



## UNIVERSITY OF VIRGINIA HAMPTON ROADS CENTER COURSES SUMMER 2009

### **ED LEADERSHIP (Administration & Supervision)**

The Educational Leadership program offers professional development or two advanced degrees. Options include the master's degree (MED), the education specialist degree (Ed.S), or state endorsement as a K-12 administrator or supervisor. The endorsement can also be pursued concurrently with either degree. During the fall and spring semester, courses are scheduled Friday nights and Saturdays. You can transfer up to six (6) credit hours prior to being admitted to the program. Below are the 2 courses being offered for summer 2009. An application may be obtained by going to the Curry School of Education web site.

[http://curry.edschool.virginia.edu/n\\_curryadmissions/applytocurry.html](http://curry.edschool.virginia.edu/n_curryadmissions/applytocurry.html).

Call Dr. Flora Roberts, Program Coordinator, for more information 757-552-1890 (Ext. 309) or email at [fr3m@virginia.edu](mailto:fr3m@virginia.edu).

**\*Please attend one of our open house "information session" scheduled on Monday, August 24, 2009, 4:30-5:30, Wednesday, October 7, 4:30-5:30 or Saturday, December 5, 11:00-12:00N at the Hampton Roads Center, 291 Independence Blvd., Pembroke Four, Suite 418, Virginia Beach, VA 23462. Please go to [www.spcs.virginia.edu/HRopenhouse](http://www.spcs.virginia.edu/HRopenhouse) to reserve a seat.**

### **School Improvement – EDLF 589 (3 credits)**

Schedule #: 58100, Location: Virginia Beach/Hampton Roads Center

Instructor: Deran Whitney

Dates: 6/19-20; 6/26-27; 7/10-11

Days/Times: Friday 6/19 4:30-9:30pm; Fridays and Saturdays 6/20, 6/26-27, 7/10-11 8:30am-4:30pm

**Course Description:** This course will introduce students to the purposes and processes of developing a school improvement plan. Students are expected to critique an existing school improvement plan and develop a key component of a school improvement plan for a selected school. The development process will involve analysis of school-level goals, strategies for monitoring and assessing goal attainment, data analysis and presentation, and plans for implementation. Enhancing aspects of school climate and student achievement will be the primary objectives for the improvement plans. An emphasis will be placed on the use of research-based strategies for accomplishing identified goals.

FOR TEXTBOOK INFORMATION, PLEASE LOG ON TO THE SCPS VIRTUAL BOOKSTORE

<http://bookstore.mbsdirect.net/scps.htm>

### **Schools as Professional Learning Communities– EDLF 714 (3 credits)**

Schedule #: 58101, Location: Virginia Beach/Hampton Roads Center

Instructor: K. Edwin Brown

Dates: 7/30-31-8/1; 8/7-8; 8/14-15

Days/Times: Thursday, Fridays and Saturdays 7/30, 7/31; 8/1, 8/8, and 8/15 8:30am-4:30pm Fridays 8/7, and 8/14 4:30-8:30pm.

**Course Description:** This course provides a foundation for the school improvement process. The primary focus is on the school as a high performing professional learning community with emphasis on the characteristics and competencies indicative of such schools.

FOR TEXTBOOK INFORMATION, PLEASE LOG ON TO THE SCPS VIRTUAL BOOKSTORE

<http://bookstore.mbsdirect.net/scps.htm>

## READING EDUCATION COURSES

The Reading Education program offers a master's or education specialist (Ed.S) degree in education with an emphasis in Reading. A firm foundation in reading education is provided for teachers and other educators; this program meets the requirements for endorsement as a K-12 reading specialist. Learn more at [www.scps.virginia.edu/degrees/reading.php](http://www.scps.virginia.edu/degrees/reading.php). Call Susan Thacker-Gwaltney, Program Coordinator, for more information 757-552-1890 (Ext. 311) or email at [sft2s@virginia.edu](mailto:sft2s@virginia.edu).

**\*Please attend one of our open house "information session" scheduled on Monday, August 24, 2009, 4:30-5:30, Wednesday, October 7, 4:30-5:30 or Saturday, December 5, 11:00-12:00N at the Hampton Roads Center, 291 Independence Blvd., Pembroke Four, Suite 418, Virginia Beach, VA 23462. Please go to [www.scps.virginia.edu/HRopenhouse](http://www.scps.virginia.edu/HRopenhouse) to reserve a seat.**

### **Practicum in Reading Diagnosis – EDIS 773 (3 credits)**

Schedule #: 58130, Location: Virginia Beach/Malibu Elementary  
Instructor: Susan Thacker-Gwaltney  
Dates: 6/29-30 7/1-2; 7/6-7-8-9; 7/13-14-15-16; 7/20-21-22-23; Final Project Due: Friday, 7/24  
Days/Times: Mondays, Tuesdays, Wednesdays, and Thursdays 12:00-3:00pm

**Course Description:** This course, offered only in the summer, involves diagnostic practicum experiences with children in a supervised setting.

**Prerequisites:** EDIS 573, 574, 770, 772, and admission to the master's program.

FOR TEXTBOOK INFORMATION, PLEASE LOG ON TO THE SCPS VIRTUAL BOOKSTORE  
<http://bookstore.mbsdirect.net/scps.htm>

### **Practicum in Remedial Reading– EDIS 774 (3 credits)**

Schedule #: 58131, Location: Virginia Beach/Malibu Elementary  
Instructor: Susan Thacker-Gwaltney  
Dates: 6/29-30 7/1-2; 7/6-7-8-9; 7/13-14-15-16; 7/20-21-22-23; Final Project Due: Friday, 7/24  
Days/Times: Mondays, Tuesdays, Wednesdays, and Thursdays 8:00am-11:00am

**Course Description:** In this hands-on practicum, participants tutor individual children who are having difficulty learning to read.

**Prerequisites:** EDIS 573, 574, 770, 772, and admission to master's program.

FOR TEXTBOOK INFORMATION, PLEASE LOG ON TO THE SCPS VIRTUAL BOOKSTORE  
<http://bookstore.mbsdirect.net/scps.htm>

## READING/TEMPO COURSES (Teaching Educators McGuffey Practica Off-Grounds)

Delivers graduate-level professional development courses in reading education to teachers across the Commonwealth. Learn more at [www.tempo.virginia.edu](http://www.tempo.virginia.edu). Call Susan Thacker-Gwaltney, Program Coordinator, for more information 757-552-1890 (Ext. 311) or email at [sft2s@virginia.edu](mailto:sft2s@virginia.edu).

### **\*\*\*PLEASE NOTE NEW DATES FOR CHILDREN'S LITERATURE**

#### **Children's Literature in the Classroom – EDIS 589 (3 credits)**

Schedule #: 58150, Location: Virginia Beach/Malibu Elementary  
Instructor: Beth Estill  
Dates: 7/14, 16, 21, 23; 27, 29, 31; 8/3, 5, 7  
Days/Times: Mondays, Tuesdays, Wednesdays, Thursdays and Fridays 4:00-8:30pm

**Course Description:** Focuses on the study of how teachers can use children's literature in the classroom setting. It includes a study of the various genres of literature, selecting quality literature for students at various reading levels within the classroom, and using children's literature in all areas of learning. Emphasis will be placed on the use of literature to successfully teach the Virginia Standards of Learning.

FOR TEXTBOOK INFORMATION, PLEASE LOG ON TO THE SCPS VIRTUAL BOOKSTORE  
<http://bookstore.mbsdirect.net/scps.htm>

## **Word Study: Language Structure and Phonics– EDIS 772 (3 credits)**

**Course Description:** Explores a combination of theoretical and practical issues surrounding the most fundamental skill in reading - access to word in print. Assumes a basic knowledge of the reading process, such as familiarity with the alphabetic principle and prerequisites for learning to read. Provides hands-on opportunities to make conceptually-based word study tasks for developmental needs in phonetics, spelling, and vocabulary acquisition.

**Schedule #:** 58151, Location: Virginia Beach/Hampton Roads Center

Instructor: Beth Estill

Dates: 7/27, 29, 31; 8/3, 5, 7

Days/Times: Mondays, Wednesdays, and Fridays 9:00am-4:00pm

**FOR TEXTBOOK INFORMATION, PLEASE LOG ON TO THE SCPS VIRTUAL BOOKSTORE**

<http://bookstore.mbsdirect.net/scps.htm>

## **GIFTED ENDORSEMENT SERIES**

The Gifted Endorsement Series provides four sequential courses for classroom teachers who are seeking to meet the competencies outlined in the new licensure regulations for school personnel. Learn more at [www.scps.virginia.edu/educators/gifted.php](http://www.scps.virginia.edu/educators/gifted.php).

### **Introduction to the Curriculum of the Gifted– EDLF 589D (3 credits)**

Schedule #: 58160, Location: Northampton/ODU Computer Lab Complex

Instructor: Kelly Hedrick (KellyA.Hedrick@VBSchools.com)

Dates: 5/9, 6/6, 20; 7/11; 8/8

Days/Times: Saturdays 8:30am-5:30pm

**Description:** Identify characteristics of effective curriculum appropriate for a gifted learner and link curriculum to learner characteristics and readiness and develop curriculum that includes appropriate content, process and products for gifted learners. Emphasis will be placed on the relationship between good curriculum for all learners and good curriculum for gifted learners. In addition, participants will investigate appropriate assessment and evaluation of students' learning.

**Required Textbook(s):** Contact instructor for textbook information.

## **ONLINE GRADUATE CERTIFICATE IN e-Marketing**

A transformation has taken place in the field of marketing. The internet and its related technologies have been the driving force behind this transformation. Marketers with skills in eMarketing are in high demand because they bring competitive advantages for their companies. Five three credit hour courses for this certificate are required – three core courses and two electives, totaling 15 credit hours. Call Page Duffy, Program Coordinator, for more information 757-552-1890 (Ext. 310) or email at [jp3r@virginia.edu](mailto:jp3r@virginia.edu).

### **Customer Relationship Management– PSMT 603W (3 credits)**

Schedule #: 58185, Location: Online

Instructor: Page Duffy

Dates: May 14 through July 23

Days/Times: Thursdays: 7:00-8:30pm (online meeting dates)

**Course Description:** This course is an in-depth study in Customer Relationship Management (CRM) technologies and strategies. We will review various business approaches for managing all aspects of the customer lifecycle across the Internet and off-line channels. Customer identification, differentiation, interaction and customization techniques will be reviewed. Sales force automation, call centers, customer self-service, and customer segmentation will be examined. Customer knowledge management and business process reengineering issues will be introduced. We will use the case study method to review what firms do to integrate their major business functions to better serve the customer. We will examine CRM technologies and look at the role of technology in supporting a solid customer relationship. Other topics for discussions include data integration and decisions support systems.

**FOR TEXTBOOK INFORMATION, PLEASE LOG ON TO THE SCPS VIRTUAL BOOKSTORE**

<http://bookstore.mbsdirect.net/scps.htm>

### **Legal Aspects of eMarketing– PSMT 604W (3 credits)**

Schedule #: 58186, Location: Online

Instructor: David Ward

Dates: May 12 through July 20

Days/Times: Tuesdays: 6:30-9:45pm (online meeting dates)

**Course Description:** This course will be a topical review of the laws and regulations that affect eMarketing. Particular attention will be afforded the problems surrounding ethical behavior, self-regulation and good corporate citizenship while engaging in eMarketing. Next, by studying recent court decisions and final administrative actions by regulatory agencies, an understanding of how laws and regulations are applied to eMarketing will emerge. Trends in eMarketing law and regulation will be discussed at length, and techniques to comply with legal and regulatory requirements of eMarketing will be mastered. Finally, an analysis of pending legislation and regulatory initiatives affecting eMarketing will be undertaken in class, so that reasonable predictions regarding future eMarketing compliance requirements may be contemplated. Special problems related to international eMarketing will be discussed. Case studies will be utilized throughout the course.

FOR TEXTBOOK INFORMATION, PLEASE LOG ON TO THE SCPS VIRTUAL BOOKSTORE  
<http://bookstore.mbsdirect.net/scps.htm>

## ONLINE GRADUATE CERTIFICATE IN PUBLIC ADMINISTRATION

The Certificate in Public Administration provides the essential knowledge and skills needed to meet the administrative and management challenges of today's public sector and nonprofit organizations. Coursework builds the knowledge base necessary for decision-making, planning, administrative effectiveness, budgeting, and critical thinking, as well as the management and leadership skills essential for success. Courses in the 12-credit (4 courses) graduate certificate are offered online, making the entire certificate accessible from anywhere you live or work. Call Celeste Greene, Program Coordinator, for more information 757-552-1890 (Ext. 315) or email [cmg7u@virginia.edu](mailto:cmg7u@virginia.edu).

### Public Policy Analysis– PSPA 501W (3 credits)

Schedule #: 58190, Location: Online  
Instructor: Celeste Greene  
Dates: June 15 through August 21  
Days/Times: M-F Various Times

**Course Description:** This course is designed to provide students with an overview of the public policy process and an understanding of public policy analysis. Students will be introduced to the tools and concepts useful in performing policy analysis. The course will focus on the use of critical thinking skills to synthesize and evaluate theoretical models and policy alternatives. The course will cover various public policy issues, such as environmental policy, healthcare, welfare, terrorism, immigration and foreign policy. Linkages between federal, state and local public policy and public administration will be discussed.

FOR TEXTBOOK INFORMATION, PLEASE LOG ON TO THE SCPS VIRTUAL BOOKSTORE  
<http://bookstore.mbsdirect.net/scps.htm>

## CERTIFICATE IN MEETING AND EVENT PLANNING CERTIFICATE PROGRAM

Meeting and event planning is an expanding profession that is properly recognized as a specialized and multifaceted area of expertise. Every meeting and event requires careful preparation, design, and management, whether the client is a commercial business, a nonprofit organization or association, or a private party. It is an area of opportunity that spans a broad range of industries and organizations, including corporate enterprises, professional membership associations, the hospitality industry, sporting and entertainment venues, and civic arenas and convention centers.

Our 40-hour, non-credit certificate provides participants with practical tools and knowledge to plan and manage exceptional meetings, conferences, and events. Program topics range from preliminary planning and needs analysis, to program design and budgeting, to site selection and on-site management. Course instruction is supplemented with a site visit to a primary meeting and event venue, as well as with guest speakers who are leading experts and practitioners in the meeting and event planning industry. As part of the program requirements, participants develop a complete plan for a meeting or conference.

Learn more at <http://www.scps.virginia.edu/certificates/meeting.php>

### Meeting and Event Planning–NCPD 083 (noncredit)

Schedule #: 58180, Location: Virginia Beach/Hampton Roads Center  
Instructor: Robert Ramsey  
Dates: 6/9, 16, 23, 30; 7/7, 14, 21, 28; 8/4, 11, 18, 25  
Days/Times: Tuesdays 6:00-9:00pm; Saturday 7/25 9:00-2:00pm

FOR TEXTBOOK INFORMATION, PLEASE LOG ON TO THE SCPS VIRTUAL BOOKSTORE  
<http://bookstore.mbsdirect.net/scps.htm>