

June 3, 2009

Dear JCAA members:

This will be a very different kind of year following the global economic crisis, the infusion of massive stimulus funding (with significant strings attached) and brand new state-level education policies and programs. A new reality of what constitutes student achievement is rapidly unfolding before you. In these critical times, achieving effective results demands new thoughts and ideas.

It has been my privilege to serve as part of your JCAA lobbying team for the past three years. We have developed a very positive working relationship and I wanted to personally invite JCAA members to attend the CASE Convention. Tonette Salazar and I will also be delivering a full legislative debrief as one of the many breakouts. We would very much appreciate having your attendance at our main annual event!

Here are four reasons not to miss the 40th Annual CASE Convention:

- **Value:** No matter how you cut it, this is **essential, in-state professional development**. We do have proof. A standard 90 minute Webinar costs \$295. Our annual gathering offers 1080 minutes of learning (a value of more than \$3,540) for only \$355 (early bird rate for members). You do the math.
- **Great minds don't think alike:** You need new ideas, new solutions and new methods to see you through these times. And the best way to get them is to interact with cabinet-level administrators and experts facing similar challenges. Choose from over 80 breakout sessions and hear keynote speakers of international acclaim.
- **It's all about your connections:** If it's not clear by now it should be; your connections are the key to getting things done. Whether you're looking for a new idea, a different approach, or someone with an in, you can be sure you'll meet the right connection here.
- **Pressure's on:** The saying, *There's no time like the present*, has never been truer. Prepare for the future now and guide yourself and your organization to greener pastures.

Not only do you need to navigate new policy issues, but you must effectively address how your district maximizes short-term federal dollars. The 40th Annual CASE Convention has been designed with your concerns squarely in mind. **Come, learn, engage and interact with 1,000 other Colorado school leaders. Improve your situational awareness and develop tactics to stay ahead of the curve.**

We would like to see you in Breckenridge from July 29-31, 2009. Join us for an important pre-convention session on July 28 as we partner with CDE for in-depth presentations—from practicing assessment professionals, key CDE staff and school

principals—on the new longitudinal growth model for Colorado. Learn more about the value of using data for instructional leadership. This session will help school and district leaders address questions related to growth data on many levels.

- How do I guide my teachers in utilizing the data to improve their classroom instruction?
- How do I respond to parent inquiries about their student's results?
- What does growth data mean for school planning?

To register, head to www.co-case.org (early bird prices until June 15).

Sincerely,

Bruce Caughey
CASE Deputy Executive Director