2015–2016 LEADERSHIP CATALOG

PROFESSIONAL GROWTH & DEVELOPMENT RESOURCES
FOR SCHOOL LEADERS

SHOP.ASCD.ORG
HOW WE LEAD

VISIONARY, INSTRUCTIONAL LEADER, ENGAGER, AND COLLABORATOR. These four key roles are the foundation of ASCD’s new Principal Leadership Development Framework. Aligned with the new Interstate School Leaders Licensure Consortium (ISLLC) Standards and other relevant leadership standards and rubrics, this framework will help you create sustainable leadership development programs and practices using ASCD’s extensive professional learning resources found in this guide.

Creating a positive culture, effectively using data, and leading professional learning are just some of the topics that will help you become an effective principal or teacher leader. Books, online courses, streaming video, or conferences—ASCD has the professional learning solutions to fit your needs and budget.

Whether you’re already in a leadership role or aspire to be in one, the resources in this guide will support you and your staff in your work to transform your classrooms and schools. Learn more about ASCD’s Principal Development Framework at www.ascd.org/plpaper.
Our goal is to exceed your expectations for quality products and service. If within 45 days of receipt you feel that we have fallen short of this goal, we will issue you a credit or refund.

For a complete list of leadership resources, visit shop.ascd.org.

SATISFACTION GUARANTEED

HOW TO ORDER
See order form on page 21.

For fastest service, order online at shop.ascd.org.

CALL TOLL-FREE:
1-800-933-ASCD (2723), then press 1 (Monday–Friday, 8:00 a.m.–6:00 p.m. eastern time)

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1-703-575-5400

E-MAIL:
member@ascd.org

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**LEADERSHIP ATTRIBUTES**

**VISIONARY**
- Articulates, communicates, and leads the implementation and ongoing revision of the school’s mission and vision.
- Aligns and bases all decisions, practices, policies, and resources (human capital, time, budgetary, and facilities) on the school’s mission and vision.
- Promotes the collaborative creation, monitoring, and refinement of long-term and short-term school improvement plans.
- Compels the district/school community to embrace and work toward the attainment of the shared mission and vision.

**ENGAGER**
- Maintains an unwavering priority of establishing and fostering an environment that tends to the Whole Child: Healthy, Safe, Engaged, Supported, and Challenged.
- Creates and cultivates partnerships within the parent, district, business, political, and greater community to support the achievement of the school’s mission and vision.
- Leads and navigates positive change by assessing, analyzing, and anticipating emerging trends and implementing change-savvy techniques with staff and the school community.
- Safeguards community values, ethics, and equitable practices, advocating for all children and displaying an appreciation for diversity.
- Develops policies and practices that cultivate staff as reflective practitioners.

**INSTRUCTIONAL LEADER**
- Builds collective capacity of the entire staff through the cultivation of a robust professional learning community.
- Builds individual capacity of the entire staff through differentiated supervision, coaching, feedback, and evaluation practices.
- Assures the alignment of rigorous curriculum, research-based best practices in instruction, and comprehensive formative/summative assessment approaches.
- Promotes monitoring systems that utilize real-time data to inform school site, teams, and teacher’s instruction and intervention decisions.

**LEARNER AND COLLABORATOR**
- Facilitates the delivery of job-embedded, ongoing, coordinated professional learning opportunities that lead to increased student achievement.
- Develops internal leaders and nurtures an environment of shared/distributed leadership, ownership, and decision-making.
- Models reflective practice, confidence, humility, grit, and interest in continuous growth and lifelong learning.
PRINCIPAL LEADERSHIP DEVELOPMENT PROGRAM

ASCD understands that leadership development for principals is key to school improvement and student learning. That’s why we created a new principal leadership development program that guides you in applying practical, high-leverage leadership strategies in your school.

The program

- is a unique, ongoing leadership development experience.
- emphasizes collaborative learning and self-reflection in communities of practice.
- is led by ASCD experts.
- includes anytime, anywhere virtual support.

Get ready to partner with us on your leadership journey.

Look for more details in the coming months.

VISIONARY • COLLABORATOR
INSTRUCTIONAL LEADER
ENGAGER • LEARNER

LEARN MORE
about the basis of the new program by reading ASCD’s white paper Leadership Matters.

WWW.ASCD.ORG/PLPAPER
VISIONARY
Balanced Leadership for Powerful Learning: Tools for Achieving Success in Your School

Bryan Goodwin and Greg Cameron with Heather Hein

You know the leadership practices that matter most are the ones that have proven to positively affect student achievement. Learn how a balanced approach—melding purposeful change with continuous maintenance—makes school leaders more effective in implementing the three fundamental components of leadership:

• Establishing a clear focus and keeping everyone targeted on issues that matter most.
• Managing the difficult challenges associated with making the changes that will improve your school.
• Creating a sense among all teachers and staff that they are invested in student outcomes and that they can make a difference.

Explore specific practices and the step-by-step tools you need to integrate the actions and behaviors of successful leaders into your daily practices.

(ASCD book, 2015) 8 1/2” x 11”; 112 pages

Format | List Price | Member
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Print | $23.95 | $18.95
E-Book | $22.99 | $17.99
Stock # 112025XC8

Learning from Lincoln: Leadership Practices for School Success

Harvey Alvy and Pam Robbins

This book explores how Lincoln’s ability to persevere and lead despite adversity provides a compelling and inspirational model for educators struggling with today’s challenges of accountability, diversity, political conflict, and economic hardship.

(ASCD Premium Member book, August 2010) 7” x 9”; 192 pages

Format | List Price | Member
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Print | $25.95 | $19.95
E-Book | $24.99 | $18.99
Stock # 110036XC8

The New Principal’s Fieldbook: Strategies for Success

Pam Robbins and Harvey Alvy

Any principal starting at a new school or taking a leadership position for the first time needs this book to help focus on the issues that are most critical to success. Drawing from research data and advice from experienced principals, the authors reveal secrets that can make or break a new school leader’s career.

(ASCD book, 2004) 6” x 9”; 305 pages

Format | List Price | Member
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Print | $29.95 | $23.95
E-Book | $28.99 | $22.99
Stock # 103019XC8

How to Help Your School Thrive Without Breaking the Bank

John G. Gabriel and Paul C. Farmer

Yes, times are tough and money is tight, but the good news is that you already have the resources you need to help your school thrive. Here’s a book that will help you maximize them. Two experienced educators explain how to improve your school with internally developed, inexpensive, and time-efficient programs and initiatives.

(ASCD book, 2009) 6” x 9”; 320 pages

Format | List Price | Member
---|---|---
Print | $26.95 | $20.95
E-Book | $25.99 | $19.99
Stock # 107042XC8

NEW! ON SALE!

VISIONARY

We’re Here to Help // 1-800-933-2723 or 1-703-578-9600+1

Online Study Guide Included
Qualities of Effective Principals
James H. Stronge, Holly B. Richard, and Nancy Catano

Following on the results-based approach from the ASCD best-seller Qualities of Effective Teachers, James Stronge and his coauthors explain how the research-based qualities of effective principals can be applied to training, hiring, mentoring, and supervising of school leaders everywhere.

(ASCD book, 2008) 7” x 9”, 260 pages

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School Leadership That Works: From Research to Results
Robert J. Marzano, Timothy Waters, and Brian A. McNulty

For the first time in the history of leadership research, here’s a book that gives you a list of leadership competencies that are research based. Drawing from 35 years of studies, the authors explain critical leadership principles that every administrator needs to know. Discover 21 leadership responsibilities that have a significant effect on student learning. A five-step plan for effective school leadership and many other tools are included.

(ASCD Premium and Select Member book, 2005, copublished with McREL) 7” x 9”, 194 pages

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Five Levers to Improve Learning: How to Prioritize for Powerful Results in Your School
Tony Frontier and James Rickabaugh

Discover a simple but powerful framework that ensures you do the right work and make changes that will truly have measurable effects on student achievement. The authors focus your attention on five key “levers” that can unlock the potential for lasting improvements in teaching and learning.

(ASCD Premium, Select, and Institutional Plus Member book, January 2014) 6” x 9”, 192 pages

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The Principal 50: Critical Leadership Questions for Inspiring Schoolwide Excellence
Baruti K. Kafele

Award-winning principal Baruti K. Kafele answers 50 vital questions all principals should ask themselves at some point in their careers. In his inimitable style, Kafele lays out the touchstones for maintaining strong leadership habits, inspiring excellence and collaboration in others, and engaging an entire school community in striving to be the best.

(ASCD book, 2015) 6” x 9”, 102 pages

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An Introduction to the Whole Child
PD Online Course

Learn how the whole child approach works in relation to a school’s culture and climate, curriculum and instruction, assessment, classroom management, and outside of the classroom practices. Participants will have the opportunity to review, compare, and contrast their current professional practices with the whole child approach.

(ASCD online course, 2013)

Embracing Diversity: Effective Teaching, 2nd Edition, PD Online Course

In Embracing Diversity: Effective Teaching, you’ll consider the importance of building respect for racial and multicultural diversity, as well as combating gender and sexual bias through curriculum. Through video examples and in-depth readings, you will learn practical tools for building respect for all students.

(ASCD online course, 2011)

From Vision to Action: The 21st Century Teaching and Learning Plan PD Online Course

In From Vision to Action, you’ll explore what educators mean by “21st century teaching and learning.” Throughout, you’ll work with the tools and concepts needed to develop a vision of 21st century teaching and translate it into an actionable practice for your school or district.

(ASCD online course, 2011)

To learn more, go to www.ascd.org/pдонline.

PD INFOCUS v.2.0
The Premier On-Demand PD Tool for Educators

Principal Leadership PD In Focus Channel
This channel focuses on the four categories of the ASCD Principal Leadership Development Framework: the principal as a visionary, instructional leader, engager, and learner and collaborator. These areas for professional growth are aligned to the ISLLC standards and other district, state, and organizational leadership competencies.

For more information and to sign up for a free trial, go to www.ascd.org/pdinfocus.
INSTRUCTIONAL LEADER
Leading for Differentiation: Growing Teachers Who Grow Kids
Carol Ann Tomlinson and Michael Murphy

World-renowned differentiation authority Carol Ann Tomlinson and change leadership expert Michael Murphy provide you with a tested and validated way to lead a school building or district toward differentiated instruction. Their guiding principles, tools, strategies, and leadership framework help you establish differentiation as a permanent and positive means to better student learning.

(ASCD book, 2015) 7 7/8” x 9 7/8”, 167 pages

Format | List Price | Member
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Print | $30.95 | $22.95
E-Book | $29.99 | $21.99

Stock # 115005XC8

Focus: Elevating the Essentials to Radically Improve Student Learning
Mike Schmoker

Learn why and how to take a “first-things-first” approach to school improvement and focus laser like on only three essentials: coherent curriculum, sound lessons, and purposeful reading and writing. Applying these insights gained from his years of work with schools of all kinds, the author lays out a complete plan for radically improving schools.

(ASCD Premium, Select, and Institutional Plus Member book, January 2011) 6” x 9”, 238 pages

Format | List Price | Member
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Print | $27.95 | $20.95

Stock # 115016XC8

Building Teachers’ Capacity for Success: A Collaborative Approach for Coaches and School Leaders
Peter Hall and Alisa Simeral

Emphasizing just three things—identifying teachers’ strengths, maximizing their potential, and building their capacity—this book lays out a clear and practical pathway toward higher student achievement.

(ASCD Premium Member book, 2008) 8” x 10”, 195 pages

Format | List Price | Member
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Print | $29.95 | $22.95

Stock # 109002XC8

17,000 Classroom Visits Can’t Be Wrong: Strategies That Engage Students, Promote Active Learning, and Boost Achievement
John V. Antonetti and James R. Garver

Drawing from a vast set of data from more than 17,000 classroom visits, this book reveals teaching practices that are most apt to shift classroom dynamics from teaching to learning, ensure students are doing the “work,” and use assessments to advance the learning process.

(ASCD Premium Member book, February 2015) 8” x 10”, 190 pages

Format | List Price | Member
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Print | $28.95 | $21.95
E-Book | $27.99 | $20.99

Stock # 115010XC8
### Effective Supervision: Supporting the Art and Science of Teaching

*Robert J. Marzano, Tony Frontier, and David Livingston*

Like in his landmark book *The Art and Science of Teaching*, Robert Marzano and his coauthors once again make a definitive case based on extensive research. Going way beyond scripted observation routines and typical value-added measurements of teacher effectiveness, the authors open your eyes to broad principles of effective supervision that apply to all kinds of schools.

(ASCD Premium Member book, May 2011) 8” x 10”, 185 pages

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### Never Underestimate Your Teachers: Instructional Leadership for Excellence in Every Classroom

*Robyn R. Jackson*

This award-winning book is a must read for school leaders who want to know how to give the right feedback to their teachers. Explore a new model for instructional leadership with eight tools that help you diagnose teacher will and skill, develop improvement plans for teachers, and manage your own schedule.

(ASCD Premium Member book, May 2013) 6” x 9”, 175 pages

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### Using Data to Focus Instructional Improvement

*Cheryl James Ward, Douglas Fisher, Nancy Frey, and Diane Lapp*

Discover how to improve student outcomes by acting on your school’s data—learn how to analyze and process it to energize your teaching and advance your school’s instructional practices. Starting with a review of all the data sources available to you—not just test scores—the authors offer simple instructions that focus improvement efforts and result in increasing teacher expertise.

(ASCD book, 2013) 8” x 10”, 132 pages

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### Connecting Leadership with Learning: A Framework for Reflection, Planning, and Action

*Michael Copland and Michael Knapp*

Two experienced and accomplished education experts introduce you to the Leading for Learning Framework and provide you with specific advice on how to quickly foster student, teacher, and systemic learning.

(ASCD book, 2006) 6” x 9”, 300 pages

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Protocols for Professional Learning
Lois Brown Easton

Whether the purpose of your professional learning community (PLC) is to examine student work, explore instructional practice, address problems, or engage your colleagues in discussion, this guide will make you an instant expert facilitator with 16 protocols for planning and leading your PLC.

(ASCD PLC Series book, 2009) 8 1/2" x 11", 70 pages

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Leadership: Implementing the Common Core State Standards PD Online Course

Develop a clear vision of what implementation of the Common Core State Standards will look like in your school or district and learn about essential implementation tools tied directly to the Common Core—formative and interim assessment, analysis and planning, leading professional development, evidence walks, and data dialogues.

(ASCD online course, 2013)

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Leading Professional Learning: Building Capacity Through Teacher Leaders PD Online Course

Explore practical tools, examples, and processes for developing, implementing, and evaluating systems of job-embedded professional learning led by teacher leaders. Learn about an alternative to older “train-the-trainer” models of professional development that emphasizes sustainable approaches to long-term capacity building for deep professional learning that leads to routine use of essential practices in classrooms and schools.

(ASCD online course, 2013)

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PD Online courses make it easy and practical for you to continue professional learning anytime and anywhere.
ENGAGER
Reaching Out to Latino Families of English Language Learners

David Campos, Rocío Delgado, and Mary Esther Soto Huerta

This book proposes that educators everywhere do a better job of developing home-to-school partnerships based on meaningful relationships with Latino parents. Throughout the guide, you’ll pick up lots of immediately useful tips and strategies for starting and furthering the partnering process with Latino parents.

(ASCD book, 2011) 8 1/2” x 11”, 224 pages

Format | List Price | Member
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Print | $30.95 | $23.95
E-Book | $29.99 | $21.99

Stock # 110005XC8

STEM Leadership: How Do I Create a STEM Culture in My School?

Traci Buckner and Brian Boyd

Creating a successful program focused on teaching students science, technology, engineering, and math (STEM) poses special leadership challenges. This guide explains what school leaders can do to improve the quality of STEM education, help teachers provide rigorous instruction, foster students’ college and career readiness, and develop community engagement and partnerships.

(ASCD Arias publication, 2015) 5” x 7 3/4”, 48 pages

Format | List Price | Member
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Print | $12.99 | $9.99
E-Book | $6.99 | $5.99

Stock # SF114081XC8

10 Steps to Managing Change in Schools: How Do We Take Initiatives from Goals to Actions?

Jeffrey Benson

As change initiatives come and go, you can handle each one with this guide’s 10-step management plan that can be successfully adapted to almost all new programs or procedures. A series of checklists and worksheets help you break down change initiative into components, develop realistic targets, and use readily accessible data to monitor your progress at every step.

(ASCD Arias publication, 2015) 5” x 7 3/4”, 56 pages

Format | List Price | Member
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Print | $12.99 | $9.99
E-Book | $6.99 | $5.99

Stock # SF115072XC8

100+ Ways to Recognize and Reward Your School Staff

Emily E. Houck

When you’re in a leadership position and can’t control paychecks, what can you do to increase morale and lower staff turnover? Get this book and use the many practical ideas for motivating educators and creating a more positive work climate in schools.

(ASCD book, 2012) 5” x 9”, 160 pages

Format | List Price | Member
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Print | $20.95 | $15.95

Stock # 112051XC8
Mobilizing the Community to Help Students Succeed
Hugh B. Price

Find out how you can launch and sustain an effective community-based effort to inspire and honor academic excellence and help close the achievement gap.

(ASCD Premium and Select Member book. July 2008) 6" x 9", 141 pages

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Stock # 107055XC8

Turning High-Poverty Schools into High-Performing Schools
William H. Parrett and Kathleen M. Budge

Although schools alone will never systemically eliminate poverty, high-poverty, high-performing schools take control of what they can to disrupt the cycle of poverty and close achievement gaps. The authors synthesize real-world practices to provide you with a Framework for Action that ensures your school builds leadership capacity, fosters a supportive school environment, and focuses intensely on learning.

(ASCD book, 2012) 8" x 10", 220 pages

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School Climate Change: How Do I Build a Positive Environment for Learning?
Peter DeWitt and Sean Slade

Award-winning elementary school principal Peter DeWitt and whole child expert Sean Slade guide you in how to create a more positive school climate for your students and teachers. Their steps and advice help you foster a more welcoming, cooperative, safe, and inclusive school environment that can overcome the most difficult obstacles to student achievement, well-being, and success.

(ASCD Arias publication, 2014) 5" x 7 3/4", 56 pages

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Stock # SF114084XC8

ON SALE!

School Culture Rewired: How to Define, Assess, and Transform It
Steve Gruenert and Todd Whitaker

Discover tools, strategies, and advice for defining, assessing, and transforming your school’s culture into one that is positive, forward looking, and working to enrich students’ lives.

(ASCD Premium, Select, and Institutional Plus Member book, Editor’s Selection, January 2015)

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Aim High, Achieve More: How to Transform Urban Schools Through Fearless Leadership
Yvette Jackson and Veronica McDermott

Two veterans of urban education describe how a leadership approach consisting of affirmation, inspiration, and mediation (AIM) can transform urban schools into flourishing communities of potential and growth.

(ASCD Premium Member book, August 2012) 6" x 9", 144 pages

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Stock # 112015XC8
Bullying: Taking Charge, 2nd Edition, PD Online Course

In Bullying: Taking Charge, you will explore what bullying is and why it is important to address it on the student, teacher, and school level. You will also learn some practical tools for confronting and preventing bullying. (ASCD online course, 2011)

Parents as Partners in Schooling: For Teachers PD Online Course

Explore the six standards for parental involvement from the National Parent Teacher Association (PTA) and investigate ways to increase parental involvement. You will identify your attitudes about parental involvement, assess your school’s parental involvement program, and explore ways to solicit parental participation in the decision-making process. (ASCD online course, 2009)


Discover engaging and meaningful ways to encourage proper technology integration in schools and work toward increasing access for all students. You will also examine the importance of helping students and their families think critically about the role technology plays in their daily lives. (ASCD online course, 2011)

To learn more, go to WWW.ASCD.ORG/PDONLINE.
LEARNER & COLLABORATOR
Creating Dynamic Schools
Through Mentoring, Coaching, and Collaboration

Judy F. Carr, Nancy Herman, and Douglas E. Harris

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