

ASCD ANNUAL CONFERENCE & EXHIBIT SHOW

ATLANTA, GEORGIA
APRIL 2-4, 2016

Georgia World
Congress Center

Conference
Preview and
Registration
Materials



THIS IS WHERE YOU
LEARN.

THIS IS WHY YOU
TEACH.

THIS IS HOW YOU
LEAD.

**THIS IS WHERE
YOU GET THE TOOLS
TO PUT IT ALL TOGETHER.**

**PRE-CONFERENCE
INSTITUTES:
MARCH 30-APRIL 1**

Register Now
and **Save \$100!**

Team Discounts
for Groups of 5+

NOWHERE

is ASCD's commitment to providing you with the tools to EXCEL at education more prevalent than at the 71st Annual Conference and Exhibit Show.

Choose from **HUNDREDS** of sessions organized by these learning pathways:

- Instructional Strategies
- Assessment
- Teacher Leadership & Effectiveness
- Principal Leadership & Effectiveness
- Student Engagement
- Whole Child
- Data Management
- Special Populations
- Poverty & Equity
- Technology
- Effective Math Strategies/Standards
- Effective ELA Strategies/Standards

All designed to help you expand your knowledge as you

LEARN. TEACH. LEAD.

This program is subject to change without notice.

EARLY-BIRD DISCOUNT
Register Now and **SAVE \$100!**

BRING YOUR TEAM: Every fifth person from your school or organization attends **FREE** when you register as a group!

44

Teaching can be hard and physically and emotionally draining. Taking a few days to come and **be a part of meaningful professional development with teachers, administrators, and experts from all over the country** has been restorative and re-energizing.

—Peter Adams,
8th grade teacher

”

5 GENERAL SESSIONS



LEARN.

MANNY SCOTT Original Freedom Writer shares an inspiring message of hope, transformation, and possibility.



TEACH.

CAROL DWECK Prominent psychologist and author gives insight on growth mindset and student motivation.

SHANNA PEEPLES 2015 National Teacher of the Year explains her powerful approach to using adversity to our advantage.

LEAD.



MIKE SCHMOKER Renowned author describes where to focus your time, efforts, and resources to ensure that all students are prepared for the 21st century demands of college, careers, and citizenship.

PEDRO NOGUERA and ALAN M. BLANKSTEIN

Two award-winning authors and educational leaders provide examples of powerful practices effective in closing achievement and opportunity gaps.

START YOUR LEARNING EARLY!

Pre-Conference Institutes begin on Wednesday, March 30.

See pages 11-14 for more.

REGISTRATION FORM on **page 19.**

To register, call 1-800-933-2723 or go to www.ascd.org/annualconference | 3

THIS IS WHERE YOU

You don't believe learning ends with a degree—you learn from your students and your colleagues every day. You're always looking for the next piece of knowledge. These sessions are built to feed that need for learning.

LEARN.



GENERAL
SESSION

MANNY SCOTT

The Power of One

Manny Scott shares his against-the-odds story and several eye-opening insights of how, through hard work and with the help of others, he went from being an “unreachable” and “unteachable” high school dropout to becoming a successful student, husband, father, entrepreneur, pilot, and public servant. This presentation will not only leave listeners awed and inspired, but also moved toward change, so that people everywhere can flourish.

“ [ASCD inspires me] by having conferences like this where educators can come and network and **learn new strategies to make what we do better.** —Chantrise Holliman, 10-year teacher ”

SESSION HIGHLIGHTS

Disrupting Poverty: Creating a Poverty-Literate Culture for Student Success

Kathleen Budge and William Parrett, authors of the award-winning ASCD book *Turning High-Poverty Schools into High-Performing Schools*, share practical strategies and concrete examples for how to “jump-start” your thinking about what it takes to disrupt poverty’s adverse effects on learning.

Are You the Teacher You Intended to Be?

You’re not the same person you were when you started teaching, but are you who you wanted to be? Join the ASCD student chapter leadership team, a preservice educators’ and student teachers’ group, to reflect on your journey as an educator.

Genius Hour Throw Down: Separating Fact from Fiction

Don Wettrick, author of *Pure Genius: Building a Culture of Innovation*, and his students delve into what makes an environment ripe for innovation.

Being a Student for a Day

Learn how one day in the role of a student changed the views and perspectives of three teachers and how it changed their instructional practices.

Lights! Camera! Action! The iMovie Trailer Design Challenge

Bring your own device to this session and engage in on-the-spot video production that you can replicate with your staff and students.

Time to Teach: Getting Organized and Working Smarter

Gain ideas for saving time planning lessons, delivering instruction, assessing students, and keeping records.

How Do I Finish What I Started?

Learn about the five fallacies of implementation and the four concrete steps you can take to increase the probability of successful implementation.

Freedom to Fail: Creating a Culture of Risk Takers and Innovators

Build a classroom culture that values failure, and learn how assessment and grading can make or break a classroom that leverages the freedom to fail.

Core Collaboration: A Partnership of Three Teacher Networks

Explore the free resources ASCD educators, Apple distinguished educators, and PARCC educational leaders used to create a series of Common Core State Standards resources on iTunes U* in this interactive session.

Are You Ready for Curriculum Mapping Version 3.0?

Explore the third generation of curriculum mapping with Heidi Hayes Jacobs and Jay McTighe.

Explore the full list of sessions at www.ascd.org/annualconference.

*iTunes U is a registered trademark of Apple, Inc.

PLUS
These
Sessions
and More!

- Oh, The People You’ll Meet If Only You’ll Tweet
- Injecting New Life Into Your PLC and Winning Together
- Coaches and Cameras! Instructional Models and Homegrown Video Libraries
- Fostering Global Awareness in the Digital Age
- Three Surprising Tools to Engage High-Poverty Students
- Critical Race Theory: A Crucial Conversation to Close Gaps

LEARN. TEACH. LEAD.



THIS IS WHY YOU

TEACH.

Students are what gets you motivated. There's nothing like seeing that moment when a student just gets it, that a-ha moment that you helped create. These sessions are designed to help you recreate that moment every day.

GENERAL SESSIONS

CAROL DWECK

The Journey to a Growth Mindset

Join renowned psychologist Carol Dweck as she illustrates how fixed and growth mindsets affect students' motivation and achievement and explores new research on why educators are not always effective at communicating a growth mindset to students—and how they can be more effective in the future.



SHANNA PEEPLES

*The Limitations Are the Lesson:
Using Adversity to Our Advantage*

From Marcus Aurelius to Kelly Clarkson, we've learned adversity makes us stronger. But how do we maintain best practices under pressure to standardize, formularize, and anesthetize? The 2015 National Teacher of the Year examines some of history's most resilient people and highlights how attitude, aim, and action can help navigate rough waters.



The conference surpassed my expectations! **The breakout sessions, the keynote speakers have all been relevant and helpful** in my desire to meet the needs of my students back home.

—Peter Adams,
8th grade teacher



SESSION HIGHLIGHTS

Flip This, Flip That

Join flipped learning pioneers Jon Bergmann and Aaron Sams for an interactive look at what flipped learning looks like as it is implemented in various subject areas and grade levels.

Total Participation Techniques 2.0

William Himmele and Pérsida Himmele, authors of *Total Participation Techniques*, share essential information for effectively using Total Participation Techniques (TPTs) to maximize student learning.

Engagement Through Gamification: Getting Students to Do Anything You Want

Learn how O'Neill Middle School designed, created, and implemented an award-winning voluntary gamification program that got 80 percent of the students connecting, collaborating, reading, writing, and more.

Creativity Is Great, But How Do Educators Assess It?

Myron Dueck shares how to adapt assessments to measure knowledge in whatever form it may be displayed while strengthening student accountability.

Teaching and Engaging Students with Poverty in Mind

Teach Title I students like a pro with 15 practical strategies to rekindle your passion and erase the achievement gap with classroom-tested, role-modeled action steps.

Transforming Button-Pushing Behaviors into Student Achievement

Gain a detailed plan of strategies to eliminate 90 percent of "button-pushing" distractions in the classroom without losing the love of your kids.

Because I Said I Would: The Effect of Promises Made and Kept

Alex Sheen believes that every individual has the strength to become a person of their word. Hear his insights and learn how to become better at fulfilling commitments through compelling and real-life examples from the "because I said I would" movement.

Unconference Session for Teachers

Calling all teachers! Looking to connect with classroom teachers from around the world, find solutions for common pain points, discuss successes, and learn new tricks of the trade? Attend this special unconference session, facilitated by an ASCD Faculty member, and walk away with ideas and suggestions to implement right away.

Explore the full list of sessions at www.ascd.org/annualconference.

PLUS These Sessions and More!

- Is Your Project-Based Learning Up to the Gold Standard?
- Math as a Second Language
- Achieving the Unexpected: Creating Schools Where All Learners Thrive
- Video-Enhanced Teacher Development: Making Observations More Meaningful to Teachers
- Staying Responsive and Resilient When Teaching Complex Texts
- Art as a First Language
- Activating Student Voice: The Driver for Deep Learning and Whole School Change
- Making Data Usable: A Process for Improving Teaching and Learning
- Keeping Your School On the Cutting Edge with Brain Science

THIS IS HOW YOU

You set the example for your students and your colleagues. You don't just educate, you participate—whether in the classroom, in meetings, or just in the hallway. These sessions are created to help you continue to exemplify what an educator should be.

LEAD.



GENERAL
SESSION



MIKE SCHMOKER

FOCUS: First Things First for the 21st Century

Learn precisely where to focus your valuable time, efforts, and resources to ensure that all students are prepared for the 21st century demands of college, careers, and citizenship. Learn the three most essential elements of good schooling—coherent curriculum, authentic literacy, and soundly structured lessons—and how to implement them immediately, successfully, and on a very clear, straightforward model.



By attending conferences...and connecting with others in the ASCD network, **I am able to keep a finger on the pulse of the educational landscape.**

—Sarah Akhtar, school designer and consultant and former teacher



SESSION HIGHLIGHTS

Influencing the Gates Foundation

Vicki Phillips of the Bill & Melinda Gates foundation highlights examples of how the foundation partnership with ASCD goes through a process of grant awards to teachers. Learn innovative strategies and ideas on how to connect teachers with other teachers to find new ways to hone their craft to realize their ultimate goal of helping students succeed.

Get Every Teacher to Be Like the Best Teacher

Learn from Todd Whitaker how to lead all your teachers to be as good as your most effective ones in this session from the Carter Series on Educational Leadership.

No More Snow Days: One State's Approach to Digital Learning

Engage with digital content relating to the challenges and successes of Kentucky's digital learning on snow days program.

Leadership in Uncertain Times

Shaifali Puri shares how using counterintuitive thinking and long-term planning to create actionable models can help identify, isolate, and solve the most complicated challenges around the globe.

Crucial Leadership Questions for Inspiring Schoolwide Excellence

In this Cawelti Leadership Lecture, Baruti Kafele provides a powerful examination of what it takes to make a school community achieve great success in the classroom and beyond.

Ignite! Learn. Teach. Lead. But Make It Quick

Join ASCD leaders—student chapter members, emerging leaders, affiliates, and others—to hear more about leadership, educational trends, and what a leader needs for educating the whole child in 2016.



KEYNOTE LUNCHEON

Why Digital Leadership Matters

Join **Steven Anderson** for a conversation about digital leadership—what it really means, how it can be done easily and simply, and, most important, why it matters.

Registration Fee: \$45

**Saturday, April 2,
12:00-1:30 p.m.**

Principal Talent Management: Getting and Keeping Great Principals

Explore the Principal Talent Management Framework developed by the George W. Bush Institute and the American Institutes for Research.

Unconference Session for Leaders

Calling all leaders! Looking to connect with school-based leaders from around the world, find solutions for common pain points, discuss successes, and learn new tricks of the trade? Attend this special unconference session, facilitated by an ASCD Emerging Leader, and walk away with ideas and suggestions to implement right away.

Explore the full list of sessions at www.ascd.org/annualconference.

PLUS!

ASCD'S Principal Leadership Development Framework: Creating, Leading, and Sustaining Schools That Excel

Visionary. Instructional Leader. Influencer. Learner and Collaborator. Each of these roles captures an essential component of the work of every principal, and succeeding in each of those roles is essential in leading and sustaining a successful school. Join us and learn more about how ASCD can support the success of those who serve in one of education's most challenging jobs—school principal!

AGENDA

Meet, Greet, and Off to Eat

Friday, April 1, 2016
5:00–6:30 p.m.

Start the conference on the right foot with a hearty welcome from ASCD. Meet up with friends old and new and gear up for all the learning ahead.



EVENT HOURS

Wednesday, March 30

ON-SITE REGISTRATION 7:00 a.m.–4:30 p.m.
PRE-CONFERENCE INSTITUTES 8:30 a.m.–3:30 p.m.

Thursday, March 31

ON-SITE REGISTRATION 7:00 a.m.–4:30 p.m.
PRE-CONFERENCE INSTITUTES 8:30 a.m.–3:30 p.m.

Friday, April 1

ON-SITE REGISTRATION 7:00 a.m.–7:00 p.m.
PRE-CONFERENCE INSTITUTES 8:30 a.m.–3:30 p.m.

Saturday, April 2

ON-SITE REGISTRATION 7:00 a.m.–5:30 p.m.
EXHIBIT SHOW 8:30 a.m.–5:00 p.m.

Sunday, April 3

ON-SITE REGISTRATION 7:30 a.m.–5:30 p.m.
EXHIBIT SHOW 8:30 a.m.–5:00 p.m.

Monday, April 4

ON-SITE REGISTRATION 7:30 a.m.–1:00 p.m.
EXHIBIT SHOW 8:30 a.m.–1:00 p.m.

SCHEDULE AT-A-GLANCE

Friday, April 1

5:00–6:30 p.m. Welcome Reception

Saturday, April 2

8:00–9:30 a.m. Educational Sessions
9:30–10:00 a.m. Free time to explore the Exhibit Show
10:00–11:45 a.m. Opening General Session
11:45 a.m.–1:00 p.m. Free time to explore the Exhibit Show
1:00–2:30 p.m. Educational Sessions
2:30–3:00 p.m. Free time to explore the Exhibit Show
3:00–4:30 p.m. Second General Session
6:00–8:00 p.m. Networking Reception

Sunday, April 3

8:00–9:30 a.m. Educational Sessions
9:30–10:00 a.m. Free time to explore the Exhibit Show
10:00–11:45 a.m. Third General Session
11:45 a.m.–1:00 p.m. Free time to explore the Exhibit Show
1:00–2:30 p.m. Fourth General Session
2:30–3:00 p.m. Free time to explore the Exhibit Show
3:00–4:30 p.m. Educational Sessions
5:00–6:30 p.m. Closing General Session

Monday, April 4

8:00–9:30 a.m. Educational Sessions
9:30–10:00 a.m. Free time to explore the Exhibit Show
10:00–11:30 a.m. Educational Sessions
11:30 a.m.–1:00 p.m. Free time to explore the Exhibit Show
1:00–3:00 p.m. Educational Sessions



PRE-CONFERENCE INSTITUTES

March 30–April 1, 2016

**Get the Most out of the Conference:
Don't Miss the Pre-Conference Institutes**

Maximize your learning experience by starting early with Pre-Conference Institutes. Start as early as Wednesday, March 30, and take even more information and strategies back home to help lead your colleagues.

SPECIAL ONE-DAY PRE-CONFERENCE INSTITUTES: Visits to Award-Winning Schools

**Thursday, March 31, 2016
9:00 a.m.–2:00 p.m.**

Cost: \$269 ASCD members/
\$369 nonmembers

Learn from your peers by visiting one of these Gwinnett County public schools. The county was a 2014 recipient of the Broad Prize for Urban Education. The Broad Prize is awarded each year to honor urban school districts that demonstrate the greatest overall performance and improvement in student achievement while reducing achievement gaps among low-income students and students of color.

Central Gwinnett High

See first-hand how Central Gwinnett college and career academy teachers work collaboratively to develop student-relevant learning and enhance student readiness for life after high school.

Knight Elementary

Experience how the Knight community, through Academic Parent Teacher Teams, shares in the commitment of providing rigorous and high-quality instruction to meet the needs of every child.

Peachtree Ridge High

Discover how Peachtree Ridge High uses the 4x4 block schedule structure to create unique learning opportunities in all areas, including literacy and STEM.

Roberts Elementary

Get inspired by Roberts Elementary School as you see how their "Be The Leader" program builds student leaders, and helps students become accountable for their own learning.

White Oak Elementary

See how White Oak Elementary School engages students daily with collaborative student teams to help each other research and learn.

Mulberry Elementary

Observe the balanced literacy and mathematics in a technology-rich workshop model at Mulberry Elementary; see project-based learning and student leadership characteristics in action.

THREE-DAY PRE-CONFERENCE INSTITUTE

**Wednesday, March 30–
Friday, April 1, 2016**

Cost: \$489 ASCD members/
\$559 nonmembers

Leading for Effective Differentiation: Growing the Teachers Who Grow the Kids

**Carol Ann Tomlinson and
Michael Murphy**

Learn what leaders can do to successfully and collaboratively initiate, implement, and institutionalize differentiated teaching practices. This institute will provide an opportunity to explore with fellow leaders the tools and strategies necessary to deepen the motivation, learning, and practices of teachers who have the responsibility to ensure the growth of the full range of learners in today's schools.

Materials Fee: \$23 for *Leading for Differentiation: Growing Teachers Who Grow Kids*
Registration Code: PD16PC001

TWO-DAY PRE-CONFERENCE INSTITUTES

**Thursday, March 31–
Friday, April 1, 2016**

Cost: \$379 ASCD members/
\$449 nonmembers

Interactive Strategies for Instruction and Assessment to Engage Reluctant Learners

**Kristina Doubet and
Jessica Hockett**

Explore in-depth what differentiation really looks like in today's classrooms through hands-on activities focused on making differentiation practical and applicable in real 6–12 settings. Engage in active strategies for building classroom community, gathering information on student progress, engaging students in challenging content, and fostering motivation with the goal of helping teachers see and understand differentiation in the context of what they do every day.

Materials Fee: \$26 for *Differentiation in Middle and High School: Strategies to Engage All Learners*
Registration Code: PD16PC002

Balancing Evaluation, Supervision, and Reflection

Tony Frontier

Gain a comprehensive roadmap to help schools and districts empower teachers as the central, active agents in the process who are engaged in every step of the process as they build their capacity to be reflective practitioners on a pathway toward expertise. Dozens of practical tools and protocols will be shared that can be used by teachers, coaches, supervisors, principals, and central office staff.

Materials Fee: \$21 for *Five Levers to Improve Learning: How to Prioritize for Powerful Results in Your School*
Registration Code: PD16PC003

Building Teachers' Capacity for Success

Pete Hall

Award-winning former principal Pete Hall will share the tools (such as the Continuum of Self-Reflection), the mindset (strength-based), and the strategies (individualized coaching and differentiated feedback) to build our teachers' capacity for success. Bring a team to collect maximum benefit learning the nuances of supporting teachers as reflective practitioners and expert educators.

Materials Fee: \$43 for *Building Teachers' Capacity for Success: A Collaborative Approach for Coaches and School Leaders and Teach, Reflect, Learn: Building Your Capacity for Success in the Classroom*
Registration Code: PD16PC004

Balanced Leadership for Powerful Learning

**Bryan Goodwin and
Greg Cameron**

Gain practical insights from research and real-life experience that will help you to create a "stop-doing" list, focus on doing a few things well, overcome resistance to change, and develop a school culture where everyone works together to effect change so you don't have to go it alone.

Registration Code: PD16PC005

Understanding by Design®: Beginning the Journey

**Donnell Gregory and
Eric Carbaugh**

What is understanding and how does it differ from knowing? How do we unpack standards to identify the important big ideas that we want students to understand? What instructional practices are best suited to developing student understanding and the ability to transfer their learning? Explore these questions and more through a series of thought-provoking exercises and practical and proven design tools and templates. The institute is designed for educators at all levels interested in enhancing their design of curriculum, assessment, and instruction with focus on improving student understanding using the Understanding by Design® framework.

Materials Fee: \$20 for *The Understanding by Design Guide to Creating High-Quality Units*
Registration Code: PD16PC006

The Contemporary Teacher Dashboard

Heidi Hayes Jacobs and Marie Hubley Alcock

Cultivate your expertise in creating, designing, organizing, and managing 21st century learning environments. This action-packed series of professional development experiences will help you modernize your practice with a focus on strategies to develop new digital media literacy, self-navigation support for personalized learning, global partnerships, curriculum quests on relevant issues, and refreshed assessment tasks.

Registration Code: PD16PC007

Developing an Understanding-Based Curriculum by Design

Jay McTighe and Opal Dawson

Join Understanding by Design® coauthor Jay McTighe to explore the latest work with the Understanding by Design® framework, a practical approach to transforming standards into a teachable curriculum that emphasizes understanding and long-term transfer.

This institute is designed for curriculum leaders, including assistant superintendents, curriculum directors, department and grade-level chairs, staff developers, and school-based administrators and lead teachers serving on curriculum committees. It is recommended that participants attend in school and district teams. Resources will include the latest books in the Understanding by Design® series and a large collection of excellent, supportive websites.

Materials Fee: \$44 for *Schooling by Design: Mission, Action, and Achievement* and *The Understanding by Design Guide to Advanced Concepts in Creating and Reviewing Units*

Registration Code: PD16PC008

Causes and Cures for Academic and Behavior Problems

Margaret Searle and Marilyn Swartz

Explore how executive function delays keep students from making progress and what can be done to change this outcome. Learn how to identify causes for both academic and behavior problems. Using your own students as practice cases, diagnose root causes, write specific intervention goals, and learn ways to develop a practical three-pronged action plan with a problem-solving protocol that has helped hundreds of schools transform their intervention team meetings into productive sessions that involve families in a positive way.

Materials Fee: \$31 for *Causes and Cures in the Classroom: Getting to the Root of Academic and Behavior Problems* and *Teacher Teamwork: How Do We Make It Work?*

Registration Code: PD16PC009

ONE-DAY PRE-CONFERENCE INSTITUTES

Friday, April 1, 2016

Cost: \$269 ASCD members/
\$339 nonmembers

Highly Engaging Instructional Practices That Promote Greater Student Achievement

Vera Blake

Explore principles, strategies, and research-based approaches from *The Art and Science of Teaching* that foster climates of success for all learners. Bring your smart phone, tablet, laptop, or other digital device and design lessons that meet the learning needs of a wide range of students and help students effectively interact with new knowledge. Frame the learning opportunities that help students achieve maximum retention and engagement. Model and practice strategies that appeal to a diverse range of learners to help them practice and deepen their understanding of new knowledge.

Materials Fee: \$21 for *The Art and Science of Teaching*

Registration Code: PD16PC010

Student Voice: The Key to Sustainable School Improvement

Michael Corso and Kristine Fox

Learn about the importance of partnering with students to create a meaningful teaching and learning environment. Discuss the current trends and research related to student voice and its effect on academic motivation. Discover a variety of tools to collect student voice data and ideas for fostering student voice in the classrooms, buildings, and districts.

Registration Code: PD16PC011

Leadership Matters: A Strengths-Based Approach to Building Principals' Capacity

Ann Cunningham-Morris

Explore principal growth and professional learning using the ASCD Principal Leadership Development Framework, the ASCD Principal Continuum of Self-Reflection, and other ASCD leadership development tools. Leave this session armed with an increased repertoire of leadership development practices and next-step action plans aligned with your role as a principal, aspiring principal, or district leader responsible for leadership development.

Materials Fee: \$25 for *The Principal Influence: A Framework for Building Leadership Capacity*

Registration Code: PD16PC012

Challenges and Solutions: Assessing Creativity, Innovation, and Learning in the Modern Classroom

Myron Dueck

Today's educators must assess learning through the promise of creativity and digital innovation while navigating the challenges of student poverty, stress, and anxiety. Join Myron Dueck, educator and author of *Grading Smarter, Not Harder*, for a one-day institute focused on grading and assessment reforms that are both practical and effective in the modern classroom. This intriguing day will be packed with stories, video, and many practical examples of how to better assess learning and creative projects while building stronger relationships.

Materials Fee: \$22 for *Grading Smarter Not Harder: Assessment Strategies That Motivate Kids and Help Them Learn*

Registration Code: PD16PC013

ONE-DAY PRE-CONFERENCE INSTITUTES *Continued*

Supporting and Retaining New Teachers

Bryan Harris

The costs of new teacher attrition are high: It is expensive to recruit, hire, and train new teachers; high turnover affects school culture and reform; and student achievement is lower in organizations with high rates of new teacher attrition. What can school leaders and policy makers do about this persistent problem? In this interactive and informative session, participants will examine four research-based supports that are crucial to the success of new teachers, work collaboratively to analyze the supports currently in place in their organization, and plan for the implementation of specific strategies and supports for new teachers.

Materials Fee: \$10 for *Retaining New Teachers: How Do I Support and Develop Novice Teachers?*

Registration Code: PD16PC014

Everyone Engineers: Engineering in the Elementary School Classroom

Christine Cunningham

This institute will offer participants the chance to engage in hands-on, minds-on activities that bring engineering to the elementary school classroom. By exploring parachute design and aerospace engineering, we will engage in engineering activities as a learner and then analyze the activities as educators. Through this process, we will come to a group understanding of the benefits of incorporating engineering in elementary school classrooms, how engineering supports science content learning, and the engineering habits of mind that are important to foster in children.

Registration Code: PD16PC015

The Principal 50: Critical Leadership Questions for Inspiring Schoolwide Excellence

Baruti Kafele

Why do you lead? With this deceptively simple question, Kafele begins a powerful examination of what it takes to make a school community achieve great success in the classroom and beyond. A series of self-reflection questions will help you gain a deeper understanding of the meaning behind the work you do, including how best to inspire and motivate students, teachers, and other school staff to approach their work with vigor and purpose.

Materials Fee: \$18 for *Closing the Attitude Gap: How to Fire Up Your Students to Strive for Success*

Registration Code: PD16PC016

When Close Reading Becomes Too-Difficult: Designing Scaffolds and Contingencies

Diane Lapp, Maria Grant, and Kelly Johnson

Handling the varying levels of students at the end of a close reading session provides a huge challenge for many educators. This institute shares practical examples of, and a plan for, scaffolding instructional steps following a close reading session in ways that support your students' growing independence.

Materials Fee: \$46 for *A Close Look at Close Reading: Teaching Students to Analyze Complex Texts, Grades K-5* and *A Close Look at Close Reading: Teaching Students to Analyze Complex Texts, Grades 6-12*

Registration Code: PD16PC017

Short on Time: Making Time to Learn and Lead Collaboratively

William Sterrett

Join William Sterrett, former award-winning school principal and author of the ASCD books *Short on Time* and *Insights into Action*, for an institute focused on building a collaborative school culture. Learn strategies to support and affirm a positive culture and climate focused on learning and collaboration, maximize faculty meetings, cultivate professional growth, and foster innovative learning inside and outside your school.

Materials Fee: \$17 for *Insights Into Action: Successful School Leaders Share What Works*

Registration Code: PD16PC018

The Power of Personal Learning

Eric Sheninger

Learn how you can use the Internet and Web 2.0 tools to create personal learning networks (PLNs) and customize your "always-on" learning networks to better prepare and understand the Common Core State Standards, college and career readiness, technology integration, engaging learners, and effective leadership strategies.

Materials Fee: \$26 for *Digital Leadership: Changing Paradigms for Changing Times*

Registration Code: PD16PC019



The Whole Story Behind ASCD's **WHOLE CHILD APPROACH**

You come to the conference to become a complete educator; now learn how ASCD can also help you focus on the whole child.

ASCD's Whole Child Three-Year Study

Timeline:
May 2012-
April 2015

Participants:
10 U.S. schools



Effective learning takes much more than just academics. ASCD recently completed a comprehensive three-year study using real-world settings to investigate how the five tenets of the ASCD Whole Child approach to education can lead to improvements in social, emotional, behavioral, and academic conditions that influence long-term student success.

Be among the first to learn about new research that demonstrates what else students need to succeed in the classroom. Hear from and connect with school and district leaders involved in the pilot program, and explore how these improvements in your school's overall environment and tone can have a sustainable effect on student performance and teacher effectiveness.

Attend These Breakthrough Sessions to Learn How to Improve Your School for the Success of the Whole Child

- Introduction to ASCD's Whole Child Approach: The Five Tenets
- Implementing ASCD's Whole Child Approach: Tools That Support the Work
- Leading Using ASCD's Whole Child Approach: Principal and Teacher Leadership Skills to Sustain the Work

EXHIBIT SHOW

Experience All the Tools to Learn, Teach, and Lead

More than 300 companies await you at the ASCD Exhibit Show. This is your chance to see all the latest products and services to help at all levels and in all areas in your schools. The centerpiece of the show is the ASCD Center, featuring all the latest resources and services, book signings, and the ASCD Bookstore. Don't miss the many different events and activities throughout the conference in the Exhibit Show!



EXPLORE AND LEARN IN ATLANTA



Experience the variety of exciting adventures Atlanta offers. The Fernbank Museum, the Georgia Aquarium, the World of Coca-Cola, and the SkyView Ferris Wheel are just a few of the city's alluring attractions. Truly a modern city, Atlanta has something for everyone to enjoy and learn from.

Visit <http://attend2.atlanta.net/ascd> for more.

HOTEL RESERVATION INFORMATION

Reservations can be made August 13, 2015, through March 18, 2016. To be assured a room at the ASCD conference rates, please make your reservation by the cut-off date of March 18, 2016. Hotel changes and/or cancellations can be made in most instances until three days prior to arrival. To make a reservation, choose one of the following methods.

Online: www.ascd.org/annualconference

You can make your reservations online, 24 hours a day, 7 days a week. You can also see hotel descriptions, photos, and map locations. You can even update or cancel your reservations online. Reservations are secure and protected.

Phone: 1-855-992-3353 (in United States and Canada). Internationally, call 1-312-527-7300, Monday -Friday, 9:00 a.m. -7:00 p.m. eastern time.

Fax: 1-212-532-1556

Mail: ASCD Housing/onPeak LLC, 381 Park Avenue South, 3rd floor, New York, NY 10016

CONFIRMATIONS

Confirmations will be e-mailed, faxed, or mailed from onPeak within three business days upon receipt of your hotel reservation form if your choices were available. Please review all information for accuracy. Please contact onPeak at 1-855-992-3353 if you do not receive your acknowledgment within three business days. You will not receive written confirmation from the hotel.

ROOM RATES AND TAXES

Reservations must be received no later than March 18, 2016, to be assured a room at the ASCD Annual Conference rates. After this date, the official ASCD room blocks may be released and the hotels may charge significantly higher rates. Call-in reservations will be accepted based on availability up until the first show date of April 2, 2016. All rates are per room, per night, and are subject to a 16% sales and occupancy tax, plus a new Georgia General Assembly hotel/motel fee of \$5.00 per room, per night. (Please note: Occupancy taxes may vary by hotel.) Taxes are subject to change without notice. Hotels may charge additional fees for rooms with more than two occupants. When making a reservation, please provide room bedding preferences. The hotel will assign specific room types upon check-in, based on availability. Please be advised that requests are not guaranteed by onPeak or the hotel.

Important Note: Only Georgia sales tax exemption forms can be honored in the state of Georgia. Out-of-state sales tax exemption forms cannot be accepted.

EARLY-BIRD/ADVANCE PURCHASE RATES

Early-bird or advance purchase rates are subject to the conditions specified by the hotel. Please review hotel terms prior to booking.

CHANGES/CANCELLATIONS

Hotel cancellations should be made through onPeak at least three days prior to arrival, depending upon each hotel's cancellation policy. Changes are subject to hotel availability. Also note that hotels may impose an early departure fee. This policy is at the discretion of the hotel, and the amount varies. To avoid a charge, be sure to verify your departure date upon check-in.

DEPOSITS

All reservations must be guaranteed with a credit card or first night's deposit. **No check deposits will be accepted after March 18, 2016.** If onPeak receives a check after this date, it will be returned. After this date, reservations will be guaranteed by credit card only.

HOTEL INFORMATION



Key	Hotel	Early-Bird Rate. Book by January 29, 2016	Standard Rate starting at	Rating
1	Aloft Atlanta Downtown	N/A	\$159	★★★★★
2	Atlanta Hilton	\$169	\$179	★★★★★
3	Atlanta Marriott Marquis	N/A	\$189	★★★★★
4	Courtyard by Marriott Atlanta Downtown+	N/A	\$179	★★★★★
5	Double Tree Atlanta Downtown	N/A	\$175	★★★★★
6	Ellis Hotel	N/A	\$169	★★★★★
7	Embassy Suites Downtown at Centennial Park	N/A	\$199	★★★★★
8	Glenn Hotel, Autograph Collection	\$149*	\$159	★★★★★
9	Hampton Inn & Suites	N/A	\$159	★★★★★
10	Hilton Garden Inn Atlanta Downtown	N/A	\$185	★★★★★
11	Holiday Inn Downtown	\$139	\$149	★★★★★
12	Holiday Inn Express	N/A	\$147	★★★★★
13	Hyatt Regency Atlanta	N/A	\$185	★★★★★
14	Omni Hotel at CNN Center**	N/A	\$199	★★★★★
15	Sheraton Atlanta	\$159	\$169	★★★★★
16	The Ritz-Carlton, Atlanta	N/A	\$199	★★★★★
17	Westin Peachtree Plaza	\$184	\$195	★★★★★

* Early-bird rate available through February 29, 2016, for Glenn Hotel.

** Headquarters Hotel

71st ASCD Annual Conference and Exhibit Show • April 2-4, 2016 • Georgia World Congress Center • Atlanta, Georgia, USA

PLEASE NOTE: Housing opens August 13, 2015, and closes March 18, 2016.

onPeak LLC is managing hotel reservations for ASCD's 71st Annual Conference and Exhibit Show. With onPeak's experience, technology, and tracking systems, they anticipate offering better and faster service to you. No prepayment—pay when you stay, not when you book. No hidden fees or processing fees. On-site ASCD service desk at the conference—full support from time of booking until you check out.

The easiest way to reserve your room is online at www.ascd.org/annualconference; or call onPeak at 1-855-992-3353.

- Real-time reservations and instant confirmation, 24 hours a day 7 days a week.
- onPeak's website is secure and protected.
- Full hotel info including descriptions, photos, and maps.
- If you are paying by credit card, do not include credit card info in this form. **Upon receipt of your confirmation, you will need to enter your credit card information within 72 hours of receipt.**
- All reservations must be guaranteed with a credit card or first night's deposit.
- If you are sending a check with the form, no check deposits will be accepted after March 18, 2016. Should onPeak receive a check after this date, it will be returned.
- Please make photocopies of this form if you need more than one.
- Keep a copy of the completed form for your files.
- Please **do not** mail form after faxing. The onPeak fax number is 1-212-532-1556.
- Confirmations are e-mailed only to the primary guest.
- Please contact onPeak at 1-855-992-3353 if you do not receive confirmation within 5 business days.
- Please see your onPeak confirmation for hotel policies for your room reservation.
- Early-bird or advance purchase rates are subject to the conditions specified by the hotel. Please review hotel policies prior to booking.

TO MAKE YOUR RESERVATION

1. Primary Guest Information (please fill out completely):

TODAY'S DATE _____

FIRST NAME	LAST NAME	COMPANY/AFFILIATION	
STREET ADDRESS OR P.O. BOX NUMBER		SUITE/FLOOR	
CITY	STATE	ZIP	COUNTRY
DAYTIME PHONE		FAX NUMBER (IF INTERNATIONAL, INDICATE COUNTRY CODE)	
E-MAIL			

2. Select Six Hotels: Rooms are assigned on a first-come-first-served basis. Should onPeak be unable to confirm initial housing requests, you will be contacted to arrange for alternative accommodations. Please fill in all six choices below. This form is to indicate preference only and submission does not guarantee confirmation.

1st Choice _____	4th Choice _____
2nd Choice _____	5th Choice _____
3rd Choice _____	6th Choice _____

Use more than one row for different dates if necessary and indicate the number of rooms required for each room type.

Occupant Name (Required)	Check-In Date	Check-Out Date	Single	Double 1 bed/2 people	Twin 2 beds/2 people

3. Special Requests (please check the appropriate option): ADA-Compatible Rooms Smoking Nonsmoking Other: _____

**DO NOT RETURN THIS FORM TO ASCD. SEND IT TO
ASCD HOUSING AT onPeak LLC, 381 PARK AVENUE SOUTH, 3RD FLOOR, NEW YORK, NY 10016**

REGISTRATION INFORMATION

**JOIN
ASCD NOW**
and Register
at the Member
Price!

REDUCE YOUR REGISTRATION FEES WITH ASCD MEMBERSHIP

Member benefits are piled high—if you're not currently an ASCD member, add a \$59 membership with your registration and save at least \$70 by activating the conference member price. Membership includes 8 issues of *Educational Leadership*® magazine; 12 issues of *Education Update* newsletter; access to an online library with over 15,000 articles and webinars—and of course discounts on professional development resources, conferences, and events. Each attendee who wishes to activate member pricing for conference registration will need to be an active ASCD member or purchase a membership with conference registration.

PAYMENT MUST ACCOMPANY REGISTRATION FORM

- **Online:** Register online at www.ascd.org/annualconference with a MasterCard, VISA, American Express, or Discover Card.
- **Phone:** Register by phone (1-800-933-2723 or 1-703-578-9600, then press 1) with a MasterCard, VISA, American Express, or Discover Card.
- **Fax:** Register by fax (1-703-575-5414) with a purchase order.
- **Mail:** Register by mail with a MasterCard, VISA, American Express, Discover Card, money order, purchase order, or check.
- **Wire Transfer:** E-mail registration@ascd.org for transfer procedures.

SAVE BY REGISTERING EARLY

Register by February 3, 2016, to save money and increase your chances of obtaining the best accommodations in Atlanta.

EARN ACADEMIC CREDIT

Visit ASCD's website at www.ascd.org/academiccredit for full details on colleges and universities currently offering graduate credit.

SAVE WITH YOUR TEAM

Bring your team and save! Register your team at the same time, and every fifth person who registers from your school or district may attend Annual Conference, Pre-Conference Institutes, or both for FREE. All team members must register at the same time and for the same choice of events, either Annual Conference, Pre-Conference Institutes, or both. **All five registration forms must be sent together and faxed to 1-703-575-5414.** (For Pre-Conference Institutes, registrations must include materials fees, if applicable.)

VOLUNTEER AT THE ASCD ANNUAL CONFERENCE

Conference volunteers receive a \$10 gift certificate for every session they host. Gift certificates can be used toward any ASCD program, product, or service within one year of the conference. When you register, please indicate that you would like to volunteer. Before the conference, you will receive an e-mail notification with online session selection information. You must be registered to volunteer. Questions? Please e-mail us at volunteer@ascd.org.

TRANSPORTATION DISCOUNTS

Discounts from Amtrak, car rentals, and airlines are available on the conference website at www.ascd.org/annualconference. Make your reservations early for the best selection and prices.

Reminder: Shuttle bus service is available at most hotels during the 71st ASCD Annual Conference and Exhibit Show, but not during the Pre-Conference Institutes.

SAVE ON HOTELS

Reservations through onPeak, the official housing company of the 71st ASCD Annual Conference and Exhibit Show, is the only way to get access to the ASCD special room rates. Visit www.ascd.org/annualconference for details.

CANCELLATIONS

If you are unable to attend an event you have registered for, contact ASCD by e-mail or regular mail no later than 14 calendar days prior to the start of the event to request a gift certificate, which can be used for ASCD products or events, or a refund. After the 14-day time-frame, you are ineligible for a gift certificate or refund, but you may send a nonregistered person in your place, with registration confirmation or written authorization from you. For all cancellations, there is a \$50 processing fee for a single conference or institute and a \$100 processing fee for both the conference and pre-conference institutes. E-mail: cancel@ascd.org

SATISFACTION GUARANTEE

ASCD strives to exceed your expectations for high-quality products and service. If within 14 calendar days after the event you feel that we have fallen short of this goal, we will give you a gift certificate that you can use toward the purchase of any ASCD products or a professional development event within the next year.

REGISTRATION FORM

71ST ASCD ANNUAL CONFERENCE AND EXHIBIT SHOW
APRIL 2-4, 2016 • ATLANTA, GEORGIA, USA

ASCD ANNUAL CONFERENCE & EXHIBIT SHOW
Learn. Teach. Lead.

Register online at www.ascd.org/annualconference *Incomplete forms will be returned.*

REGISTRANT INFORMATION—ONLY ONE REGISTRANT PER FORM. PLEASE TYPE OR PRINT CLEARLY.

Mention Priority Code XC6 when you call!

NAME (Mr./Ms./Mrs./Dr.) _____ ASCD MEMBER/CUSTOMER ID (IF KNOWN) _____

HOME } JOB TITLE (REQUIRED) _____ ORGANIZATION _____

OFFICE } MAILING ADDRESS _____

CITY _____ STATE/PROVINCE _____ ZIP/PC _____ COUNTRY _____

OFFICE PHONE _____ EXT. _____ FAX _____

HOME PHONE _____ E-MAIL (REQUIRED) _____

By registering, you have read and agree to the terms and conditions herein, and you authorize ASCD to collect the TOTAL REGISTRATION FEE and share your contact information with our affiliates, sponsors, and partners.

STEP 1 CONFERENCE OPTIONS

Full Conference Experience
Annual Conference and Pre-Conference Institute

	EARLY BIRD	REGULAR	ON-SITE
ANNUAL CONFERENCE with One-Day Pre-Conference Institute			
ASCD Member	<input type="radio"/> \$493	<input type="radio"/> \$573	N/A
Nonmember*	<input type="radio"/> \$633	<input type="radio"/> \$713	N/A
ANNUAL CONFERENCE with Two-Day Pre-Conference Institute			
ASCD Member	<input type="radio"/> \$593	<input type="radio"/> \$673	N/A
Nonmember*	<input type="radio"/> \$733	<input type="radio"/> \$813	N/A
ANNUAL CONFERENCE with Three-Day Pre-Conference Institute			
ASCD Member	<input type="radio"/> \$693	<input type="radio"/> \$773	N/A
Nonmember*	<input type="radio"/> \$833	<input type="radio"/> \$913	N/A

Annual Conference Experience

	EARLY BIRD	REGULAR	ON-SITE
ASCD Member	<input type="radio"/> \$289	<input type="radio"/> \$369	\$399
Nonmember	<input type="radio"/> \$359	<input type="radio"/> \$439	\$469
Presenter	<input type="radio"/> \$179	<input type="radio"/> \$179	\$179
Student*	<input type="radio"/> \$129	<input type="radio"/> \$139	\$149

Pre-Conference Experience

	EARLY BIRD	REGULAR	ON-SITE
ONE-DAY PRE-CONFERENCE INSTITUTE			
ASCD Member	<input type="radio"/> \$269	<input type="radio"/> \$269	\$299
Nonmember	<input type="radio"/> \$339	<input type="radio"/> \$339	\$359
TWO-DAY PRE-CONFERENCE INSTITUTE			
ASCD Member	<input type="radio"/> \$379	<input type="radio"/> \$379	\$409
Nonmember	<input type="radio"/> \$449	<input type="radio"/> \$449	\$479
THREE-DAY PRE-CONFERENCE INSTITUTE			
ASCD Member	<input type="radio"/> \$489	<input type="radio"/> \$489	\$519
Nonmember	<input type="radio"/> \$559	<input type="radio"/> \$559	\$589

*Student (Attach copy of student ID.)

EARLY BIRD: Postmarked by 2/3/16 REGULAR: Postmarked by 3/22/16

STEP 2 CONFERENCE FEES AND PAYMENT

Conference Fees

ASCD Membership: JOIN NOW to Pay MEMBER RATE and Save At Least \$70 (Please check one.)
 Basic \$59 Select \$89 Premium \$239 \$ _____

CURRENT MEMBERS: ENTER YOUR MEMBER NUMBER _____

TOTAL REGISTRATION FEE \$ _____

Pre-Conference Materials Fees (See Institute choices on pages 11-14) \$ _____

Pre-Conference Institutes fill on a first-come, first-served basis.
 Fill in the last two digits of the registration code below. See pages 11-14 for code.

PROFESSIONAL DEVELOPMENT VOUCHER(S) OR GIFT CERTIFICATES. MUST BE ENCLOSED. \$ _____

Saturday Keynote Luncheon with Steven Anderson \$45 (see page 9) \$ _____

TOTAL PAYMENT \$ _____

YES, I would like to volunteer at conference (see previous page).

Payment Information Payment or purchase order must accompany registration.

CHECK PAYABLE TO ASCD (ALL SALES ARE IN U.S. DOLLARS.) PURCHASE ORDER ENCLOSED

Credit Card No. _____ Expiration: Month/Year (MM/YY) _____ Card Security Code _____

Name on Credit Card (please print) _____ Signature _____

Billing Address _____

MasterCard
 VISA
 AMEX
 Discover Card

CALL TOLL-FREE! 1-800-933-ASCD (2723)

Or call 1-703-578-9600, then press 1
 Please have your credit card number ready. Mention Priority Code XC6 when you call. ¡Se habla Español!
 HOURS: M-F 8:00 a.m. to 6:00 p.m. eastern time
 ONLINE: www.ascd.org/annualconference
 MAIL: ASCD Conference Registration, P.O. Box 17035, Baltimore, MD 21297-8431 USA
 FAX: 1-703-575-5414 (Credit card orders are not accepted via fax. Order online, call, or mail this form if paying by credit card. Purchase orders are accepted via fax.)

Please include PRIORITY CODE XC6 in your purchase order to ensure accurate processing.

Contact ASCD if you have a disability requiring special provisions or services.



LEARN. TEACH. LEAD.

1703 North Beauregard Street
Alexandria, VA 22311-1714 USA

www.ascd.org

ASCD ANNUAL CONFERENCE & EXHIBIT SHOW

ATLANTA, GEORGIA
APRIL 2-4, 2016

Georgia World Congress Center

"By attending conferences... and connecting with others in the ASCD network, I am able to keep a finger on the pulse of the educational landscape."

—Sarah Akhtar, school designer and consultant, and former teacher

THIS IS WHERE YOU

LEARN.

THIS IS WHY YOU

TEACH.

THIS IS HOW YOU

LEAD.

THIS IS WHERE YOU GET THE TOOLS TO PUT IT ALL TOGETHER.

Join your peers to share knowledge, learn from others, and gain tools to help lead education into the future.

5 GENERAL SESSIONS



MANNY SCOTT

Education consultant and original Freedom Writer
The Power of One



CAROL DWECK

Psychologist and author
The Journey to a Growth Mindset



SHANNA PEEPLES

2015 Teacher of the Year,
The Limitations Are the Lesson: Using Adversity to Our Advantage



MIKE SCHMOKER

Author, speaker, and consultant, *FOCUS: First Things First for the 21st Century*



PEDRO NOGUERA

Author and professor of education, New York University

ALAN M. BLANKSTEIN

Author and educational leader,
Excellence Through Equity

**Register Now
and Save \$100!**

Bring Your Team: Every fifth person from your school or organization attends **FREE** when you register as a group!

See the full conference schedule at
www.ascd.org/annualconference.