24
 NAESP Standards25
 Poteete, Holly26
 Redish, Traci27
 Richardson, Will26
 Roberts, Walter B.12
 Schlechty, Phillip C.2
 Stronge, James H.20

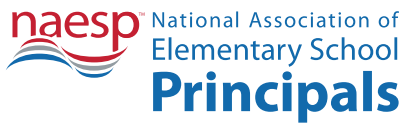
Swearer, Susan M.12
 Walker-Tileston, Donna4, 9
 Whitaker, Todd11, 13, 15
 Wilson, Donna28
 Wright, Jim5
 Young, Paul12
 Zoul, Jeffrey13

Title Index

30 Reflective Staff Development Exercises for Educators, 2nd edition3
 50 Ways to Improve Student Behavior: Simple Solutions to Complex Challenges11
 50 Ways to Improve Student Behavior Study Guide11
 194 High-Impact Letters for Busy Principals18
 Advancing the Three-Minute Walk-Through8
 All Systems Go! The Change Imperative for Whole System Reform2
 Anti-Bias Education for Young Children and Ourselves ..28
 Beyond School Improvement: The Journey to Innovative Leadership.....2
 Blogs, Wikis, Podcasts, and Other Powerful WebTools for Classrooms26
 Building a Professional Learning Community at Work ...21
 Building School Culture One Week at a Time13
 Bullying Prevention & Intervention: Realistic Strategies for Schools12
 CAFE Book: Engaging All Students in Daily Literacy Assessment and Instruction, The20
 Classroom Management: 24 Strategies EveryTeacher Needs to Know11
 Classroom Walkthroughs: To Improve Teaching and Learning9
 Closing the Poverty and Culture Gap: Strategies to Reach Every Student9
 Closing the RTI Gap4
 Collaborative Administrator: Working Together as a Professional Learning Community, The21
 Computer Lab Teacher's Survival Guide: K-6 Units For the Whole Year26
 Demystifying Differentiation in ElementarySchool7
 Designing and Teaching Learning Goals and Objectives ..9
 Developmentally Appropriate Practice in Early Childhood Programs28
 Different Brains, Different Learners: How to Reach the Hard to Reach8
 Differentiating Math Instruction: Strategies That Work in K-18 Classrooms7
 Differentiating School Leadership: Facing the Challenges of Practice2
 Dream! Reach! Succeed! Student Awards Program24
 Engage All Students Through Differentiation, K-87
 Examining What We Do to Improve Our Schools: 8 Steps from Analysis to Action14
 Executive Skills for Busy School Leaders17
 Failure Is Not an Option: 6 Principals for Making Student Success the Only Option1
 From Difficult Teachers...to Dynamic Teams14
 From Good Schools to Great Schools: What Their Principals Do Well3
 Get Organized! Time Management for School Leaders...18
 Great Ideas for Student Activities23
 Guiding Professional Learning Communities22
 How the Best Teachers Differentiate Instruction6
 How to Handle the Hard-to-Handle Student, K-512

Implementation Guide, Leading School Change13
 Interventions for Struggling Learners5
 ISTE Technology Facilitation and Leadership Standards..27
 Leading After-School Learning Communities25
 Leading Early Childhood Learning Communities25
 Leading Learning Communities25
 Leadership in Professional Learning Communities at Work: Learning by Doing22
 Leading for Learning: How to Transform Schools into Learning Organizations2
 Leading School Change: 9 Strategies to Bring Everybody on Board13
 Leading School Change, Implementation Guide13
 Learning by Doing: A Handbook for Professional Learning Communities at Work22
 Looking Forward to MORE Monday Mornings16
 More Ways You Teach the More Students You Reach, The7
 Motivating & Inspiring Teachers15
 National Educational Technology Standards for Administrators27
 Organization Made Easy! Tools for Today's Teachers17
 Peaceful School Bus: A Program for Grades K-1214
 Poverty Is Not a Learning Disability: Equalizing Opportunities for Low SES Students9
 Principal as Assessment Leader, The19
 Principal as Professional Learning Community Leader, The22
 Professional Learning Communities at Work Plan Book ..22
 Promoting Positive Behaviors: An Elementary Principal's Guide to Structuring the Learning Environment12
 Pyramid Response to Intervention: An Action Guide for School Leaders5
 Quote This! A Collection of Illustrated Quotes for Educators3
 Raising the Bar and Closing the Gap: Whatever It Takes ..22
 Reaching Standards and Beyond in Kindergarten28
 Response to Intervention: An Action for School Leaders..5
 Rethinking Teacher Supervision and Evaluation19
 RTI and Math: The Classroom Connection5
 RTI Toolkit: A Practical Guide for Schools5
 Season It with Fun!15
 Seven Secrets of Motivating & Inspiring Your Team16
 Six Secrets of Change, The3
 Student Achievement Goal Setting: Using Data to Improve Teaching and Learning20
 Student Council Products23
 Student Leadership Kit23
 Survival Kit for the Elementary School Principal, The1
 Teacher as Assessment Leader, The20
 Teach My Kid I Dare You! The Educator's Essential Guide to Parent Involvement10
 Three-Minute Walk-Through: A Multimedia Kit for Professional Development, The10
 Transforming School Culture: How to Overcome Staff Division14
 Using Data to Improve Learning for All—A Collaborative Inquiry Approach3
 Wiring the Brain to Read: Beginning Reading Pre K-Grade 328
 Working with Parents of Bullies and Victims12
 Writing Meaningful Teacher Evaluations—Right Now! ..20
 Writing Year-End Teacher Improvement — Plans-Right Now!!20
 Your First Year as a Principal: Everything You Need to Know that They Don't Teach You in School3





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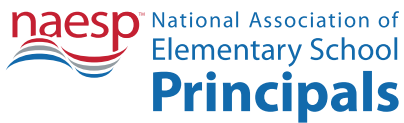
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