November 2019 School Administrator
Hot Topic: Leading for Literacy

School Administrator is the professional association publication for superintendents and they need your help!

Don’t miss your chance to brand to our superintendents and cabinet-level leaders!
* 20,000 – the face-time you gain with superintendents and district leaders when you advertise monthly
* 89% of School Administrator readers are involved in district purchases
* 92% of school district decisions/purchased take place in district offices, led by superintendents

Contact Kathy Sveen TODAY at ksveen@smithbucklin.com. She can create a program to stretch your budget and meet your specific needs. Don’t forget to ask her about new offers, advertorial, digital and E-Marketing opportunities and exhibit space!

FEATURES

A Balanced Literacy Route for K-12 Schooling/A renowned expert on literacy whose practices have successfully taught millions of children to read and write provides insights for district leaders.

All Hands on Deck for Literacy/A Maine superintendent made “all hands” – from secretaries, custodians and the coach – a part of the literacy plan. Their role? Read to students for 15 minutes a day to help kids with reading comprehension.

In Pursuit of Achievement for English Learners/A “whole child” approach helps English learners succeed at school, including social workers, school meals and other supports.

Boosting Equity for English Learners/Staff grasp how bias has contributed to low expectations of English learners. A new goal is set: Help them become proficient by 8th grade.

Leading Literacy Across the Disciplines/Teaching students to read is not just the job of reading teachers. Leaders learn the importance of explicit instruction in math and science vocabulary.

Act today!

Space deadline: Sept. 6