

CALIFORNIA TEACHERS ASSOCIATION

2014 SUMMER CONFERENCES

PRESIDENTS CONFERENCE

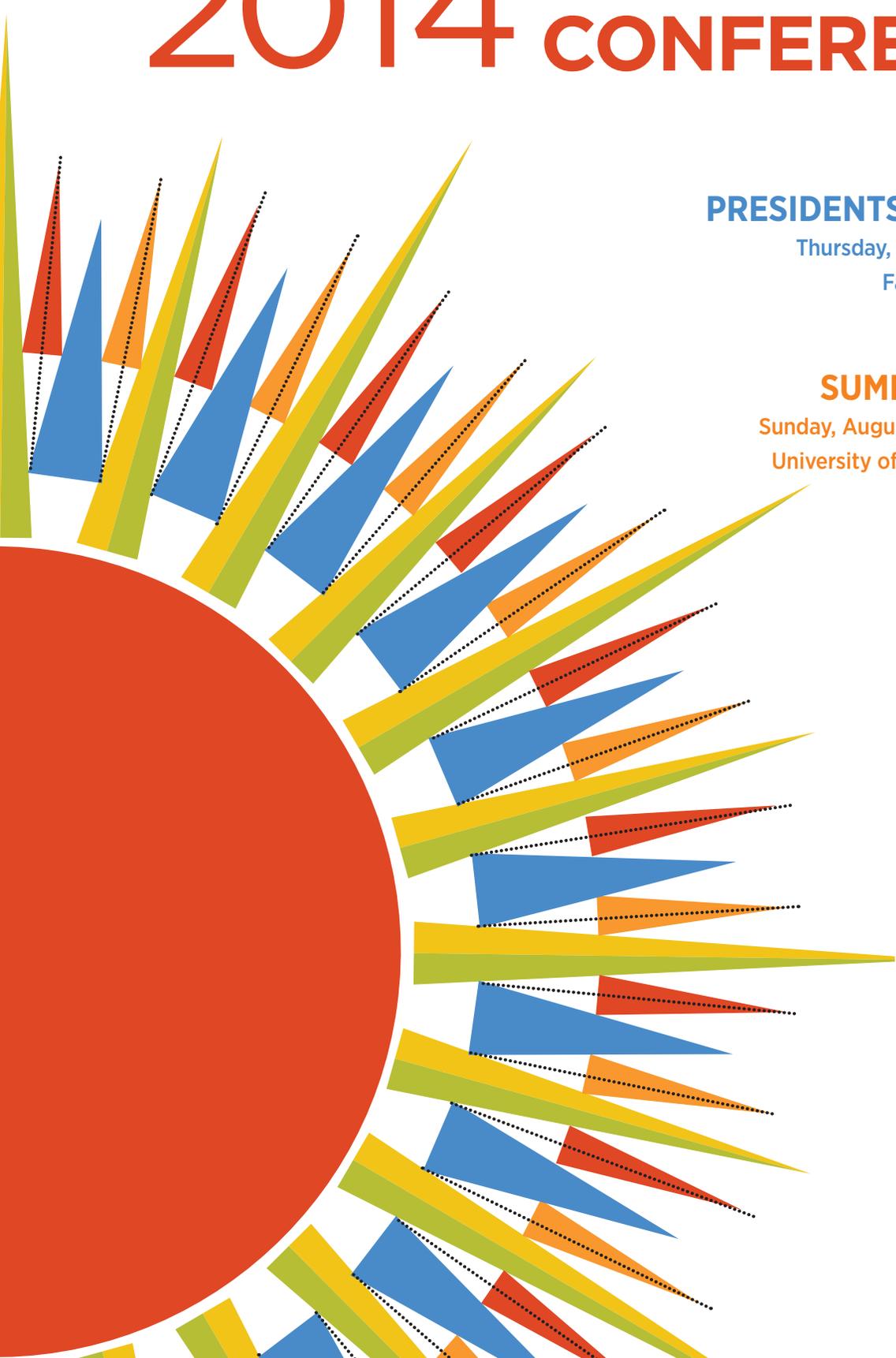
Thursday, July 17–Sunday, July 20

Fairmont Hotel, San Jose

SUMMER INSTITUTE

Sunday, August 3–Thursday, August 7

University of California, Los Angeles



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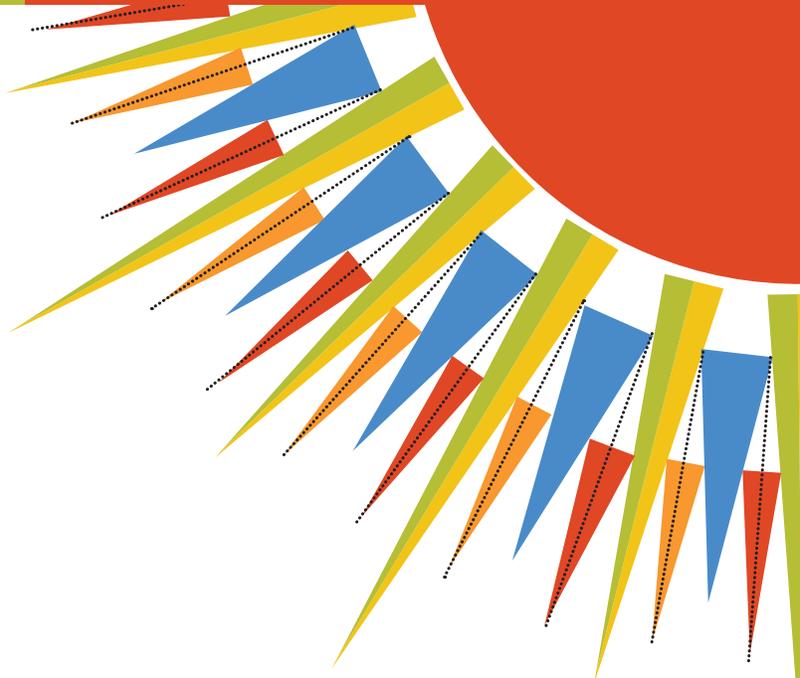


TABLE OF CONTENTS

Welcome to the 2014 Summer Conference Season	1
Presidents Conference Agenda-at-a-Glance.....	2
Summer Institute Agenda-at-a-Glance.....	3
About the Conferences.....	4
Summer Conferences Incentive Grants	5

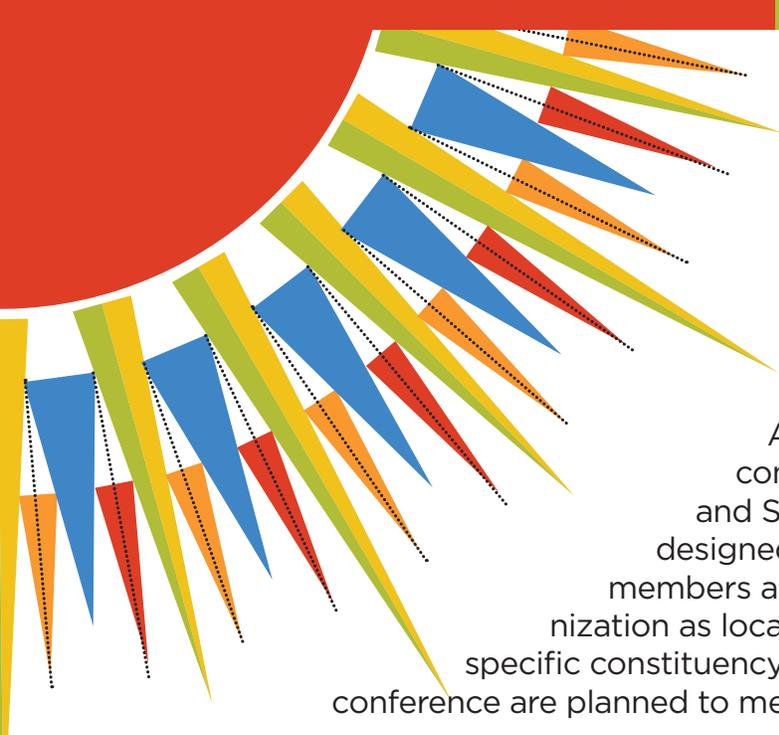
PRESIDENTS CONFERENCE

Presidents Conference	6
Presidents Conference Grants & Registration Fees	7

SUMMER INSTITUTE

Summer Institute.....	8
Summer Institute Grants & Registration Fees.....	9
Negotiations and Organizational Development Strand	10
• Emerging Leaders Track	
• Essential Bargaining Skills Track	
• Advanced Bargaining Skills Track	
• School Finance Track	
• Health & Welfare Issues for Active Members and Retirees Track	
Instruction and Professional Development Strand	11
Member Benefits Strand.....	12
Communications Strand.....	13
Political Science Fair Strand	13
Legal Strand - Track I and Track II	14

General Conference Information.....	15
Special Activities for Summer Conferences	16



Welcome to the 2014 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.

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.

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Presidents Conference

New Presidents

Thursday-Sunday, July 17-20

Returning Presidents

Friday-Sunday, July 18-20

Community College Presidents

New: Thursday-Sunday, July 17-20

Returning: Friday-Sunday, July 18-20

Summer Institute

FULL WEEK STRANDS:

Sunday-Thursday, August 3-7

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

Instruction and Professional Development (IPD)

- Common Core State Standards (CCSS)

Member Benefits

Communications Strand

Political Science Fair Strand

PARTIAL WEEK STRANDS:

Sunday-Tuesday, August 3-5

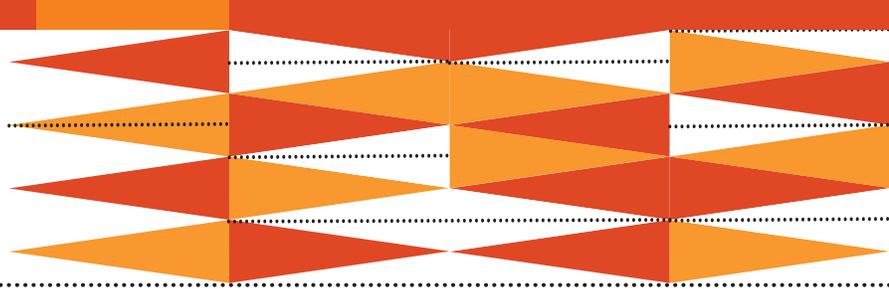
- Legal Strand - Track I

Tuesday-Thursday, August 5-7

- Legal Strand - Track II



Presidents Conference Agenda-at-a-Glance



PRESIDENTS CONFERENCE

Thursday, July 17–Sunday, July 20, 2014

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 we will be encountering in the very near future.

The conference begins on Thursday 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 Thursday, New Presidents of local chapters in the Community College Association will attend the New Presidents Training.

Friday, all Community College Presidents will attend sessions designed to address issues unique to California's community colleges.

Beginning Friday, 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.

CAMP CTA

While you're attending the Presidents Conference, your children can enjoy their own 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 Saturday 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.

Thursday, July 17*

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

Friday, July 18

7:30 am – 9:00 am	Breakfast
9:00 am – 3:30 pm	Training for New Presidents
12:00 pm – 1:00 pm	Lunch for participants who arrived on Thursday
1:00 pm – 3:00 pm	Returning Presidents Registration (including CCA)
3:00 pm – 3:45 pm	Returning Presidents Orientation and Overview
3:00 pm – 5:30 pm	Community College Presidents Orientation and District Session
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

Saturday, July 19

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
9:00 am – 5:20 pm	Training for all Community College Presidents
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

Sunday, July 20

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 Session & Lunch

*Agenda subject to change

Summer Institute Agenda-at-a-Glance

SUMMER INSTITUTE

Sunday, August 3–Thursday, August 7, 2014

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 nine strands with tracks of instruction that span Sunday to Thursday and two that are two-and-a-half 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 3*

10:00 am – 4:00 pm	Registration
1:00 pm – 5:00 pm	Strand Instructional Sessions Begin; First Partial-Week Session Begins: Legal Strand Track I
7:30 pm – 8:30 pm	Opening General Session
8:30 pm – 11:00 pm	Summer Institute Welcome Reception

Monday, August 4

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 5

8:30 am – 5:00 pm	Instructional Sessions by Strand
8:30 am – 12:00 pm	First Partial-Week Session Ends
2:00 pm – 5:00 pm	Second Partial-Week Session Begins: 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 6

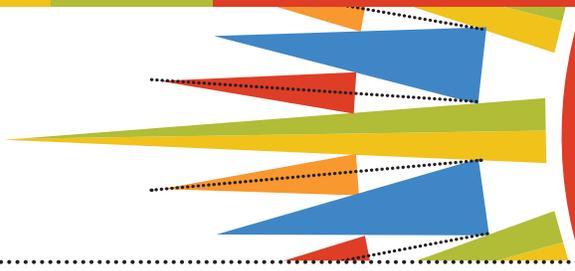
8:30 am – 5:00 pm	Instructional Sessions by Strand
6:30 pm – 7:30 pm	Bonus Elective
7:30 pm – 10:30 pm	Reception and Dance
8:00 pm	Movie Night

Thursday, August 7

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



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, and email (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



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 18, 2014. If there are grants remaining after the CTA Board review, online applications for remaining grants will be available in late May.



APPLY NOW!

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 with the full knowledge and permission of the chapter president. You will need to provide the chapter president’s name and 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 18, 2014.

Minority Grants

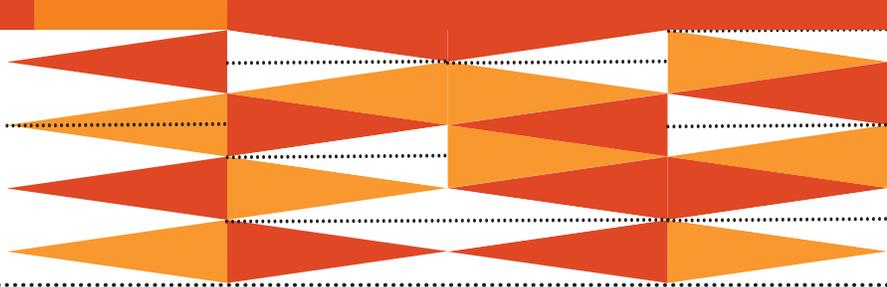
To encourage new minority leadership and participation within the Association, the CTA Board of Directors will award Minority Incentive Grants for each conference to members belonging to the following racial-ethnic groups: African American, American Indian/Alaska Native, Hispanic, Native Hawaiian/Pacific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

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.

Presidents Conference July 17–20, 2014



Training for New Presidents

Thursday–Friday, July 17–18, 2014

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 and Program Assessment and Planning.

Training for all New and Returning Presidents

Friday–Sunday, July 18–20, 2014

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 stronger locals. 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 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 Presidents

New Presidents: Thursday–Sunday, July 17–20, 2014 (Training begins at 11:00 am on Thursday)

Returning Presidents: Friday–Sunday, July 18–20, 2014

To provide specialized training for presidents from local chapters in the Community College Association (CCA), CTA will offer information, discussions and interactive presentations. This strand brings together community college chapter presidents from across the state for specialized instruction ranging from Accreditation to Student Success to Membership Recruitment and important updates affecting community colleges.

For Community College Association program questions, contact the Conference Coordination Center at presidentsconference@cta.org.

POST CONFERENCE WORKSHOP

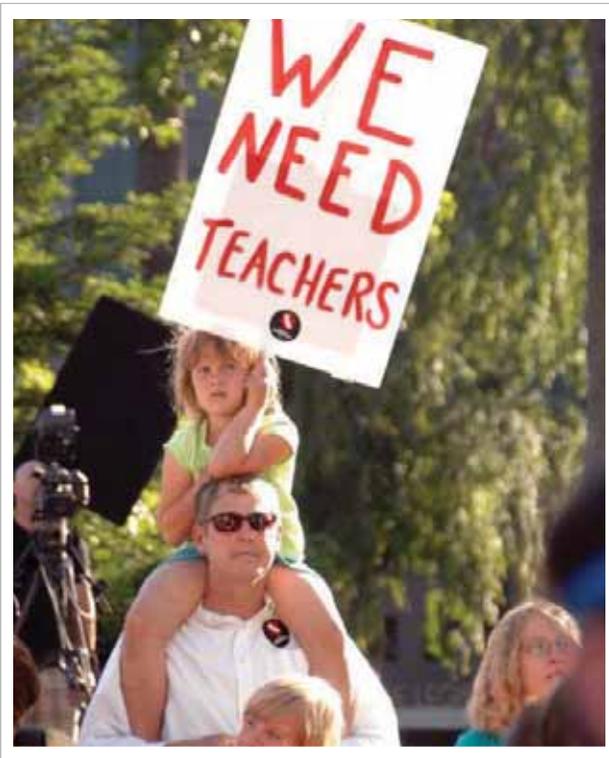
Sunday, July 20 (1:30 pm–5:30 pm) & Monday, July 21, 2014 (9:00 am–5:00 pm)

Doing It Right! Employment Practices for UniServs and Local Chapters

This FREE Post Presidents Conference Leadership Workshop is 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 day-and-a-half interactive workshop uses a case study designed specifically for this post conference.

For Post Conference Workshop program questions, please contact the Department of Human Resources Management at 650-552-5101.

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 18, 2014.

Complete details 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 1, 2014.

LODGING OPTIONS & CONFERENCE REGISTRATION FEES

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

The Registration Fees

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

Returning Presidents arriving on Friday - \$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: \$109 per night for single or double occupancy

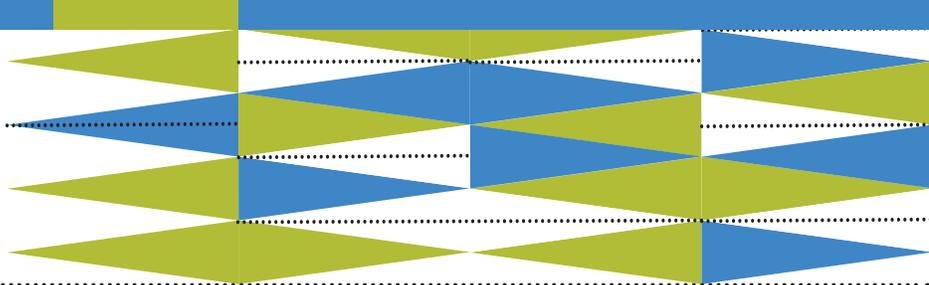
Valet Parking: \$13 per night

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 3 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 3-7, 2014



Content Strands

The Summer Institute offers nine strands with tracks of instruction that span the entire week (Sunday to Thursday) and two that are two-and-a-half 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 3, with registration opening at 10:00 am and instruction beginning at 1:00 pm.

All week-long strands and the first partial-week strand, Legal Strand Track I, will begin instruction at this time. The second partial-week strand track, Legal Strand Track II starts on Tuesday, August 5.

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 and uses the 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 lunch on Sunday, August 3 and ending with breakfast on Thursday, August 7. All meals are served in the award-winning all-you-care-to-eat dining rooms located in Sunset Village.

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 guestroom 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.

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, UCLA will assign a roommate for you.



Summer Institute Grants and 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 18, 2014. Complete details provided online at www.cta.org/conferences.

LODGING OPTIONS & CONFERENCE REGISTRATION FEES

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

FULL WEEK STRANDS OR TWO PARTIAL WEEK STRANDS

Single, Private Bath — \$650 (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 \$210 will apply. This additional charge entitles the non-participant to all conference meals, receptions and access to UCLA facilities.

Double, Private Bath — \$395: Two conference participants with two beds in a room with a private bath at \$395 per participant.

Single, Shared Bath — \$560: One conference participant with one or more beds in a room that connects with another room through a shared bath at \$560 per participant (available only in Sunset Village).

Double, Shared Bath — \$360: Two conference participants with two beds in a room that connects with another room through a shared bath at \$360 per participant (available only in Sunset Village).

Single Courtside Collection — \$715: Limited Availability! One conference participant with one queen bed, with hotel-quality furniture and amenities (available only in Sunset Village).

Commuter — \$340: Fee includes dinner on Sunday and lunch daily Monday through Thursday.

ONE PARTIAL WEEK STRAND

Single, Private Bath — \$395 (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 \$160 will apply. This additional charge entitles the non-participant to all conference meals, receptions and access to UCLA facilities.

Double, Private Bath — \$230: Two conference participants with two beds in a room with a private bath at \$230 per participant.

Commuter — \$195: Fee includes conference material and meals: Legal Strand Track I - lunch daily Sunday through 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. DEADLINE to register is July 18, 2014

CANCELLATION POLICY: If you need to cancel your reservation, you must do so two weeks prior to the conference to receive a refund. All cancellations after July 18 and no shows are non-refundable.

ROOM DIAGRAMS:

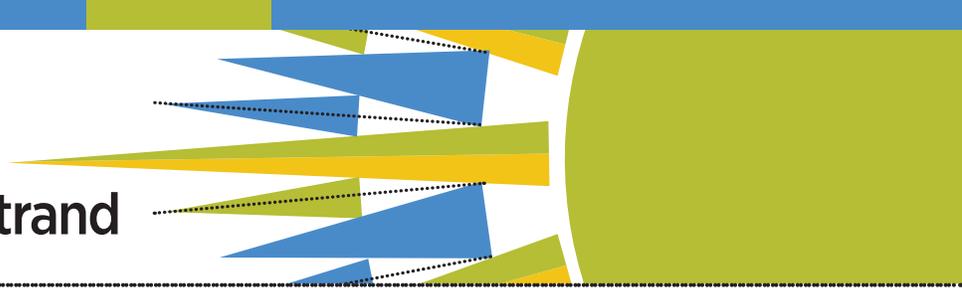


Private Bath



Shared Bath

Negotiations and Organizational Development (NOD) Strand



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 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 strand is designed for association leaders and bargaining team members who want to become more knowledgeable about school finance and school district budgets, including the new Local Control Funding Formula (LCFF). 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.

Instruction and Professional Development (IPD) Strand

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 new state assessments – California Assessment of Performance and Progress (CAASPP); 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 CAASPP 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 CAASPP. You can use LCAP funds, Title I, II and III Funds, categorical funds through School Site Council 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
- Address the Association's role in implementing curriculum and standards-driven instruction

Featured Keynote Speakers

BOBB DARNELL

Achievement Strategies

FOCUS: *"Match Curriculum to the Common Core State Standards"*



Dr. Bobb Darnell is President of Achievement Strategies, Inc. and is an advocate for high student achievement and daily professional growth. He served as Director of Staff Support for more than 1700 staff members in a Northwest Illinois school district and taught for more than 20

years. Bobb has served on the Board of Trustees for the National and Illinois Staff Development Councils, Illinois International Branch of the Dyslexia Association, and has been a member of numerous national and state task forces and committees. He is the author of two ASCD publications and has also written four staff development guides for Wavelength's award winning educational comedy videos.

CATHLEEN RICHARDSON

Apple Distinguished Educator

FOCUS: *"Technology to Support Curriculum and Instruction"*



Cathleen Richardson has been a pioneer educational technology specialist for over 15 years. Working closely with teachers, principals, district administrators, superintendents and educational organizations, Cathleen strives to achieve best practice technology infusion into teaching and learning with high energy. Her expertise in the field of Personalized Learning, Standards & Assessment, and Curriculum and Instruction and 1:1 mobile device integration is showcased through her presentations and events. As an Apple Education Development Executive, she uses her passion for leading-edge technology to discover creative and innovative ways to assist schools and organizations in meeting their learning and productivity goals

W. JAMES POPHAM

Professor Emeritus, UCLA Graduate School of Education & Information Studies

Technical Advisory Committee, Smarter Balanced Assessment Consortium

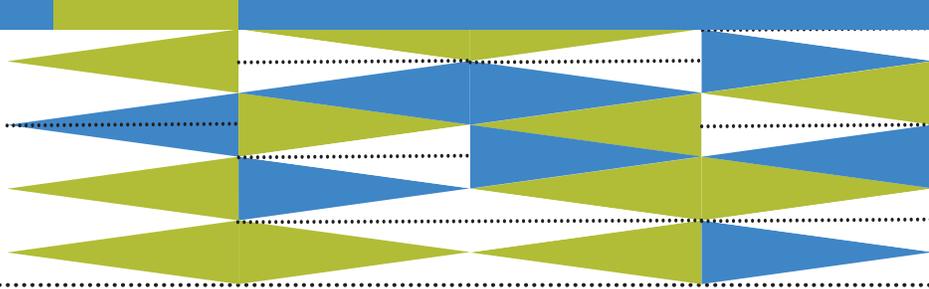
FOCUS: *"Smarter Balanced Assessment and Formative Assessment for Instruction"*



Dr. W. James Popham has spent the bulk of his educational career as a teacher. His first teaching assignment was in a small eastern Oregon high school where he taught English and social studies while serving as year-book advisor, class sponsor and unpaid tennis coach. That recompense meshed ideally with the quality of his coaching. Most of Dr. Popham's teaching career took place at UCLA where, for nearly 30 years, he taught courses in instructional methods for prospective teachers as well as courses in evaluation and measurement for graduate students. Of Popham's many publications, his most recent book is *Classroom Assessment: What Teachers Need to Know, 7th Ed. (2014)*

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

Member Benefits Strand

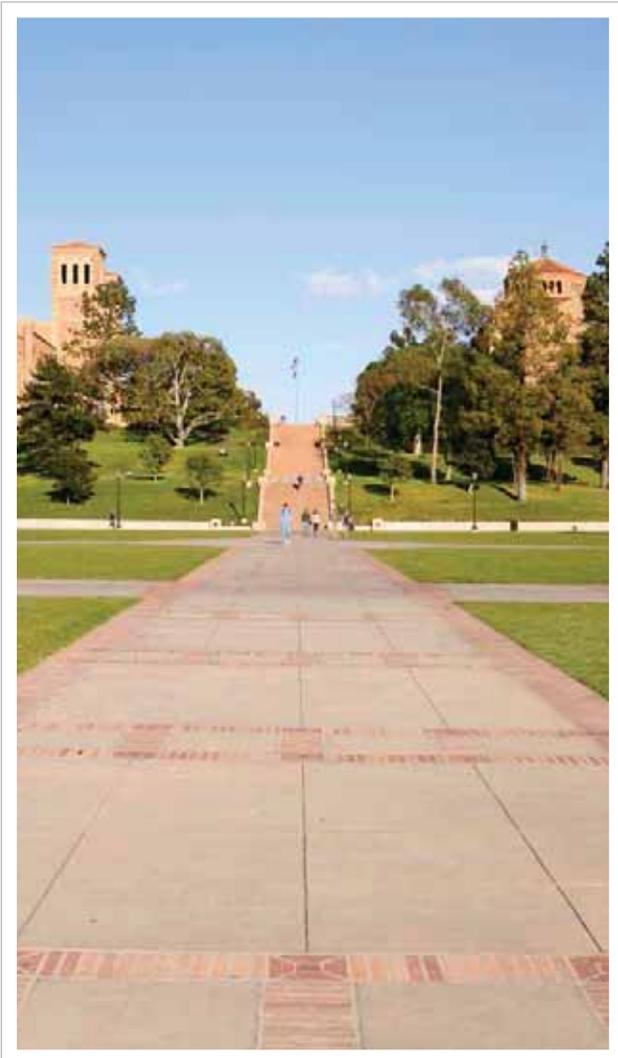


MEMBER BENEFITS STRAND

DISCOVER THE WORLD OF MEMBER BENEFITS! New this year - the popular Member Benefits strand will be expanded to five days, enabling more chapters to participate.

Participants will DISCOVER how Member Benefits can help their chapters: ENGAGE, ORGANIZE AND RECRUIT & RETAIN MEMBERS.

The strand will include several hands-on activities enabling participants to EXPLORE - surveying membership, developing Member Benefit communication pieces, planning a Member Benefit event and preparing a Member Benefit action plan for the upcoming year.



In addition, a special full-day presentation will be devoted to the basics of 403(b) and 457 plans and about the importance of investing and planning for a comfortable retirement. Every participant will receive a valuable packet of CTA materials and resources for their use as well as tips on how they can share information with their members.

Plan to attend and see why last year's participants were so excited! Please see some of their comments below.

"I have learned so much that will help our members and their families. This was great!"

"Very engaging! A wealth of useful information to Save \$\$\$ and 'protect' teachers."

"You guys blew my mind!"

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



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Communications Strand and Political Science Fair Strand

COMMUNICATIONS STRAND

Communications for Advocacy Organizing

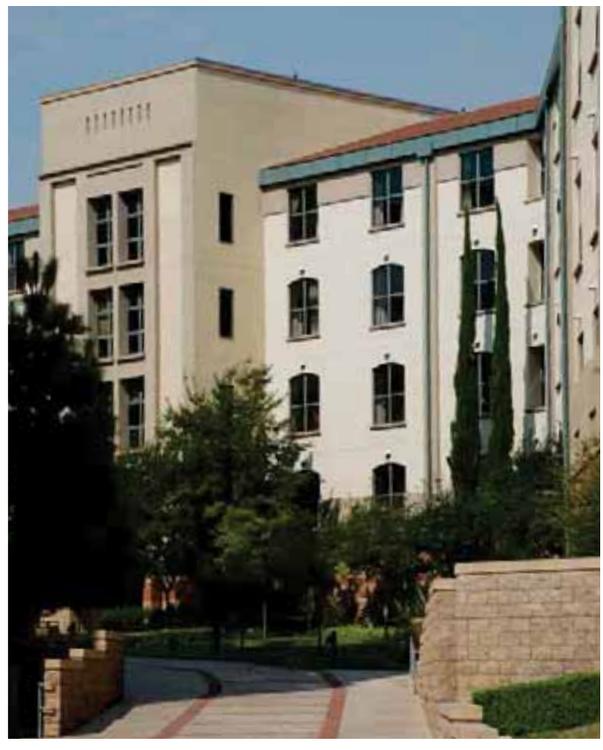
This strand will present an overview of communications tools and strategies with an emphasis on cutting edge, real life examples of how local chapters are using traditional media, supplemented by social media and digital communications to reach both members and the public.

Technology makes possible more efficient communications around a variety of issues, including advocacy organizing campaigns. Specific examples from several recent Southern California local chapter strikes and strike build up campaigns will demonstrate how social media helped immensely. Lessons learned can transfer easily to membership campaigns, political action and parental involvement/community engagement initiatives.

Participants will learn how to evaluate which communications channels – traditional and social – would be the most appropriate, and when and how to use them to be effective. Message development, discipline and delivery, effective media relations and digital communications will be covered. The strand will include sessions where presenters and participants will share strategies, gadgets, apps, tools and resources to save time, gain efficiency and even have fun in the process.

Tied to CTA's strategic plan, learning objectives include gaining and expanding a working knowledge of effective communications practices and strategies for engaging in professional dialogue on how to use technology to increase advocacy and organizing.

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



POLITICAL SCIENCE FAIR STRAND

This strand will support association union leaders in becoming knowledgeable and persuasive advocates for the education profession through political action. It will prepare them to be effective in defeating attacks on public education, teachers and unions. There will be skill-building and practice in member engagement, internal organizing, external organizing, and message development for both internal and external audiences. Additionally, participants will have hands-on training opportunities to practice old and new school methodologies and technologies for implementing political tactics used in the field.

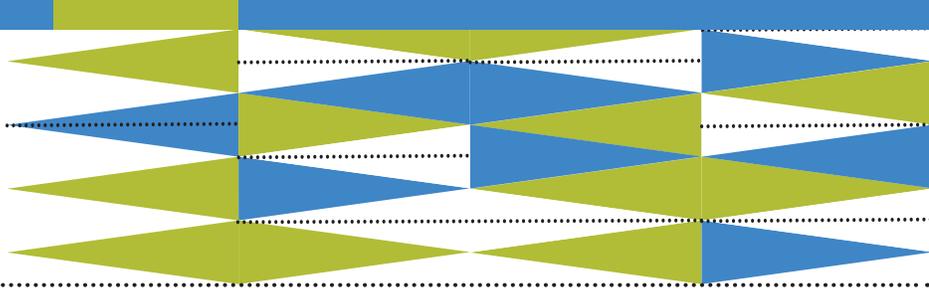
We will focus conversations around a handful of targeted candidate races and ballot measures for 2014 that will help prepare us for 2016. Races of interest will include November initiatives, the State Superintendent of Public Instruction race, as well as other local races of interest, including state legislative and school board contests.

If we are going to be successful through organizing, we all have to recognize that, "All politics is local." (Tip O'Neill, Former Speaker of the House)

Contact Rick Wathen for program details at RWathen@cta.org.



Legal Strand



LEGAL STRAND

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 - Group Rights (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?



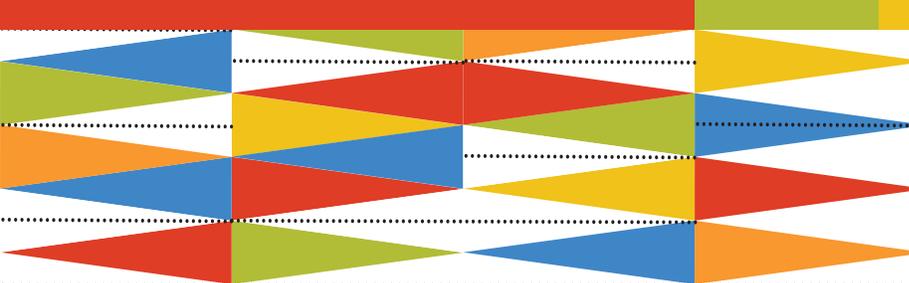
Track II - Individual Rights (Tuesday-Thursday)

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 texting and legal issues in social networking.

Topics will include:

- Employment Discrimination and Sexual Harassment
- Disability Discrimination and Reasonable Accommodation
- Discipline and Dismissal
- Leave of Absence Issues
- School Health & Safety Issues
- Social Media

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



General Conference 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 on Thursday, July 17, and one unit of university credit will be offered for participants who attend beginning Friday, July 18. 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.

REGISTER ONLINE FOR UNIVERSITY CREDIT

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**

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.

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 **ZQUX780434** in the Offer Code box when searching for flights.

Please note that although discounts are available through United Airlines, you may be able to find less expensive 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 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 roundtrip 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.



**REGISTER
ONLINE NOW**

www.cta.org/conferences

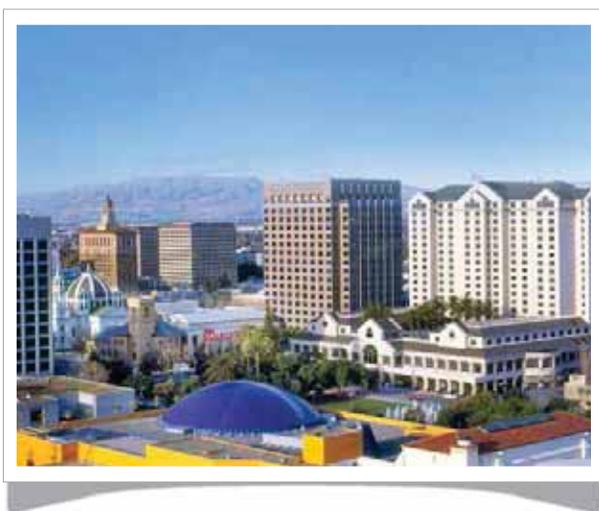
Special Activities for Summer Conferences

Presidents Conference 2014 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, movie theater and dozens of restaurants and shopping opportunities.

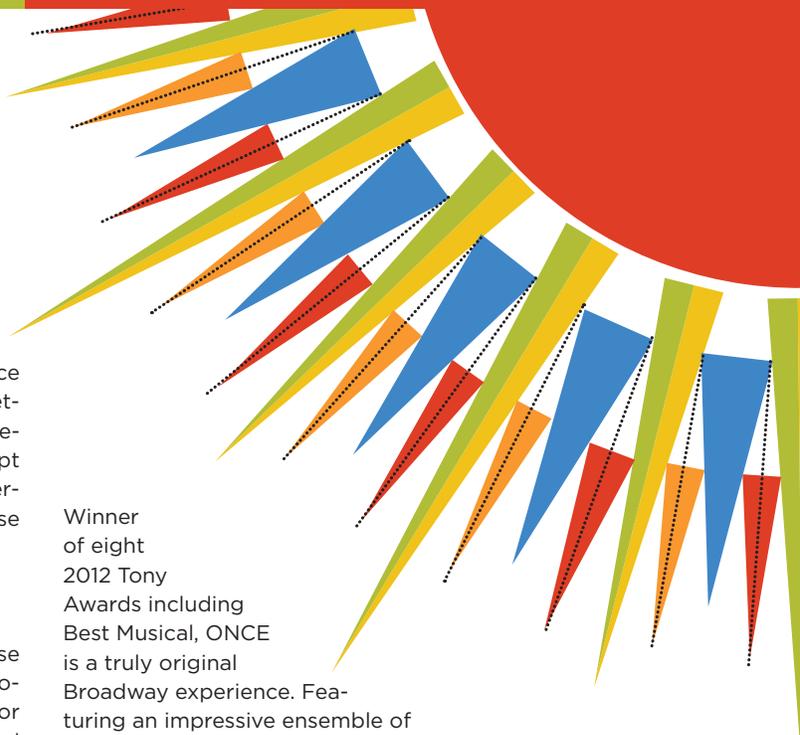


Located nearby is the wacky Winchester Mystery House, Raging Waters, Great America Amusement Park and the Santana Row Outdoor Shopping Center. For a listing of monthly activities, many of which are free, type the following into your Internet browser <http://sjdowntown.com/events/downtown-events/>.

Summer Institute 2014 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 (August 5) has been left open for you to enjoy the many surrounding attractions in and around the Los Angeles area. You will also have an opportunity to purchase tickets to the Tony Award-Winning Broadway production of "ONCE" at the Pantages Theater.



Winner of eight 2012 Tony Awards including Best Musical, ONCE is a truly original Broadway experience. Featuring an impressive ensemble of actor/musicians who play their own instruments on stage, ONCE tells the enchanting tale of a Dublin street musician who's about to give up on his dream when a beautiful young woman takes a sudden interest in his haunting love songs.

As the chemistry between them grows, his music soars to powerful new heights... but their unlikely connection turns out to be deeper and more complex than your everyday romance. Emotionally captivating and theatrically breathtaking, ONCE draws you in from the very first note and never lets go. It's an unforgettable story about going for your dreams and the power of music to connect us all.



Tickets are limited and can be purchased via online during the registration process. Ticket prices are per person and are priced as follows: \$42 (orchestra left and right) and \$60 (for orchestra center). Complimentary transportation will be provided.

Transportation will also be provided to the Third Street Promenade in Santa Monica. A three-block stretch of

2014–2015 Summer Conference Season!

2014–2015 SUMMER CONFERENCE SEASON:

Region I Leadership Conference

September 12-14, 2014
Fairmont Hotel, San Jose

Region II Leadership Conference

October 17-19, 2014
Grand Sierra Resort, Reno, NV

GLBT Issues Conference

November 14-16, 2014
Marriott Mission Valley, San Diego

Issues Conference

January 16-18, 2015
Rio All-Suite Hotel, Las Vegas, NV

Good Teaching Conference-North

February 6-8, 2015
Fairmont Hotel, San Jose

Equity and Human Rights Conference

March 6-8, 2015
Hyatt San Francisco Airport, Burlingame

Region III Leadership Conference

March 13-15, 2015
Marriott Hotel, Manhattan Beach

Good Teaching Conference-South

March 20-22, 2015
Sheraton Hotel & Marina, San Diego

Presidents Conference

July 16-19, 2015
Fairmont Hotel, San Jose

Summer Institute

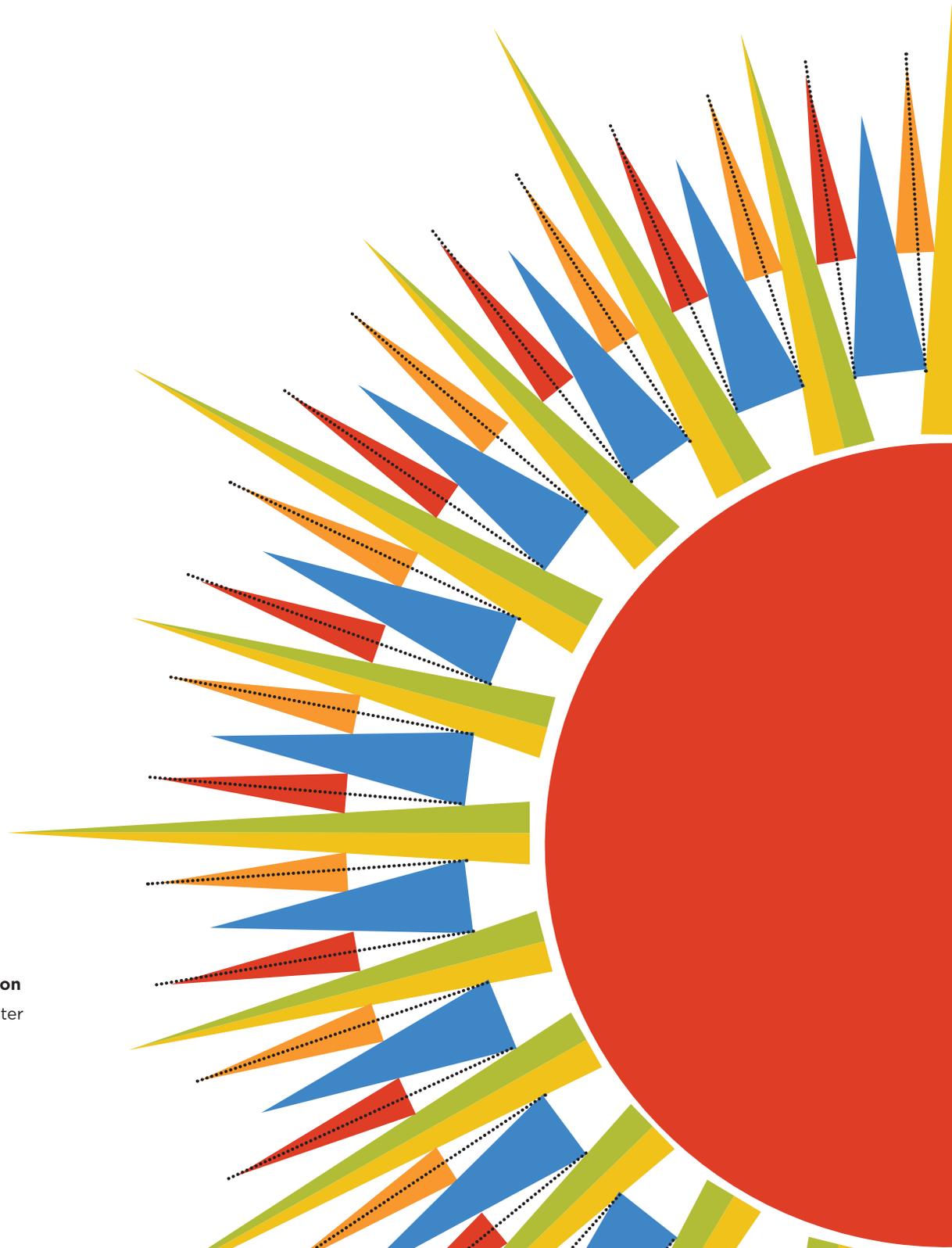
August 2-6, 2015
University of California, Los Angeles

Third Street has been sealed off from traffic, turning it into a pedestrian shopping and dining Mecca. Colorful pushcarts, kiosks and vendors ply their wares, while assorted street performers entertain the passing crowd. Flyers will be distributed at the CTA registration desks detailing the time and place to catch the shuttles.



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.



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

