

# MARKETPLACE

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May 31, 2015



## ASCD Authors Pete Hall and Alisa Simeral on What Characterizes a Great Teacher



**PH:** Alisa, do you think teaching is the same profession today as it was when you started in the classroom 20 years ago?

**AS:** That's a fascinating question. I'd have to answer no, and then yes. From the outside, it looks different. Standards have changed, curriculum has changed, processes have changed—not to mention the 100 new acronyms floating around. From the onlooker's perspective, it's a completely different beast.

**PH:** You're right. Everything seems to have changed, even from a mere 10 years ago.

**AS:** At the same time, however, a great teacher today is identical to a great teacher 20 years ago.

**PH:** How can that be? You just said everything has changed, and we both know that the teaching of 20 years ago is not considered great teaching today.

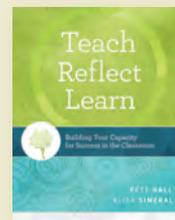
**AS:** I'm not talking about instruction and pedagogy. I'm talking about the *teacher*—the human being behind the formative assessments, the standards, the instructional framework, and the other technical pieces. Great teachers 20 years ago hold identical characteristics as great teachers today. And here's why:

Great teachers engage in ongoing reflection about student learning. That reflection builds the teacher's awareness of student needs, drives them to be intentional, helps them accurately assess and, finally, act responsively to the needs they see. Reflection transcends educational fads and pendulum swings. Yes, from the outside, things have changed from 20 years ago, but inside a great teacher's mind, the reflective thinking looks exactly the same.

**PH:** So when teachers work to develop their reflective abilities, they're truly building capacity that will be relevant no matter the decade! ■

**WATCH THIS VIDEO CLIP—**[www.ascd.org/greatteachers](http://www.ascd.org/greatteachers)—to hear Pete and Alisa describe more qualities of great teachers.

Pete Hall and Alisa Simeral are the authors of the new book *Teach, Reflect, Learn: Building Your Capacity for Success in the Classroom*.



**NEW!**  
**Teach, Reflect, Learn:**  
**Building Your Capacity for Success in the Classroom**

Pete Hall and Alisa Simeral

**Print:**  
ASCD Members: **\$19.95**  
Nonmembers: **\$26.95**  
Stock #: 115040XB2

**E-Book:**  
ASCD Members: **\$18.99**  
Nonmembers: **\$25.99**

**LOOK INSIDE!**

Get a sneak peak and read a sample from this book at [www.ascd.org/reflection](http://www.ascd.org/reflection).

### ADDITIONAL RESOURCES



**BEST-SELLER!**   
**Building Teachers' Capacity for Success:**  
**A Collaborative Approach for Coaches and School Leaders**

Pete Hall and Alisa Simeral

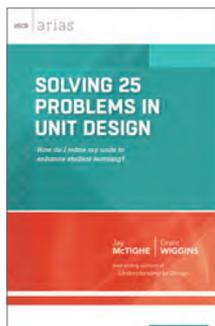
Emphasizing just three things—identifying teachers' strengths, maximizing their potential, and building their capacity—this book lays out a clear and practical pathway toward higher student achievement.

(ASCD Premium Member book, 2008)  
8" x 10", 195 pages

**Print:**  
ASCD Members: **\$22.95**  
Nonmembers: **\$29.95**  
Stock #: 109002XB2

**E-Book:**  
ASCD Members: **\$21.99**  
Nonmembers: **\$28.99**

## Best Books on LESSON PLANNING



**Print:**  
ASCD Members: **\$9.99**  
Nonmembers: **\$12.99**  
Stock #: SF115046XB2

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

**NEW!**

### **Solving 25 Problems in Unit Design: How do I refine my units to enhance student learning?**

Jay McTighe and Grant Wiggins

Curriculum design experts Jay McTighe and Grant Wiggins have reviewed thousands of curriculum documents and unit plans across a range of subjects and grades. In this book, they identify and describe the 25 most common problems in unit design and recommend how to fix them—and avoid them—when planning new units.

(ASCD Arias publication, April 2015)  
5" x 7 7/8", 64 pages



**Print:**  
ASCD Members: **\$25.95**  
Nonmembers: **\$32.95**  
Stock #: 103055XB2

**E-Book:**  
ASCD Members: **\$24.99**  
Nonmembers: **\$31.99**

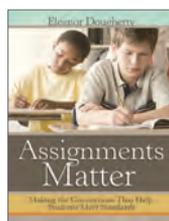
**BEST-SELLER!**

### **Understanding by Design, Expanded 2nd Edition**

Grant Wiggins and Jay McTighe

Two renowned authorities describe the backward design process that leads to increased student understanding and mastery of subject matter. Lots of examples, across all grade levels and subjects, show how schools and districts have used this popular framework.

(ASCD book, 2005) 8 1/2" x 11", 370 pages



**Print:**  
ASCD Members: **\$19.95**  
Nonmembers: **\$26.95**  
Stock #: 112048XB2

**E-Book:**  
ASCD Members: **\$18.99**  
Nonmembers: **\$25.99**

**BEST-SELLER!**

### **Assignments Matter: Making the Connections That Help Students Meet Standards**

Eleanor Dougherty

How do you know when you've made an effective assignment that has strong links to Common Core State Standards? Drawing from over 10 years of her experience as a teacher coach, Eleanor Dougherty answers that question and guides you in crafting assignments that matter. Understand the powerful effect that assignments have on teaching and learning and explore the essentials of creating high-quality assignments that improve student achievement.

(ASCD Premium, Select, and Institutional Plus Member book, September 2012) 7" x 9", 185 pages

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## Best Books for TEACHER HIRING AND RETENTION



**Print:**  
ASCD Members: **\$9.99**  
Nonmembers: **\$12.99**  
Stock #: SF115042XB2

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

**NEW!**

### **Effective Teacher Interviews: How do I hire good teachers?**

Jennifer L. Hindman

Ensure you get the best new teacher candidates every time with this practical advice on the teacher interview process. Teacher quality and hiring expert Jennifer Hindman explains how to conduct hiring interviews that reliably predict a teacher's success. Sample interview questions, process checklists, and strategies for assembling your interview team are included.

(ASCD Arias publication, 2014) 5" x 7 3/4", 48 pages



**Print:**  
ASCD Members: **\$9.99**  
Nonmembers: **\$12.99**  
Stock #: SF115054XB2

**E-Book:**  
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**NEW!**

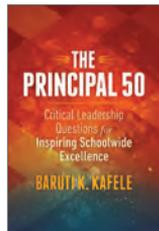
### **Retaining New Teachers: How do I support and develop novice teachers?**

Bryan Harris

If you hire, train, or mentor new teachers, you know there's a good chance they will leave the profession within the first five years. It doesn't have to be that way, and Bryan Harris explains why. Learn how to create a four-part support system that ensures beginning teachers eventually thrive as effective practitioners who stay in your school.

(ASCD Arias publication, 2015) 5" x 7 3/4", 47 pages

# Best Books for PRINCIPALS



**Print:**  
ASCD Members: **\$13.95**  
Nonmembers: **\$18.95**  
Stock #: 115050XB2

**E-Book:**  
ASCD Members: **\$12.99**  
Nonmembers: **\$17.99**

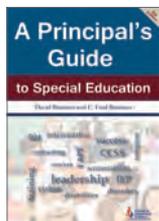
**NEW!**

## The Principal 50: Critical Leadership Questions for Inspiring Schoolwide Excellence

Baruti K. Kafele

Award-winning principal Baruti Kafele answers 50 vital questions all principals should ask themselves at some point in their careers. In his inimitable style, Kafele lays out the touchstones for maintaining strong leadership habits, inspiring excellence and collaboration in others, and engaging an entire school community in striving to be the best.

(ASCD book, 2015) 6" x 9", 102 pages



**Print:**  
ASCD Members: **\$42.95**  
Nonmembers: **\$42.95**  
Stock #: 315052XB2

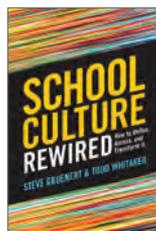
**NEW!**

## A Principal's Guide to Special Education, 3rd Edition

David Bateman and C. Fred Bateman

The third edition updates you on current issues, such as teacher accountability and evaluation, instructional leadership, collaborative teaching and learning communities, discipline procedures for students with disabilities, and responding to students' special education needs within a standards-based environment.

(Council for Exceptional Children book, 2014) 7" x 10", 206 pages



**Print:**  
ASCD Members: **\$19.95**  
Nonmembers: **\$26.95**  
Stock #: 115004XB2

**E-Book:**  
ASCD Members: **\$18.99**  
Nonmembers: **\$25.99**

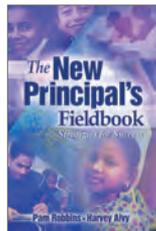
**NEW!**

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

Steve Grunert and Todd Whitaker

Discover tools, strategies, and advice for defining, assessing, and transforming your school's culture into one that is positive, forward-looking, and working to enrich students' lives. Whether your school is urban or rural, prosperous or struggling, *School Culture Rewired* is the ultimate guide to making sure that the culture in your school is guided first and foremost by what's best for your students.

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



**Print:**  
ASCD Members: **\$23.95**  
Nonmembers: **\$29.95**  
Stock #: 103019XB2

**E-Book:**  
ASCD Members: **\$22.99**  
Nonmembers: **\$28.99**

**BEST-SELLER!**

## The New Principal's Fieldbook: Strategies for Success

Pam Robbins and Harvey Alvy

Drawing from research data and advice from experienced principals, the authors reveal secrets that can make or break a new school leader's career. Checklists and assessment tools help new and aspiring leaders analyze their strengths and weaknesses, prepare for the unexpected, and see how strategies from the book can work in specific situations.

(ASCD book, 2004) 6" x 9", 305 pages

# Best Books on COLLABORATION



**Print:**  
ASCD Members: **\$9.99**  
Nonmembers: **\$12.99**  
Stock #: SF115045XB2

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

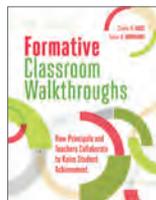
**NEW!**

## Teacher Teamwork: How do we make it work?

Margaret Searle and Marilyn Swartz

Turn team meetings and collaborative work from unproductive, wasted time into positive teamwork and collective problem solving. Easy tips and simple steps ensure you create and manage highly effective teams that make good decisions, focus on student learning, and sustain mutual support.

(ASCD Arias publication, 2015) 5" x 7 3/4", 64 pages



**Print:**  
ASCD Members: **\$22.95**  
Nonmembers: **\$30.95**  
Stock #: 115003XB2

**E-Book:**  
ASCD Members: **\$21.99**  
Nonmembers: **\$29.99**

**NEW!**

## Formative Classroom Walkthroughs: How Principals and Teachers Collaborate to Raise Student Achievement

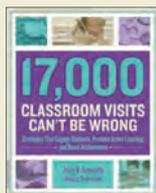
Connie M. Moss and Susan M. Brookhart

Discover formative classroom walkthroughs, a valuable professional learning experience for everyone involved when you use this book's observation process and feedback protocol. Connie Moss and Susan Brookhart equip you with a formative walkthrough approach that results in a collegial conversation about what students are doing and learning rather than right/wrong judgments of teacher actions.

(ASCD Premium and Select Member book, Featured Selection, January 2015) 7" x 9", 230 pages

Best Books for

# CREATING ACTIVE LEARNERS



**NEW!**

## 17,000 Classroom Visits Can't Be Wrong: Strategies That Engage Students, Promote Active Learning, and Boost Achievement

John V. Antonetti and James R. Garver

Drawing from a vast set of data from more than 17,000 classroom visits, this book reveals teaching practices that are most apt to shift classroom dynamics from teaching to learning, ensure students are doing the "work," and use assessments to advance the learning process. This is also an excellent guide for school leaders and teacher coaches who want a tried-and-true model for classroom walkthroughs that will open teachers' eyes to the strengths and weaknesses of their classroom practices.

*(ASCD Premium Member book, February 2015) 8" x 10", 190 pages*

**Print:**

ASCD Members: **\$21.95**

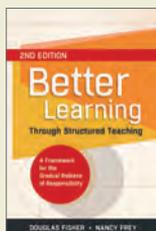
Nonmembers: **\$28.95**

Stock #: 115010XB2

**E-Book:**

ASCD Members: **\$20.99**

Nonmembers: **\$27.99**



**NEW EDITION!**

## Better Learning Through Structured Teaching: A Framework for the Gradual Release of Responsibility, 2nd Edition

Douglas Fisher and Nancy Frey

This updated edition of an ASCD best-seller digs deeper into how teachers can equip students with what they need to develop content understanding and be self-directed learners. Get tips and tools to support your implementation of a tried-and-true classroom practice that includes a purposeful cycle of focused instruction, guided instruction, collaborative learning, and independent learning that generates authentic products. The authors help you bring this approach to life with real-life scenarios, checklists for planning, ideas for differentiation, and examples that align with the Common Core State Standards.

*(ASCD Premium Member book, December 2013) 6" x 9", 160 pages*

**Print:**

ASCD Members: **\$18.95**

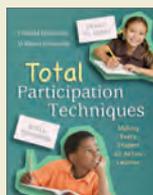
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Stock #: 113006XB2

**E-Book:**

ASCD Members: **\$17.99**

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**BEST-SELLER!**

## Total Participation Techniques: Making Every Student an Active Learner

Pérsida Himmele and William Himmele

Yes, there are easy-to-use and incredibly effective alternatives to the "stand-and-deliver" approach to teaching that causes so many students to tune out. Here's your opportunity to explore dozens of ways to engage K-12 students in active learning and allow them to demonstrate the depth of their knowledge and understanding. The authors explain why and how to use Total Participation Techniques (TPTs) to take the pulse of a class, improve on-task behavior, guide note-taking, and encourage students to interact and process their learning. Each TPT includes step-by-step instructions and suggestions for how to adapt the technique to specific contexts and content areas.

*(ASCD Premium, Select, and Institutional Plus Member book, July 2011) 8" x 10", 135 pages*

**Print:**

ASCD Members: **\$19.95**

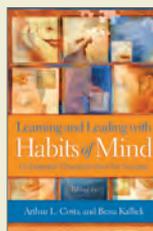
Nonmembers: **\$26.95**

Stock #: 111037XB2

**E-Book:**

ASCD Members: **\$18.99**

Nonmembers: **\$25.99**



**BEST-SELLER!**

## Learning and Leading with Habits of Mind: 16 Essential Characteristics for Success

Arthur L. Costa and Bena Kallick

Drawing on their research and experience in applying the habits of mind in all kinds of schools, the authors guide you through every step of making intelligent behavior a practical outcome in any school.

*(ASCD book, 2008) 6" x 9", 420 pages*

**Print:**

ASCD Members: **\$23.95**

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**E-Book:**

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# ASCD CONFERENCE ON TEACHING EXCELLENCE

# 2015

## JUNE 26-28

### NASHVILLE, TENNESSEE

Gaylord Opryland Resort  
& Convention Center

Learn **What's Working** in Classrooms and School Districts

You know that trying new ideas and experimenting with your craft is the heart and soul of teacher growth and professional development. Let other teachers and teacher leaders share their secrets for success with you at this two-and-a-half day event.

Come Early and Choose from  
**Four Pre-Conference Institutes!**

**Thursday,**  
June 25, 2015

8:30 a.m.  
-3:30 p.m.

### Elementary Math Games: Engaging the Brain at School and at Home

John Felling, Box Cars and One-Eyed Jacks,  
Edmonton, Alberta, Canada



Playing math games based on the Common Core State Standards can be a great way to engage students in the subject. Attend this pre-conference institute to learn how to play a variety of games and activities that can be easily differentiated to meet students' needs in the classroom and at home.

**Registration Code:** PD15GB001

### Active Strategies for Differentiation in Middle and High School Classrooms

Kristina Doubet, James Madison University,  
Harrisonburg, VA; Jessica Hockett, ASCD Faculty,  
Evanston, IL



Come to this institute to explore hands-on activities focused on making differentiation practical and applicable in grade 6-12 settings. Discover strategies for building a classroom community, turning standards into learning goals, engaging students in content, and designing and analyzing assessments.

**Materials Fee:** \$28 for *Differentiation in Middle and High School: Strategies to Engage All Learners*

**Registration Code:** PD15GB002



### Why Your Students Aren't Motivated... and What You Can Do About It

Robyn Jackson, Mindsteps Inc., Washington, DC



What does it take to get your students to invest in your classroom? Discover the secret during this pre-conference institute. Learn the four major barriers to student motivation and discover specific strategies to overcome these barriers and help your students invest their time, attention, and effort in your classroom.

**Materials Fee:** \$19 for *How to Motivate Reluctant Learners*

**Registration Code:** PD15GB003

### Digital Vocab Rehab: Ten New Strategies

Michael Fisher, The Digigogy Collaborative, Amherst, NY;  
Marilee Sprenger, Marilee Sprenger Consulting, Peoria, IL



Drawing from two recent ASCD publications, this institute presents a blended approach to teaching vocabulary. Get 10 brand-new ideas for vocabulary development within a digital context and time-saving methods for teaching digital vocabulary. Participants will actively learn new, digitally enhanced strategies and gain access to an online toolbox to use in their home districts.

**Materials Fee:** \$30 for *Digital Learning Strategies: How do I assign and assess 21st century work?* and *Vocab Rehab: How do I teach vocabulary effectively with limited time?*

**Registration Code:** PD15GB004



**Please Note:** Registration for the 2015 ASCD Conference on Teaching Excellence DOES NOT include registration for a pre-conference institute.

# Choose from Over 150 Sessions!

Explore all conference sessions online now at [www.ascd.org/CTE](http://www.ascd.org/CTE)

## Day One Session Highlights

Friday, June 26, 2015

### Designing Lessons with Student Engagement in Mind

Darlene Axtell, Danielson Group, Green Bay, WI; Ann Cummins Bogan, Danielson Group, Evanston, IL



*Hands on* doesn't always mean *minds on*. Discover what true student cognitive engagement looks like in the classroom and explore instructional strategies you can use in any lesson to inspire your students' best work.

### Using Formative Assessment to Drive Instruction in Middle and Secondary Classrooms

Kristina Doubet, James Madison University, Harrisonburg, VA



Grade 6–12 teachers should attend this session to get manageable formative assessment techniques and ideas for using assessment results to generate feedback, differentiate instruction, and improve student learning.

### Building a Network to Support Teacher Leaders

Lynda C. Wood, Southfield Public Schools, Southfield, MI



Attend this session to understand the challenges of leading while teaching, learn the vital keys to building and keeping a teacher leader cadre together, and explore ways to create and sustain a productive teacher leader network.

## Day Two Session Highlights

Saturday, June 27, 2015

### Teaching Up for Complexity: Making the Strange More Familiar

Chad Prather, Pearl-Cohn High School, Nashville, TN



Meet the challenge of moving students from dependent to independent learning by inspiring them to think more complexly. This presentation explains the architecture of complexity and instruction that advances students from knowledge to understanding and application.

### Seven Principals Share Strategies for Closing the Gap: Risk, Motivation, and Results

Dionne McLaughlin, North Carolina Central University, Durham, NC



Zero minority failure rate, a six-fold increase in assessment pass rate, and 95 percent minority college placement are just a few of the results you will hear from a study of what principals in three states did to address the achievement gap.

### Designing a Modern Literacy Framework

Jeanne Tribuzzi, Global Concepts Charter School, Lackawanna, NY



Learn how to create a new, balanced literacy approach to curriculum design that will engage students in meaningful and more sophisticated work so that they can reach the high levels of literacy outlined by the new Common Core State Standards.

## Day Three Session Highlights

Sunday, June 28, 2015

### Differentiating Mathematics Instruction for Common Core

Yvette C. Latunde, Azusa Pacific University, Azusa, CA; Angela Clark-Louque, California State University, San Bernardino, CA



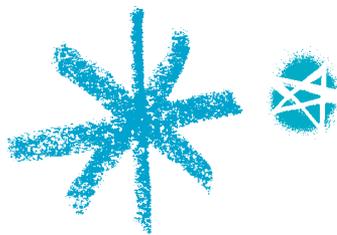
Although Common Core mathematics standards provide grade-specific goals, they do not address students who need extra support. This session helps you tackle that problem with evidence-based strategies for differentiating mathematics instruction.

### Making Mentoring Work to Improve New Teacher Learning

Emily L. Davis, New Teacher Center, Santa Cruz/Silicon Valley New Teacher Project, Santa Cruz, CA



This session delves into often-overlooked research-based strategies for making mentoring work. Find out how these strategies can improve teacher retention, accelerate the development of new teachers, and create cultural change in schools.



## Special Events!

- Welcome Reception
- Keynote Luncheon with Robyn Jackson (\$45 per person)
- Networking Breakfasts



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- **MONITOR** progress at the administrator and learner levels using an integrated Learning Management System (LMS)—also compatible with most institutional LMS products.

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Choose from more than 80 courses on a variety of topics, including assessment, classroom management, Common Core State Standards, differentiated instruction, literacy, STEM, leadership, and more.

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Sign up now for 30-day access to this course to compare and contrast your current professional practices with the ASCD Whole Child approach through assessments, articles from *Educational Leadership*® magazine, original readings, videos featuring noted education experts, and applications to implement new ideas for sustainable classroom and school improvement.

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[www.ascd.org/pdonline](http://www.ascd.org/pdonline)

### FREE WEBINAR!

#### Using PD Online® for Blended Professional Learning

April 23, 2015, 3:00–4:00 p.m. ET

**REGISTER AT**  
[www.ascd.org/webinars](http://www.ascd.org/webinars)

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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](mailto:member@ascd.org)
- 5 **MAIL:** ASCD, P.O. Box 17035  
Baltimore, MD 21297-8431

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**Events:** 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.

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**Books Only:** 10–49 copies of a single title, subtract 10%, 50 or more copies of a single title, subtract 15%.

For 1,000 or more copies of a single title, call 1-800-933-2723, then ext. 5773, or dial direct 1-703-575-5773.

### 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 conference or institute and a \$100 processing fee for both the conference and pre-conference institutes. E-mail: [cancel@ascd.org](mailto:cancel@ascd.org).