

## TRADEMARK UPDATE

### KUCRL Staff

A big “thank you” to all of you who so diligently follow the trademark guidelines we distributed a few years ago regarding our efforts to protect and preserve the value of the Strategic Instruction Model™ and Content Literacy Continuum™. We have received new information about how to use our trademarks, and this article aims to provide additional guidance for you.

The University of Kansas Center for Technology Commercialization, the office that helps us register and protect KUCRL trademarks and other intellectual property, recently clarified that registered trademark status applies only to the SIM and CLC logos introduced in 2006 (shown at right). Therefore, the registered trademark symbol (®) is only appropriate when used with the logos. The symbol is incorporated into the official logo design. Please check your files to make sure ® appears on the graphic file you are using. If not, visit the SIM General Information section of SIMville to download the correct files.

We have taken steps to obtain registered trademark protection for *Strategic Instruction Model*, *SIM*, *Content Literacy Continuum*, and *CLC*. Our use of the trademark symbol (™) notifies the public that we claim these terms as official trademarks of the University of Kansas.

### WHAT THIS MEANS FOR YOU

Make sure that you are using the correct version of the SIM or CLC logo on your documents, PowerPoints, handouts, and other materials. The correct logos include the registered trademark symbol (®) as part of the design. Correct graphics are available in the SIM General Information section of SIMville. This section also includes SIM and CLC Graphic Standards Manuals, which include

instructions for appropriate use of the logos and tips for making your work look professional and consistent with our efforts. In addition, you may download PowerPoint templates for SIM and CLC presentations as well as note-card templates featuring the SIM and CLC logos.

### IN TEXT

In text, use the trademark symbol (™) the first time you use the terms *Strategic Instruction Model*, *Content Literacy Continuum*, *SIM*, and *CLC*. This applies to handouts, websites, blogs, and other means of communication you use in your work with SIM and CLC.

Use the symbol on prominent uses of the term, such as in headings or titles. It is not necessary to use the symbol in every reference.



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## Use <sup>TM</sup> on first reference and in titles and other prominent uses:

Strategic Instruction Model<sup>TM</sup> • SIM<sup>TM</sup>  
Content Literacy Continuum<sup>TM</sup> • CLC<sup>TM</sup>

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 in *Strategic Instruction Model* and *Content Literacy Continuum* should be capitalized; *SIM* and *CLC* are all caps.

Please include the following text (very small is OK):

- For SIM and Strategic Instruction Model: "The Strategic Instruction Model was developed by the University of Kansas Center for Research on Learning and is a trademark of the University of Kansas."
- For Content Literacy Continuum and CLC: "The Content Literacy Continuum was developed by the University of Kansas Center for Research on Learning and is a trademark of the University of Kansas."

### WEBSITES

All of the requirements listed above for text apply to text on websites, too. In addition, please link the term or

the disclaimer text to the official SIM or CLC site maintained by KUCRL.

### POSTERS, BROCHURES, AND OTHER PROMOTIONAL MATERIALS

If you plan to use one of the SIM or CLC trademarks on posters, brochures, and other promotional materials, we request that you send a copy to Patty Graner (pgraner@ku.edu) to review. We are happy to review and provide feedback on any item that will feature one of the trademarked logos or terms.

### RELATED MARKS

Other trademarks claimed by the University of Kansas include the following:

- Hoxie
- Fusion Reading
- Xtreme Reading

For now, the proper symbol to use with each of these terms is <sup>TM</sup>. The guidelines described above for use of SIM and CLC trademarks apply to these as well.

Watch *Stratenotes* for updates as they become available.

## SIM & KUCRL Online Resources

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

### SIM Workshops and Updates

<http://www.kucrl.org/classes>

### SIMville

User name: Network

Password: strategic

### KUCRL News

<http://www.kucrl.org/news>

### Publication List

<http://www.kucrl.org/research>

### KUCRL Divisions

#### Advanced Learning Technologies

<http://www.altec.org>

#### Division of Adult Studies

<http://das.kucrl.org>

#### e-Learning Design Lab

<http://elearn.design.org>

#### Institute for Health and Disability Policy Studies

<http://health.kucrl.org>

#### Institute for Research on Adolescent Learning

<http://iral.kucrl.org>

#### Kansas Coaching Project

<http://instructionalcoach.org>

#### Professional Development Research Institute

<http://pdri.kucrl.org>

#### Transition Coalition

<http://transitioncoalition.org>

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# The IES Two-Year Content Literacy Continuum™ Study

Dear Colleagues,

The Department of Education Institute of Education Sciences (IES) released an Impact Report about the Content Literacy Continuum™ (CLC™) on December 19, 2012. Given the size of the report, we wanted to provide to you a thumbnail sketch of the key findings (in the box at right). This study confirms what we have learned in the work that we've done through the SPDG grants in Virginia. That is, significant student outcomes are directly tied to both the quality of intervention implementation (both fidelity and dosage) *and* to the amount of time devoted to bringing about the necessary changes across schools. Unfortunately, the IES study that has just been released lacked high-quality implementation and the intervention was implemented for fewer than two years. The evaluators reviewed the report with us the evening before it was released, and we are in the process of learning from it.

You can download the report by visiting:

<http://ies.ed.gov/ncee/edlabs/projects/project.asp?projectID=34>

Sincerely,

Your KUCRL Colleagues

The report details an analysis of a two-year randomized control trial (RCT) evaluation of CLC implementation. Key findings for schools include:

- In year one, 22 percent of core class teachers used content enhancements or learning strategies; 11 percent did so in year two.
- Only 64 percent of schools in the CLC condition implemented the supplemental reading intervention as prescribed by the developers.
- Eleven of fifteen schools implemented five or fewer of the nine required CLC structural components of the model.
- There were no statistically significant differences in reading comprehension scores between the experimental and control schools.
- There was no statistically significant impact on the students' accumulation of core credits or student GPA in schools in the CLC condition.
- There was a statistically significant effect on student vocabulary scores in grade 9 but not in grade 10 in the schools in the CLC condition.

Certainly, this report confirms what researchers on school change have known for some time: School reform, especially at the secondary level, is challenging and requires considerably more than a two-year implementation period (the time frame allowed for by this grant). As noted by Fixsen, Naoom, Blasé, Friedman and Wallace (2005), implementation is

a process that will not occur "all at once or proceed smoothly" (p. 15). Additionally, Fixsen, et al., point out that evaluations of newly implemented innovations often take place before they are fully operational; hence, evaluation of newly implemented programs may result in poor results (p. 18). Thus, the current study supports previous findings that school reform efforts take significantly longer than two years to implement and to influence student outcomes. Long-term studies are needed to measure the full effect of complex school reform efforts like CLC.

The KUCRL is committed to continuing the work of CLC implementation to address the challenge of school improvement and to address the needs of all students. Currently, long-term studies are under way in which implementation will take place over a five-year period. The KUCRL will be creating a technical report in which the results of the current study are more fully addressed and that will include preliminary data from the extended time implementation studies under way.

## Reference

Fixsen, D.L., Naoom, S.F., Blase, K.A., Friedman, R.M. & Wallace, F. (2005). *Implementation Research: A Synthesis of the Literature*. Tampa, FL: University of South Florida, Louis de la Parte Florida Mental Health Institute, The National Implementation Research Network (FMHI Publication #231).



## SIM PROFESSIONAL DEVELOPERS 2012/2013 SIM VIRTUAL CONFERENCE Registration Form

Name: \_\_\_\_\_  
School/District/Workplace \_\_\_\_\_  
Work Address: \_\_\_\_\_ Fax: \_\_\_\_\_  
City: \_\_\_\_\_ State/Province: \_\_\_\_\_ ZIP: \_\_\_\_\_  
Home Address: \_\_\_\_\_ Mailing Address: ☐ Home Address ☐ Work Address  
City: \_\_\_\_\_ State/Province: \_\_\_\_\_ ZIP: \_\_\_\_\_  
Phone (home) \_\_\_\_\_ (work) \_\_\_\_\_  
Email address to be used for communication about this conference: \_\_\_\_\_

### Choose your virtual conference session:

☐ April 23-May 13, 2013; webinar dates May 15 and 16

**REGISTRATION DEADLINE: APRIL 15, 2013**

### Design your conference below.

#### Choose Two Strands:

- ☐ **The Buttons to Push to Change Student Outcomes in a Major Way** Strand Leaders: Don Deshler, Diane Gillam, Patty Graner, Pam Leitzell, and Barbara Ehren
- ☐ **The Perfect Match: Common Core State Standards and Content Enhancement Routines** Strand Leaders: Janis Bulgren and Keith Ben-Hanania Lenz
- ☐ **Unmistakable Impact and the Strategic Instruction Model** Strand Leader: Jim Knight
- ☐ **Writing Within the Context of the Common Core State Standards** Strand Leaders: Jean Schumaker and Peggy Graving

#### Choose Five Sessions:

Note: Your conference registration includes DVDs of your choice of five of the following sessions. You may purchase additional sessions at a cost of \$15 each. Session descriptions and speaker bios: <http://sim.conference.kucrl.org>.

- ☐ **360 Degrees of Technology in Professional Development**—Amber Nutt, Jim Black, Jana Craig Hare, Elizabeth Hardman, Amber Roland, and Aaron Sumner
- ☐ **All Aboard the Professional Developer's Train!**—Jana Craig Hare and Amber Rowland
- ☐ **Bug-in-Ear Coaching**—Marti Elford
- ☐ **Dear Mona, Can You Tell Me How to Get to SIMville?**—Patty Graner
- ☐ **Dubuque, Iowa: Our Journey to Sustain Fusion Reading**—Irma Brasseur-Hock, Mike Hock, Lynn Helmke, Brenda Konrardy, Jennifer Elbert, Joanne Loeffelholz, Lisa Putschio, and Julie Spahn
- ☐ **Energize Oral Language and Social Skill Instruction with the Interactive Multimedia Programs *Speaking with Power* and *Socially Wise***—Sue Vernon
- ☐ **Feeling a Little Wordy**—Paula Lancaster
- ☐ **Linking SIM Professional Development to Instructional Frameworks and Teacher Evaluation**—Debbie Cooke
- ☐ **The Listening and Note-Taking Strategy Study Project**—Gwen Berry and Patty Graner
- ☐ **Literacy Leadership Team: Finding Direction**—Sue Woodruff

- ☐ **The Main Idea Strategy**—Dan Boudah
- ☐ **The New GIST 2.0**—Keith Ben-Hanania Lenz, Peter Lenz, and Sherri Wagner
- ☐ **A Phone, a Closet, and a Tennis Ball: Tools for Designing Effective Slide Presentations**—David Gnojek
- ☐ **Resources for the Listening and Note-Taking Strategy**—Gwen Berry
- ☐ **RTI and the Strategic Writing Program: Effective Practices that Work Together**—Suzanne Robinson, Bev Colombo, Diane Larson, Shari Schindele, and Jean Schumaker

- ☐ **Some Routine Rules for Adapting, Shrinking, and Expanding Content Enhancement Devices**—Janis Bulgren and Keith Ben-Hanania Lenz
- ☐ **Strategic Math Series: Addition with Regrouping and Subtraction with Regrouping**—Bradley Kaffar
- ☐ **STRUCTURE Your Reading**—Barbara Ehren and Melissa Malani

#### AMOUNT ENCLOSED:

##### Registration

**\$400 (U.S. funds)** \$ \_\_\_\_\_

(Your registration fee includes DVDs of both keynotes, two strands, and five sessions. You may purchase additional DVDs at a cost of \$15 each.)

##### Additional sessions

\_\_\_\_\_ @ \$15 each \$ \_\_\_\_\_

##### Strateworks membership renewal (optional)

**\$50** \$ \_\_\_\_\_

- ☐ Check here to receive your Stratenotes newsletter by email (e-Stratenotes)

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

#### PAYMENT INFORMATION

- ☐ **Check** (made payable to KUCRL)
- ☐ **Credit card** (Visa or MasterCard) # \_\_\_\_\_
- Expiration date: \_\_\_\_\_ 3-digit security code (req.) \_\_\_\_\_
- ☐ Personal card OR ☐ Name of institution: \_\_\_\_\_
- Billing address (req.): \_\_\_\_\_
- Authorization signature: \_\_\_\_\_ Phone: \_\_\_\_\_
- Email for paid credit card receipt: \_\_\_\_\_
- ☐ **P.O. #** \_\_\_\_\_ Name of institution issuing P.O.: \_\_\_\_\_

Mail or fax completed form and your payment to  
KUCRL, Joseph R. Pearson Hall, 1122 West Campus Rd, Rm. 517,  
Lawrence, KS 66045-3101  
Fax: 785.864.5728 • Email: [pmynsted@ku.edu](mailto:pmynsted@ku.edu)

**Refund Policy:** If you cannot participate in this conference, you must notify KUCRL no later than 14 days before the starting date to receive a refund of your registration fee. **There will be a cancellation fee of \$25 for all cancellations.** We will be unable to issue refunds for cancellations received **after April 9, 2013, for the virtual conference beginning April 23, 2013.**

**Please make a copy of this information for your records before returning both pages of the form to us.**

The University of Kansas prohibits discrimination on the basis of race, color, ethnicity, religion, sex, national origin, age, ancestry, disability, status as a veteran, sexual orientation, marital status, parental status, gender identity, gender expression and genetic information in the University's programs and activities. The following person has been designated to handle inquiries regarding the non-discrimination policies: Director of the Office of Institutional Opportunity and Access, IOA@ku.edu, 1246 W. Campus Road, Room 153A, Lawrence, KS, 66045, (785) 864-6414, 711 TTY.

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## KUCRL CALENDAR 2012-2013

### Jan. 23-25, 2013

Florida Update for SIM  
Professional Developers  
Embassy Suites Orlando–North  
Altamonte Springs, Fla.

### Feb. 26-27, 2013

Southeast Region Update  
Conference for SIM Professional  
Developers  
Charleston, S.C.

### Jan. 29-30, 2013

Northeast Update for SIM  
Professional Developers  
Mason Inn Conference Center  
and Hotel, Fairfax, Va.

### April 23-May 13, 2013

Spring SIM Virtual Conference

### Feb. 21-22, 2013

West Region Update  
Conference for SIM Professional  
Developers  
University of Nevada, Las Vegas

### May 29-31, 2013

SIM Learning Strategies for  
Preservice Educators  
Lawrence, Kan.

### May 29-31, 2013

SIM Content Enhancement  
Routines for Preservice  
Educators  
Lawrence, Kan.

**More information and complete calendar  
at <http://kucrl.org>**

**ADDRESS SERVICE REQUESTED**

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