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Leading with Focus: A Fresh Approach to School and District Improvement

In his 2011 ASCD best seller *Focus: Elevating the Essentials to Radically Improve Student Learning*, author Mike Schmoker described a fresh approach to K-12 teaching built on three core elements: a focused and coherent curriculum; clear, prioritized lessons; and purposeful reading and writing, or authentic literacy. Now, in *Leading with Focus*, he shows administrators, principals, and other education leaders how to apply his model to the work of running schools and districts. In this companion to his previous book, Schmoker offers

- ▶ An overview of the case for simple, focused school and district leadership—demonstrating its power for vastly improving the work of teachers and leaders.
- ▶ Examples of real schools and districts that have embraced focused leadership—and the incredible results for student learning.
- ▶ A practical, flexible, and easy-to-follow implementation guide for ensuring focused leadership in schools and districts.

All students deserve to learn in schools where educators eschew distractions and superfluous activities to concentrate on what's most important. To that end, this book is an essential resource for leaders ready to streamline their practice and focus their efforts on radically improving student learning.

NEW!

Leading with Focus: Elevating the Essentials for School and District Improvement

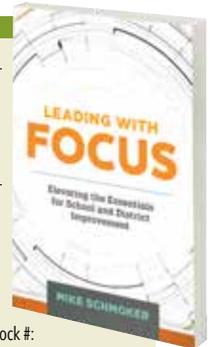
Mike Schmoker

(ASCD Premium and Select Member book, Featured Selection, January 2016) 6" x 9", 148 pages

Print:
ASCD Members: **\$18.95**
Nonmembers: **\$24.95**

E-Book:
ASCD Members: **\$17.99**
Nonmembers: **\$23.99**

Stock #: 116024XD2



BEST SELLER! SALE!

Focus: Elevating the Essentials to Radically Improve Student Learning

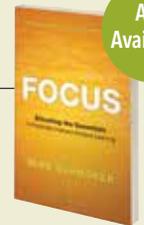
Mike Schmoker

(ASCD Premium, Select, and Institutional Plus Member book, January 2011) 6" x 9", 238 pages

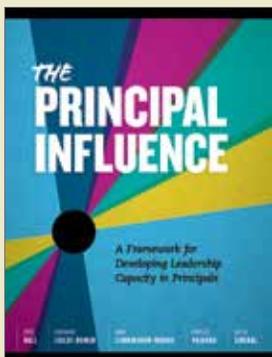
Print:
ASCD Members: ~~\$28.95~~ **\$15.95**
Nonmembers: ~~\$27.95~~ **\$21.95**

E-Book:
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Nonmembers: **\$26.99**

Stock #: 110016XD2



Also Available!



NEW!

The Principal Influence: A Framework for Developing Leadership Capacity in Principals

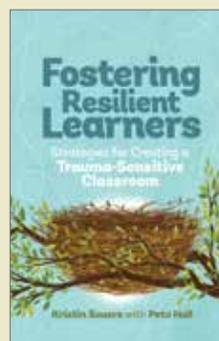
Pete Hall, Deborah Childs-Bowen, Ann Cunningham-Morris, Phyllis Pajardo, and Alisa Simeral

In this book, learn how ASCD's new Principal Leadership Development Framework can support your ongoing growth and development as a leader. Get practical tools and strategies of effective practice that allow principals to focus on behaviors that have the greatest direct effect on the culture and status of learning and teaching in their schools.

(ASCD book, 2016) 8 1/2" x 11", 205 pages

Print:
ASCD Members: **\$22.95**
Nonmembers: **\$30.95**

E-Book:
ASCD Members: **\$21.99**
Nonmembers: **\$29.99**
Stock #: 116026XD2



NEW!

Fostering Resilient Learners: Strategies for Creating a Trauma-Sensitive Classroom

Kristin Souers with Pete Hall

Grounded in research and the authors' experience working with trauma-affected students and their teachers, *Fostering Resilient Learners* will help you cultivate a trauma-sensitive learning environment for students across all content areas, grade levels, and educational settings. The authors—a mental health therapist and a veteran principal—provide proven, reliable strategies to help you face the impact of trauma in the classroom every day.

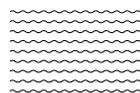
(ASCD Premium, Select, and Institutional Plus Member book, Editor's Selection, January 2016) 6" x 9", 215 pages

Print:
ASCD Members: **\$19.95**
Nonmembers: **\$26.95**

E-Book:
ASCD Members: **\$18.99**
Nonmembers: **\$25.99**
Stock #: 116014XD2

Best Books on

SCHOOL CULTURE AND CLIMATE



School Climate Change: How do I build a positive environment for learning?

Peter DeWitt and Sean Slade

Let award-winning elementary school principal Peter DeWitt and whole child expert Sean Slade guide you on how to create a more positive school climate for your students and teachers. Find out how students and educators can use school climate change strategies to overcome the most difficult obstacles to student achievement, well-being, and success.

(ASCD Arias publication, 2014) 5" x 7 3/4", 56 pages

Print:
ASCD Members: **\$9.99**
Nonmembers: **\$12.99**

E-Book:
ASCD Members: **\$5.99**
Nonmembers: **\$6.99**
Stock #: SF114084XD2



Aim High, Achieve More: How to Transform Urban Schools Through Fearless Leadership

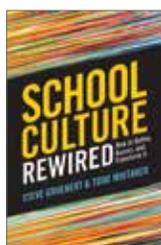
Yvette Jackson and Veronica McDermott

Get practical suggestions, examples of successful practices, ideas to support you and your team, and an inspirational message about how to be a fearless leader in under-supported big-city schools. Two veterans of urban education describe how a leadership approach consisting of affirmation, inspiration, and mediation (AIM) can transform urban schools into flourishing communities of potential and growth.

(ASCD Premium Member book, August 2012) 6" x 9", 144 pages

Print:
ASCD Members: **\$18.95**
Nonmembers: **\$24.95**

E-Book:
ASCD Members: **\$17.99**
Nonmembers: **\$23.99**
Stock #: 112015XD2



School Culture Rewired: How to Define, Assess, and Transform It

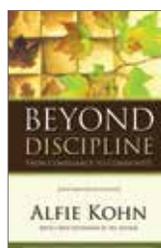
Steve Gruenert and Todd Whitaker

In this groundbreaking book, education experts Steve Gruenert and Todd Whitaker offer tools, strategies, and advice for defining, assessing, and ultimately transforming your school's culture into one that is positive, forward-looking, and actively working to enrich students' lives. Drawing from decades of research on organizational cultures and school leadership, the authors provide everything you need to optimize both the culture and climate of your school.

(ASCD Premium, Select, and Institutional Plus Member book, Editor's Selection, January 2015) 6" x 9", 170 pages

Print:
ASCD Members: **\$19.95**
Nonmembers: **\$26.95**

E-Book:
ASCD Members: **\$18.99**
Nonmembers: **\$25.99**
Stock #: 115004XD2



Beyond Discipline: From Compliance to Community, 10th Anniversary Edition

Alfie Kohn

In this 10th anniversary edition of an ASCD best seller, author Alfie Kohn reflects on his revolutionary ideas in the context of today's emphasis on school accountability and high-stakes testing. Find out how his innovative approach—where teachers learn to work with students rather than do things to them—has withstood the test of time and helped educators create positive learning environments that prevent discipline problems from occurring.

(ASCD book, 2006) 6" x 9", 192 pages

Print:
ASCD Members: **\$18.95**
Nonmembers: **\$23.95**

E-Book:
ASCD Members: **\$17.99**
Nonmembers: **\$22.99**
Stock #: 106033XD2

How to Order Books and DVDs

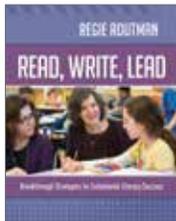
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Best Titles on

LITERACY STRATEGIES



Read, Write, Lead: Breakthrough Strategies for Schoolwide Literacy Success

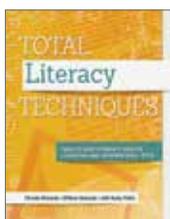
Regie Routman

Best-selling author Regie Routman explains how every school can meet higher expectations for literacy achievement by using high-engagement instructional practices, productive feedback in the teaching and leading process, and Professional Literacy Communities that enable educators to work together to create sustainable school change.

(ASCD book, 2014) 8" x 10", 354 pages

Print:
ASCD Members: **\$28.95**
Nonmembers: **\$37.95**

E-Book:
ASCD Members: **\$27.99**
Nonmembers: **\$36.99**
Stock #: 113016XD2



Total Literacy Techniques: Tools to Help Students Analyze Literature and Informational Texts

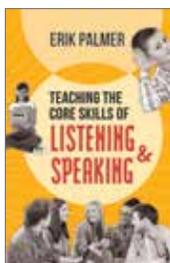
Pérsida Himmele and William Himmele with Keely Potter

Boosting your students' literacy requires addressing all the interconnected elements of emotion, cognition, and higher-order thinking. You can meet that challenge with advice from two ASCD best-selling authors Pérsida Himmele and William Himmele and classroom teacher Keely Potter. This book provides 3rd through 8th grade teachers with more than 50 tools and techniques for helping their students read independently and critically. Reflections from real teachers and students bring these practices to life.

(ASCD Premium and Select Member book, Featured Selection, July 2014) 8" x 10", 180 pages

Print:
ASCD Members: **\$21.95**
Nonmembers: **\$28.95**

E-Book:
ASCD Members: **\$20.99**
Nonmembers: **\$27.99**
Stock #: 114009XD2



Teaching the Core Skills of Listening and Speaking

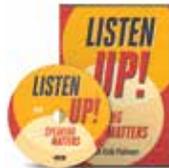
Erik Palmer

Teaching students the listening and speaking skills they need to succeed in school and in life is more important than ever given new college and career standards. Learn how you can meet those expectations across the curriculum with this practical book's classroom examples and specific activities. Filled with suggested activities for every grade level, this book is an essential resource for all teachers interested in helping students acquire core skills that cross the content areas and support long-term success.

(ASCD book, 2014) 6" x 9", 200 pages

Print:
ASCD Members: **\$19.95**
Nonmembers: **\$26.95**

E-Book:
ASCD Members: **\$18.99**
Nonmembers: **\$25.99**
Stock #: 114012XD2



NEW!

Listen Up! Speaking Matters DVD

Discover an approach to teaching speaking skills that is focused on preparing students for 21st century communication. Visit classrooms where teachers are guiding and assessing students in collaborative discussions, media literacy, questioning and reasoning, speech presentation, effective multimedia use, and adapting speech to different content and tasks. Learn about PVLEGS (poise, voice, life, eye contact, gestures, speed) and how this concept can help students become more effective public speakers.

(ASCD DVD, 2015) One 45-minute DVD

Video:
ASCD Members: **\$169**
Nonmembers: **\$219**
Stock #: 616021XD2



PD ONLINE®

PD Online courses make it easy and practical for you to continue professional learning anytime and anywhere.



NEW!

Teaching the Core Skills of Listening and Speaking PD Online Course

This course will get you started on the path to developing competent oral communicators in your classroom. You will notice that students are better learners; more-engaged, deeper listeners; and well-spoken communicators when you apply the principles you'll learn in these six modules.

(ASCD online course, 2015)

Online Course:
ASCD Members: **\$129**
Nonmembers: **\$129**
Stock #: PD150C009MXD2



Literacy Strategies for Learning PD Online Course

Understand why it's important for all teachers to become involved in teaching their students how to read, write, and comprehend the classroom subject matter and provide teaching strategies in the content areas. Learn how to build literacy skills by using several strategies relevant to different content areas.

(ASCD online course, 2009)

Online Course:
ASCD Members: **\$129**
Nonmembers: **\$129**
Stock #: PD090C52MXD2

NEW DVDS



Video:
ASCD Members: **\$169**
Nonmembers: **\$219**
Stock #: 616045XD2

NEW!

Smarter Assessment in the Secondary Classroom DVD

In this new video from ASCD, explore assessment practices and grading policies that allow students the opportunity to really demonstrate their learning. Discover how these practices eventually lead to greater student achievement in the classroom and beyond.

(ASCD DVD, 2016) One 45-minute DVD



Video:
ASCD Members: **\$169**
Nonmembers: **\$219**
Stock #: 615055XD2

NEW!

FIT Teaching in Action: A Framework for Intentional and Targeted Teaching with Douglas Fisher and Nancy Frey DVD

Experience Fit Teaching®, a coherent approach designed for schools and districts to ensure that high-quality teaching and learning occurs in every classroom, every day. In this DVD, you'll see teachers at all levels using the four elements of the framework (school and classroom culture, establishing a purpose, gradual release of responsibility, formative and summative assessments) to support student learning.

(ASCD DVD, 2015) One 45-minute DVD

NEW!

COMING SOON FROM ASCD

for Principals and Aspiring Principals!



PRINCIPAL LEADERSHIP DEVELOPMENT PROGRAM

ASCD understands that leadership development for principals is key to school improvement and student learning. That's why we created the new Principal Leadership Development Program that guides you in applying practical, high-leverage leadership strategies in your school.

The program

- ▶ is a unique, ongoing leadership development experience.
- ▶ emphasizes collaborative learning and self-reflection in communities of practice.
- ▶ is led by ASCD experts.
- ▶ includes anytime, anywhere virtual support.

Get ready to partner with us on your leadership journey.

COLLABORATOR • INSTRUCTIONAL LEADER •
VISIONARY • ENGAGER • LEARNER

LEARN MORE WWW.ASCD.ORG/PLPAPER

about the basis of the new program by reading ASCD's white paper *Leadership Matters*.



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



MIKE SCHMOKER

Author, speaker, and consultant
Leading With Focus: How Leaders Can Accomplish More by Doing Less

THIS IS HOW YOU

LEAD.



PEDRO NOGUERA

Author and professor of education, New York University

ALAN BLANKSTEIN

Author and education leader
Excellence through Equity

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THREE-DAY PRE-CONFERENCE INSTITUTE

Wednesday, March 30–
Friday, April 1, 2016

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

Carol Ann Tomlinson and Michael Murphy

TWO-DAY PRE-CONFERENCE INSTITUTES

Thursday, March 31–
Friday, April 1, 2016

Interactive Strategies for Instruction and Assessment to Engage Reluctant Learners
Kristina Doubet and Jessica Hockett

Balancing Evaluation, Supervision, and Reflection
Tony Frontier

Building Teachers' Capacity for Success
Pete Hall

Balanced Leadership for Powerful Learning
Bryan Goodwin and Greg Cameron

Understanding by Design®:
Beginning the Journey
Donnell Gregory and Eric Carbaugh

The Contemporary Teacher Dashboard
Heidi Hayes Jacobs and Marie Hubley Alcock

Developing an Understanding-Based Curriculum by Design
Jay McTighe and Opal Dawson

Causes and Cures for Academic and Behavior Problems
Margaret Searle and Marilyn Swartz

ONE-DAY PRE-CONFERENCE INSTITUTES | Friday, April 1, 2016

Highly Engaging Instructional Practices That Promote Greater Student Achievement

Vera Blake

Student Voice: The Key to Sustainable School Improvement

Michael Corso and Kristine Fox

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

Ann Cunningham-Morris

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

Myron Dueck

Supporting and Retaining New Teachers

Bryan Harris

Everyone Engineers: Engineering in the Elementary School Classroom

Christine Cunningham

The Principal 50: Critical Leadership Questions for Inspiring Schoolwide Excellence

Baruti Kafele

When Close Reading Becomes Too Difficult: Designing Scaffolds and Contingencies

Diane Lapp, Maria Grant, and Kelly Johnson

Short on Time: Making Time to Learn and Lead Collaboratively

William Sterrett

The Power of Personal Learning

Eric Sheninger

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THIS IS WHERE YOU LEARN.

You don't believe learning ends with a degree—you learn from your students and your colleagues every day. These sessions are built to feed that need for learning.

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.

Time to Teach: Getting Organized and Working Smarter

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

Are You Ready for Curriculum Mapping Version 3.0?

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

THIS IS WHY YOU TEACH.

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.

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.

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.

THIS IS HOW YOU LEAD.

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.

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.

Critical 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.

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Thursday, January 28, 2016 | 3:00 p.m. ET

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Hours: Monday-Friday, 8:00 a.m.-6:00 p.m. ET
- 3 FAX:** 1-703-575-5400
- 4 E-MAIL:** member@ascd.org
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EVENT 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 timeframe, 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 institute or academy. E-mail: cancel@ascd.org.

Source Code: XD2