

CALIFORNIA TEACHERS ASSOCIATION

2015 SUMMER CONFERENCES



PRESIDENTS CONFERENCE

THURSDAY, JULY 16-SUNDAY, JULY 19
FAIRMONT HOTEL
SAN JOSE



SUMMER INSTITUTE

SUNDAY, AUGUST 2-THURSDAY, AUGUST 6
UNIVERSITY OF CALIFORNIA
LOS ANGELES





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WELCOME TO THE 2015 SUMMER CONFERENCE SEASON



Each summer, the California Teachers Association hosts two specialized conferences, the Presidents Conference and Summer Institute. Each conference is designed to provide training and tools for members as they go about the work of the organization as local leaders. Each conference targets a specific constituency within CTA and the activities of each conference are planned to meet the needs of those members.

CTA is known for its excellent training programs and we hope that you will join your fellow CTA members for these exciting, informative and outstanding learning and leadership development opportunities.

Presidents Conference

NEW PRESIDENTS

Thursday–Sunday, July 16–19

SECOND YEAR NEW PRESIDENTS

Thursday–Sunday, July 16–19

RETURNING PRESIDENTS

Friday–Sunday, July 17–19

NEW COMMUNITY COLLEGE PRESIDENTS

Thursday–Sunday, July 16–19

RETURNING COMMUNITY COLLEGE PRESIDENTS

Friday–Sunday, July 17–19

Summer Institute

FULL WEEK STRANDS:

Sunday–Thursday, August 2–6

Communications Strand

Member Benefits

- Organizing with CTA & NEA Member Benefits

Negotiations & Organizational Development

(NOD) Strand

- Emerging Leaders Track
- Essential Bargaining Skills Track
- Advanced Bargaining Skills Track
- School Finance Track

Summer Institute

PARTIAL WEEK STRANDS:

Sunday–Tuesday, August 2–4

NOD Strand–Health & Welfare Issues for Active Members and Retirees Track

Instruction and Professional Development (IPD) Strand

- Student-Centered Professionals for the 21st Century and Beyond

Legal Strand - Track I

Tuesday–Thursday, August 4–6

Community Engagement and Coalition Building Strand

Instruction and Professional Development (IPD) Strand

- Student-Centered Professionals for the 21st Century and Beyond

Legal Strand - Track II

PRESIDENTS CONFERENCE AGENDA-AT-A-GLANCE

PRESIDENTS CONFERENCE

Thursday, July 16–Sunday, July 19, 2015

The Presidents Conference will be held at the Fairmont Hotel in San Jose. The Fairmont offers luxury rooms at a special reduced conference price and excellent training facilities. The hotel is centrally located in the heart of San Jose with shopping, entertainment and dining options within walking distance.

On the horizon are changing dynamics that will impact the work we do as an organization. The Presidents Conference will provide new and returning presidents a foundation to rely upon as we prepare our chapters to meet the challenges ahead. This conference will host a variety of skill building and informative sessions and provide opportunities to build lasting relationships with other presidents. Please join us if you are a new president or a returning president interested in refining your leadership skills while learning about the new Local Control Funding Formula, Common Core State Standards, Fair Share Impacts, Charter Schools and much more that we will be encountering in the very near future.

The conference begins on Thursday with the arrival of new presidents and second year new presidents. New presidents will engage in core sessions especially tailored to assist them in learning their new role as local leaders.

Also beginning on Thursday, New Presidents of local chapters in the Community College Association will attend the New Presidents Training.

Friday, all Community College Presidents will attend sessions designed to address issues unique to California's community colleges.



CAMP CTA

While you're attending the Presidents Conference, your children can enjoy their own Camp CTA. Camp CTA is a complete morning-to-early-evening entertainment and educational program packed with activities for children ages 6 months to 16 years. Program includes morning and afternoon snacks, activities and craft materials. CTA will provide breakfast and lunch daily and dinner on Saturday evening or parents can bring meals to Camp CTA. Children participate in age-appropriate activities in a safe, nurturing and educational environment. Children must be pre-registered to ensure proper staffing levels.

Thursday, July 16

9:00 am - 11:00 am	New Presidents Registration
9:00 am - 11:00 am	CTA Member Benefits Open House
11:00 am - 12:00 pm	New Presidents & Second Year New Presidents Orientation and Overview
12:00 pm - 1:15 pm	Opening Session
1:15 pm - 5:00 pm	Training for all New Presidents
5:00 pm - 6:30 pm	Welcome Reception
6:30 pm	Dinner on own

Friday, July 17

7:30 am - 9:00 am	Breakfast
9:00 am - 3:30 pm	Training for All New Presidents
12:00 pm - 1:00 pm	Lunch for participants who arrived on Thursday
1:00 pm - 2:30 pm	Returning Presidents Registration (including CCA)
2:30 pm - 3:30 pm	Returning Presidents Orientation and Overview
3:45 pm - 5:30 pm	Directorial District Sessions
5:30 pm - 6:30 pm	All New & Returning Presidents Reception
6:30 pm - 8:30 pm	General Session and Dinner

Saturday, July 18

7:30 am - 9:00 am	Breakfast
7:45 am - 8:45 am	CTA Budget Forum
7:45 am - 8:45 am	QEIA Breakfast Meeting
9:00 am - 10:20 am	Service Center Council Meetings
9:00 am - 5:20 pm	Training for all Community College Presidents
10:30 am - 11:50 am	Electives
12:00 pm - 1:20 pm	General Session and Lunch
1:30 pm - 2:50 pm	Electives
3:00 pm - 4:20 pm	Electives
4:30 pm - 5:30 pm	State Budget Review
5:30 pm - 8:00 pm	Dinner on own
8:00 pm - 11:00 pm	Networking Reception

Sunday, July 19

7:30 am - 8:30 am	Breakfast
8:30 am - 9:50 am	Electives
10:00 am - 11:20 am	Electives
11:30 am - 1:00 pm	Closing Session & Lunch

SUMMER INSTITUTE AGENDA-AT-A-GLANCE

SUMMER INSTITUTE

Sunday, August 2-Thursday, August 6, 2015

The premier training of its kind, CTA's Summer Institute takes place on the campus of UCLA. Offering sessions in a variety of areas that assist chapter leaders in the day-to-day representation of their members, this five-day event will feature hands-on activities to hone the skills needed to meet the challenges of the coming year.

The Summer Institute offers six strands with tracks of instruction that span Sunday to Thursday and five that are two and a half days (running either Sunday through Tuesday or Tuesday through Thursday).

Participants register for the strands/tracks of their choice. Some sessions fill up quickly, so it is important to register as early as possible to ensure your place.



Sunday, August 2

10:00 am – 1:00 pm	Registration
1:00 pm – 5:00 pm	Strand Instructional Sessions Begin; First Partial Week Session Begins: Health & Welfare Issues for Active Members and Retirees Track, Instruction and Professional Development (IPD), Legal Strand Track I
7:30 pm – 8:30 pm	Opening General Session
8:30 pm – 11:00 pm	Summer Institute Welcome Reception

Monday, August 3

8:30 am – 5:00 pm	Instructional Sessions by Strand
6:30 pm – 7:30 pm	Bonus Elective – California State Budget Primer 2015-2016
7:30 pm – 10:30 pm	Casino Night
8:00 pm	Movie

Tuesday, August 4

8:30 am – 5:00 pm	Instructional Sessions by Strand
8:30 am – 12:00 pm	First Partial Week Session Ends
2:00 pm – 5:00 pm	Second Partial Week Sessions Begin; Community Engagement and Coalition Building, Instruction and Professional Development (IPD), Legal Strand Track II
5:45 pm	Night on the Town Activities
6:30 pm – 7:30 pm	Bonus Elective
8:00 pm	Movie

Wednesday, August 5

8:30 am – 5:00 pm	Instructional Sessions by Strand
6:30 pm – 7:30 pm	Bonus Elective – Media Panel Bonus Elective – What's Your Future under LCAP for Teaching and Learning and Student Assessment?
7:30 pm – 10:30 pm	Reception and Dance
8:00 pm	Movie

Thursday, August 6

8:30 am – 11:15 am	Instructional Sessions by Strand
11:30 am – 12:30 pm	Closing General Session & Door Prizes

ABOUT THE CONFERENCES

ABOUT THE CONFERENCES

Conference & Housing Registration

Conference and housing registration is available online at www.ctago.org.

You must register separately for each conference you plan to attend.



Group Registration Process

If you are registering more than one person, please make sure you have all the required information before you begin.

- Individual name(s), phone numbers, email and home addresses (CTA may communicate with attendees during the summer and must have email and home addresses that are valid during that time)
- Strand/Track Selection*
- Back-up Strand/Track — 1st choice may be full*
- Preferred Type of Housing Accommodations — See each section for full descriptions
- Chapter Name
- District Name
- Grade Level Taught
- Billing Address

*See *Summer Institute* section for complete descriptions.

Conference Fees

Members attending the Presidents Conference can book their hotel rooms directly with the Fairmont Hotel in San Jose when they register. Registration fee for the Presidents Conference includes all conference meals, receptions and materials. The individual will be responsible for their own housing costs.

For those staying on the UCLA campus for Summer Institute, conference fees include on-site housing, meals, receptions and conference materials.

All conference fees are due and payable at the time of registration. CTA accepts checks, credit cards and purchase orders.

Please be sure to note the name of the conference and participant(s) in the memo section of each check or purchase order.

Conference Confirmation

Once registered for a CTA conference, you will receive a conference registration confirmation email containing further logistical information.



SUMMER CONFERENCES INCENTIVE GRANTS

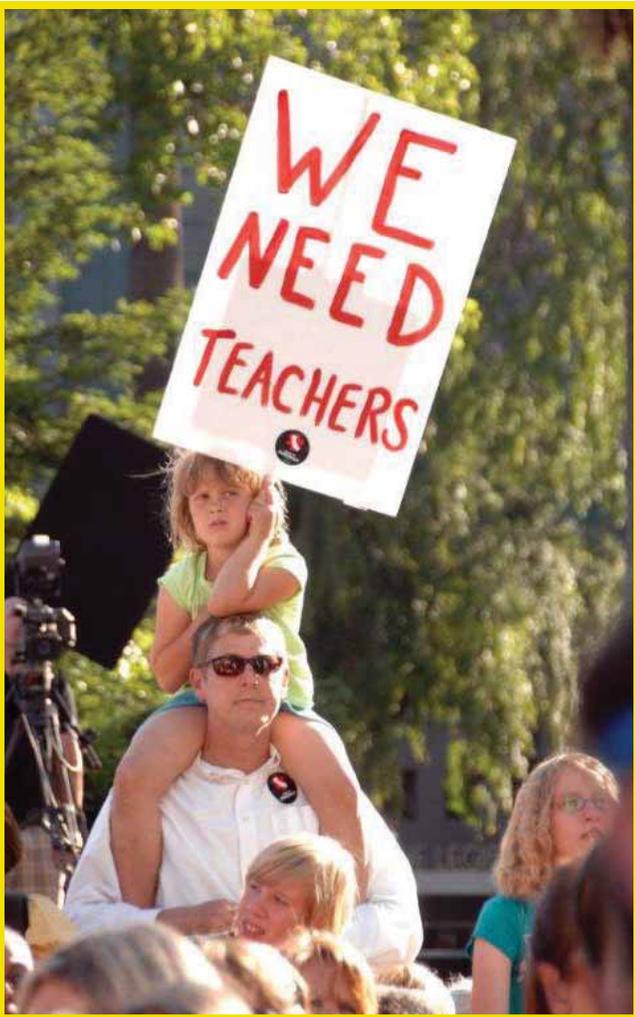
SUMMER CONFERENCES INCENTIVE GRANTS

A variety of grants are available for the Presidents Conference and Summer Institute. Many grants pay the full conference fee (which includes materials, meals and housing based on two conference participants sharing a room) and transportation.

Minority and Small Chapter Incentive Grants are available for both conferences, additional grants specific to the Presidents Conference and Summer Institute are also available. See each section for details.

Deadline for incentive grant applications for both conferences is May 10, 2015.

REGISTER ONLINE
TODAY AT:
www.ctago.org



APPLY NOW!

Apply online now at www.ctago.org. Click on Conference Grants in the upper right-hand corner.

The grant applications must be completed with the full knowledge and permission of the chapter president. The incentive grant application approval by the chapter president is required before applicant can be considered for an incentive grant.

Deadline for incentive grant applications for both conferences is May 10, 2015.

Minority Grants

To encourage new minority leadership and participation within the Association, the CTA Board of Directors will award Minority Incentive Grants for each conference to members belonging to the following racial-ethnic groups: African American, American Indian/Alaska Native, Hispanic, Native Hawaiian/Pacific Islander and Multi-Ethnic.

Small Chapter Grants

Small Chapter Incentive Grants are available for each conference to chapters with 100 or fewer unit members. Unit size is defined as the number of persons who are represented for purposes of collective bargaining. The chapter membership may be less than the unit size.

Each grant pays the conference fee (which includes materials, meals and housing based on two conference participants sharing a room) and transportation.

PRESIDENTS CONFERENCE JULY 16-19, 2015

TRAINING FOR NEW PRESIDENTS & SECOND YEAR NEW PRESIDENTS

Thursday-Friday, July 16-17, 2015

This one-and-a-half day session is designed to help you understand the roles and responsibilities of a local president. Training will be focused on developing the leadership skills essential for building stronger locals. All aspects of the job will be covered with opportunities for practice and discussion. You will have time to interact with CTA staff and other presidents from similarly sized locals. All new chapter presidents will receive a Presidents Handbook, a “go to” guide for your presidency. All attendees will also receive the Presidents Handbook and other manuals on CD.

Training for New Presidents will include: Roles and Responsibilities, Running an Effective Meeting, Managing an Office, Delegation and Time Management, Legal/CTA Obligations of the President, Chapter Election Requirements, and Membership Involvement to name a few.

Second year new presidents will attend sessions specifically designed to address the duties and typical issues related to their position.

TRAINING FOR ALL NEW AND RETURNING PRESIDENTS

Friday-Sunday, July 17-19, 2015

This section of the conference will assist chapter presidents in the performance of crucial leadership roles: spokesperson, leader, manager, president, officer and organizer. Successful performance of these major roles enables a chapter to develop into an even stronger local and to succeed in its major functions of representation and advocacy on behalf of its members.

Opportunities will be included for meeting with other presidents from the same CTA Directorial District and Service Center Council.

The electives are designed with specific focus on the President’s role in building stronger locals. The conference will provide a variety of sessions designed to best meet the needs of both the experienced and the new president.

Electives will develop skills and knowledge in:

- Building effective communication systems with members, non-members and the public
- Identification and development of new leadership
- Developing and maintaining effective community engagement programs
- Implementing a strategy to deal with potential loss of fair share
- Developing an understanding of the critical challenges ahead

For Presidents Conference program questions, contact Laura Schultz at lschultz@cta.org.

TRAINING FOR COMMUNITY COLLEGE PRESIDENTS

New Presidents: Thursday-Friday, July 16-17, 2015

(Training begins at 11:00 am on Thursday)

Returning Presidents: Friday-Sunday, July 17-19, 2015

To provide specialized training for presidents from local chapters in the Community College Association (CCA), CTA will offer information, discussions and interactive presentations. This strand brings together community college chapter presidents from across the state for specialized instruction ranging from Accreditation to Student Success to Membership Recruitment and important updates affecting community colleges.

For Community College Association program questions, contact the Conference Coordination Center at presidentsconference@cta.org.

POST CONFERENCE WORKSHOP

Sunday, July 19 (1:30 pm-5:30 pm) & Monday, July 20, 2015

(9:00 am-5:00 pm)

Doing It Right! Employment Practices for UniServs and Local Chapters

This FREE Post Presidents Conference Leadership Workshop is specifically designed for UniServs and Chapters that employ local support staff. Find out all about your obligations as a California employer and the employment laws pertaining to your organization. This valuable workshop starts Sunday right after the Presidents Conference concludes and continues all day Monday.

For Post Conference Workshop program questions, please contact the Department of Human Resources Management at 650-552-5101.

REGISTER ONLINE
TODAY AT:
www.ctago.org



PRESIDENTS CONFERENCE GRANTS AND REGISTRATION FEES



Special Presidents Conference Grants Available

First Time Chapter Participation Grant: These grants are available to chapter presidents from chapters that have never participated in the Presidents Conference.

First Time Participation Grant: These grants are available to new presidents from chapters with 1,000 members or fewer. These grants will pay for the registration fee and transportation. All expenses for accommodations are the responsibility of the individual, the chapter, the Service Center Council or the UniServ unit.

Deadline for grant application is May 10, 2015.

Complete details at www.ctago.org.

Transportation Reimbursement for Chapter Presidents

CTA will reimburse transportation costs for the chapter president or designee. If a second person from a chapter attends the conference, all transportation costs for the second person are the chapter's responsibility. Complete transportation reimbursement details are provided on page 15.

DEADLINE to register is July 2, 2015.

LODGING OPTIONS & CONFERENCE REGISTRATION FEES

The registration fee is per conference participant and includes conference meals, receptions and conference materials.

Registration Fees:

New Presidents, Second Year New Presidents and Returning Presidents arriving on Thursday - \$225

Returning Presidents arriving on Friday - \$175

You may make your hotel reservations at the Fairmont San Jose when you register for the Presidents Conference at www.ctago.org. Members will be responsible for their own housing arrangements.

Rate: \$109 per night for single or double occupancy

Valet Parking: \$13 per night

CANCELLATION POLICY: If you need to cancel your registration, you must do so two weeks prior to the conference to receive a refund. All cancellations after July 2 and no shows are non-refundable.

If you have questions, contact the CTA Conference Coordination Center at 650-552-5355 or email presidentsconference@cta.org.



SUMMER INSTITUTE AUGUST 2-6, 2015

Content Strands

The Summer Institute offers six strands with tracks of instruction that span the entire week (Sunday to Thursday) and five that are two and a half days (running either Sunday through Tuesday or Tuesday through Thursday). Take advantage of all the Summer Institute offers by registering for a full week strand or two partial week strands.

Schedule of Classes

The Summer Institute begins on Sunday, August 2, with registration opening at 10:00 am and instruction beginning at 1:00 pm.

All week-long strands and the first partial week strand: Health & Welfare Issues for Active Members and Retirees Track, Instruction and Professional Development Track (Student-Centered Professionals for the 21st Century and Beyond) and the Legal Strand Track I, will begin instruction at this time. The second partial week strand track: Community Engagement and Coalition Building, Instruction and Professional Development Track (Student-Centered Professionals for the 21st Century and Beyond) and the Legal Track II starts on Tuesday, August 4.

Classes generally will run from 8:30 am to 5:00 pm. The actual class times are decided by the trainers of each strand following this general pattern.

UCLA'S Conference Center

The Summer Institute is conducted on the campus of UCLA, just off Sunset Boulevard in Los Angeles and uses the facilities within UCLA's Sunset Village, Tom Bradley International Hall and De Neve Plaza.

All residential conference guests will be provided with three meals daily, beginning with lunch on Sunday, August 2 and ending with breakfast on Thursday, August 6. All meals are served in the award-winning all-you-care-to-eat dining rooms located in Sunset Village and in De Neve Plaza.

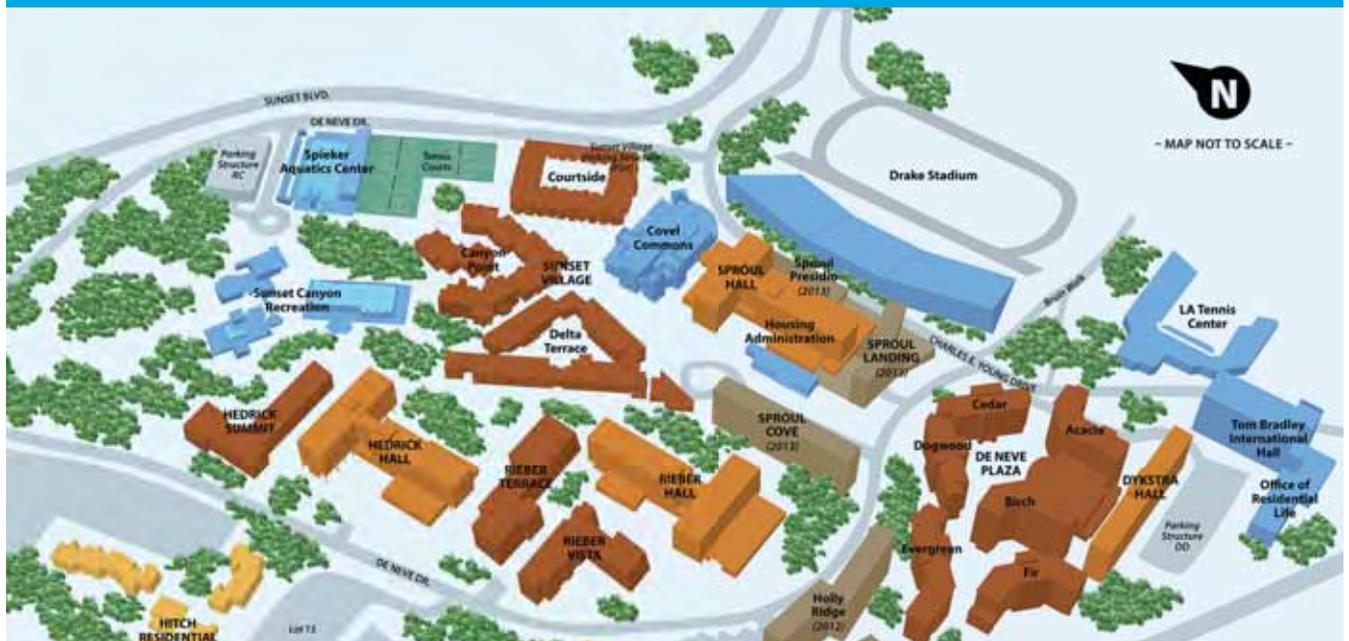
Many of UCLA's recreational privileges are available to participants of the Summer Institute. Westwood Village, known for its unique shops, restaurants and entertainment possibilities is within easy walking distance of the conference center.

Each air-conditioned guestroom in the conference center is equipped with an in-room phone, wireless Internet access, flat screen television and daily maid service.

Participants may choose either single or double occupancy with private bath or single or double occupancy with a shared, semi-private bath. Each room, whether single or double, is furnished with two twin beds, dressers, desks and closets. Shared baths feature two sinks, a spacious counter top vanity and mirror, a private, enclosed shower area and a private enclosed toilet.

You will need to provide the name of your roommate if you are sharing a room. If you wish to share a room and no name is indicated, UCLA will assign a conference roommate for you.

UCLA RESIDENTIAL COMMUNITY MAP



COMMUNICATIONS STRAND AND MEMBER BENEFITS STRAND

COMMUNICATIONS STRAND

COMMUNICATIONS FOR ORGANIZING

This strand will present an overview of communications tools and strategies with an emphasis on storytelling, strategy and technology.

Participants will learn how to evaluate which communications channels — traditional and social — would be the most appropriate and when and how to use them to be effective. Small group skill building sessions will be held on storytelling, writing for print and digital, working with news media, creating and maintaining social media sites, public speaking, photography and campaign planning.

Tied to CTA's strategic plan, learning objectives include gaining and expanding a working knowledge of effective communications practices and strategies for engaging in professional dialogue on how to use technology to increase advocacy and organizing.

Participants are encouraged to bring their own computers, iPads or tablets for use in hands-on social media sessions. There will be equipment for you to share if you do not have your own device.

For program questions, contact Cyndi Menzel, at cmenzel@cta.org.



MEMBER BENEFITS STRAND

ORGANIZING WITH CTA AND NEA MEMBER BENEFITS

Looking for more ways to strengthen your chapter? Interested in connecting with your members and demonstrating the value of Association membership? Do you want to feel comfortable talking about CTA and NEA Member Benefits?

Leaders responsible for engaging and recruiting members will enjoy the Summer Institute Member Benefits strand. This will be a fun workshop where you will learn how to use Member Benefits for member and local organizing. Everyone will leave with proven tools to use next year.

Here are some highlights:

- Develop your organizing plan to promote the value Member Benefits brings to members;
- Practice a one-on-one strategy that will help you use Member Benefits to build connections with members;
- Enjoy a day devoted to retirement and investment education to help you and your members prepare for comfortable retirements; AND
- Meet a special guest from Michigan Education Association who will share how they use Member Benefits to engage members after their recent loss of Fair Share.

For program questions, contact the CTA Member Benefits Department at 650-552-5200.



NEGOTIATIONS AND ORGANIZATIONAL DEVELOPMENT STRAND

NEGOTIATIONS AND ORGANIZATIONAL DEVELOPMENT (NOD) STRAND

EMERGING LEADERS TRACK

Intended for all CTA members who are beginning their activism in their local union, this track is an intensive program designed to provide faculty/site representatives, association committee members and education advocates with the information, resources and skills needed to become effective organizers and future leaders of their local unions. Participants will acquire knowledge and skills in the basic concepts of unionism and advocacy, union history, union structure and effective relational organizing strategies. A variety of activities are designed to enhance the experience participants will have over the course of the week.

For program questions, contact Rose Luna at rluna@cta.org.

ESSENTIAL BARGAINING SKILLS TRACK

Attendees will participate in activities designed to build the skills of bargaining team members. The trainers will guide the participants using a "Ten Step" bargaining path to learn what the association and the bargaining team must do to be successful in bargaining. This is a highly interactive session utilizing true to life issues. Participants will form bargaining teams, bargain an agreement and work through extensive coaching and debriefing sessions to determine what strategies were successful. Lessons build on one another, making it essential for participants to attend every session. **Attendees will be expected to participate fully starting on Sunday afternoon through Thursday morning.**

For program questions, contact Alva Rivera at arivera@cta.org.

ADVANCED BARGAINING SKILLS TRACK

The Advanced Bargaining Skills track is designed for negotiators who have previously completed the Essential Bargaining Skills AND School Finance tracks at Summer Institute in addition to at least one year of experience on a local bargaining team. **Please note: those not meeting the prerequisites for this track will not be admitted.** This track will provide skills and knowledge that will improve the Association's final contract settlement. Participants will learn about developing and implementing bargaining strategies and tactics, how to analyze contract language, identify key elements of the district budget, balance the bargaining goals of complex constituencies and utilize CTA's research database in an effective manner.

For program questions, contact Kris Dickson at kdickson@cta.org.

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TODAY AT:
www.ctago.org



SCHOOL FINANCE TRACK

This strand is designed for association leaders and bargaining team members who want to become more knowledgeable about school finance and school district budgets. The skills and knowledge obtained from this training will sharpen your skills to manage financial data and increase your confidence to handle the impact of the budget on bargaining. Training includes tracking the trends of budget priorities, calculating the cost of a bargaining proposal, determining a district's ability to pay and developing comparability data to support bargaining objectives.

For program information, contact Dave Brown at dbrown@cta.org.

PARTIAL WEEK STRANDS

INSTRUCTION AND PROFESSIONAL DEVELOPMENT (IPD) STRAND

Partial Week Track (Sunday-Tuesday) and (Tuesday-Thursday)

Come and be part of a BRAND NEW and RE-INVENTED Summer Institute experience.

For the first time, this year's Instructional and Professional Development (IPD) Department Summer Institute will offer an opportunity to attend a 2 1/2 Day Institute that will be offered twice and will focus on **Student-Centered Professionals for the 21st Century and Beyond**. Each 2 1/2 Day Institute will be identical in format, activities and elective sessions.

You will have an opportunity to register for either the first or second Institute.

This year our focus will be on examining and gaining deeper knowledge in the instructional shifts in the ELA and Math Common Core State Standards (CCSS) and Next Generation Science Standards (NGSS). Participants will examine and gain an in-depth knowledge of the CCSS and the accompanying new state assessments – California Assessment of Student Performance and Progress (CAASPP). The IPD strand will provide learning experiences for classroom teachers, school site administrators, curriculum coordinators, district administrators and other educators. District level or school site teams are encouraged to attend.

Workshop electives will embed the Four Domains for effective professional development and curriculum design, integrate instructional strategies that center around technology and grade level content, and create partnerships and that leads the way for educator-led professional development.

Join us as we offer up-to-date information and deeper learning of the implementation of the CCSS and CAASP. You can use LCFF funds or Title I, II and III categorical funds through School Site Council to register for this invaluable professional development opportunity.

- Technology integration for K-5 & 6-12 instructional shifts (ELA/ELD, Science, Math)
- Addressing students with IEPs
- Creating a bridge between the standards, assessment, and instruction
- SBAC tools to support instruction (digital library, interim assessments)
- Content area performance tasks
- Leadership shifts to support the Common Core State Standards (CCSS)
- Growing successful partnerships
- Systemic thinking
- How to use Learning Management Systems effectively



KEYNOTE SPEAKERS

Gwyneth A. Jones

Gwyneth Jones is a teacher, librarian, international Ed Tech Speaker, blogger, Tweeter, trope and meme archivist, creator of content, citizen of advocacy, and resident of social media. In recognition of being a change agent in her field, Ms. Jones was named an Innovator and a Mover and Shaker by Library Journal Magazine in 2011, a Gale/Cengage New Leader in 2010, and the Best of the Best and a Visionary Leader by Teacher Librarian Magazine in 2012. She was honored to have served on the 2011-2014 International Society for Technology in Education (ISTE) Board of Directors representing all PK-12 educators and school librarians. Her work and writings have been featured in the New York Times, The Washington Post, and the Huffington Post.

Gwyneth is a lively presenter who focuses on technology and social media for engaging students, and creating innovative learning environments. This presentation will go over digital tools that can be used in any classroom, providing tips and tools for those very new to technology to the more tech savvy.

KNP Communications

KNP co-founders John Neffinger and Matthew Kohut are the authors of the *Compelling People: The Hidden Qualities that Make Us Influential* (Hudson Street Press, 2013), and coauthors of *Connect, Then Lead*, the cover story of the July/August 2013 issue of Harvard Business Review.

They will cover a range of concepts and skills that are critical to exercising influence and persuasion on the Common Core Standards and the Smarter Balanced Assessments. The presentation will focus on highly portable and broadly applicable skills that will serve participants well in all aspects of their professional lives.

As additional keynote speakers are confirmed, the information will be posted on the cta.org/ipd website.

For program information: Contact Jeremiah Hewitt at jhewitt@cta.org or (562) 478-1355.

PARTIAL WEEK STRANDS

COMMUNITY ENGAGEMENT AND COALITION BUILDING STRAND

Partial Week Track (Tuesday-Thursday)

A shared approach to Creating Strong Communities – Teachers, Local Associations, Parents and Community Members

This important seminar will consider the ideas of restoring communities through meaningful discussions and relationships - A 2.5 day workshop focused on understanding and participating in relational conversations, considering community issues, learning how to identify leaders and develop shared plans to address collective issues in an effective long-term approach by taking action to solve problems now.

For program information, contact Ramón M. Gómez at rgomez@cta.org.



NOD STRAND-HEALTH & WELFARE ISSUES FOR ACTIVE MEMBERS AND RETIREES TRACK

Partial Week Track (Sunday-Tuesday)

The Health & Welfare Issues strand is a partial week session that will be focused on bargaining health benefits in order to increase quality of care and reduce costs. This workshop will also include member education of current local, state and national medical health care reform measures with an emphasis on the impacts of the Affordable Care Act. We will also discuss current activities of CTA Coalitions and Medicare Benefits for retirees. Field activists will present information, however the focus will be on moving the participants to develop local chapter strategies to assist with bargaining and organize members around healthcare issues. Participants should have knowledge and be prepared to discuss their Summary of Benefit and Coverage, contract language and other information pertaining to the locally bargained medical benefits program.

For program information, contact Kathy Rallings at krallings@cta.org.



REGISTER ONLINE
TODAY AT:
www.ctago.org



PARTIAL WEEK STRANDS

LEGAL STRAND

Track I (Sunday-Tuesday) and Track II (Tuesday-Thursday)

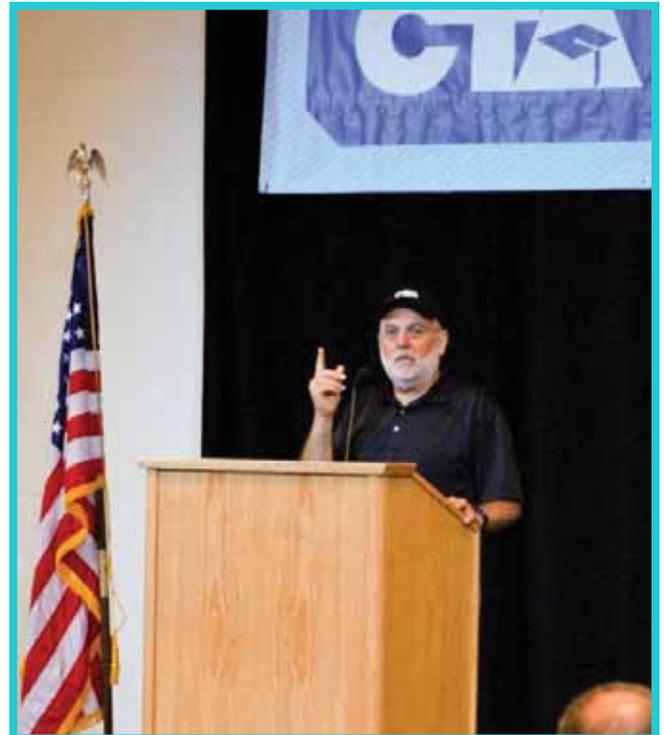
The Legal Department is offering two separate partial week tracks, one running from Sunday through Tuesday and the second from Tuesday through Thursday. These are introductory sessions. Priority will be given to new chapter leaders. Participants may register for either or both tracks.

TRACK I GROUP RIGHTS (Sunday - Tuesday)

Track I will focus on “group” labor and employment issues ranging from basic union and employee rights under the Educational Employment Relations Act, the legal framework around bargaining, unfair practice issues and duty of fair representation issues.

Topics will include:

- The Rights of Members to Union Representation
- Duty of Fair Representation - What are the Best Practices to Follow?
- Protected Union Activities
- What is the Legal Framework for Bargaining?
- Unfair Labor Practices



TRACK II - INDIVIDUAL RIGHTS (Tuesday - Thursday)

Track II will focus on “individual” labor and employment issues ranging from the rights of individual union members under the anti-discrimination statutes, the rights of educational employees to a safe and healthy workplace, the discipline and dismissal procedure under the Education Code, to texting and legal issues in social networking.

Topics will include:

- Discrimination
- Preventing sexual harassment
- Disability Discrimination and Reasonable Accommodation
- Discipline and Dismissal
- Leave of Absence Issues
- School Health & Safety Issues
- Social Media

For program questions, contact Brenda Sutton-Wills at bsutton-wills@cta.org.

GENERAL CONFERENCE INFORMATION

Professional Growth Credit

Professional growth credit will be available at no cost and will be awarded following each conference. Further details will be provided at the conference.

University Credit

CTA conferences are approved for university credit through the CSU Chico Department of Education. Units vary per conference as follows:

Presidents Conference: Two units of university credit will be available for participants who attend the entire conference beginning on Thursday, July 16, and one unit of university credit will be offered for participants who attend beginning Friday, July 17. Attendance at required events will be verified prior to awarding credit.

Summer Institute: Participants may earn one unit for the partial week strands and three units for the full week strands/tracks as well as three units for attending two partial week strands/tracks.

The cost is \$60 per unit and is payable by check or credit card.

REGISTER ONLINE FOR UNIVERSITY CREDIT

Online Registration for University Credit is Available at:

- <http://rce.csuchico.edu/cta>
- **Select the conference and the number of units**
- **Follow the online registration and fee payment instructions**

At the conclusion of the conference, and upon verification of your full conference attendance by CTA, the units will be posted to your official academic transcript.

Accommodations for the Physically Challenged

CTA supports full participation at the conferences by all attendees. So we can accommodate your needs, please be sure to complete the special needs section on the online registration form or contact the CTA Conference Coordination Office at 650-552-5355.

Transportation Reimbursement Guidelines

For Presidents Conference attendees and ALL CTA INCENTIVE GRANT RECIPIENTS

Air: Reimbursement is based on the most economical coach round-trip airfare, purchased at least 21 days in advance.

United Airlines (UA) offers 5%-13% discount on Internet fares with no service fee for CTA members. To take advantage of these discounted rates, book online at www.united.com, enter the CTA discount code **ZTG5113867** in the Offer Code box when searching for flights.

Please note that although discounts are available through United Airlines, you may be able to find less expensive airfares through other airline carriers.

Automobile: Mileage will be reimbursed at the IRS rate of reimbursement per mile, not to exceed the cost of the most economical coach airfare. Currently the IRS rate is 57.5 cents per mile.

Reimbursement does not include the cost of airport or hotel parking, hotel expenses, shuttle or taxi service, or travel between home and the local airport. If round-trip distance between your home and nearest airport is more than 100 miles, then mileage will be reimbursed at the current IRS rate.

All other transportation costs are the responsibility of the individual, the chapter, the school district, the Service Center Council, or the UniServ unit.

Additional Promotional Material Available

To help promote the Presidents Conference and Summer Institute within your chapter, UniServ or Service Center Council, the CTA Conference Coordination Center can provide additional brochures. Please contact us at 650-552-5355 or ccc@cta.org.

REGISTER ONLINE
TODAY AT:
www.ctago.org



SPECIAL ACTIVITIES FOR SUMMER CONFERENCES

Presidents Conference 2015 Activities

Be prepared for a fast-paced, intense training experience at this year's Presidents Conference. The training and networking opportunities will leave you energized and prepared for the challenges that lie ahead. You will be kept busy during the conference, but there will be enough personal time so that you can get acquainted with San Jose and recharge.

About San Jose

There is an abundance of things to do in San Jose and its close environs. Downtown there is the Tech Museum of Innovation, Children's Discovery Museum, San Jose Center for the Performing Arts, San Pedro Square, movie theater and dozens of restaurants and shopping opportunities.

Located nearby is the wacky Winchester Mystery House, Raging Waters, Great America Amusement Park and the Santana Row Outdoor Shopping Center. For a listing of monthly activities, many of which are free, type the following into your Internet browser <http://sjdowntown.com/events/downtown-events/>.



Summer Institute 2015 Activities

CTA has you covered each evening at the Summer Institute. We have bonus electives planned after dinner followed by an evening activity such as Casino Night or receptions. You can also choose to relax and take in a movie complete with popcorn and candy.

Tuesday evening (August 4) has been left open for you to enjoy the many surrounding attractions in and around the Los Angeles area. You will also have an opportunity to purchase tickets to the "Critic's Choice" production of Hershey Felder as Irving Berlin at the Geffen Playhouse.



Critic's Choice! A "remarkable portrait ... richly entertaining and ultimately touching." - *Los Angeles Times*

"Enriching, humorous and replete with most of the brilliant Berlin tunes ... you do not want to miss a delicious moment of it!" - *Broadway World*

Hershey Felder brings to life the remarkable story of Irving Berlin, "America's Composer." From the depths of anti-Semitism in Czarist Russia, to New York's Lower East Side, and ultimately all of America and the world, Berlin's story epitomizes the American dream. Featuring the composer's most popular and enduring songs from "God Bless America," to "White Christmas" and beyond, Hershey Felder's masterful creation of character and musical performance makes this evening with Irving Berlin an unforgettable journey.

Tickets are limited and can be purchased online during the registration process. Ticket prices are per person and are \$25 for orchestra seating. The theater is within walking distance. Complimentary transportation will be provided for those who prefer not to walk.

2015-2016 CONFERENCE SEASON

Transportation will also be provided to the Third Street Promenade in Santa Monica. A three-block stretch of Third Street has been sealed off from traffic, turning it into a pedestrian shopping and dining Mecca. Colorful pushcarts, kiosks and vendors ply their wares, while assorted street performers entertain the passing crowd. Flyers will be distributed at the CTA registration desks detailing the time and place to catch the shuttles.

About the UCLA Conference Center

Summer Institute participants will be housed on campus in the De Neve Plaza and Sunset Village areas of UCLA. The guest rooms are equipped with linens and bathroom amenities. The linens are dormitory quality so feel free to bring along a favorite pillow or blanket for added comfort. A limited number of hair dryers and irons/ironing boards can be checked out at each front desk. The campuses are somewhat spread out so be prepared for walking opportunities. Limited shuttle service will be available between housing areas and to and from parking garages. Also, the weather in August can be very hot. To be comfortable during your stay, it is advisable to wear walking shoes and warm weather clothing. Also, bring a sweater to wear inside air conditioned training rooms. Parking will be extremely limited this year and will be located in various garages away from the housing areas. All are encouraged to carpool or find alternate modes of transportation to the Summer Institute.



2015-2016 CONFERENCE SEASON:

Region I Leadership Conference
September 18-20, 2015
Fairmont Hotel, San Jose

Region II Leadership Conference
October 9-11, 2015
Grand Sierra Resort, Reno, NV

GLBT Issues Conference
November 13-15, 2015
Fairmont Hotel, San Jose

Issues Conference
January 15-17, 2016
Rio All-Suite Hotel, Las Vegas, NV

Good Teaching Conference-South
February 26-28, 2016
Hyatt Regency Orange County,
Garden Grove

Equity and Human Rights Conference
March 4-6, 2016
Marriott Hotel, Torrance

Region IV Leadership Conference
March 18-20, 2016
Sheraton Hotel & Marina, San Diego

Good Teaching Conference-North
April 15-17, 2016
Fairmont Hotel, San Jose

Presidents Conference
July 21-24, 2016
Fairmont Hotel, San Jose

Summer Institute
July 31-August 4, 2016
University of California, Los Angeles

REGISTER ONLINE
TODAY AT:
www.ctago.org



California Teachers Association

Conference Coordination Center • 1705 Murchison Drive • Burlingame, California 94010

Phone: 650-552-5355 • www.ctago.org

