

2019-2020 Advertising Deadlines & Themes

September/October 2019

Theme: **Management**

Teacher hiring and retention • Labor relations • Equity in hiring practices • Evaluations • Staff development • Technology for effective management • Conflict resolution • Work/life balance • Having tough conversations • Goal setting • Connecting with staff on a human level, *and...more!*

Space reservation: June 28, 2019 Artwork deadline: July 29, 2019

November/December 2019

Theme: **Crisis Management**

Crisis with teachers and students • Crisis management and response • School shootings • Mental Health • Housing shortages and homelessness • Tools for preparedness • Natural disasters • Expecting the unexpected • State receivership • Staff training • Employee strikes • Crisis plan development • The Art of the Contingency Plan, *and ...more!*

Space reservation: Aug. 26, 2019 Artwork deadline: September 23, 2019

January/February 2020

Theme: **Equity**

LGBTQ issues • Special education • Women in leadership • Foster youth • English learners • EdTech and accessibility • Socioeconomic status the how it impacts students • Data insight • The Digital Divide • Title IX • Teaching tolerance • Pay to Play activities, *and ...more!*

Space reservation: Oct. 28, 2019 Artwork deadline: Dec. 2, 2019

March/April 2020

Theme: **Advocacy**

Charter Schools • School finance • Budgeting • Recession planning • Diverse workforces • MTSS • Student testing • Elections and grassroots advocacy • IDEA • The impact of the federal budget • Guns on Campus/Arming teachers • Student and teacher interaction, *and ...more!*

Space reservation: Jan. 8, 2020 Artwork deadline: Jan. 28, 2020

May/June 2020

Theme: **Student Voices (submissions by student authors)** This special issue gives students an opportunity to speak to these issues for administrators to learn from

Youth leadership • Technology in the classroom • Social engagement • Student advocacy • College and career readiness • Student stories • Student perspectives on the California education system • Balancing athletics and academics • Are students too busy? • CTE and academies • College entrance exams • Scholarships • Students working full-time job, *and... more!*

Space reservation: Feb 24, 2020 Artwork deadline: March 23, 2020

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▪ Exact dimensions must be specified with reservations.