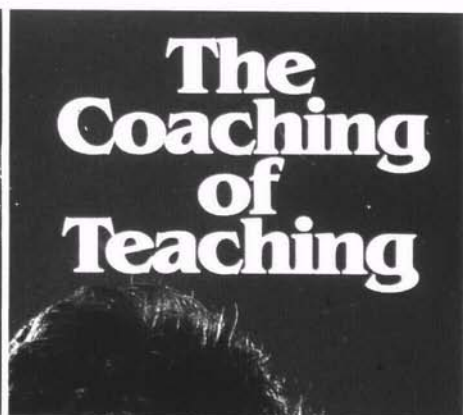


# EDUCATIONAL LEADERSHIP

October 1982



# EDUCATIONAL LEADERSHIP

The Journal of the Association for Supervision and Curriculum Development

EDUCATIONAL  
LEADERSHIP



Cover photos by Rich Clarkson, Walter Loos, Jr., and Heinz Kluetmeier for SPORTS ILLUSTRATED. Center photo by Chris West.

October 1982

Volume 40, Number 1

## STAFF DEVELOPMENT

- 4 The Coaching of Teaching *Bruce Joyce and Beverly Showers*
- 12 On Improving Teacher Effectiveness: A Conversation with David Berliner  
*Ron Brandt*
- 16 A Research-Based Inservice Model for Secondary Teachers  
*Georgea G. Mohlman, Janet Kierstead, and Mae Gundlach*
- 20 Improving Staff Development Through CBAM and 4Mat™  
*Bernice McCarthy*
- 28 Practitioners and Professors Agree on Effective Staff Development Practices  
*Fred H. Wood, Frank O. McQuarrie, Jr., and Steven R. Thompson*
- 32 A Critique of "Guidelines for Better Staff Development"  
*Marie A. Fonzi*
- 34 Staff Development Guidelines Reaffirmed: A Response to Fonzi  
*Steven R. Thompson and Fred H. Wood*
- 36 Making Staff Development Programs Work *Cathy Wilsey and Joellen Killion*
- 44 Improving Instruction Through PET *Pamela Roland Evans*
- 46 Computer Literacy for Teachers *C. Dianne Martin and Rachelle S. Heller*
- 48 An Effective Inservice Model for Content Area Reading in Secondary Schools  
*Mary M. Dupuis and Eunice N. Askov*
- 51 Curriculum Change Through Staff Development *Jane Zeni Flinn*
- 53 To Charm, to Strengthen, and to Teach *Mary Berry Brennan*
- 54 A Positive Inservice Experience in Negative Behavior Change  
*Beverly D. Braden*
- 55 Leadership Training for Secondary Principals and Department Heads *Peggy Sange*
- 56 A Building-Level Program for First-Year Teachers  
*Kathleen Fitzpatrick*
- 57 Staff Development: Fine and Fit *Ann Murray*
- 58 Leaders as Learners: A Possible Dream *Lucianne Carmichael*

## OTHER TOPICS

- 39 Social Issues: Dare Educators Take Positions? *Alex Molnar*
- 62 Introducing Computer Literacy *Stephen R. Gring*
- 63 Research Synthesis on the Science Curriculum Projects of the Sixties  
*James A. Shymansky, William C. Kyle, Jr., and Jennifer Alport*

## DEPARTMENTS

- 3 Overview *Ron Brandt*
- 60 The Way I See It *Sarah DeJarnette Caldwell*
- 68 Book Reviews
- 72 News Notes  
Programs and Practices, *Robert C. McKean and Bob L. Taylor*; Curriculum Clearinghouse, *William J. Stewart and Conrad R. Toepfer*; Research on Teaching, *Janet Eaton*; Resources, *Nancy Carter Modrak*
- 79 Follow Up



# Here's what you get as an ASCD Comprehensive Member... for just \$48 per year!

**EDUCATIONAL LEADERSHIP**—8 issues of this Educational Press Association award-winning journal published monthly October–May.

**ASCD YEARBOOK**—durable volume on a timely topic, written by outstanding educators.

**NEW BOOKLETS**—on current educational issues. (Comprehensive members receive free 4 new booklets during a year's membership. Regular members may purchase these new booklets.)

**ASCD UPDATE**—issues of this informative newsletter are published periodically.

**ANNUAL CONFERENCE**—4-day meeting held each March offering Special Sessions, Action Labs, and speakers of national renown. Reduced registration fee to all members.

**NATIONAL CURRICULUM STUDY INSTITUTES**—special limited attendance programs held throughout the nation. Reduced fees for members.

**PUBLICATIONS**—many titles available at low prices.

**AUDIO CASSETTES**—"live" recordings of more than 80 addresses and presentations by leaders in education available at modest prices.

**LOW-COST INSURANCE**—including professional liability, term life, and accident benefits, at low group rates.

## Membership Form

Check enclosed, payable to ASCD.  Bill me.  
(U.S. Addresses Only)

Name \_\_\_\_\_

Title, Institution \_\_\_\_\_

Street address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

- COMPREHENSIVE MEMBERSHIP** provides all ASCD benefits. Annual dues: \$48.00.
- REGULAR MEMBERSHIP**, all ASCD benefits except new booklets. Annual dues: \$38.00.
- SUBSCRIPTION** to *EDUCATIONAL LEADERSHIP* eight issues monthly, October–May: \$18.00.

Canadian and foreign: add \$4 per year for Comprehensive; \$3 per year for Regular; \$2 per year for subscriptions.

Complete form and mail to:

Association for Supervision  
and Curriculum Development  
225 N. Washington St.  
Alexandria, VA 22314

Member dues include a subscription to *Educational Leadership*. \$18 of dues is designated for a subscription to this journal.

## ASSOCIATION FOR SUPERVISION AND CURRICULUM DEVELOPMENT

### Executive Council

O. L. DAVIS, JR., Professor of Curriculum and Instruction, College of Education, University of Texas, Austin/*President*

LAWRENCE S. FINKEL, Executive Director, Institute for Curriculum Development, Dobbs Ferry, New York/*President-Elect*

LUCILLE JORDAN, Associate State Superintendent of Schools, Atlanta State Department of Education, State Office Building, Atlanta/*Immediate Past President*

GWYN BROWNLEE, Director, Instructional Services Department, Education Service Center Region 10, Richardson, Texas

ARTHUR L. COSTA, Professor of Education, Department of Educational Administration 163, California State University, Sacramento

SIDNEY H. ESTES, Assistant Superintendent, Atlanta Public Schools, Instructional Services Center, Atlanta

CAROLYN SUE HUGHES, Principal, Ludlow School, Shaker Heights, Ohio

FRANCIS P. HUNKINS, Professor of Education, College of Education, University of Washington, Seattle

LUTHER L. KISER, Assistant Superintendent for Curriculum and Instruction, Ames Community Schools, Ames, Iowa

NELSON QUINBY, Joel Barlow High School, West Redding, Connecticut

STUART C. RANKIN, Assistant Superintendent, Office of Research, Planning and Evaluation, Detroit Public Schools, Detroit, Michigan

PHIL CLAYTON ROBINSON, Principal, Clarence B. Sabbath School, River Rouge Public Schools, River Rouge, Michigan

BOB L. TAYLOR, Professor of Education, School of Education, University of Colorado, Boulder

### Headquarters Staff

GORDON CAWELTI/*Executive Director*

RONALD S. BRANDT/*Executive Director*

RUTH T. LONG/*Associate Director*

DIANE BARRETH/*Associate Director*

KATHY L. SCHAUB/*Assistant Director for Program and Research*

JOHN BRALOVE/*Business Manager*

SARAH ARLINGTON, JOAN BRANDT, GAYLE CROSSLAND, ANNE DEES, DOLORES DICKERSON, ANITA FITZPATRICK, JO ANN IRICK, JO JONES, TEOLA T. JONES, JACQUELYN LAYTON, INDU B. MADAN, AGATHA DEBORAH MADDOX, BARBARA A. MARENTETTE, CLARA M. MEREDITH, FRANCES MINDEL, NANCY CARTER MODRAK, NANCY S. OLSON, ROBERT SHANNON, CAROLYN SHELL, BETSEY THOMAS, BARBARA J. THOMPSON, AL WAY, COLETTE A. WILLIAMS

### Publications Committee

VINCENT ROGERS, Head, Department of Elementary Education, University of Connecticut, Storrs/*Chairperson*

THEODORE J. CZAJKOWSKI, Assistant Superintendent for Elementary and Middle Schools, Bellingham School District, Bellingham, Washington

MARY BELLE McCORKLE, Assistant Superintendent for Instruction, Tucson Unified School District, Tucson, Arizona

GERALD PONDER, Associate Professor of Education, North Texas State University, Denton, Texas

BARBARA QUICK, Instructional Supervisor, Region B, Washington, D.C.

THOMAS J. SERGIOVANNI, Professor of Education, University of Illinois, Champaign

GILBERT VALDEZ, Supervisor of Curriculum Development, Minnesota Department of Education, St. Paul, Minnesota

*Educational Leadership* is published monthly, October through May, by the Association for Supervision and Curriculum Development, 225 N. Washington Street, Alexandria, Virginia 22314. ASCD editorial office and advertising: (703) 549-9110. No remuneration is offered for contributions. Subscription price \$18.00 a year. Single copies, \$3.00. Association memberships: Regular (subscription \$18.00 and yearbook) \$38.00 a year; Comprehensive (subscription \$18.00), yearbook, and other publications issued during period of membership) \$48.00 a year. Member of the Educational Press Association of America. Contents listed in *Educational Index*. Microfilm and xerograph copies are available. For information about these copies, write to University Microfilms, 300 N. Zeeb Rd., Ann Arbor, Michigan 48106. Second class postage paid at Alexandria, Virginia, and at additional mailing offices. Postmaster: Send address changes to ASCD, 225 N. Washington St., Alexandria, VA 22314. Printer: Byrd Press, Richmond, Va.

DUPLICATING. Educators are authorized to reproduce a single article from this publication without making a written request provided that 1) duplication is for an educational purpose in a not-for-profit institution; 2) copies are made available without charge beyond the cost of reproduction; and 3) each copy includes full citation of the source. Permission to reproduce more than one article will be granted under the same conditions to those who make a reasonable request in writing.

This authorization does not apply to materials, if any, for which ASCD doesn't hold the copyright. Any such materials are so identified.

Copyright © 1982 by the Association for Supervision and Curriculum Development. All rights reserved.