



77th Annual Conference

Teaching to the **Mind...**

...Reaching for the **Heart**

October 20-23, 2004
Crowne Plaza
Manhattan Hotel
New York City

Register Online at www.erbtest.org/pages/Conf2004

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Conference Advisory Committee:

Sid Barish, Executive Director of
Achievement Testing Programs, ERB

Sara Boisvert, Director of Admissions, The Pingry School

Gayle Carrick, Superintendent,
Mendham Borough Board of Education

Jim Connor, Head of School, Germantown Academy

David Clune, President, ERB

Peter Lewis, Head of School, Kew Forest School

Thomas Maguire, Immediate Past President, ERB

Elizabeth Mangas, Executive Director,
Independent School Entrance Exam, ERB

Christine Phelan, Executive Assistant, ERB

Randi Rosenberg, Conference Director, ERB

Natasha Sahadi, Director of Admissions, The Town School

Sharon Spotnitz, New York City Independent School
Testing Program, ERB

Register Online: www.erbtest.org/pages/conf2004

**Mark Your Calendar for October 20-23, 2004
for ERB's 77th Annual Conference**

Teaching to the Mind – Reaching for the Heart

Today's ERB-member schools traditionally serve their students well academically; yet often, to their regret, at the cost of broader social goals. With so much competition for grades among students and the emphasis placed on portfolio building, what is the school's role in preparing their students to live responsibly and to make productive contributions to the world they will enter? Connecting students to a world caught up in a "getting and spending" economic order, amid widespread social and economic hardship and challenging ethical dilemmas, presents a host of obstacles for teachers – especially when the instinct instead is to protect their students from harsh outside realities. Is there time and opportunity in a crowded curriculum to reach out to the generous and idealistic instincts in students? To their creative and aesthetic sensibilities?

This year's Conference Theme, **"Teaching to the Mind – Reaching for the Heart"**, explores these multi-layered issues and provides you with the perspective you need to balance excellence in academics with attention to the molding of individual character that reflects honorably on the students themselves – and on the institution they attend.

In addition to the thought-provoking issues raised in our Conference Theme sessions, you'll also find the substantive content you've come to expect from ERB throughout the event. This year's program was designed to help you navigate the plethora of challenges you face in your school every day.

Who Should Attend:

ERB's Annual Conference is designed mainly for our member schools, however non-members are welcome, and encouraged to attend as well. Our audience is comprised of representatives from all over the world including school heads, trustees, division heads, assistant heads, and admissions officers.

Make the most of your educational experience by bringing a team of your school's key staff, and receive a discounted rate on your Conference Registration fees.

Join us for Autumn in New York – Its Like No Other City in the World!

No place else is quite like New York! Here you'll find more of the best to delight and entertain than anywhere in the world: 150 world-class museums, 18,000 restaurants of all types and price ranges, scores of Broadway theaters, and an unbelievable array of shopping. And no other city has such a diversity of people and cultures. Welcome to New York, where the only limit is your imagination. Take advantage of this year's Convention Delegates Pass Program, through which ERB attendees can receive discounts throughout the city, just by showing a conference badge!

Reserve Your Place Today!

Registration for this year's conference is limited, so register today to ensure your participation. Use the Registration Form in this brochure to reserve your place at this year's conference, or register online at:
www.erbtest.org/pages/conf2004

Register Online: www.erbtest.org/pages/conf2004

Conference-At-A-Glance

Wednesday, October 20, 2004

Pre-Conference Workshops

8:30-2:00 **School Visits*** (Tour #1: The Town School; Tour #2: The Chapin School/The Buckley School; Tour #3: The Ethical Culture Fieldston Schools)

9:00-4:30 **WS1: Using TestWiz:ERB for CTP4 Test Interpretation ***

9:00-4:30 **WS2: Evaluating Student Writing Skills with the Revised Writing Assessment Rubric (WrAP)***

2:00-4:00 **Consultation Clinics***

4:00-6:00 **WS3: Workshop for New Admissions Professionals***

4:00-6:00 **WS4: Workshop for Experienced Admissions Professionals***

6:00 **"Dutch Treat" Networking Suppers***

Thursday, October 21, 2004

7:30-8:45 **Admissions Officers' Breakfast*** - Natasha Sahadi, Director of Admissions, The Town School

8:30-3:00 **Consultation Clinics***

9:00-10:15 **Opening Keynote Address - "How to Be Good,"** Randy Cohen, "The Ethicist"

Concurrent Sessions			
Conference Theme	Admissions	Teaching & Learning	Testing
10:30-11:45 Building Character in Schools - Dr. Karen Bohlin, Center for the Advancement of Ethics and Character at Boston University ☐☐	Strategies For Maximizing Your School's Marketing Savvy - Ian Symmonds, Ian Symmonds & Associates	Building Community: Conflict Resolution in the Classroom - Tom Roderick, Educators for Social Responsibility (ESR Metro)	Teaching to the Test?

12:00-1:30 **Luncheon Presentation - "A Funny Thing Happened Leaving No Child Behind,"** Wavelength

Concurrent Sessions			
Conference Theme	Admissions	Teaching & Learning	Testing
1:45-3:00 Developing the Values-Based Mission to Move Your School Forward - Simon Jaynes, ISM	Achieving Sustainable Enrollments in Independent Schools - David Erdmann, Rollins College, Essex Institute	Achieving Your Leadership Potential - Pearl Rock Kane, Ed.D., Teachers College, Columbia University	CTP4 Test Results Compared to State Academic Standards: A Panel Discussion - Moderator: Val Sandberg, ERB

Concurrent Sessions			
Conference Theme	Admissions	Teaching & Learning	Testing
3:15-4:30 Pushed to the Edge: How to Stop the Child Competition So Everyone Wins - Donna G. Corwin & Jill Model Barth, PhD ☐☐	Legal Update: Admissions Issues for Special Students - Mark E. Brossman, Esq. Schulte Roth & Zabel, LLP	Brain Based Teaching: Building Excitement for Learning - Robert K. Greenleaf, Ed.D., Greenleaf Learning Center	ERB Programs: What You Need to Know - Sid Barish, Ed.D., ERB

4:30-5:45 **Trustees' Wine and Cheese Reception**

7:30 **"Wicked" on Broadway***

Friday, October 22, 2004

8:30-12:30 **Consultation Clinics***

9:00-10:00 **General Session - "Heroes Are All Around Us,"** Dr. Dennis Denenberg, Millersville University

Concurrent Sessions			
Conference Theme	Admissions	Teaching & Learning	Testing
10:15-11:30 Hooray for Heroes: The "How to" of Bringing Real Heroes to Life - Dr. Dennis Denenberg, Millersville University ☐☐	The ABCs of Communicating Your School's Brand - Carol Cheney, Cheney & Company	Integrating Effective Teaching Practices in Curriculum Design - Beth Friedman & Dr. Dan McCann, Rye City School District	Defending Standardized Testing: Why and How - Richard P. Phelps, Third Education Group ☐☐

Concurrent Sessions			
Conference Theme	Admissions	Teaching & Learning	Testing
11:45-1:00 Teaching Emotional Intelligence to Our Children in School Robin Stern Ph.D., The School at Columbia University	Building Positive Family Relationships - Simon Jaynes, ISM	No Teacher Left Behind: Motivational Strategies for Stressed Out Educators - Darrel "Coach D" Andrews, FamQuest ☐☐	Using CTP4 in Curriculum Design - Dr. Dan McCann, Beth Friedman & William Ackerman, Rye City School District

1:15-3:30 **WS5: Joint Workshop For New and Experienced Admissions Professionals***

1:15-4:00 **WS6: CTP Question and Answer Workshop***

1:15-4:00 **WS7: Improving Instruction Using CTP4 (Part 1)***

Saturday, October 23, 2004

Post-Conference Workshop

9:00-1:00 **WS7: Improving Instruction Using CTP4 (Part 2)***

* denotes advance registration and/or separate fees are required-see registration form for details

☐☐ Indicates Speaker/Author book signing opportunity

Please note: Sessions and speakers are confirmed at press time, however the program is subject to change without notice. Please visit www.erbtest.org/pages/conf2004 for updates.

Register Online: www.erbtest.org/pages/conf2004

Keynote and General Sessions:

Keynote Address: “How To Be Good,” Randy Cohen, “The Ethicist”



Thursday, October 21, 9:00 a.m. – 10:15 a.m.

Making the right decisions is often as challenging for us as adults as it is for our students. When in doubt, ask “The Ethicist.” In this informative and entertaining presentation, Mr. Cohen talks about his general approach to ethics, emphasizing the practice of civic virtue and the building of honorable communities — from the classroom, to the school, to the town, to the nation and beyond. Plus, The Ethicist takes your toughest questions and addresses them during his presentation on Thursday morning. Submit questions via email to: randi_rosenberg@freeagent.com

Randy Cohen writes the weekly column “The Ethicist” for the *New York Times Magazine*, which appears under the title “Everyday Ethics” in newspapers nationwide. The author of *The Good, The Bad & The Difference: How to Tell Right From Wrong in Everyday Situations*, he has also won four Emmy awards, three as a writer for *Late Night with David Letterman*. Cohen is a frequent guest on *Good Morning America* and National Public Radio’s *All Things Considered*.

Luncheon Presentation: “A Funny Thing Happened Leaving No Child Behind,” Wavelength

Thursday, October 21, 12:00 p.m. – 1:30 p.m.

Enjoy some belly laughs while filling your belly at our luncheon presentation! “Funny Thing” focuses on four, diverse educators at a countywide professional development day and follows this interdisciplinary team as they attend a series of cutting-edge and sidesplitting workshops. Highlights include: **A Greco-Roman PTA Meeting:** Discover the long (and humorous) history of current educational controversies including “Leave No Plebian Behind;” **Dr. Phil:** A segment determined to provide “a wake up call” regarding NCLB and educational standards; **Zena: Teacher/Warrior Princess:** Take a mythical heroine’s journey, and watch as a veteran teacher rekindles her early career passion; and **A Surprise Keynote Address From A Current Political Figure!**

General Session: “Heroes Are All Around Us,” Dr. Dennis Denenberg




Friday, October 22, 9:00 a.m. – 10:00 a.m.

Dr. Dennis Denenberg is a Professor of Elementary and Early Childhood Education at Millersville University. Dr. Denenberg encourages the idea that heroes happen to be real people. His message inspires educators to convince their students that heroes truly are all around us.

Dr. Denenberg, a Phi Beta Kappa graduate of The College of William and Mary, had a 30 year career as a high school social studies teacher, elementary principal, assistant superintendent, and a University professor. Since 1989, his work with REAL heroes has taken him to 32 states, where he has addressed tens of thousands of teachers and administrators.

New for 2004:

ERB Conference Bookstore and Author Book Signings!

Attend an author’s session, then get the opportunity to meet them and take home a signed copy of their latest books! Look for this symbol  next to a session description indicating that the presenter’s book will be available for purchase and signing.

ERB is proud to partner with Waldenbooks to bring you our onsite “Conference Bookstore” stocked with the latest and most popular education titles.

Concurrent Sessions:

Conference Theme Strand: Sessions centered on this year's theme provide insight into the school's struggle with developing students who can contribute to society in meaningful ways, and who know how to choose right from wrong. How do our schools and teachers run the gauntlet of being cheerleaders, counselors, motivators, therapists and ethicists – while also helping shape the minds of our next generation of leaders?

Building Character in Schools



Thursday, October 21, 2004, 10:30 a.m. -11:40 a.m.

Karen Bohlin, Former Head of the Center for the Advancement of Ethics and Character at Boston University, Head of School at the Montrose School, Natick, MA, Co-Author, *Building Character in Schools*

Young people in America today are facing a crisis of character, struggling to distinguish right from wrong — and seem indifferent to whether it matters. It clearly becomes the task of parents and schools to re-engage the hearts and minds of our children in forming their own characters. This session will provide a blueprint for educators who wish to translate a personal commitment to character education into a school wide vision and effort.

Developing the Values-Based Mission to Move Your School Forward

Thursday, October 21, 2004, 1:45 p.m. – 3:00 p.m.

Simon Jaynes, Associate Consultant, ISM

Attend this session to examine how to foster values and character in the framework of mission. You'll be encouraged to reflect on your school's mission and values and where it is going. As a school head, division head, department chair, dean, or other leader, focus on matching mission with the strategic needs of the school and communicating to get faculty, student and community commitment. Hear how to listen to others' visions and create the environment for growth.

Pushed to the Edge: How to Stop the Child Competition Race So Everyone Wins



Thursday, October 21, 2004, 3:15 p.m. – 4:30 p.m.

Donna G. Corwin, Writer/Journalist/Educator/Lecturer and **Jill Model Barth, Ph.D.**, Psychoanalyst

Join the author of this thought-provoking book and a leading child psychologist and find out how to differentiate between healthy and unhealthy competition, as they demonstrate the psychological costs of the competitive edge on a child's self-esteem. You'll learn how educators can assist parents in setting academic goals based on their child's capabilities - rather than on parents expectations.

Hooray for Heroes: The "How to" of Bringing Real Heroes to Life



Friday, October 22, 2004, 10:15 a.m. – 11:30 a.m.

Dr. Dennis Denenberg, Professor Emeritus of Elementary and Early Childhood Education at Millersville University

In this follow-up session, Dr. Denenberg will present even more ideas on how to engage students of any age in the excitement of learning about REAL heroes. The session is more interactive than the keynote address, offering practical suggestions for building "Hero" programs in the classroom. Find out the myriad of creative ways you can help introduce children to the REAL people who have changed the world in positive ways.

Teaching Emotional Intelligence to Our Children in School

Friday, October 22, 2004, 11:45 a.m. – 1:00 p.m.

Robin Stern Ph.D., Social-Emotional Learning Specialist, The School at Columbia University

It is common knowledge among many educators that emotional intelligence is a better predictor of success in life—and in school—than IQ and technical skills. Teaching emotional intelligence equips children to perform in school, to make lasting friendships, and to maintain a sense of well-being. You'll hear about successful programs in social-emotional education and get practical strategies for integrating emotional intelligence into school culture and curriculum.

Register Online: www.erbtest.org/pages/conf2004

Concurrent Sessions *(continued)*

Admissions Strand: What are the issues keeping independent schools' admissions directors awake at night? Sessions will address the latest thinking on how attract new and diverse students successfully, manage relationships with families, and navigate the latest legal applications.

Strategies for Maximizing Your School's Marketing Savvy

Thursday, October 21, 2004, 10:30 a.m. - 11:40 a.m.

Ian T. Symmonds, B.S., M.S., Principal Consultant, Ian Symmonds and Associates
Looking for ways to boost your school's marketing savvy? Join us for a look at best practices in marketing within the private education and independent school industry. We will detail several fundamental principles of marketing and apply them to enrollment development within independent education. A 15-year veteran private school enrollment manager and consultant to many independent schools will offer attendees ways in which they can integrate fundamental principles of marketing into their enrollment development plan.

Achieving Sustainable Enrollments in Independent Schools

Thursday, October 21, 2004, 1:45 p.m. - 3:00 p.m.

David Erdmann, B.A., M.A.T., M.A., Dean of Admission and Enrollment, Rollins College; Director, Essex Institute

Does the evolution of Darwin's finches teach us lessons about reaching and sustaining enrollment capacity in independent schools? What factors influence enrollment success and how can we leverage those factors to our advantage? How can we control increasing financial aid discount rates to stay within budget limitations? This presentation answers these questions, and more.

Legal Update: Admissions Issues for Special Students

Thursday, October 21, 2004, 3:15 p.m. - 4:30 p.m.

Mark E. Brossman, Esq. Partner, Schulte Roth & Zabel, LLP

Attend Mark Brossman's annual legal update session to get practical advice for admissions professionals. Issues addressed will include what you need to know about disabilities and the ADA, guidance for handling legacies and what to tell parents of "rejected" applicants, and the latest on affirmative action issues.

The ABCs of Communicating Your School's Brand

Friday, October 22, 2004, 10:15 a.m. - 11:30 a.m.

Carol Cheney, President, Cheney & Company

Fasten your seat belt for an armchair slide tour of school, college and corporate communications samples that represent the best of the best in effective marketing outreach. Learn the role of visual branding and how to mesh your website and print publications for maximum impact with key audiences. This session aims to increase your ability to critique, coordinate, create, cut costs and connect.

Building Positive Parent Relationships

Friday, October 22, 2004, 11:45 a.m. - 1:00 p.m.

Simon Jaynes, Associate Consultant, ISM

Satisfied parents support your school year after year, contributing time, talent, and treasure. Everyone on your staff needs to ensure that efforts to bond, involve, and educate parents are consistent with your mission. Parents need to be seen as advocates for their children. Schools need to cultivate and nurture parents so that communication is powerful, positive, and proactive.

Attend this session and return to your school with strategies that will boost parent satisfaction, increase their understanding of the private-independent school experience, move parents from a contract mentality to a community mentality, and make your school more open and welcoming, even to concerned or challenging parents.

Concurrent Sessions *(continued)*

Teaching & Learning Strand: Teachers are the undisputed frontlines of our schools, and this year's sessions focus on the teacher's role in developing the well-rounded student – and what it takes to find them and keep them motivated. These sessions also highlight the design and implementation of academic programming and the critical curriculum issues and controversies facing today's teachers.

Building Community: Conflict Resolution in the Classroom

Thursday, October 21, 2004, 10:30 a.m. - 11:40 a.m.

Tom Roderick, BA, MS, Executive Director, Educators for Social Responsibility Metropolitan Area (ESR Metro)

Students learn best when they feel connected—to their classmates and their teacher. This interactive presentation will give teachers practical ideas for strengthening relationships in the classroom and making learning more personal.

Achieving Your Leadership Potential

Thursday, October 21, 2004, 1:45 p.m. – 3:00 p.m.

Pearl Rock Kane, Ed.D., Director, The Klingenstein Center for Independent School Education at Teachers College, Columbia University

The emerging model of leadership is one where power is shared, work is accomplished in teams and there is an opportunity for continuous learning. Everyone has a shared responsibility for carrying out their school's mission and for delivering excellence to our students and our community. Don't miss this session for the latest thinking about the critical factors you need to know, including Dr. Kane's practical explanation of the core competencies, skills, knowledge, and attitudes that all effective leaders share.

Brain Based Teaching: Building Excitement for Learning

Thursday, October 21, 2004, 3:15 p.m. – 4:30 p.m.

Robert K. Greenleaf, Ed.D., Professional Development Specialist, Northeast and Islands Regional Educational Laboratory, Brown University; President, Greenleaf Learning Center

Hear from one of the world's leading authorities on the latest thinking about translating brain research into practical application in the classroom - and how to use what we know about cognitive learning to excite students at all levels. This session specifically targets the question: "How do I frame existing lessons so that all learners become engaged in learning?" The goals are to engage all learners simultaneously; to cause learners to do the work (processing) of learning; and to create multiple connections with respect to the important ideas being taught.

Integrating Effective Teaching Practices in Curriculum Design

Friday, October 22, 2004, 10:15 a.m. - 11:30 a.m.

Beth Friedman, Director of Curriculum and Professional Development and **Dr. Dan McCann**, Deputy Superintendent, Rye City School District

Good teaching focuses on essential understandings of effective instructional techniques and performance assessments. Integrating the work of major thought-leaders, the Rye City School District has developed a curriculum design model that has led to systemic instructional change, higher academic standards, and improved performance. Participants will discuss how the initiative evolved, how it is supported and assessed – and will leave the workshop with "user friendly" strategies for curriculum design and differentiated instruction.

No Teacher Left Behind: Motivational Strategies for Stressed-Out Educators

Friday, October 22, 2004, 11:45 a.m. – 1:00 p.m.

Darrell "Coach D" Andrews, president, Darrell Andrews Enterprises and FamQuest, Inc. 

Stress adversely affects us and can result in burnout, chronic illnesses and decreased productivity. While it cannot be eliminated, we can learn to deal with it effectively to minimize its damage to our lives. Learn "Coach D's" guiding principles that will help you to reconnect with why you chose the education profession, understand how stressors affect your life, and identify practical ways to effectively cope and stay motivated even during highly stressful times.

Concurrent Sessions *(continued)*

Testing & Assessment Strand: You'll hear the most up-to-date views on standards in academic proficiency, including the latest research on high stakes testing as well as a balanced presentation of controversies surrounding the benefits and limitations of assessments in the era of "No Child Left Behind."

Teaching to the Test?

Thursday, October 21, 2004, 10:30 a.m. – 11:40 a.m.

As assessments continue to drive many schools' measure of success, the temptation exists to align the curriculum to the tests being given - rather than finding the tests that assess what is being taught. If only reading and math are being tested for example, do we run the risk of having other, on-assessed subjects suffer as a result? This session explores the trend and offers perspective on what can be done to insure students are getting a truly rounded education.

CTP 4 Test Results Compared to State Academic Standards: A Panel Discussion

Thursday, October 21, 2004, 1:45 p.m. – 3:00 p.m.

Moderator: Dr. Val Sandberg, ERB Consultant, former school administrator, Wallingford-Swarthmore School District, Wallingford, PA; **Panelists: Dr. Mary Bolenbaugh**, Supervisor of Curriculum, Radnor School District, Wayne, PA; **Wendy Ettelman**, 3rd Grade teacher, Hillside School, Tredyffrin Easttown School District, Berwyn, PA; **Pamela Thomas**, 5th Grade teacher, Penn Valley School, Lower Merion School District, Ardmore, PA

A team of school leaders from the Philadelphia area will present a pilot project comparing CTP 4 Scores to Pennsylvania Academic Standards. Since the passage of "No Child Left Behind" states have developed approved academic standards that become the specifications for state testing programs. This pilot effort at cross-referencing of CTP 4's own Content Standards with Pennsylvania Academic Standards may serve as a model for similar projects in other states.

ERB Programs: What You Need to Know

Thursday, October 21, 2004, 3:15 p.m. – 4:30 p.m.

Sid Barish, Ed.D., Executive Director of Achievement Testing Programs, ERB

Join ERB for a general overview of CTP 4, WrAP and the companion software program TestWiz, and learn about the opportunities these changes present for using ERB assessment information to augment analysis of student achievement. This session is intended only for new users of one or more of these programs, or those interested in learning more about them.

Defending Standardized Testing: Why and How



Friday, October 22, 2004, 10:15 a.m. – 11:30 a.m.

Richard P. Phelps, Ph.D., Author and co-founder, Third Education Group

The author of *Kill the Messenger: The War on Standardized Testing* will summarize his research on the public's preferences toward and the demonstrated benefits of standardized testing, based upon hundreds of polls and studies. Dr. Phelps will offer suggestions for effective responses one can use against the standard criticisms of testing.

Using CTP 4 in Curriculum Design

Friday, October 22, 2004, 11:45 a.m. – 1:00 p.m.

Dr. Daniel McCann, Deputy Superintendent, **Beth L. Friedman, MA**, Director of Curriculum and Instruction, and **William Ackerman**, Testing Coordinator, Rye City School District

Rye City School district uses CTP 4 test data and the assessment design to make systemic decisions about curriculum and instruction. During this session, you'll engage in a lively give-and-take discussion as the presenters describe their three-phased program which includes: extensive training of curriculum leaders, professional development workshops for teachers including data analysis, dissemination and stakeholder communication strategies, and sessions for parents demonstrating how CTP 4 is linked to and aligned with classroom instruction and future assessments.

Pre- And Post- Conference Workshops That Provide In-Depth Learning

Choose from 7 different workshops, each designed to give you insights and best practices to take back and use in your school. This year's lineup will include workshops on CTP 4, TestWiz:ERB, WrAP and Admissions. Please see the Registration Form for details on pricing and scheduling.

Pre-Conference Workshops - Wednesday, October 20

Workshop 1: 9:00 a.m. – 4:30 p.m.

Using TestWiz:ERB for CTP 4 Test Interpretation and Analysis

Please note: Workshop is limited to 50 participants (preferably current TestWiz users), and \$190 per person advance registration is required. Luncheon is included.

TestWiz:ERB is ERB's score analysis program that has replaced TesTrak. This workshop will begin by helping all participants load their 2003-04 CTP 4 data as well as assist former TesTrak users import their school's historical CTP III data disks into the new program. ERB test consultant **Dr. Val Sandberg** will then help participants build databases and prepare annual and multi-year analytical reports in TestWiz: ERB. Several desktop computers will be available, but participants should bring a laptop computer, if at all possible. A certificate of participation will be awarded at the conclusion of this workshop.

Workshop 2: 9:00 a.m. – 4:30 p.m.

Evaluating Student Writing Skills with the Revised Writing Assessment Rubric (WrAP)

Please note: \$190 per person advance registration is required. Luncheon is included.

Staff from ERB's WrAP partner, Measurement Incorporated, will analyze the features of ERB's writing program. These include the descriptive formats in the rubric for reporting student achievement; various supplementary teacher materials, including anchor papers; and the process for setting appropriate scoring standards at various grade levels. Measurement Inc. Vice President **Dr. Kirk Ridge** will also describe how readers are selected and trained and how student papers are scored. Plans to offer an online version of the WrAP will also be covered. To complement the morning portion of this session, **Dennis O'Connor** will present in the afternoon to help you make the connection between score reports and follow-up writing activities in the classroom. Mr. O'Connor currently teaches an online course on "Teaching Writing with the 6 Traits" for the University of Wisconsin - Stout, and serves as an online curriculum development specialist for the 21st Century Information Fluency Program, part of the Illinois Mathematics and Science Academy's educator professional development program.

Workshop 3: 4:00 p.m. – 6:00 p.m.

New Admissions Professionals Workshop

Please note: \$115 per person advance registration is required.

Directing this participatory workshop for new professionals will be **Judy Haidinger**, Director of Admission, St. Margaret's Episcopal School, San Juan Capistrano, CA and **Russ Gagarin**, Director of Admissions and Financial Aid, Landon School, Bethesda, MD.

Workshop 4: 4:00 p.m. – 6:00 p.m.

Experienced Admissions Professionals Workshop

Please note: \$115 per person advance registration is required.

This workshop for experienced professionals will be lead by **Elizabeth Mangas**, Executive Director, ISEE, and **Dr. Sharon Spotnitz**, Executive Director, NYC Testing Program. They will focus on test development and how to interpret ERB test results in relation to admissions.

Certificates of Participation

In order to help you fulfill your professional development requirements, ERB will provide letters of participation documenting the contact hours received by attending at least two of the following programs: pre- or post-conference sessions, school visits and/or CTP-4 and admissions workshops. *In order to receive your letter of participation, you must specifically request one at the registration desk upon check in at the Conference.*

Post-Conference Workshops

Workshop 5: Friday, October 22, 1:15 p.m. – 3:30 p.m.

Joint Workshop for New and Experienced Admissions Professionals

Please note: \$115 per person advance registration is required. Luncheon is included.

Jen Liggitt, Director of Admission at The Hockaday School in Dallas will lead this Friday continuation of Wednesday's workshops. This will bring together new and experienced admissions participants for discussion and networking over lunch.

Workshop 6: Friday, October 22, 1:15 p.m. – 4:00 p.m.

CTP Question & Answer Workshop

Please note: \$75 per person advance registration is required. Luncheon is included.

Participants in this session are teachers and administrators that are relatively recent users of CTP 4 at this roundtable discussion. Frequently raised questions include how to introduce parents to CTP 4 and share test results with them, when to use non-standard testing, and how to use test results to inform instruction. **Dr. Sid Barish**, ERB's Executive Director of Achievement Testing Programs, and **Sharron Fouratt**, CTP 4 Operations Director, will discuss the interpretation and use of score reports. They will offer help in integrating constructed-response items into your testing program and will provide detailed information about the scoring process for both constructed-response and multiple-choice items. The emphasis on ERB's annual Q&A session has always been the sharing of information by participants who help each other deal with issues schools face with respect to standardized testing. Join us to teach and learn!

Workshop 7 – Part One: Friday, October 22, 1:15 p.m. – 4:15 p.m.

Improving Instruction Using CTP 4 - Part One

Please note: \$190 per person advance registration is required and includes Part One and Part Two (held on Saturday morning). Luncheon is included.

This is an intermediate/advanced workshop appropriate for teachers and administrators who are familiar with CTP score report formats, and who want to sharpen their test interpretation skills. Conducted by ERB test consultant **Dr. Val Sandberg**, the workshop will lead participants through an analysis of CTP 4 itself, and the score reports that accompany it. Participants will study actual score reports and learn in a case-study format how this information can be used to suggest curriculum adjustments and diagnose the instructional needs of individual students.

Workshop 7 – Part Two: Saturday, October 23, 9:00 a.m. – 1:00 p.m.

Improving Instruction Using CTP 4 - Part Two

This morning's program will continue the analysis of score report data and its application in a school setting, as begun in the first session on Friday afternoon. A certificate of participation for the entire two-part program will be awarded at the end of today's workshop.

Consultation Clinics:

Consultation clinics are provided on a complimentary basis to all attendees during the time blocks below. For more information, or to schedule an appointment in advance of the conference, please contact Christine Phelan at ERB: 212-672-9807.

CTP 4:

Wednesday, October 20, 2:00 p.m. – 4:00 p.m.

Thursday, October 21, 8:30 a.m. – 3:00 p.m.

Friday, October 22, 8:30 a.m. – 12:30 p.m.

Analyze your school's performance on the CTP 4 test with one-on-one help from one of ERB's consultants. Lois Eha, Ann Harris, Sue Nigro, Susan Norwood, or Sally O'Hare will be on hand to provide assistance. Participants should bring a copy of their school's Administrator's Summary, Item Analysis, and a Class Roster from one grade from the most recent administration of the test.

TestWiz:ERB:

Thursday, October 21, 8:30 a.m. – 3:00 p.m.

Friday, October 22, 8:30 a.m. – 12:30 p.m.

ERB Test Consultant, Dr. Val Sandberg will assist you on how to use your own school's test scores and TestWiz:ERB software to build a database and create reports that are specific to the needs of your school. Participants should come armed with questions, and bring all disks containing your school's test data and, if possible, a laptop computer.

Pre-Conference School Visits

Go behind the scenes at some of New York City's leading independent schools and get a personal introduction to the inner workings of either The Town School, The Buckley School and The Chapin School or The Ethical Culture Fieldston Schools. Round trip transportation to and from the Crowne Plaza, breakfast and lunch are included. Space is limited, advance registration and a separate registration fee of \$90 per person is required.

Wednesday, October 20, 2002, 9:00 a.m. – 2:00 p.m. (please arrive at 8:30 to queue for the bus)

Tour #1: The Town School

School Profile: The Town School is a coeducational, nursery through eighth grade school. Town sets high academic and ethical standards; at the same time, cultivating a love of learning, believing that the process of learning is as important as the result. By providing a nurturing and supportive environment, children are encouraged to take risks and discover their individual gifts. In this unique setting, children exercise responsibility and assume leadership roles.

Please note: This option includes the entire day at The Town School, including morning coffee and luncheon.

Tour #2: The Buckley School and The Chapin School

School Profiles: The aim of The Buckley School is to teach boys basic academic skills, to develop respect for disciplined thought and action, to encourage sensitivity for the needs of others, and to nurture the joy of learning and the satisfaction of pursuing excellence. Graduates enroll in college preparatory programs in both boarding and day schools. In addition to a balanced curriculum that includes traditional academic and creative programs, strength of character is emphasized at Buckley and students are taught the importance of respect, integrity, sensitivity, and compassion. Throughout a student's years at Buckley, significant emphasis is placed upon taking responsibility for one's actions.

The Chapin School is an independent day school (K-12) dedicated to preparing young women to thrive and lead in an increasingly complex and competitive world through the pursuit of academic excellence, personal integrity and community responsibility. For more than 100 years, The Chapin School has been committed to providing a superb educational environment for girls and young women. Graduates leave Chapin with the realization that outstanding opportunities carry with them a deep responsibility to engage in the work of helping to ensure a more hopeful world. That value is embedded in the curriculum from the earliest years, so that habit of mind becomes a habit of being.

Please note: This option includes a morning visit at The Buckley School, including morning coffee, followed by a visit to The Chapin School in the afternoon, which includes a luncheon.

Tour #3: The Ethical Culture Fieldston Schools

School Profile: Founded in 1878, the Ethical Culture Fieldston School now serves over 1500 students in three divisions. Both the Ethical Culture and Fieldston Lower enroll youngsters from pre-Kindergarten through grade 6. Fieldston enrolls students in grades 7-12. All are committed to the intellectual, the artistic, and the humanistic development of young people. It is the union of these three areas and the belief that they are interdependent that makes for the special strength and uniqueness of the Ethical Culture tradition.

Please note: This option includes the entire day at The Ethical Culture Fieldston School, including morning coffee and luncheon.

Admissions Breakfast/Special Evening Events

Admissions Breakfast

Thursday, October 21, 7:30 a.m. – 8:45 a.m.

Advance registration and a separate fee of \$25 is required

With the recent restructuring of the National Association of Independent Schools (NAIS), there has been increasing interest among admission directors in developing a national organization that would attend to the professional concerns of independent school admission officers. Over the last year planning has been underway to develop a structure for this new association and to bring it to fruition. Come to hear more about the current status and future of this exciting new endeavor.

The breakfast presentation will be led by Natasha Sahadi, Director of Admissions at the Town School in New York, and Chair of the Independent School Admission Association of Greater New York (ISAAGNY). She has been actively involved in planning meetings for the new national admissions association and is the chair of the association's professional development committee.

Special Evening Events

Dutch Treat Networking Suppers

By advance registration

Wednesday, October 20, 6:00 p.m.

ERB will make reservations for conference guests to enjoy networking suppers at several good restaurants within a few blocks of the hotel. All of them offer prix fixe menus in the \$30-35 price range, plus the cost of cocktails and a 20% tip. (You'll pay for your own dinner at the restaurant.) Sign up on the conference registration form to enjoy a lovely dinner with educators who have responsibilities similar to yours. ERB will contact you the week before the conference to let you know which restaurant your group will visit. For more information, call Christine Phelan at (212) 672-9807.

Trustee's Wine and Cheese Reception

Complimentary

Thursday, October 21, 4:30 p.m. -5:45 p.m.

Everyone is invited to mix, mingle and network with speakers, attendees, ERB executives and special guests at this wine and cheese reception. A great chance to discuss ideas generated in Thursday sessions in a relaxed, business/social atmosphere.

Broadway Bound: Wicked!

By advance registration only - \$80 per ticket

Thursday, October 21, 7:30 p.m.

Long before Dorothy dropped in, two other girls met in the Land of Oz. One, born with emerald-green skin, is smart, fiery and misunderstood. The other is beautiful, ambitious and very popular. How these two unlikely friends end up as the Wicked Witch of the West and Glinda the Good Witch makes for the most spellbinding new musical in years.

WICKED, the untold story of the witches of Oz, features music and lyrics by Stephen Schwartz (Godspell, Pippin, Academy Award winner for Pocahontas and The Prince of Egypt) and book by Winnie Holzman ("My So Called Life," "Once And Again" and "thirtysomething"), and is based on the best-selling novel by Gregory Maguire. With musical staging by Tony Award winner Wayne Cilento (*Aida, The Who's Tommy, How To Succeed...*), **WICKED** is directed by 2003 Tony Award winner Joe Mantello (*Take Me Out, Frankie and Johnny in the Clair de Lune, A Man of No Importance*).

Space is limited, as this is one of the most highly acclaimed shows of the season, so sign up now to reserve your ticket within ERB's block of orchestra seats.

HOTEL RESERVATIONS

Crowne Plaza Manhattan Hotel ERB's 77th Annual Conference – October 20-23, 2004

To make your attendance as cost effective as possible, a special discounted block of rooms is being held at our conference hotel, The Crowne Plaza Manhattan. Located at 49th Street and Broadway - in the heart of New York City's world-renowned Theater District - you're only steps away from all the action the Big Apple has to offer! To book your reservations at the special ERB discounted rate of \$229, please use this Hotel Registration Form, or download a copy at: www.erbtest.org/pages/Conf2004.

Please photocopy this form and use one for each room you wish to reserve. Complete and fax or mail this hotel registration form to:

Crowne Plaza Manhattan Hotel, 1605 Broadway (at 49th Street), New York, NY 10019
Telephone: (800) 243-6969 • (212) 977-4000 • Fax: (212) 333-7393

You must check with the hotel prior to the conference for your confirmation number.

Name(s) (please print) _____

Sharing with _____

Total number of persons _____

Organization/School Name _____

Address _____

City/State/Zip _____

Telephone _____ Fax _____

Email address _____

Arrival date/time _____

Departure date/time _____

Tax-exempt number (tax exemption applies to schools in NY State only) _____

Hotel rates are for the ERB Conference only – indicate at the time of registration that you will be attending the ERB Conference. You must make your room reservation by September 27th to obtain these special rates. Thereafter, reservations will be accepted based on availability and at the hotel's prevailing rates, which are considerably higher.

Check your preferred accommodations

Double or Single — same price — \$229.00 (plus taxes)

Check your preferred method of payment:

Diners Club American Express Visa Carte Blanche Mastercard

Credit card # _____

Name as it appears on credit card _____

Expiration date _____

Signature _____

If your school has a New York Tax Exempt Certificate, you must present a copy at the time of check-in to receive the tax exemption.

CONFERENCE REGISTRATIONS

ERB's 77th Annual Conference – October 20-23, 2004

4 Easy Ways to Register!

- WEB:** www.erbtest.org/pages/conf2004
All forms of payment are accepted when using our online registration option.
- FAX:** 1-212-370-4096
- MAIL:** Return this form with your check (payable to ERB) to:
ERB/2004 Conference, 220 East 42nd Street, New York, NY 10017
- PHONE:** 1-800-989-3721 x307 • 1-212-672-9807

Please photocopy this form for each additional registrant.

Pre-Conference School Visits (Wed.) \$90 per person \$ _____

- Tour #1 Tour #2 Tour #3
The Town School The Buckley & Chapin Schools The Fieldston School

Tours are scheduled through morning and early afternoon and include round-trip transportation from the Crowne Plaza Manhattan Hotel, a personal introduction to the school's curriculum and programs, a school tour, classroom visits, breakfast and lunch.

CTP 4 Test Interpretation Strategies with TestWiz: ERB Analysis (Wed.)
\$190 per person (includes lunch) Note: Registration is limited to 50 persons \$ _____

Using the WrAP Rubric to Assess Student Writing (Wed.)
\$190 per person (includes lunch) \$ _____

Pre- and Post-Conference Admissions Workshops (Wed. & Fri.)
\$115 per person (includes lunch on Fri.) \$ _____
Please check one: New professional Experienced professional

CTP 4 Question and Answer (Fri.) \$75 per person (includes lunch) \$ _____

Using CTP 4 to Improve Instruction (Fri. & Sat.) \$190 per person
(includes Fri. lunch and Sat. continental breakfast) \$ _____

Networking Suppers (Wed.) Do not include payment with this registration form – it's "dutch treat" that night at the restaurant!

Please indicate if you wish to be grouped with:
 Superintendents/Heads Admissions Teachers and other School Personnel

Theater Tickets "Wicked" (Thurs., curtain at 8:00 p.m.)
\$80/ticket No. of tickets _____ \$ _____

Special-Interest Breakfast Please check if you plan to attend:
 Light Buffet Breakfast and Program for Admissions Officers (Thurs.) \$25 \$ _____

Complimentary Events
Please check if you would like complimentary tickets to these Thursday events:
 Luncheon Trustees Wine & Cheese Reception

Conference Registration Fees*	Members	Non-members	
First person from a school or district	\$ 295	\$ 315	\$ _____
Each additional person	\$ 200	\$ 220	\$ _____
Additional charge for on-site registration	\$ 20	\$ 20	\$ _____

TOTAL CONFERENCE REGISTRATION FEE \$ _____

GRAND TOTAL ERB Member ERB Member # _____ Non-member \$ _____

* No refunds will be possible after October 6th, since ERB incurs registration expenses that cannot be recouped. In case of an emergency cancellation, ERB must deduct \$60 to cover advance payment for food and beverages, but the remainder of the conference registration fee will be refunded. In the event of an emergency cancellation, you may elect to send a colleague from your school or district in your place. Simply notify Christine Phelan at (212) 672-9807 in advance.

Name(s) (please print) _____
Position or title _____
Organization/School/District Name _____
Address _____
City/State/Zip _____
Telephone (_____) _____ Ext. _____ Fax (_____) _____
E-mail _____



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