

NCCAT is dedicated to serving teachers through high-quality professional development to renew their enthusiasm for teaching and to provide new knowledge for the classroom.

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Wow! What an exciting time we have had! Fantastic new programs, a groundbreaking on Ocracoke Island, renovations at our Cullowhee campus, and numbers that represent stunning successes in teacher retention and renewal have framed a year of tremendous accomplishments for NCCAT.

Reflecting on the year presents an opportunity to review the details—an inexhaustible supply of them—that became the days, weeks, and months in the life of NCCAT. The lists of activities, participant numbers, budget summaries, foundation revenues, and grant awards for 2003–04 reported in these pages are the tangible reminders of the collective drive and determination of many people. This is an organization that comes to life each day because of the

energy and enthusiasm of all who believe in its mission, from the dedicated teachers we serve to the members of our Board of Trustees and Development Foundation who give so generously of their time and talents. Our Board of Trustees and Foundation Board of Directors are leaders in their fields who bring a strong dedication to education and love and respect for great teaching to their service here.

2003–04 was an epochal year in which NCCAT's focus on the recruitment, renewal,



Dorothy T. Thornburg

and retention of the best teachers for North Carolina's 1.3 million school children has been recognized as significant and unique. During this past year, teachers participating in NCCAT seminars found added depth and dimension in our programming. Virtually every area of operations, from physical plant to public outreach, enhanced their services. New and exciting seminar offerings, phenomenal growth in the Honored Educator Scholarships program, and a groundbreaking ceremony for the new NCCAT campus in Ocracoke were the hallmarks of the year. More than 5,000 teachers and other educators participated in the full complement of NCCAT activities.

Recognizing that caring and skilled faculties make the best schools, NCCAT provided high-quality professional development with enduring benefits. Teachers attending residential seminars, the center's primary activity, acquired new knowledge that inspired their intellectual curiosity and renewed their zest for teaching. In 2003–04, the physical environs for residential seminars ranged farther than ever. Teachers participated in NCCAT activities in settings from North Carolina's mountains to its coast and from Washington, D.C., to Georgia, Alabama, and as far away as Montana. The intellectual environs for these seminars touched virtually every area in the North Carolina Standard Course of Study, including the humanities, social sciences, cultural diversity, art,

technology, health, and the sciences. Follow-up surveys of participating teachers indicated that 98 percent regarded NCCAT seminars as effective and stimulating learning experiences. They also reported that the seminars had a strong positive impact and gave them a renewed passion for teaching.

Several exciting new seminars, steeped in experiential learning, were added to the mix this year. Teachers participating in the seminar, "Let Freedom Ride:

Traveling the Road to Civil Rights in America," recreated the freedom rides of the 1960s, visiting historic sites and learning with leaders of the civil rights movement during a five-day study tour in North Carolina, Georgia, and Alabama. In the history and environmental studies seminar, "Caught up in the Current: Traveling with Lewis and Clark," teachers canoed and camped along the Missouri River, following the path of the famous

expedition from 199 years ago, and returned to their classrooms with renewed passion for their disciplines, as well as firsthand accounts of the expedition to share with their students. During "Salty Dogs and the Lore of the Sea," a seminar held on Ocracoke Island (the future home of NCCAT's new eastern campus), teachers explored marine ecology and worked side by side with commercial fishermen. The seminar, "New Neighbors: Latinos in North Carolina," gave participating teachers an abundance of ideas for bridging cultural differences in their classrooms and gaining a better understanding of their Latino students and families. In 2003–04, 14 seminars were devoted to cultural diversity and themes



focusing on the heritage of Native Americans, African Americans, and Latinos, as well as North Carolina cultural traditions, from the mountains to the sea.

NCCAT also introduced other cutting-edge programs unique to our organization. "The Heart of Teaching," a continuing series of eight seminars launched in the fall of 2003, engaged a group of master teachers in weekends of discussions, journal writing, and activities exploring the roots of their vocation, producing a cadre of

outstanding educators who are now even more committed to their profession. In addition, alumni of past seminars on the Holocaust at the United States Holocaust Memorial Museum in Washington, D.C., returned to Cullowhee for a weekend "Gathering of Holocaust Educators." With the financial support of the Conference on Jewish Material Claims Against Germany Inc., the gathering focused on the roots of anti-Semitism and the crimes of genocide and hate.

This was also a year in which our organization offered extra support for

Richard A. Schwartz

two particular groups of educators—beginning teachers in their first years in the classroom and experienced teachers willing to take their expertise to the next level. "Connections," a program of support and special assistance for beginning teachers, was enormously successful in making the participants' first year in the classroom more effective and in helping to retain them in a profession in which they are so desperately needed. Beginning teachers from Edgecombe, Henderson, Martin, and Vance Counties were served during 28 "Connections" sessions conducted during 2003–04. The program took services to the schools where the teachers worked, targeting low-wealth districts where, statistically, teacher attrition is particularly problematic. Over the past four years, the three-year retention rate for beginning teachers who received NCCAT support is 96 percent—a significantly high figure considering that, nationally, one-third of new teachers leave their jobs within the first three years. "Connections" is a positive, affirming program that will have an enduring impact on North Carolina as the network of support grows and develops. The impressive record of the success of "Connections" was recently noted by The Wachovia Foundation, which selected it for a \$230,000 grant award for the 2004-05 year.

On the other end of the spectrum, North Carolina encourages its experienced teachers to seek national certification, and NCCAT is at the forefront in providing essential assistance for these teachers. Distinguished teaching credentials from the National Board for Professional Teaching Standards signify that teachers who successfully complete the rigorous certification process have attained the highest level of professional accomplishment. New studies indicate that nationally certified teachers are effective at

raising student achievement. A study funded by the U.S. Department of Education examined end-of-grade test scores of 600,000 elementary students from 1996–1999, showing scores seven percent higher in reading and math among students taught by nationally certified teachers. In 2003–04, 410 teachers participated in seminars devoted to helping them prepare the comprehensive professional portfolios required in the certification process. NCCAT's national board support seminars were led by teacher mentors who had already achieved the distinguished national certification. Most of the leaders had themselves participated in an NCCAT support seminar when they were candidates for national certification. The Cemala Foundation, Duke

Energy Foundation, Progress Energy Foundation, and State Farm Insurance Company provided funding support for these popular seminars, which always have a waiting list. Fifty-four percent of the candidates who attended an NCCAT national board support seminar achieved certification, compared to 50 percent for North Carolina and 42 percent nationally.

After returning from NCCAT to the classroom, the NCCAT experience manifests itself in a variety of ways as teachers utilize the best practices modeled by our exceptional staff. Maintaining meaningful ties with our alums and continuing to serve them after their first seminar experience continue to be important values at NCCAT. Thus, in 2003–04, three weekend alumni seminars were held in Southern Pines, Atlantic Beach, and Cullowhee, reintroducing 444 teachers to the NCCAT experience.

As America's public schools face critical teaching shortages, NCCAT's work to retain quality teachers and strengthen teaching in the classroom attracts widespread attention. In 2003–04, national conferences issued invitations to NCCAT for presentations at meetings of the National Board for Professional Teaching Standards in Washington, D.C.; the National Staff Development Council in



New Orleans, Louisiana; American Produnda, Indigenous America Conference in Mexico City, Mexico; and the National Association for Supervision and Curriculum Development in New Orleans, Louisiana. In North Carolina, professional NCCAT presentations were made at meetings of the Foreign Language Association, School Counselors Association, School Boards Association, Association of School Administrators, the Closing the Gap Conference, and a multitude of others.

NCCAT's goal to serve teachers from all of North Carolina's regions received enormous support in 2003–04 with the

announcement that a long anticipated second campus will be opened in the eastern part of the state. Dedication ceremonies were held in April for our new campus on Ocracoke Island. A multimillion dollar renovation at the island's former U.S. Coast Guard station is under way, with \$5.2 million in initial funding from the state and more to come. The U.S. Army Corps of Engineers, North Carolina Department of Environmental and Natural Resources, and the National Oceanic and Atmospheric Administration have earmarked approximately \$1.8 million in additional funding and support for marsh restoration and a breakwater project that will protect the surrounding coastline. To celebrate NCCAT's expansion, the spring meetings of the Board of Trustees and

Development Foundation were held on the island. A formal groundbreaking ceremony attracted business, education, and government leaders from across the state and more than 400 island residents gathered for a picnic hosted by the Foundation.

As construction got under way in the east, the 14-year-old campus in Cullowhee received much-needed refurbishments through a \$67,000 allocation in state repairs and renovations monies. At long last, NCCAT also received approximately \$1.3 million for roof replacements and the installation of a fire-safety system. The work should be completed by late summer.

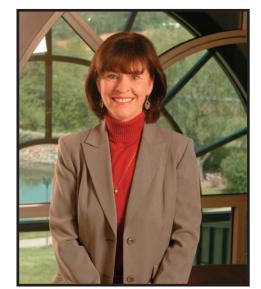
Although the majority of the center's operational funding comes from an annual state allocation of approximately \$3.7 million, the Development Foundation, often provides the extra touches, the added margin of excellence and enrichment, to many NCCAT programs. The Foundation's assistance is critical to our goal of providing the best professional development for North Carolina's

teachers; this participation enhances and elevates the elusive magic of renewal. Now in its tenth year, the Foundation's support is earmarked for programs with the most potential for enduring positive benefits for participating teachers and their students. Foundation revenues totaled \$609,214 for 2003–04. The Honored Educator Scholarship program experienced phenomenal growth during the year, bringing in \$145,601 towards endowments from contributors whose gifts honor memorable teachers and other mentors who made a difference in their lives. Word of the program is spreading and more and more individuals and organizations are

finding it to be an appealing and effective way to honor life's great teachers, in and out of the classroom, while supporting the NCCAT mission. The program is well on its way toward meeting its goal to establish at least one named scholarship in every school system in the state. We are gratified by the efforts and stewardship of the Board of Trustees and the Foundation Board of Directors.

At the North Carolina Center for the Advancement of Teaching, we are looking forward to an even more exciting and successful future. NCCAT provides a vital link in

North Carolina's efforts to recruit and retain the best teachers for our schools and it is like no other organization in the nation. We are proud to present this report to you and grateful for your continued interest and support.



Mary D. McDuffie

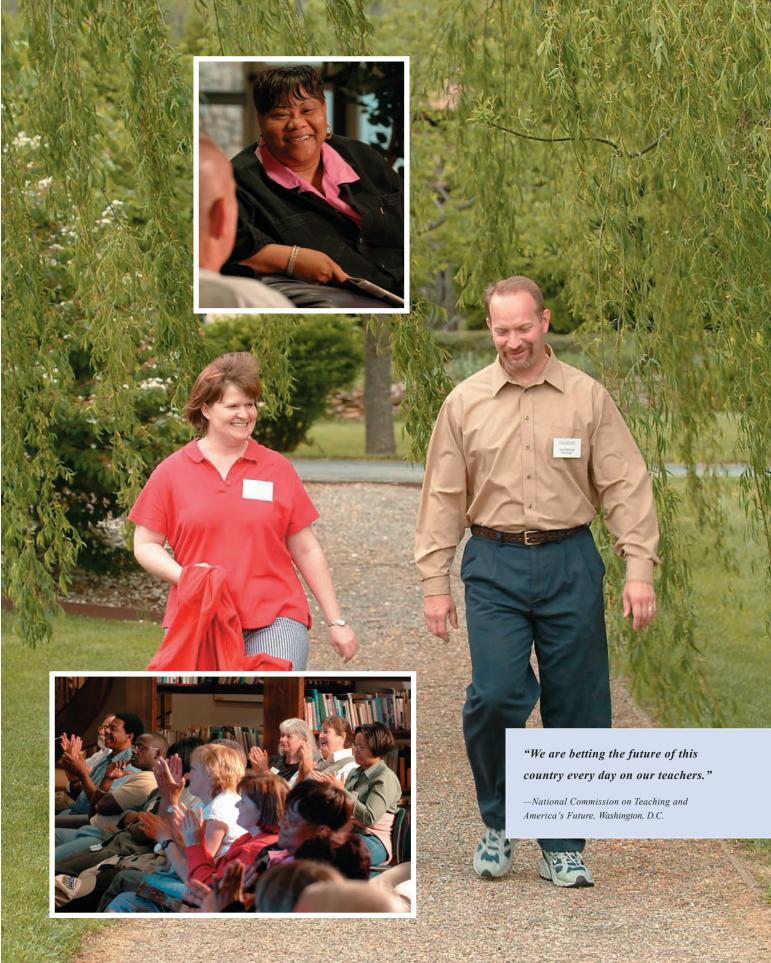
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Chairman, Board of Trustees

President, Development Foundation

may D. m. Duffie

Executive Director



summary of activities

July 1, 2003-June 30, 2004

Beginning Teachers Seminars

- "Connections 7"—A yearlong program for a group of beginning teachers in Edgecombe, Henderson, Martin, and Vance Counties held in their school districts.
- "No Child Left Behind: Addressing the Needs of Children in Poverty," Western Carolina University's Project SPACE and Western North Carolina beginning teachers

Cultural Diversity Seminars

- African American Musical Heritage
- Best Practices for Motivating African American Children (two sessions)
- Celebrating Diversity Through Children's Literature
- · Cherokee Life and Culture
- Cherokee Way:
- Achieving a Sense of Balance
- Island People, Island Culture
- Let Freedom Ride!
 Traveling the Road to
 Civil Rights in America
- Mountain Land, Mountain People
- New Neighbors: Latinos in North Carolina (two sessions)
- · Gathering of Holocaust Educators
- Spiritual Traditions of North Carolina
- Smoky Mountain Winter Traditions
- Teaching the Holocaust:
 Resources and Reflections
- · Young, Black, and Male in America

Independent Study and Research

• Teacher Scholars in Residence (three sessions)

National Board for Professional Teaching Standards Seminars

• Seventeen support seminars for candidates for national certification

Technology Seminars

- · Family History Online
- INTEL Corporation and the Department of Public Instruction— "Teach to the Future" (three sessions)
- Magic of Museums: Exploring Cultural Heritage Online

Sciences, Social Sciences, Humanities, Health, Arts, Environmental, and Teaching Methodology Seminars

- · Appalachian Spring Wildflowers
- Awakening the Giant Within
- · Beauty and Balance of Nature
- · Books: Bound to Be Read
- Caught Up in the Current: Traveling with Lewis and Clark
- Civil War: One Nation...Indivisible?
- Contemporary Potters of
 Western North Carolina
- Crime Scene Investigator:
 - The New Sherlock Holmes
- Finding My Place:
 - Inclusive Classrooms
- Freedom of Speech in Our Lives, Our Culture, and Our Classrooms

- GLOBE Experience:
 Make it Earth Day...Every Day!
- · Great American Circus
- Heart of Teaching (Harvest Home, Time of Waiting, New Life Emerging)
- · Holistic Approach to Daily Living
- If Quilts Could Speak: Storytelling with a Needle
- · Leadership, Creativity, and Change
- Lift Up Your Voice Through Writing, Storytelling, and Song
 Mountain Ghosts and Other Curious
- Tales of Appalachia
- · Natural Rhythms of the River
- · Optimal Health
- Perspectives in Time: A Photographic Journey
- Rekindling the Fire: Connecting with Joy and Purpose in Teaching
- Taking Care of Ourselves: Nurturing the Nurturer
- Through the Kaleidoscope:
- Order, Symmetry, and Change
- · Rain Forest and Story of Chocolate
- · Roots of Country Music
- Salty Dogs and the Lore of the Sea
- Stargazing: Majesty and Mystery of the Night Sky
- Science's Time Machine: How Scientists and Writers Tell the Story of Life
- · Storytelling for the Classroom
- The Mountain
- Ventures in Leadership (three sessions)
- Waterfalls: Beauty and Power of Flowing Water

Weekend Seminars for Alumni

- "The Birth of Rock 'n' Roll,"
 Southern Pines
- "Ahoy There Mateys: Pirates Ahead!" Atlantic Beach
- "All Aboard: Trains and Railroads," Cullowhee

Programs for Schools, School Systems, and other Educational Groups

- · Junior and Senior Teaching Fellows
- "K–3 Reading Success"
 - —Asheville City, Davie County, and Lexington City Schools
- North Carolina Center for International Understanding
- North Carolina Department of Public Instruction: "North Carolina Science Leadership"
- "Renewal of Mind and Spirit" program for teachers in Western North Carolina
- "Applying The Fish Philosophy to What Works in Schools"

visiting presenters and partners

Located in North Carolina, unless otherwise indicated.

Schools, Colleges, and Universities

- Brandeis University,
 Waltham, Massachusetts
- · Brevard College
- · Campbell University
- Catawba College
- East Carolina University
- Elon College
- Indiana University, Bloomington
- Montana State University, Billings
- North Carolina School of Science and Mathematics
- Southwestern Community College
- University of North Carolina at Asheville
- University of North Carolina at Chapel Hill
- University of North Carolina at Greensboro
- Western Carolina University

Business, Education, and Government

- · Allison's Chevrolet Jeep
- Andy Shaw FordBest Sewing and Vacuum, Inc.,
- Knoxville, Tennessee
- Brother International Corporation, Knoxville, Tennessee
- · City Lights Bookstore
- Cemala Foundation
- Conference on Jewish Material Claims Against Germany Inc., New York
- Duke Energy Foundation
- Franklin Police Department
- Gourmet Bakery, Coral Springs, Florida
- Hillsdale Foundation
- INTEL Corporation
- Jackson County Sheriff's Department
- · LEARN North Carolina
- Mebane Charitable Foundation Inc.
- National Board for Professional Teaching Standards, Southfield, Michigan
- North Carolina Center for
- International Understanding
 North Carolina Department of
 Public Instruction
- North Carolina ECHO
- North Carolina Partnership for Excellence
- North Carolina State Board of Education
- North Carolina State Library
- · Pisgah Astronomical Research Institute
- Portsmouth Island Boat Tours
- · Progress Energy Foundation
- Public School Forum of North Carolina
- State Farm Insurance Companies
- University of North Carolina General Administration
- University of North Carolina School of Information and Library Science
- University of North Carolina Traveling Science Laboratory
- Wachovia Corporation
- · Wallace Foundation, New York
- Western Carolina University Human Identification Laboratory
- Z. Smith Reynolds Foundation

Museums, Libraries, and Parks

- · Asheville Art Museum
- · Asheville Botanical Gardens
- Birmingham Civil Rights Institute, Birmingham, Alabama
- · Blue Ridge Parkway
- Cape Hatteras National Seashore
- Center for Humanistic Education at Ghetto Fighters Museum of the Holocaust and Resistance, Israel
- · Charlotte Hawkins Brown Museum
- Chickamauga and Chattanooga National Military Park, Chickamauga, Georgia
- Folk Art Center
- Great Smoky Mountains National Park
- Junaluska Memorial and Museum
- Lewis and Clark Interpretive Center, Great Falls, Montana
- Martin Luther King Jr. National Historic Site, Atlanta, Georgia
- Museum of the Cherokee Indian
- Morehead Planetarium and
 Science Center
- National Park Service
- National Park Service
 National Voting Rights Museum and
- Institute, Selma, Alabama

 North Carolina Museum of Art
- North Carolina Arboretum
- North Carolina Maritime Museum
- North Carolina State Museum of Natural Sciences
- Oconaluftee Indian Village
- Portsmouth Island National Seashore
- Rhea County Courthouse Museum,
- Dayton, Tennessee
 Rosa Parks Museum,
- Montgomery, Alabama
 Southern Poverty Law Center,
- Montgomery, Alabama

 United States Holocaust Memorial
 Museum, Washington, D.C.
- Western Carolina University,
- Hunter Library Special Collections
 Western Carolina University,
 Mountain Heritage Center

Cultural Diversity and Awareness

- Cultural Diversity and Aware
 Ani-Kuwih Mulberry Dancers
- Center for Diversity EducationCherokee Youth Dancers
- Department of Cherokee
- Cultural Resources
 Distinguished Gentlemen
 Early Childhood Cherokee
- Language Program
- Eastern Band of Cherokee IndiansEmbassy of the Republic of Rwanda,
- Washington, D.C.
 Men Stopping Violence,

· University Center for

- Atlanta, Georgia
 Partnership for Minority Advancement in the Biomolecular Sciences
- International Studies
 Stand Firm

Churches and Religious Organizations

- Basilica of Saint Lawrence
- Beth-ha-Tephila Synagogue
- Cullowhee United Methodist Church

- · Dexter Avenue King's Memorial Baptist Church, Montgomery, Alabama
- · Episcopal Diocese of Western North Carolina, Peace Village
- · Family History Center, Church of Jesus Christ of Latter Day Saints
- Kingdom Hall of Jehovah's Witnesses
- · Lake Junaluska Conference Center
- · Ocracoke United Methodist Church
- · Sixteenth Street Baptist Church, Birmingham, Alabama
- · Trinity Center, Episcopal Diocese of East Carolina

Arts and Entertainment

- · Asheville Playback Theatre
- · Caledonia Pottery
- · Cullowhee Valley Clogging Team
- Dark Cove Pottery and Farm
- · High Windy Productions Inc.
- · Laughing Eye Studio
- · Magic Productions
- · Mangum Pottery Studio and Gallery
- Mud Dabbers Pottery and Crafts Inc.
- · Qualla Arts and Crafts Mutual Inc.
- · Rhea County Theater Group, Dayton, Tennessee
- · Ringling Brothers and Barnum & Bailey Circus, Madison, Wisconsin
- · Riverwood Pottery
- · Southern Highlands Craft Guild
- Sure Fire Entertainment
- · Triplet Home and Studio
- · Western Carolina University Inspirational Choir

Health and Wellness

- · Blue Ridge School of Herbal Medicine
- · Chinese Acupuncture Clinic
- · Institute for Healing in Society and Medicine
- · MindSpring Consulting Inc.
- · Morehouse School of Family Medicine, Atlanta, Georgia
- · Mountain Area Hospice
- · Ochsner Hospital, New Orleans, Louisiana
- · Pisgah Institute

Historic and Environmental Preservation

- · Biltmore Estate
- Global Learning and Observations to Benefit the Environment, Washington, D.C.
- · Great Smoky Mountains Railroad
- · Grove Park Inn
- · Jackson County Genealogical Society
- · Missouri River Outfitters, Fort Benton, Montana
- Mount Le Conte Lodge
- · Mount Pisgah Hawk Watch
- · Nantahala Outdoor Center
- · Nature Conservancy
- · North Carolina Bartram Trail Society
- · RiverLink
- · Southern Appalachian Forest Coalition
- Twenty-fifth North Carolina Living History Organization
- · Western Carolina Civil War Roundtable

financials

State Budget

NCCAT Personnel \$2,459,812

· Wages, salaries, and paid benefits for 65 full-time and hourly employees

Substitute Teacher and

Visiting Presenter Pay \$419,478

· Substitute teachers contracted to work in the place of teachers attending seminars. Visiting presenters are persons contracted to serve as guest faculty for seminars.

Current Services \$530,180

- \$149,861-Travel reimbursements for teachers and staff members
- \$322,556—Other services, including maintenance contracts and services, utilities, telephone, building and equipment repairs, printing and contracted food services
- \$57,763—Offsite seminar facilities costs

Supplies \$197,908

· Office and programming supplies, books, videotapes, food products, cleaning materials and maintenance materials for buildings and grounds

· Furnishings, computers, and office equipment

· Insurance, rental agreements, professional publications and memberships

How the budget was spent

62% Seminars and Programs

Planning, registration, lodging services, visiting presenters, staff services, substitute teachers, supplies and materials, teacher and staff travel and data

25% Support Services

Dining services, building and grounds maintenance, repairs, minor improvements, cleaning, utilities and telephone, equipment and furnishings and contracted

10% Administration

Budget management, planning, reporting, analysis, personnel management, policy analysis and direction and data processing

3%......Development

Administrative costs and expenses of the Development Foundation Administration

10% Support Development Services 25% 3%

Seminars and Programs 62%

Development Foundation

Income

income	
• Honored Educator Scholarship Endowments	.\$145,601
Interest and Investments Income	\$84,908
• Annual Fund	\$62,915
Holocaust Endowment	\$51,929
• Gifts-in-Kind	\$17,667
Sales of NCCAT Memorabilia	\$15,732
Program Endowments	\$2,085
Program Grants	.\$228,377
• \$49 877—NC ECHO (on-line museum resources)	

- \$49,877—NC ECHO (on-line museum resources)
- \$40,000—University of North Carolina General Administration (middle grades instructional modules)
- \$34,000—Conference on Jewish Material Claims Against Germany Inc. (Holocaust education)
- \$25,000—Duke Energy Foundation (national certification seminars)
- \$25,000—Progress Energy Foundation (national certification seminars)
- \$14,000—Wachovia Corporation, via the Lynnwood Foundation (Teacher of the Year seminar)
- \$12,500—Cemala Foundation (national certification seminars)
- \$12,000-NC Partnership for Excellence (supporting educational partnerships)
- \$10,000—Hillsdale Foundation (Latinos in NC seminar)
- \$6,000—State Farm Insurance Companies (national certification seminars)

The following organizations awarded major grants in previous years for programming that continued in 2003-04:

- Mebane Charitable Foundation of Mocksville
- · Z. Smith Reynolds Foundation of Winston-Salem (Support for Beginning Teachers) \$100,000
- The Wallace Foundation, New York (Leadership Development Program) \$45,000

Honored Educator Scholarships

In 2003-04, former students, friends, families, and institutions from all over North Carolina showed their appreciation for great teachers through their contributions to these scholarships. To make a donation or to start one, call the Development Foundation at 800-922-0482.

Scholarship / Designation

(Boldface indicates the scholarship has reached the \$25,000 endowment level.)

Mary Jo Allen / Edgecombe County Robert and Hattie Bridges / Wake County

William Byrum / Perguimans County Robert E. Bridges / Cary Academy Anne Marie Collins / Alamance County

Dare County Schools / Dare's Teacher of the Year

Boyce T. Deitz / Swain and Jackson Counties Devonwood Foundation / Durham Academy

Mary Jane Coward Dillard / Jackson County Duplin County / Duplin's Teacher of the Year

Jerome D. Franson / Statewide

Luz M. Frye / Foreign language teachers Karen Gerringer / Principal Fellows interns

Guilford County Schools / Guilford's Teacher of the Year Phillip J. Kirk / Statewide

Susan S. McHugh / Polk County

Mabel Roberson McIntyre / Nash and Wilson Counties

A. Craig Phillips / Statewide

Jean P. Powell / Clinton and Sampson County

A.M. Primm / Alamance County

Eugene and Jean Rogers / Martin County

Slater Family / Jackson and Henderson Counties Simon F. Terrell / Durham, Orange, Wake, Warren Counties

Richard L. Thompson / Statewide Beulah Padgett Whichard / Clay and Durham Counties



THE NORTH CAROLINA CENTER FOR THE ADVANCEMENT OF TEACHING www.nccat.org

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