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Best Practices, Best Thinking and Emerging Issues in School Leadership
By William Owings & Leslie Kaplan
Featuring the leading figures in educational leadership, this new resource from Owings and Kaplan connects best thinking with best practices and emerging issues in school leadership. The contributing authors—including Michael Fullan, Linda Darling-Hammond, Alan November, Robert Marzano, Gerald Tirozzi, and Gene Carter—present leading research and key considerations to assist in making decisions about new programs and new directions for your school.

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Strategic Management of Human Capital in Education
By Allan R. Odden
Strategic Management of Human Capital in Education offers a comprehensive and strategic approach to address what has become labeled as “talent and human capital.” Grounded in extensive research and examples of leading edge districts, this book shows how the entire human resource system in schools can be reformed and restructured to boost teacher and principal effectiveness in ways that dramatically improve instructional practice and student learning.

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Dare to Lead: Brave Work. Tough Conversations. Whole Hearts
By Brené Brown
Brené Brown has taught us what it means to dare greatly, rise strong, and brave the wilderness. Now, based on new research conducted with leaders, changemakers, and culture shifters, she’s showing us how to put those ideas into practice so we can step up and lead. This book is for anyone who wants to step up and into brave leadership.

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Coherence: The Right Drivers in Action for Schools, Districts, and Systems
By Michael Fullan & Joanne Quinn
If initiative overload and fragmentation are keeping your best plans from becoming reality, it’s time to lead with coherence. Using the right drivers as your foundation, you’ll bring people and ideas together—and implement the kind of lasting change that maximizes results.

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**Generative Leadership**  
By Karl J. Klimek, Elsie Ritzenhein & Kathryn D. Sullivan  
The authors demonstrate how to tap into an organization’s collective intelligence through generative leadership. The model includes engaging in personal reflection, promoting professional conversations, and harnessing creativity.  

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**Motion Leadership**  
By Michael Fullan  
Cycling from practice to theory and back again, this concise book provides the skinny on motion leadership, or how to “move” individuals, institutions, and whole systems forward.  

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**Eat that Frog!**  
By Brian Tracy  
My powerful system, based on my best-selling book, Eat That Frog!, is designed to help you recapture your time. With it, you discover and learn to use the tools you need to master your time – and in turn, to master your life. “Eat that frog” is simply a metaphor for tackling the most challenging task of your day. When you apply this theory all day, every day, you become a veritable power house of productivity.  

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**Leadership for Equity and Excellence**  
By James Joseph Scheurich & Linda Skrla  
When true equity prevails, all students can be successful students! Do you dream of success for every student? Do you dream of raising achievement for each and every child to meet the requirements of the No Child Left Behind Act? Historically, underserved students—children of color, children from low-income families, English language learners—all deserve to live this dream. Creating an equitable learning environment in which all students thrive is possible—this guide you can turn dreams into reality for your school.  

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**Leading for Results, 2nd Edition**  
By Dennis Sparks  
Lead for change by creating learning in your school! If you are ready for a change in your school this book will help you focus on results and develop powerful thoughts, words, and actions geared toward reaching your goals. By investigating theories found in education, leadership, and philosophy, you’ll learn to create usable strategies for your school by engaging in next-action thinking.

**Skillful Leader III - Strengthening Teacher Evaluation**  
By Alexander Platt & Caroline Tripp  
From the lead authors of The Skillful Leader series, this work, also known as The Skillful Leader III, serves as a how-to handbook to accompany the best selling The Skillful Leader: Confronting Mediocre Teaching, with over 55,000 in circulation. Like its predecessor, the book offers dozens of illustrations, new cases, and sample documents plus legal advice to help you confront ineffective instruction. It is a cover-to-cover guide for solving thorny teacher performance problems.

**Transforming School Leadership and Management to Support Student Learning Development**  
By Edward T. Joyner, Michael Ben-Avie & James P. Comer  
For more than 35 years, the Yale School Development Program (SDP) has been pioneering the Comer Process for planned change in schools. From initial planning and preparation, through foundation building, transformation, institutionalization, and renewal, the Comer Process provides school leaders with a comprehensive and effective framework for transforming their schools and districts into learning communities that support the growth and development of every child and every adult.

**Start. Right. Now.**  
By Todd Whitaker, Jeffrey Zoul & Jimmy Casas  
Are you ready to take the first step toward excellence? In their work leading up to Start. Right. Now. Todd Whitaker, Jeff Zoul, and Jimmy Casas studied educators from across the nation and discovered four key behaviors of excellence: Excellent Leaders and Teachers
- Know the Way
- Show the Way
- Go the Way
- Grow Each Day
**Motivating and Inspiring Teachers**  
By Todd Whitaker  
Like the best-selling first edition, this book is filled with strategies to motivate your staff and maintain a high level of energy at your school. This guide will help all educators approach work every day in an enthusiastic, focused, and positive state of mind. This book will help you:  
- Motivate your faculty with the Friday Focus—a staff memo that works!  
- Understand the power of praise and how to best utilize it every day  
- Make sure staff meetings, teacher evaluation, and daily activities raise the energy level in your school

**The Leader Within: Understanding and Empowering Teacher Leaders**  
By Brian Creasman & Michael Coquyt  
The Leader Within: Understanding and Empowering Teacher Leaders will assist schools in developing effective teacher leaders based on the Teacher Leader Model Standards. The goal of growing a culture of teacher leadership is to assist in creating a school culture committed to raising student achievement. This book is not intended to be solely used as a means of professional development, but to grow teacher leadership in schools and school districts.

**Leadership 101**  
By John C. Maxwell  
Unleash your leadership potential. No matter who you are, you can lead—and lead well. That is the message New York Times bestselling author John C. Maxwell gives in this power-packed guidebook: Leadership 101. Here the consummate leader offers a succinct and inspiring framework for enhancing the leadership abilities you already possess.
### 2600 Phrases for Setting Effective Performance Goals

**By Paul Falcone**

As a manager, you aren’t truly successful unless your employees are as well. Helping them establish compelling, actionable performance goals is the first and most important step, and “2600 Phrases for Setting Effective Performance Goals” is there to lend a hand. A natural follow-up to the bestselling “2600 Phrases for Effective Performance Reviews,” this quick-reference guide provides readers with ready-to-use performance goals organized by the characteristics and core competencies used most often in the appraisal process. From attendance and attitude to teamwork and time management, managers will find the language they need to inspire exceptional results.

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### Crucial Conversations

**By Kerry Patterson, Joseph Grenny, Ron McMillan & Al Switzler**

Perhaps once a decade, a book comes along that transforms people’s lives in a very real, measurable way. This is one of them. Crucial Conversations exploded onto the scene ten years ago and revolutionized the way people communicate when stakes are high, opinions vary, and emotions run strong. Since then, millions of people have learned how to hold effective crucial conversations and have dramatically improved their lives and careers thanks to the methods outlined in this book.

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### Good Leaders Ask Great Questions

**By John C. Maxwell**

In Good Leaders Ask Great Questions, John C. Maxwell delves into the process of becoming a successful leader by examining how questions can be used to advantage. What are the questions leaders should ask themselves? What questions should they ask members of their team? He then responds to the toughest problems leaders have presented to him.

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### Becoming a School Principal

**By Sarah E. Fiarman**

In Becoming a School Principal, Sarah E. Fiarman describes her first few years as a school principal committed to enacting a powerful vision of leading and learning. Drawing thoughtfully on the literature of school reform and change leadership, Fiarman discusses a wide range of topics, including empowering teachers, building trust, addressing racial and economic inequities, and supporting a culture of continuous learning, as well as thornier issues such as learning to use authority skillfully, dealing with resistance, and managing supervision and evaluation. The book addresses common challenges and highlights missteps as well as successes.

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By HR Services Division of the Texas Association of School Boards
This is the 12th edition of our reference guide explaining the requirements of the federal Fair Labor Standards Act governing wages and hours of work, overtime compensation, and child labor restrictions. The guide focuses on regulations affecting government employers and the special compliance issues faced by school districts. Updated and new topics in the 12th edition includes requirements to provide breaks for nursing mothers; rules for paying bonuses to nonexempt employees; allowance and deductions for tools, uniforms, and equipment; updated child labor restrictions; and determining exemptions for police officers.

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FMLA Compliance Manual Package
By Daniel Robert Murphy & Mike L. Dishman
This book is intended to be a general explanation of the Family and Medical Leave Act and its application to the particular environment of public schools. In order to make this book helpful, the authors have drawn upon their research and experience to include a large number of realistic, hypothetical situations occurring in public schools and involving application of the Family and Medical Leave Act.

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**Legal Rights and Responsibilities of Teachers**  
*By Allan G. Osborne, Jr. & Charles J. Russo*

Do you know what you can and can’t do and say in your school? Most teacher education programs offer little, if any, instruction on education law. When teachers need advice regarding employment or instructional issues, they may find the search frustrating, time-consuming, or costly. Educators will find the answers to their most frequently asked legal questions in this easy-to-read book.

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**Essential Guide to Federal Employment Laws**  
*By Lisa Guerin and Sachi Barreiro*

A comprehensive guide to 20 of the most important federal employment laws that every employer and HR professional needs to know. Each chapter summarizes one key federal employment law, including which employers are covered by the law, and what the law requires and prohibits, as well as what recordkeeping requirements must be followed.

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**The Employer’s Legal Handbook: Manage Your Employees & Workplace Effectively**  
*By Fred S. Steingold*

Avoid legal trouble with this comprehensive guide! Get the lowdown on wages, hours, employee benefits, workplace safety, and much more in this complete legal guide for business owners and managers. The Employer’s Legal Handbook provides everything you need to know about:

- hiring
- discrimination
- terminations and layoffs
- and much more
10 Traits of Highly Effective Teachers: How to Hire, Coach, and Mentor Successful Teachers
By Elaine K. McEwan
Discover the qualities that yield exceptional performance and far-reaching success! As all educators increasingly face the pressures of accountability, filling our schools with effective teachers skilled at fostering outstanding academic achievement has never been more important. In this quick-read resource, Elaine McEwan explores the ten characteristics that lead to success in the classroom, increased school morale, satisfied parents, and eager, high-achieving students.

Member: $29.00  Nonmember: $35.00

Being an Effective Mentor: How to Help Beginning Teachers Succeed
By Kathleen Feeney Jonson
In its second edition: Help mentor your new teachers with this comprehensive and practical guide. Experienced teachers and administrators know how important it is to give beginning teachers the support and advice they need. This incredibly straightforward and useful guide will help mentor teachers to develop effective mentoring strategies, including how to provide direct assistance, demonstration teaching, observation and feedback, informal contact, and role modeling.

Member: $31.00  Nonmember: $38.00

Coaching Conversations Transforming Your School One Conversation
By Linda Gross Cheliotes & Marceta Fleming Reilly
Learn how coaching conversations—which are different from supervisory and mentoring conversations—shift responsibility for instructional improvement from the school leader to the entire school community!

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Coaching for Performance
By John Whitmore
Over 500,000 copies sold. This major new edition is totally revised and updated with new material on coaching in a crisis and leadership for a difficult future. Coaching for Performance is the bible of the industry and very much the definitive work that all coaches stand on. This new edition explains clearly and in-depth how to unlock peoples potential to maximize their performance Contains the eponymous GROW model (Goals, Reality, Options, Will), now established as the basis for coaching professionals. Clear, concise, hands-on and reader-friendly, this is a coaching guide written in a coaching style.

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Successful Onboarding
By Mark Stein & Lilith Christiansen
Successful Onboarding provides a business case, a systemic approach to the entire process, and instructive inside stories from Apple, Starbucks, Netflix, Microsoft, Baird, Bank of America, John Deere, and dozens of other industry leaders.

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Keeping Good Teachers
By Marge Scherer
What attracts good teachers and keeps them in the profession? What makes schools better places for students to learn and for teachers to work? These questions are at the heart of Keeping Good Teachers. To answer them, many of the authors in this book have surveyed fellow educators to find out which practices and policies are most beneficial and practical to implement in schools.

Member: $12.00
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Your First Year: How to Survive and Thrive as a New Teacher
By Todd Whitaker, Madeline Whitaker & Katherine Whitaker
Learn all the essentials for making your first year of teaching a success! In this exciting new book, internationally renowned educator Todd Whitaker teams up with his daughters—Madeline, an elementary teacher, and Katherine, a secondary teacher—to share advice and inspiration. They offer step-by-step guidance to thriving in your new role and overcoming the challenges that many new teachers face.

Member: $25.00
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**From First-Year to First-Rate: Principals Guiding Beginning Teachers**  
**By Barbara L. Brock & Marilyn L. Grady**  
Principals hold the key to the professional development of beginning teachers. When they are successful, so are the students and the school. This best-selling handbook, updated to meet the challenges facing new teachers today, guides administrators in developing a first-year induction plan to help teachers succeed and become first-rate educators.

**Member:** $22.00  
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**Inducting and Mentoring Teachers New to the District**  
**By Dr. William B. Ribas**  
It is the only book that addresses all facets of your hiring and induction process. It contains all the information districts need to hire and retain the best teachers. Topics include hiring tips, instructions for running district orientation programs and building support teams, mentor training, and training for the teachers you hire in the three areas practitioners find are the leading cause of failure for teachers new to a district (parent–teacher communication, establishing classroom routines, and effective planning).

**Member:** $46.00  
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**Leading the Teacher Induction and Mentor Program**  
**By Barry Sweeny**  
While resources are abundant for helping the mentor and the new teacher, very little has been written to guide the leaders of teacher and mentor development. In Leading the Teacher Induction and Mentoring Program, Second Edition, Barry W. Sweeny provides an effective, proven model for developing, implementing, evaluating, and sustaining an induction and mentoring program that results in highly qualified teachers.

**Member:** $31.00  
**Nonmember:** $40.00
Developing a Teacher Induction Plan
By Barbara L. Brock & Marilyn L. Grady
To combat the growing challenge of teacher attrition, induction experts Brock and Grady offer a multiyear, step-by-step induction program for retaining and developing beginning teachers.

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Dealing with Difficult Teachers
By Todd Whitaker
This book provides tips and strategies to help school leaders improve, neutralize, or eliminate resistant and negative teachers. Learn how to handle staff members who gossip in the teacher’s lounge, consistently say “it won’t work” when any new idea is suggested, send an excessive number of students to your office for disciplinary reasons, undermine your efforts toward school improvement, or negatively influence other staff members. Don’t miss the revised and expanded third edition of this best-seller!

Member: $24.00  Nonmember: $30.00

How to Deal with Teachers Who are Angry, Troubled, Exhausted, or Just Plain Crazy
By Elaine K. McEwan
How to Deal with Teachers Who are Angry, Troubled, Exhausted, or Just Plain Crazy is an indispensable handbook for educators hoping to manage, shape, and improve teacher behaviors with the ultimate goal of improving student achievement and performance. This resource offers case studies from principals who have successfully managed dysfunctional and low-performing teachers, scripts for achieving effective communication, and a culture-builder’s toolkit with exercises and assessments.

Member: $31.00  Nonmember: $38.00
How to Handle Staff Misconduct
By C. Edward Lawrence & Myra K. Vachon
This expanded and updated second edition of an indispensable resource will clarify all of the steps principals must take to ensure that their schools are run according to the policies and laws that govern them. In clearly delineated sections, How to Handle Staff Misconduct, Second Edition, offers strategies that include managing excessive tardiness, insubordination, misconduct requiring suspension, and even criminal behaviors.

Managing Difficult, Frustrating, and Hostile Conversations
By Georgia J. Kosmoski & Dennis R. Pollack
The second edition of this best-selling resource provides new and updated content influenced by the feedback of over 250 school administrators. Managing Difficult, Frustrating, and Hostile Conversations uncovers safe and effective strategies for dispelling common sensitive situations such as handling legitimate complaints, controlling those under the influence, combating charges of discrimination, serving as the mediator, and diffusing abrasive conversations.
Leadership for Increasingly Diverse Schools
By George Theoharis & Martin Scanlan
Leadership for Increasingly Diverse Schools provides both practicing and aspiring leaders with the theory, research, and practical guidance to lead socially just schools. Today’s schools are growing more pluralistic and diverse, and leadership is central to reversing long-standing trends of educational inequities, exclusion, and disparate school outcomes. This book helps readers sharpen their awareness of how multiple dimensions of diversity intersect as well as develop strategies for working with students of all socioeconomic statuses, races, religions, sexual orientations, languages, and special needs.

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Courageous Conversations about Race: A Field Guide for Achieving Equity in Schools
By Glenn E. Singleton & Curtis Linton
Examining the achievement gap through the prism of race, this comprehensive text explains the need for candid, courageous conversations about race so that educators may understand why performance inequity persists, and learn how they can develop a curriculum that promotes true academic parity. To help guide policy analysis and instructional reform, the authors present a system-wide plan for transforming schools and districts.

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Millennial Teachers of Color
By Mary E. Dilworth
Millennial Teachers of Color explores the opportunities and challenges for creating and sustaining a healthy teaching force in the United States. Millennials are the largest generational cohort in American history, with approximately ninety million members and, of these, roughly 43 percent are people of color. This book, edited by prominent teacher educator Mary E. Dilworth, considers the unique qualities, challenges, and opportunities posed by that large population for the teaching field.

Member: $28.00
Nonmember: $31.00

Marginal Teacher
By C. Edward Lawrence, Myra K. Vachon, Donald O. Leake & Brenda H. Leake
This third edition of The Marginal Teacher offers timely solutions for successfully dealing with marginal teachers. Lawrence illustrates the proper actions that principals should integrate into the evaluation processes to successfully gather documentation to help improve or terminate an ineffective teacher.

Member: $35.00
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**Minority Teacher Recruitment and Retention Strategies**  
*By Janet Kearney-Gissendaner*

The tools and resources in this book help school leaders seamlessly incorporate minority teacher recruitment and retention programs into current human-resources activities. With details about exemplary minority teacher recruitment and retention programs, this book also showcases strategies for how to replicate such programs in your own school or district.

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**Diversity Equity and Inclusion**  
*By Caprice Hollins and Ilsa Govan*

Facilitating conversations about race often involves tension, as both the facilitators and participants bring emotional experiences and their deeply held values and beliefs into the room. Diversity, Equity and Inclusion: Strategies for Facilitating Conversations on Race guides facilitators through a process of becoming comfortable with the discomfort in leading conversations about racism, privilege and power.

*Member: $28.00*  
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**An Inexcusable Absence**  
*By R. Perez Gatling*

It is high time for more diversity in education, diversity that includes thorough, articulate, Black males. Contrary to popular belief, the need for a strong emergence of Black male teachers is not only for the benefit of Black boys and Black girls. Children and parents of all races and both genders need to be introduced to the antithesis of the stereotypical Black man and build strong, healthy relationships that will be the means for greater racial and ethnic harmony.

*Member: $14.00*  
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### 96 Great Interview Questions
**By Paul Falcone**

Every harried interviewer knows the result of throwing out vague questions to potential employees: vague answers and potentially disastrous hiring decisions. Presented in a handy question-and-answer format, 96 Great Interview Questions to Ask Before You Hire provides readers with the tools they need to elicit honest and complete information from job candidates, plus helpful hints on interpreting the responses. The book gives interviewers everything they need to: identify high-performance job candidates, probe beyond superficial answers, spot “red flags” indicating evasions, get references to provide real information, and negotiate job offers to attract winners.

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### Complete Interview Procedures for Hiring School Personnel
**By William L. Gagnon Jr.**

Here is a guide designed for hiring employees, both professional staff as well as non-professional, in public, parochial, or private schools. It offers more than 1,000 interview questions in 48 employment categories ranging from superintendent and business manager to security officer and parent volunteer. It includes discussion about the hiring process and the different types of interviews that will be particularly useful to educators trying to develop guidelines and procedures for hiring personnel. Jobseekers, too, can use the questions to help them prepare for career-making interviews.

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### How to Interview, Hire, and Retain High-Quality New Teachers
**By John Daresh & Bridget N. Daresh**

The key to student success starts in the classroom. Principals face the challenge of finding and keeping highly qualified teachers who will work to ensure learning for all. The authors use firsthand experiences and observations to guide readers through effective processes for recruiting, interviewing, hiring, and supporting faculty who best fit the needs of individual schools.

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### Hire Better Teachers Now
**By Dale S. Rose, Andrew English & Treena Gillespie Finney**

While it is clear that better teachers get better results with students, school leaders often put themselves at a disadvantage by not hiring the best teachers available. In this groundbreaking book, three human resource experts show how even small adjustments can help school districts’ leaders, principals, and other human resource professionals hire more efficiently and effectively.

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Hiring For Attitude
By Mark Murphy
In a recent groundbreaking study, the training firm Leadership IQ found that 46 percent of all new hires fail within their first 18 months. But here’s the real shocker: 89 percent fail for attitudinal reasons—not skills. Most hiring managers are getting it wrong. Of course skills are important, but a particular skill set is about the easiest thing to test in an interview. Although much harder to recognize, attitude should be your number-one focus during the hiring process.

Recruiting and Retaining Generation Y Teachers
By Ronald W. Rebore
College graduates seeking positions in school districts today often belong to the generation known as Generation Y, or the Millennials - raised in a society saturated with technology and multicultural influences. Their perspectives, expectations, and needs differ dramatically from those of previous generations and integrating these candidates into an existing school culture requires new approaches to recruiting and building professional relationships.

Teacher Pay and Teacher Quality: Attracting, Developing, and Retaining the Best Teachers
By James Stronge, Christopher Gareis & Catherine Little
While many working in the teaching profession cite intangible rewards as reasons for staying in the profession, concrete rewards such as salary, benefits, and working conditions are inextricably linked to attracting, developing, and retaining highly-qualified teachers. This timely text examines the fundamental link between teacher pay and teacher quality as well as the extent to which compensation can be aligned with student achievement.

Ten Steps for Hiring Effective Teachers
By Mary C. Clement
Whether you are new to hiring or searching for a fresh approach, this invaluable guide helps you select the best possible candidates. Mary Clement, a nationally-awarded expert on teacher hiring, presents proven strategies for identifying high-performing teachers. Readers will learn: ten best practices that address every stage of the hiring process, techniques and sample questions for Behavior-Based Interviewing, interview questions to avoid, and how to involve teacher peers in interviewing and mentoring new hires.
Six Types of Teachers
By Todd Whitaker
This book helps you sharpen your ability to hire better teachers for your school, improve the ones who are already there, and keep your best and brightest on board.

Member: $30.00
Nonmember: $35.00

Hiring the Best Staff for Your School
By Rick Jetter
Hiring the Best Staff for Your School moves beyond typical hiring tools—résumés, applications, transcripts, portfolios, and artifacts—and adds effective strategies to the educational leader’s recruiting and hiring toolbox. This book presents a recruitment and hiring process that uses narratives to help school and district leaders delve deeper into understanding the emotions, ideas, reactions, and problem-solving insights of candidates. The ready-to-use resources found in this book will strengthen the hiring process to ensure that you recruit and retain the best staff members for any position within your school or district.

Member: $30.00
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**Educating Immigrant Students in the 21st Century**  
**By Xue Lan Rong & Judith Preissle**  
This updated edition of Educating Immigrant Children gives educators contemporary perspectives on immigration by clarifying the current demographic data and its significance for schools. The authors present updated information on the unique needs of immigrant students, including children from the Middle East and students of white non-Hispanic backgrounds, and help educators explore evidence-based practices and policies for adapting and improving the learning environment.

**Member:** $33.00  
**Nonmember:** $40.00

**Teach Like a Champion 2.0**  
**By Doug Lemov**  
Teach Like a Champion 2.0 is a complete update to the international bestseller. This teaching guide is a must-have for new and experienced teachers alike. Over 700,000 teachers around the world already know how the techniques in this book turn educators into classroom champions. With ideas for everything from classroom management to inspiring student engagement, you will be able to perfect your teaching practice right away.

**Member:** $28.00  
**Nonmember:** $36.00

**Why Half of Teachers Leave the Classroom**  
**By Carol R. Rinke**  
This book uncovers some of the reasons behind the elevated attrition rates in the field of education through a long-term study of beginning teachers in one urban school district. Drawing upon research conducted over a seven-year period, this book sheds light upon the role that teachers’ intentions play in shaping their later career paths.

**Member:** $22.00  
**Nonmember:** $27.00
Making Sense of Social Networks in Schools
By Terrance E. Deal, Ted Purinton & Daria Cook Waetjen
Social networks reflect the usually invisible relationship that control the flow of information and power within a school. This compelling guide provides school leaders with an understanding of the real relationships within their schools and how to use their social savvy to promote school goals. This resource examines the types of social networks typically found in schools and provides samples of social network maps, steps for developing your own maps, and practical advice for managing social networks effectively.

Member: $24.00  Nonmember: $29.00

Social Media for School Leaders
By Brian Dixon
How to create an effective social media strategy for a school or district
School leaders may be familiar with social media in their own lives, but many still need help in effectively using social media in their professional practice. In this book, Brian Dixon, an expert in social media in education, offers detailed descriptions of the best online tools available today and provides step-by-step instructions for using them to move a school community from awareness to advocacy and from feedback to collaboration.

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**Why Social Media Matters**  
By Kitty Porterfield & Meg Carnes  
Why is it so critical that school leaders embrace social media? And when they’re ready to start, what’s the best first step? Here’s everything you need to know to begin building a social media platform that nurtures relationships and garners support from your key stakeholders, including step-by-step instructions on how to use three of today’s most popular tools for social media: Twitter, Facebook, and blogs.

**Demoralized: Why Teachers Leave the Profession They Love and How They Can Stay**  
By Doris A Santoro  
Demoralized: Why Teachers Leave the Profession They Love and How They Can Stay offers a timely analysis of professional dissatisfaction that challenges the common explanation of burnout. Featuring the voices of educators, the book offers concrete lessons for practitioners, school leaders, and policy makers on how to think more strategically to retain experienced teachers and make a difference in the lives of students.

**Are Charters Different?**  
By Zachary W. Oberfield  
In his new book, Zachary W. Oberfield investigates the question of whether charter schools cultivate different teaching climates from those found in traditional public schools. To answer this question, Oberfield examined hundreds of thousands of teacher surveys from across the nation. The result is a trenchant analysis that deepens our understanding of what the charter experiment means for the future of US public education.
Dismissal Doesn’t Have to be Difficult  
By Chet H. Elder  
In Dismissal Doesn’t Have to be Difficult, author Chet Elder gives lie to the universal belief that tenure is a firewall of protection for unsatisfactory teachers. Elder provides school administrators with a simple method, called Exit Counseling, to rid their schools of mediocre, marginal, and incompetent teachers. He teaches principals how to build a case and document it so tightly that virtually any union challenge will fail. His theory is simple straightforward, clear, and concise.

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Human Resources Administration: A School-Based Perspective  
By Richard E. Smith  
For principals who will be making human resource decisions which had previously belonged to the district office, this textbook focuses on what school leaders do, not the theoretical base from which they operate. Like its previous editions, this book provides practical information about how to:  
• recruit, interview, and select prospective teachers  
• implement staff development programs and assist marginal teachers  
• supervise, observe, and evaluate teachers to improve student learning  
• handle employee conflicts

Member: $61.00  
Nonmember: $76.00

The Multigenerational Workplace  
By Jennifer Abrams and Valerie A. von Frank  
Age-related misunderstandings don’t arise just between teachers and students—in some schools, staff from four generations might work side by side. In this book, based on a popular workshop, educators can learn how to look past generational filters to improve communication and reap the benefits of collaboration.

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Lessons from the Mouse
By Dennis Snow
What can you learn from a mouse? When that mouse has been delighting and entertaining hundreds of millions of people for decades - it turns out there is plenty to learn. Dennis Snow’s Lessons From the Mouse provides ten no-nonsense, practical principles that anyone, anywhere can apply. He entertains while he educates with chapters like ‘What Time is the 3:00 Parade?’ Is Not a Stupid Question. The mouse is very candid here - no Disney pixie dust blinds the reader. Backstage snafus, onstage errors, and occasional chaos emerge in all their drama, humor, or irony.

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By Dennis Snow & Teri Yanovitch
A step-by-step guide to designing and implementing an amazing customer service culture.
In today’s competitive business environment, keeping customers happy is the key to long-term success. But some businesses provide much better customer service than others. It’s not always clear what works and what doesn’t, and implementing new customer service practices midstream can be a difficult, chaotic task. Business leaders who want to transform their business culture into one of customer service excellence need reliable, proven guidance.

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The Hero Maker
By Ryan Donlan & Todd Whitaker
Learn how to turn your school board members into heroes by helping them make smart, worthwhile decisions that they will deserve to brag about. In this much-needed book, Ryan Donlan and Todd Whitaker offer practical strategies to help superintendents develop better working relationships with their boards.

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Start Where You Are, But Don’t Stay There
By H. Richard Milner IV
Start Where You Are, But Don’t Stay There addresses a crucial issue in teacher training and professional education: the need to prepare pre-service and in-service teachers for the racially diverse student populations in their classrooms. A down-to-earth book, it aims to help practitioners develop insights and skills for successfully educating diverse student bodies. The book centers on case studies that exemplify the challenges, pitfalls, and opportunities facing teachers in diverse classrooms.

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### The Multiplier Effect
**By Liz Wiseman, Lois Allen and Elise Foster**
When you become a Multiplier, your whole team succeeds!
Why are some leaders able to double their team’s effectiveness, while others seem to drain the energy right out of the room? Using insights gained from more than 100 interviews with school leaders, The Multiplier Effect pinpoints the five disciplines that define how Multipliers bring out the best across their schools.

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### The Personnel Evaluation Standards
**By Arlen R. Gullickson**
Personnel evaluation plays a vital role in supporting professional growth. This updated resource provides 27 standards that together have been approved as an American National Standard (ANSI/JCSEE 1-2008) for use in developing sound evaluation policies and procedures for staff in PreK through graduate school. Covering the propriety, utility, feasibility, and accuracy of staff evaluations, these standards offer support for decisions that affect tenure, dismissal, promotion, and staff development.

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### Generations at School
**By Suzette Lovely and Austin G. Buffum**
Today’s workforce comprises distinct generational cohorts—Veterans, Baby Boomers, Gen-Xers, and Millennials. Generations at School provides educators with the knowledge and tools to create and sustain true collaboration, teamwork, and consensus. When sound communication emerges and differences are understood, school districts can create communities that appreciate the uniqueness of each member and value the rich contributions from a multigenerational staff.

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