

Make Every Moment Count!
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Gayle Y. Thieman, Ed.D.

As I began my presidency on July 1, 2007, I received these wise words of advice from past presidents Peggy Altoff and Jeff Passe: "Make Every Moment Count." But count for what? Fortunately, the NCSS Board of Directors has answered that question by creating a strategic plan with the five broad goals listed below. Based on this plan, the board establishes priorities each year that drive the NCSS budget and the activities of the NCSS staff, officers, and board. Now I invite you to join us in making these priorities a reality.

Advocacy/Visibility Goal

NCSS works with Washington Partners, our consultants for government relations, to identify and monitor critical educational issues and engage in pro-active media and public relations. This July, more than 80 affiliated council leaders attended the Summer Leadership Institute in Washington and met with members of Congress to advocate the inclusion of social studies in the reauthorization of NCLB. We have also made the NCSS Public Relations Toolkit available to members online.¹ I urge you to become an advocate for social studies at the national, state, and local level. Every voice, like every moment, counts.

Membership Goal

NCSS needs to increase its membership, especially among under represented constituencies. For the first time this year, NCSS is offering 40 registration scholarships to teachers who have never been able to attend the NCSS Annual Conference for lack of financial support. The intent of the scholarship is to enable teachers from diverse ethnic groups and/or who teach in high poverty schools to take advantage of this premier professional development opportunity. Many sessions at the conference in San Diego will focus on the needs of elementary, urban, and novice teachers. I encourage you to invite your colleagues to join NCSS and attend the Annual Conference.² Every member, like every moment, counts.

Education and Knowledge Goal

NCSS is committed to increasing professional development opportunities, research, and funding for social studies programs. The Fund for the Advancement of Social Studies Education (FASSE) supports the Christa McAuliffe award for innovative teacher practice and a social studies research grant. I challenge you to invest in the future by contributing to FASSE and helping reach our \$250,000 fund goal. Every dollar, like every moment, counts.³

Citizenry Goal

The core mission of NCSS is to help students develop the knowledge, skills, and dispositions that will enable them to become effective citizens. To that end, NCSS is an active partner in the National Campaign for the Civic Mission of Schools. We are also working with the Partnership for 21st Century Skills to develop a framework for 21st century learning that goes beyond history, government, geography, and economics to

include global awareness, and financial, economic, and civic literacy. I challenge you to both model and encourage civic engagement in your personal and professional life. Every active citizen, like every moment, counts.

Social Studies Excellence Goal

NCSS seeks to increase public understanding of the nature and importance of social studies through its publications, website, standards, and position statements. In concert with other social studies organizations, it has developed a Joint Statement on NCLB that urges Congress to reduce the marginalization of social studies by including the “core social studies disciplines” in the reauthorization of NCLB.⁴ In addition, a new NCSS Standards Revision Task Force chaired by past president Susan Adler is currently updating the NCSS curriculum standards. I invite you to contribute to this process, either by attending the public hearing on standards at the Annual Conference or posting your comments online. Every idea, like every moment, counts.

Social studies excellence, engaged citizens, contributions to professional development, membership, and advocacy. Working together we can achieve our goals. Working together we can make every moment count.

Notes

1. Advocacy Toolkit, www.socialstudies.org/toolkit/.
2. NCSS Annual Conference, www.socialstudies.org/conference/.
3. FASSE, www.socialstudies.org/fasse/.
4. Joint Statement on NCLB reauthorization, www.socialstudies.org/advocacy/nclb/.