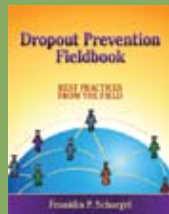
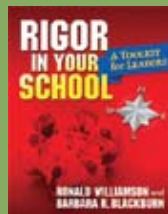
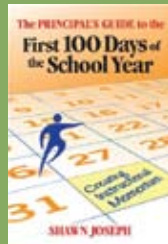
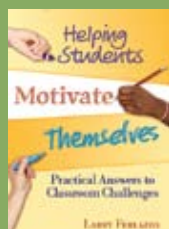
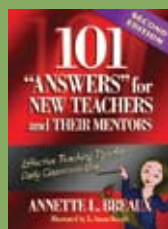
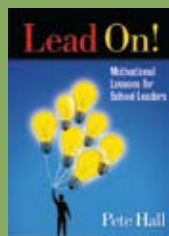


# what's new

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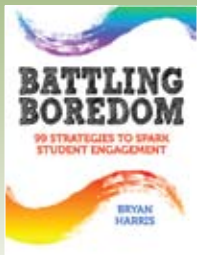


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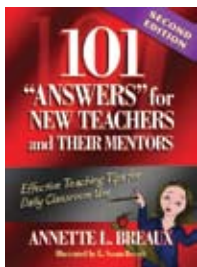
## Especially for Classroom Teachers



### **Battling Boredom: 99 Strategies to Spark Student Engagement** Bryan Harris

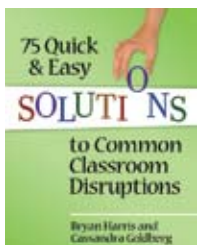
Drive boredom out of your classroom – and keep it out! Gain and sustain the attention

of your students from the moment the bell rings. Perfect for teachers of all subjects and grade levels, these activities go head-to-head with student boredom, resulting in class time that's more efficient, more educational, and loads more fun!  
2011, 160 pp. • 7166-9 \$29.95



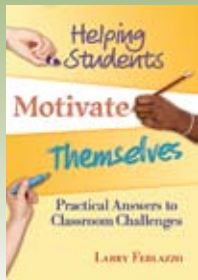
### **101 "Answers" for New Teachers and Their Mentors: Effective Teaching Tips for Daily Classroom Use, 2nd Edition** Annette L. Breaux

The 2nd edition of this bestselling title generates instant impact on teacher effectiveness and promotes communication between new teachers and their mentors.  
2011, 176 pp. • 7182-9 \$29.95



### **75 Quick and Easy Solutions to Common Classroom Disruptions** Bryan Harris, Cassandra Goldberg

This book is packed with practical solutions to the most common classroom problems. Each solution is classroom-tested, highly effective, and quick and easy to implement!  
2012, 112 pp. • 7209-3 \$29.95

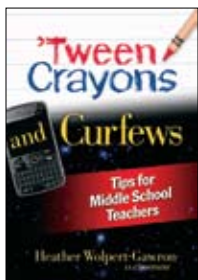


### **Helping Students Motivate Themselves: Practical Answers to Classroom Challenges** Larry Ferlazzo

This book presents immediately applicable steps and lesson plans for all middle and high school teachers looking to spark students' interest in learning.  
2011, 208 pp. • 7181-2 \$29.95

**"...full of strategies, resources, and lesson plans. Many ideas can be put in place tomorrow!"**

–Elena Aguilar,  
Transformational Leadership Coach,  
Oakland Unified School District, CA



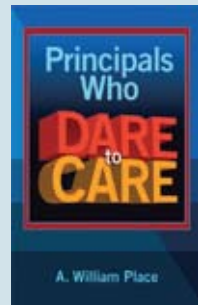
### **'Tween Crayons and Curfews: Tips for Middle School Teachers** Heather Wolpert-Gawron

Tried-and-true strategies for creating a 'tween-centric classroom. Learn how to engage students and instruct with rigor.  
2011, 188 pp. • 7180-5 \$29.95

**"Wolpert-Gawron understands the unique challenges that a middle school educator faces."**

–Susan Gorman, Director of School Improvement, Osawatomie Schools, KS

## School Leadership and Professional Development



### **Principals Who Dare to Care** A. William Place

Dr. Place shares the importance of caring about others along with concepts vital to a successful principalship.  
2011, 160 pp. • 7168-3 \$29.95

**"...presents the 'relationship' aspect of the principalship in a practical, approachable way."**

–Sandy Benavides,  
Director of Professional Development,  
New Principals Academy, Laredo, TX



### **Wikis for School Leaders: Using Technology to Improve Communication and Collaboration** Stephanie D. Sandifer

Sandifer shares her extensive knowledge and offers a wealth of take-away tips for using Wikis to maximize the effectiveness of your professional goals and activities. Learn how your staff can make better use of time, communicate more effectively, and promote collaboration – all contributing to improved student learning!  
2011, 160 pp. • 7184-3 \$29.95



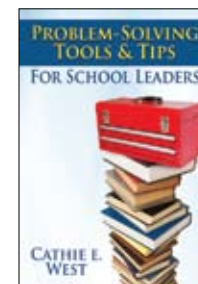
### **Professional Development: What Works, 2nd Edition** Sally J. Zepeda

This top selling book guides school and district leaders in creating an effective, successful PD program that transforms ideas into action. New in this edition: expanded coverage of job-embedded learning, the cost-effective way to enhance professional development with your staff.  
2012, 352 pp. • 7193-5 \$39.95



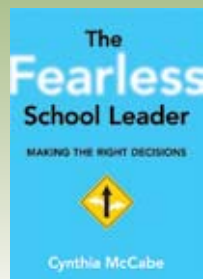
### **Lead On!: Motivational Lessons for School Leaders** Pete Hall

Real-world experience, wisdom, and motivation to help school leaders—at any stage in their careers—increase their effectiveness and rediscover their passion for leading. Short, accessible sections offer lively lessons, practical tips, and easy-to-implement strategies.  
2012, 176 pp. • 7201-7 \$29.95



### **Problem-Solving Tools & Tips for School Leaders** Cathie E. West

Workplace negativity, emergency management, breaking through success barriers – these are just a few of the challenges that award-winning educator, Cathie West, helps you prepare for and respond to with proven tips and tools for success!  
2011, 192 pp. • 7172-0 \$34.95



## The Fearless School Leader: Making the Right Decisions

Cynthia McCabe

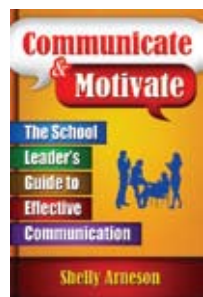
Learn how to solve the problem of low-performing teachers, gain and give trust, act effectively on standardized test

results, and much more!

2011, 160 pp. • 7188-1 \$29.95

**"...packed with concrete leadership insight...you will feel determined to make those challenging decisions – with confidence."**

–Thomasina D. Piercy, Author, Compelling Conversations



## Communicate & Motivate: The School Leader's Guide to Effective Communication

Shelly Arneson

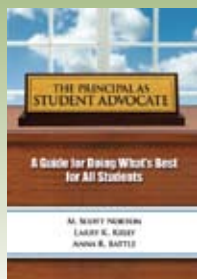
This book has the essential tools and strategies you need to communicate

well while promoting a student-centered learning environment!

2011, 128 pp. • 7179-9 \$29.95

**"A great reference on communication skills for anyone in a school leadership position!"**

–Belinda Miller, Assistant Principal, Mickelson Middle School, Brookings, SD



## The Principal as Student Advocate: A Guide for Doing What's Best for All Students

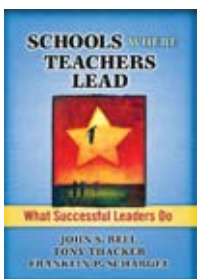
M. Scott Norton, Larry K. Kelly, Anna R. Battle

This unique book works across grades

K-12 and gives you the tools to help all your students reach their full potential.

Supported by research references in every chapter, the book details a rich variety of interventions you can use on a daily basis.

2012, 144 pp. • 7189-8 \$39.95



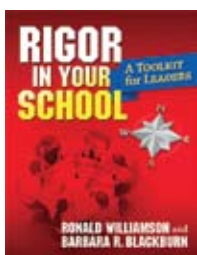
## Schools Where Teachers Lead: What Successful Leaders Do

John S. Bell, Tony Thacker, Franklin P. Schargel

Principals and other leaders will embrace the "Lead Now" and

"Do Now" strategies as they improve their own skills and promote shared leadership among their staff.

2011, 144 pp. • 7173-7 \$29.95



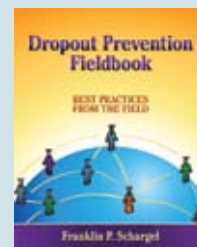
## Rigor in Your School: A Toolkit for Leaders

Ronald Williamson, Barbara R. Blackburn

Raise the level of rigor in your school and dramatically improve student learning! For

educators looking to spread the word on rigor and beat the obstacles to achieving it!

2011, 224 pp. • 7176-8 \$39.95



## Dropout Prevention Fieldbook: Best Practices from the Field

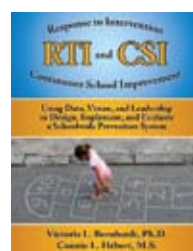
Franklin P. Schargel

Reduce your school's dropout rate, help improve teaching and learning, and develop stronger relationships with parents and the community. The fieldbook addresses a broad range of educational challenges, including school safety, cyber bullying, poor attendance, and raising student achievement.

2012, 224 pp. • 7191-1 \$34.95

**"The strategies Franklin presents are field-tested, data-driven, and are presented in a clear, accessible, and easy-to-implement way."**

–Jean-Claude Brizard, CEO of Chicago Public Schools, IL

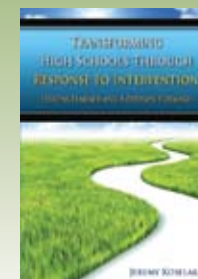


## Response to Intervention and Continuous School Improvement: Using Data, Vision, and Leadership to Design, Implement, and Evaluate a Schoolwide Prevention System

Victoria L. Bernhardt Ph.D., Connie L. Hébert M.S.

Ensure the success of your school and improve the learning of all students by implementing Response-to-Intervention (RTI) as part of a continuous school improvement (CSI) process. This book shows you how to get your entire staff working together to design, implement, and evaluate a schoolwide prevention system.

2011, 320 pp. • 7174-4 \$39.95



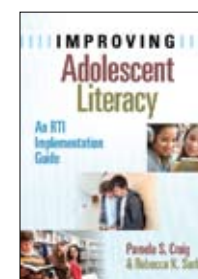
## Transforming High Schools through Response-to-Intervention: Lessons Learned and a Pathway Forward

Jeremy Koselak

Simplify your approach to

implementing Response-to-Intervention (RTI) and make strides toward improved achievement in your high school. Koselak shows high school leaders how to attain measurable results through a framework of tiered, dynamic intervention strategies and explains many of the best policies for continuous improvement.

2011, 192 pp. • 7177-5 \$34.95



## Improving Adolescent Literacy: An RTI Implementation Guide

Pamela S. Craig, Rebecca K. Sarlo

An essential resource for teachers committed to

improving adolescent literacy through the Response to Intervention/Problem Solving process. Each chapter includes practical guidance for:

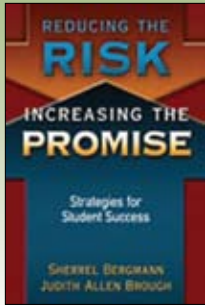
- Establishing achievable goals
- Identifying barriers
- Developing action plans
- Monitoring the effectiveness of the intervention

2012, 112 pp. • 7204-8 \$29.95

**"I appreciated the solid, relevant, credible and current research. The integration of the Common Core Standards is timely."**

–Mimi Brown, Literacy Coach, Issaquah School District, WA

## At-Risk Learners/Intervention/RTI



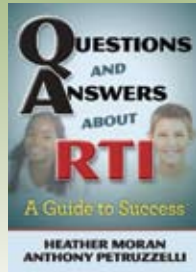
### Reducing the Risk, Increasing the Promise: Strategies for Student Success

Sherrel Bergmann,  
Judith Allen Brough

This is a must-have book for educators at all levels. It's packed with classroom-tested,

practical strategies and lesson plans for teaching respect, responsibility, resilience, reading, and other essential skills to at-risk students.

2012, 176 pp. • 7194-2 \$29.95



### Questions and Answers about RTI: A Guide to Success

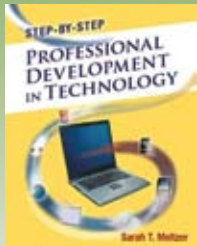
Heather Moran,  
Anthony Petruzzelli

Get answers to all your Response to Intervention questions. Educators will find this resource rich with

practical knowledge and straight talk. It provides an easily understandable "how-to" manual for teachers who are being asked to provide service in an RTI structure.

2011, 128 pp. • 7183-6 \$29.95

## Make Technology Work for You!



### Step-by-Step Professional Development in Technology

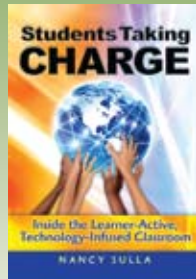
Sarah T. Meltzer, Ed.D.

Don't train your teachers in instructional technology without

first reading this resource-packed book! Get easy-to-follow, practical guidelines for effective PD in technology. Go step-by-step through planning, implementing, and managing your PD opportunities. You get everything you need to make PD in technology a reality—and a success—in your school or district!

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### Students Taking Charge: Inside the Learner-Active, Technology-Infused Classroom

Nancy Sulla

Practical examples and step-by-step guidelines help educators design

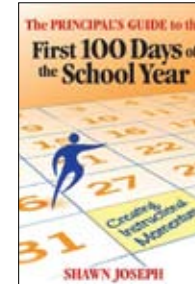
innovative, technology-infused learning environments that engage students, build greater responsibility, and raise academic rigor.

2011, 208 pp. • 7185-0 \$29.95

**"It is obvious that the author not only has a deep understanding of her subject, she has a passion for it as well"**

—Michael L. Fisher,  
Educational Consultant/Founder,  
The Digigogy

## More New Resources to Improve Student Learning!

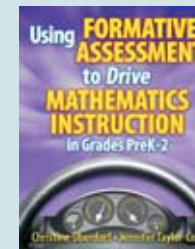


### The Principal's Guide to the First 100 Days of the School Year: Creating Instructional Momentum

Shawn Joseph

For new or veteran principals, this is a must-have resource filled with practical tips for building instructional momentum at the get-go!

2012, 128 pp. • 7202-4 \$29.95



### Using Formative Assessment to Drive Mathematics Instruction in Grades PreK-2 and 3-5

Christine Oberdorf, Jennifer Taylor-Cox

Formative assessment with practical activities aligned with the Common Core State Standards and meeting the expectations outlined by the NCTM. Excellent resources for use during workshops and in-class observations.

Grades PreK-2

2012, 128 pp. • 7187-4 \$29.95

Grades 3-5

2012, 128 pp. • 7190-4 \$29.95

**"The formative assessments themselves...along with the student work samples at different levels are a real strength."**

—Dr. Virginia S. Newlin, NBCT,  
Instructional Supervisor, Kent County  
Public Schools, Rock Hall, MD



### Improving Foreign Language Speaking through Formative Assessment

Harry Grover Tuttle, Alan Tuttle

How to use formative assessment to gain immediate and lasting improvement in your students' fluency. This practical book details formative assessments for 17 language functions with step-by-step lesson plans aligned to ACTFL guidelines.

2012, 144 pp. • 7197-3 \$29.95

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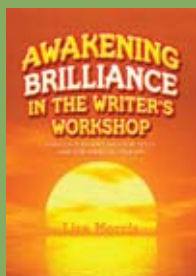
“Everything we know about life in the 21st Century tells us that our students must be prepared with a wide range of communication and thinking skills...”

—Terry Roberts and Laura Billings,  
Teaching Critical Thinking: Using Seminars for 21st Century Literacy



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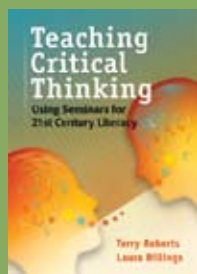


**Awakening Brilliance in the Writer's Workshop: Using Notebooks, Mentor Texts, and the Writing Process**  
Lisa Morris

How to successfully use writer's

notebooks, mentor texts, the writing process, and the six traits to yield higher test scores and increased student engagement.

2011, 180 pp. 7195-9 \$29.95

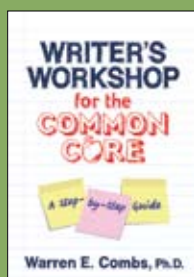


**Teaching Critical Thinking: Using Seminars for 21st Century Literacy**  
Terry Roberts,  
Laura Billings

Learn how to improve students' critical and creative thinking and

literacy skills by using a seminar approach you can implement in every subject across all grades.

2011, 208 pp. 7208-6 \$29.95



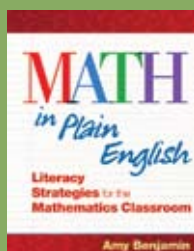
**Writer's Workshop for the Common Core: A Step-by-Step Guide**

Warren E. Combs, Ph.D.

A research-based, step-by-step plan for teaching writing workshops aligned to the Common Core

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Amy Benjamin

How to use 10 literacy strategies to eliminate math word-problem

confusion and achieve the eight Common Core State Standards for Mathematics.

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