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## Together We Can Make a Difference!

Dr. Marsha Jones, AASCD President

AASCD is striving to be an affiliate of excellence. By definition that means we must accept significant challenges. Our challenge now is to begin significant action!

Many important legislative issues are being discussed at the state and national level. As educators we have opinions and insights about the issues. The question becomes: "How does my voice get heard?" Your voice is extremely important. We know what happens when educator voices are too quiet. We are placed in positions of *fixing* legislation after the fact. Such is the case with NCLB. Much of NCLB is worthy of our praise and support. Critical elements of it are in need of *tweaking*.

## Your AASCD Board

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The reauthorization of NCLB is scheduled for 2007. You may have ideas and concerns that can contribute to the reauthorization process. National ASCD has created a system to assist you in communicating with your national level legislator in a quick and easy way. To make a difference and to have a voice at the national level join the ASCD Educator Advocates network by subscribing to the following address: [www.ascd.org/action](http://www.ascd.org/action) center. Once you have registered you will receive:

- ~Action alerts to keep you connected to the Washington legislative actions.
- ~Sample letters and talking points that you can send to your legislator.
- ~Email updates that give you the "inside scoop" when Congress is in session.
- ~Access to the ASCD Action center where you can contact your legislator directly.

Our legislators need to hear from you. We need your help because you know what is working and what is not working. Our voices of experience are critical if the members of congress are going to create sound educational policy. This is particularly true with the reauthorization NCLB. Together we can make a difference. Please take part in this opportunity to influence the process. As Dr. Martin Luther King said, "Our lives begin to end the day we become silent about things that matter."



## For your calendar:

**2007 AASCD Annual Conference**  
**"Closing the Gap: Ethnic, Gender, Economics"**  
**June 24-27, 2007**  
**Hot Springs, Arkansas**

## Why Close the Gaps?

Robert Davis, 2007 Conference Chair

As we approach the 21<sup>st</sup> century, the nation has come to understand that raising the achievement level of all students, from kindergarten through adult learners, is essential to America's future economic security and social well-being. It is unfortunate that educators devote so much time and energy to articulating the curriculum and so little to perfecting instructional technique. There are certain groups of children who demonstrate a high level of intellectual potential but who do not receive appropriate educational experiences. Such children exist among non-white, limited English proficient, and culturally diverse students who do not always share the dominant middle class values and experiences represented in many public schools. Gender is a factor that must also be considered. Because of their divergent culture and the lack of middle class experiences, these children typically do not attain high scores on intelligence and achievement tests.

The theme of the 2007 AASCD Annual Conference, *Closing the Gaps: Ethnic, Gender, and Economics*, is intended to focus our attention on practices and strategies that have been shown to have a positive impact on the disparities that exist among identifiable groups of children. Embracing the strengths and addressing the diverse learning needs of our increasingly multicultural, multilingual, economic and gender sensitive student population requires a major transformation of our current school practices. Non-biased responsiveness can help establish learning environments that promote success for all learners. Closing the gaps can help ensure that no child gets left behind.

**We hope you will make plans now to attend this important professional learning opportunity  
June 24-27, 2007 in Hot Springs!**



## Gunter's Good Read

*Dr. Mary B. Gunter's book recommendations always challenge the AASCD Board to continue learning. We hope you will also be challenged to keep learning through reading!*

**Blue Ocean Strategies** by Kim and Mauborne published by Harvard Business School Press may be of interest to those working in a leadership capacity with our educational non-profit organizations. As stated in the preface, *Blue ocean strategy* challenges companies to break out of the red ocean of bloody competition by creating uncontested market space that make competition irrelevant. As professional organizations, at the national and state level, continue to struggle in various ways for their share of membership, a quick read of *Blue Ocean Strategies* provides insight into those organizations and companies who identified their blue oceans focusing not on the competition but on unknown market space. A read of this book will start your mind thinking innovatively of the blue oceans waiting for you to sail! For more information visit <http://www.blueoceanstrategy.com>.

## **Social Intelligence: The New Science of Human Relationships**

by Daniel Goleman was released in October, 2006, by Bantam Books and it soon found its way to the top of my reading list.

I continue to revisit Dr. Goleman's previous best selling book, *Emotional Intelligence*, as I prepare for teaching graduate educational leadership students. So I was intrigued by Goleman's newly released book title. In leadership preparation, I continue to emphasize the importance of relationships as pivotal to leadership effectiveness. In the beginning of Goleman's book, he discusses neuroscience and the synthesis of the latest research in biology and brain science. Simply put, Goleman contends we are wired to connect.

In Goleman's new book he introduces the emerging field of social neuroscience. The complexity of relationships take on a new understanding as you read about this new science. As a golfer, the chapter *The Sweet Spot for Achievement* caught my attention immediately. This chapter may not improve my golf game, but it does help me to better understand the impact stress and performance have on optimal cognitive efficiency. Connect with your local bookstore or Amazon to get this book in your hands!

# ARKANSAS ASCD CALL FOR PROPOSALS

## 26th Annual Conference on Assessment and Instruction

JUNE 24-27, 2007



The theme for the Arkansas ASCD 2007 summer conference is *Closing the Gaps: Ethnic, Gender, and Economics*. Arkansas ASCD encourages you to share your knowledge and expertise regarding best practices and effective strategies used to address these issues. Arkansas ASCD is a non-profit organization. Therefore, the organization is unable to pay an honorarium or reimburse participants for travel, hotel expenses, or registration. Program participants must pay regular conference fees. Each presentation is scheduled for 75 minutes and may be presented twice.

Please submit the following proposal **by February 16, 2007** to:

Dr. Frank Holman, Small Group Sessions Chair  
Cabot School District  
602 N. Lincoln Street  
Cabot, Arkansas 72023  
e-mail: [frank.holman@cps.k12.ar.us](mailto:frank.holman@cps.k12.ar.us)

### I. Person Submitting Proposal (Please type or print)

Dr., Ms., Mr., Mrs. \_\_\_\_\_  
Last First Middle

Title/Position \_\_\_\_\_

Institutional Affiliation \_\_\_\_\_

Mailing Address \_\_\_\_\_

Will you be acting as a presenter (Circle One) YES NO

What grade levels will your presentation target? (Pre-K to Post High School) \_\_\_\_\_

### 2. Title of Session (As you wish it to appear on the program)

\_\_\_\_\_

**3. Program Description:**

(50 words maximum) Please include the objectives of the program, content to be presented and the method of presenting.

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**4. Audiovisual Equipment Request**

\_\_\_\_ overhead projector    \_\_\_\_ projection screen    \_\_\_\_ television    \_\_\_\_ VCR  
\_\_\_\_ laptop    \_\_\_\_ LCD projector    \_\_\_\_ other: \_\_\_\_\_

**5. Presenter information**

Please secure permission from all individuals before submitting the proposal. The contact person will be the person who completed the proposal unless it was indicated that he / she is not presenting. The names, addresses, and telephone numbers of all presenters, if not previously given, should be listed.

Name \_\_\_\_\_ Phone \_\_\_\_\_  
Address \_\_\_\_\_

Institutional Affiliation \_\_\_\_\_

Name \_\_\_\_\_ Phone \_\_\_\_\_  
Address \_\_\_\_\_

Institutional Affiliation \_\_\_\_\_

Name \_\_\_\_\_ Phone \_\_\_\_\_  
Address \_\_\_\_\_

Institutional Affiliation \_\_\_\_\_

**LEAP Institute**

Dr. Marsha Jones, Dr. Mary Gunter, and Robert Davis attended the second annual ASCD Leadership for Effective Advocacy and Practice Institute (LEAP) in Washington D. C. this fall. They learned about the influences on NCLB, toured the Supreme Court, and visited with our state's national legislators, Pryor, Ross, Boozman, and Lincoln, about NCLB and High School redesign.



Left to Right: AASCD President-Elect, Robert Davis, Executive Director, Dr. Mary B. Gunter, President, Dr. Marsha Jones and ASCD Worldwide Executive Director, Dr. Gene Carter

**Legacy Membership...  
Helping AASCD and You Move  
from Successful to Significant!**

Our AASCD theme this year is *Moving from Successful to Significant*. Gene Carter, the executive director of ASCD has defined significant as *actions that have a lasting impact!*

You can become significant by leaving a lasting impact through a Legacy Membership to Arkansas ASCD.

A Legacy membership allows you to honor someone in your professional life that would benefit from an AASCD membership. When you pay for their membership you are giving them a gift of professional connections that will last them through-out their career. Novice teachers that you have mentored, family members who have become teachers, pre-service teachers – all of these folks, and many others you can think of, will benefit from a gift of significance – an AASCD membership. Once you have designated a Legacy membership on the membership form (bottom right corner), a certificate will be sent to the recipient telling them of your gift.

**Just fill in your name on the "Legacy Gift from" line in the bottom right corner of the Membership Form below!**

*The Arkansas Association for Supervision and Curriculum Development office will be sending invoices to those who need to update their membership. Please check the month and date in the corner of your newsletter label for your membership expiration date.*

**Arkansas Association for Supervision and Curriculum Development Membership Application**

Name \_\_\_\_\_ E-Mail \_\_\_\_\_

Name of School or Organization \_\_\_\_\_

Preferred Mailing Address (Check One) Home \_\_\_\_\_ Office \_\_\_\_\_

Street \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

<p>Annual Dues: \$40.00 Make payable to: AASCD</p> <p>Mail to: <b>Dr. Mary B. Gunter</b> <b>Executive Director</b> <b>Post Office Box 521</b> <b>Russellville, AR 72811</b> Phone: (479) 968-0374 Fax: (479) 498-6075</p> <p><input type="checkbox"/> New Member    <input type="checkbox"/> Renewal</p>	<p><i>Please indicate your most accurate position title:</i></p> <p><input type="checkbox"/> Director of Curriculum or Instruction <input type="checkbox"/> District Level Admin. or Specialist <input type="checkbox"/> Principal/Assistant Principal <input type="checkbox"/> Superintendent/Assistant or Associate Supt. <input type="checkbox"/> Supervisor <input type="checkbox"/> Full-time Student <input type="checkbox"/> Professor, Dean or other university position <input type="checkbox"/> Teacher <input type="checkbox"/> NBCT Teacher <input type="checkbox"/> Other (please specify) _____</p>	<p><i>Optional (needed for affiliated report):</i></p> <p>Gender: <input type="checkbox"/> Male <input type="checkbox"/> Female Age: <input type="checkbox"/> under 45 <input type="checkbox"/> over 45</p> <p>Ethnicity:                      Geographic Region: <input type="checkbox"/> Asian                              <input type="checkbox"/> NW <input type="checkbox"/> Caucasian                        <input type="checkbox"/> NE <input type="checkbox"/> Native American                <input type="checkbox"/> SW <input type="checkbox"/> African American                <input type="checkbox"/> SE <input type="checkbox"/> Hispanic                            <input type="checkbox"/> Central <input type="checkbox"/> Other</p> <p>Recruiting Member _____ Legacy Gift from _____</p>
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## New Directions

AASCD Newsletter  
Post Office Box 521  
Russellville, AR 72811

Non-Profit Org.  
U.S. Postage  
**PAID**  
Permit #325  
Russellville,  
Arkansas 72801



**We're on the web!**  
<http://www.arkansasascd.org>

## AASCD Mission

Arkansas ASCD, a diverse group of educators, is dedicated to the development and support of leadership and best practices in curriculum, instruction, assessment and supervision that ensures success for all learners.

## AASCD Goals

1. AASCD will lead the effort to influence teaching/learning policy development.
2. AASCD will provide programs, products and services that facilitate the development of visionary educational leaders.
3. AASCD will provide a broad-based system of communication that is effective and efficient.
4. AASCD will build a diverse, broad-based and involved membership reflective of the state.



**Dr. Marsha Jones,**  
President



**Dr. Mary B. Gunter,**  
Executive Director