

About the Authors

David A. Squires is Supervisor of Curriculum and Staff Development, Red Bank Borough Schools, Red Bank, New Jersey.

William G. Huitt is Instructor, Psychology and Education, Navajo Community College, Tsaile, Arizona.

John K. Segars is Director of Staff Development, Pee Dee Regional Education Center, Florence, South Carolina.

The authors previously worked with Research for Better Schools, Inc., Philadelphia, Pennsylvania.

Also of interest . . .

For further exploration of school and classroom effectiveness, readers may find the following ASCD media useful:

Publications

Price Quantity

Effective Instruction. Tamar Levin and Ruth Long. Suggests methods to help teachers improve student learning and achievement. 1981. 102 pp. 611-80212.

\$6.50 _____

School Effectiveness, Teacher Effectiveness. Theme issue of *Educational Leadership*. October 1979. 96 pp. 611-79170.

\$2.00 _____

Audiocassettes

The Characteristics of Schools That Are Instructionally Effective for All Pupils. Ronald Edmonds. Reports school effectiveness research and describes New York City's effective schools project. 1981. 73 mins. 612-20234.

\$9.00 _____

Research on Effective Schools and Effective Teachers: Strategies for Implementation in Local Schools. Thomas L. McGreal. Describes how school districts are using effectiveness research to improve their schools. 1983. 70 mins. 612-20322.

\$9.00 _____

Research on Effective Schools. Lawrence W. Lezotte. Explains the process Lezotte and his colleagues use to identify instructionally effective schools. 1983. 75 mins. 612-20368.

\$9.00 _____

Videotape

Teacher and School Effectiveness. Ronald Edmonds, Barak Rosenshine, and Peter Mortimore, featured educators. Three noted researchers explain how their studies were conducted, summarize their findings, and suggest how schools can use the results to improve their own programs. 21 mins.

Format (specify no. of copies)	Rental (\$50 for five days)
3/4" cassette _____	Preferred date _____
1/2" reel _____	Alternate date _____
1/2" Beta _____	Unscheduled preview (\$30 for
1/2" VHS _____	two days) _____

Purchase

ASCD members, \$195 _____
Nonmembers, \$230 _____

Ordering and Payment Information

1. Indicate on the form the quantity of each item you wish to order.
2. Please be sure your name and address appear below.
3. All orders totaling \$20 or less must be accompanied by payment.
ASCD absorbs the cost of postage and handling on all prepaid orders. Make check or money order payable to ASCD.
4. If order is to be billed, postage and handling are extra.
5. Orders from institutions and businesses must be on an official purchase order form.

Mail to:

ASCD
225 N. Washington St.
Alexandria, VA 22314
(703) 549-9110

Please check form of payment:

_____ Enclosed is my check or
money order in the
amount of \$ _____
_____ Please bill me (postage and
handling extra)

Name _____

Address _____

City _____ State _____ Zip _____