



# Blogging for School Leaders

(master teachers, administrators  
and heads of school)

with Peter Gow

Over the past decade [Peter Gow](#) has been one of the most prolific bloggers in the independent school community, currently channeling his forty years experience in schools into his personal blog, *Not Your Father's School*; he also blogs for Education Week at *Independent Schools*, *Common Perspectives*. In the past his *New Progressivism* blog explored 21st-century incarnations of progressive education, while *Admirable Faculties* built on Peter's writing on teacher development and professional culture; his blog posts and slideshows have had over a quarter of million pageviews. Peter has presented at numerous educational conferences and schools and is a regular contributor to *Independent School* magazine, and currently Peter consults with schools on issues ranging from professional development to institutional identity and marketing. (On the side, he keeps yet another blog, *The Interested Child*, for parents helping their children develop their own passions.)

Committed to the idea that independent school leaders and teachers need to lend their voices to the ongoing conversation about the future of education, Peter knows that the first step is for potential bloggers to find their voices and the areas about which they care deeply enough to share. Whether you aspire to be a "cultural influencer" or simply a great spokesperson for your school, division, or classroom, Peter will show you some easy steps for discovering your authentic blog voice and developing relevant, engaging content.

"Blogging for School Leaders" will introduce participants to all the basics: blog set-up, titles, tags and keywords, developing one's blogging "voice," some school-leader blog best practices, planning a trajectory of topics, finding inspiration, and sustaining a blog. Each participant will have the opportunity for a brief private consultation with Peter in a workshop setting.

**Thursday, May 1, 2014**

**Location: [Temple University, Fort Washington Campus](#)**

**8:30 AM – 3:30 PM**

**Registration fee: \$195 (PAIS member schools)**

**\$245 (non-member schools)**

**Act 48 credits available**

**Please register at [www.paispa.org](http://www.paispa.org)**

**Contact Kim Sivick at [ksivick@paispa.org](mailto:ksivick@paispa.org) with questions or lodging information**

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