

## Easy Registration

1. Simply fill out the Registration form on the other side of this flap, detach it, place a stamp on it, and drop it in the mail!
2. Call the Embassy Suites Hotel—Phoenix/Tempe at 480.897.7444 to make your room reservation.

Embassy Suites Hotel—Phoenix/Tempe  
4400 South Rural Road  
Tempe, Arizona 85282

Register On-Line:  
[www.icarenow.com](http://www.icarenow.com)

Call to Register:  
800.797.5818

Send Checks & Purchase Orders to:  
"I Care" Products & Services  
P.O. Box 492  
Americus, GA 31709



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Americus, GA 31709

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# 21<sup>st</sup> Century Parental Involvement Conference

*If you're dealing with any of these issues ... this conference is for you!*

- Lack of sustained parental involvement
- No way to measure parental involvement
- Little change in student attitudes and behaviors since beginning your character development program
- A crisis in character within your community, such as crime, government scandal, or prejudice
- Complaints from local business and industry about the ethics of employees
- A challenge finding effective parental involvement materials for diverse populations
- Problems maintaining systematic and positive communication between school and home



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"I Care" Products & Services  
P.O. Box 492  
Americus, GA 31709



# A 21<sup>st</sup> Century Parental Involvement Breakthrough Conference!

December 11–13, 2008

Embassy Suites Hotel  
4400 South Rural Road  
Tempe (Phoenix Area), AZ 85282  
Hotel Reservations: 480.897.7444

**T**his comprehensive curricular approach helps parents improve their character-building parenting skills with remarkable gains in student achievement.

## Increase Academic Achievement

- Improve Standardized Test Scores
- Increase Positive Parent/Child Interactions at Home
- Strengthen Character-Building Parenting Skills
- Reinforcement Reading Component
- Quantitative Parental Involvement Measures
- Keep Parents Enthused & Engaged

## Guaranteed!

- Proven in over 100,000 classrooms that parents can, and will, get involved.
- Measurable each month, can be evaluated, and is not complicated.
- Measurement involves 10 minutes per month by the teacher to record.
- More significant than simple "sign-in sheets."



Register at [www.icarenow.com](http://www.icarenow.com)  
OR Call 800.797.5818



# Certification Training Outline



## Day One

### Introduction to "I Care" Parental Involvement & Character Development Methodology (Developed 1996; 27<sup>th</sup> Conference)

- Research supporting the benefits of Parental Involvement & Character Development
- "I Care" Defines Parental Involvement

### Theoretical Basis for 21st Century "I Care" Parental Involvement

- Learn Four Pillars of Total Quality Education Paradigm
- Customers (Parents) & Suppliers (Educators) Focus
- Continuous Improvement (Character-Building Parenting Skills)
- Systems & Processes ("I Care" Model & Curricula)
- Strong & Consistent Leadership (District-Wide)

### Systematic Process for Positive Parenting & Character Development

- Getting & Keeping Parents/Caring Adults Engaged
- Moving Parental Involvement Beyond the School
- Teaching Parents Transparently (At Home)
- Teaching Character-Building Parenting Skills
- Testing Implementation, Not Just Assimilation

## Day Two

### Best Practices & Lessons Learned

- Whole School & District Implementations
- School-Based Certified Facilitators
- Character-Building Parent Training
- Managing with Parental Involvement Data
- Administration and Teacher Alignment
- Family, School, & Community Partnerships

### Measuring & Evaluating Parental Involvement & Character Development

- 21st Century Internet-Based Parental Involvement Data Management Capabilities
- 4 P's: Parental Involvement, Participation, Parents Trained, & Positive Teacher-Parent Contacts
- Mentoring, Single-Parent, & Two-Parent Families

### "I Care" Curriculum Components Defined for Families, Schools, & Communities

- Character-Building Parenting Activity Sheets
- Character-Building Student Activity Sheets
- Teacher Lesson Plans
- Parent Monthly Feedback Process
- Parental Involvement Measurements
- Developmentally Appropriate Reinforcement Books
- Positive Self-Esteem Messages
- Motivational "I Care" Incentives
- Parent Surveys & Certificates

### Benefits for Families, Schools, & Communities

- Helps Parents Enhance Their Character-Building Parenting Skills
- Feedback Process Helps Teachers Understand Families' Lifestyles & Cultures
- Home Activities Support Parent Flexibility
- Data Management Service Provides Parental Involvement Measures for Each Student, Classroom, School, & School District
- Data Correlates to Academic Achievement
- Provides Simultaneous Reinforcements from School, Home, & the Community

### Changing Patterns in Family-School-Community Relationships

- A review of the following books provides new insights so the changes will work to your advantage:
- "I Care" Parental Involvement—Engaging Parents to Improve Student Performance by Elbert D. Solomon
  - 176 Ways to Involve Parents by Betty Boulton

### Implementation Practices

- "I Care" School Success Stories (Presented by Practicing School-Based Professionals)
- Roundtable Discussions with Implementation School Representatives
- Roundtable Discussions with Practicing Professional "I Care" Facilitators

## Day Three

### Strategies for Enhancing Commitment

- Getting Started (What Will I Need?)
- Implementing "I Care" in Elementary Schools
- Implementing "I Care" in Middle Schools & High Schools
- Effective Use of Parental Involvement Data
- Boys' Success in School
- Ways to Integrate Character Traits
- Making "I Care" the Path of Least Resistance
- Pre-Assessments & Post-Assessments

### Confirmations

- Most Frequently Asked Questions Answered
- Test of Conference Knowledge
- Conference Evaluation
- Phase II Certification Graduation

## "I Care" Certification

This 40 hour Train-the-Trainer Certification Process consists of two phases, two and a half days each. Attendees are trained on the "I Care" Curriculum methodology, implementation processes and practices, parental involvement assessment tools, facilitation processes, empowerment leadership, alignment strategies, and more!

## Conference Facilitators

- Elbert Solomon:** President & CEO of "I Care" Products & Services, author, & national "I Care" Facilitator
- Dr. James Patrick:** Former Superintendent and Troy State & Columbus State University Professor of Education
- Martha Dean:** Former University Education Professor and Director of "I Care" Curriculum Development
- School-Based Certified Facilitators** from schools that have successfully implemented "I Care" Curricula
- Guest Speakers** from school districts implementing "I Care"

# Registration Information

## Registration Details

- The registration deadline is **November 19, 2008**. Hotel requests received after this date are subject to the standard rate and room availability.
- The Certification Training consists of a Phase I (2 ½ days) and a Phase II (2 ½ days), completed at two training sessions over a six month period. The fee for Phase I is \$995.00 and the fee for Phase II is \$795.00. Participants will be provided with an Implementation Toolbox (includes manuals, presentations, and session workbooks), as well as Continental Breakfast, lunch, and refreshments.
- Attendees are responsible for hotel reservations (\$129.00 for single or double per night + 12.07% tax = \$144.57 per night), travel expenses, and evening meals. **To make hotel reservations, call the Embassy Suites Hotel at 480.897.7444.** There will be free shuttle service from the airport to the hotel.
- Each attendee will receive a gift pack with an "I Care" shirt and the books "I Care" Parental Involvement—Engaging Parents to Improve Student Performance by Elbert D. Solomon and 176 Ways to Involve Parents by Betty Boulton (Phase I), and Made to Stick by Chip & Dan Heath (Phase II)
- Training time will be from 8:30 a.m. to 4:00 p.m. Thursday and Friday, and Saturday 8:30 a.m. to 11:45 a.m.
- Phase II Training: June, 2009; Location to Be Determined.

## Cancellations & Substitutions

Cancellations received up to fifteen working days before the conference are refundable, minus a \$100.00 registration service charge. After that, cancellations are not accepted and the entire fee will be payable and applied to a future conference for up to one year from the date of the conference for which registration was received. Payment or purchase order is required ten days before the conference (no exceptions). Please note that if you do not cancel by the cancellation date and you do not attend, you are still responsible for payment. Substitutions for the Phase you are attending may be made at any time.

## Who Will Attend?

The "I Care" Parental Involvement, Character Development, & Community Involvement Conference is for people and organizations (big & small) that care about children, schools, and their community; and that want to make a difference. Over the past twelve years, attendees have included Superintendents, Principals, Federal Program Directors, City Managers, School Improvement/Accountability Leaders, Parent Coordinators, Parent/Family Liaisons, Counselors, Teachers, Parents, Parenting/Character Education Specialists, etc.



## Registration Form

Please complete all of the registration information below. Detach this registration form for the December 11-13, 2008 Certification Conference, place a stamp on the reverse side, and mail it to the address printed on the form.

Name \_\_\_\_\_

Title \_\_\_\_\_

School/Organization \_\_\_\_\_

Mailing Address \_\_\_\_\_

Shipping Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Telephone \_\_\_\_\_ FAX \_\_\_\_\_

E-Mail Address \_\_\_\_\_

Shirt Size (Please Circle) S • M • L • XL • 2XL • 3XL • 4XL • 5XL

Payment Method: Check • Credit Card\* • Purchase Order

\*All cards accepted. Call if paying with credit card. DO NOT send credit card information through the mail. # \_\_\_\_\_