

**44<sup>th</sup>**

# Parental Involvement Breakthrough Conference!

**June 20–22, 2012**

**Embassy Suites Hotel  
San Antonio Riverwalk—Downtown  
125 East Houston Street  
San Antonio, Texas 78205  
Hotel Reservations: 800.362.2779**

*At 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.*

## **Increase Academic Achievement**

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

## **Guaranteed!**

- Proven in over 10,000 classrooms that parents can, and will, get involved with their children at home.
- 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" and infrequent parenting workshops.



**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, & Community Involvement (Developed 1996; 44<sup>th</sup> Conference)

- Parental Involvement, Mastery of Character Traits, and Community Involvement will be defined in numerical terms.
- The basis for an ongoing, systematic, integrated, and measurable curricular approach to parental involvement, character development, and community involvement will be shared.
- The dots between effective parent engagement and academic achievement will be connected using the most recent research on parental involvement, character development, and community involvement.

### Theoretical & Research Basis for the “I Care” Parental Involvement Character Curriculum

- The alignment of “I Care” Parental Involvement Character Curriculum components with parental involvement, character development, and community involvement research will be shown.
- The best implementation process and practices will be shared and demonstrated.
- The “I Care” Model for family, school, and community will be shared along with pillars of character and the spiraling character traits.
- You will learn the four pillars of the Total Quality Education Paradigm.

### 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
- Principal, Teacher, & Facilitator Resources

### Benefits for Families, Schools, & Communities

- Helps Parents Enhance Character-Building Skills
- Feedback Process Helps Teachers Understand Families’ Lifestyles & Cultures
- 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 will provide new insights to engage parents:

- *“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
- Incorporating Character into Student Learning
- How “I Care” Addresses Parent Engagement Barriers
- Implementation Support

### 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 **May 21, 2012**. 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 a Facilitation Toolbox & Conference CD-ROM (includes manuals and presentations), as well as Continental Breakfast, lunch, and refreshments.
- Attendees are responsible for hotel reservations (\$159 for single or double per night + 16.75% tax = \$185.64 per night), travel expenses, and evening meals. **To make hotel reservations, call the Embassy Suites Hotel, San Antonio Riverwalk—Downtown at 800.362.2779 (refer to group code "ICP" to specify that you will be attending the conference for "I Care" Products & Services in order to receive the room rate for our conference).** Room reservations may also be made on-line via our Web site, [www.icarenow.com](http://www.icarenow.com). Click "Conferences" from the menu bar at the top of the page, then click "Book Hotel Room" on the Conference page.
- All attendees will receive a gift pack with an "I Care" shirt and a professional development book.
- Training time will be from 8:30 a.m. to 3:30 p.m. Wednesday & Thursday and from 8:30 a.m. to 11:45 a.m. on Friday morning.
- Phase II Training: December 6–8, 2012; Location To Be Determined.

## Cancellations & Substitutions

Cancellations received up to 15 working days (by **May 30, 2012**) before the conference are refundable, minus a \$100.00 registration service charge. After May 30, 2012, 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

Please complete all of the registration information below for the June 20–22, 2012 Certification Conference.

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 and fax it to **229.928.9922**, call **800.797.5818** to register, or register on-line at **www.icarenow.com**.
2. Call the *Embassy Suites Hotel, San Antonio Riverwalk—Downtown* at **800.362.2779** to make your room reservation (refer to group code “ICP”). Room reservations may also be made on-line via our Web site, [www.icarenow.com](http://www.icarenow.com). Click “Conferences” from the menu bar at the top of the page, then click “Book Hotel Room” on the Conference page.

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**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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# A Parental Involvement Breakthrough Conference!

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

- Lack of **sustained parent engagement**
- Problems **maintaining positive communication** between school and home
- No way to **measure parent engagement** efforts that increase student achievement
- A challenge finding **effective grade-level parental involvement & character education materials**
- An **increase in office referrals**
- A **crisis in character** & complaints from local business and industry about the ethics of employees

