



## **Executive Summary**

**Inside the School** online seminar: *Dealing with Difficult Parents: 2-Part Series*

**Back to School, 2-for-1 special. View both seminars on Dealing with Difficult Parents at anytime on demand from August 16th through August 29th.**

Become a parent management expert to reduce your number of negative parent encounters and increase job satisfaction.

Teachers have taken courses in classroom management, but they are often unprepared for the “parent management” part of their jobs. As parents become more demanding, teachers become more stressed, even to the point of leaving the profession. Clear and frequent communication with parents before problems arise is key, and developing a skill set to work with parents can help teachers feel more confident and competent in dealing with this growing aspect of their jobs.

To help you respond to this emerging trend of parent involvement Inside the School has bundled two seminars *Dealing with Difficult Parents: Prep Work* and *Dealing with Difficult Parents: Face-to-Face* to offer the greatest value in parent management training.

By watching these seminars, you will gain the professional advantage you need to ensure that parents are working with you to improve each student’s educational experience.

### **Online Seminar #1: Dealing with Difficult Parents: Prep Work**

**After participating in Dealing with Student Discipline you will be able to:**

Picture this: a teacher sits at his desk and grades papers after the final bell has rung. A parent calls and begins to blast him for writing a referral for her daughter. The teacher explains the situation, but the parent continues to rant. After fifteen minutes, both parties hang up and the teacher packs up his briefcase full of ungraded essays. The bag feels heavy in his hand as he walks from the building.

This situation can easily be avoided, but only if the teacher has proper training in parent management. Teachers need to be proactive rather than reactive in working with their students’ parents. From this online seminar you’ll receive specific suggestions for communicating with parents in real-life situations and for preventing difficult situations before they arise.

You'll learn:

- Why it is important for teachers and parents to work together
- How communicate effectively with parents
- 10 specific teacher behaviors that parents appreciate
- 10 specific parent behaviors that teachers appreciate
- How to foster those parent behaviors that teachers appreciate

## **Online Seminar #2: Dealing with Difficult Parents: Face-to-Face**

After implementing the strategies you'll learn in the first online seminar, you'll see a great reduction in the amount of conflict you encounter with parents. However, you'll never be able to completely avoid difficult situations. You still need to be equipped with the knowledge and tools of how to respond when an occasional conflict does arise.

This seminar presents real situations that can develop between teachers and parents and explores how these situations can be resolved or even prevented.

You'll learn:

- How cultural changes that affect the relationship between home and school
- 13 specific strategies that are effective in communicating with demanding or difficult parents
- How to avoid behaviors that are counterproductive with parents
- To understand that working successfully with parents is part of a teacher's job
- How to deal with difficult parents who appear spontaneously
- How to avoid turning supportive parents into problem parents

### **Why should you order this 2 Part Online Seminar?**

Research indicates that about 1/6 of teachers nationwide leave the profession every year (Harvard Graduate School of Education 2005) and parent management is a top reason almost half cite for leaving (Consortium for Policy Research in Education 2005). Parents have become more demanding, and teachers often feel unprepared or unsupported in their interactions with them. Gain the tools you need to avoid difficult situations before they rise and to manage conflict for the situations you cannot avoid.

### **About the Presenter: Suzanne Tingley**

Suzanne Tingley began her career in education by teaching English in Paraguay, South America as a Peace Corps Volunteer. She was a high school and middle school English teacher and Department Chair for 10 years before becoming the Academic Dean at a private school. Returning to public education 5 years later, she served as an elementary school principal for 3 years and then became a superintendent of schools, retiring in January 2008 after 15 years in that position.

Tingley has published over 60 articles in education journals including seven Commentaries in *Education Week*, the education journal of record. One of her essays was included in *The Last Word: The Best Commentary in American Education* (Education Week Press 2007).

She is an adjunct professor for the State University of New York in the Department of Education Administration and was recognized by the university with an award for her "unique contributions" to the program. She is an "Outstanding Administrator Award" recipient, given by the New York State School Library Association. In 2007 she was named a "Woman of Distinction" by the New York State Senate. She has served on many boards, including the Board of Trustees of the local college.

She holds a BA from The Ohio State University and an MS from the State University of New York at Oswego.

**Video Presentation Date/Time:**

View both 75-minute video online seminars anytime on demand between **August 16, 2010 and August 29, 2010.**

**How does an online seminar work?**

An **Inside the School** online seminar is delivered entirely over the Internet. No telephone connection is needed. You simply connect to a private link that will be emailed to you and access the seminar online through your computer. The seminar is presented in a special browser window that features a slide show presentation in one panel and sound and playback controls in another panel.

The seminar can be viewed on a single computer screen or be projected onto a larger one for a group setting.

**What is included in the \$249 registration price?**

As a back-to-school 2-for-1 special, Inside the School is offering the 2 part series Dealing with Difficult Parents for \$249. If you are not interested in viewing both seminars, you may purchase each seminar individually for \$249 each.

The registration price includes access to the seminar and useful handouts that you can copy and distribute to all the teachers at your school.

And not only that, but because we understand the chaotic schedules teachers often endure, we have the seminar link available on demand, so you can access it at your convenience. You can watch it during your preparation hours at school or even from your own home.

CDs and transcripts of the program are also available for purchase.

All of our products have a satisfaction guaranteed policy. It's simple – if you are not satisfied with your Inside the School product you can contact us and we'll refund your money. No questions asked.

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