

A Parental Involvement Breakthrough Conference!

December 9–11, 2010

**Embassy Suites Atlanta
At Centennial Olympic Park
267 Marietta Street
Atlanta, Georgia 30313**

Hotel Reservations: 404.223.2300

A *t this conference you will learn how to get the 80% of parents not coming to school involved in the education of their children at home. Additionally, you will be introduced to a comprehensive curricular approach to parental involvement, character development, and community involvement that will . . .*

Increase Academic Achievement

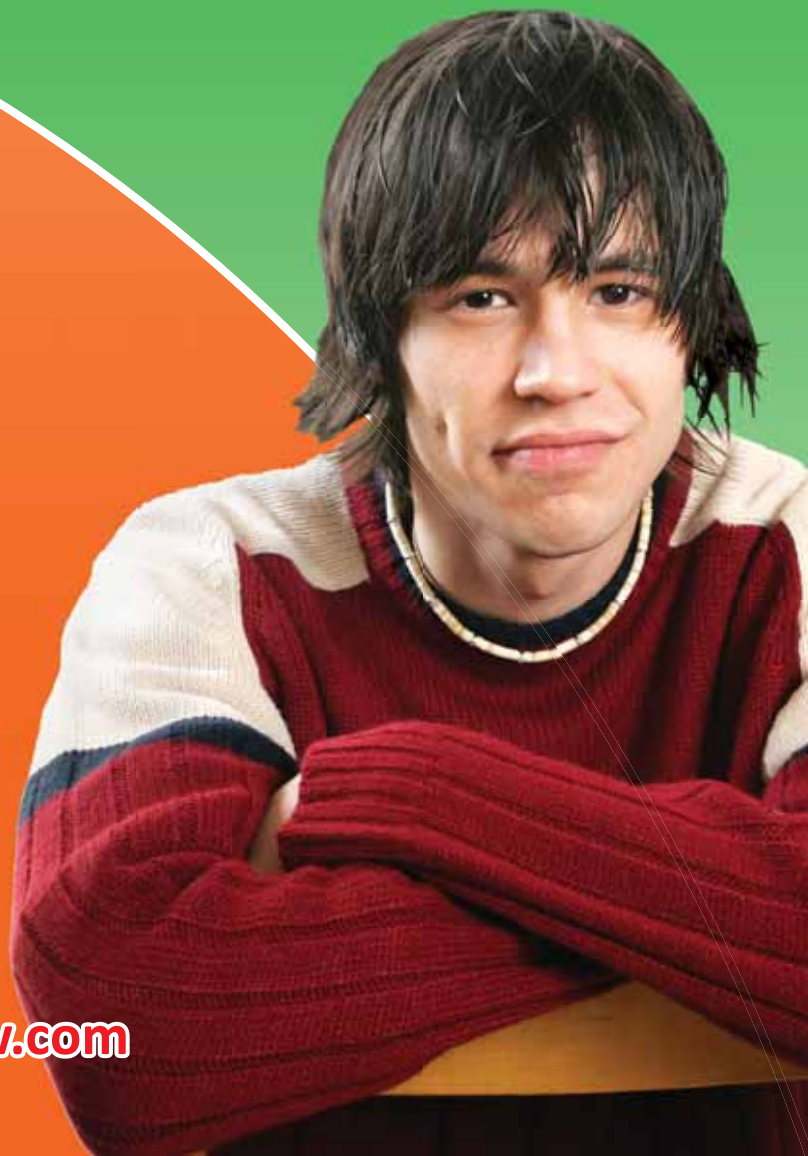
- Improve Standardized Test Scores
- Increase Positive Parent/Child Interactions at Home
- Strengthen Character–Building Parenting Skills
- Reinforce Reading at All Grade Levels
- Provide Quantitative Parent Engagement Measures
- Keep Parents Enthused & Engaged

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 15 minutes per month by the teacher to record.
- More significant than simple “sign-in sheets.”



**Register at www.icarenow.com
OR Call 800.797.5818**



Certification Training Outline

Day One

Introduction to "I Care" Parental Involvement & Character Development Methodology (Developed 1996; 31st Conference)

The "I Care" Curriculum:

- Defines Parental Involvement in Numerical Terms
- Explains the Benefits of a Curricular Approach to Parental Involvement, Character Development, and Community Involvement
- Connects the Systems, Processes, Measurements, and Accountability Components Needed to Increase Parental Involvement

Theoretical & Research Basis for "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

"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 Collection & Evaluation 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



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

- Data Collection & Evaluation Capabilities
- 4 P's: Parental Involvement, Participation, Parents Trained, & Positive Teacher-Parent Contacts
- Mentoring, Single-Parent, & Two-Parent Families

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
- *Peaks and Valleys* by Spencer Johnson, M.D.

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
- How “I Care” Addresses Parental Involvement Barriers

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 currently an Adjunct Professor of Education at Columbus State University
- **School-Based Certified Facilitators** from schools that have successfully implemented “I Care” Curricula and are inspired to share their successes
- **Guest Speakers** from school districts implementing “I Care”

Registration Information

Registration Details

- The registration deadline is **November 15, 2010**. Hotel room 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 \$795.00 and the fee for Phase II is \$795.00. Participants will be provided with an Implementation Toolbox & CD-ROM (includes manuals and presentations), as well as Continental Breakfast, lunch, and refreshments.
- Attendees are responsible for hotel reservations (\$123 for single or double per night + 15% tax = \$141.45 per night), travel expenses, and evening meals. **To make hotel reservations, call the Embassy Suites Atlanta—At Centennial Olympic Park at 404.223.2300 (specify that you will be attending the conference for “I Care” Products & Services in order to receive the room rate for our conference).**
- Each Phase I attendee will receive a gift pack with an “I Care” shirt and the book *“I Care” Parental Involvement—Engaging Parents to Improve Student Performance* by Elbert D. Solomon.
- Training time will be from 8:00 a.m. to 4:00 p.m. Thursday & Friday, and from 8:00 a.m. to 11:45 a.m on Saturday morning.
- Phase II Training: To Be Determined.

Cancellations & Substitutions

Cancellations received up to 15 working days (by **November 18, 2010**) before the conference are refundable, minus a \$100.00 registration service charge. After November 18, 2010, 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 **15 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 Phase I 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 (mail-in)

Please complete all of the registration information below. Detach this registration form for the December 9–11, 2010 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.

#

Easy Registration

1. Simply fill out the Registration Form (mail-in), address it to the address below, place a stamp on it, and drop it in the mail!
2. Call the *Embassy Suites Atlanta—At Centennial Olympic Park* at **404.223.2300** to make your room reservation.

*Embassy Suites Atlanta
At Centennial Olympic Park
267 Marietta Street
Atlanta, Georgia 30313*

Register On-Line:

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



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

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

Place
Stamp
Here

A Parental Involvement Breakthrough Conference!

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

- Lack of sustained parental involvement
- Problems maintaining systematic and positive communication between school and home
- No way to measure parent engagement
- A challenge finding effective parental involvement materials for diverse populations
- 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

