

# 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 all know the MPA and our national associations (NASSP or NAESP) are valuable organizations which provide administrators with a wealth of service. Some of us actively attend the robust professional development at the local, state, and national level. Others take advantage of the digital resources available online at <http://www.mpa.cc/>, <https://www.nassp.org/> and <https://www.naesp.org/>. Still, others enjoy the networking opportunities that come with participation in groups of people with a common interest. These are all valid reasons for membership in the MPA, NASSP, and NAESP. One of the greatest benefits is often overlooked until we need it. The MPA, NASSP, and the NAESP all provide varying levels of legal support related to school law, contract negotiations, and employee rights.

As administrators we have demonstrated the knowledge and skills necessary to lead our schools. Along that path we have been outstanding teachers, mentors, coaches, and/or educational leaders. Most of us never anticipate being in a situation where we would need legal representation. We work long hours in an effort to serve our constituents to the best of our abilities. We build strong relationships with our staff, students, parents, and communities. Administrators are also driven by well defined missions and guided by district policies as we strive to meet the needs of all learners. Then one day you have a negative interaction, a decision that angers the wrong person, a disagreement with your school board, a budget crisis, and you find yourself in jeopardy of being terminated. That is when the MPA, NASSP, and NAESP are there for you.

As administrators we are highly skilled educators and leaders. We may have taken school law, but we're not experts in fair labor practices, contracts, negotiations, and due process. Protecting our position starts with developing skills as negotiators in order to craft stronger collective bargaining agreements. The MPA has several exemplars we can use along with specific training available to prepare us for negotiations. The MPA will also review our contracts to provide recommendations. Beyond the negotiating and developing contracts, the MPA is there for all of us with guidance and legal assistance to help navigate turbulent situations. Through the expertise and experience of the Executive Director and Assistant Executive Directors they will provide advice and, if necessary, facilitate connections with legal counsel.

Hopefully, you have a strong contract and will never be in a position where your employment is threatened, but if you find yourself in a bad situation do not be embarrassed to ask for help. We belong to the Maine Principals' Association for several reasons and we should take full advantage of all the resources they provide administrators across the state. Dick, Holly, Mike and Mike are there to serve your professional needs. There are also legal supports available through your national organizations. You don't have to go down that road alone, call the MPA.

## **MPA Spring Conference**

*Dunk Tank:  
Overcoming  
Adversity In  
Education*

**April 25-26  
Samoset Resort**

### **Keynote Presenters:**

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

Click [HERE](#) to Register.

## **MPA Summer Leadership Retreat**

**Designed for  
Leadership Teams**

Sugarloaf Resort  
Carrabasset Valley

**Thursday, June 27  
through  
Friday, June 28**

Click [HERE](#) to Register.

## 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

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

Tuesday, April 2, 2019 ~ Double Tree by  
Hilton, So. Portland

Wednesday, April 3, 2019 ~ Hilton  
Garden Inn, Bangor

Click [HERE](#) to Register.

#### What Exactly Is Depth of Knowledge?

with Erik Francis

~ March 27, 2019 ~

Click [HERE](#) to Register.

#### Save the Date

### Student Council State Conference

May 21, 2019 ~  
University of Maine, Orono

### Observances

- \* **March 1-31**
  - Music in Our Schools Month
  - National Nutrition Month
  - Social Work Month
  - Youth Art Month
  - Women's History Month
- \* **March 1-2**
  - NEA Read Across America  
(Celebrated on March 2, which falls on a Saturday.)
- \* **March 4-8**
  - National School Breakfast Week
- \* **March 8**
  - International Women's Day
- \* **March 10**
  - Daylight Saving Time
- \* **March 14**
  - Albert Einstein's Birthday
- \* **March 20**
  - First Day of Spring
- \* **March 22**
  - World Water Day
- \* **March 25-29**
  - Public Schools Week

*The object of true  
education is to make  
people not merely do  
the right things,  
but enjoy them.  
~ John Ruskin*

### Follow us on Twitter!

Dick Durost—@DurostMPA  
Holly Couturier—@HDCouturier  
Mike Bisson—@MikeBissonMPA

### Planning to Retire?

If you are or know about a principal, assistant principal, or career and technology center director who is planning to retire this year, please notify Tammy (tmcnear@mpa.cc) at the MPA by April 5, 2019.

The association will honor its retiring members at the annual MPA Awards Banquet that will be held on April 25, as part of the Spring Conference at the Samoset.

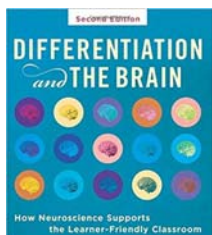
### Volunteer of the Year:

#### *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.

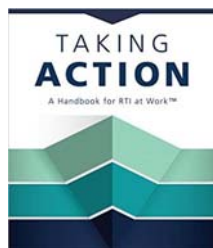
Click [HERE](#) for more information and application.

## Professional Reading Suggestions

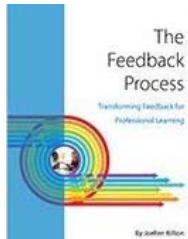


**Differentiation and the Brain: How Neuroscience Supports the Learner-Friendly Classroom** (2018) by David Sousa and Carol Ann Tomlinson. “Students are becoming more academically and culturally diverse, making it more important than ever to shift away from a one-size-fits-all approach and toward differentiated instruction. The second edition of this best-selling book will help you create truly effective, brain-friendly classrooms for all learners. The authors share an array of updated differentiated instruction examples, scenarios, and exercises, as well as the latest educational psychology research from cognitive psychology, neuroscience, and pedagogy.”

**Taking Action: A Handbook for RTI at Work** (2017) by Austin Buffum, Mike Mattos, and Janet Malone. “Response to intervention or RTI (also known as multi-tiered system of supports or MTSS) is the most effective process for ensuring student success, using differentiated instruction to provide the time, and support necessary. This comprehensive implementation guide covers every element required to build a successful RTI at support in schools. The authors share step-by-step actions for structural implementation, as well as Readers who valued the practical knowledge in *Learning by Doing for Professional Learning Communities at Work™* (DuFour, Eaker, Many, and Mattos) will appreciate a similar style and practicality in *Taking Action*.”



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**The Feedback Process: Transforming Feedback for Professional Learning** (2015) by Joellen Killian. “An insightful treatment of the power of learner-focused feedback to improve professional learning and practice.”

## MPA to Honor Outstanding Seniors and Award Ten \$1,000 Scholarships

The annual MPA Honors Luncheon will be held on Saturday, April 6, 2019, at Jeff’s Catering in Brewer.

Each high school principal from an MPA member school names a senior award recipient who is invited to the luncheon and receives the MPA’s Principal’s Award. The criteria for the award are academic excellence, citizenship, and leadership. Each school defines and interprets these criteria in its own setting.

At the conclusion of the luncheon, a drawing will be for five \$1,000 Horace

O. McGowan and Richard W. Tyler Scholarships plus five additional scholarships for a total of ten scholarship opportunities! The school’s recipient must be in attendance to be eligible.

Information regarding the luncheon has been e-mailed to all MPA member school principals. If you have any questions, please call Patty at the MPA at 622-0217, ext. 130.

## PR Tips for Principals

One of the most costly mistakes a principal can make is not using research to guide communication efforts. Here are a few ways to help you gather that research by becoming a better listener.

- Place 4 x 6-inch question or idea cards in public spots in your building, especially during events when more parents and visitors are present. Be sure to respond promptly to questions and comments.
- Make it easy for stakeholders to use e-mail, voicemail, texts, social media, and the school website to provide feedback.
- Use spell check, but don’t rely completely on it. Remember spell check doesn’t distinguish between homonyms like “for” and “four.”
- Start a question-and-answer section in your print or e-newsletter. Ask parents to submit questions via e-mail, text, or e-form. You can answer them directly and include answers to the most relevant questions for all parents in future issues.
- At least once every two weeks, check with your front office staff, counselor, and social worker about the types of repeated calls they get from parents. Include information about these issues in your newsletter and on your website.

—National School Public Relations Association,  
**Principal Communicator**,  
February 2019.

# Connect With US!

@Mecomunityschl  
 @MECommunitySchoolCoalition  
 @MEcommunityschools

The graphic depicts a large orange school building with a central entrance. A child with a backpack stands in the doorway. The building is surrounded by various text boxes listing services and programs. At the top, a logo shows a house with a person and a child. A list of benefits is on the right, and a list of leadership roles is at the bottom. A central staircase lists core values.

Are you interested in the Community School Model?  
Sign Up Here: <http://eepurl.com/gc27nH>

**MENTORING AND TUTORING PROGRAMS**  
**SAFE ROUTES TO AND FROM SCHOOL**  
**FAMILY LITERACY PROGRAMS**

**ON-SITE VISION, MEDICAL AND DENTAL SERVICES**  
**ARTS AND MUSIC ENRICHMENT PROGRAMS**

**QUALIFIED TEACHERS, STAFF AND ADMINISTRATION**  
**PRE-K TO K TRANSITION AND SCHOOL READINESS**

**SUFFICIENT SCHOOL RESOURCES AND SUPPLIES**  
**GANG AWARENESS AND PREVENTION**

**FOOD BANK, CLOTHING CLOSET AND BASIC NEEDS PARTNERSHIPS**  
**BEHAVIORAL HEALTH AND SOCIAL SUPPORTS**

**HIGHER ACADEMIC PROFICIENCIES**  
**IMPROVED POSITIVE BEHAVIOR**  
**HIGHER ATTENDANCE RATES**  
**BETTER SUPPORTED FAMILIES AND NEIGHBORHOODS!**

**BASIC NEEDS**  
**FAMILIES AS PARTNERS**  
**ENGAGING INSTRUCTION**  
**SAFE SCHOOLS/NEIGHBORHOODS**  
**POSITIVE YOUTH DEVELOPMENT PROGRAMMING**  
**QUALITY EARLY CHILDHOOD EDUCATION STRATEGIES**

**BUSINESS LEADERS**  
**COMMUNITY LEADERS**  
**HIGHER EDUCATION LEADERS**

**PARENT LEADERS**  
**POLITICAL LEADERS**  
**SCHOOL LEADERS**

## NHS State Executive Board Prepping for State Convention and Banquet



# MPA PHOTO ALBUM

**ELE ~ Legislative Day**  
**Friday, February 8, 2019**

