

From the  
*Educational Leadership Institute*  
*SUNY Oswego*

*Dedicated to Development and Support of  
School District Administrators and Officials*  
[www.SuperintendentOfSchools.com](http://www.SuperintendentOfSchools.com)

**An Important Two Day Conference  
for School Administrators and Administrative Teams**

# 2010 SUMMER LEADERSHIP CONFERENCE

>>> Choose from two concurrent sessions each half day <<<  
>>> Including a "New Administrators" series <<<

## Schedule

**Daily Gathering and Coffee Starter**  
8:00 AM to 9:00 AM

**Concurrent Sessions Each Day**  
Morning - 9:00 AM to 12:00 Noon  
Lunch (12:00 Noon)  
Afternoon - 1:00 PM to 4:00 PM

**Conference Social**  
6:00 PM - 9:00 PM  
(Wednesday, August 11)

## Dates and Location

**August 11 and 12, 2010**  
(Wednesday and Thursday)

**SUNY Metro Campus**  
Syracuse, New York (free parking)

## **Sponsored by**

**Educational Leadership Institute**  
Jim Merrins, Ed.D., Executive Program Administrator  
**SUNY Oswego - School of Education**  
Linda Rea Markert, Ed.D., Dean

- *The best available leadership advice from successful school administrators*
  - *Skills and strategies for effective administration*
- *Preparation to enter the new school year energized and refreshed*
  - *Focused on practical leadership advice*

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| <b>Wednesday, August 11, 2010</b> (topics and presenters subject to change)  |
| 9:00 AM to 12:00 Noon - <b>Transitioning to a New Administrative Position</b> (Tim McElheran & Pam Sullivan)                   |
| 9:00 AM to 12:00 Noon - <b>Best Practices in School Building Leadership ...based on the research of Marzano</b><br>(Jim Mills) |
| <b>Lunch</b> - 12:00 Noon to 1:00 PM   |
| 1:00 PM to 4:00 PM - <b>Characteristics of First and Second Order Change by Marzano</b> (Jim Mills)                            |
| 1:00 PM to 4:00 PM - <b>Using Data in the Action Research Model</b><br>(Barbara Battaglia & Marie Perini)                      |

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| <b>Wednesday, August 11, 2010</b> (Evening only)<br>7:00 PM to 10:00 PM - <b>Conference Social - Location provided at conference</b> |
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| <b>Thursday, August 12, 2010</b> (topics and presenters subject to change)   |
| 9:00 AM to 12:00 Noon - <b>Teacher Goal Setting</b> (Becky Kaune)  |
| 9:00 AM to 12:00 Noon - <b>What Was I Thinking?: Making Ethical Decisions in Everyday Administration</b><br>(Susan Gray)                                       |
| <b>Lunch</b> - 12:00 Noon to 1:00 PM   |
| 1:00 PM to 3:00 PM - <b>Accountability Counts ...for most everything</b> (Becky Kaune)   |
| 1:00 PM to 4:00 PM - <b>Understanding and Using Web Based Social Networking ...Challenges and Opportunities for School Administrators</b> (Christopher Klivak) |

**Conference Social**  
**Wednesday evening, August 11, 2010**  
 6:00 PM drinks, 7:00 PM to dinner with group  
 Not included in conference costs  
 Locations provided at conference

## Conference Schedule

**Wednesday Morning, August 11, 2010**

8:00 to 9:00 AM - Daily Gathering and Coffee Starter

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**9:00 AM to 12:00 Noon**

### **“Transitioning to a New Administrative Position”**

**Timothy McElheran, Superintendent (retired), Victor Central Schools**

**Pamela Sullivan, Assistant Superintendent for Curriculum, Victor Central Schools**

Career transition (shift) is a common decision for educational administrators. To successfully navigate from position to position, and district to district, usually requires a thoughtful approach and an articulated plan. The educator's ability to navigate the unknown waters of career change may well dictate his/her future success in the profession. The how, why, and when to transition will be the focus of the first part of this session. We will discuss personal impact factors such as family, confidence, and values, and professional factors such as insight, training, mentoring, and role anticipation.

Accepting a new position has its own personal and professional challenges. The second part of this session will focus on successful adjustment to a new position. We will explore issues related to school and district culture, superintendent's and school board expectations, and how to address "office politics." We can look at what to do if the job description is different from your actual work day, how to translate new ideas into action when new, and how to minimize stress on your family with a move to a new community. There will be time for sharing personal experiences and observed situations.

### **“Best Practices in School Building Leadership**

**...based on the research of Marzano\*”**

**James Mills, Ph.D., Superintendent (retired),**

**Supervisor of Educational Leadership, Niagara University**

This workshop may taken independent of the afternoon workshop.

**Learn to work smarter, not harder, and get better results...** Marzano's\* meta-analysis research provides the evidence on what leadership practices improve student performance. Utilizing the research this workshop session will demonstrate what leadership behaviors work to improve student achievement and what all too common leadership mistakes serve as impediments to student success. We will explore why passion, good intention, and really hard work are not what is going to improve test scores and why doing the right work is critical. Participants will understand how the complex dynamic of transactional day-to-day administration cripples transactional leaders.

\* Marzano, Robert. School Leadership that Works: From Research to Results. ACSD and McREL. 2005

**Lunch - 12:00 Noon to 1:00 PM**

## Conference Schedule (Continued)

**Wednesday Afternoon, August 11, 2010**

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1:00 PM to 4:00 PM

**"Using Data in the Action Research Model"**

**The role of the administrator**

**Barbara Battaglia, Chief Accountability Officer**

**Kenmore Town of Tonawanda UF Schools**

**Marie Perini, Ed.D., Director of Secondary Education**

**Lancaster Central Schools**

Administrators support and facilitate conversations with teachers about student learning. Teachers need to know and understand what kind of data to request that will help determine which instructional strategies should be utilized to maximize learning. Administrators need to balance whether to coach, facilitate and/or teach to data analysis, data interpretation and instructional strategy selection. This session will provide valuable tips and tools for administrators, their roles in the action research cycle and how to share pertinent data with teachers. Participants will engage in a variety of activities that can be applied to school and district settings with examples and real data sets. The action research cycle will be utilized as the framework for the discussions and scenarios.

**"Characteristics of First and Second Order Change by Marzano\*\*"**

**James Mills, Ph.D., Superintendent (retired),**

**Supervisor of Educational Leadership, Niagara University**

This workshop may taken independent of the morning workshop.

**Focusing on order increases success and reduces anxiety...** Marzano 's\* research has produced rich and valuable information about how leaders introduce a change and why some change, while complex, is successfully implemented and other similar initiatives fail. This workshop session will increase the participants' appreciation for the pitfalls when implementing any change; will provide a matrix for assessing the climate for change; and will provide tools from managing the change process.

\* Marzano, Robert. School Leadership that Works: From Research to Results. ACSD and McREL. 2005

**Conference Social - Wednesday evening, August 11, 2010**

6:00 PM drinks, 7:00 PM to dinner with group

Not included in conference costs

Locations provided at conference

## Conference Schedule (Continued)

**Thursday Morning, August 12, 2010**

8:00 to 9:00 AM - Daily Gathering and Coffee Starter

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9:00 AM to 12:00 Noon

### **"What Was I Thinking?"**

**...Making Ethical Decisions in Everyday Administration"**

**Susan Gray, Ph.D., Superintendent (retired), Penfield Central Schools**

**We are all tested...** How do we personally maintain high ethical and moral standards in our daily decision-making and best serve our school district? We will look at what we mean by "Being Ethical" as a leader and what process questions we can ask ourselves in choosing the ethically best direction in a difficult situation.

1. What does research say about "Ethical Dilemmas in Public Education?"
2. How do we handle others whose behavior and values are unethical?

This session will encourage you to share your ethical dilemmas and consider examples provided by the presenter. Information from the presenter's research will be shared as part of the presentation. We will discuss common areas of ethics conflict from the experiences of educational leaders, along with "best practices" that have successfully prevented and/or resolved ethics issues that we commonly face as school administrators.

### **"Teacher Goal Setting"**

**Rebecca "Becky" Kaune, Educational Leadership Consultant**

It's likely that each year you ask your instructional staff to set goals for professional growth. This seminar will give you new ways to set clear expectations for those goals. You will be able to coach your teachers to write goals and action steps that are truly measurable and based on data. The process you learn will be easily transferable to developing goals with non instructional staff and to those goals you need to submit for your own growth! As a bonus all participants will receive photo ready tools to use in a future faculty meeting!

**Lunch - 12:00 Noon to 1:00 PM**

## Conference Schedule (Continued)

**Thursday Afternoon, August 12, 2010**

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1:00 PM to 4:00 PM

**"Accountability Counts ...for most everything!"**

**Rebecca "Becky" Kaune, Educational Leadership Consultant**

You have a vision for your school and you provide opportunity for teachers to learn and grow. So why does it seem like little changes in the classroom? It's likely that a higher degree of accountability is the key! When leaders skillfully and deliberately use a variety of structures to hold their staff accountable, they increase the probability of change! This seminar is designed to increase a leader's capacity to hold staff accountable on the road to increasing student achievement and closing the gap. Specific points include: defining the concept of accountability, explaining the relationship between the leader's vision, goals and accountability, and reflection on a full spectrum of leadership behaviors that have proven to hold staff accountable.

**"Understanding and Using Web Based Social Networking  
...Challenges and Opportunities for School Administrators"**

**Christopher Klivak, Professional Learning Coach, Cayuga-Onondaga BOCES**

**NOTE:** Participants attending this session  
must bring a laptop computer  
to connect to the wireless internet.

Social networking tools, such as Facebook, Twitter, and Smartphones, have drastically changed how the internet is used over the past five years. These tools present both challenges and opportunities to K-12 administrators, teachers, students, and community members. This session will present the opportunity to: 1) explore and understand social networking sites; 2) discuss the relationship between school administration and technology, including legal issues; and 3) think about and discuss how school administrators may take advantage of these innovative tools in their own work.

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## Conference Schedule

### **New Administrator Series**

**August 11 and 12, 2010**

Transition to Administration Program (TAP)

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As an ongoing, annual feature of Summer Leadership Conferences we have provided a recommended sequence of workshops for new administrators. While new administrators are welcome to attend any workshops, this series is a worthy schedule for new administrators in transition.

#### **Wednesday Morning, August 11, 2010**

9:00 AM to 12:00 Noon

##### **"Transitioning to a New Administrative Position"**

Timothy McElheran, Superintendent (retired), Victor Central Schools

Pamela Sullivan, Assistant Superintendent for Curriculum, Victor Central Schools

#### **Wednesday Afternoon, August 11, 2010**

1:00 PM to 4:00 PM

##### **"Characteristics of First and Second Order Change by Marzano\*\*"**

James Mills, Ph.D., Superintendent (retired),

Supervisor of Educational Leadership, Niagara University

#### **Thursday Morning, August 12, 2010**

9:00 AM to 12:00 Noon

##### **"What Was I Thinking?"**

**...Making Ethical Decisions in Everyday Administration"**

Susan Gray, Ph.D., Superintendent (retired), Penfield Central Schools

#### **Thursday Afternoon, August 12, 2010**

1:00 PM to 4:00 PM

##### **"ACCOUNTABILITY COUNTS"**

#### *A Note on Conference Accommodations*

Accommodations are not provided as part of this conference. Participants should make their own arrangements. The following information is provided as a courtesy:

**Syracuse area** - The conference site is in downtown Syracuse. There are many hotels in downtown Syracuse.

In addition, a full range of hotel options are available north of Syracuse, near any of the Syracuse exits off US I-90 (the NYS Thruway). It is a quick few minutes into downtown Syracuse.

# REGISTRATION FORM AND COSTS INFORMATION

## “2010 SUMMER LEADERSHIP CONFERENCE”

August 11 and 12, 2010 - SUNY Metro Center, Syracuse, New York (free parking)

NAME OF SCHOOL DISTRICT: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

TELEPHONE: (        ) \_\_\_\_\_ FAX: (        ) \_\_\_\_\_

CONTACT E-MAIL ADDRESS (print clearly): \_\_\_\_\_

| NAMES OF PARTICIPANT:   |              | Check Days Attending: |          |
|---|--------------|-----------------------|----------|
| 1. _____  | Title: _____ | __ Day 1              | __ Day 2 |
| 1. Informal First Name (Name tags, casual conversation, etc.) _____ |              |                       |          |
| 2. _____  | Title: _____ | __ Day 1              | __ Day 2 |
| 2. Informal First Name (Name tags, casual conversation, etc.) _____ |              |                       |          |
| 3. _____  | Title: _____ | __ Day 1              | __ Day 2 |
| 3. Informal First Name (Name tags, casual conversation, etc.) _____ |              |                       |          |

### **Conference Costs:**

**Full Conference (two days)** - \$295 for the 2 day conference (with two lunches)

**One Conference Day** - \$175 for one conference day (with one lunch)

**One Half-Conference Day** - \$115 for 1/2 day any day (without lunch)

**Two Half-Conference Days** - \$195 for two 1/2 days (on two different days - without lunch)

**Team Conference Discount:** \$25 discount per participant for the second and subsequent participants from the same school district attending the Full Conference (two days).

TOTAL AMOUNT: \$ \_\_\_\_\_

### **Upon registration a confirmation, map, and “session selection form” will be sent to you.**

Full registration includes the program and materials, starter and lunch, and parking each day. Attendance will be reserved in sessions on a first-come, first-serve basis. If the workshop is canceled, liability is limited to return of the registration fee. Participants may cancel up to one week prior to the workshop and receive full registration fee refund. Cancellations less than one week prior to the workshop will not be refunded. School districts may substitute participants at any time at no charge.

The conference registration does not include accommodations. Hotels can be found in the area.

Participants are free to enjoy dinner on their own and local area attractions when not in sessions. The SUNY Campus and surrounding area offer many attractions.

### **STEP 1 - Registration**

**FAX THIS REGISTRATION FORM to (716) 672-5472 >> then MAIL REGISTRATION to:**

Dr. James M. Merrins, Executive Program Administrator

Educational Leadership Institute, 42 Rosalyn Court; Fredonia, NY 14063

**IF YOU HAVE REGISTRATION OR PROGRAM QUESTIONS: (716) 672-5473**

### **STEP 2 - Payment and Business Questions**

**Make check or purchase order to "SUNY Oswego" noted as “2010 Summer Leadership Conference”**  
“SUNY Oswego” (EIN14-6013200)

ELI – School of Education

Ms. Deborah Trionfero, Administrative Assistant

7060 State Rt. 104 - 356 Wilber Hall

Oswego, NY 13126

**IF YOU HAVE PAYMENT OR BUSINESS QUESTIONS: (315) 312-2102**