

Learn how to Create a Safe Learning Environment



# SCHOOL & CYBER BULLYING

NOVEMBER 8–9, 2010  
ARLINGTON, VA

**Minimize and Eradicate Child Bullying and School Violence**

## **Focus on the Social Environment of the School**

Learn how to teach kids at every grade level effective resistance techniques and inclusive leadership skills.

## **Assess Bullying at Your School**

Change the climate of the school so that students understand bullying is not a normal part of student life.

## **Garner Staff and Parent Support for Bullying Prevention**

Gain buy-in from the majority of the staff and parents to prevent bullying in your district.

## **Coordinate the School's Bullying Prevention Activities**

Develop a school environment where children learn in safety, without fear of physical or verbal harm or intimidation.

In Association with:



 **THOMPSON**

Learn how to Spot the Signs and Prevent Cyber Bullying  
[www.PerformanceInstitute.org/Bullying](http://www.PerformanceInstitute.org/Bullying)

# NOVEMBER 8, 2010

9:00

## Keynote Address: Learning How to Combat School Bullying

Bullying is aggressive behavior and is intentional that involves an imbalance of power or strength. Often, it is repeated over time and can take many forms. Research on bullying prevention is still in its infancy, although there is documented success that some comprehensive programs have reduced bullying. Still, there is much to learn about which aspects of these programs are most important.

During this keynote address you will learn how to:

- Change the climate of the school so that students understand bullying is not a normal part of student life
- Teach kids at every grade level how to be inclusive leaders
- Gain buy-in from the majority of the staff and from parents to prevent and curb bullying

**Susan M. Swearer, Ph.D.** — Associate Professor of School Psychology and Licensed Psychologist, Co-Director, Nebraska Internship Consortium in Professional Psychology, Secretary, Division 16, American Psychological Association

10:00

## Assessing Bullying at Your School

- Assess bullying at different points in time to help evaluate your school's progress
- Learn how to get an accurate picture of bullying at your school to motivate teachers, other staff members, parents, and students to take action
- Use various methods to collect feedback about the extent of bullying issues

**Susan M. Swearer, Ph.D.** — Associate Professor of School Psychology and Licensed Psychologist, Co-Director, Nebraska Internship Consortium in Professional Psychology, Secretary, Division 16, American Psychological Association

11:00

## Garner Staff and Parent Support for Bullying Prevention

- Involve teachers and parents in all phases of your bullying planning and implementation program
- Conduct a survey about bullying in the schools to show members of the school community how prevalent the problem is and how it affects students
- Educate teachers, administrators and the school board on how bullying affects students' academic success and mental health

**Susan M. Swearer, Ph.D.** — Associate Professor of School Psychology and Licensed Psychologist, Co-Director, Nebraska Internship Consortium in Professional Psychology, Secretary, Division 16, American Psychological Association

## WHO Should Attend

- School Administrators
- Educators
- Counselors
- Teachers
- Social Workers
- Psychologists

1:00

## Train Your Staff in Bullying Prevention

- Teach your staff what bullying is and how it differs from other acts of aggression among youth
- Learn key strategies to address and identify bullying in its early stages
- Understand key procedures for dealing with bullying behavior and implementing classroom and parental components

**Susan M. Swearer, Ph.D.** — Associate Professor of School Psychology and Licensed Psychologist, Co-Director, Nebraska Internship Consortium in Professional Psychology, Secretary, Division 16, American Psychological Association

2:00

## Establish and Enforce School Rules and Policies Related to Bullying

- Encourage students to report acts of courage by classmates who stand up to bullying
- Create a learning environment characterized by supportive adult involvement, positive adult role models and firm limits
- Increase supervision where most bullying behavior occurs: In the cafeteria, hallways, bathrooms and on the playground

**Jill A. Penn** — Associate Principal, Sand Creek Middle School

3:00

## Learn how to Appropriately Intervene in Bullying Situations

- Master non-physical de-escalation techniques
- Intervene immediately to stop bullying
- Make other students aware of the consequences of bullying
- Donna J. Layer, M.Ed.
- Coordinator of Guidance and Counseling Services
- Birdville Independent School District

**Donna J. Layer, M.Ed.** — Coordinator of Guidance and Counseling Services, Birdville Independent School District

## REASONS To Attend

1. Develop more effective procedures for students to report bullying
2. Establish successful tracking methods to identify warning signs and prevent bullying
3. Learn how to reduce all forms of bullying
4. Create programs that name clear rules and policies on bullying
5. Understand the characteristics of bullies and their victims

# 2 SCHOOL AND CYBER BULLYING: Minimize and Eradicate Child Bullying and School Violence

## NOVEMBER 9, 2010

9:00

### **Keynote Address: A Look at the Bully: Understand why Kids Bully**

There is no one single cause of bullying among children. Individual, family, peer, school and community factors can all place youth at risk for bullying. These factors work individually, or collectively, to contribute to a child's likelihood of bullying. During this keynote address, we will discuss the characteristics of the typical bully and what the school can do to intervene.

**Mike Donlin** — Owner and Consultant, MCD Consulting

10:00

### **Consequences of Bullying and what it Means for Your School**

- Learn how to empower victims of bullying
- Develop a logical and timely reporting system that will inform school personnel and parents of suspected and confirmed bullying incidents
- Understand the consequences of bullying from the perspective of both the victim and bully

**Melissa K. Holt** — Family Research Lab, Crimes Against Children Research Center, Centers for Disease Control and Prevention

11:00

### **Evaluating Your Anti-Bullying Program**

- Review the effectiveness of your schools' anti-bullying programs
- Assess whether your programs are achieving desired outcomes and if resources are being wisely allocated
- Align your bullying program to your schools' strategic plan to produce long term results

**Catherine F. Moffett, Ed.D.** — Director, Bully-Free Virginia, Affiliate Faculty, Department of Counselor Education, Virginia Commonwealth University, School of Education

12:00

Conference Adjourns

## STATISTICS

**A RECENT STUDY** using self-reports of nearly 25,000 elementary, middle, and high school students found that approximately 36% of students were "frequently" involved in bullying (2 or more times per month). Of these,

- **19% were involved as a victim,**
- **9% as a bully,**
- **and 8% as both a bully and a victim (i.e., bully/victim)**

# 2 SCHOOL AND CYBER BULLYING: Minimize and Eradicate Child Bullying and School Violence

## NOVEMBER 9, 2010

1:00

### Post Conference Workshop: Cyber Bullying

A relatively new phenomenon is surfacing as modern communication technologies advance. Cyber bullies now forward and spread hurtful images and/or messages through email, instant messaging, Internet chat rooms, and electronic gadgets like camera cell phones. Bullies use this technology to harass victims at all hours, in wide circles and at warp speed. During this interactive workshop we will look at how Schools and communities can work in unison to reduce the threat of cyber bullying among youth.

#### You will learn how to:

- Spot the early stages of cyber bullying
- Understand the varying forms of technology cyber bullies use

**Mike Donlin** — Owner and Consultant, MCD Consulting

4:00 Workshop Adjourns



# In-House Training

One of the more popular vehicles for accessing the Institute's educational offerings is the delivery of on-site trainings and management facilitations. Bringing a training or facilitation in-house gives you the opportunity to customize a program that addresses your exact challenges and provides a more personal learning experience, while virtually eliminating travel expenses. Whether you require training for your department or for an organization-wide initiative, the advanced learning methods employed by The Performance Institute will create an intimate training atmosphere that maximizes knowledge transfer to enhance the talent within your organization.

## Customization

We realize that not all obstacles can be overcome by applying an "off-the-shelf" solution. While many training providers will offer you some variation of their standard training, The Performance Institute's subject matter experts will work with you and your team to examine your programs and determine your exact areas of need. The identification of real life examples will create a learning atmosphere that resonates with participants while at the same time providing immediate return on your training investment. Using interactive exercises that employ actual projects or scenarios from your organization, instructors can address specific challenges and align the curriculum of each session to your objectives. While the majority of on-site trainings are focused on smaller groups, the Institute also has the ability to accommodate organization-wide training initiatives. Utilizing multiple instructors, the Institute has the capacity to deliver courses to groups of up to 300 participants per day.

## Areas of Expertise

On-site delivery of single courses, certification programs and entire packages of specialized courses are available in the following areas:

- Strategic Planning
- Performance Measurement
- Project Management
- Lean Six Sigma
- Workforce Management
- Performance-Based Budgeting
- Performance-Based Contracting
- Performance Reporting
- Program Evaluation
- Administrative Management
- Leadership and Change

For more information about in-house training options available to you, please contact please contact **Jennifer Mueller** at 202-739-9619 or email her at [Jennifer.Mueller@PerformanceInstitute.org](mailto:Jennifer.Mueller@PerformanceInstitute.org).

## Exhibiting & Sponsorship

As a conference and training provider, The Performance Institute is an expert in bringing together leaders to share and discuss best practices and innovations. We connect decision-makers with respected solution providers.

The Institute offers four different pre-designed sponsorship packages:

- Event Co-Sponsor
- Session Sponsor
- Luncheon Sponsor
- Exhibit Booth Sponsor

For more information on sponsorships or to get started, contact **Meredith Mason** at 202-739-9707 or [Meredith.Mason@PerformanceInstitute.org](mailto:Meredith.Mason@PerformanceInstitute.org)

# Logistics & Registration

## Venue and Hotel

**School and Cyber Bullying** will be hosted at The Performance Institute's Training Center in Arlington, VA, just one block east of the Courthouse stop on the Orange Line of the D.C. Metro. A public parking garage is located inside of the building for \$10/day. Continental breakfast and refreshments will be provided for delegates on each day.

 The Performance Institute Training Center  
1515 North Courthouse Rd., Suite 600  
Arlington, VA 22201  
877-992-9521

A limited number of rooms have been reserved at the Arlington Rosslyn Courtyard by Marriott at the prevailing rate of **\$229.00** until October 17, 2010. This rate is based on the Government Per Diem and is subject to change. Please call the hotel directly and reference code **"School and Cyber Bullying"** when making reservations to get the discounted rate. The hotel is conveniently located three blocks from the Rosslyn Metro station. Please ask the hotel about a complimentary shuttle that is also available for your convenience.

 Arlington Rosslyn Courtyard by Marriott  
1533 Clarendon Blvd.  
Arlington, VA 22209  
Phone: 703-528-2222  
Phone: 1-800-321-2211  
[www.courtyardarlingtonrosslyn.com](http://www.courtyardarlingtonrosslyn.com)

## Tuition & Group Discounts

The tuition rate for **School and Cyber Bullying** is as follows:

Offerings	Regular Rate	*Early Bird Rate
Conference	\$799	\$699

\* For the Early Bird Rate, Register by September 17, 2010

For more information on group discounts for **School and Cyber Bullying** please contact **Melvin Hall** at 202-739-9630 or via email at [Melvin.Hall@PerformanceInstitute.org](mailto:Melvin.Hall@PerformanceInstitute.org).

## CPE Credit



Delivery Method: Group-live  
Program Level: Basic  
Prerequisites: None  
Advanced Preparation: None  
**CPE Credits: 12 for the conference**

The Performance Institute is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Nashville, TN 37219-2417. Website: [www.nasba.org](http://www.nasba.org).

## Quality Assurance

The Performance Institute strives to provide you with the most productive and effective educational experience possible. If after completing the course you feel there is some way we can improve, please write your comments on the evaluation form provided upon your arrival. Should you feel dissatisfied with your learning experience and wish to request a credit or refund, please submit it in writing no later than 10 business days after the end of the training to:

**The Performance Institute: Quality Assurance**  
805 15th Street, NW, 3rd Floor.  
Washington, DC 20005

We will evaluate individual complaints in a context of collective comments from the event.

Note: As speakers are confirmed six months before the event, some speaker changes or topic changes may occur in the program. The Performance Institute is not responsible for speaker changes, but will work to ensure a comparable speaker is located to participate in the program.

If for any reason The Performance Institute decides to cancel this conference, The Performance Institute accepts no responsibility for covering airfare, hotel or other costs incurred by registrants, including delegates, sponsors and guests.

# Logistics & Registration



**Visit**

[www.PerformanceInstitute.org/Bullying](http://www.PerformanceInstitute.org/Bullying)



**Fax this form to**

866-234-0680



**Call**

877-992-9521

## Registration Form

- Yes! Register me for **School and Cyber Bullying**
- Please call me. I am interested in a special group discount for my team

## Delegate Information

Name		Title
Organization		Dept.
Address		
City	State	Zip
Telephone		Fax
Email		

## Payment Information

- Check    Purchase Order/Training Form    Credit Card



Credit Card Number	Expiration Date	Verification no.
Name on Card		
Billing Address		

Please make checks payable to: The Performance Institute

**CANCELLATION POLICY:** The Performance Institute will provide a full refund less a \$399 administration fee for cancellations requested four weeks prior to the event start date unless cancellation occurs within two weeks prior to the event start date. If a cancellation is requested less than two weeks prior to the event start date, no refund will be issued. Registrants who fail to attend and do not cancel prior to the event will be charged the entire registration fee. All cancellations must be requested through the cancellation link found in your attendance confirmation email. Please note that cancellation is not final until you receive a cancellation confirmation email.

- I have read and accepted the Cancellation Policy above.

### ACKNOWLEDGED AND AGREED

By: \_\_\_\_\_ Date: \_\_\_\_\_

Priority Code: **S281-WEB**