

# Stratenotes

The University of Kansas Center for Research on Learning • September 2008 • Volume 17, Issue 1



Julie Tollefson  
KU-CRL

It's official.

The University of Kansas's quest to obtain registered trademark status for the Strategic Instruction Model® and Content Literacy Continuum® logos has ended in success.

This story began two years ago, when we introduced the SIM and CLC logos and a visual identity system for each. The logos were designed as a visual representation of two important factors:

- The nearly 30 years of research conducted by KU-CRL that underpins SIM and CLC.
- The decades of quality, personalized, effective professional development provided by you and other dedicated members of the SIM Network.

For the SIM Network, the logos have an additional special meaning: pride in our community, credibility of our work, and fidelity to the research base that underpins both SIM and CLC.

In April 2007, we followed up the introduction of the logos with the news that we were taking steps to legally protect both logos as trade-

marks. At that time, we asked you to start using the trademark symbol (™) on your documents.

Now, the federal government has granted us registered trademark status for both of these logos. Among other things, that means we should now use the registered trademark symbol (®) instead of the old ™.

Adhering to the following guidelines will help maintain the legal protection we have sought for SIM and CLC and thus maintain the integrity of the work we do.

#### ***In text***

It is extremely important for all of us to use the registered trademark symbol (®) when we use either of the terms (Strategic Instruction Model® or Content Literacy Continuum®) in our documents, Web sites, blogs, and

other means of communication. The following are guidelines for when it is appropriate to use the symbol:

- Use the symbol on first reference in text and on prominent uses of the term, such as in headings or titles. It is not necessary to use the symbol in every reference.
- It is especially important to use the symbol in advertisements and materials promoting workshops.
- If you question whether use of the symbol is necessary, use it.
- Note that in addition to using the symbol, the first letter of each word should be capitalized.

The box on page 2 describes how to insert the ® symbol in different media.

#### ***In graphics***

David Gnojek, KU-CRL's art direc-



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tor, has revised all of the graphic files for the SIM and CLC logos to include the ® symbol. Please download new graphic files and update all of the materials you use regularly.

- Download the new SIM logo from the SIM General Information section of SIMville.
- Download the new CLC logo from the Content Literacy Continuum section of SIMville.
- If you have not already done so, download the SIM and CLC Graphic Standards Manuals to learn how to appropriately use the logos to make your work look professional and consistent with our efforts.

Also available in SIMville: PowerPoint templates for SIM and CLC

presentations and notecard templates featuring the SIM and CLC logos.

#### ***In general***

Please add one of the following lines to your documents, especially advertisements or brochures:

- Strategic Instruction Model® is a registered trademark of the University of Kansas.
- Content Literacy Continuum® is a registered trademark of the University of Kansas.

#### ***Additional information in SIMville***

- "Images help tell our story," *Stratenotes*, Vol. 15, Issue 1.
- Trademarks! KU-CRL takes steps to legally protect SIM & CLC, *Stratenotes* Vol. 15, Issue 7.

## **How do I insert ® in my documents?**

- **On Mac computers**, use the key combination Option-R to insert ®.
- **On PCs**, use the key combination Alt + 0153 (hold down the Alt key while you type the numbers) or Ctrl+Alt+R to insert ®.
- **For Web documents**, you can enter the HTML entity &reg; to insert ®.

## ***Directory Information Deadline***

It is almost time for us to put together another StrateDirectory. The directory is distributed in February, but the process of updating and compiling it begins months earlier. If you have moved, changed jobs, changed your name, or in any other way need to update the information we have on file for you, please complete the Directory Information Form on pages 6 and 7. The deadline for inclusion in the 2009 edition of StrateDirectory is **December 1**.

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## **SIM Online Resources**

### **Subscribe to SIMTRAINER-L**

e-mail [jtolfelson@ku.edu](mailto:jtolfelson@ku.edu)

### **SIMville Sign-On**

User name: Network

Password: strategic

### **Stratopedia**

<http://stratopedia.org>

Hello: The Stratopedia Blog • Learning Labs

Depot • Dossier

**[www.kucrl.org](http://www.kucrl.org)**

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# Welcome, New Professional Developers!

The following individuals have completed their SIM Professional Developer certification requirements within the last year. Congratulations to all!

## CALIFORNIA

*PD Leader: Cathy Spriggs*  
• Janet Egidi, CE & LS

*PD Leader: Jerri Neduchal*  
• Ken Geisick, CE  
• Christina Romero, CE

*PD Leader: Bev Colombo*  
• Leslie Herod, LS

## COLORADO

*PD Leader: Connie Gentle*  
• Steve Houwen, CE

## FLORIDA

*PD Leader: Connie Gentle*  
• Susan Boyd, CE  
• Jennifer Pierce, CE  
• Frances Sanschagrin, CE  
• Susan Taylor, CE

*PD Leader: Janet Atallah*  
• Jennifer Neiswanger, LS

*PD Leader: Jerri Neduchal*  
• Marilee Amodt, CE  
• Melissa Barton, CE  
• Lynn Berger, CE  
• Mary Lou Duffy, CE  
• Mary Katherine Estock, CE  
• Crystal Gasell (Combast), CE  
• Marilyn Jackson-Lee, CE  
• Vicki Jenkins, CE  
• Kerry Kelly, CE  
• Kara Macsuga, CE

• Robin Oliveri, CE  
• Cynthia Pelosi, CE  
• Janet Raney, CE  
• Sally Rozanski, CE  
• Denise Stevenson, CE  
• Laura Storm, CE  
• Christine Wallace, CE  
• Pam Zeigler, CE

*PD Leader: Patty Graner*  
• Bonnie Dupuis, CE

## ILLINOIS

*PD Leader: Connie Gentle*  
• Leighton Helwig, CE

## IOWA

*PD Leader: Ann Hoffman*  
• Kathy Achenbach, CE  
• Brenda Auxier-Mailey, CE  
• Wanda Barber, CE & LS  
• Tim Blakeslee, CE  
• Sandra Bonner, LS  
• Sarah Brown, CE  
• Patty Coppess, CE  
• Lori Helgevold, CE  
• Lynn Hodgeman, CE  
• Rebecca Jepsen, LS  
• Brian Johnson, CE  
• Cynthia Johnson, CE  
• Terri Knipper, CE & LS  
• Kara Krohn, LS  
• Rachel Moeller, CE  
• Marilyn Olsen, CE  
• Theresa Presley, CE  
• Jennifer Reiter, CE  
• Wendy Schmidt, LS  
• Dania Schuler, CE  
• Jill Schwarte, CE  
• Debra Stelk, LS  
• Nichole Stoltze, CE  
• Debra Wolf, CE  
• Denise Wood, CE

## KANSAS

• Cristan Philipp, CE

*PD Leader: Janet Atallah*  
• Kimberly Knox, LS

*PD Leader: Jerri Neduchal*  
• Belinda "BB" Mitchell, CE

## KENTUCKY

*PD Leader: Nancy Sander*  
• Julie Asher, CE  
• Renee Leach, CE  
• April Noah, CE  
• Ellisa Perry, CE  
• Robin Rumsey, CE  
• Jeorgette Vanzant, CE

## LOUISIANA

*PD Leader: Anne Clouatre*  
• Tina Allen, CE  
• Jennifer Armond, CE  
• Sandra Barras-Hahn, CE  
• Jennifer Bush, CE  
• Tammy Cole, CE  
• Clara Devereaux, CE  
• Jessica Kennedy, CE  
• Shanna Malone, CE  
• Angela McClintock, CE  
• Ellyn McKinney, CE  
• Denice Owens, CE  
• Kimberly Procell, CE  
• Malekah Salim-Morgan, CE  
• Sherri Troegel, CE  
• Sam Ziegler, CE

## MARYLAND

*PD Leader: Rosemary Tralli*  
• Carroll Sager, CE  
• Diane Tracey, CE

## MASSACHUSETTS

*PD Leader: Sue Woodruff*  
• Joyce Baker, CE

## MICHIGAN

*PD Leader: Sue Woodruff*  
• Greg Alspach, CE  
• Debra Demerest, CE  
• Beth Mayer Anthony, LS  
• Marc Miller, LS  
• Karen Palmateer, LS  
• Rita Reimbold, CE  
• Susanne Van Drunnen, LS

## MINNESOTA

*PD Leader: Conn Thomas*  
• Pam Walker, LS

## MISSOURI

*PD Leader: Connie Gentle*  
• Karen Kroh, CE

## NEW MEXICO

*PD Leader: Conn Thomas*  
• Emily Bono, LS  
• Vernida Casuse, LS  
• Barbara Rivoldini, LS

## NEW YORK

*PD Leader: Anita Friede*  
• Michele Goodstein, LS

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Center for Research on Learning  
Joseph R. Pearson Hall  
1122 West Campus Road, Room 521  
Lawrence, KS 66045-3101  
Main Office: 785.864.4780  
Order Desk: 785.864.0617  
Fax: 785.864.5728  
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## CALENDAR

### October 6-8, 2008

Instructional Coaching Level I  
University of Kansas,  
Lawrence  
Contact: Mona Tipton  
(mkatz@ku.edu)

**SOLD OUT!**

### October 9-11, 2008

Instructional Coaching Level II  
University of Kansas,  
Lawrence  
Contact: Mona Tipton  
(mkatz@ku.edu)

### October 10-11, 2008

CAL-SIM  
Courtyard Marriott, Oakland/  
Emeryville  
Contact: Rosalind Davenport  
(rdavenport@alameda.k12.  
ca.us)

### October 13-15, 2008

Instructional Coaching  
Conference  
Eldridge Hotel  
Lawrence, Kan.  
www.instructionalcoach.org  
Contact: Mona Tipton  
(mkatz@ku.edu)

### November 5-6, 2008

Canadian Update  
Prairie Spirit School Division  
Conference Centre, Warman,  
Saskatchewan  
Contact: Deb Bidulka (deb.  
bidulka@spiritsd.ca)

### January 2009

Florida Update  
Details TBA

### January 8-10, 2009

Northeast Regional Update  
Hilton Alexandria Old Town  
Contact: Joan Fletcher  
(jfletcher@winningwaysinc.  
com)

*More calendar,  
page 8*

## NORTH CAROLINA

*PD Leader: Barbara  
Duchardt*

- Michelle Richards, LS

*PD Leader: Dan Boudah*

- Wanda Prevatte, LS
- Janet Rogers, LS

*PD Leader: Jerri Neduchal*

- Geraldine O'Kane, LS

*PD Leader: Nancy Sander*

- Debbie Higginbotham,  
LS

## NORTH DAKOTA

*PD Leader: Conn Thomas*

- Melissa LaJesse, LS

## OREGON

*PD Leader: Jerri Neduchal*

- Susan Payne, CE

## PENNSYLVANIA

*PD Leader: Connie Gentle*

- Ed Kelliher, LS

## SASKATCHEWAN

*PD Leader: Jim Knight*

- Marilyn Allen, CE
- Deb Bidulka, CE
- Fern Fisher, CE

## SOUTH CAROLINA

*PD Leader: Jerri Neduchal*

- Daria Cronic, CE

## SOUTH DAKOTA

*PD Leader: Conn Thomas*

- Ramona Lee Bonnini, CE
- Frankee White Dress, CE

## TEXAS

*PD Leader: Candace Bixler*

- Becky Barrett, CE
- Nina Phelan, LS

*PD Leader: Conn Thomas*

- Livian Baity, CE
- Angie Vaitai, CE
- Flor Vidal, LS
- Lily Wooley, LS

*PD Leader: Jerri Neduchal*

- Randenne Kelly, LS

## VIRGINIA

*PD Leader: Connie Gentle*

- Shawna Ashton, LS
- Rhonda Booth, LS
- Christine Frawley, CE
- Dana McCaleb, LS
- Whitney Miller, LS
- Susan Trumbo, LS
- Karen Turner, LS

*PD Leader: Jerri Neduchal*

- Lisa Atkins, CE
- Janie Brown, CE
- Virginia Bussey, CE

- Susann Croasdaile, CE
- Princess Sawyer  
(Dillard), CE
- Cathy Guillena, CE
- Niki Lachica, CE
- Leah Lorton, CE
- Susan Martin, CE
- Susan McGilvray, CE
- Chrisana Reveley, CE
- Teresa Simmons, CE
- Denise Sprinkle, CE
- Deverick Strand, CE
- Erin Wigginton, CE

*PD Leader: Jerri Neduchal*

- Cynthia Alexander, CE

## WASHINGTON

*PD Leader: Sue Woodruff*

- Beth Andres, CE
- Rebecca Champagne, LS
- Chelle Dunham, CE
- Mary Guest, LS
- Bryan Milliren, CE
- Margaret Morgan, CE
- Sandy Nelson, CE
- Gayle Tuttle, CE

## WYOMING

*PD Leader: Jean Piazza*

- Patty Brus, CE

## Stratereaders

Stratereaders, the interactive, virtual book club, is gearing up for another fantastic year. The club focuses on the current literature addressing our changing world, implications for education, professional development, leadership, and educational reform. Books are selected from recommendations made by KU-CRL staff and book club members.

**WHO:** SIM Professional Developers, SIM educators, book study groups, and anyone interested in reading and contributing.

**WHEN:** The club reads a new book every two months from September through May.

**HOW:** Log on to [www.stratopedia.org](http://www.stratopedia.org), then click on Stratereaders to contribute your

thoughts and ideas. A conference call will be held at the end of each reading period to discuss the featured book. Watch your e-mail (SIMTRAINER-L listserve) for information about participating in each call.

### SEPTEMBER-OCTOBER BOOK SELECTION

*The 6 Secrets of Change: What the Best Leaders Do to Help Their Organizations Survive and Thrive* by Michael Fullan

### WEB LINKS

- Video of Fullan from the SIM Conference: [crllearns.kucrl.org](http://crllearns.kucrl.org)
- Book summary on Jim Knight's blog: [jimknightoncoaching.squarespace.com](http://jimknightoncoaching.squarespace.com)

## Seeing spots?

If there is a **red dot** on the mailing label on this newsletter, you have not renewed your Strateworks membership for 2008-2009. **Please do so now**, or you will be dropped from the list of "active" SIM Professional Developers.

If there is a **green dot** on your mailing label, **THANK YOU!** for your renewal.

## 2008-2009 Strateworks Renewal

Name: \_\_\_\_\_

Home Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Work Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Home Phone: \_\_\_\_\_

Work Phone: \_\_\_\_\_

Please indicate where you prefer to receive mail: ☐ home ☐ work

E-mail address: \_\_\_\_\_

☐ Please add me to the SIMTRAINER-L e-mail discussion list

VISA/MasterCard Number: \_\_\_\_\_

☐ Personal Card ☐ Business Card

If business, name of institution: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Signature Authorization: \_\_\_\_\_

Mail completed form and your **payment of \$35** (U.S.) to KU-CRL, Joseph R. Pearson Hall, 1122 West Campus Road, Room 517, Lawrence, KS 66045-3101

### ORDER FORM

#### 30 x 30: Thirty Stories of Success, Hope, and Innovation

Number of copies: \_\_\_\_\_ X \$10 each = \$ \_\_\_\_\_

Shipping & handling \$ \_\_\_\_\_

(10% of total; **minimum charge \$4**)

Total \$ \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_

☐ Check (payable to KU-CRL) enclosed

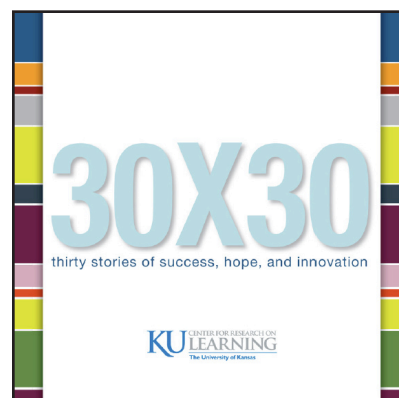
OR ☐ PO# \_\_\_\_\_ Institute issuing PO: \_\_\_\_\_

OR ☐ VISA/Mastercard # \_\_\_\_\_ Exp. date: \_\_\_\_\_

☐ Personal card OR

☐ Name of institution: \_\_\_\_\_

Signature authorization: \_\_\_\_\_



Mail completed form and payment to  
KU-CRL  
Joseph R. Pearson Hall  
1122 West Campus Rd, Room 517  
Lawrence, KS 66045-3101.



## 2009 SIM Directory Information

Date: \_\_\_\_\_

Name: \_\_\_\_\_

Home Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Primary Employment Site: \_\_\_\_\_

Title of Position \_\_\_\_\_

Work Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Note: If you do not want your phone number or address to appear in the directory, do not list it here.

Preferred Mailing Address: ☐ Home ☐ Work

E-mail Address: \_\_\_\_\_

Fax Number: \_\_\_\_\_

Check the professional categories that describe you:

- ☐ college/university professor
- ☐ full-time staff developer
- ☐ high school teacher
- ☐ junior high school teacher
- ☐ middle school teacher
- ☐ elementary teacher
- ☐ administrator

- ☐ post-secondary teacher of students with learning disabilities
- ☐ general education teacher
- ☐ special education teacher
- ☐ independent professional developer
- ☐ other: \_\_\_\_\_

Check the category or categories that best describe the school districts in which you are the most comfortable or experienced in providing training:

- ☐ inner city
- ☐ suburban
- ☐ rural
- ☐ other \_\_\_\_\_

Indicate the student populations with which you are most familiar:

- |                              |                                   |                                   |
|------------------------------|-----------------------------------|-----------------------------------|
| <input type="checkbox"/> ESL | <input type="checkbox"/> At Risk  | <input type="checkbox"/> Gen. Ed. |
| <input type="checkbox"/> LD  | <input type="checkbox"/> Hear Imp | <input type="checkbox"/> Adults   |
| <input type="checkbox"/> BD  | <input type="checkbox"/> Vis Imp  | <input type="checkbox"/> Other    |
| <input type="checkbox"/> MR  | <input type="checkbox"/> Autism   |                                   |
| <input type="checkbox"/> ADD |                                   |                                   |



Check the strategies and routines in which you feel that you are an expert and are willing to advise others.

### Learning Strategies

- ☐ ID = Word Identification
- ☐ SQ = Self-Questioning
- ☐ VI = Visual Imagery
- ☐ PP = Paraphrasing
- ☐ Inference Strategy
- ☐ Fundamentals of Paraphrasing and Summarizing
- ☐ FIRST = FIRST-Letter Mnemonic
- ☐ PA = Paired Associates
- ☐ LVS = LINC'S Vocabulary Strategy
- ☐ Word Mapping
- ☐ SW = Sentence Writing
- ☐ PW = Paragraph Writing
- ☐ TW = Theme Writing
- ☐ EM = Error Monitoring
- ☐ IS = InSPECT
- ☐ AC = Assignment Completion
- ☐ ST = Strategic Tutoring
- ☐ TT = Test Taking

- ☐ ETT = Essay Test Taking
- ☐ SLANT
- ☐ THINK
- ☐ LEARN
- ☐ BUILD
- ☐ SCORE
- ☐ TEAM = Teamwork
- ☐ FIT = Following Instructions Together
- ☐ OT = Organizing Together
- ☐ TNT = Taking Notes Together
- ☐ TALK = Talking Together
- ☐ FT = Focusing Together
- ☐ Math Strategies

### Motivation Strategies

- ☐ SA = Self-Advocacy
- ☐ PS = Possible Selves

### Content Enhancement Routines

- ☐ CO = Course Organizer
- ☐ UO = Unit Organizer

- ☐ LO = Lesson Organizer
- ☐ CR = Clarifying
- ☐ FR = Framing
- ☐ SR = Survey
- ☐ VLR = Vocabulary LINCing Routine
- ☐ CM = Concept Mastery
- ☐ CA = Concept Anchoring
- ☐ CC = Concept Comparison
- ☐ RE = Recall Enhancement
- ☐ QE = Question Exploration
- ☐ QA = Quality Assignment
- ☐ OR = ORDER Routine

### Teaming & Support

- ☐ CPS = Collaborative Problem Solving
- ☐ PROG = Progress Program
- ☐ SURF = Surface Counseling

### Reading Programs

- ☐ STRUCTURE Your Reading

What are your main areas of interest related to SIM?

Comments/Questions:

## OPTIONAL INFORMATION

KU-CRL may use the following information when writing grant proposals. Completing this section is optional.

About how many teachers attend your professional development sessions annually?

Place a check next to the gender that describes you.

- ☐ Female ☐ Male

Place a check next to the race that describes you. (Check all that apply)

- ☐ Black/African American
- ☐ American Indian/Alaskan Native
- ☐ Asian/Pacific Islander
- ☐ Caucasian
- ☐ Hispanic
- ☐ Other (Explain: \_\_\_\_\_)

Place a check next to the age that best describes you.

- ☐ 20-29 ☐ 30-39 ☐ 40-49 ☐ 50-59 ☐ 60-69

Place a check next to the highest degree you have earned:

- ☐ Associate ☐ Bachelor ☐ Master's ☐ Doctorate

Place a check next to all of the following that describe student populations with whom you have worked.

- ☐ Black/African American
- ☐ American Indian/Alaskan Native
- ☐ Asian/Pacific Islander
- ☐ Caucasian
- ☐ Hispanic
- ☐ Other (Explain: \_\_\_\_\_)

In what areas do you hold certification/licensure and any endorsements?

## INSIDE:

- **Protecting SIM, CLC:**

SIM and CLC have attained registered trademark status, page 1.

- **Welcome, new PDs:**

Nearly 150 new professional developers have joined the SIM family in the past year, page 3.

- **Time to renew:**

Check your mailing label! A red dot means it's time for you to renew your *Strateworks* membership, page 5.

### Calendar, cont.

**January 12-14, 2009**

Instructional Coaching Level I  
University of Kansas, Lawrence  
Contact: Mona Tipton (mkatz@ku.edu)

**January 15-17, 2009**

Instructional Coaching Level II  
University of Kansas, Lawrence  
Contact: Mona Tipton (mkatz@ku.edu)

**February 6-7, 2009**

West Regional Update  
Tropicana, Las Vegas, Nev.  
Contact: Susan Miller (millersp@unlv.nevada.edu)

**February 26-28, 2009**

Southeast Regional Update  
Holiday Inn Historic District, Charleston, S.C.  
Contact: Jerri Neduchal (jerrinsisinc@aol.com)

### ADDRESS SERVICE REQUESTED

Lawrence, Kansas 66045-3101  
1122 West Campus Road, Room 517  
Joseph R. Pearson Hall

### STRATENOTES Volume 17, Issue #1

**KU**  
CENTER FOR RESEARCH ON  
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