

*Executive Director's Message*

# Reaching Out to Principals

RRCNA Executive Director *Jady Johnson*



As a new political agenda shifts the direction of national education policy, outreach continues to be one of RRCNA's key activities. Throughout 2017, we are partnering with the National Association of Elementary School Principals (NAESP), giving us new opportunities to reach critical decision makers. NAESP has endorsed Reading Recovery and is enabling RRCNA to share information on early literacy and intervention in a variety of forums.

We have a year-long calendar of articles, advertorials, webcasts, and Twitter chats geared for principals. RRCNA was an education partner at the NAESP Leaders Conference in March and we will present a concurrent session and exhibit at the National Principals Conference in Philadelphia this July. We'll post our resources and webcasts in the Member Resources Center on the website.

## *Principal Magazine*

- March/April issue advertorial on early literacy learning
- May/June issue article on systems change for success
- May/June issue 4-page promotional insert on Reading Recovery
- September/October issue article on English learners
- November/December issue advertorial



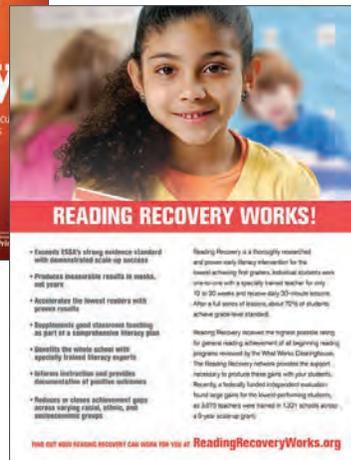
## On-Demand Webcasts

We are producing two on-demand webcasts to expand on the articles published in the May/June and September/October magazine, with the first focusing on professional learning communities. Written by Billie Askew and narrated by Nayal Maktari, the webcast features video and audio of Reading Recovery principals and schools teams, with cameos by Gay Su Pinnell and Peter Johnston.

## Twitter Chats

We are hosting two chats geared to principals. The successful March 19 chat focused on effectively using job-embedded PD and featured Gerry Brooks and Karen Scott. An October chat will focus on English learners.

Many thanks to the following individuals who are serving as the steering committee for this effort: Lindy Harmon, Craig Dougherty, Janice Van Dyke, Bob Schwartz, Jeff Williams, Maryann McBride, Karen Scott, Gerry Brooks, and Nayal Maktari.



This partnership is also a great chance for teachers, teacher leaders, and trainers to reach out to principals to reinforce the effort, so please share the news! Thanks for your help in supporting this national initiative!