

Trademarks!

KU-CRL takes steps to legally protect SIM & CLC

Julie Tollefson
KU-CRL

KU-CRL has taken steps to legally protect the Strategic Instruction Model and Content Literacy Continuum as registered trademarks. It is important for all of us to use the TM symbol when we use these terms and their logos in our materials. This article contains guidelines and tips for such use.

Please review this information and contact KU-CRL if you have any additional questions. You may e-mail questions to jtollefson@ku.edu or call 785.864.4780. Ask for Julie. We also ask that you share this article with anyone who works with SIM or CLC.



we have taken steps to legally protect two of our most valuable assets: the Strategic Instruction Model and Content Literacy Continuum.

Applications to trademark these terms and their logos are under review; within the next few months, we expect to obtain registered trademark status from the federal government.

In the interim, use of the TM symbol

serves as notice that we are using these terms and logos as trademarks. It is important that they be used properly to protect the reputation of KU-CRL, SIM, and CLC.

When should I use the TM symbol?

When you use these terms, include the TM symbol as shown below:

- Strategic Instruction ModelTM
- Content Literacy ContinuumTM

It is especially important to use these in advertisements and materials promoting workshops and the first time the term is used in articles or other text. It is not necessary to use the symbol every time the words are used in printed material, but certainly

The decades of research and development conducted at KU-CRL have produced valuable results for students, teachers, and the education field. Along the way, our reputation for excellence has grown, too. To protect that reputation and further build goodwill and recognition in the field,

Kudos!

Former KU-CRL doctoral fellow Michael Faggella-Luby has received the Dissertation of the Year award from the Council for Exceptional Children's Division for Learning Disabilities. His dissertation was titled *Embedded Learning Strategies Instruction: Story-Structure Pedagogy in Secondary Classes for Diverse Learners*. Mike, who received the award during CLC's annual meeting in late April in Louisville, Ky., is now assistant professor at the University of Connecticut.

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use the symbol on *first reference* in text and on *prominent* uses of the term (such as headings). If you question whether use of the symbol is necessary, use it. Note that in addition to using the trademark symbol, the first letter of each word should be capitalized.

How can I obtain SIM and CLC logos?

KU-CRL has prepared official SIM and CLC logos that incorporate the symbol. If you have old versions of these logos, please discard them and download the new logos from our web site:

- For SIM logos,
www.kucrl.org/trainers/simlogo
- For CLC logos,
www.kucrl.org/trainers/clclogo

If you have any difficulty downloading these logos, contact David Gnojek (dgnojek@ku.edu) or Julie Tollefson (jtollefson@ku.edu).

Once the federal government has granted trademark status to the terms and logos, ® will replace ™. We will send another announcement at that time.

How do I insert ™ in my documents?

- On Mac computers, use the key combination Option-2 to insert ™.
- On PCs, use the key combination Alt-0153 to insert ™ (hold down the Alt key while you type the numbers)

OR

In some PC applications, type (tm) and the program will insert the symbol. You must type the parentheses for this option to work.

If these suggestions do not work for you, please contact your technical support person for help.

Where can I learn more?

You may find useful information about trademarks on the International Trademark Association's web site, www.inta.org. The Information & Publishing section of this site offers several brochures about proper use of trademarks. Select "Other Reference Materials," then "Informational Brochures."

2007 Preconference Workshops

July 16-17, 2007

Using Community Building and Cooperative Thinking Strategies Multimedia CD Programs

Sue Vernon, Edge Enterprises
12:30 p.m.-4:30 p.m.
Monday, July 16

Instructional Coaching

Jim Knight, KU-CRL
8:30 a.m.-11:30 a.m.
Tuesday, July 17

Coaching Classroom Management

Jim Knight, KU-CRL
12:30 p.m.-4:30 p.m.
Tuesday, July 17

Building Proficiency in Content Enhancement with GIST: The Basics

Keith Lenz, Trent Steffen, Peter Lenz, and Aaron Sumner
8:30 a.m.-4 p.m.
Tuesday, July 17

Using GIST as a Tool in Presentations: Advanced

Keith Lenz, Trent Steffen, Peter Lenz, and Aaron Sumner
8:30 a.m.-4 p.m.
Tuesday, July 17

Registration forms available on the conference web site:
www.kucrl.org/conferences/sim



It's not too late to register for the 2007 Treasures of SIM Conference! Visit the conference web site to download registration forms for both the conference and the preconference:

www.kucrl.org/conferences/sim

As we prepare for the conference, we need your help shaping the general session called "Dish about Data," scheduled for Thursday morning. This is your opportunity to get KU-CRL folks to answer some of the pesky questions you encounter in your PD work every day. So, please take a few minutes to e-mail your questions to us at jtolfelson@ku.edu or crl@ku.edu. Here are a couple of examples to prompt your thinking:

- Do you have a specific data slide that you have trouble interpreting for your audience? Send us the slide and your question.
- Do you have a question regarding the research designs the center used for Learning Strategies or for Content Enhancement studies? An example might be "How do I respond to questions about why a single-subject design was used in the *Sentence Writing Strategy* research?"

Be specific with your questions, please. Although priority consideration will be given to questions submitted by May 4 (to ensure adequate time to prepare for this session), we welcome any questions you have at any time. Efforts will be made to address all questions submitted.

Tentative Conference Schedule

Wednesday-Friday, July 18-20, 2007
SpringHill Suites • Lawrence, Kan.

Wednesday, July 18

8:00 a.m.-8:30 a.m.	Welcome, opening session
8:30 a.m.-9:30 a.m.	Keynote address, Patricia Alexander
9:45 a.m.-11:15 a.m.	Breakout sessions
11:15 a.m.-1:00 p.m.	Lunch on your own
1:00 p.m.-3:15 p.m.	Breakout sessions
3:30 p.m.-5:00 p.m.	Kaleidoscope
5:00 p.m.-6:30 p.m.	Social

Thursday, July 19

8:00 a.m.-9:00 a.m.	KU-CRL overview, awards recognition
9:00 a.m.-10:15 a.m.	General session: Data
10:30 a.m.-11:30 a.m.	Breakout sessions
11:30 a.m.-1:00 p.m.	Lunch on your own
1:00 p.m.-5:00 p.m.	Breakout sessions

Friday, July 20

7:15 a.m.-8:15 a.m.	Poster session and continental breakfast
8:15 a.m.-8:45 a.m.	New professional developer recognition & attendance pins
8:45 a.m.-12:15 p.m.	Breakout sessions, grab-and-go lunch
12:30 p.m.-1:00 p.m.	Closing session

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Center for Research on Learning
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CALENDAR

May 29-June 2, 2007

SIM Learning Strategies
Institute for Preservice
Teachers
Lawrence, Kan.
Contact: Mona Katz or Kathy
Schmidt (crl@ku.edu |
785.864.0626)

May 29-June 2, 2007

Teaching Content to All:
Effective College Teaching
Lawrence, Kan.
Contact: Mona Katz or Kathy
Schmidt (crl@ku.edu |
785.864.0626)

June 14-16, 2007

CAL-SIM Update Conference
Buena Park, Calif.
Contact: Mona Katz or Kathy
Schmidt (crl@ku.edu |
785.864.0626)

June 19-22, 2007

SIM Reading and Writing
Strategies
Lawrence, Kan.
Contact: Mona Katz or Kathy
Schmidt (crl@ku.edu |
785.864.0626)

June 19-22, 2007

More SIM Strategies
Lawrence, Kan.
Contact: Mona Katz or Kathy
Schmidt (crl@ku.edu |
785.864.0626)

June 27-30, 2007

SIM Institute: Writing
Strategies
Lawrence, Kan.
Contact: Mona Katz or Kathy
Schmidt (crl@ku.edu |
785.864.0626)

June 27-30, 2007

SIM Institute: Intro to Content
Enhancement
Lawrence, Kan.
Contact: Mona Katz or Kathy
Schmidt (crl@ku.edu |
785.864.0626)

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PROFESSIONAL DEVELOPMENT TIP

Suggested practice materials for comprehension strategies

Recently, SIM PD **Sue Meyer** of Cary, Ill., asked the members of the SIMTRAINER-L listserve for help finding appropriate reading materials for high school students:

I am looking for high school reading support material (control and guided practice) for the comprehension strategies. We have exhausted Jamestown Timed Readings.

Here are some of the suggestions resulting from Sue's request:

The Kim Marshall Series from Educator's Publishing Service has nonfiction short essays with five or so paragraphs. Some of the other publications by Jamestown also have readings of nonfiction at various levels. Some are longer than others. I am finding it difficult to find readings for fiction.

Anita Friede, New York

How about the Building Reading Skills set by Brigrance, found at www.brigrance.net or 1-800-221-1274? I have used them with middle schoolers who are fully included in mainstream classes, who were simply enrolled in my SIM Learning Strategies classes. They loved them!

Mandy Horton, Florida

Jamestown also has 6 Way Paragraphs in the Content Areas—which I have used and like. The passages have varying numbers of paragraphs (typically four or five), but they offer a lot of different topics in science, humanities, social studies, and math. The topics are age-appropriate for high school and are written at a higher level. They have an introductory level, middle, and advanced (grade levels 4-12).

Tony Tomasso, New Jersey

You may also be aware of www.edhelper.com for passages with comprehension questions. The membership is \$39 a year for unlimited access. Our Virginia CLC middle schools and high schools are using this site for the reading strategies and really like the variety of subjects, topics, fiction, and nonfiction available.

Helen Barrier, Virginia

Read Naturally also has lots of nonfiction selections as well as the STARS program. Good luck!

Barb Millikan, Oregon

SIMTRAINER-L

A great resource for all your
professional development needs

- Post questions
- Seek support
- Bounce ideas off fellow professional developers

E-mail jtollefson@ku.edu to sign up today!

NCLD recognizes distinguished achievement

Don Deshler received the Distinguished Education Achievement Award from the National Center for Learning Disabilities during NCLD's 30th anniversary celebration April 25.

NCLD cited Don's first-hand experiences as a former junior high school teacher and his work with his colleagues to design and validate the Strategic Instruction Model and to develop the Content Literacy Continuum.

NCLD conferred the award during its annual benefit dinner, "Voices of our Children, Voices of our Future," which was held in New York City. Two others received awards during the dinner:

- Clay Aiken, recording artist, *American Idol* contestant, and former special education teacher, received the Children's Advocacy Award. Aiken created the Bubel/Aiken Foundation, which promotes and funds educational and recreational programs for children with special needs and advocates for their inte-



James H. Wendorf, executive director, NCLD; Don; and Fred Poses, chairman of the board, NCLD, during NCLD's 30th anniversary celebration April 25.

gration into the environments of their non-disabled peers.

- Art Ryan, Prudential chairman and CEO, received the Spirit of Achievement Award. Ryan is an active leader in efforts that build communities and provide improved educational opportunities for America's children.

"These three extraordinary individuals serve as role models of leadership and advocacy," said James Wendorf, NCLD's executive director. "They exemplify NCLD's outreach to children, parents, educators, and policy-makers over the past three decades."

Don also recently received LD Online's Inspiration Award. LD Online announced the award in fall 2006, and Don received it during the annual meeting of the Council for Exceptional Children Division for Learning Disabilities in April.

Barb Ehren accepts new position

Barb Ehren has accepted a position at the University of Central Florida in Orlando as the director of a new doctoral program in language and literacy, beginning June 25, 2007. Although she will no longer be a full-time employee of KU, she intends to remain active in the research and development work of KU-CRL in adolescent literacy in general and the CLC specifically, as well as in the professional development leadership work of the center.

Barb's contributions to the work of KU-CRL have been innumerable and highly significant. Among other things, she was one of the main authors on the reading modules for the Online Academy, a leader in conceptualizing the Content Literacy Continuum—the framework used by the center to drive its whole-school improvement efforts—and an innovator in many of our professional development initiatives.

Barb is one of the most highly regarded leaders in the speech and language profession, having been named an ASHA Fellow about five years ago.

It is a great compliment to have been recruited to provide leadership to the new doctoral program at the University of Central Florida. This is a choice professional opportunity for her. While we will greatly miss having Barb being associated with KU-CRL on a full-time basis, we are thrilled that she will continue her close affiliation with the center on several of its projects—especially in the area of professional development and school change. We are profoundly grateful for all that she has done to enrich the work of KU-CRL and wish Barb the very best in this new chapter of her life.

Don Deshler
Director

INSIDE:

- **Trademarks:**

KU-CRL has applied for official trademark status for the Strategic Instruction Model and Content Literacy Continuum. Read about this effort and what it means to you on page 1.

- **Strategy practice materials:**

SIM Professional Developers offer suggestions for reading comprehension practice for high school students. See page 4.

More Calendar

(continued from page 4)

July 16-17, 2007

SIM Preconference

July 18-20, 2007

International SIM Conference

Tentative location: SpringHill Suites,
Lawrence, Kan.

Contact: Mona Katz or Kathy Schmidt
(crl@ku.edu | 785.864.0626)

July 30-Aug. 3, 2007

Potential SIM Professional Developers
Institutes for LS and CE
Lawrence, Kan.

Contact: Mona Katz or Kathy Schmidt
(crl@ku.edu | 785.864.0626)

August 6-8, 2007

Instructional Coaching

Lawrence, Kan.

Contact: Mona Katz or Kathy Schmidt
(crl@ku.edu | 785.864.0626)

August 9-11, 2007

Coaching Classroom Management

Lawrence, Kan.

Contact: Mona Katz or Kathy Schmidt
(crl@ku.edu | 785.864.0626)

October 10-12, 2007

Instructional Coaching

Lawrence, Kan.

Contact: Mona Katz or Kathy Schmidt
(crl@ku.edu | 785.864.0626)

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Joseph R. Pearson Hall

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The University of Kansas

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