

A Parental Involvement Breakthrough Conference!

December 8–10, 2011

**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 . . .*

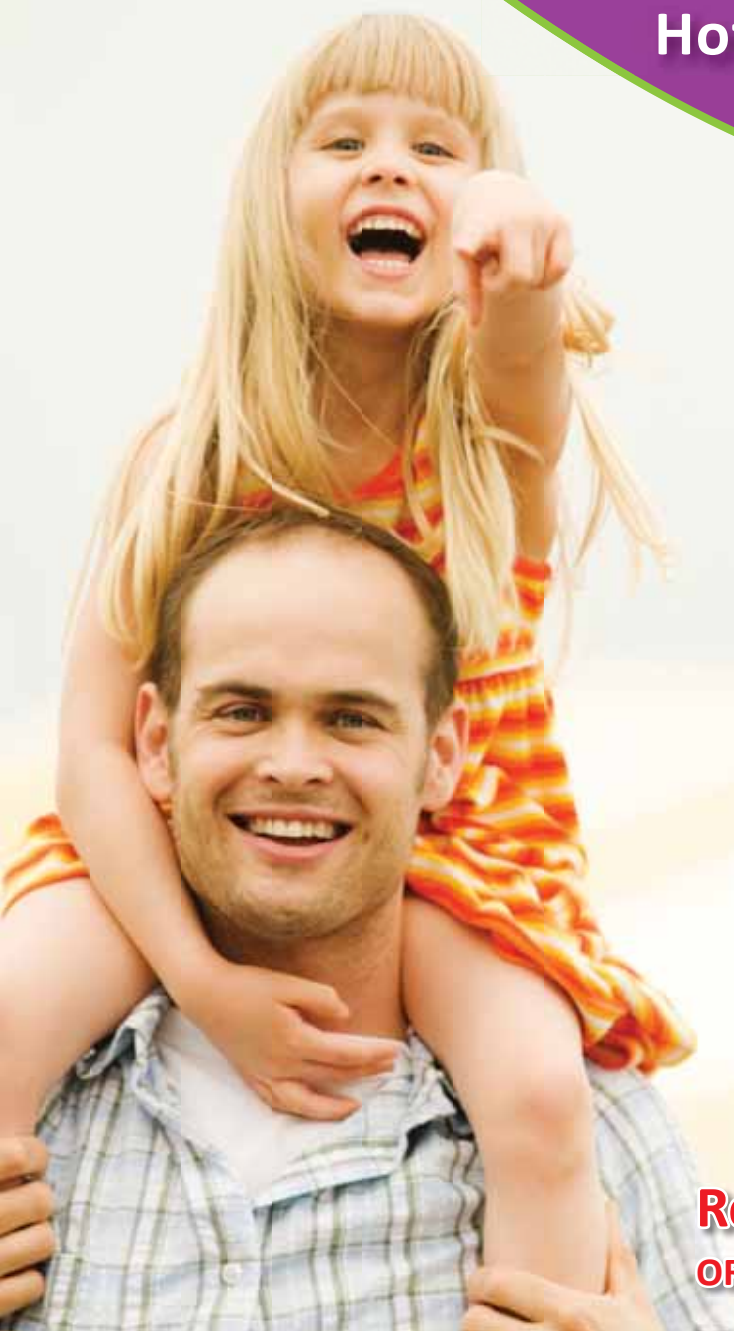
Increase Academic Achievement

- 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 10,000 classrooms that parents can, and will, get involved.
- Measurable each month, can be evaluated, and is not complicated.
- Measurement involves 15 minutes or less 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 Ou

Day One

Introduction to “I Care” Parental Involvement, Character Development, & Community Involvement (Developed 1996; 33rd Conference)

The “I Care” Curricula:

- 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 Parent Engagement

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 & Roles Defined for Families, Schools, & Communities

- Character-Building Parenting Activity Sheets
- Character-Building Student Activity Sheets
- Teacher Lesson Plans
- Parent Monthly Feedback Process
- Parent Engagement Measures
- Developmentally Appropriate Reinforcement Books
- Positive Self-Esteem Messages
- Motivational “I Care” Incentives
- Parent Surveys & Certificates
- Principal, Teacher, & Facilitator Resources

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

Outline



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
- Capturing the Hearts of Students
- 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 16, 2011**. 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 (\$125 for single or double per night + 15% tax = \$143.75 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” button-down 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 3:30 p.m. Thursday & Friday and from 8:00 a.m. to 11:00 a.m on Saturday morning.
- Phase II Training: June 20–22, 2011; Location To Be Determined.

Cancellations & Substitutions

Cancellations received up to 15 working days (by **November 17, 2011**) before the conference are refundable, minus a \$100.00 registration service charge. After November 17, 2011, 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. 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 15 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 8–10, 2011 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.

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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
San Antonio, Texas 78205

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



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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 & character development
- Problems maintaining systematic and positive communication between school and home
- No way to measure and assess 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

