





## You PD'D?

Welcome to your latest edition of "The Main Idea." It is the Professional Book Summary by esteemed writer, Jenn David-Lang. "Literally everything you do as a school leader sends a

message to the entire school community. This can be a curse or a blessing depending on how intentional you are about *messaging*. Avoid the "[Top Ten Mistakes Leaders Make in Messaging](#)" that leaders often make! Instead, learn how to take advantage of the unique platform that only school leaders have to proactively communicate messages described in [Messaging Matters](#) by William Parker. In addition to the book summary of Messaging Matters and information in the Top Ten Mistakes Leaders Make in Messaging, below are 2 additional resources to help you improve your messaging:

- [Reflection & discussion questions](#) for the book
- [Don't Shoot the Messenger - podcast](#) with the author of the book

To view previous book summaries [Log In](#) and use password, **BOOKLYN**. Enjoy!



## Community Chatter

November and December are typically holiday periods but VAESP was busy with activity and growth. [VAESP Board members](#) represented the

**Elementary** leadership perspective during the US Department of Education, Office of Elementary and Secondary Education (OESE) National School Leadership Summit at the Gaylord National Resort & Convention Center in November. Focus of the summit was to:

- Share best practices and examine capacity in leading for equity-based and culturally responsive teaching and learning environments.
- Engage in a national forum and collaborative community to identify barriers to and strategies to support principals' in:
  - Cultivating a community of care and support for students
  - Building a professional community to support ongoing development of teacher and staff expertise, including administrators' instructional skills and understanding of challenges teachers face
  - Engaging families and communities meaningfully as partners in realizing school goals.
- Build a network of colleagues and mentors for ongoing professional growth and support.

Additionally, VAESP provided specifically targeted Professional Development at the [Assistant Principal/Aspiring Administrator Workshop](#) in December. Over 100 attendees engaged in learning and growth experiences with input from experts in legal issues, culturally responsive instruction and leadership and commuting relations. The workshop was co-sponsored by Corporate Partners, [EdConnective](#), [Grand Canyon University](#), [O'Brien Associates](#) and [TeacherFit](#).



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