

PARTNERS FOR SUCCESS

**Linking Communities,
Families and Schools**

National Conference

**Sponsored by the
School of the 21st Century**

**Yale University
New Haven, Connecticut
July 14 - 16, 2003**



What is the School of the 21st Century?

The School of the 21st Century (21C) is a community school model that includes school-based and school-linked child care for children ages three and four, child care for school-age children and family support services designed to promote the optimal growth and development of children beginning at birth. The 21C model, also known as Family Resource Centers (FRC's) in some communities, transforms the traditional school into a year-round multi-service center providing high-quality, accessible services from early morning to early evening. In many communities, 21C serves as an umbrella for an expanded array of family support services including adult education, youth development and social services.

The 21C/FRC model has proven successful in urban, rural and suburban areas, as well as in affluent, middle class and poor communities. More than 1300 schools have implemented 21C.

Join the 21C Network!

Interested in learning about the latest research, new funding opportunities, evaluation findings and more to support your school-based, school-linked child care and family support programs? Then join the 21C Network. Network members can take advantage of consultation and training from Yale University, share successful strategies with other practitioners throughout the country, and receive timely publications and resources. The 21C Network provides several different levels of membership

tailored to meet the diverse needs of sites interested in continuous quality improvement.

Affiliate Members: Any individual, school or organization that would like information and regular updates on 21C and school-based family support services is eligible for affiliate membership in the 21C Network. Affiliate members receive issue briefs and other network materials and can participate in the 21C

Listserv. They also receive a discount on all 21C publications and on the 21C conference for up to three people from the member organization. Annual cost: \$35



Associate Members: Any school currently implementing the 21C/FRC model is eligible for an Associate membership. Network members at this level can take advantage of regular consultation with 21C Network staff, including one site visit. In addition, Associate members receive issue briefs and network materials, a sampler packet of 21C publications, and a deeper discount on 21C training activities and publications. Annual cost: \$1,000

Contract School: A contract-level membership is appropriate for any school/district new to 21C that would like intensive support and technical assistance. Contract members receive all Associate membership benefits, plus intensive mentoring and coaching from 21C staff and customized on-site training. The annual cost varies, depending on the need of the school district and the number of schools involved.

For more information on joining the 21C Network, see someone at the Registration Desk. The Conference Registration Desk is open Monday through Wednesday, 8:00 a.m. – 4:30 p.m.

Conference at a Glance

| Monday, July 15 | Tuesday, July 16 | Wednesday, July 17 |
|---|--|--|
| 7:00 - 7:45 a.m. Yoga | 7:00 - 7:45 a.m. Yoga | 7:00 - 7:45 a.m. Yoga |
| 8:00 - 9:00 a.m. Breakfast/Registration | 8:00 - 9:00 a.m. Breakfast/Registration | 8:00 - 9:00 a.m. Breakfast/Registration |
| 9:00 - 10:00 a.m. Plenary Session Keynote Speaker: Edward Zigler | 9:00 - 10:00 a.m. Plenary Session Keynote Speaker: Tammy Mann | 9:00 - 10:00 a.m. Plenary Session Keynote Speaker: Christopher Cerf |
| 10:15 - 11:45 a.m. Workshops | 10:15 - 11:45 a.m. Workshops | 10:15 - 11:45 a.m. Workshops |
| 12:00 noon - 1:30 p.m. Lunch Speaker: Grover J. (Russ) Whitehurst | 12:00 noon - 1:30 p.m. Lunch Speaker: Jan Richter | 12:00 noon - 1:30 p.m. Networking Lunch |
| 1:45 - 2:45 p.m. Seminars | 1:45 - 2:45 p.m. Seminars | 1:45 - 2:45 p.m. Seminars |
| 2:45 - 3:00 p.m. Snack Break | 2:45 - 3:00 p.m. Snack Break | 2:45 - 3:00 p.m. Snack Break |
| 3:00 - 4:30 p.m. Workshops | 3:00 - 4:30 p.m. Workshops | 3:00 - 4:30 p.m. Workshops |
| 4:45 p.m. Yale Tour | 4:45 p.m. Yale Tour | 4:45 p.m. Yale Tour |
| 8:00 - 9:00 p.m. Evening Event Ice Cream Social | 5:00 - 11:30 p.m. Evening Event Mohegan Sun Casino Trip | See You All Next Year! |

Questions?

The Conference Registration Desk is open Monday through Wednesday, 8:00 a.m. – 4:30 p.m.

Monday, July 14

College

Yoga
7:00 a.m. -- 7:45 a.m.

Get ready for the day by stretching your body and brain with this beginner-friendly yoga class. Wear comfortable clothes.
Janaki Pierson, Co-Founder & Executive Director, Woodbury Yoga Center

Ballroom

Breakfast
8:00 a.m. -- 9:00 a.m.

PLENARY SESSION

9:00 a.m. -- 10:00 a.m.

Ballroom

Opening Remarks

Matia Finn-Stevenson
Associate Director, Yale Bush Center
Director, School of the 21st Century, Yale University, New Haven, CT

Keynote Address

A NEW ERA IN CHILDREN'S SERVICES
Edward F. Zigler

Edward F. Zigler is the Sterling Professor of Psychology at Yale University, head of the psychology section of the Child Study Center, and Director of the Yale University Bush Center in Child Development and Social Policy. He is the author, co-author, and editor of numerous scholarly publications and has conducted extensive investigations on topics related to child development. Dr. Zigler regularly testifies as an expert witness before congressional committees and has served as a consultant to a number of cabinet-rank officers. He was one of the planners of Project Head Start and served as the first director of the U.S. Office of Child Development (now the Administration for Children, Youth and Families) and Chief of the Children's Bureau from 1970-1972. He is the founder of the School of the 21st Century initiative and the recipient of numerous awards, including the Heinz Award for Public Policy.

CONCURRENT WORKSHOPS

10:15 a.m. -- 11:45 a.m.

Whalley

THE ABCS OF 21C

This session will provide newcomers with a detailed overview of the 21C model, covering each of the key components and the rationale and research supporting them.

Beth Lapin, Senior Associate, School of the 21st Century, Yale University, New Haven, CT
Paul Vivian, Program Consultant, School of the 21st Century, Yale University, New Haven, CT

York

BUILDING BRIDGES TO HEALTHY KIDS AND BETTER STUDENTS

For children to come to school healthy and ready to learn, they must have access to health services and insurance. Recently, leadership and economic changes have presented new challenges to schools' efforts to enroll children in health insurance programs. The Council of Chief State School Officers will share tips and resources to develop and support school-based outreach and enrollment activities.

Patricia Brennan-Gac, Senior Project Associate, Council of Chief State School Officers, Washington, DC
Judith Solomon, Executive Director, Council of Chief State School Officers, Washington, DC

Monday, July 14

CONCURRENT WORKSHOPS (continued)

10:15 a.m. -- 11:45 a.m.

George

BECOMING AN EFFECTIVE ADVOCATE: LESSONS FROM THE FIELD

Learn how to use all your knowledge and enthusiasm to craft a message about the importance of early education and school age programs. Through interactive discussions, hands-on activities and examples from the Early Education for All campaign in Massachusetts, this workshop will help you become a more effective advocate for children and families in your community.

Amy O'Leary, Early Childhood Field Director, The Early Education for All Campaign, Strategies for Children, Boston, MA

Temple

BEYOND LANGUAGE INSTRUCTION: RESPONDING TO THE NEEDS OF IMMIGRANT FAMILIES

Diversity is an ever-present challenge and opportunity in schools, and it is likely to increase in the coming years with changes in national demographics. This workshop will discuss resources and policies that can help educators address the needs of immigrant children and work closely with their parents.

Nicole Fedoravicius, Evaluation Manager, School of the 21st Century, Yale University, New Haven, CT
Erica Lopez, Research Assistant, School of the 21st Century, Yale University, New Haven, CT
Dan Vogeler, Principal, Roundy Elementary, Columbus Junction, IA

Church

TELEVISION AS A RESOURCE: CPTV'S READY TO LEARN WORKSHOP

Find out how to recognize and use educational concepts embedded in high quality children's television programming. Through hands-on participation and discussion, this workshop shows child care professionals how to link active television viewing, story time, and educational, age-appropriate activities to help preschoolers learn.

Anne Taggart, Ready To Learn Coordinator, Connecticut Public Television, Hartford, CT

College

YOUNG PEOPLE'S NEEDS DON'T TAKE A VACATION: CREATING HIGH QUALITY SUMMER PROGRAMS

Summer learning loss is a significant cause of widening achievement gaps between low-income, minority students and their more affluent peers. Many current summer interventions are overly punitive and almost exclusively remedial in focus. Learn more about how schools, youth development organizations, and universities can collaborate to create productive and enjoyable summer experiences for school-age youth.

Ron Fairchild, Executive Director, Center for Summer Learning, Johns Hopkins University, Baltimore, MD

Chapel
A & B

PARENTS AS TEACHERS: THE MODEL AND INNOVATIONS

Parents As Teachers (PAT) is a highly effective, nationally recognized program of parent education and home visitation for parents of prenatal to kindergarten age children. This workshop will provide an overview of the PAT program, innovations in Connecticut, as well as PAT's documented benefits to children, their families, and the community.

Robin Drago, Technical Assistant to CT Parents Plus/ConnPAT, The Family Resource Center, West Hartford, CT
Pamela Langer, Director of Early Childhood Initiatives for CT Parents Plus, United Way of CT, Rocky Hill, CT
Guadalupe Martinez, Technical Assistant to CT Parents Plus/ConnPAT, Hamden Family Resource Center, Hamden, CT

Monday, July 14

LUNCHEON ADDRESS

12:00 p.m. -- 1:30 p.m.

Ballroom

FEDERAL INITIATIVES IN EARLY CHILDHOOD: RESEARCH AND POLICY

Grover J. (Russ) Whitehurst

Grover J. (Russ) Whitehurst is the first Director of the newly created Institute of Education Sciences which conducts, supports and disseminates research on education practices that improve academic achievement and evaluations of federal and other education programs. In his previous role as Assistant Secretary for the U.S. Department of Education, Office of Educational Research and Improvement (OERI), Whitehurst established the What Works Clearinghouse, initiated new programs of research such as those in reading comprehension and preschool curriculum, and spearheaded an unprecedented increase in the presidential budget request for education research. Prior to beginning federal service, Whitehurst was Chairman of the Department of Psychology at the State University of New York at Stony Brook. During his career as a researcher, Whitehurst, an expert in early literacy, developed the dialogic reading technique, a widely used method of shared picture book reading that enhances children's language development. His work is also reflected in the Get Ready to Read! Initiative sponsored by the National Center for Children with Learning Disabilities. Whitehurst received his undergraduate degree at East Carolina University, and obtained a Ph.D. in experimental child psychology from the University of Illinois, Urbana-Champaign. He is married with two children.

SEMINARS

1:45 p.m. -- 2:45 p.m.

Temple

YEARS OF LEAN AND PLENTY: LIVING WITH AND EVEN GROWING YOUR PROGRAM DURING TIMES OF ECONOMIC UNCERTAINTY

Today's economic climate makes launching a new program – or sustaining an existing one – a daunting prospect even for the most intrepid veterans. Yet even lean fiscal environments provide opportunities for creative financing for family and children's services. The Finance Project works with state and community leaders in order to help them design strategic financing plans that make the most of available funding. This session will suggest ways to sustain promising community initiatives and even grow them in tough times.

Cheryl Hayes, Executive Director, The Finance Project, Washington, DC

College

SOUND LEARNING: MUSIC'S ROLE IN HUMAN DEVELOPMENT

Music is not only fun, it also has a powerful influence on children's development. A noted music educator and researcher on the role of music in human development will discuss the many ways music influences growth and development, and provide strategies for integrating music into the daily lives of children, both at home and in the classroom.

Lori Custodero, Assistant Professor, Teachers College, Columbia University, New York, NY

York

SELLING POINTS

Community support and public awareness is essential for the success of any program such as 21C and is an important aspect of the program's sustainability. Various messages have been used to promote the School of the 21st Century in different communities. In this seminar, 21C veterans discuss what sold them on the program, and in turn, how they and others in the district use key points to inform parents and promote the program in the community.

Alice Barnes, Deputy Superintendent, Forrest City School District, Forrest City, AR

Robert (Sandy) Goodlett, Executive Director, Office of FRYSC—Cabinet for Families and Children, Frankfort, KY

Jim Hinson, Superintendent, Independence School District, Independence, MO

Kevin O'Malley, Superintendent, Ayer Public Schools, Ayer, MA

Monday, July 14

Ballroom
D**Snack Break**
2:45 p.m. -- 3:00 p.m.

CONCURRENT WORKSHOPS

3:00 p.m. -- 4:30 p.m.

Temple

21C PROGRAMS COME OF AGE

You've overcome the start-up challenges; now you're facing the hard work of staying energized and motivating staff, especially in the tough economic climate. Coordinators from mature 21C sites should come to this session prepared to share the joys and frustrations of coordinating 21C programs and leave with renewed enthusiasm for the tasks ahead.

Greg Gilliam, 21st Century Coordinator, Independence School District, Independence, MO
Vicki Shelby, Director, Paragould School of the 21st Century, Paragould, AR
Paul Vivian, Program Consultant, School of the 21st Century, Yale University, New Haven, CT
Deborah Zipkin, Director, Charter Oak Family Resource Center, West Hartford, CT

College

A COMPREHENSIVE, RESEARCH-BASED, EARLY LITERACY COMPONENT FOR 21C

Early literacy is the centerpiece of the current federal administration's early childhood education strategy and a new component of 21C. This workshop will focus on criteria for selecting early literacy curricula, recommendations for specific learning resources, the creation of an informational database, and the development of specialized training and technical assistance for 21C programs.

Heather Callister, Project Director, Core Knowledge Preschool Curriculum Project, Baltimore, MD
Norma Meek, Education Support Services Coordinator, Summit Elementary School, Ashland, KY
Shelby Miller, Program Consultant, School of the 21st Century, Yale University, New Haven, CT
Patricia Schumacher, Associate Superintendent, Independence School District, Independence, MO

George

ESSENTIAL TOOLS FOR 21C START-UP

This workshop will provide tips and tools for those new to 21C implementation. Topics include conducting a needs assessment, forming and maintaining an advisory committee, and planning for action.

Wendy Eldredge, Executive Director, Family Partnership Center, Page Hilltop Elementary School, Ayer, MA
Beth Lapin, Senior Associate, School of the 21st Century, Yale University, New Haven, CT

York

FAMILY SUPPORT AND TECHNOLOGY: ACCOUNTABILITY, INFORMATION AND REFERRAL

Increasing calls for accountability demand that programs demonstrate effectiveness with hard data. Learn about a partnership in Oregon that created a web-based information and referral system that improves data collection, incorporates risks and assets into program data, and provides a step-by-step process to help staff develop and measure program outcomes.

Janet Carlson, County Commissioner, Marion County, Salem, OR
Sandra Peterson, Consultant, Healthcare Business Education Inc., Salem, OR
Walter Reed, Consultant, Healthcare Business Education Inc., Salem, OR

Church

MAKING MIDDLE SCHOOL MAGIC

Dealing with middle school-age kids can be madness, or it can be magic. Reaching out to these young teens and their parents is proving to be a necessary and well-received proposition in Nanuet, NY. We will review some of the Center's most successful programs and lead a discussion about the value of Family Resource Centers beyond elementary school.

Ruben Adderich, Assistant Principal, MacArthur Barr Middle School, Nanuet, NY
Dana Andrews, Middle School Coordinator, Nanuet Public Schools Family Resource Centers, Nanuet, NY
Jane Bosley, Coordinator, Nanuet Public Schools Family Resource Centers, Nanuet, NY
Lauren Grennan, Director, Nanuet Public Schools Family Resource Centers, Nanuet, NY
Roger Guccione, Principal, MacArthur Barr Middle School, Nanuet, NY

Monday, July 14

Meet in
Omni Hotel
Lobby

Tour of Yale Campus

4:45 p.m. -- 6:00 p.m.

Take this guided walking tour of the historic Yale Campus to learn the many stories associated with this famed institution.

Ballroom
A & B

Ice Cream Social

8:00 p.m. -- 9:00 p.m.

After dinner on your own, join us at the Omni for make-your-own ice cream sundaes while you renew old friendships and make new ones! This delicious and rewarding networking event is free for conference participants but **requires pre-registration. Register at the Conference Registration Desk before noon on Monday.**

Tuesday, July 15

College

Yoga
7:00 a.m. -- 7:45 a.m.

Get ready for the day by stretching your body and brain with this beginner-friendly yoga class. Wear comfortable clothes.
Janaki Pierson, Co-Founder & Executive Director, Woodbury Yoga Center

Ballroom

Breakfast
8:00 a.m. -- 9:00 a.m.

PLENARY SESSION

9:00 a.m. -- 10:00 a.m.

Ballroom

Keynote Address

HOW EARLY RELATIONSHIPS BUILD A FOUNDATION FOR SCHOOL SUCCESS

Tammy Mann

Tammy L. Mann is Director of the Early Head Start National Resource Center at ZERO TO THREE. The Center is responsible for providing training and technical assistance to support Early Head Start and Migrant and Seasonal Head Start programs nationally. Mann also serves as adjunct faculty at Howard University in the Department of Human Development and Psychoeducational Studies. Prior to her work at ZERO TO THREE, she served as a Public Policy Fellow at the American Psychological Association. Mann has also worked in a variety of clinical settings providing prevention and intervention services for at-risk families with infants and toddlers. She has presented and published on a wide variety of issues in the field of early childhood development. She recently co-authored a chapter entitled, Diversity in Caregiving Contexts, in the Handbook of Psychology. Dr. Mann holds a doctorate in Clinical Psychology, with an Interdisciplinary Specialization in Infant Studies from Michigan State University. She is married and the mother of two.

CONCURRENT WORKSHOPS

10:15 a.m. -- 11:45 a.m.

Church

A DAY IN THE LIFE OF A 21C SITE COORDINATOR

Come share in the joys and frustrations that happen on any given day as a 21C program director. This session will cover budget tips, staffing issues, fees and collections, general organization, and many other tasks.

Greg Gilliam, 21st Century Coordinator, Independence Public Schools, Independence, MO

Julie Goodan, Director, Somerset FRYSC, Somerset, KY

Chapel
A & B

EFFECTIVE MESSAGES: BUILDING CITYWIDE LEADERSHIP FOR AFTER-SCHOOL PROGRAMS

Sustainability is critical to building quality school-age programs. This workshop will identify strategies and resources that can be used to raise awareness and engage municipal officials in supporting quality after-school programs.

Mark Ouellette, Senior Program Associate, National League of Cities, Washington, DC

Deborah Walker, Ph.D., After-School Coordinator, Charlotte, NC

Tuesday, July 15

CONCURRENT WORKSHOPS (continued)

10:15 a.m. -- 11:45 a.m.

George

LITERACY... FULL CIRCLE

Based on research and the belief that strong literacy skills are the cornerstone of education, this literacy model engages families from the time their children are born through their school education, and looks to the future when these children will become parents.

Cindy Sue Edelen, Principal, Blue Lick Elementary School, Louisville, KY

Kimberly Evola, FRYSC Coordinator, Stepping Stones FRYSC, Louisville, KY

Renata Zoeller, Guidance Counselor, Blue Lick Elementary School, Louisville, KY

Temple

NEW ON THE HORIZON: EMERGING DEVELOPMENTS FOR 21C

Independence, MO is once again breaking new ground by integrating all early childhood services in the community under the 21C umbrella. Come learn how exciting the programmatic and administrative synergy can be when you have Head Start children and supervisors united with others in the early childhood arena inside school buildings.

Patrick Butcher, Family School Liaison, Independence School District

Patti Simcosky, Parents as Teachers and Early Head Start Coordinator, Independence School District

Brad Smith, Neighborhood Services Coordinator, Independence School District and Local Investment Commission

Diane Stauffer, Principal, Randall Elementary School, Independence School District

Jennifer Walker, Early Education Director, Independence School District

Glenda White, Head Start Director, Independence School District

Wooster

THE PARENT-CHILD HOME PROGRAM: PREPARING CHILDREN FOR SCHOOL SUCCESS

A model home visiting program enables families with two- and three-year-olds to prepare their children to succeed in school, and builds lasting connections between families, schools and community resources. Learn how families challenged by poverty, limited educational opportunities and language barriers enthusiastically participate in twice-weekly home visits that stimulate parent-child verbal interaction in Rockland County, NY.

Mimi Hoffman, 21C Coordinator, Rockland County, South Nyack, NY

Michele Morrison, Training and Technical Assistance Director, Parent-Child Home Program, Inc., Port Washington, NY

College

QUALITY PROGRAMS: HOW DO WE KNOW IF WE HAVE ONE?

Everyone is in favor of "high quality" preschool and school-age programs. But how do we know what makes a child care program high quality? Come learn about the many tools and resources that exist and hear advice about them from veteran program administrators.

Norma Meek, Education Support Services Coordinator, Summit Elementary School, Ashland, KY

Patricia Schumacher, Associate Superintendent, Independence School District, Independence, MO

Vicki Shelby, Director, Paragould School of the 21st Century, Paragould, AR

York

USING LOGIC MODELS TO KEEP YOUR PROGRAM ON TRACK

This session will show participants how to keep their programs on track and avoid information overload by using logic models. These evaluation tools can help your program more clearly chart its course and aid in efficient communication of relevant information between site-level and project-level leadership.

Bonnie Lynch, Research Associate, RMC Research Corporation, Portland, OR

Tuesday, July 15

LUNCHEON ADDRESS

12:00 p.m. -- 1:30 p.m.

Ballroom

THE POLITICAL AND BUDGET LANDSCAPE: STRATEGIES FOR SURVIVING THE CRISIS

Jan Richter

After completing her graduate work in Russian studies, political science and social work at the University of Michigan, **Jan Richter** began her career as an advocate on children's issues. As a clinical social worker, she worked intensively with children and families from diverse backgrounds. As an advocate, she volunteered for organizations that put the needs of children at the top of the public agenda and was a commentator on children's issues for Michigan Public Radio. She was the first director of the Peace Neighborhood Center, a community center in Ann Arbor, Michigan, and founded Michigan Citizens for America's Children, a statewide grassroots advocacy organization. After moving to Washington, DC in 1994, Jan began teaching social work in the undergraduate program at the Catholic University of America as an adjunct professor and working as a consultant on child development and policy for nonprofit advocacy organizations. She has been with Connect for Kids since 1996, first as Director of Outreach and now as Advocacy Director.

SEMINARS

1:45 p.m. -- 2:45 p.m.

Temple

SOUND LEARNING: MUSIC'S ROLE IN HUMAN DEVELOPMENT

Music is not only fun, it also has a powerful influence on children's development. A noted music educator and researcher on the role of music in human development will discuss the many ways music influences growth and development, and provide strategies for integrating music into the daily lives of children, both at home and in the classroom.

Lori Custodero, Assistant Professor, Teachers College, Columbia University, New York, NY

College

THE WAY TO EAT: ADDRESSING CHILDHOOD OBESITY

With childhood obesity in the headlines and growing concerns about the health of young children, it is apparent that children — and adults — need to learn how to eat to stay healthy. A noted nutrition expert, and author of many books on the topic, will discuss the latest research on this topic and provide guidelines for addressing nutrition issues both in the school and in the home.

David Katz, Associate Clinical Professor of Epidemiology & Public Health and Medicine and Director, Yale Prevention Research Center

George

PERSPECTIVES PANEL

The School of the 21st Century means many things to different people. Hear what 21C has meant to a superintendent, principal, site coordinator and parent from different schools across the country and learn from their successes.

Denise Fronius, Principal, Page Hilltop Elementary School, Ayer, MA

Julie Goodan, Director, Somerset FRYSC, Somerset, KY

Jim Hinson, Superintendent, Independence School District, Independence, MO

Mary Jennings, Principal, Hart Magnet School, Stamford, CT

Kimberly Townsend, Parent, Charter Oak Elementary School and family day care provider,
Kimberly Kare, West Hartford, CT

Tuesday, July 15

Ballroom
D

Snack Break
2:45 p.m. -- 3:00 p.m.

CONCURRENT WORKSHOPS

3:00 p.m. -- 4:30 p.m.

York

EFFECTIVE COLLABORATION IN RURAL COMMUNITIES

Collaboration between educators and community service providers is critical to meeting the needs of many children and families. But collaboration takes a great deal of time and effort, particularly in rural communities where resources are scarce and distances hard to bridge. This workshop will identify successful strategies used by several rural communities to overcome these challenges.

Marilyn Chambers, Special Programs Director, Hamburg School District, Hamburg, AR
Kerry Cunningham, Principal, Plainview-Rover Schools, Plainview, AR

College

GRANT WRITING FROM A FUNDER'S PERSPECTIVE

Learn the "tricks of the trade" from a seasoned grant writer and a funder. This workshop is designed to guide a novice grant writer through the steps to building a successful proposal and includes practical suggestions for writing comprehensive, achievable project descriptions. Anecdotal information learned from a recent New Jersey funding initiative will be presented.

Jane Voorhees, Special Project Manager, New Jersey Department of Human Services, Trenton, NJ

Church

MARKETING BASICS

Everyone always talks about the importance of "marketing" your program. But what does that mean, and how do you do it? Gain practical tips from a marketing pro!

Norma Meek, Education Support Services Coordinator, Summit Elementary School, Ashland, KY

George

THE PRINCIPAL'S ROLE: PROVIDING LEADERSHIP TO 21C

Several recent studies on program implementation and school reform have shown that one of the key factors in successful implementation is the role of the principal. We have also found that in 21C studies. There is no replacement for the direction the principal provides, the leadership, and the ability to garner enthusiasm. In this panel we've asked several principals to give us specifics on how they are involved with 21C and how they remain committed to the effort over the years.

Denise Fronius, Principal, Page Hilltop Elementary School, Ayer, MA

Robert (Sandy) Goodlett, Executive Director, Office of FRYSC—Cabinet for Families and Children, Frankfort, KY

Mary Jennings, Principal, Hart Magnet School, Stamford, CT

Temple

WHAT DO YOU MEAN BY DIVERSITY? DEVELOPING CULTURAL COMPETENCE

This session will assist school-based, school-linked and community-based programs that are committed to increasing the cultural competence of their organizations and communities. The presenter will use personal stories, practical examples, and current research to demonstrate effective strategies for working with interdisciplinary and inter-organizational teams and programs.

John-Paul Chaisson-Cardenas, Training and Technical Assistance Director, National Resource Center for Family Centered Practice, University of Iowa, Iowa City, IA

Tuesday, July 15

Ballroom
A

Book Signing
4:30 p.m. -- 5:30 p.m.

Dr. Edward Zigler and Dr. Matia Finn-Stevenson will be available to sign their publications, *The First Three Years and Beyond: Brain Development and Social Policy*; and *Schools of the 21st Century: Linking Child Care and Education*

Meet in
Omni Hotel
Lobby

Tour of Yale Campus
4:45 p.m. -- 6:00 p.m.

Take this guided walking tour of the historic Yale Campus to learn the many stories associated with this famed institution.

Meet in
Omni Hotel
Lobby

Show Me the Money! Trip to Mohegan Sun Casino
5:00 p.m. -- 11:30 p.m.

Wednesday, July 16

College

Yoga
7:00 a.m. -- 7:45 a.m.

Get ready for the day by stretching your body and brain with this beginner-friendly yoga class. Wear comfortable clothes.
Janaki Pierson, Co-Founder & Executive Director, Woodbury Yoga Center

Ballroom
D

Breakfast
8:00 a.m. -- 9:00 a.m.

PLENARY SESSION

9:00 a.m. -- 10:00 a.m.

Ballroom

Keynote Address

TELEVISION PROGRAMS FOR BILINGUAL CHILDREN: NEW DEVELOPMENTS

Christopher Cerf

Christopher Cerf is an author, record and television producer, composer-lyricist, editor, humorist, and co-founder and president of the educational television production company, Sirius Thinking, Ltd. Currently, Cerf serves as Creative Producer of *Between the Lions*, the multiple-award-winning children's literacy series created for PBS. For more than 30 years, Cerf has been a regular contributor of music and lyrics to Sesame Workshop productions, winning, in the process, two Grammy Awards and two Emmy Awards for songwriting and music production. As the founding Editor-in-Chief of the Children's Television Workshop, Cerf played a pivotal role in the ongoing funding of the Sesame Street television show through the creation, licensing and production of educational records, toys and books. Before joining Sesame Street, Cerf was a senior editor at Random House where he helped to create an in-school reading program based on the famous Beginner Book series edited by Dr. Seuss.

CONCURRENT WORKSHOPS

10:15 p.m. -- 11:45 p.m.

George

CREATIVE FUNDING STRATEGIES

Sustaining funding from one year to the next is an ongoing concern for most 21C programs. In this economic climate it can be particularly challenging. Come to this workshop to learn creative ways to think about funding and maximize access to existing resources.

Kim Bohem, Special Projects Manager, School of the 21st Century, Yale University, New Haven, CT

Denise Fronius, Principal, Page Hilltop Elementary School, Ayer, MA

Vicki Shelby, Director, Paragould School of the 21st Century, Paragould, AR

Whalley

COMPREHENSIVE HEALTH EDUCATION IN CULTURALLY DIVERSE SCHOOLS

This presentation will help school-based family support programs develop strategies to improve the health status of medically under-served children in their communities. Comprehensive health education programs and partnerships including the Healthy B.A.S.I.C.S. and Healthy K.I.D.S. models will be discussed in detail, including how to find funding partners. Sample materials will be made available to participants.

Lynn Gardiner Seim, Vice President, National Program for The Children's Health Fund, New York, NY

Jennifer Pruitt, Technical Writer/Editor, The Children's Health Fund, New York, NY

Wednesday, July 16

CONCURRENT WORKSHOPS (continued)

10:15 p.m. -- 11:45 p.m.

Temple

LINKS TO LEARNING PART I: CONNECTING THE MULTIPLE WORLDS OF CHILDREN

School, after-school, home, peers, and community, all shape the lives of young people. Time children spend at out-of-school programs should be both complimentary and compensatory to the other aspects of their lives. This workshop will provide tools for creating after-school programs that effectively connect children's multiple worlds, building on the latest research on topics such as resiliency and homework support. (Note: This workshop can be attended in combination with Part II in the afternoon or by itself.)

Ellen Gannett, Co-Director, National Institute on Out-of-School Time, Wellesley, MA

Church

CLOSING THE INTERNATIONAL GAP: STRATEGIES FOR 21C SCHOOLS

Our children suffer from an "international knowledge gap," knowing little about the 90 percent of the world that lies outside our borders. This is a concern due to growing ethnic and cultural diversity in communities across the country. This workshop will introduce multimedia, professional development, and instructional strategies for integrating international education and world languages into the school.

Christine Brown, Director, Foreign Languages, Glastonbury, CT School District

Nina Garrett, Director, Center for Language Study, Yale University, New Haven, CT

Michael H. Levine, Executive Director, National Campaign for International Education, Asia Society and Senior Associate, Yale Bush Center

York

MANAGING BOUNDARIES WITH STUDENTS AND PARENTS

Principals and program directors will have the opportunity to examine the risks and benefits of applying a model to increase staff awareness and accountability regarding their interactions with students and parents on sensitive issues (gift giving and receiving, tutoring after hours, babysitting, etc). Ample time will be permitted for small group analysis of cases and discussion.

Rosemary C. Baggish, Community Education Consultant, The Institute of Living, Hartford, CT

Wooster

YOU'RE NOT MY FRIEND! CONFLICT RESOLUTION STRATEGIES FOR EARLY CHILDHOOD

Participants will explore a conflict resolution model appropriate for children as young as age one. Six strategies that support young children as they learn to create solutions to conflicts will be demonstrated. Approaches to working with children at differing stages of language development will be discussed.

Betsy Evans, Field Consultant, High/Scope Educational Research Foundation, Gill, MA

College

TOOLS TO SUPPORT LITERACY AND LANGUAGE DEVELOPMENT IN PRE-K

Gain experience using new staff development tools aimed at enriching teacher-child language interactions and integrating developmentally appropriate literacy activities throughout the day. These include an instrument for assessing classroom supports for early literacy, a guide to using children's drawings and dictation, and a resource for strengthening language interactions.

Sheila Smith, Director, Forum on Children and Families, New York University, New York, NY

Wednesday, July 16

Ballroom

NETWORKING LUNCH 12:00 p.m. -- 1:30 p.m.

Here's your opportunity to sit down with people you met this week or those you have known for years. Talk about the conference, talk about your kids, talk about whatever's on your minds, but don't miss this chance to connect, relate and share with other like-minded professionals on the last day of the conference!

SEMINARS

1:45 p.m. -- 2:45 p.m.

Temple

A LOT EASIER SAID THAN DONE: PARENTS TALK ABOUT RAISING CHILDREN IN TODAY'S AMERICA

This seminar will present Public Agenda's recent nationwide survey of parents. Parents are remarkably candid about their shortcomings in teaching children character traits they deem absolutely essential for success in today's world. The study revealed parents' high level of awareness of myriad parenting strategies and the often-competing goals they have for their kids.

Ann Duffett, Associate Director of Research, Public Agenda, New York, NY

Wooster

MAKING THE DIFFERENCE: RESEARCH AND PRACTICE IN COMMUNITY SCHOOLS

This seminar will present new information on the effectiveness of Community Schools contained in Making the Difference: Research and Practice in Community Schools, a new report from the Coalition for Community Schools. This information is invaluable to people making the case for Schools of the 21st Century and other community school approaches.

Martin Blank, Staff Director, Coalition for Community Schools at the Institute for Educational Leadership, Washington, DC

College

CHILDREN'S MINDS: NEW DISCOVERIES IN BRAIN RESEARCH

Advances in the brain sciences are continuing to document the molecular basis of behavior, from learning and memory, to the formation of habits and social attachments. However, the translation of scientific discoveries to real life remains fraught with controversy. Often, we focus on areas of weakness, diagnose disabilities and develop interventions that address deficits. Instead, this seminar will emphasize using what we know from genetic and brain sciences to build on children's strengths and engage their creativity through individual, idealizing mentoring relationships.

James Leckman, Director of Research, Neison Harris Professor of Child Psychiatry, Pediatrics and Psychology, School of Medicine, Yale University, New Haven, CT

Ballroom
D

Snack Break 2:45 p.m. -- 3:00 p.m.

Wednesday, July 16

CONCURRENT WORKSHOPS

3:00 p.m. -- 4:30 p.m.

College

CREATING A FAMILY FRIENDLY SCHOOL

21C practitioners whose schools are always abuzz with parents share the secrets of their success. This perennially popular workshop includes strategies for engaging working parents and parents who may view schools with distrust.

Wendy Eldredge, Executive Director, Family Partnership Center, Page Hilltop Elementary School, Ayer, MA

Julie Goodan, Director, Somerset FRYSC, Somerset, KY

Deborah Zipkin, Director, Charter Oak Family Resource Center, West Hartford, CT

George

GET READY TO READ!

Learn about the Get Ready To Read! national early literacy initiative of the National Center for Learning Disabilities and how to administer a 20-item screening tool that identifies four-year-old children's progress in developing necessary early literacy skills. Session will also cover practical activities and resources to support children's development of these skills.

Karen Golembeski, Consultant, National Center for Learning Disabilities, New York, NY

Temple

LINKS TO LEARNING PART II: COMMUNICATION AND COORDINATION WITH SCHOOLS AND FAMILIES

School-age programs are coming under increased pressure to become academic in nature, with more of an extended school day. Yet we know kids need a balance of work and play in their lives. This workshop will focus on strategies school-age programs can use to communicate and coordinate effectively with schools and parents about children's learning, building on the latest research on engagement and motivation. (Note: This workshop can be attended in combination with Part I in the morning or by itself.)

Ellen Gannett, Co-Director, National Institute on Out-of-School Time, Wellesley, MA

York

SUSTAINING SCHOOL-COMMUNITY PARTNERSHIPS THROUGH PUBLIC ENGAGEMENT

Learn from communities engaged in the Public Education Network's School and Community Initiative how they assessed assets and needs, created governance structures, raised and leveraged funds, evaluated their efforts, and changed policy through community-wide public engagement. Workshop participants will engage in collaborative problem solving through case study analysis and interactive dialogue.

Heidi Kraft, Coordinator, Network for Safe and Healthy Children, Lancaster, PA

Meg O'Leary, Director, Community Schools Initiative, Public Education Fund, Providence, RI

Shanon Solava, Project Specialist, Network for Safe and Healthy Children, Lancaster, PA

Richard Tagle, Senior Associate, Public Education Network, Washington, DC

Meet in
Omni Hotel
Lobby

Tour of Yale Campus 4:45 p.m. -- 6:00 p.m.

Take this guided walking tour of the historic Yale Campus to learn the many stories associated with this famed institution.

Program Showcase

ARKADELPHIA PUBLIC SCHOOLS
Arkadelphia, Arkansas

BATESVILLE SCHOOL DISTRICT
Batesville, Arkansas

CABOT PUBLIC SCHOOLS
Cabot, Arkansas

CLAREMONT 21C
Claremont, New Hampshire

HARWICH SCHOOL DISTRICT
Harwich, Massachusetts

PAGE HILLTOP ELEMENTARY SCHOOL
Ayer, Massachusetts

INDEPENDENCE SCHOOL DISTRICT
Independence, Missouri

**SCHOOL OF THE 21ST CENTURY
PARAGOULD SCHOOL DISTRICT**
Paragould, Arkansas

SIX TO SIX INTERDISTRICT MAGNET SCHOOL
Bridgeport, Connecticut

**SOMERSET FRYSC --
SOMERSET FAMILY RESOURCE &
YOUTH SERVICE CENTER**
Somerset, Kentucky

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Your feedback is very important to us.
Please fill out the Conference Evaluation Forms and return them to the **RED BOX** near the Conference Registration Desk.
Thank you for attending ...
Hope to see you next year!



