

ASCD[®]
**PROFESSIONAL
LEARNING SERVICES**

Connecting Professional Learning to Student Learning

EFFECTIVE LEADERSHIP

for Improved Student Outcomes



FREE CONSULTATION

1-800-933-2723, ext. 8691
or salesrequests@ascd.org



WHAT IS EFFECTIVE LEADERSHIP?

Effective leadership is grounded in building capacity of individual leaders and leadership teams to generate schoolwide and systemic growth that positively influences student outcomes. Supporting leaders' capacity with opportunities for professional learning and reflective practice is as important as the work to support individual teachers' ongoing improvement and effectiveness in the classroom.

The research is clear that leadership is vital. Developing effective school leaders is a monumental responsibility, shared equally between the leaders themselves and their district counterparts. We believe that there are four elements to becoming an effective instructional leader. ASCD leadership professional development sessions emphasize the school leader roles that are tied directly to leadership:

- Setting the Vision
- Becoming an Instructional Leader
- Engaging the Community
- Serving as the Lead Learner

Who Should Attend?

- District-level support
- School-level support
 - Building administrators
 - Instructional coaches
 - Teacher leaders



WHAT WE OFFER

All ASCD's professional learning services work is personalized to meet the specific needs of the district or building.

Professional Development Options



Professional Learning Workshops

Workshops are designed to develop deeper knowledge on the chosen topic. Workshop days can be consecutive or span the year. All ASCD workshops offer hands-on, engaging activities and support for using implementation tools with a focus on practical application in schools and classrooms.



Job-Embedded Coaching

Coaching builds capacity and provides a system of support for participants as they implement the skills acquired from their training. Coaching days can be consecutive or interspersed throughout the year. Job-embedded coaching may include modeling of practices, classroom walkthroughs or instructional rounds to support implementation, observing leaders and teachers, coaching conversations, providing effective feedback and supporting teachers in their professional learning communities (PLCs). During coaching sessions, the ASCD Faculty member can work with small groups of educators or one-on-one and provide specific strategies to the teacher.



Virtual Learning Webinars

These webinars support continuous learning throughout the year. Customized, structured webinars are designed with adult learning needs in mind to develop a deeper understanding of a chosen topic. Virtual learning webinars are created specifically for your district's or building's needs and goals. They are designed and delivered by an ASCD Faculty member and are up to 75 minutes long.



Virtual Coaching

Coaching builds capacity and provides a system of support for participants. Virtual coaching sessions are conducted by an ASCD Faculty member on an hourly basis and can be interspersed throughout the year to provide ongoing, continual support. Virtual coaching sessions may include conversations with participants that can help support implementation, provide effective feedback, recommend specific strategies, discuss challenges and successes, and guide reflection and action planning.

continued on next page

Professional Development Options



On-Site Support

ASCD provides personalized on-site support in a variety of methods, including but not limited to these:

- **Instructional rounds:** Principals will study the effects of and process for instructional rounds. Principals will have the opportunity to engage in instructional rounds with the support of ASCD Faculty members.
- **Embedded professional learning:** Building leaders will learn the tools and strategies needed to successfully implement collaborative team meetings in their buildings and receive individualized support to ensure effective implementation.
- **In-depth school audits:** Our needs assessment data-gathering processes may include but are not limited to questions about perceptions of leadership and leadership capacity building efforts; perception of the change cycle; opinions about equal versus equitable practices and policies; questions about the school's goals, mission, and vision; questions about turn-around competencies; misconceptions about "good teaching," data, and assessment; and more. These types of questions help our team better differentiate participants' plans for growth and change.

RESOURCES

PD In Focus[®] Channels

- Principal Leadership
- Enhancing Professional Practice
- The Reflective Educator
- Leading with Vision: Six Steps to Implementing the CCSS

PD Online[®] Courses

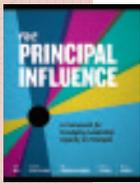
- Building Teachers' Capacity for Success: Instructional Coaching Essentials
- From Vision to Action: The 21st Century Teaching and Learning Plan
- Leadership: Effective Critical Skills
- Leading Professional Learning: Building Capacity Through Teacher Leaders

Activate Professional Learning Network

- Explore ASCD's most powerful, industry-leading professional learning resources in one comprehensive, affordable package
- Improve educator practices through web-based professional learning
- Access Activate anywhere, anytime

RESOURCES

Books/E-Books



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

BY PETE HALL, DEBORAH CHILDS-BOWEN, ANN CUNNINGHAM-MORRIS, PHYLLIS PAJARDO, AND ALISA SIMERAL



Creating a Culture of Reflective Practice: Capacity-Building for Schoolwide Success

BY PETE HALL AND ALISA SIMERAL



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

BY STEVE GRUENERT AND TODD WHITAKER



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

BY YVETTE JACKSON AND VERONICA MCDERMOTT



The Coach Approach to School Leadership: Leading Teachers to Higher Levels of Effectiveness

BY JESSICA JOHNSON, SHIRA LEIBOWITZ, AND KATHY PERRET



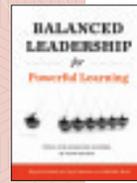
10 Steps to Managing Change in Schools: How do we take initiatives from goals to actions? (ASCD Arias®)

BY JEFFREY BENSON



100+ Ways to Recognize and Reward Your School Staff

BY EMILY E. HOUCK



Balanced Leadership for Powerful Learning: Tools for Achieving Success in Your School

BY BRYAN GOODWIN AND GREG CAMERON WITH HEATHER HEIN



Design Thinking for School Leaders: Five Roles and Mindsets That Ignite Positive Change

BY ALYSSA GALLAGHER AND KAMI THORDARSON



The Principal 50: Critical Leadership Questions for Inspiring Schoolwide Excellence

BY BARUTI KAFELE



Making Teachers Better, Not Bitter: Balancing Evaluation, Supervision, and Reflection for Professional Growth

BY TONY FRONTIER AND PAUL MIELKE



Leading for Differentiation: Growing Teachers Who Grow Kids

BY CAROL ANN TOMLINSON AND MICHAEL MURPHY



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

BY MIKE SCHMOKER



You're the Principal! Now What? Strategies and Solutions for New School Leaders

BY JEN SCHWANKE



SAMPLE AGENDA

**Sessions tailored to district, school,
and teacher leaders**

Virtual Session

Set goals for the upcoming year by teleconference or phone.

Day One: Setting the Vision

Learn the essential elements of a visionary leader. Create a plan to revise the school's mission.

Day Two: Strengthening Instructional Leadership

Assess Resources and use tools to support instructional leadership.

Virtual Session

Discuss ASCD Faculty member and participant feedback and plan for future teleconference or phone sessions.

Day Three: Engaging the Community

Develop qualities of a reflective leader by fostering the development of student achievement within your building.

Day Four: Serving as a Lead Learner

Create, monitor, and assess professional learning structures for building teacher capacity.

Day Five: Wrap-Up: Completing an Action Plan for Future Work

Reflect upon professional learning in order to create, revise, and edit plans for the upcoming school year.



“The growth of education leaders can lead to districtwide and systemic growth that positively influences student learning.”

Let's Build a Learning Plan to Reach the Results You Need

Together, we can develop a personalized professional learning plan that is tailored to meet the specific needs of your district so that you can implement leadership practices that create positive learning environments and advance student achievement.

Our ASCD Professional Learning Services team consists of experts in professional learning and leadership development.

Contact us today for customized implementation support that ensures an exceptional professional learning experience.



FREE CONSULTATION 1-800-933-2723, ext. 8691
or salesrequests@ascd.org

ASCD

1703 North Beauregard Street
Alexandria, VA 22311 USA
www.ascd.org

©2018 by ASCD. All Rights Reserved.