



In collaboration with the San Jose Unified School District

Summer Training Institute & Leadership Academy

The San Jose Marriott
San Jose, CA

Sunday, July 11, 2010 – Wednesday, July 14, 2010

SUNDAY, July 11, 2010 – Day One

2:00 pm - 6:30 pm



Salon I & II Foyer	2:00 pm -5:00 pm	Registration & Sign up for Sessions
Salon I & II	3:00 pm -3:20 pm	Welcome Greetings <i>Dr. Robert Brooks, Executive Director - Magnet Schools of America, DC</i> <i>William Magnotta, President - Magnet School of America, CT</i> <i>Dr. William Erendson, Assistant Superintendent - San Jose USD, CA</i> <i>Dr. Irving Phillips, Director of Magnet Programs - San Mateo-Foster City School District, CA & MSA Region IX Director</i>
	3:20 pm -3:45 pm	Lincoln High “Academic, Visual and Performing Arts” - Student Performance
Salon I & II	3:45 pm -4:00 pm	Introduction of Keynote Speaker <i>Jef Wind, San Jose Teacher-of-the-Year - Willow Glen High School, San Jose USD, CA</i>
Salon I & II	4:00 pm -5:00 pm	Keynote Speaker <i>Dan McCormack, Ph.D., Education Development Executive - Apple Computer, Inc.</i> <u><i>Disruptive Educational Innovation</i></u> <i>It’s change that nobody is necessarily expecting, that happens relatively quickly, is rather pervasive, and is driven by technology or at least facilitated by technology. Initially you may see a precursor, a radical effort surface that isn’t quite accepted and maybe won’t be successful but at least shows that there may be a model out there somewhere that may eventually take hold. But we haven’t really seen the type of disruptive change in education through technology that I would like to see, yet. Examples are Podcasts, online learning, artificially intelligent online tutors, collaborative social networking, and many more.</i>
Salon I & II Foyer	5:00 pm -6:30 pm	Reception & Social



Salon I & II 8:00 am - 8:45 am

Registration, Continental Breakfast, General Announcements & Overview of Conference

Dr. Robert Brooks, Executive Director - Magnet Schools of America

THEME-BASED BREAKOUT SESSION 1:

9:00 am - 10:15 am

Willow Glen I

MSAP Stimulus to Achieving Results

~ General Johnnie Wilson Middle School Adventures in Interactive Simulation Programming Magnet combines a rigorous academic curriculum with the fun and excitement of learning about Real Time Interactive Simulations (RTIS). This magnet program provides grounding in the Science, Mathematics and Technology concepts and skills that can open doors of opportunities for STEM careers and the video gaming industry.

~ Garfield Elementary Adventures in Science Magnet offers students inquiry based science lessons combined with technology enhanced instruction. Students complete 17 modules as they move from kindergarten through 5th Grade. By combining the Inquiry-based approach to teaching, fieldtrips and activities and interactions with professionals in the science fields, the students truly experience “Adventures in Science”.

Graham Henderson, Director of Magnet Programs
Tami Hall, Magnet Site Coordinator/Teaching Specialist
Carrie Atkinson, Magnet Content Area Specialist
Barbara Kapucinski, Principal, Garfield Elementary
 - Lorain City Schools, OH

9:00 am - 10:15 am

Willow Glen III

Recruiting Challenges for Schools in Meeting Goals

Introduction to the Magnet Schools in the San Mateo-Foster City School District: Addressing the successes and challenges for the Magnet Schools.

Tools for Marketing and Recruiting:

- ❖ Magnet Fair (K-8th grade): Coordinating and Advertising
- ❖ Kindergarten Nights
- ❖ Choices Brochure - description of all Magnet Schools.
- ❖ Quarterly Magnet News Letter
- ❖ Website and Videos
- ❖ Press Releases and Use of Media to promote Schools
- ❖ Communications with current and incoming parents
- ❖ Application and Lottery Used For Magnet School Assignments
- ❖ Communication with Principals for enrollment

Stacy Ratekin, Marketing/Recruiting Specialist
 - San Mateo-Foster City Schools, CA

LEADERSHIP ACADEMY 1:

8:45 am – 9:30 am

Guadalupe

Leading Effective Schools for 21st Century Learning

The presenters will provide a brief overview of how the District has used magnet schools to address the 21st century learning framework. In addition, they will discuss how their tiered approach to leadership development has prepared their leaders to meet the 21st century learning standards.

Dr. Mary Sieu, Deputy Superintendent
Cheryl Bodger, Director of Schools
 - ABC USD, CA

9:30 am - 10:15 am

Guadalupe

Performance Management for Strengthening Magnet Programs

Chicago Public Schools will share their experience in utilizing a District-wide Performance Management initiative to strengthen and sustain magnet school programs in a variety of thematic areas.

Dr. Michelle Frazier, Grants Manager
 Office of Academic Enhancement
 - Chicago Public Schools, IL

cont'd MONDAY, July 12, 2010 – Day Two

8:00 am - 4:30 pm



Salon I & II
Foyer

10:15 am -10:30 am

BREAK

THEME-BASED BREAKOUT SESSION 2:

10:30 am - 11:45 am

Defining Infusing Technology Into the Classroom

Offsite – San Jose USD
District Office
via bus

Re-Imaging learning: Innovative thinking that explores what educators need to address the challenges of successful infusion of technology across the curriculum.

Kurt Kuhlmann, M.Ed., Manager
Instructional Technology/MSAP
-San Jose USD, CA

10:30 am - 11:45 am

International Baccalaureate: Why Students Succeed and What We Can Learn from the IB Model!

Willow Glen I

The International Baccalaureate Diploma Program is a rigorous, challenging high school curriculum. It is offered either as a program within a comprehensive high school or as a magnet school theme.

This presentation will focus on the IB curriculum as a model for student and school success. Some schools may choose not to formally offer the DP, but certainly there are ways in which educators can learn from the successes of IB schools (magnet or others). Learn how your school can “raise the bar” of expectations, and help your students to meet the expectations you set for them.

Arthur Arpin, Principal, Connecticut IB Academy
-East Hartford Public Schools, CT

cont'd LEADERSHIP ACADEMY 1:

10:30 am - 11:15 am

Creating a Collaborative Community

Guadalupe

Creating a community based on cooperation and collaboration is critical to the success of magnet schools - of any educational environment. The speakers will present about strategies to create such climate across leadership, the school and classroom.

Doreen Marvin, Director of Development - LEARN, CT
Nanette McCann, MSA Principal of-the-Year
Joan Dooling, MSA Teacher of-the-Year

11:15 am - 12:00 pm

Q & A

Guadalupe

Salon I & II

12:00 pm -1:15 pm

Lunch & Speaker

Leadership Programs

A dynamic, progressive community requires leadership of the highest order. *Community Leadership San Jose (CLSJ)* identifies emerging leaders within the San Jose metropolitan area and exposes them to a broad range of issues vital to the community. Through contact with a variety of experts, participants expand their leadership skills, knowledge and influence on their community. Community Leadership is an educational forum that includes interaction with other members of the class, guest speakers and the area's top decision-makers – people who are shaping the San Jose of tomorrow. It is an opportunity to understand how San Jose works and to build a network that encompasses the many aspects of our community's affairs.



The San Jose Leadership Academy (SJLA) is a program for high school juniors that deepens their community awareness and develops their leadership skills. In this nine-month program, students identified with strong leadership potential get an in-depth look at our community and learn how to take an active role in effecting change.

Rick Holden, Executive Director, San Jose Leadership Council - San Jose Silicon Valley Chamber of Commerce, CA



1:30 pm -3:30 pm

board bus at 1:15 pm
return to hotel at 3:30pm

Offsite - San Jose
High Academy
via bus



Self-guided
within walking
distance

Self-guided
within walking
distance

Salon I & II

3:30 pm -4:30 pm

OFFSITE THEME-BASED BREAKOUT SESSION 3:

Project Lead the Way (PLTW) @ San Jose High Academy (Sign-up during conference check-in)

The session will cover the implementation of the Project Lead The Way Engineering Pathway at San Jose High over the last three years.

Pathway Description:

"Project Lead The Way (PLTW) prepares students to be the most innovative and productive leaders in Science, Technology, Engineering, and Mathematics (STEM) and to make meaningful, pioneering contributions to our world. PLTW partners with middle schools and high schools to provide a rigorous, relevant STEM education. Through an engaging, hands-on curriculum, PLTW encourages the development of problem-solving skills, critical thinking, creative and innovative reasoning, and a love of learning. The PLTW middle and high school STEM education programs give students a brighter future by providing them with a foundation and proven path to college and career success in STEM-related fields. STEM education is at the heart of today's high-tech, high-skill global economy. For America to remain economically competitive, our next generation of leaders must develop the critical-reasoning and problem-solving skills that will help make them the most productive in the world. PLTW sparks the ingenuity, creativity, and innovation within all of our students."

John Denevan, PLTW Resource Teachers, San Jose High Academy - San Jose USD, CA

Children's Discovery Museum Distance: 0.6 mi. (Sign-up during conference check-in)

The premier San Jose destination, where children can go to learn, interact, play and discover about the world around them.

www.cdm.org (nominal admission fee)

Tech Museum of Innovation Distance: 0.3 mi. (Sign-up during conference check-in)

A truly unique museum that inspires innovation in everyone through exhibits and interactions. Features several different themed galleries and an IMAX theater.

www.thetech.org (nominal admission fee)

MSCAN Region IX Meeting

Dr. Irving Phillips, Director of Magnet Programs - San Mateo-Foster City School District & MSA Region IX Director



THEME-BASED BREAKOUT SESSION 4:

9:15 am - 10:30 am

Willow Glen I

21 Point Marketing Program

San Jose Unified has developed a 21 Point Marketing Plan which highlights proven key processes and tools required to implement a successful school-based 21 point marketing plan with suggested activities and timelines. Participants will learn how to develop a culture to support school marketing including how to: develop parent advocacy groups, target mailings, access local media, power of user friendly SARCS, informational packets, effective Web page development, facilitating public forums, supporting student marketing clubs and other strategies.

*Karen Fuqua, Manager
Public Relations & Community Development
- San Jose USD, CA*

9:15 am - 10:30 am

Willow Glen III

Science, Technology, Engineering and Math (STEM)

The Bayside STEM Academy theme embraces Science, Technology, Engineering, and Mathematics (STEM) and Design Thinking. The combination is a unique offering for middle school students and presents STEM curriculum in a new way. The presentation will include:

1. How does one define and develop an apt (effective) STEM program for middle school students?
2. What is design thinking for schools? How (can) does STEM/Design Thinking affect administrators, teachers, and students?
3. How do we determine if STEM is helping students learn?
4. Is STEM/Design Thinking a curriculum or a philosophy?

*Jeanne Elliott Principal, Bayside STEM Academy
- San Mateo-Foster City Schools, CA*

LEADERSHIP ACADEMY 2:

8:30 am – 9:30 am

Guadalupe

Managing Continuous Improvement

Through the implementation of a comprehensive K-12 data warehouse, San Jose USD has developed data-driven cultures on its campuses. As use of data to inform instructional decisions has taken hold in the district, student achievement has steadily increased. Combining collaboratively developed custom reports and data protocols to guide teacher and administrator analyses of student progress, schools are able to pinpoint student needs and intervene early if needed. As a result, schools are able to maintain strategic, accurate and ongoing analysis of school-wide, grade level, class and student progress by subgroups throughout the school year, and to continually adjust and differentiate instruction to meet students' needs. With ownership of their data, teachers are invested in the solutions generated from their own collaborative inquiry. Access to more than 2,700 attributes in the data warehouse supports program innovation and allows for in-depth evaluation of programs and processes. As a result of these data-focused conversations, 8 of the district's Program Improvement elementary schools have now exited PI. This presentation discusses the creation of and requirements for data-driven cultures at district, school and classroom levels.

*Marcy Lauck, Manager
Continuous Improvement Programs
- San Jose USD, CA*

9:30 am - 10:30 am

Guadalupe

Managing Change through Purposeful Evaluation of Magnet Programs

Participants will gain perspective regarding the history of magnet schools and the Magnet Schools Assistance Program (MSAP) grant. Models will be presented that show how a large urban district infuses MSAP grant guidelines into all magnet programs to maximize resources, use evaluation to promote change, impact student achievement, and ultimately transform schools.

*Susan King, Supervisor of Magnets
- Hillsborough County Public Schools, FL*



Salons I & II
Foyer

10:30 am -10:45 am

BREAK

THEME-BASED BREAKOUT SESSION 5:

10:45 am - 12:00 pm

Willow Glen I

Arts & Academics: What's the relationship?

Cheryl Bodger, Director of Schools in ABC USD and former principal of Ross Academy of Creative and Media Arts will discuss how this magnet school incorporated the arts to raise academic achievement. Ross Academy became a California Distinguished School in 2007.

*Cheryl Bodger, Director of Schools
- ABC USD, CA*

10:45 am - 12:00 pm

Willow Glen III

Career Readiness for Graduates: Using the MicroSociety Model

Tioga Middle School in Fresno California will be sharing their hands on career program. Tioga uses MicroSociety as a foundation for their Career focus. Students run one of 30 businesses and ventures. These real life business ventures and government agency activities are long-term, authentic, and interconnected. They inspire success. Micro helps children find meaning and purpose in their education and prepare them to be discerning students as they proceed through higher education and ultimately into adulthood as productive, contributing citizens and skilled innovators in a global economy.

*James Stanphill, Magnet Coordinator, Tioga Middle School
-Fresno USD, CA*

cont'd LEADERSHIP ACADEMY 2:

10:45 am - 11:45 am

Guadalupe

Principal Evaluation & Accountability

This presentation will focus on the principal's accountability for magnet schools. Mr. Wright will discuss principal evaluation and program evaluation and their intersection with magnet program maintenance and development. He will provide explicit examples of principal evaluation and program evaluation as they relate to magnet schools.

*Daniel Wright, Director
Elementary Education & Magnet Programs
-Stockton USD, CA*

11:45 am - 12:00pm

Guadalupe

Q & A

12:15 pm -1:15 pm

Lunch



THEME-BASED BREAKOUT SESSION 6:

Willow Glen I 1:30 pm -2:45 pm

Connecting Instruction That Works with Two-Way Immersion Programs

This year River Glen School celebrates its 25th year of excellence in Two-Way Immersion. This workshop will focus on the guiding principles of a successful two-way immersion program in a time of high stakes accountability.

Mildred Arellano, Principal, River Glen Elementary - San Jose USD, CA

Willow Glen III 1:30 pm -2:45 pm

How to be Legislative Savvy to Promote Your Program!

This session will focus on strategies that make magnet schools successful by involving local, state, and federal legislators, the strategies currently in place to increase federal MSAP appropriations, and how to become a “Messenger for Magnet Schools” and promote your magnet program online and within your local community.

Timothy Brown, Esq., Legislative & Communications Manager - Magnet Schools of America, DC

Self-guided within walking distance 1:30 pm -2:45 pm

Museum of Art Distance: 0.3 mi. (Sign-up during conference check-in)

The Silicon Valley’s leading contemporary visual arts center. The largest visual arts provider in Santa Clara County focuses mainly on work of a modern era.

www.sjmusart.org (nominal admission fee)

Salon I & II Foyer 2:45 pm -3:00 pm

Afternoon Refreshments

Salon I & II 4:00 pm -5:30 pm
OPTIONAL SESSION

Optional: Gifted Education & Leadership MSA and Confratute @ UConn – via Interactive Video Conferencing

Susan King, Supervisor of Magnets - Hillsborough County Public Schools, FL

Laurie Kirsch, Confratute Participant - University of Connecticut, CT

WEDNESDAY, July 14, 2010 – Day Four

7:45 am - 12:00 pm



Salon I & II	7:45 am -8:30 am	Breakfast
	8:30 am -10:00 am	2011 School Merit Awards: Writing an award winning Merit School Application <i>Stacy Testo, Magnet Team Leader - Gilbert Elementary Magnet School, Clark County School District, NV</i> <i>Meg Harrigan, Integrated Arts Coordinator - Rotella Interdistrict Magnet School, Waterbury Public Schools, CT</i>
Salon I & II		Facilitators: <i>Carolyn Holder, NY & Diann Taylor, TX - MSA Merit School Awards Program Chairs</i>
Salon I & II Foyer	10:00 am - 10:15 am	BREAK
	10:15 am -11:30 am	Round-Robin Sessions
Salon I & II		<ul style="list-style-type: none">• <i>2011 Principal of-the-Year Program (POY) - Nanette McCann, Baton Rouge Parish School System, LA</i>• <i>2011 Teacher of-the-Year Program(TOY) - Joan Dooling, Waterbury Public Schools, CT</i>• <i>2011 Poster Contest - William Magnotta, President - Magnet School of America, CT</i>• <i>2011 MSA Indianapolis – Robert Faulkens, Indianapolis Public Schools, IN</i>
	11:30 am -12:00 pm	Door Prizes

Have a Safe Trip!