

Berks County Common Inservice for Related Arts Educators

October 8, 2018

The Berks County Intermediate Unit will provide Act 48 hours for all sessions. Please note: **Participants must register for sessions as appropriate through *Frontline*, formerly *My Learning Plan*.**

Signing in at sessions will start at 7:30 AM. The morning presentation will begin at 8:00 AM (unless otherwise specified in the session description).

Art: “BCAT Goes Hands-on @ KU” (This session will be held at Kutztown University)

Kutztown University professors will guide art teachers as they create and learn about splatter monsters, digital photography, bookmaking, silkscreen, collages, experimental wearables, just to name a few. The keynote will be presented by Keith Haring’s sister and author of the book, “Keith Haring – The Boy Who Just Kept Drawing”, Kay Haring. Keith Haring was born in Reading, Pennsylvania, and was raised in Kutztown, Pennsylvania. He developed a love for drawing at a very early age, learning basic cartooning skills from his father and from the popular culture around him. Keith’s pop art and graffiti-like work grew out of the New York City street culture of the 1980s.

BASCA/Nurses: “Confronting School Violence Through a Culture of Safety”. (This session will be held at the School of Health Sciences/Tower Health Reading Hospital). *Participants must register with their respective organizations. Further information will be disseminated by BASCA and School Nurses.*

At the conclusion of this training, participants will be able to (1) Describe the various forms of violence that confront students and school staff (2) Demonstrate knowledge of the factors that contribute to violence in our schools and (3) Provide strategies for creating a “culture of safety” within the school community.

ESL: “Collaborating with Content Teachers: Developing and Facilitating Professional Learning Opportunities in Support of English Learners” presented by Heidi Faust, Faculty Research Assistant, Education Department; Associate Director, TESOL Professional Training Programs (This session will be held at the BCIU’s main office)

As specialists in English language development, ESL teachers are positioned as advocates for English learners and possess essential knowledge needed to inform appropriate adaptations and instruction for ELs at varied levels of English proficiency. Yet how can they best share this knowledge with others to increase program effectiveness? This workshop focuses on developing and facilitating professional development opportunities for content area teachers. ESL teachers/coordinators in this session will:

- Explore sustainable professional development models/strategies that address various budgetary and schedule constraints
- Identify tips for prioritizing topics and strategic supports, and considerations for navigating the cultural politics of EL advocacy and teacher training
- Identify resources for supporting content area teachers and other school staff
- Apply adult learning theory to develop sample training activities

Family and Consumer Science: Branding and Visual Merchandising in the Fashion Industry (This session will be held in Alumni Hall at Albright College)

AM Session:

Fashion industry merchandising is varied. Through this workshop participants will explore the skills and strategies required of retail visual merchandisers for traditional brick and mortar stores. Visual merchandising for digital retailing will be examined as well. The changing retail landscape and how that relates to the field of visual merchandising will also be investigated.

PM Session: Fashion is a multimillion dollar industry, but how does a FCS student brand a fashion company and create a viable career? This presentation provides the underlying components of branding a fashion company, starting with understanding exactly what you are marketing and to whom you are marketing. Developing the company's brand DNA differentiates the company from the competition, focuses the target market, and assists in planning how to reach the correct audience. Basic tips on creating an image and design principles used to do that will be addressed.

This workshop will include learning activities to define a company's brand personality and their ideal customer profile. Participants will be exposed to some of the marketing/advertising channels that are used in the fashion industry and the importance of social media and influencers in today's market.

Gifted: “Building social-emotional competencies in Gifted Children: A Guide for Educators” presented by Christine Fonseca, Author (**This session will be held at BCTC-West**)

Gifted children have unique social-emotional lives characterized by passion, creativity and high-performance standards. Unfortunately, gifted children often struggle with the negative aspects of these traits including intense behaviors and perfectionism. This workshop focuses on ways to support the whole gifted child (including academics and social-emotional wellbeing), build social-emotional competency in children using both the adopted curriculum of the classroom and explicit SEL curriculum, allow gifted children build upon their strengths as a path towards a more fulfilling life, and develop strategies to overcome stress and anxiety.

Health and PE: “2018 Berks County Health & Physical Education Workshop #innovateHPE” presented by Lancaster, Lebanon, Berks Association for Health, Physical Education, Recreation and Dance (LLBAHPERD) and Pennsylvania State Association for Health, Physical Education, Recreation and Dance (PSAHPERD, Inc.)

(This session will be held at Exeter Township Senior High School)

The program starts with a welcome presentation from the health and physical education professional associations. Throughout the day various break-out sessions will be offered for Elementary PE, Secondary PE, Adapted PE and Health education.

Library: “Future Ready Librarians” facilitated by Kathleen Murray, Governor Mifflin School District; Betsy Galaska, Twin Valley School District; Kristin Swanson Governor Mifflin School District; and Kristin Brumbach, Governor Mifflin School District (**This session will be held at Governor Mifflin High School Library**)

Participants will learn about: Designing Collaborative Spaces and Empowering Students as Creators by incorporating a Makerspace in the library. Librarians will also find out about Cultivating Community Partnerships by implementing a One Book One School Program. We will also be focusing on Curating digital tools and resources and building a future ready collection.

Music: “*Collaborating Your Way... – The Sequel: BEYOND YOUR WALLS*” facilitated by Mike Buterbaugh, Reading Musical Foundation Music Education Advisor, and assisted by a team of retired Berks music educators (**This session will be held at Muhlenberg Middle School**)

By popular request, this collection of sessions has been created to extend last year’s highly successful “COLLABORATING YOUR WAY TO AN EFFECTIVE MUSIC DEPARTMENT” beyond your own school structure, into the community and across the county.

This year, the focus shifts “beyond your walls” to demonstrate how a purposeful connection with other music departments and organizations can increase the effectiveness of your program and instruction. K-12 music departments will be guided through a series of collaborative (*and practical!*) activities with other county districts and community music organization leaders, discovering the benefits of sharing and collaborating on: 1) instructional and scheduling models; 2) best classroom and rehearsal practices; 3) methods for student recruitment and retention; 4) curriculum innovations and strategies; 5) performance opportunities; 6) prepping students for the college music experience; 7) parent “booster” group practices; and, 8) literature, materials, and equipment pooling.

Technology AM: Tour of GAI-TRONICS (U.S. Manufacturing Facility)

3030 Kutztown Road, Reading, PA 19605

The morning technology session will tour GAI-TRONICS. GAI-TRONICS is owned by Hubbell Incorporated, which is a worldwide leader in electrical and electronic products and the world’s largest company focused on the communication needs of industrial markets. Founded in 1946, GAI-TRONICS’s earliest products set the industry standard for durability and reliability. While maintaining its commitment to the principles of quality and customer service, today’s GAI-TRONICS aggressively applies leading edge technology to solve the world’s most challenging communication needs with innovative systems, products, and services.

NOTE: The following are prohibited: open-toed shoes, sandals, high-heels, any shoe without a rubber sole, loose fitting jewelry, and neckties. Safety glasses and hearing protection are mandatory in the plant and are provided for use during the tour. Photography and videography are prohibited on company property without expressed written permission.

Please arrive by 9:15 am to sign waivers; the tour will begin promptly at 9:30 am.

Technology PM: Tour of R. M. Palmer Company

77 S. Second Avenue West Reading PA 19611

The afternoon technology session will tour the R. M. Palmer Company. The R. M. Palmer Company has been crafting seasonal chocolate novelties since 1948. What began as one man's dream has grown into a collection of holiday novelties loved by millions of people. Today, 850 dedicated employees design, produce, package and ship more than 500 unique products from Palmer's headquarters in West Reading, PA - making it one of America's largest and most innovative confectioners. The Palmer brand is strong, supported by innovative products and distinctive merchandising. It has solidified its market position by concentrating on the creation, development, manufacturing and distribution of chocolate novelties everywhere while adhering to the highest standards of quality.

NOTE: The following are prohibited: open-toed shoes, sandals, high-heels, any shoe without a rubber sole, loose fitting jewelry, and neckties. Safety glasses and hearing protection are mandatory in the plant and are provided for use during the tour. Photography and videography are prohibited on company property without expressed written permission.

Please arrive by 1:30 PM to sign waivers; the tour will begin promptly at 1:45 PM.

World Language: “What’s Trending in the CI Classroom” presented by Melissa Koehler, Lauren Lewis and Elizabeth Techman, World Language Educators, Twin Valley School District (This session will be held at BCIU’s Main Office)

Join World Language teachers to learn more about implementing one of the most powerful teaching methodologies among language teachers today. Teachers will explore what it means to teach with CI (Comprehensible Input) and practice using TPRS (Teaching Proficiency through Reading and Storytelling). Both CI and TPRS adhere to Dr. Krashen's Comprehension Hypothesis that states that when students understand messages in the target language the result is the ability to speak in the target language and not the cause.

We will explore upper level CI, targeted versus non-targeted vocabulary and OWI, movietalk, teaching with music, embedded readings and free voluntary reading, pop up grammar, class environment ideas, and a bevy of resources for teachers to continue their CI journey after the session.. Please join us.