

PRAISE FOR *AIMING HIGH*

Evan Robb's deep belief in students and teachers shines through a spirit of unwavering commitment to collaboration and conversation in honor of learning extending from both sides. *Aiming High* envisions a broader purpose for what is possible when shared leadership forms a foundation for a visionary schoolwide stance.

—**Mary Howard**, Author, *Good to Great Teaching: Focusing on the Literacy Work That Matters*

Evan Robb not only aims high, but he also hits the mark on leadership in schools. Robb shares easy-to-use strategies and actions for all educators to use to better serve students and the school community while building a collaborative school culture. I am a better leader because of this book!

—**Andrew Marotta**, Principal, Leader, Author, Speaker
Leader of the #survivethrive movement
@andrewmarotta21
Milford, PA

Evan Robb provides school leaders with a pathway to improve student-centered learning by empowering all teachers to provide highly effective instruction and all students to embrace a culture of learning. Affirming, challenging, and timely!

—**Chris Quinn**, Retired District Leader, Classroom Teacher
London, Ontario, Canada

This book will equip educational leaders to empower staff through collaborative conversations and professional learning. If you are concerned about the detrimental effects of COVID-19 and want to use this moment to shake up learning, this is the book for you!

—**Kasey Bell**, Author, Podcaster, Blogger, Teacher
ShakeUpLearning.com
Celina, TX

Evan Robb has written a must-read primer for anyone in the K–12 education field. Robb sets the stage for the leadership needed in the community, for building relationships, and in literacy and math instruction.

—**William D. Sroufe**, Division Superintendent
Colonial Heights Public Schools
Colonial Heights, VA

Aiming High provides a structure for collaboratively creating a learner-focused culture. Evan Robb’s experiences as a middle school principal provide implementation considerations guided by lessons learned, quotations, tips, and questions.

—**Erik Youngman**, Director of Curriculum,
Instruction, and Assessment
Libertyville District 70
Libertyville, IL

Both new and veteran educators will find that this book is the blueprint for creating future change and impact. It’s time to lift our eyes and our minds and set our sights on *Aiming High* as we inspire students and our communities and cultivate a passion for learning.

—**Vernon Wright**, Speaker, Consultant, Leader, Author
Zero Apology Zone
Dallas-Ft. Worth, TX

I think we are all “pandemic-ed out,” but Evan Robb’s book will prepare all leaders during and after our next crisis or calm. This book should be added to your shelf, as it prepares you for nothing other than thoughtful, intentional leadership.

—**Rick Jetter**, Co-Founder
Pushing Boundaries Consulting
Creator of the #100StopSeries

Evan Robb highlights important and necessary leadership skills for maintaining a culture focused on learning during challenging times. This book provides education leaders with both practical

and helpful strategies for ensuring learning gains for each and that every student stays at the center of our work.

—**Randy L. Russell**, Superintendent
Freeman School District
Freeman, WA

Aiming High deeply resonates with those wishing to reinfuse meaningful teaching and learning back into K–12 education and has my highest recommendation for low-burden, high-impact professional learning!

—**Hans Appel**, Educator, Speaker, Author, *Award-Winning Culture: Building Whole-Child Intentionality and Action Through Character, Excellence, and Community*

This book is packed with actionable strategies and ideas for making school a better place for teachers to teach and students to learn. This is truly a powerful book and one that I am sure principals and school leaders will keep front and center on their desks. Bravo!

—**Timothy Rasinski**, Professor of Literacy Education
Rebecca Tolle and Burton W. Gorman
Chair in Educational Leadership
Kent State University

This book is a practical and invaluable guide for school leaders, teachers, and staff who want students to succeed and develop a commitment to lifelong learning.

—**Danny Brassell**, Internationally Acclaimed Speaker, Author
Co-Creator of thereadinghabit.com

Evan Robb models the power of listening and embodies collaboration in developing a framework for literacy education. He examines a list of common ineffective literacy practices and offers a focus on four instructional practices and shares suggestions for professional learning and community involvement.

—**Lester Laminack**, Professor Emeritus
Western Carolina University
Whittier, NC

With a “students first” mindset, Evan Robb provides leadership tips that are logical and relevant to our work. With a “teachers first” mindset, he conveys the importance of acknowledging where individuals are and how to move them forward. Throughout this book, you will learn or reaffirm processes designed to make improvements with experience, learning, achievement, and empowerment in your school.

—**Christopher Starczewski**, Principal
Dudley Middle School
Dudley, MA

Aiming High cements Evan Robb as one of today’s most relevant educational voices. Robb provides his readers with a vision and action steps for what schools can and should be. Whether you are an administrator or a teacher, this is a must-have resource!

—**Kris Felicello**, Superintendent of Schools
North Rockland Central Schools
Garnerville, NY

In this book, Evan Robb reasons that school leaders can improve instruction and learning in a culture of equity, student agency, and high expectations. In an age of electronic tools, Robb artfully argues that books, self-selected by students, are the windows through which learners can gain access and equity and see a vision of their future selves.

—**Jeff Ikler**, Director
Quetico Career and Leadership Coaching
Forest Hills, NY

Principal Evan Robb delivers once again. *Aiming High* is a strategic resource for building a rock-solid foundation to move any school out of the pandemic and into the future. You will continuously reference this book as you enhance a positive culture of learning within your school.

—**Dean W. Packard**, Principal
Charlton Middle School
Co-Host of @UnlockTheMiddle
Charlton, MA

Aiming High helps leaders understand how to work collaboratively to ensure a smooth-running school. Not only is there a focus on effective leadership, but the book also explores how to develop cooperative environments that support numeracy and literacy. Evan Robb aids leaders in creating an equitable learning culture that best helps all students succeed.

—**Starr Sackstein**, Chief Operating Officer, Mastery Portfolio
Author, *Assessing With Respect*
New York, NY

Author and principal Evan Robb demonstrates how to lead in today's complex world of education. His comprehensive approach dives into the essential competencies of leading a learning community. Thank you, Evan, for this important volume!

—**Maribeth Edmunds**, Principal
Monmouth Junction Elementary School
Monmouth Junction, NJ

This is an insightful guide for leaders on building trusting relationships, collaboration, equity, and accessibility to enhance student learning and school culture. If you are looking to instill a commitment to lifelong learning, this book will provide newfound inspiration.

—**Joshua Stamper**, Administrator
Author, *Aspire to Lead*
Teach Better Podcast Network Manager
Frisco, TX

This is essential reading for any leader who wants to move beyond mission statements and initiatives to shared, collective, and collaborative leadership that empowers. Whether you're a principal, coordinator, or team leader, you'll find a powerful and practical guide to cultivating an active, living culture of learning at your school.

—**Tonya Gilchrist**, Senior Literacy Strategist
Erin Kent Consulting
Middletown, VA

Equal parts practical and philosophical, this is a master class in how to build a collaborative, engaged, thoughtful, and equitable building and a curriculum and culture that will inspire both staff and students alike.

—**Matthew Johnson**, Language Arts Teacher
Author, *Flash Feedback: Responding to Student Writing
Better and Faster—Without Burning Out*
Ann Arbor, MI

Aiming High provides readers with a pathway for understanding no matter where they fall on a school site level. It serves as an important part of any school's must-have collection.

—**Jeff Kubiak**, Educator, Author
Davis, CA

Aiming High

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With love for Amelia and Liam, Lucas and Helena

Aiming High

Leadership Actions to Increase Learning Gains

Evan Robb

 CORWIN

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A SAGE Company
2455 Teller Road
Thousand Oaks, California 91320
(800) 233-9936
www.corwin.com

SAGE Publications Ltd.
1 Oliver's Yard
55 City Road
London EC1Y 1SP
United Kingdom

SAGE Publications India Pvt. Ltd.
B 1/1 Mohan Cooperative Industrial Area
Mathura Road, New Delhi 110 044
India

SAGE Publications Asia-Pacific Pte. Ltd.
18 Cross Street #10-10/11/12
China Square Central
Singapore 048423

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Printed in the United States of America

Library of Congress Cataloging-in-Publication Data

Names: Robb, Evan, author.

Title: Aiming high : leadership actions to increase learning gains / Evan Robb.

Description: Thousand Oaks, California : Corwin, 2022.
| Includes bibliographical references and index.

Identifiers: LCCN 2021042046 (print) | LCCN 2021042047
(ebook) | ISBN 9781071852910 (paperback) | ISBN
9781071862131 (ebook)

Subjects: LCSH: Educational leadership—United States.
| Academic achievement—United States. | School improve-
ment programs—United States. | Literacy. | Numeracy.

Classification: LCC LB2805 .R64 2022 (print) | LCC LB2805
(ebook) | DDC 371.2/011—dc23

LC record available at <https://lccn.loc.gov/2021042046>

LC ebook record available at <https://lccn.loc.gov/2021042047>

This book is printed on acid-free paper.

22 23 24 25 26 10 9 8 7 6 5 4 3 2 1

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Acknowledgments

My thanks to all the administrators and teachers I've worked with throughout my career, for our interactions and conversations have caused me to reflect deeply on leadership as well as teaching and learning. It's been a delight to work with Ariel Curry, who has supported me throughout the planning and writing process with excellent suggestions, always responding quickly to my queries. Special thanks go to my mother, Laura Robb. She became my sounding board, and our discussions about topics and issues addressed in *Aiming High* enabled me to clarify my thinking as each chapter unfolded. To all the students I've taught and interacted with as their teacher, coach, and principal, sincere thanks for highlighting the need for differentiating instruction and equal access to the finest books and materials.

* * *

Author's Note: Names in the literacy snapshots that open each chapter are pseudonyms.

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About the Author



Evan Robb is presently principal of Johnson-Williams Middle School in Berryville, Virginia. He has served for more than twenty years as a building-level principal. Prior to being a school principal, he was an English teacher, department chair, and assistant principal. Evan is a recipient of the Horace Mann Educator of the Year Award. In addition, the NCTE Commission on Reading selected him to serve on its national board.

A TEDx speaker, Evan presents inspirational keynotes, workshops, and webinars on leadership, mindset, culture, impactful change, and how to improve literacy in schools. Evan has shared his ideas with thousands of educators at workshops across the United States and in other countries.

His first book, *The Principal's Leadership Sourcebook: Practices, Tools, and Strategies for Building a Thriving School Community*, was published by Scholastic in the fall of 2007. His next book, *The Ten-Minute Principal*, was published by Corwin in May 2019. Evan Robb and Laura Robb collaborated with Dave Burgess Publishing to write *TeamMakers*, published in August 2019. In addition, Evan partnered with Laura Robb to write *A School Full of Readers*, with Benchmark Education, published in January 2020.

Evan has been named one of the top twenty-five educational leaders to follow on Twitter. Scholastic EDU also

named Evan one of the ten educators to follow on Twitter. Evan was recently named one of the ten most inspiring global thought leaders for 2020.

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