



International Reading Association

IRA GERTRUDE WHIPPLE PROFESSIONAL DEVELOPMENT PROGRAM

Proposal Specifications and Guidelines

INTRODUCTION

The International Reading Association is sponsoring the development of carefully selected Professional Development projects. Upon approval of the appropriate designated IRA committee and the Board of Directors, funding will be provided to support the planning and creation of Professional Development projects. In addition to providing development assistance, the IRA will provide support for the production of high quality materials, marketing and scheduling of meetings and workshops, and logistic support for conducting them. The information which follows gives a complete overview of the Gertrude Whipple Professional Development Program, its purposes, and intended outcomes. These guidelines should be carefully considered as proposals are prepared for submission. The program is NOT intended for the funding of research projects.

Proposals will be judged in light of how well they adhere to the purposes of the Program, the significance of the topics addressed, the potential for real improvement in reading practice offered by the proposal, the needs of the proposed audience(s), the quality of the proposed project staff, the clarity and specificity of the proposal, and the cost effectiveness of the proposed project. IRA is seeking projects that have a valid theoretical base and high content validity. Resulting workshops or meetings will be offered for a fee and must be self-supporting. Project plans should include projections of both income and expense expected once the project is developed and made available to its proposed audience(s). Resources from the IRA Gertrude Whipple Fund are for the purpose of project planning and development; they are not intended to support the ongoing professional meetings and workshops that result from the planning process. **Gertrude Whipple project planning funds cannot be used to pay for travel to IRA or its affiliates' conferences or for conference registrations.**

Each proposal should include a completed Cover Sheet (attached), along with the elements and attachments described in these Guidelines. The proposals to be prepared in response to these Guidelines should be brief and direct. All proposals will be reviewed by the appropriate designated committee with final approval by the IRA Board of Directors. Based on available funds, qualified, top-rated projects will be selected for funding and full development. The Program Development Cycle Timeline (page 5) provides an example of the major elements in this process and forms a useful reference to project proposers.

Address all proposals to International Reading Association
Gertrude Whipple Professional Development Program
Executive Division
800 Barksdale Road, P. O. Box 8139
Newark, DE 19714-8139

The committee reviews proposals and recommends funding to the Board for final approval. Awards will be based on the quality of proposals, the importance and timeliness of the topic and the availability of funds. Contact the Executive Division at 302-731-1600, x221 or exec@reading.org if you have further questions about the proposal process or the program itself.

PURPOSES OF THE PROGRAM

The central focus of the Gertrude Whipple Professional Development Program is to provide professional development for IRA members and the various educational agencies with which they are associated at the local, state or provincial, regional, national, or international level. Professional Development projects will be created by Association members for dissemination to other members. The Program will provide resources which will allow for the development of innovative and effective projects, projects which can take a variety of forms in order to capitalize on the unique talents and skills of the organizers. **The major purposes of the Program include the following:**

- A. To influence the quality of reading instruction provided for students.
- B. To promote effective translation of theory and research to educational practice.
- C. To offer IRA members opportunities to update their knowledge and skills in the teaching of reading.
- D. To offer IRA leaders and members the opportunities to conduct Professional Development sessions for members at the international, national, regional, state or provincial, and/or local levels.

Topics and Content. It is recommended that proposers create projects that focus on a topic of current interest and high utility in reading. Examples include classroom assessment, children's or young adults' literature, effective community involvement in reading, integrated approaches to reading instruction, compensatory (Chapter 1) education and reading, innovative classroom methods, emerging literacy, reading in the content areas (e.g., reading in science or math), adult literacy instruction, and the like. The content of the project should include specific materials for both workshop presenters and participants. Such materials might include: a leader's handbook; appropriate visuals such as transparencies, charts, films, tape(s), filmstrip(s), videotapes; computer-based demonstration materials; reproducible masters for professional handout materials (e.g., bibliographies); and a participant's handbook or folder that would include key materials required for successful implementation of the training received. The proposal should also include, if appropriate to the topic, a program outline for an IRA special institute or seminar to be given for the purpose of teaching IRA members and leaders to use the Professional Development materials.

Dissemination. Several avenues for dissemination are possible. Members can create a Professional Development project including materials for both leaders and participants. Where the materials and the topics warrant, the completed projects, upon approval of the IRA Publications Committee, may be sold directly through the IRA Publications Catalog. Developers may be contacted to present their strategies and materials, in person, at IRA council and/or affiliate meetings, or at other sites requesting presentations.

An important avenue of dissemination is presentation, upon review and approval by appropriate IRA committees such as the Committee on Special Institutes and Seminars, of convention institutes, workshops, or special professional development training institutes where local or regional leaders can learn to present Professional Development Programs in their own area using the project materials. Materials from programs where specific workshop, print or media materials have been created may be published and distributed by the IRA Publications Division. Such materials are subject to established IRA publications peer review procedures. Therefore, documents that are candidates for IRA publication must be submitted as formal publication proposals and, upon acceptance and completion, reviewed by the Publications Committee prior to final approval and publication. **All materials developed for the Professional Development project will be sold exclusively by the International Reading Association. No part may be copied without written permission from IRA.**

Project Staff Obligations. Staff members and proposers of IRA Gertrude Whipple Professional Development Program projects are subject to the policies and procedures of the Association as set forth in the IRA Bylaws and Policy Manual, as implemented by the Board of Directors and the Headquarters staff. Project staff members may be reimbursed for travel and per diem expenses when a project is scheduled for presentation at a site not associated with an IRA conference. Presenters are responsible for informing IRA Headquarters of all requests for Gertrude Whipple workshops or presentations so that adequate oversight and support can be provided. All presentations of IRA Gertrude Whipple Professional Development programs or workshops are subject to prior IRA approval. All project materials, publications, or presentations must include an acknowledgment of IRA as the funding source.

Final Approval for Dissemination. Materials and workshops developed under the IRA Gertrude Whipple Professional Development Program are subject to editorial and quality controls prior to their release for general dissemination. All printed materials will be subject to review and revision, as will workshop outlines and other related materials. This review and approval process will be administered by IRA Headquarters with oversight by the appropriate designated committee. The purpose of this review process is to ensure that all IRA Gertrude Whipple Projects exemplify the best that IRA has to offer and that they are consistent with high academic and professional standards.

APPLICATION PREPARATION AND SUGGESTED FORMAT

The application must be typewritten and contain 15 copies of the Cover Sheet and full proposal. In preparing a Professional Development proposal, applicants should adhere to the following guidelines. Incomplete or late applications will not be considered for the competition.

Cover Sheet. Complete all items on the Cover Sheet, including signature. Attach a Cover Sheet to each of the 12 copies of the proposal submitted.

Abstract of Project Objectives. A clear and concise statement of the objectives and main elements of the proposed project must be provided. This statement should also indicate the audience for which the project is intended and the outcomes that would result from its successful implementation. Also describe the theoretical basis of the project as well as the approach that will be taken to realize the stated objectives.

Content of the Project. This section of the proposal should serve as a description and outline for the project and should delineate the content to be included. It should describe, in summary form with examples, the substance of the major project materials or publications envisioned. This content could, for example, include outlines of

- Leader's Handbook
 - Essential visuals
 - Workshop outline
 - Overhead transparencies
 - Bibliographies

- Teacher's or Participant's Handbook
 - Workshop schedule
 - Consumable materials
 - Tasks and assignments
 - Bibliographies

- Other necessary materials, as appropriate

In addition to the materials exemplified above, the proposal should specify the structure and content of a possible Professional Development special seminar or convention training institute which would be addressed to IRA members interested in and willing to conduct Professional Development Programs at IRA conferences or in other professional settings within their own regions. Such a seminar or institute might entail a presentation of Professional Development project workshop materials and publications, demonstrations of their use, guided practice in or demonstration of appropriate Professional Development procedures, discussions of supporting materials and their most effective uses, and a period for questions and discussion by the participants.

Staff Requirements and Availability. This section of the proposal should describe the nature and qualifications of the staff needed to successfully carry out the proposed project. Staff members should be identified and their availability to present the proposed Professional Development project should be certified. It is intended that the institute or seminar registration fees will cover all costs including: staff travel, lodging, food, meeting sites, and other necessary items. Project staff will do all in their power to keep such costs at a minimum so as to encourage wide participation in the project. When a workshop in the development stage is presented or piloted at an IRA conference, there will be no reimbursement of expense from the Gertrude Whipple Fund. Presenters at IRA conferences are subject to the usual policy whereby all program presenters are expected to register and pay regular convention fees. In summary, the proposal should list project staff, describe the material resources needed for presenting the training, identify the geographic areas that can be served by the proposed staff, and list any related potential expenses.

Design for Pilot Testing. Pilot testing of new projects is encouraged. This optional section of the proposal should outline plans for pilot testing of the Professional Development project workshop, where appropriate. If the structure of the proposed workshop lends itself to a pilot process, a strategy for evaluation of pilot results and procedures for incorporating the pilot experience into the final version of the project should be delineated.

Project Development Timeline. A timeline for the full development of the proposed Professional Development project should be developed. This timeline should identify major products and milestones of the development process, setting forth when each is to be initiated and completed. A format for such a timeline is as follows:

<u>Date</u>	<u>Completed Item or Activity</u>	<u>Person Responsible</u>
//**	Workshop Outline	Charles Z. Nottmee
//**	Leader's Handbook	Mari T. Willnot
-etc.-	-etc.-	-etc.-

Cost Proposal and Budget. A budget must be submitted. Each approved project will be funded for development at a level not to exceed US\$5,000. Development funding is intended to cover costs associated with planning and production of materials and NOT for fees or payments to project proposers. The proposed development budget should include the following kinds of expenses:

- Typing
- Reproduction of materials
- Visual aids, materials, and preparation
- Telephone
- Travel for planning and working meetings

Please note that when IRA Headquarters incurs production costs in preparation for the presentation at the annual convention, those costs will be charged to the project grants and must, therefore, be considered in planning a budget. Such expenses would typically be for photocopying, printing, binding, or shipping of materials for the convention presentations.

After the project is fully developed and ready to be disseminated, workshop budgets will be prepared separately for each scheduled special institute or seminar. Workshops must be self-supporting; IRA Headquarters will administer the scheduling, budgeting, and support services for all Gertrude Whipple professional development projects.

GERTRUDE WHIPPLE PROFESSIONAL DEVELOPMENT PROGRAM

Program Development Cycle

There is no deadline for this program. The process takes approximately 8 to 10 weeks. The process described below is for general information only.

The process:

Proposals are received at IRA Headquarters.

Proposals meeting basic criteria are forwarded to the committee for review and recommendations.

IRA notifies the proposer of receipt of proposal.

Committee reviews the proposal and makes recommendation to committee chair.

Committee chair assembles information and makes committee recommendation to Board.

Full Board of Directors makes final review and decision at next Board meeting.

Decision is announced in *Reading Today*.

Proposer makes final preparation for Gertrude Whipple workshop.

Cover Sheet

IRA GERTRUDE WHIPPLE PROFESSIONAL DEVELOPMENT PROGRAM

I. Person submitting proposal*:

Dr., Mr., Miss, Mrs., Ms. _____
(LAST NAME) (FIRST NAME) (INITIAL)

Institutional affiliation: _____

Position and/or title: _____

Mailing address: _____
(STREET)

_____ (CITY OR TOWN)

_____ (STATE OR PROVINCE) (COUNTRY) (POSTAL CODE)

Please check (✓) if mailing address is: () home () business

Telephone numbers: Office () _____ Home () _____

FAX () _____ Email () _____

Are you a current member of the International Reading Association? Yes _____ No _____

*This person is assumed to be the principal organizer and contact person for the proposed Professional Development project.

II. Title of Professional Development project:

III. Main purpose of the proposed project:

IV. Intended audience (Please indicate general grade levels or type of audience the project is intended for-- elementary classroom teacher, secondary administrator, researcher, resource teacher, reading specialist, etc.):

V. Attachments*: (The following items represent the most important elements of your proposal. They must be complete and clear in their content. Attach and label as per the list below.)

A. Project staff. (Use forms included with this Cover Sheet).

B. Abstract of project objectives with major goals and outcomes. This section should also reflect project content, staff requirements, pilot testing details (if appropriate), and a tentative timeline.

C. Proposed project development budget. (Travel to and registration for IRA conferences should NOT be included in this budget.)

D. Other attachments as deemed necessary by the proposer(s).

*Please include a cover letter which describes the proposal briefly, providing general information helpful to the review committee.

VI. Signature of person submitting proposal:

Signed: _____

Date: _____

SEND PROPOSAL TO

International Reading Association
Gertrude Whipple Professional Development Program
Division of Council and Affiliate Services
800 Barksdale Road, P.O. Box 8139
Newark, Delaware 19714-8139, USA

Telephone 302-731-1600, x 235

For IRA use only: Date received _____ Notes: _____

ACTION: Approve () Request revisions () Reject ()

2. Dr., Mr., Miss, Mrs., Ms., _____
(LAST NAME) (FIRST NAME) (INITIAL)

Institutional affiliation: _____

Position and/or title: _____

Mailing address: _____
(STREET)

(CITY OR TOWN)

(STATE OR PROVINCE) (COUNTRY) (POSTAL CODE)

Is this person a current member of the International Reading Association? Yes _____ No _____

ROLE IN PROPOSED PROJECT: _____

3. Dr., Mr., Miss, Mrs., Ms., _____
(LAST NAME) (FIRST NAME) (INITIAL)

Institutional affiliation: _____

Position and/or title: _____

Mailing address: _____
(STREET)

(CITY OR TOWN)

(STATE OR PROVINCE) (COUNTRY) (POSTAL CODE)

Is this person a current member of the International Reading Association? Yes _____ No _____

ROLE IN PROPOSED PROJECT: _____

