Staff Your School with the Best and Brightest Teachers

2003 National Summit on

Recruiting, Retaining & Certifying Quality Teachers

Innovative Initiatives for Effectively Hiring and Maintaining a Skilled Teaching Staff



With more than 30% of all new teachers leaving within the first 5 years of teaching, it is crucial that schools implement cost-effective strategies and develop comprehensive plans to keep critical teaching positions filled!

- ✔ **Recruit New Teachers:** Master Recruiting Techniques for Hiring Quality Teachers
- ✔ **Fill Critical Needs:** Implement Specific Strategies for Recruiting and Retaining Hard-to-Fill Positions
- ✔ **Improve Educational Quality:** Hire the Best Teachers to Educate Our Children. Devise Professional Development Strategies to Fit Future Needs
- ✔ **Keep the Best Teachers:** Retain Your Vital Staff with Successful Teacher Induction Programs and Mentoring Strategies
- ✔ **Get Your Staff Certified:** Ensure a Quality Teaching Staff with the Latest Certification Methods

Don't Miss the Post-Conference Workshop:
Crafting, Implementing and Evaluating Your Mentoring Programs and Retention Practices. This Workshop Will Provide You With the Tools Necessary to Evaluate Your Teaching Staff and Develop a Plan That Keeps the Best and the Brightest on Your Staff!

Presented by:
The Performance Institute

April 1-3, 2003 • Washington, D.C. • Wyndham City Center Hotel

Stop the Staffing Crisis Affecting Your District's Schools

Access the Latest Tools and Tactics for Enhancing Teacher Recruitment, Retention and Certification Practices

10 Reasons You Should Attend:

1. Tap into Hidden Pools of Teaching Candidates
2. Attract Top Teachers with Innovative Marketing Strategies
3. Achieve Your Diversity Goals with Key Tools and Strategies
4. Expand Your Teacher Pool with Professional Development Programs
5. Provide Innovative Incentives and Compensation Plans
6. Integrate Recruitment and Retention Plans to Keep a Talented Teaching Staff
7. Implement an Accurate and Effective Teacher Certification Program
8. Recruit Talent for Understaffed Positions in Critical Areas
9. Increase Teacher Certification Rates
10. Make Every Employee a Recruiter for Your School

Dear School Human Resource, Staffing and Recruiting Professionals:

More than 2 million teachers will be needed to fill our nation's schools in the next ten years. New recruiting and retaining policies and practices must be adopted to compensate for the increased birth rates and immigration, as well as early-exiting young teachers and retiring baby-boomers. Ensure quality education for every student. Equip your school district with the latest best practices in strategic recruitment, retention and certification. Attend the *2003 National Summit on Recruiting, Retaining and Certifying Quality Teachers* being held in Washington, D.C., on April 1-3, 2003.

Raise the Bar for Our Teachers

We continue to raise the bar for academic achievement while, conversely, creating "backdoor" certification and hiring practices to fill critical vacancies with under-qualified teachers. According to recent reports there is a surplus of teachers. Universities around our nation produce more new teachers than schools can hire. Unfortunately school districts create shortages by discouraging qualified teachers with cumbersome hiring practices and limited induction programs. Reevaluate your practices while obtaining new strategies to establish more effective and successful ways in hiring and keeping quality faculty.

School districts and education professionals are well aware of the high attrition rates among new recruits, especially talented educators. According to the National Center for Educational Statistics (NCES), an estimated 30% leave within the first five years of teaching due to poor working conditions. High attrition only exacerbates the recruiting cycle putting further monetary constraints on an already limited school budget. Quality induction programs best ensure the retention of quality educators. Develop a plan that exceeds your district's staffing goals.

Develop Comprehensive Retention Plans

Make the long-term investment in hiring quality teachers that are supported through effective mentoring programs and encouraged to continue enhancing their skills and knowledge. Implement programs to enrich the learning experiences available to further the professional growth of your teachers. Every child deserves a teacher that will inspire them and nurture their curiosity to learn. Identify the most effective ways to keep your teachers by providing an environment that is committed to both its students and faculty.

Implement Strategies that Recruit and Retain Hard-To-Fill Vacancies

Shortages in special education, math, science and ESL are real and affect every state. Review best practices and lessons learned from districts and education professionals that have implemented creative approaches to effectively filling critical teaching positions.

Don't miss this timely conference designed to equip you with innovative staffing solutions, refined recruitment strategies and proven methods for achieving staff retention success! **To register yourself or your team, call 703-894-0481 or visit www.PerformanceWeb.org**. I look forward to seeing you in April!

Best Regards,

Christi Crovato

Christi Crovato
Associate Director
The Performance Institute

Ensure Competent and Qualified Teachers so ***No Child is Left Behind***

Access the Latest Tools and Tactics

A G E N D A A N D

Day One: April 1, 2003

8:00 Continental Breakfast & Registration

8:30 Keynote Address: Doing What Matters Most — Investing in Teacher Quality

Studies show that teacher quality directly and significantly affects student achievement. Effective recruitment requires hiring teachers with adequate preparation and continuous investment in their professional development. This keynote session will discuss best practices and lessons learned in tackling critical vacancies and high attrition while working within limited budget constraints.

Dr. Tom Carroll, *Executive Director for The National Commission on Teaching and America's Future*

9:30 Upgrading Recruitment Practices

- ✔ Using technology
- ✔ Recruiting ethnically diverse teachers
- ✔ Working with business and higher education communities

Michelle Rhee, *CEO and Director of The New Teacher Project, New York*

10:30 Break

10:45 Recruiting Quality Teachers: Best Practices in Finding and Hiring the Best Teachers

- ✔ Master effective recruiting techniques to market your teacher vacancies
- ✔ Team with universities and community colleges to enhance recruiting
- ✔ Creative solutions in overcoming challenges

Mandy Hoke, *Policy Associate, Southeast Center for Teaching Quality*

12:00 Networking Luncheon

1:00 Leadership Panel: Short-Term and Long-Term Strategies for Dealing with Expected Teacher Shortages

- ✔ Quicker and more responsive hiring process
- ✔ Developing new staffing management information systems
- ✔ Increasing outreach to access more recruits

Dr. Jody Shelton, *Executive Director, American Association of School Personnel Administrators*
Marcia Beckford, *Director of Instructional Support, Broward County, FL*
Marge Sasse, *Associate Director of the Teaching and Leadership Center, FL*

2:00 Certifying Quality Teachers: Preparing Teachers for Certification

- ✔ Develop a higher quality teacher workforce
- ✔ Best practices to get your teachers credentialed
- ✔ Get them ready for the big test!

Kathleen Madigan, *Executive Director, National Council on Teacher Quality*

3:00 Break

3:15 Case Study: The Teacher Advancement Program (TAP): Attracting, Motivating and Retaining Talented Educators with Comprehensive Reform

- ✔ Encourage multiple career paths
- ✔ Provide market driven compensation
- ✔ Implement performance-based accountability
- ✔ Promote continuing applied professional growth

Lew Solmon, *Executive Vice President, Education and Director of Teacher Advancement Program*
J. Todd White, *Director of the South Carolina Teacher Advancement Program*

4:30 Adjourn

Day Two: April 2, 2003

8:00 Continental Breakfast

8:30 Train to Retain Quality Teachers: Building High-Quality Induction and Mentoring Programs

Attain greater skill and proficiency in your teaching staff by orienting, supporting, assisting, training and assessing new teachers.

- ✔ Develop a system to familiarize teachers with procedures, curricular requirements, instructional methods with hands-on mentoring
- ✔ Provide teachers with systematic support and professional development in an organized and comprehensive program

for Enhancing Teacher Recruitment, R

S P E A K I N G F A

✔ Coordinate induction program components to meet school district needs

Dr. Jody Shelton, *Executive Director, American Association of School Personnel Administrators*

9:30 Case Study: Broward County's Supportive Working Environment

Recipient of the National Awards Program for Model Professional Development, Broward County is the fifth largest school district in the nation. Teaching a population of students from 159 countries, speaking 53 languages, the district has crafted a professional development system that successfully retains teachers while enhancing student achievement and teacher effectiveness.

✔ Effective mentoring and induction programs
✔ Creating a culture of support and respect
✔ Exploring best practices and lessons learned by successful induction programs

Marcia Beckford, *Director of Instructional Support, Broward County, FL*

Marge Sasse, *Associate Director of the Teaching and Leadership Center, FL*

10:30 Break

10:45 Keeping the Best and the Brightest

Identify methods that enhance teacher knowledge and skill through innovation and leadership. Support teacher development efforts with school programs and administrative practices.

✔ Develop program initiatives that improve the standards and competency level of teachers
✔ Promote teacher network activities that enhance teacher skills, knowledge, leadership, support and professionalism
✔ Evaluate program effectiveness and teacher quality
✔ Classroom-based credentialing program leading to state certification
✔ Implement structured support for teachers seeking national certification

Joe Braun, *Director, DELTA Program, Los Angeles Education Partnership*



12:00 Networking Luncheon

1:00 Tying It Together: Integrated Strategies for Recruiting, Retaining and Certifying Teachers

While the teaching shortage has affected every region of the nation, "critical needs areas" are different in each school district. Effective recruitment, retention and certification strategies must take into account these individual needs. These breakout sessions will provide insight on specific "critical needs areas" in order to maximize teacher and student achievement.

1:15 Critical Need: Location

Session A: Rural Recruitment
Paul Houston, *Executive Director, American Association of School Administrators*

Session B: Urban and High Poverty Area Recruitment
Julia Lara, *Deputy Executive Director, The Council of Chief State School Officers*

2:15 Critical Need: Content

Session A: Science and Math Teachers
Joe Braun, *Director, DELTA Program, Los Angeles Education Partnership*

Session B: Special Education Teachers
Lynda Van Kuren, *Communications Director for the Council for Exceptional Children*

3:15 Break

3:30 Critical Need: Population

Session A: Bilingual Educators
Brenda Compton-Turner, *Senior Education Specialist, Office of English Language Acquisition, U.S. Department of Education*

Session B: Minorities
Segun Eubanks, *Executive Director of Community Teachers Institute, National Education Association*

4:15 Adjourn

etention and Certification Practices

C U L T Y

Day Three:
April 3, 2003

Application Workshop

8:00 Continental Breakfast

8:30 Crafting, Implementing and Evaluating Your Mentoring Programs and Retention Practices

To best maximize teacher retention practices, schools must develop a support plan that is intensive, sustained and integrated into an overall district professional-development plan. This workshop will provide you with the tools necessary to evaluate your teaching staff and develop a plan that keeps the best and the brightest on your staff. You will gain hands-on experience in needs assessment, resource allocation and program design.

- ✔ Integrating mentoring with your professional development strategy
- ✔ Mentor training and in-class support
- ✔ Crafting, implementing and evaluating
- ✔ Establishing greater accountability

Steve Sassaman,
Vice President Mid-Atlantic Region, Performance Learning Systems

11:30 Adjourn

Who Should Attend:

- ✔ Staffing Directors
- ✔ Human Resource Directors
- ✔ Recruiting Directors
- ✔ Human Resources Information Systems Personnel
- ✔ Personnel/Employee Services
- ✔ Principals and Vice Principals
- ✔ Division/Department Chairs
- ✔ State and Federal Education Department Personnel
- ✔ Superintendents

…And All Those Interested in Retaining a Quality Teaching Staff!

Hotel Information:

The *2003 National Summit on Recruiting, Retaining and Certifying Quality Teachers* will be held at the Wyndham City Center in Washington, D.C.

A limited number of rooms have been reserved at the Wyndham, please contact the hotel by February 28th to ensure you receive this discounted rate of $150. Use the number provided below to make reservations. Be sure to ask for the Performance Institute conference rate. The hotel will ensure that your conference experience is not only educational but also comfortable and enjoyable in every aspect.

Wyndham City Center Hotel
1143 New Hampshier Avenue, NW
Washington, D.C. 20037
Tel: 202-775-0800
www.wyndham.com

Tuition Rates:

The fees for attending the *2003 National Summit on Recruiting, Retaining and Certifying Quality Teachers* are as follows:

Conference Only $995
Conference and Workshop $1,295

Group Discounts:

For information about group tuition discounts available for the *2003 National Summit on Recruiting, Retaining and Certifying Quality Teachers*, please contact James Simpson at 703-894-0481 or Simpson@performanceweb.org.

Administrative Note: A 10% cancellation fee on registration will be charged for cancellations received less than three weeks from the date of the conference. As speakers are confirmed six months before the event, some speaker changes or topic changes may occur in the program. The Performance Institute is not responsible for speaker changes, but will work to ensure a comparable speaker is located to participate in the program.

The Performance Institute
The Performance Institute
1515 N. Courthouse Road
Suite 600
Arlington, VA 22201

Staff Your School with the Best and Brightest Teachers

Registration Form for the *2003 National Summit on Recruiting, Retaining & Certifying Quality Teachers*

Call (703) 894-0481; Fax This Form To: (703) 894-0482; or visit www.PerformanceWeb.org

☐ Yes! Register me for the Conference & Workshop
☐ Yes! Register me for the Workshop ONLY
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