

CALIFORNIA TEACHERS ASSOCIATION

2013 Summer Conferences

PRESIDENTS CONFERENCE

Monday, July 22–Thursday, July 25
Fairmont Hotel, San Jose



SUMMER INSTITUTE

Sunday, August 4–Thursday, August 8
University of California, Los Angeles

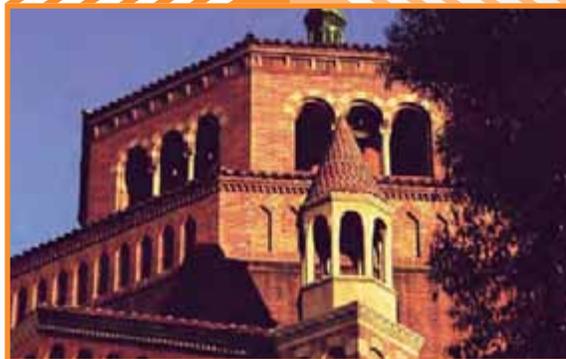


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Welcome to the 2013 Summer Conference Season

Each summer, the California Teachers Association hosts two specialized conferences, the Presidents Conference and Summer Institute. Each conference is designed to provide knowledge and skills for members as they go about the work of the organization as local leaders. Each conference targets a specific constituency within CTA, and the activities of each conference are planned to meet the needs of those members.



This year, CTA marks 150 years of advocacy for our profession, our students and our public schools. Since its founding, the CTA has fought for students' rights to quality public education time and time again. We continue to celebrate CTA turning 150 years old at the summer conferences. Also, visit www.cta.org for more information and available resources.

CTA is known for its excellent training programs and we hope that you will join your fellow CTA members for these exciting, informative and outstanding learning and leadership development opportunities.

Presidents Conference

New Presidents

Monday-Thursday, July 22-25

Returning Presidents

Tuesday-Thursday, July 23-25

Community College Presidents

Monday-Tuesday, July 22-23

Summer Institute

FULL WEEK STRANDS:

Sunday-Thursday, August 4-8

Communications Strand

- From "Gee Whiz" to "Gee WOW!"...Moving Newsletters to the Speed of "e"
- Sure Cure for the Tongue-Tied Blues...Be Great in Public Speaking...Seriously!
- Headlines and Deadlines and Cameras, Oh My! Be a "Pro" at Planning Media Events!
- Organizing Online: Engaging Your Members through Social Media

Summer Institute (cont'd)

Instruction and Professional Development (IPD)

- Common Core State Standards (CCSS)
- SMARTER Balanced Assessment Consortia (SBAC)

Negotiations and Organizational Development (NOD)

- Emerging Leaders Track
- Essential Bargaining Skills Track
- Advanced Bargaining Skills Track
- School Finance Track
- Health & Welfare Issues for Active Members and Retirees Track

PARTIAL WEEK STRANDS:

Sunday-Tuesday, August 4-6

- Legal Strand - Track I
- Member Benefits Strand

Tuesday-Thursday, August 6-8

- Legal Strand - Track II



REGISTER ONLINE NOW AT
www.cta.org/conferences

Presidents Conference Agenda-at-a-Glance

PRESIDENTS CONFERENCE

JULY 22-25, 2013



This year's Presidents Conference will be held at the Fairmont Hotel in San Jose. The Fairmont offers luxury rooms at a special reduced conference price and excellent training facilities. The hotel is centrally located in the heart of San Jose with shopping, entertainment and dining options within walking distance.

On the horizon are changing dynamics that will impact the work we do as an organization. The Presidents Conference will provide new and returning presidents a foundation to rely upon as we prepare our chapters to meet the challenges ahead. This conference will host a variety of skill building and informative sessions and provide opportunities to build lasting relationships with other presidents. Please join us if you are a new president or a returning president interested in refining your skills and/or learning about the new Local Control Funding Formula, Common Core State Standards, Immigration, Charter Schools and much more that we will be encountering in the very near future.

New Presidents and CCA

The conference begins on Monday with the arrival of new presidents. New presidents will engage in core sessions especially tailored to assist them in learning their new role as local leaders.

Also beginning on Monday, presidents of local chapters in the Community College Association will attend sessions designed to address issues unique to California's community colleges.

Beginning Tuesday, all returning and new presidents will spend the next few days attending electives and workshops that will explore issues and provide training designed to enhance their skills as a local president.



While you're attending the Presidents Conference, your children can participate in Camp CTA. Camp CTA is a complete morning-to-early-evening entertainment and educational program packed with activities for children ages 6 months to 16 years. Program includes morning and afternoon snacks, activities and craft materials. CTA will provide breakfast and lunch daily and dinner on Tuesday evening or parents can send/bring meals to Camp CTA. Children participate in age-appropriate activities in a safe, nurturing and educational environment. Children must be preregistered to ensure proper staffing levels.

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Monday, July 22

9:00 am - 11:00 am	New Presidents & CCA Presidents Registration
9:00 am - 11:00 am	CTA Member Benefits Open House
11:00 am - 12:00 pm	New Presidents Orientation and Overview
11:00 am - 12:00 pm	Training for CCA Presidents
12:00 pm - 1:15 pm	Welcome Address by CTA Pres. Dean E. Vogel & Lunch
1:15 pm - 5:00 pm	Training for New Presidents and CCA Presidents
5:00 pm - 6:30 pm	New Presidents Wine & Cheese Welcome Reception
6:30 pm	Dinner on own

Tuesday, July 23

7:30 am - 9:00 am	Breakfast
9:00 am - 3:30 pm	Training for New Presidents & CCA Presidents (continues)
12:00 pm - 1:00 pm	Lunch for participants who arrived on Monday
1:00 pm - 3:00 pm	Returning Presidents Reg.
3:00 pm - 3:45 pm	Returning Presidents Orientation and Overview
4:00 pm - 5:30 pm	Directorial District Sessions
5:30 pm - 6:30 pm	New & Returning Presidents Reception
6:30 pm - 8:30 pm	General Session and Dinner

Wednesday, July 24

7:30 am - 9:00 am	Breakfast
7:45 am - 8:45 am	CTA Budget Forum
7:45 am - 8:45 am	QEIA Breakfast Meeting
9:00 am - 10:20 am	Service Ctr. Council Meetings
10:30 am - 11:50 am	Electives
1:00 pm - 2:20 pm	Electives
2:30 pm - 3:50 pm	Electives
4:00 pm - 5:20 pm	State Budget Review
5:20 pm - 7:30 pm	Dinner on own
7:30 pm - 10:30 pm	Reception and Dance

Thursday, July 25

7:30 am - 8:30 am	Breakfast
8:30 am - 9:50 am	Electives
10:00 am - 11:20 am	Electives
11:30 am - 1:00 pm	Closing General Session & Lunch

Agenda subject to change

Summer Institute Agenda-at-a-Glance

SUMMER INSTITUTE

AUGUST 4-8, 2013

The premier training of its kind, CTA's Summer Institute takes place on the campus of UCLA. Offering sessions in a variety of areas that assist chapter leaders in the day-to-day representation of their members, this five-day event will feature hands-on activities to hone the skills needed to meet the challenges of the coming year.

The Summer Institute offers five strands with tracks of instruction that span Sunday to Thursday and three that are two days (running either Sunday through Tuesday or Tuesday through Thursday).

Participants register for the strands/tracks of their choice. Some sessions fill up quickly, so it is important to register as early as possible. You may be wait listed if your first choice is not available at registration. You will be given the opportunity to register for other available strands/tracks while you are wait listed for your first choice.



Sunday, August 4

10:00 am - 2:00 pm	Registration
2:00 pm - 6:00 pm	Strand Instructional Sessions Begin; First Partial Week Sessions Begin: Legal Strand Track I, Member Benefits Strand
7:30 pm - 8:30 pm	Opening General Session
8:30 pm - 11:00 pm	Summer Institute Welcome Reception

Monday, August 5

8:30 am - 5:00 pm	Instructional Sessions by Strand
6:30 pm - 7:30 pm	Bonus Elective
7:30 pm - 10:30 pm	Casino Night
8:00 pm	Movie Night

Tuesday, August 6

8:30 am - 5:00 pm	Instructional Sessions by Strand
8:30 am - 12:00 pm	First Partial Week Sessions End
2:00 pm - 5:00 pm	Second Partial Week Sessions Begin: Legal Strand Track II
5:45 pm	Night on the Town Activities
6:30 pm - 7:30 pm	Bonus Elective
8:00 pm	Movie Night

Wednesday, August 7

8:30 am - 5:00 pm	Instructional Sessions by Strand
6:30 pm - 7:30 pm	Bonus Elective
7:30 pm - 10:30 pm	Reception and Dance
8:00 pm	Movie Night

Thursday, August 8

8:30 am - 11:15 am	Instructional Sessions by Strand
11:30 am - 12:30 pm	Closing General Session & Door Prizes

Agenda subject to change

About the Conferences

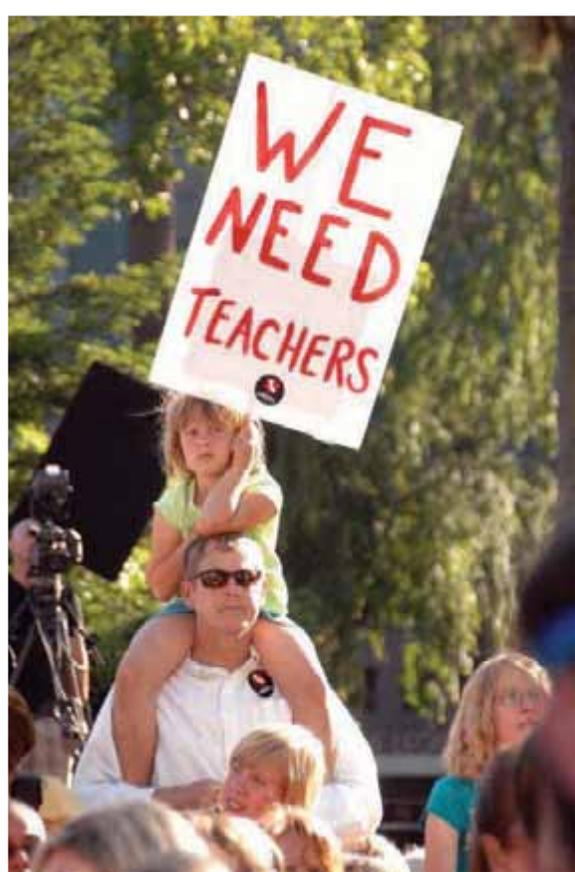
CONFERENCE & HOUSING REGISTRATION

Conference and housing registration is available online at www.cta.org/conferences.

Registration is simple and fast:

- Go to www.cta.org/conferences
- Scroll to the appropriate conference name
- Click on the “Register online” link

You must register separately for each conference you plan to attend.



GROUP REGISTRATION PROCESS

If you are registering more than one person, please make sure you have all the required information before you begin.

- Individual name(s), phone numbers, email and home addresses (CTA may communicate with attendees during the summer and must have email addresses that are valid during that time)
- Strand/Track Selection*
- Back-up Strand/Track — 1st choice may be full*
- Preferred Type of Housing Accommodations — See each section for full descriptions.
- Chapter Name
- District Name
- Grade Level Taught
- Billing Address

**See Summer Institute section for complete descriptions.*

CONFERENCE FEES

Members attending the Presidents Conference can book their hotel rooms directly with the Fairmont Hotel in San Jose when they register. Registration fee for the Presidents Conference includes all conference meals, receptions and materials. The individual will be responsible for their own housing costs.

For those staying on the UCLA campus for Summer Institute, conference fees include on-site housing, meals, receptions and conference materials.

All conference fees are due and payable at the time of registration. CTA accepts checks, credit cards and purchase orders.

Please be sure to note the name of the conference and participant(s) in the memo section of each check or purchase order.

CONFERENCE CONFIRMATION

Once registered for a CTA conference, you will receive a conference registration confirmation email containing further logistical information.

Summer Conferences Incentive Grants Available

A variety of grants are available for the Presidents Conference and Summer Institute. Many grants pay the full conference fee (which includes materials, meals and housing based on two conference participants sharing a room) and transportation.

Minority and Small Chapter Incentive Grants are available for both conferences, additional grants specific to the Presidents Conference and Summer Institute are also available. See each section for details.

Deadline for incentive grant applications for both conferences is May 5, 2013. If there are grants remaining after the CTA Board review, online applications for remaining grants will be available in late May.

Go to www.cta.org/conferences.

MINORITY GRANTS

To encourage new minority leadership and participation within the Association, the CTA Board of Directors will award Minority Incentive Grants for each conference to members belonging to the following racial-ethnic groups: African American, American Indian/Alaska Native, Hispanic and Pacific Asian American.

SMALL CHAPTER GRANTS

Small Chapter Incentive Grants are available for each conference to chapters with 100 or fewer unit members. Unit size is defined as the number of persons who are represented for purposes of collective bargaining. The chapter membership may be less than the unit size.

Each grant pays the conference fee (which includes materials, meals and housing based on two conference participants sharing a room) and transportation.

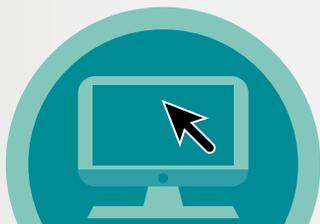


Apply Online Now for an Incentive Grant by Following These Easy Steps:

- Go to www.cta.org/conferences
- Scroll to the appropriate conference name
- Click on the "Apply for Incentive Grants" link

The grant applications must be completed by the chapter president or with the full knowledge and permission of the chapter president. You will need to provide the chapter president's name, email address, and phone number when you apply. The incentive grant application approval by the chapter president is required before applicant can be considered for an incentive grant.

Deadline for incentive grant applications for both conferences is May 5, 2013.



REGISTER ONLINE NOW AT
www.cta.org/conferences

Presidents Conference July 22-25, 2013

TRAINING FOR NEW PRESIDENTS

Monday-Tuesday, July 22-23, 2013

This one-and-a-half day session is designed to help you understand the roles and responsibilities of a local president. Training will be focused on developing the leadership skills essential for building stronger locals. All aspects of the job will be covered with opportunities for practice and discussion. You will have time to interact with CTA staff and other presidents from similarly sized locals. All new chapter presidents will receive a Presidents Handbook full of ideas, advice and tools that have been used successfully over the years. This handbook is meant to be a “go to” guide for your presidency. All attendees will also receive the Presidents Handbook on CD.

Training for New Presidents will include:

- Roles and Responsibilities
- Running an Effective Meeting
- Managing an Office
- Delegation and Time Management
- Legal/CTA Obligations of the President
- Chapter Election Requirements
- Organizational Development
- Organizational Capacity Building
- Determining Strategic Leverage
- Ethnic Minority Affairs Committee Training
- Community Outreach
- Membership Involvement
- Resources of CTA and NEA
- Program Assessment and Planning

TRAINING FOR ALL NEW AND RETURNING PRESIDENTS

Tuesday-Thursday, July 23-25, 2013

This section of the conference will assist chapter presidents in the performance of crucial leadership roles: spokesperson, leader, manager, president, officer and organizer. Successful performance of these major roles enables a chapter to develop into an even stronger local and to succeed in its major functions of representation and advocacy on behalf of its members.

Opportunities will be included for meeting with other presidents from the same CTA Directorial District and Service Center Council.

The electives are designed with specific focus on the President’s role in building a stronger local. The conference will provide a variety of sessions designed to best meet the needs of both the experienced and the new president. Each session will provide you with detailed and relevant information. A complete description of the more than 40 electives will be posted online prior to the conference.

Electives will include sessions designed to develop skills or knowledge in:

- Building effective communication systems with members, non-members and the public
- Identification and development of new leadership
- Programs to meet member needs
- Developing and maintaining effective community alliances
- Achieving organizational parity and maintaining already achieved gains
- Developing an understanding of the critical challenges ahead

For Presidents Conference program questions, contact Laura Schultz at lschultz@cta.org.

TRAINING FOR COMMUNITY COLLEGE ASSOCIATION PRESIDENTS

Monday-Tuesday, July 22-23, 2013

In an effort to provide specialized training for presidents from local chapters in the Community College Association (CCA), CTA will offer information, discussions and interactive presentations designed for those who are new to the office of being the Chapter President and to those who are returning Chapter Presidents. This strand brings together community college chapter presidents from across the state for specialized instruction ranging from Time Management to the President’s Role in Negotiations as well as hot topics on Negotiating Accreditation, Conversion of Fair Share Payers to Members and other important updates affecting community colleges.

For Community College Association program questions, contact Karen Boll at kboll@cta.org.

POST CONFERENCE WORKSHOP

Doing It Right! Employment Practices for UniServs and Local Chapters is a Post Presidents Conference Leadership Workshop specifically designed for UniServs and Chapters that employ local support staff. Find out all about your obligations as a California employer and the employment laws pertaining to your organization. This free workshop starts Thursday right after the Presidents Conference and continues all day Friday (July 25-26, 2013).

For Post Conference Workshop program questions, contact Cherrie Roque at croque@cta.org.

Presidents Conference Grants and Registration Fees

SPECIAL PRESIDENTS CONFERENCE GRANTS AVAILABLE

First Time Chapter Participation Grant

These grants are available to chapter presidents from chapters that have never participated in the Presidents Conference.

First Time Participation Grant

These grants are available to new presidents from chapters with 1,000 members or fewer. These grants will pay for the registration fee and transportation. All expenses for accommodations are the responsibility of the individual, the chapter, the Service Center Council or the UniServ unit.

Deadline for grant application is May 5, 2013.

Complete details provided online at www.cta.org/conferences.

TRANSPORTATION REIMBURSEMENT FOR CHAPTER PRESIDENTS

CTA will reimburse transportation costs for the chapter president or designee. If a second person from a chapter attends the conference, all transportation costs for the second person are the chapter's responsibility. Complete transportation reimbursement details are provided on page 15.

DEADLINE to register is July 8, 2013.

Presidents Conference

Registration Deadline

is July 8, 2013

Lodging Options and Conference Registration Fees

The registration fee is per conference participant and includes conference meals, receptions and conference materials.

Registration Fees

New Presidents and Returning Presidents arriving on Monday - \$225

Returning Presidents arriving on Tuesday - \$175

You may make your hotel reservations at the Fairmont San Jose when you register for the Presidents Conference at www.cta.org/conferences. Members will be responsible for their own housing arrangements.

Rate: \$119 per night for single or double occupancy

Valet Parking: \$13 per night

CANCELLATION POLICY: If you need to cancel your conference registration, you must do so two weeks prior to the conference to receive a refund. All cancellations after July 8 and no shows are non-refundable.

If you have questions, contact the CTA Conference Coordination Center at 650-552-5355 or email presidentsconference@cta.org.



Summer Institute August 4-8, 2013

CONTENT STRANDS

The Summer Institute offers five strands with tracks of instruction that span the entire week (Sunday to Thursday) and three that are two days (running either Sunday through Tuesday or Tuesday through Thursday). Take advantage of all the Summer Institute offers by registering for a full week strand or two partial week strands.

Some strands/tracks fill up quickly, so it is important to register as early as possible. You may be wait listed if your first choice is not available at registration. You will be given the opportunity to register for other available strands while you are wait listed for your first choice.



SCHEDULE OF CLASSES

The Summer Institute begins on Sunday, August 4, with registration opening at 10:00 am and instruction beginning at 2:00 pm.

All week-long strands and the first partial week strand (Legal Strand Track I and Member Benefits Strand) will begin instruction at this time. The second partial week strand track, Legal Track II starts on Tuesday, August 6.

Classes generally will run from 8:30 am to 5:00 pm. The actual class times are decided by the trainers of each strand following this general pattern.

UCLA'S CONFERENCE CENTER

The Summer Institute is conducted on the campus of UCLA, just off Sunset Boulevard in Los Angeles. The Summer Institute uses the residential and meeting facilities within UCLA's Sunset Village, Tom Bradley International Hall and De Neve Plaza.

All residential conference guests will be provided with three meals daily, beginning with dinner on Sunday, August 4 and ending with lunch on Thursday, August 8. All meals are served in the award-winning all-you-care-to-eat dining rooms located in Sunset Village and in De Neve Plaza.

Many of UCLA's recreational privileges are available to participants of the Summer Institute. Westwood Village, known for its unique shops, restaurants and entertainment possibilities is within easy walking distance of the conference center.

Each air-conditioned guest room in the conference center is equipped with an in-room phone, wireless Internet connection, flat screen television and daily maid service.

Participants may choose either single or double occupancy with private bath or single or double occupancy with a shared, semi-private bath. Each room, whether single or double, is furnished with two twin beds, dressers, desks and closets. Shared baths feature two sinks, a spacious counter top vanity and mirror, a private, enclosed shower area and a private enclosed toilet. Upgraded Courtside Collection rooms will be available again this year featuring one queen-size bed and hotel-quality amenities.

You will need to provide the name of your roommate if you are sharing a room. If you wish to share a room and no name is indicated, CTA will assign a roommate for you.



REGISTER ONLINE NOW AT
www.cta.org/conferences

Summer Institute Grants & Registration Fees

SPECIAL SUMMER INSTITUTE GRANTS AVAILABLE

Additional incentive grants are available for the Summer Institute, depending on which strand/tracks a participant attends. Each grant pays the conference fee (which includes materials, meals, parking and housing based on two conference participants sharing a room) and transportation (details provided on page 15).

Grant application deadline is May 5, 2013. Complete details provided online at www.cta.org/conferences.

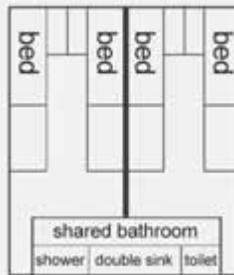
DIAGRAM OF ROOM TYPES

Private Bath



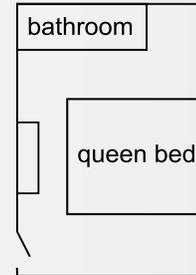
Shared Bath

(Sunset Village Only)



Single Courtside Collection

(Sunset Village Only)



Lodging Options and Registration Fees

The registration fee is per Summer Institute participant and includes UCLA housing, conference meals, receptions, conference materials and parking.

FULL WEEK STRANDS/TWO PARTIAL WEEK STRANDS

Single, Private Bath — \$640 (space is limited)

One conference participant with one or more beds in a room with a private bath.

If a non-conference participant is sharing a Single, Private Bath, an additional fee of \$200 will apply. This additional charge entitles the non-participant to all conference meals, receptions and access to UCLA facilities.

Double, Private Bath — \$385

Two conference participants with two beds in a room with a private bath at \$385 per participant.

Single, Shared Bath — \$550

One conference participant with one or more beds in a room that connects with another room through a shared bath at \$550 per participant (available only in Sunset Village).

Double, Shared Bath — \$350

Two conference participants with two beds in a room that connects with another room through a shared bath at \$350 per participant (available only in Sunset Village).

Single Courtside Collection — \$700

Limited Availability!

One conference participant with one queen bed, with hotel-quality furniture and amenities (available only in Sunset Village).

Commuter — \$330

Fee includes dinner on Sunday and lunch daily Monday through Thursday.

ONE PARTIAL WEEK STRAND

Single, Private Bath — \$385 (space is limited)

One conference participant with one or more beds in a room with a private bath.

If a non-conference participant is sharing Single, Private Bath, an additional fee of \$150 will apply. This additional charge entitles the non-participant to all conference meals, receptions and access to UCLA facilities.

Double, Private Bath — \$220

Two conference participants with two beds in a room with a private bath at \$220 per participant.

Commuter — \$185

Fee includes conference material and meals (Legal Strand Track I and Member Benefits Strand - Sunday night dinner and lunch Monday and Tuesday; Legal Strand Track II - lunch daily Tuesday through Thursday).

If you have questions, contact the CTA Conference Coordination Center at 650-552-5355 or email summerinstitute@cta.org.

CANCELLATION POLICY:

If you need to cancel your registration, you must do so two weeks prior to the conference to receive a refund. All cancellations after July 19 and no shows are non-refundable.

Communications Strand

The Communications Strand will offer two separate two-day tracks. As a participant in the Communications Strand you will attend each of the two tracks in order to provide you with the most comprehensive communications training from CTA. You will learn about internal and external communications strategies and the latest tools for engaging your members and building community awareness and support for local, state and national issues. You will also learn how to speak out with purpose and confidence and how to make sure the media is there to cover it. And you will learn how to efficiently and effectively stay connected with your members and make sure they have the latest information, with just the click of the mouse.

There will be long hours, hard work, much creativity and lots of fun. (Total enrollment is limited to 60 participants).

Important Note: *Participants attending the communications strand should be comfortable using the Internet, Facebook and able to upload a video to YouTube.*

INTERNAL COMMUNICATIONS TRACK

Learn to modernize your member engagement using social media and pick up tips to quickly and effectively communicate with your members through email—without annoying them. Here’s a breakdown of what you will learn about communicating with members.

Organizing Online: Engaging Your Members through Social Media.

Along with the old standards – one-on-ones, newsletters, fliers and email – today’s chapter leaders must have a working knowledge of everything from websites to Facebook to reach their members. Your members not only want information from you, they want – and expect – to communicate with you. Build a campaign; share local news; launch a President’s video chat; create a home for 2-way communication--there are so many ways you can use social networks to help educate and engage members and they’ve all become incredibly easy to use and maintain. Participants will learn how to develop an effective online strategy using social networks. We’ll talk about websites as a destination, while the majority of our day will focus on how to “organize” using these social networks. As cyberactivists, you’ll learn the steps to take, as well as the pitfalls to avoid in successful organizing online. At the end of the session, participants will leave with a whole new understanding of how to engage your members. We guarantee it.

From “Gee Whiz” to “Gee WOW!” Moving Newsletters to the Speed of “e”.

Figuring out the best way to communicate your message isn’t always easy. Add some new skills and electronic “zing” to create an e-newsletter to your communications tools set. Learn the “do’s and don’ts” for emailing, (when

“often” can translate to “too many”) develop writing skills (how to write succinctly for e-writing), how to imbed links, (oh my gosh, is it really that simple?) and get tips for finding resources and discover that an e-newsletter doesn’t have to be intimidating. Whether you still print your newsletter or simply push “send” in an email, make your communications efforts work for your local and for you, as the editor. This training is rated “e” for educational entertainment because learning can still be fun.

EXTERNAL COMMUNICATIONS TRACK

Learn to speak up and tell the story of public education whether you are in front of a school board meeting or a television camera. Not only will we teach you how to calm your nerves and present a confident and compelling message, we’ll show you how to plan the perfect media event to help your message reach your community. Are you ready for your close up?

Headlines and Deadlines and Cameras, Oh My! Be a “Pro” at Planning Media Events!

Here’s how to get compelling news coverage of your CTA chapter’s issues and make sure the community hears the union’s side of the story. In this session we’ll learn how to reach out to TV, radio and print reporters and news editors and how to be prepared and respond effectively when they reach out to you. Participants will analyze examples of CTA media events that have been a success with the press and will plan their own event highlighting a state or local issue. The day culminates in a simulated local news conference combining the skills of media event planning, press outreach, coalition building and message development. We’ll also look at planning a communications and media strategy around a local crisis.

Sure Cure for the Tongue-Tied Blues... Be Great in Public Speaking... Seriously!

Does your pulse rise, your heart race, your mouth get dry and your mind go blank whenever you have to speak publicly? Then, this is the session for you. Whatever your job in your local association, public speaking skills can enhance your work. This session will offer easy, fun tips to help you deliver strong, memorable and effective speeches with greater poise and confidence to both internal and external audiences, large or small. It will also include information about message discipline and development and strategies for crisis communications. Each participant leaves with a personalized gift at the end of the session.

For program questions, please contact Amy Feldman at afeldman@cta.org.

Instruction and Professional Development (IPD) Strand

COME WITH QUESTIONS, LEAVE WITH ANSWERS!

No matter the grade configuration of your school or role, this is where you want to be.

At this year's Summer Institute, the Instruction and Professional Development (IPD) Strand will provide learning experiences for classroom teachers and school site administrators to examine and gain an in-depth knowledge of the Common Core State Standards (CCSS) and the accompanying Smarter Balanced Assessments (SBAC); the IPD Strand also invites district administrators, curriculum coordinators and other educators.

Participants will examine how the new CCSS and assessments together are designed to enhance teaching, improve student learning and transform schools. The training also will help all educators gain a better understanding of the CCSS and SBAC as their work begins with the implementation.

Join us as we offer up-to-date information and skill-building for the implementation of the CCSS and SBAC. You can use QEIA, PI, School Site Council, SIG and Title II Funds to register for this awesome professional development opportunity.

- Take a Deeper Dive into the Common Core State Standards and the New State Assessments
- Learn about ELD and CCSS
- Discover implementation strategies from colleagues throughout the State
- Examine instruction and assessment practices for student learning
- Find out about numerous resources and curriculum units aligned to the CCSS
- Expand your Personal Learning Network
- Address the Association's role in implementing curriculum and standards-driven instruction

Get ready to:

10. Dive deeper and deconstruct the new standards
9. Learn a new vocabulary
8. Add new ideas to enhance instructional strategies for the CCSS
7. Use Methods for reflecting on and examining your teaching practice
6. Distinguish the difference between coherence in standards and instruction
5. Understand the meaning and role of text complexity for the CCSS

4. Examine the six item-types that will be used to measure the CCSS
3. Learn about Computer Adaptive Testing (CAT) for interim and summative assessments
2. Learn how to use formative assessments for student learning
1. Find out how teaching is going to be different in your classroom

FEATURED KEYNOTE SPEAKER

DR. MARCIA L. TATE

FOCUS: Worksheets Don't Grow Dendrites: 20 Instructional Strategies for Teaching the Common Core State Standards



Marcia L. Tate, Ed. D. is the former Executive Director of Professional Development for the DeKalb County School System, Decatur, Georgia. During her 30-year career with the district, she has been a classroom teacher, reading specialist, language arts coordinator and staff

development director. She received the 2001 Distinguished Staff Developer Award for the State of Georgia and her department was chosen to receive the Exemplary Program Award for the state.

Marcia is currently an educational consultant and has taught over 350,000 administrators, teachers, parents and business and community leaders throughout the world. She is the author of five best-sellers on instructional strategies, including her latest books, *Science Worksheets Don't Grow Dendrites: 20 Instructional Strategies That Engage the Brain*.

For program information: Contact Martha Buenrostro at (650) 577-5181.

Summer Institute

Registration Deadline

is July 19, 2013

Negotiations and Organizational Development (NOD) Strand

EMERGING LEADERS TRACK

Intended for all CTA members who are beginning their activism in their local union, this track is an intensive program designed to provide faculty/site representatives, association committee members and education advocates with the information, resources and skills needed to become effective organizers and future leaders of their local unions. Participants will acquire knowledge and skills in the basic concepts of unionism and advocacy, union history, union structure and effective relational organizing strategies. A variety of activities are designed to enhance the experience participants will have over the course of the week.

Members interested in obtaining bargaining or grievance representation skills should not attend this track. Additionally, potential participants should be aware of the targeted audience and the nature of this track before signing up to participate. Accurate contact information for individual participants is essential when signing up for the track.

For program questions, contact Rose Luna at rluna@cta.org.

ESSENTIAL BARGAINING SKILLS TRACK

Attendees will participate in activities designed to build the skills of bargaining team members. The trainers will guide the participants using a “Ten Step” bargaining path to learn what the association and the bargaining team must do to have a successful bargaining experience. This track is a highly interactive session. Participants will form bargaining teams, bargain an agreement and work through extensive coaching and debriefing sessions to determine what strategies were successful. Lessons build on one another, making it essential for participants to attend every session. **Attendees will be expected to participate fully starting on Sunday afternoon through Thursday morning.**

For program questions, contact Alva Rivera at arivera@cta.org.

ADVANCED BARGAINING SKILLS TRACK

This track is designed for negotiators who have at least three years experience on a local bargaining team OR who have previously completed the Essential Bargaining Skills track and at least one year of experience on a local bargaining team. *Please note: those not meeting the prerequisites for this track will not be admitted.* This track will provide skills and knowledge that will improve the association’s final contract settlement. Participants will learn about developing and implementing bargaining strategies and tactics, how to analyze contract language, identify key elements of

the district budget, balance the bargaining goals of complex constituencies and utilize CTA’s research database in an effective manner.

For program questions, contact Kris Dickinson at kdickinson@cta.org.

SCHOOL FINANCE TRACK

This track is designed for association leaders and bargaining team members who want to become more knowledgeable about school finance and school district budgets. The skills and knowledge obtained from this training will sharpen your skills to manage financial data and increase your confidence to handle the impact of the budget on bargaining. Training includes tracking the trends of budget priorities, calculating the cost of a bargaining proposal, determining a district’s ability to pay and developing comparability data to support bargaining objectives.

For program information, contact Dave Brown at dbrown@cta.org.

HEALTH & WELFARE ISSUES FOR ACTIVE MEMBERS AND RETIREES TRACK

The Health & Welfare Issues strand is a full week session that will be focused on bargaining health benefits in order to increase quality of care and reduce costs. This workshop will also include member education of current local, state and national medical health care reform measures with an emphasis on the impacts of the Affordable Care Act. We will also discuss current activities of CTA Coalitions and Medicare Benefits for retirees. Field activists will present information, however the focus will be on moving the participants to develop local chapter strategies to assist with bargaining and organize members around healthcare issues. Participants should have knowledge and be prepared to discuss their Summary Plan Descriptions, contract language and other information pertaining to the locally bargained medical benefits program.

For program information, contact Kathy Rallings at krallings@cta.org.



REGISTER ONLINE NOW AT
www.cta.org/conferences

TRACK I (SUNDAY-TUESDAY) • TRACK II (TUESDAY-THURSDAY)

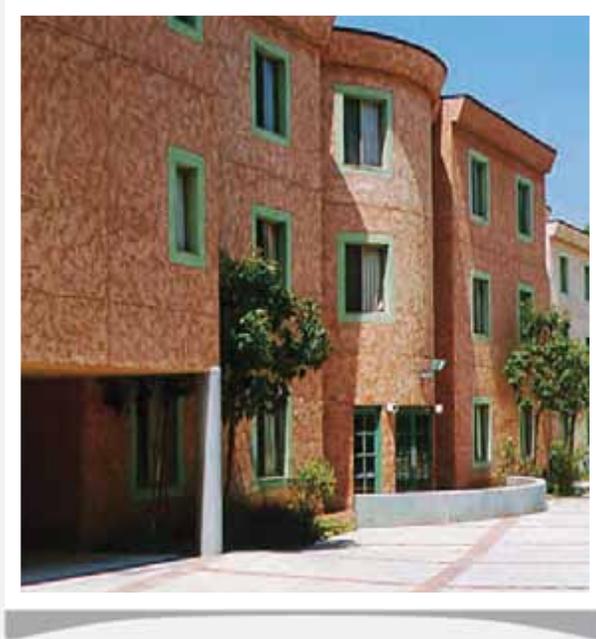
The Legal Department is offering two separate partial week tracks, one running from Sunday through Tuesday and the second from Tuesday through Thursday. These are introductory sessions. Priority will be given to new chapter leaders. Participants may register for either or both tracks.

TRACK I (SUNDAY-TUESDAY)

Track I will focus on “group” labor and employment issues ranging from basic union and employee rights under the Educational Employment Relations Act, the legal framework around bargaining, unfair practice issues, duty of fair representation issues, to Brown Act open meeting issues.

Topics will include:

- The Rights of Members to Union Representation
- Duty of Fair Representation - What are the Best Practices to Follow to Protect Your Chapter from DFR Liability
- Which Union Activities are Protected by Labor Laws and other Statutes and which are Not?
- What is the Legal Framework for Bargaining?
- What Actions by the District can be Successfully Challenged by Filing an Unfair Practice Charge?
- How Can You Use the Open Meetings Law Effectively?



TRACK II (TUESDAY-THURSDAY)

Track II will focus on “individual” labor and employment issues ranging from the rights of individual union members under the anti-discrimination statutes, the rights of educational employees to a safe and healthy workplace, the discipline and dismissal procedure under the Education Code, to cyberlaw, texting and social network issues.

Topics will include:

- Employment Discrimination and Sexual Harassment
- Disability Discrimination and Reasonable Accommodation
- Discipline and Dismissal
- Leave of Absence Issues
- School Health & Safety Issues
- Cyberlaw, texting, “My Space” and Facebook—What are Best Practices in a Hyperconnected World?

For program questions, contact Brenda Sutton-Wills at bsutton-wills@cta.org.



Member Benefits Strand

Partial Week Strand (Sunday–Tuesday)

150 Years Deserves a Celebration!

Come Party with CTA and NEA Member Benefits!

Join us at Summer Institute to celebrate CTA's phenomenal 150 years! While recognizing CTA's anniversary, we'll also focus on the generations of your membership (Silent, Baby Boomers, Gen X, and Millennials), how they celebrated in their heyday and what member benefit programs and services appeal to them.

Presidents, Vice-Presidents, Membership Chairs and site representatives will especially enjoy hearing more about our CTA/NEA Member Benefit programs and how they add value to association membership. We hear too often that members are sorry they were not aware of their association member benefits sooner. This is your opportunity to join us and put a disco ball spotlight on member benefits, enjoy popular songs through the years and sing the praises of the products and services that await all our members.

You'll have fun and gather tips and ideas on how to use member benefits to help your members and chapters:

- Provide many tools to meet members' needs
- Gather members for organizing activities
- Grow and retain membership
- Convert agency-fee payers to members
- Build chapter appreciation and loyalty



Participants will share information and experiences with each other. From several hands-on activities, participants will learn how to survey membership, develop Member Benefits communication pieces, plan a Member Benefits event and prepare a Member Benefits action plan for your chapter.

Every chapter can benefit from sending someone to this strand. They'll come back with more than old songs they can't get out of their heads - they'll bring back information about CTA and NEA Member Benefits and how to share these programs with others.

For program questions, contact the CTA Member Benefits Department at 650-552-5200.

General Summer Conferences Information

PROFESSIONAL GROWTH CREDIT

Professional growth credit will be available at no cost and will be awarded following each conference. Further details will be provided at the conference.

UNIVERSITY CREDIT

CTA conferences are approved for university credit through the CSU Chico Department of Education. Units vary per conference as follows:

Presidents Conference: Two units of university credit will be available for participants who attend the entire conference beginning Monday, July 22, and one unit of university credit will be offered for participants who attend beginning Tuesday, July 23. Attendance at required events will be verified prior to awarding credit.

Summer Institute: Participants may earn one unit for the partial week strands and three units for the full week strands/tracks as well as three units for attending two partial week strands/tracks.

The cost is \$60 per unit and is payable by check or credit card.

At the conclusion of the conference and upon verification of your full conference attendance by CTA, the units will be posted to your official academic transcript.

Online Registration for University Credit is Available at:

- <http://rce.csuchico.edu/cta>
- Select the conference and the number of units
- Follow the online registration and fee payment instructions

ACCOMMODATIONS FOR THE PHYSICALLY CHALLENGED

CTA supports full participation at the conferences by all attendees. So we can accommodate your needs, please be sure to complete the special needs section on the online registration form or contact the CTA Conference Coordination Office at 650-552-5355.

TRANSPORTATION REIMBURSEMENT GUIDELINES

For Presidents Conference attendees and ALL CTA INCENTIVE GRANT RECIPIENTS

Air:

Reimbursement is based on the most economical coach round-trip airfare, purchased at least 21 days in advance.

United Airlines (UA) offers 5%-13% discount on Internet fares with no service fee for CTA members. To take advantage of these discounted rates, book online at www.united.com, enter the CTA discount code ZP2T290884 in the Offer Code box when searching for flights.

Please note that although discounts are available through UA, you may be able to find better airfares through other airline carriers.

Automobile:

Mileage will be reimbursed at the IRS rate of reimbursement per mile, not to exceed the cost of the most economical coach airfare. Currently the IRS rate is 56.5 cents per mile.

Reimbursement does not include the cost of airport or hotel parking, hotel expenses, shuttle or taxi service, or travel between home and the local airport. If round-trip distance between your home and nearest airport is more than 100 miles, then mileage will be reimbursed at the current IRS rate.

All other transportation costs are the responsibility of the individual, the chapter, the school district, the Service Center Council or the UniServ unit.

ADDITIONAL PROMOTIONAL MATERIAL AVAILABLE

To help promote the Presidents Conference and Summer Institute within your chapter, UniServ or Service Center Council, the CTA Conference Coordination Center can provide additional brochures. Please contact us at 650-552-5355 or ccc@cta.org.



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Special Activities for Summer Conferences

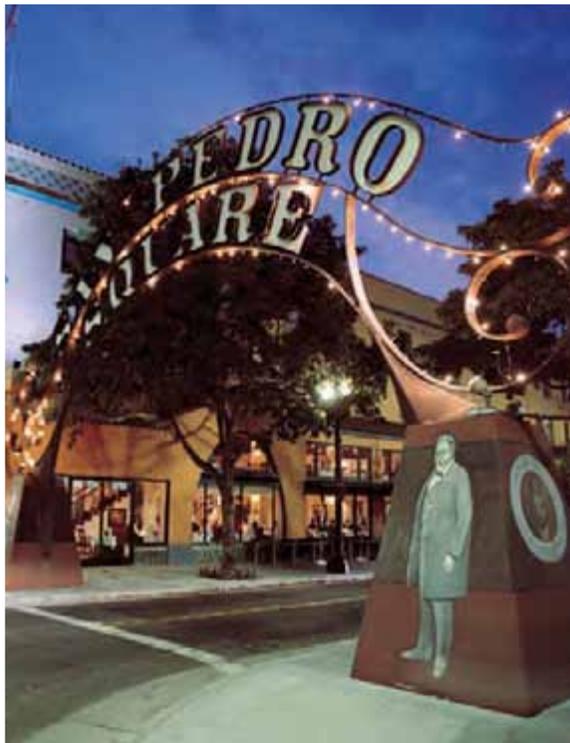
PRESIDENTS CONFERENCE 2013 ACTIVITIES

Be prepared for a fast-paced, intense training experience at this year's Presidents Conference. The training and networking opportunities will leave you energized and prepared for the challenges that lie ahead. You will be kept busy during the conference, but there will be enough personal time so that you can get acquainted with San Jose and recharge.

About San Jose

There is a plethora of things to do in San Jose and its close environs. Downtown there is the Tech Museum of Innovation, Children's Discovery Museum, San Jose Center for the Performing Arts, San Pedro Square, Chinatown, clubs, movie theater and dozens of restaurants and shopping opportunities.

Located nearby is the wacky Winchester Mystery House, Raging Waters, Great America Amusement Park and the Santana Row Outdoor Shopping Center. For a listing of monthly activities, many of which are free, type the following into your Internet browser <http://sjdowntown.com/events/downtown-events/>.



SUMMER INSTITUTE 2013 ACTIVITIES

CTA has you covered each evening at the Summer Institute. We have bonus electives planned after dinner followed by an evening activity such as Casino Night and receptions. You can also choose to relax and take in a movie complete with popcorn and candy.

Tuesday evening has been left open to enjoy a night on the town complete with transportation provided to the Third Street Promenade in Santa Monica or a live theater or performing arts event.



About the UCLA Conference Center

Summer Institute participants will be housed on campus in the De Neve Plaza and Sunset Village areas of UCLA. The guest rooms are equipped with linens and bathroom amenities. The linens are dormitory quality so feel free to bring along a favorite pillow or blanket for added comfort. A limited number of hair dryers and irons/ironing boards can be checked out at each front desk. The campuses are somewhat spread out so be prepared for extensive walking. Limited shuttle service will be available between housing areas and to and from parking garages. Also, the weather in August can be very hot. To be comfortable during your stay, it is advisable to wear walking shoes and warm weather clothing. Also, bring a sweater to wear inside air conditioned training rooms. Parking will be extremely limited this year and will be located in various garages away from the housing areas. All are encouraged to carpool or find alternate modes of transportation to the Summer Institute.



2013-14 CTA Conferences

REGION I LEADERSHIP CONFERENCE

October 11-13, 2013

Asilomar Conference Grounds, Pacific Grove

REGION II LEADERSHIP CONFERENCE

October 18-20, 2013

Grand Sierra Resort, Reno, NV

GLBT CONFERENCE

November 15-17, 2013

Palm Springs

GOOD TEACHING CONFERENCE-NORTH

January 10-12, 2014

Fairmont Hotel, San Jose

ISSUES CONFERENCE

January 17-19, 2014

Rio All-Suite Hotel, Las Vegas, NV

REGION III LEADERSHIP CONFERENCE

February 21-23, 2014

Hilton Hotel, Pasadena

EQUITY AND HUMAN RIGHTS CONFERENCE

February 28-March 2, 2014

Marriott Hotel, Irvine

GOOD TEACHING CONFERENCE-SOUTH

March 14-16, 2014

Hilton Hotel, Anaheim

REGION IV LEADERSHIP CONFERENCE

April 25-27, 2014

Marriott Hotel, Irvine

PRESIDENTS CONFERENCE

July 18-21, 2014

Fairmont Hotel, San Jose

SUMMER INSTITUTE

August 3-8, 2014

University of California, Los Angeles



California Teachers Association • Conference Coordination Center
1705 Murchison Drive • Burlingame, California 94010 • Phone: 650-552-5355 • www.cta.org/conferences

