**Educator Effectiveness - Dr. Kelly Burling**

Federal, state and local governments and agencies have issued a charge to improve

educator effectiveness in all schools across the country. Research has shown that teachers

and school leaders are the most important school factor in student achievement; supporting

educator effectiveness is the best means of supporting student learning. Districts must think

systematically about how to staff teachers and school leaders based on the quality and

effectiveness of their instruction, rather than more traditional factors, such as experience

and tenure.

This session helps decision makers gain insight into educator performance—what’s working,

what isn’t, and what areas of focus will have the greatest impact on student learning. We

will discuss the importance of multiple indicators for reliability, validity and a complete

profile of educator performance. A 360° perspective that illuminates both educator and

student performance and helps educators understand the link between the two is the first

step in identifying individualized development plans for educators that can have the most

significant impact on their students.

TARGET AUDIENCE: Directors; Principals; Superintendents; Other District Administrators

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**From The Research & Innovation Network**

**Educator Effectiveness Lunch Keynote - Dr. Kelly Burling**

*Kelly Burling, Ph.D. directs strategy, business, and product development coordination for educator effectiveness across Pearson's North American business units. She is also the Director of Pearson's Center for Educator Effectiveness where she oversees the coordination of the Center research agenda; as well as overseeing*

*development and implementation of such programs as the NationalBoard for Professional Teaching Standards and the New Leaders Model for the Continuous Improvement of School Leaders. At Pearson, Kelly began her career in the Research division of Test and Measurement Services where she served as an expert on alternate and innovative assessment. Prior to Pearson, Kelly worked on Universal Design applications in computer based testing at CAST,*

*the Center for Applied Special Technology, and as a psychometrician for the North Carolina Department of Public Instruction.*

**Administrative Track - From School Achievement Services**

**Common Core Assessment Readiness: Technical Infrastructure Analysis - TBD**

You are in the process of helping your teachers and students prepare for the Common Core

State Standards assessments—but are you helping prepare your building? The fact is, most

districts might initially struggle with ensuring that their current technology infrastructure

can handle the new online assessments. Join us to gain understanding of what the new

performance-based assessments are likely to present and how to prepare your technology

infrastructure to handle them.

TARGET AUDIENCE: District IT Directors; Other District Administrators; SIS Agnostic

**Leadership and the Common Core**

**Janet Davis, Mathematics Specialist**

This session for educational leaders introduces participants to using performance tasks to

inform instruction and explores the indicators of effective instruction in Common Core

classrooms. Participants will engage with the criteria and indicators through videos and

classroom observation scenarios in order to identify evidence of criteria and indicators in

practice. They will discuss how to use feedback to improve practice and explore how to use

performance tasks to identify what students know and to build a coaching model that

objectifies conversations for adult learners.

TARGET AUDIENCE: District and School Curriculum Personnel, Teachers, Principals;

Superintendents; Other District Administrators

**Writing for the Common Core,**

**Susan Powell, Elementary Literacy Specialist**

You may have an assessment tool, are able to deliver assessments but would like to write

effectively and with the common core in mind. Today, many Teachers, District and School

Curriculum leaders create items for assessment. This session will explore ways for

developing and sustaining good writers who meet the Common Core standards. Participants

will gain an understanding of the routines and rituals that support writing and build stamina,

discuss genres and text types, and learn how to analyze student work for evidence of

meeting the standards.

TARGET AUDIENCE: District and School Curriculum Personnel, Teachers, Principals;

Superintendents; Other District Administrators

**Why are we doing this? Prepare students for College and Career,**

**Aletta Price, Field Service Specialist, School Improvement**

In this session we explore how the curriculum connects purposeful learning with

expectations for student understanding, and how to balance the curriculum map, the unit

plan and the daily lesson to maximize the rigorous and engaging learning experiences

presented to students.

TARGET AUDIENCE: District and School Curriculum Personnel, Teachers, Principals;

Superintendents; Other District Administrators