

ESL MiniConference

Ad Placement and Rates Guide

1. Top-of-Page Banner Ad

	1 mo.	3 mo.	6 mo.	1 year
Home Page	\$50	\$100	\$150	\$200
Letters Page	\$35	\$75	\$100	\$150
Any Other Page*	N/A	\$50	\$75	\$100

*Articles and pages dating further back than 2008 are considered heritage items in their original form, and are not available for new ad placements.

www.eslminiconf.net/lateautumn2011/index.html



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Late Autumn Issue, 2011

"A Few More Skills to Integrate: Teaching ESOL for Intercultural Competence" by Alvino E. Fantini, Ph.D.

... Despite many important advances in our field over the years, intercultural concerns remain primarily within special interest groups. A more effective response to these concerns, however, must involve our collective efforts. As Sercu (2006) proposes, we may

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2. Top-of-Sidebar Ad

	1 mo.	3 mo.	6 mo.	1 year
Home Page	\$40	\$75	\$100	\$125
Letters Page	\$25	\$60	\$90	\$100
Any Other Page*	N/A	\$25	\$50	\$75

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← → ↻ www.eslminiconf.net/lateautumn2011/latinograduation.html

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Late Autumn 2011
Training Trainers by David Hopkins
Post-

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Are NYC (and Kansas) Schools Meeting the Needs of Mexican-American Students? *An Alternative Explanation for High School Dropout Rates*

Dr. Robert Bruce Scott is an advocate for multicultural high school students with special needs in Kansas. His 25 years of experience in cross-cultural learning include teaching high school English and journalism at Kickapoo Nation School in Powhattan, Kansas; teaching middle school ESL and advising the high school

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3. Lower-on-Sidebar Ad

	<u>1 mo.</u>	<u>3 mo.</u>	<u>6 mo.</u>	<u>1 year</u>
Home Page	\$25	\$40	\$60	\$75
Letters Page	\$20	\$35	\$50	\$60
Any Other Page*	N/A	\$25	\$40	\$50

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3. What does a teacher trainer need to be able to do?

Here's what the blog "[Training ELTeachers](#)" says about the book resources available.

"Books specifically for teacher trainers are few and far between. There's probably a good reason for this. It's a niche market as far as publishers are concerned and then there's the issue of who/where/what/why are you training which means writing a book to help every context is even more complex than trying to write a course book that will serve everyone."

There is one book available from Cambridge, [Teacher Training Essentials](#). I have just purchased the book and so have no reflections as yet, but from the description,

"This book of ready-to-use teacher training workshops is designed to provide a bank of perfectly planned and structured sessions with accompanying photocopiable worksheets. The sessions develop trainees' and teachers'

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4. Text Link Ad

	<u>1 mo.</u>	<u>3 mo.</u>	<u>6 mo.</u>	<u>1 year</u>
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Letters Page	N/A	N/A	N/A	N/A
Any New Article	\$50*	\$50*	\$50*	\$50*

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www.eslminiconf.net/lateautumn2011/trainingtrainers.html

1. Focused on "training," but not exclusive of teacher development and education.
2. Practical - in other words, can be implemented in short training courses.
3. Appropriate - considers the needs and capabilities of the teacher trainees, possibly non-native speakers of English.
4. Contextually whole - could be equally applied to trainees in Thailand or Spain

Text link

What's the rationale? Jack Richards wrote a book called **Beyond Training** in which he elaborated how he progressed from the "procedural and managerial aspects of teaching,...to the beliefs, knowledge and thinking that underlie their successful use." (Richards, 1998) I would suggest that "effective teaching practices and competencies" should not be