

Back-to-School
Writing
 By Smekens Education
 Conference

Coming to
**JASPER,
 INDIANA**

JULY 30-AUG. 1
 SUMMER 2019



GRADES K-2 & GRADES 3-12
Launching the Writer's Workshop



GRADES K-12
Teaching Writing Skills All Year Long



JASPER HIGH SCHOOL



INDIANA

JASPER HIGH SCHOOL,
 1600 St. Charles St.,
 Jasper, IN 47546

*"Smekens is my absolute favorite!
 I use ideas & lessons daily! I
 bring back so much & share with
 teachers in my team, building wide,
 and district wide."*

Dana Sartori • teacher at Thomas
 Jefferson Elementary School, Valparaiso,



Attend **LIVE**
 workshop

-or-

Watch **ONLINE**
 workshop

ATTEND 1-2 DAYS • EARN UP TO 6 GRADUATE-LEVEL CREDITS



Courtney Gordon

Presenting:

- Launching the Writer's Workshop
- Teaching Writing Skills All Year Long

COURTNEY GORDON taps into her own classroom experience as a middle school language arts teacher as she guides K-12 teachers toward effective instruction in reading and writing. She provides customized on-site support to schools throughout the Midwest and has helped thousands of teachers apply research-based strategies in their classrooms. Courtney is a dynamic presenter whose practical strategies resonate with teachers across the K-12 spectrum.

"A presenter can make or break a workshop. Courtney was so captivating, and the audience was able to warm up to her right away. She kept our attention, made the content interesting and pertain to all teachers, and made sure we had time to discuss ideas."

Jessica Ramirez • teacher at Edgerton Elementary, Edgerton, OH

Strategies shared during this conference mirror the K-12 grade-level expectations outlined within the writing standards for College & Career Readiness.



LIVE WORKSHOP ON-SITE BOOKSTORE

Workshop resources and more



Teachers always look forward to browsing the wide selection of professional books, picture books, and other resources available for purchase during the workshop. For an advance peek at the book selection, visit www.TheLiteracyStore.com. During the workshop, attendees will enjoy a 15% discount on all titles available both on-site and online. Cash, check, credit, debit, and purchase orders are all acceptable forms of payment.

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LIVE WORKSHOP

JULY 30-AUG. 1, 2019



JASPER HIGH SCHOOL,
1600 St. Charles St.,
Jasper, IN 47546



Hotel recommendation: Hampton Inn
355 3rd Ave., Jasper, IN 47546

NOTE: To secure a discounted room rate, mention Smekens Education and make reservations at least 30 days in advance.



Courtney Gordon is a dynamo! Her years in the classroom have served her well. She understands the reality of classroom demands. I LOVE Smekens because they give you the tools you need to be successful."

Heidi Tornquist • teacher at Elm Road Elementary, Mishawaka, IN

EARN PD HOURS!

Continuing Ed

With prior approval from the attendee's school district, participants may receive credit for 5.25 hours of professional development for each full-day session of the Back-to-School Writing Conference. At the conclusion of each day, attendees receive a Certificate of Completion, which can be used to verify attendance. More information about how this workshop fulfills your state's unique continuing education requirements can be found on our website at www.SmekensEducation.com/credit.html.

EARN 6 CREDITS!

Graduate-Level Credit

Workshop attendees can earn 1, 2, or 3 nationally-accredited graduate-level semester credits for **each** Back-to-School workshop. Through a partnership with University of the Pacific, the cost is \$62 per graduate-level credit. Registration information for graduate-level credit will be shared during the 10 a.m. break of each workshop. After the workshop, attendees have 6 months to complete the required coursework. The cost of graduate credit is separate from the cost of attending the workshop.



Launching the Writer's Workshop

Workshop overview

Many teachers have confessed that they struggle to get their writer's workshop off the ground. *What should I do the first weeks of school? What are key lessons to jump-start my writing curriculum? How fast or slow should I move?* Regardless of the writing model you're currently using, this full-day workshop provides participants with a powerful framework of lessons that can help launch their writing year. Throughout the day, attendees will have the opportunity to plot and plan their own instructional calendar for teaching writing during the first six weeks of school. Teachers walk out the door at the end of the workshop ready to go with their personalized blueprints in hand!



Workshop topics:

- Understand the four phases of the workshop launch.
- Learn classroom-tested routines and procedures to establish the writing environment.
- Set the tone that writing occurs daily.
- Receive organizational ideas for writers' notebooks.
- Learn day-by-day strategies to introduce the 6 Traits of Writing so teachers and students are using a common language.
- Balance free-choice writing topics with teacher-assigned topics.
- Receive ready-to-go lessons with supporting resources, activity pages, and authentic student writing samples.

When you leave, you'll be able to:

- ✓ Kick off the school year with a 20-day "game plan" for teaching writing.
- ✓ Establish routines to effectively manage a writer's workshop.
- ✓ Implement a writer's notebook in the classroom.
- ✓ Lead efficient and effective writing conferences with students.
- ✓ Develop a classroom writing rubric that students can use and understand.
- ✓ Transition from procedural lessons into the first writing unit.
- ✓ Take home a complimentary copy of Kristina's book, *Launching The Writer's Workshop*.

▶ Online workshop

Can't make it to the LIVE workshop? View the recorded version online.

Go to www.SmekensEducation.com/attend for details.

- Enjoy 30-day on-demand access to the entire workshop video.
- Watch the video on any device and when it's convenient for you.
- Revisit the video as often as you like during the 30-day access period.
- Receive *Launching The Writer's Workshop* as a PDF download.
- Purchase access for the entire staff at a group rate.

What teachers say about this workshop

"The organization was fantastic! I have new strategies and mini-lessons to use in my classroom next week!" **Nancy Fessler** • teacher at Seton Catholic School, Lexington, KY

"This was, without question, the most immediately useable, practical course I have attended in my teaching career. I would definitely recommend to my colleagues." **Carline Arbuckle** • teacher at Southside Elementary School, Columbus, IN

JULY 30 » GRADES K-2
JULY 31 » GRADES 3-12

Who Should Attend?

- K-6 Classroom Teachers
- 6-12 Language Arts Teachers
- Literacy Coaches
- Literacy Coordinators
- Title I Teachers / Directors
- ELL Teachers
- K-12 High-Ability Teachers
- K-12 Administrators

THE LAUNCH

ITINERARY

7:30–8:30 a.m.

Registration & breakfast snack

8:30–10:00 a.m.

Identify future writing topics
Set procedures & expectations

10:00–10:15 a.m.

Morning break & book shopping

10:15–11:30 a.m.

Motivate writers to revise
Address spelling dependencies

11:30 a.m.–12:45 p.m.

Enjoy lunch on your own

12:45–2:00 p.m.

Introduce the 6 Traits to students

2:00–2:15 p.m.

Afternoon break & book shopping

2:15–3:30 p.m.

Build a "kid-friendly" rubric

The book is free!

Each "Launch" attendee will receive one FREE copy of *Launching the Writer's Workshop* to use as the handout during the workshop. (A retail value of \$28!)

There are 2 different books to choose from:



Grades K-2
by Kristina Smekens
& Linda Schmidt

Grades 3-12
by Kristina Smekens
& Dr. Maureen Scane





AUG. 1 » GRADES K-12

Who Should Attend?

- K-6 Classroom Teachers
- 6-12 Language Arts Teachers
- Literacy Coaches
- Literacy Coordinators
- Title I Teachers / Directors
- ELL Teachers
- K-12 High-Ability Teachers
- K-12 Administrators

WRITING ALL YEAR LONG ITINERARY

7:30–8:30 a.m.

Registration & breakfast snack

8:30–10:00 a.m.

Develop a yearlong vision for teaching writing units
Prioritize writing experiences to meet expectations of the standards

10:00–10:15 p.m.

Morning break & book shopping

10:15–11:30 a.m.

Identify “trump” traits and essential writing skills per unit

11:30 a.m.–12:45 p.m.

Enjoy lunch on your own

12:45–2:00 p.m.

Organize mini-lesson resources

2:00–2:15 p.m.

Afternoon break & book shopping

2:15–3:30 p.m.

Build and grow a single rubric all year long
Convert rubric scores to grades

Go beyond the Launch



Teachers who attend this session but did not attend the initial workshop will be given a free copy of the *Launch* book during the morning registration.

Teaching Writing Skills all year long

Workshop Overview

After you’ve devised a plan to launch your writer’s workshop during the first weeks of school, the next step is to look ahead toward the rest of the year. This full-day workshop is designed to guide K-12 teachers through the planning of a yearlong writing curriculum. This includes determining mini-lesson instruction, identifying frequent assignments, and communicating assessment feedback all within the three major types of writing— opinion/persuasive/argumentative, informative/expository, and narrative.

Workshop Topics:

- Define a “writing unit”: its length, its focuses, and its final product(s).
- Discover how often to “publish” a final draft and how frequently students should produce first drafts.
- Identify a process for selecting priority writing standards to target within each writing unit.
- Learn strategies for teaching a writing skill over multiple days to deepen student understanding and gradually release responsibility to the students.
- Learn effective ways to integrate convention/grammar skills throughout the year.
- Learn how to incorporate mentor text examples and kid-friendly rubrics within a unit.
- Receive suggestions for grading student writing and assessing students’ understanding of a genre.

When you leave, you’ll be able to:

- ✓ Organize grade-level writing standards and grammar skills to be taught within any writing unit.
- ✓ Embed the 6 Traits of Writing throughout the school year as you spiral through specific skills that are unique to each trait.
- ✓ Speed up or slow down a unit to meet the needs of your writers.
- ✓ Target isolated skills within intermittent “maintenance” mini-lessons throughout the year.
- ✓ Assess mastery of writing skills via grades or standards-based reporting.
- ✓ Teach writing with confidence and intentionality.



▶ Online workshop

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- Watch the video on any device and when it’s convenient for you.
- Revisit the video as often as you like during the 30-day access period.
- Receive *Launching The Writer’s Workshop* as a PDF download.
- Purchase access for the entire staff at a group rate.

What teachers say about this workshop

“I can’t wait to organize my units & utilize the yearlong calendar. What a terrific resource.”
Laura Florek • teacher at James B. Eads Elementary School, Munster, IN

“Courtney is so engaging and a fabulous presenter! As a math/science teacher, I didn’t know how much I would get out of the workshop. I was blown away by how much useful and relevant resources and ideas I could start utilizing immediately!” **Melissa Lesch** • teacher at Saint Matthew School, Indianapolis, IN

WORKSHOP REGISTRATION

FOUR WAYS TO REGISTER:

ONLINE: SmekensEducation.com/attend	PHONE: (888) 376-0448
FAX: (888) 376-0489	MAIL: Smekens Education, P.O. Box 332 Warren, IN 46792

1. Select the workshop.

 **LIVE WORKSHOP**
Jasper, IN Choose 1, 2, or 3 days.

JULY 30, 2019 • Gr K-2: Launching the Writer's Workshop

JULY 31, 2019 • Gr 3-12: Launching the Writer's Workshop

AUG. 1, 2019 • Gr K-12: Teaching Writing Skills All Year Long

– or –

 **ONLINE WORKSHOP**
YOU CHOOSE THE DATE!

<i>Launching the Writer's Workshop: Grades K-2</i>	<i>Launching the Writer's Workshop: Grades 3-12</i>	<i>Teaching Writing Skills All Year Long: Grades 3-12</i>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Indicate start date for 30-day access.</i>	<i>Indicate start date for 30-day access.</i>	<i>Indicate start date for 30-day access.</i>

Included for everyone

Exclusive Web Resources: Enjoy lifetime access to the members-only "secret website" that features lessons, templates, web links, videos, and more.

Great Ideas: Teachers leave Smekens workshops with innovative strategies for applying research-based concepts.

High-Energy Instruction: Courtney Gordon has a knack for motivating and encouraging teachers as she shares practical, classroom-tested strategies that work.

Satisfaction Guaranteed: If you are not completely satisfied with this workshop, we will refund your entire registration fee—no questions asked.

2. Complete the registration form below.

Attendee name: _____ Grade level: _____

District or Diocese: _____

School: _____

School address: _____

City/State/Zip: _____

School phone: _____

Title: Teacher Literacy Coach Principal Other Admin

Attendee email: _____

Cost-saving options

Bring a Team: When you bring a team of 3 or more paid attendees, we will reduce the registration fee by \$6 a person. Register a group of 10 or more paid attendees and earn a 10% discount!

Principals Attend Free! With the paid registration of at least one staff member, the building principal may attend this workshop at no charge. (Registration is still required & substitutions are not permitted.)

3. Choose your workshop option below.

LIVE WORKSHOP *Have a team of 3 or more? Discount \$6 per person.*

Early Bird registration: *Must be received at least 15 days before the workshop.*

1 DAY: \$225 2 DAYS: \$425 3 DAYS: \$625

Standard registration:

1 DAY: \$250 2 DAYS: \$450 3 DAYS: \$650

OPTIONAL ADD-ON: On-site bookstore voucher \$25 \$50 \$100 Other \$ _____
(Pre-paid bookstore vouchers are given to attendees during on-site registration.)

ONLINE WORKSHOP

Register for one workshop (5+ hrs.):	Register for both workshops (10+ hrs.):
<input type="checkbox"/> One person \$140	<input type="checkbox"/> One person \$280
<input type="checkbox"/> Team of 3+ \$126 per person	<input type="checkbox"/> Team of 3+ \$252 per person

➔ Check one:  VERIFIED VIEW  FLEXIBLE VIEW

Online viewing options



Verified View

A completion certificate is available for download at the end of the online workshop video, but you do not have the flexibility to jump ahead.



Flexible View

No completion certificates are awarded, but you have the flexibility to jump ahead in the video.

Cancellations/Substitutions

Cancellations may occur up to 3 days prior to the selected workshop without penalty. A refund, minus a \$50 service fee, will be paid for cancellations made within 3 days of the workshop. No refund will be given to registrants who fail to provide advance notice to Smekens Education of a cancellation. Substitutions may occur at any time. However, free registration (for principals) is non-transferable.

PAYMENT: Check made payable to Smekens Education Solutions, Inc.

TOTAL
Amount Due:

\$

Purchase Order attached (# _____)

Charge to: Visa Mastercard Discover

Card Number

Expiration Date

Authorized signature: **X** _____

Cardholder's name (PLEASE PRINT): _____