

# THE MAINE APPRISE

A Publication of the Maine Principals' Association

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## From the President . . .

**Matthew Gilbert, Principal,  
Mountain Valley High School and  
President of the MPA**

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We are two plus months into the 2018-2019 school year, shortly we will hit the end of the first quarter. The buses are finally running smoothly, the lunch periods are balanced, school wide behavioral expectations are in place, and all major routines have been established. Now what do you do? The answer is simple, get out of your office to watch great teaching and learning. Personally, I feel that this is the best part about being an administrator. I truly enjoy observing great teachers delivering creative lessons which connect with kids. A great day will include watching an adaptive PE class on a climbing wall, seeing a student use a pottery wheel for the first time, admiring our seniors refining college essays through a writing workshop, and the list goes on. Once I get out of my office I'm always amazed by the exciting things that are happening.

The challenge I face when visiting classrooms is to make sure that I'm not a distraction to the teaching and learning. Instead, I always try to add value to every classroom I enter. This might seem like an impossible goal, but a few years ago while working with a literacy specialist I was given a short phrase to help me meet this expectation. When I enter a classroom the first thing I do is ask the students the question, "What are you learning today?" If a teacher responds I always redirect my question to the students. If a student tells me the assignment they are working on I tell them that's good, but I want to know what they are learning. This question focuses on students being able to analyze the lesson and isolate the learning target. If the teacher can get their students to this point then they have built good Relationships which is followed by establishing Relevance and is deepened through increasing Rigor. One simple question can show you quite a bit about what is happen-

ing in the classroom.

A few years ago the DuFours presented at an MPA conference about PLC's and the need for Relationships, Relevance, and Rigor in the classroom. This December remember to take time out of your busy schedule to participate in the learning opportunities provided by the MPA at events such as the MPA Fall Conference. Between the keynote presentations and the concurrent sessions there was a wealth of knowledge to help you grow as an educational leader. There were also valuable opportunities to network with fellow administrators which may become future resources. To learn more about the professional development opportunities provided by the MPA please visit:

<http://www.mpa.cc/index.php/conference-registrations>

I recommend that K- 8 administrators join NAESP and visit: <https://www.naesp.org/>

It is recommended that 6-12 administrators join NASSP and visit: <https://www.nassp.org/>

Now get off your computer, get out of the office, and ask you students what they are learning today.

## Note to Non-Members

Non-Members are receiving *The Maine Apprise* in October, November, and December compliments of the Maine Principals' Association. Member benefits are described on our website at <http://www.mpa.cc/index.php/about-us/membership-and-dues-314>.

If you would like to receive this newsletter and other member benefits, please contact Patty at the MPA office at 622-0217, ext. 130 or at [mpa@mpa.cc](mailto:mpa@mpa.cc) to join your professional association!

*We encourage you to patronize the following hotels and resorts which generously donated getaways for two that were drawn at the MPA Fall Conference:*

- \* DoubleTree Hotel, South Portland
- \* Hilton Garden Inn Freeport Downtown
- \* Sugarloaf

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*Samoset Resort (Evaluation)*  
Lori Smail, Principal, Ames Elementary School, Searsmont, and Weymouth (Gladys) Elementary School, Morrill



## Do You Know an Outstanding Elementary or Middle Level/High School Principal?

The Maine Principals' Association, in cooperation with the National Association of Elementary School Principals and the National Association of Secondary School Principals invites you to nominate an outstanding elementary or middle level/high school principal for consideration as *Maine's 2019 Principals of the Year*.

The successful candidates will represent Maine at the 2019 National Principals' Programs that will be held in the fall of 2019 in Washington, D.C.

The Maine Principals' Association will honor our state's 2019 Principals of the Year at an awards banquet during the 2019 MPA Spring Conference at the Samoset.

*Elementary National Distinguished Principal of the Year* ~ Click [HERE](#).

*Middle/High School Principal of the Year* ~ Click [HERE](#).

## Recognition Counts

Take advantage of the numerous opportunities for you to nominate an exemplary member of our educational community in Maine. Commit a few moments to shine your light on excellence.

### *Larry LaBrie Award for Outstanding Contributions to the MPA Interscholastic Division*

Do you know an outstanding contributor to the Interscholastic Division of the MPA as a building administrator, athletic administrator, or other person (i.e. site/meet director, coach, official, media, etc.)? Each year the MPA honors up to three recipients to be honored with the Larry LaBrie Award at the Spring Conference Awards Banquet. Click [HERE](#).

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### *Volunteer of the Year ~ Dr. Phyllis Deringis Service to Maine Youth Award*

Do you know an outstanding adult volunteer who is making a difference for students in your school, your district, or possibly beyond? Each year the MPA honors up to two awardees with the Dr. Phyllis Deringis Service to Maine Youth Award at the Spring Conference Awards Banquet. Click [HERE](#).

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### *2019 Secretary of the Year Award*

We all have them—the incredible people who know every student and parent in the school ~ the people who help keep the districts in order and organized ~ those who greet our students and communities and set the positive tone in our schools and districts—our AMAZING secretaries/administrative assistants. You can recognize their hard work and dedication by nominating them for the 2019 Secretary of the Year! All nominees will be considered for this honorable recognition. The Secretaries will be publicly announced at the Secretaries Conferences in April and then they will be honored at the MPA Spring Conference on April 25 at the Samoset Resort. Click [HERE](#).

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*For more information please  
Contact Tammy McNear at 622-0217, ext. 122 or [tmcnear@mpa.cc](mailto:tmcnear@mpa.cc)  
Deadline for nominations and completed applications  
(as required) is January 23, 2019*

## PR Tips for Principals

One of NSPRA's most popular publications has been *The Wit and Wisdom of PR Success*, a collection of quotations from veteran PR professionals that provide snackable advice about effective public relations.

The following is a Top 10 of "PR Nevers":

- \* Never forget to say, "Thank you."
- \* Never hesitate to share credit.
- \* Never say, "No comment."
- \* Never forget that PR is about building relationships.
- \* Never think that "off the record" will really be off the record.
- \* Never feel that you have to answer a question just as it is asked.
- \* Never assume what your audience knows.
- \* Never be your own proofreader.
- \* Never assume that you can keep something from your office support, teachers, or students.
- \* Never forget to recognize your staff, teachers, custodians, cafeteria workers, etc.

—National School Public Relations Association,  
**PRincipal Communicator**,  
November 2018.

## Follow us on Twitter!

Dick Durost—[@DurostMPA](#)  
Holly Couturier —[@HDCouturier](#)  
Mike Bisson—[@MikeBissonMPA](#)

# PROFESSIONAL OFFERINGS

## MPA SPRING CONFERENCE

### *Dunk Tank: Overcoming Adversity in Education*

with Rebecca Coda, NBCT, and Rick Jetter, Ph.D.

April 25-26, 2019

Click [HERE](#) to Register

### State-wide Book Study

Exclusive For MPA Members Only

*Leading In A Culture of Change*  
By Michael Fullan

January 5, 2019—March 22, 2019

Click [HERE](#) to Register.

### What Exactly Is Depth of Knowledge?

with Erik Francis

~ March 27, 2019 ~

Click [HERE](#) to Register.

## 2019 Maine NHS Annual State Convention and Banquet

**Dates:** March 21 and 22, 2019 ~ **Place:** Brewer and UMO, Orono

**Cost:** \$35/person for Banquet and Convention

Click [HERE](#) to Register.

If you have any questions, please contact: **Chris Carver**, MNHS Co-Adviser, ccarver@rsu10.org; **Meg Doughty**, MNHS, Co-Adviser, mdoughty@rsu10.org; or **Holly Couturier**, Assistant Executive Director, MPA, hcouturier@mpa.cc.

### *32nd Annual Seminar for School and District Secretaries, Special Education Secretaries, and Administrative Assistants*

Tuesday, April 2, 2019 ~ Hilton Garden Inn, Bangor

Wednesday, April 3, 2019 ~ Double Tree by Hilton, So Portland

MORE INFORMATION TO FOLLOW.

## Save the Date

### Student Council State Conference

May 21, 2019 ~ University of Maine, Orono



## DATES TO CELEBRATE

- \* **December 1**
  - World AIDS Day
- \* **December 3**
  - International Day of Persons with Disabilities
- \* **December 5**
  - International Volunteer Day
- \* **December 7**
  - Pearl Harbor Day
- \* **December 10**
  - Human Rights Day
- \* **December 15**
  - Bill of Rights Day
- \* **December 17**
  - Anniversary of the Wright Brothers' Flight
- \* **December 21**
  - First Day of Winter

*Nothing is so strong as gentleness.*

*Nothing is so gentle as real strength*

~ Anonymous ~

What lies behind us and what lies before us are tiny matters compared to what lies within us.

— Ralph Waldo Emerson

## Professional Reading Suggestions



**Educational Coaching: A Partnership for Problem Solving** (2018) by C. Toll. “Educational coaches—whether math, literacy, instructional, or curriculum coaches—vary in the content of the work they do and in the grade range of the teachers with whom they work. But “good coaching is good coaching,” as coaching expert Cathy A. Toll affirms in this,

her newest book. All coaches seek to help solve problems and increase teacher success, and they all depend on effective collaboration to do so.

This practical guide shows readers how to get the most out of educational coaching. It details

- Models of coaching that enhance teachers' thinking, help them overcome obstacles to success, and lead to lasting change.
- Three phases of the problem-solving cycle.
- Characteristics of effective coaching conversations.
- Components of CAT—connectedness, acceptance, and trustworthiness—that are essential to the partnership.
- Practices that support teamwork.

Toll also tackles the obstacles that hinder a coach's success—administrators who don't understand coaching and teachers who don't want to engage. Full of insights and answers, *Educational Coaching* is for all coaches and those who lead them.”

**When: The Scientific Secrets to Perfect Timing** (2018) by D. Pink. “Everyone knows that timing is everything. But we don't know much about timing itself. Our lives are a never-ending stream of “when” decisions: when to start a business, schedule a class, get serious about a person. Yet we make those decisions based on intuition and guesswork.

Timing, it's often assumed, is an art. In *When: The Scientific Secrets of Perfect Timing*, Pink shows that timing is really a science.

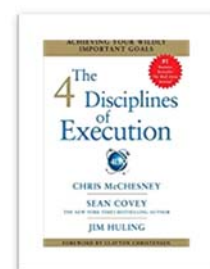
Drawing on a rich trove of research from psychology, biology, and economics, Pink reveals how best to live, work, and succeed. How can we use the hidden patterns of the day to build the ideal schedule? Why do certain breaks dramatically



improve student test scores? How can we turn a stumbling beginning into a fresh start? Why should we avoid going to the hospital in the afternoon? Why is singing in time with other people as good for you as exercise? And what is the ideal time to quit a job, switch careers, or get married?

In *When*, Pink distills cutting-edge research and data on timing and synthesizes them into a fascinating, readable narrative packed with irresistible stories and practical takeaways that give readers compelling insights into how we can live richer, more engaged lives.”

**The Four Disciplines of Execution** (2016) by S. Covey & C. McChesney. “*The Four Disciplines of Execution* offers...the ‘what’ but also ‘how’ effective execution is achieved. They share numerous examples of companies that have done just that, not once, but over and over again. This is a book that every leader should read!” (Clayton Christensen, Professor, Harvard Business School, and author of *The Innovator's Dilemma*).



Do you remember the last major initiative you watched die in your organization? Did it go down with a loud crash? Or was it slowly and quietly suffocated by other competing priorities? By the time it finally disappeared, it's likely no one even noticed. What happened?

The “whirlwind” of urgent activity required to keep things running day-to-day devoured all the time and energy you needed to invest in executing your strategy for tomorrow. *The 4 Disciplines of Execution* can change all that forever.

The Four Disciplines of Execution (4DX) is a simple, repeatable, and proven formula for executing on your most important strategic priorities in the midst of the whirlwind. By following the Four Disciplines—Focusing on the Wildly Important; Acting on Lead Measures; Keeping a Compelling Scoreboard; Creating a Cadence of Accountability—leaders can produce breakthrough results, even when executing the strategy requires a significant change in behavior from their teams.

4DX is not theory. It is a proven set of practices that have been tested and refined by hundreds of organizations and thousands of teams over many years. When a company or an individual adheres to these disciplines, they achieve superb results—regardless of the goal. 4DX represents a new way of thinking and working that is essential to thriving in today's competitive climate. *The Four Disciplines of Execution* is one book that no business leader can afford to miss.”



# MPA PHOTO ALBUM

## ELE ~ Bangor

\* November 8, 2018 \*

Ntension Corporation \* C & L Aviation Group  
Bangor Region Chamber of Commerce Offices  
Bangor Savings Bank \* Cianbro





# MPA PHOTO ALBUM

## MPA Fall Conference

~ November 15-16, 2018 ~



### ELE ~ Bangor . . . Continued

