

**Jody Mason Westbrook, Ed.D.**

**February, 2010**

**Texas Staff Development Council**  
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### **Academic Training**

Ed.D.	Texas A. & M.-Commerce, Commerce, TX	1988	Educational Administration, Sociology, Adult Education and Secondary Education
M.Ed.	Texas A. & M.-Commerce, Commerce, TX	1981	Educational Administration and Psychology
B.S.	Texas Woman's University, Denton, TX	1977	Deaf Education, Elementary Education and Reading

### **Positions and Appointments**

2009 - current	Executive Director, Texas Staff Development Council		
2004-2008	District Facilitator & Director for Professional Learning; Adjunct Professor, UTSA		
2002-2004	<u>Texas Woman's University</u> , Denton, TX Assistant Professor, Educational Administration  Coeditor, <i>The Journal of Research in Professional Learning</i> , a scholarly referred journal published by the National Staff Development Council, Oxford, OH.		
2000 – 2001	<u>Our Lady of the Lake University</u> , San Antonio, TX Visiting Assistant Professor, Center for Leadership Studies		
1995 - 2002	<u>Texas Association of School Administrators</u> , Austin, TX Lead Consultant, editor and developer of leadership training materials and workshops Reviewer, educational books and materials  <u>Southwest Educational Development Laboratory (SEDL)</u> , Austin, Texas Research team member, "Creating and Sustaining Professional Learning Communities" Master Trainer, "Leadership for Changing Schools" Editor, <i>Leadership for Changing Schools</i> , published by SEDL, Austin, TX Associate Staff Member  <u>International Curriculum Audit Center</u> , Austin, TX Member, Curriculum Audit Teams  <u>Center for Creative Leadership</u> , Greensboro, NC Author, education sector training materials; Trainer, education sector  <u>Literacy First</u> , Mill Creek, WA Consultant, reading and literacy initiative; leadership for literacy, Trainer & Coach		

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- Personal Strengths Publishing. Carlsbad, CA  
Master trainer, collaborative work initiative
- About Learning, Barrington, IL  
4MAT Trainer
- 1989 -1995 Texas Woman's University. Denton, TX  
Adjunct Faculty Member, Dept. of Educational Leadership
- 1991 -1993 East Texas State University (now Texas A. & M. at Commerce). Commerce, TX  
Adjunct Faculty Member, Dept. of Educational Administration
- 1996 Highland Park Independent School District  
Interim Assistant Superintendent for Curriculum and Instruction
- 1989 – 1995 Richardson Independent School District  
Executive Director of Staff Development, Strategic Planning and Title IX Officer
- 1986 – 1989 Richardson Independent School District  
Principal, Aikin Elementary School
- 1983 – 1986 Richardson Independent School District  
Assistant Principal, Big Springs Elementary School and Computer Consultant
- 1977 – 1983 Richardson Independent School District  
Teacher, grades 1,2,3,4,5 and 6, deaf and regular classrooms

### **Scholarly Research and Creative Accomplishments**

- Westbrook, J.M. (2005). Staff development for special programs. In A. Pankake, M. Littleton & G. Schroth (Eds.), *The Administration & Supervision of Special Programs in Education*. (pp.199-212). Dubuque, Iowa: Kendall/Hunt .
- Westbrook, J.M. & Pankake, A.M., Coeditors. (2003). *Journal of Research in Professional* a scholarly, referred on-line journal. Oxford, OH: National Staff Development Council.
- Westbrook, J. M. & Spiser-Albert, V. (2002). *Creating the Capacity for Change*. Alexandria, VA: The Association for Supervision and Curriculum Development.
- Westbrook, J. M. (2002) Collective learning: Designs and descriptors. *Catalyst for Change*, 29(3), 28-31. Commerce, TX: Texas A. & M. University.
- Westbrook, J. M. & Hord, S. M. (2000). "Introduction," *Multiple Mirrors: Reflections on the Creation of Professional Learning Communities*. Austin, TX: Southwest Educational Development Laboratory.
- Westbrook, J. M., Editor, (1997). *Leadership for Changing Schools*. Facilitation manual and six-day Institute. Austin, TX: Southwest Educational Development Laboratory.
- Westbrook, J. M. & O'Neal, L.C. (1996). *Leadership Curriculum for Education Sector*. Greensboro, NC: Center for Creative Leadership.

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Westbrook, J. M. (1997). Editor, *Leadership for Changing Schools*, Austin, TX: Southwest Educational Development Laboratory.

Westbrook, J. M. (1995). Editor and author, Revisions of the DuPont Leadership Development Process, Austin, TX: Texas Association for School Administrators.

Westbrook, J. M. (1994), Staff Development Plan for the Fine Arts TEKS (Texas Essential Knowledge and Skills) Austin, TX: Texas Education Agency.

Westbrook, J. M. Editor. (1992). *Technology in the Texas Public Schools*. Denton, TX: Texas Center For Education Technology, University of North Texas.

Westbrook, J. M & Tipping, S. "Improving site-based staff development through the S.O.S. program," *Journal of Staff Development*, (13)4, Fall, 1992.

### **Membership and Participation in Professional Organizations**

#### National

American Educational Research Association  
Association for Supervision and Curriculum Development  
National Staff Development Council

#### State

Central Texas Staff Development Council: co-founder  
Texas Association for Supervision and Curriculum Development  
Texas Association of School Administrators  
Texas Staff Development Council, charter member  
North Texas Staff Development Council

### **Board Memberships and Activities**

#### **National Activities**

Current: Member, representing local districts from Texas of the "Policy Pathways to Professional Learning" a collaborative study by the National Staff Development Council, the Federation of Teachers, the National Education Association and the Council of Chief State School Officers

2002- Current Reviewer of annual conference proposals, National Staff Development Council

1989- Current Texas Staff Development Council

- Board Member, 1996-2005
- Chair, Elections and Procedures
- Member, Annual Host Committee for Annual Conference
- Facilitator, 2003 Symposium

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### **State Activities**

- 2000 SBEC (State Board of Education). Committee Member and Author, "Recommendations for Re-certification Requirements," a report to the State Board of Educator Certification.
- 1998-2001 Member. Research Team. SEDL (Southwest Educational Development Laboratory). "Creating Continuous Improvement and Improvement."  
Author, "Introduction." Research Team Report, *Multiple Mirrors: Reflections On the Creation of Professional Learning Communities*.

### **Graduate Courses**

#### **Masters and Certification Courses: University of Texas at San Antonio.**

The Principalship  
School Finance

#### **Doctoral Courses: Our Lady of the Lake. San Antonio, TX.**

Change Management  
Professional Communication  
Policy Studies  
Application of Policy Studies  
Judgment and Decision-Making

#### **Masters and Certification Courses: Texas Woman's University, Denton, TX.**

The Principalship  
Introduction to Staff Development and Adult Learning Theory  
Supervision in Education  
Problems of Supervision  
Educational Planning and Curriculum Management

#### **Masters and Certification Courses: Texas A. & M. University, Commerce, TX**

Theory and Organization of Educational Administration  
The Principalship

#### **Undergraduate Courses Taught: Our Lady of the Lake University, San Antonio, TX; Richland Junior College, Dallas, TX.**

Curriculum and Instruction  
Elementary Language Arts and Reading

### **Memberships in Professional Organizations**

#### **National**

American Educational Research Association

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Association for Supervision and Curriculum Development  
National Staff Development Council

State

Central Texas Staff Development Council: co-founder  
Texas Association for Supervision and Curriculum Development  
Texas Association of School Administrators  
Texas Staff Development Council, charter member  
North Texas Staff Development Council

**Selected Presentations - Professional Organizations**

Westbrook, J. M., Nance, L., Morado, A., and Elizondo, C. "Our Steps to Becoming a Professional Learning Community," at the National Staff Development Council Annual Conference, December, 2007.

Westbrook, J. M. & Board Members of the Texas Staff Development Council. "Tips, Tools, and Techniques for the Staff Developer," San Antonio ISD and Northside ISD, November, 2006, and May, 2007; October, 2007

Westbrook, J. M. "Writing Innovation Configurations," for the Texas Staff Development Council Annual Conference, February, 2007.

Westbrook, J. M. & Norwood, L. "Decision-Making with the I-Wheel" for the TASA/TASB Mid-Winter Conference, January, 2006.

Westbrook, J. M. "Creating the Capacity for Change," for the Association for Supervision and Curriculum Development, Washington D.C., April, 2006.

Westbrook, J. M. "Creating the Capacity for Change," for the Association for California School Administrators, Sacramento, CA, November, 2005.

Westbrook, J. M. "Creating the Capacity for Change," for the Association for California School Administrators & UCLA Principals' Academy, July, 2005.

Westbrook, J. M. "Creating the Capacity for Change," for the Texas Council for Women School Executives, Austin, TX, June 13, 2004.

Westbrook, J. M. "Creating the Capacity for Change," for the Texas Council for Women School Executives, Austin, TX, June 13, 2004.

Westbrook, J. M. "Creating the Capacity for Change," for the Association for Supervision and Curriculum Development, Chicago, IL, April 27-28, 2004

Westbrook, J. M. "Creating the Capacity for Change," for the Association for Supervision and Curriculum Development, Dallas, TX, January 9-10, 2003.

Westbrook, J. M. & Pankake, A. M. (2002). "Creating the Capacity for Change," for the National Staff Development Council Annual Conference, Boston, MA, December 9, 2002.

Westbrook, J. M. & Mello, J. B. "Leadership & Spirit," for the National Staff Development Council Annual Conference, Boston, MA, December 10, 2002.

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Westbrook, J. M. "The Leadership Development Process, Training of Trainers" for Region 10 and Dallas Independent School District, Dallas, TX, November 18-19, 2002.

Westbrook, J. M. "Effective Meetings," for the Association of California School Administrators  
Anaheim, CA, November 7, 2002.

Westbrook, J. M. "The Leadership Development Process," for Region 10 and Dallas Independent School District, Dallas, TX, November 4-6, 2002.

Westbrook, J. M. "Creating the Capacity for Change," for the Association for  
Supervision and Curriculum Development, New Orleans, LA, October 12-13, 2002.

Westbrook, J.M., Snow, S.J. & Pankake, A.M. "Tips, Tools and Techniques for the Staff Developer,"  
for the Birdville Independent School District and the Texas Staff Development Council,  
Birdville, TX, July 22-23, 2002.

Westbrook, J.M. "Yes, You Can Change," for the Association for Texas Professional Educators, Austin,  
TX, July 15, 2002.

Westbrook, J. M. "Creating the Capacity for Change," for the Freedom Forum, sponsored by the  
Association for Supervision and Curriculum Development, Alexandria, VA, July 12, 2002.

Westbrook, J.M., Scott, C. & Thompson, S. "Tips, Tools and Techniques for the Staff Developer,"  
for the Ft. Worth Independent School District and the Texas Staff Development Council,  
June 17-18, 2002.

Westbrook, J. M. "Creating the Capacity for Change," keynote address for the Texas Elementary  
Principals' and Supervisors' Association, Austin, TX, June 6, 2002.

Westbrook, J. M. "You Make the Difference," for the Los Angeles Unified Principals' Association, Los  
Angeles, CA, April 5, 2002.

Westbrook, J. M. "Creating the Capacity for Change," for the Association for  
Supervision and Curriculum Development, Fairfax, VA, January 28-29, 2002.

Westbrook, J. M. & Mello, J. B. "The Thirteen Biases in Decision-Making," for the National  
Staff Development Council Annual Conference, Denver, CO, December, 2001.

Westbrook, J. M. "Leadership and Spirit," for the National Staff  
Development Council Annual Conference, Denver, CO, December, 2001.

Westbrook, J. M. "The Change Process and the Board of Trustees," for the Texas Association of School  
Administrators and the Texas Association of School Boards, Dallas, TX, September, 2001.

Westbrook, J. M. "The Change Process and Staff Development," for the  
National Staff Development Council Academy, Ft. Lauderdale, FL, June, 2001.

Westbrook, J. M. & Mello, J. B. "Leadership & Spirit," for the Texas Staff  
Development Council Annual Conference, San Antonio, TX, April, 2001.

Westbrook, J. M. "Motivation: It's in Everyone of Us," for the Texas Education Agency Mid-Winter  
Conference, Austin, TX, January, 2001.

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- Westbrook, J. M. & Hord, S. M. "Linking Staff Development to Student Results," a Pre-Conference Institute for the National Staff Development Council Annual Conference Atlanta, GA, December, 2000.
- Westbrook, J. M. "The Innovation Configuration: A Tool for Planning," for the National Staff Development Council, Atlanta, GA, December, 2000.
- Westbrook, J. M. "Leadership and Spirit: Breathing New Vitality and Energy into Individuals and Organizations," for the National Staff Development Council Annual Conference, Atlanta, GA, December, 2000.
- Westbrook, J. M. "Reflections on Our Conference," Keynote Speaker, Annual Conference, Texas Staff Conference, Clear Lake, TX, April 2000.
- Westbrook, J. M. "Site-Based Decision Making: Making It Work In the Millennium," for the Association for Supervision and Curriculum Development, Spring Institute, San Diego, CA, March, 2000.
- Westbrook, J. M. "Motivation: It's In Every One of Us," for the National Staff Development Council Annual Conference, Dallas, TX, December, 1999.
- Westbrook, J. M., et al. "Professional Learning Communities," for the National Staff Development Council Annual Conference, Dallas, TX, December, 1999.
- Westbrook, J. M. "The Capacity for Change," for the National Staff Development Council Academy, Denver CA, June, 1999.
- Westbrook, J. M. "The Innovation Configuration: A Tool for Planning Change," a pre-conference for the Texas Staff Development Council Annual Conference, Lubbock, TX, April 1999.
- Westbrook, J. M. "Campus-Based Staff Development" a pre-conference for the Association for Supervision and Curriculum Development Annual Convention San Francisco, CA, March, 1999.
- Westbrook, J. M. "Motivation: It's In Every One of Us," for the National Staff Development Council Annual Conference, Washington, D.C., December, 1998.
- Westbrook, J. M. & Estes, D. J. "Premier Presentation Skills," for the Texas Association of School Administrators and the Texas Association of School Boards, Houston, TX, September, 1998.
- Westbrook, J. M. "Tools for Improvement: The Innovation Configuration and the Concerns-Based Adoption Model" for the Texas Staff Development Council Annual Conference, Austin, TX, April, 1998.
- Westbrook, J. M. "Campus Based Staff Development," for the Texas Staff Development Council, Annual Conference, Austin, TX, April, 1998.
- Westbrook, J. M. "Strengthening Your Political Skills," for the First Time Superintendents' Academy, Texas Association for School Administrators, April, 1998.

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- Westbrook, J. M. & Estes, D. J. "Tools for Improvement: The Innovation Configuration and the Concerns-Based Adoption Model" for the National Staff Development Council Annual Conference, Nashville, TN, December, 1997.
- Westbrook, J. M. & Murphy, M. M. "*Empires of the Mind*: A Book Review" for the Texas Staff Development Council Annual Conference, Arlington, TX, April 1997.
- Westbrook, J. M. & Estes, D. J. "Premier Presentation Skills," for the Texas Association of School Administrators and the Texas Association of School Boards, Houston, TX, January, 1997.
- Westbrook, J. M. "An Overview of the Revisions of the DuPont Leadership Development Process," for the Texas Association of School Administrators and the Texas Association of School Boards Conference, Houston, TX, January, 1997.
- Westbrook, J. M. & Bliss, J. P. "*World Class Schools*: A Book Talk," for the National Staff Development Council Annual Conference, Vancouver, B.C., Canada, December, 1996.
- Westbrook, J. M. "Emotional Intelligence" a Keynote Address, for the Alamo Area Association of School Administrators, San Antonio, TX, April, 1996.
- Westbrook, J. M. & Spruiell, P. C. "Event Design: Ensuring Successful Gatherings," for the Texas Staff Development Council Annual Conference, El Paso, TX, April, 1996.
- Westbrook, J. M. "Leadership and Emotional Intelligence," for the Texas Staff Development Council Annual Conference, El Paso, TX, April, 1996.
- Westbrook, J. M., Smith, P. & Francis, S. "The Dream Team: Collaborative Planning for School Success," for the National Staff Development Council Annual Conference, Chicago, IL, December 1995.
- Westbrook, J. M. "Improving Campus Based Staff Development," for the Texas Staff Development Council Annual Conference, Austin, TX, April, 1995.
- Westbrook, J. M. "New Administrator Induction: From Isolation to Inclusion," for the National Staff Development Council Annual Conference, Orlando, FL, December, 1994.
- Westbrook, J. M. "The DuPont Leadership Development Process: Don't Miss It!" for the Texas Staff Development Council Annual Conference, Dallas, TX, April, 1994.
- Westbrook, J. M. "*Leadership Jazz* by Max DePree: A Book Review" for the Texas Staff Development Council Annual Conference, Dallas, TX, April, 1994.
- Westbrook, J. M. & Hill, F. "Influencing Your State Legislature" for the National Staff Development Council Annual Conference, Dallas, TX, December, 1993.
- Westbrook, J. M. "New Teacher Induction" for the National Staff Development Council Annual Conference, Dallas, TX, December, 1993.
- Westbrook, J. M. "ACE: Assisting Change in Education" for the Texas Staff Development Council Annual Conference, South Padre Island, TX, April, 1993.
- Westbrook, J. M. "The S.O.S. Program: Improving Campus-Based Staff Development" for the National Staff Development Council Annual Conference, Washington, D.C., December, 1992.

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- Westbrook, J. M. "The Richardson ISD Strategic Plan" for the Texas Staff Development Council Annual Conference, April, 1992.
- Westbrook, J. M. "Site-Based Decision-Making" for the National Inventive Thinking Association, Dallas, TX , March, 1992.
- Westbrook, J. M., et al, "The DuPont Leadership Development Process: From Business to Education" for the National Staff Development Council Annual Conference, St. Louis, MO, December, 1991.
- Westbrook, J. M., & Fults, B.A. "The DuPont Leadership Development Process," for the Association for Supervision and Curriculum Development, Atlantic City, NJ, July, 1991
- Westbrook, J. M., & Wiggins, K T. "New Teacher Induction" for the National Staff Development Council Annual Conference, Toronto, Ontario, Canada, December, 1990
- Westbrook, J. M. "ACE: Assisting Change in Education" for the Texas Staff Development Council Annual Conference, April, 1990.
- Westbrook, J. M., & Goins, L. "Action Research: A Cooperative between a University and a School District" for the National Staff Development Council Annual Conference, Anaheim, CA, December, 1989.
- Westbrook, J. M. "The DuPont Leadership Development Process" for the Texas Elementary Principals' and Supervisors' Association Summer Conference, June, 1989.
- Westbrook, J. M., & Gross, V. "Teachers Teaching Teachers" for the National Staff Development Council Annual Conference, Anaheim, CA, December 1989.
- Westbrook, J. M., & Leftwich, C. W. "Teachers' Job Satisfaction" for the Texas Elementary Principals' And Supervisors' Association Summer Conference, June, 1988.

### **Selected Service Activities**

#### **Academic Service**

- 2003 Coeditor. *The Journal for Research in Professional Learning*. Oxford, OH. National Staff Development Council.
- 1999 – Current Reviewer, Products and Services. National Staff Development Council. Selected reviews:
- *Training Mentors is Not Enough*
  - *Leading Beyond the Walls*
- 2000 - current Reviewer. Corwin Press. Selected reviews:
- *Improving Practice Through Research*
  - *Professional Learning in a Digital World*
- 1995- current Reviewer. Texas Association for School Administrators. Selected reviews:
- *The Principal's Companion*
  - *Leading Beyond the Walls*
  - *Leadership and Spirit*

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- *The Courage to Teach*
- *Accessing the Superintendency*
- *A Hope in the Unseen*
- *A House Divided: Six Belief Systems Struggling for America's Soul*