

**REPRESENTATIVE MEDIA PRODUCTIONS,**  
**REPORTS AND PUBLICATIONS**  
**PRESENTATIONS**  
by  
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**1. MEDIA PRODUCTIONS**

- **Schools That Make Sense** -- Four-part video & Guide-- presenting a new paradigm for systemic school system change that links the continuous learning needs of students and adults in schools; January, 1995
- **Dr. Deming Talks to Educators** -- Five tape synthesis of a special workshop by W. Edwards Deming for educators., January 1993
- **Systemic Leadership for a New Era:** Video and guide, developed for AASA, Jostens Learning and Tandy Corp., July, 1991
- **Leadership & Technology: Connections for Success:** Videotape written and produced for AASA, May, 1990
- **Support for the Instructional Decision Maker:** Part 4 of Instructional Decisions for Long Term Learning; Videotape written and produced for ASCD, May, 1987
- **Strategic Planning and Leadership:** Videotape written and produced for ASCD, July, 1986
- **School Improvement through Staff Development:** Videotape written and produced for ASCD, 1985
- **Principal as Instructional Leader:** Videotape written and produced for ASCD, 1984
- **The "Getting-Started" Process:** (30 minute videotape of schools' experiences as they enter the technology age) For Project BEST, U.S. Department of Education, January, 1983
- **Teaching WITH Computers: What Can I Do?** (30 minute videotape on problem-solving applications of computers) For Project BEST, U.S. Department of Education, June, 1983
- **Focus on YOUTH:** Videotape and Film Studies of Successful Community-Based Youth Alternative Drug Prevention Programs, NIDA/NIH, 1978
- **Partnership for Learning:** (filmstrip for Educational Systems for the '70's program), 1970
- **Management and Human Values** (slide/tape presentation for Teacher Corps)
- **Early Warning Guide for School Personnel: Low Blood Sugar Emergencies in the Diabetic Child** (Videotape for Juvenile Diabetes Foundation,) 1973
- **A New Look at an Old Log:** 16 mm film for National Project for Improvement of Instructional Television, Ford Foundation/NAEB, 1968
- **Cooperation: When There is Here!** 16 mm film for National Project for Improvement of Instructional Television, Ford Foundation/NAEB, 1968

## **2. REPORTS, PUBLICATIONS, & PAPERS**

- **“Is There a Standard for Meeting Standards?”** in The Last Word: The Best Commentary and Controversy in Education Co-published by Education Week Press and Jossey-Bass, April 2007
- **“The *Pushme-Pullyu* Is Alive and Well, But Dr. Doolittle Is in Trouble”** - *The School Administrator*, Vol. .64, No. 2, February 2007
- **“Systemic Learning and Acting,”** *The School Administrator*, Vol. .60, No. 5, May 2003
- **“Accountability and Quality: Why Bad Things Happen to Good Ideas”,** Quality Network News, November/December, 2001
- **“Views for a Change,”** News for a Change, AQP August 2001, AQP
- **“LEARNING FROM TEACHING: The MCPS as a System of Learners,”** January, 2001 - **Report for the Montgomery County Maryland Public Schools**
- **“Right Clothes, Wrong Emperor!”** Quality Network News, June/July 2000
- **“Mental Models to Monday Morning: Building infrastructures for school change from the bottom up,”** in website for Peter Senge’s *Schools That Learn - A Fifth Discipline Fieldbook for Educators, Parents, and Everyone Who Cares about Education - (2000)* <<http://www.fieldbook.com/schools/rhodes.html>>
- **“Air Cover for Systemic Change”** Quality Network News, January/February 2000
- **“Putting Unions and Management Out of Business,”** School Administrator, December 99 [Forecasting the Future: What’s Ahead for Public School? 16 Experts weigh in]
- **“Just Do IT??”** Quality Network News, November/December 1999
- **“All We Really Need to Know About Technology...We Can Learn in the Restroom,”** Converge, October 1998
- **“Understanding Education’s Work”,** On the Horizon, Vol.6, NO.5, Sept/Oct. 1998
- **“Nurture Random Acts of Innovation,”** Converge, September 1998
- **“The Loneliness of the Long-Distance Leader,** Quality Network News, July/August 1997
- **“Minding our Metaphors,”** Quality Network News, May/June 1997
- **“Building Leadership Technology: The Missing Link between Vision and Action”,** School Administrator, April 1997 <<http://www.aasa.org/publications/sa/1997-04/contents.htm>>
- **Connecting Leadership and Learning,** Planning Paper for the American Association of School Administrators *National Center for Connected Learning*, April 1997
- **“The Quality Paradigm Paradox: Critical Barrier to Quality in Schools,”** Association for Quality and Productivity, May 1997
- **“The Profound Knowledge School,”** The W. Edwards Deming Institute™ *Improving Education Conference*, April 26, 1997 <[www.newhorizons.org/article\\_rhodes1.html](http://www.newhorizons.org/article_rhodes1.html) >

- **“The Two-Edged Sword of the Baldrige Education Award,”** Quality Network News, March/April 1997
- **“Becoming Your Own Guru,”** Quality Network News, May/June 1996
- **“Planning Our Route on the Information Highway,”** Quality Network News, Nov./Dec. 1995
- **“Our New Partnership and Perspective,”** Quality Network News, Sept./Oct.1995
- **“Seeking New Connections: Learning, Technology, and Systemic Change,”** Learning and Leading With Technology, International Society for Technology in Education (ISTE), May 1996
- **“Looking Through a Different Lens: Snapshots of Three School Districts,”** Learning and Leading With Technology, International Society for Technology in Education (ISTE),April 1996
- **“Looking Through a Different Lens: A New View of Information Technology,”** Learning and Leading With Technology, ISTE, March 1996
- **“Technology-Driven Systemic Change,”** Learning and Leading With Technology, ISTE, November 1995
- **“Wanted: Johnny Appletrees,”** Quality Network News, July/August 1995
- **“Teachers as Teaching: Person or Process,?”** Quality Network News, May/June 1995
- **“School Systems: Paradigm or Paradox??**, Network of Districts Advancing School Based Management, Worcester, MA, May 2, 1995
- **“Building Capacity for Sustained Improvement”** (with Gail A. Digate,) The School Administrator, March 1995
- **Technology’s New Role: Transparent Tool of Transformation**, paper presented at *12th International Conference on Technology, Orlando, March 1995*
- **“Profound Knowledge -- ‘A Theory of the Business’, ”**Quality Network News, January/February 1995
- **“The First Problem of Systemic Change: Find the System Before You Fix it!,”** accompanying Schools that Make Sense video, AASA, January, 1995
- **“Making Sense of (and with) TQM,”** accompanying Schools that Make Sense video, AASA January, 1995
- **Copernicus, Deming, & Schools: Finding a System that Makes Sense**, GOAL/QPC, November 1994
- **“Learning About Learning: The Making of a Video,”** Quality Network News, September/October 1994
- **“Strawberry Shortcake for 25,000 Kids,”** Quality Network News, July/August 1994
- **“Take Two Aspirin and Call Me in the Morning,”**Quality Network News, May/June 1994
- **“The Impact of Deming’s Legacy ”**Quality Network News, March/April 1994
- **“Is There a Standard for Meeting Standards?”** [EdWeek, April 6, 1994] and reprinted in ASQC’s *Quality Division News*; <[www.edweek.org/ew/1994/28rhodes.h13](http://www.edweek.org/ew/1994/28rhodes.h13)>
- **Technology-Driven Systemic Change**, paper presented at *11th International Conference on Technology, London, March 1994*

- **“The Devil Is in the Connections,”** Quality Network News, November/December 1993
- **“Knowing...When We Don’t Know What To Do,”** Quality Network News, March/April 1993
- **“Schools as Hospitals: What Can We Learn about School Management by Examining Medical Care?”** The School Administrator, June 1993
- **Education’s Connectivity Crisis** -- a research study for NSF documenting the roles information technology can play in re-aligning and reconnecting isolated knowledge-workers at all levels of school operation (1993)
- **“The TQM - Technology Critical Connection,”** chapter in Quality & Education: Critical Linkages [1992] ed. Betty L. McCormick, Eye-On Education, Inc.
- **“On the Road to Quality,”** Educational Leadership, March 1992 and chapter in Developing Quality Systems in Education, ed. G.D. Doherty, Routledge Ltd..UK, 1994
- **Technology and TQM: Another Critical Linkage**, KAJ, December 21, 1992
- **“Shouldn’t We Talk Total Management for Quality?,** Quality Network News, March 1992
- **“Barriers on the Road to Quality,”** Quality Network News, September 1991
- **Thoughts on W. Edwards Deming & School Leadership - Part 2:**  
**“Beyond Your Beliefs: Quantum Leaps Toward Quality Schools”,** The School Administrator, December 1990
- **Thoughts on W. Edwards Deming & School Leadership - Part 1:**  
**“Why Quality Is Within Our Grasp . . . If We Reach”,** The School Administrator, November 1990
- **“Connecting and Extending the Isolated Practitioner: Telecommunications-linked Peer Support, Mentoring and School Problem-Solving”** AASA National Workshop, December 6-8, 1990, Washington, DC
- **“Caterpillars in a World of Butterflies”,** The School Administrator, January 1989
- **“Linking Up with Empowerment”,** The School Administrator, October 1988
- **“We Have Met the System -- and It Is Us!,** KAPPAN, September 1988
- **“Technology as a Leadership Tool”,** INSIGHT, Texas Assoc. of School Administrators), Summer 1988
- **“The Superintendent as Convoy Commander: Through Stormy Seas with Trust and Technology,** The School Administrator, AASA, December, 1987
- **“New Tools Make Old Tasks Easy, New Ones Exciting”,** The School Administrator, AASA, April, 1987
- **“A Tale of Two Reports”,** Educational Leadership, April, 1987
- **Guidelines for the Use of Telecommunications in the Management, Delivery and Transfer of Training,** Report for the California School Leadership Academy; March, 1987
- **“Introducing Technology to Schools: Is the Operation a Success if the Doctor Dies?”** - (Chapter in U.S. Department of Education publication, 1986)
- **“Reform’s Missing Tools”,** Educational Leadership, September, 1986

- **"Telecommunications"** - training module in Microcomputer Applications in Special Education, Council for Exceptional Children, June, 1986
- **"Using Technologies in Staff Development"**, Journal of Staff Development, National Staff Development Council, Volume 7, No. 1, Spring, 1986
- **"Using The Sticks We Have"** Editorial, Educational Leadership, March, 1986
- **"On Computers, Personal Styles, and Being Human: A Conversation with Sherry Turkle,"** Educational Leadership, March, 1986
- **"Doing Well by Doing Good":** Educational Leadership, February, 1986
- **"Getting Off the Anti-Bandwagon Bandwagon",** Educational Leadership, February, 1986
- **"Coping or Copping Out?",** Educational Leadership, May, 1985
- **"Personal Tools for Professional Growth",** Educational Leadership, May, 1985
- **"Making of a Videotape, Part II",** Educational Leadership, April, 1985
- **"In Search of Leadership: The Making of a Videotape",** Educational Leadership, March, 1985
- **"Moving Beyond Computer Literacy",** Educational Leadership, February, 1985
- **"Reaching Out by Electronic Communication",** Educational Leadership, November, 1984
- **"High Tech/High Think: Reflections on Wingspread",** Educational Leadership, Sept. 1984
- **"Don't Start the Evolution without Us!",** Educational Leadership, May, 1984
- **"When is a Talking Head Not a Talking Head?",** E-ITV, October, 1983
- **"Videoconferencing Learnings from Project BEST,"** E-ITV, August, 1983
- **"Video as a Medium for Sharing Experiences,"** Project BEST, May, 1983
- **"Don't Start the Evolution Without Us.!",** Keynote address, Joint Council on Educational Telecommunications, March, 1983
- **"State Education Agencies and the New Information Technologies",** Project BEST, U.S. Department of Education, October, 1982
- **A Communication Approach to Monitoring/Reporting Processes in NIE's Regional Program.** For the National Institute of Education, U.S. Department of Education; March, 1981
- **Dissemination: When Catchers are Pitchers, Too - Issues and Strategies for Identifying SEA Staff Needs for Continuing Learning;** Planning paper for the Northeast Regional Planning Project, October, 1980
- **Arts Education Technical Assistance: An Interim Strategy for Collaborative Federal Support.** For the National Endowment for the Arts, U.S. Office of Education, and National Endowment for the Humanities, January, 1980.
- **The Communication of Experience:** A Guidebook for the Management of Information by U.S. Office of Education, Arts Education Project Directors (with N. Gentile), 1980
- **Telecommunications for HEW Services:** Report on a Workshop for the Office of Telecommunications Policy, DHEW, June, 1979.

- **Detection of Diabetes Mellitus in Adults:** A Self-Instructional Medical Education Program prepared for the National Library of Medicine, 1977.
- **A Study of Specific Federally Funded Graduate Education Programs.** For U.S. Office of Education, 1977.
- **The Management Reporting Process: A Linkage - Support Tool** for the NIE Research Development Utilization Program National Institute of Education, 1977
- **"Toward a National Strategy for Primary Drug Abuse Prevention"** Final Report, Delphi II, NIDA/NIH, July, 1975
- **The Development of the Information Support System and Shared Experience Bank:** Final Report, National Drug Education Program, USOE, September, 1973
- **"Centering on Human Requirements"** Audio Visual Communication Review, Vol., 20, Fall, 1972
- **"How to Deal With School Problems in Wilmington \*by Assuming you Don't Have the Answers!"** Special report to the Wilmington, Delaware Public Schools, December, 1971
- **"Catalyst for Federal-State Cooperation:** An Assessment of Federal Program Management Strategies in the National Drug Education Training Programs 1970," USOE, November, 1971
- **"The Stick in Our Hands: The Role for Technology as a Problem-Solving Device,"** An essay prepared for Department of Educational Communication, State University of New York, March, 1971
- **"Accountability in Education,"** Texas Education Conference, E. F. Shelley & Company, Inc., 1970
- **"The Application of Systems Procedures and Technology to Model Technical Skills Training System Urban Centers";** State University of New York, December, 1969
- **"An Educational Audit System - Design and Program for Development,"** with George T. Donahue, Ed.D: Report to the Commissioner of Education, State of New Jersey, February, 1970
- **"Linkage Strategies for Change: The Process May Be the Product,"** KAPPAN, Phi Delta Kappa, Bloomington, Indiana, December, 1969
- **"Through a Black Box, Dimly,"** ES '70 News, Vol. 2, No. 12, October, 1969
- **"The Linking Agency: A New Force in Educational Management,"** Chapter IV, Final Report USOE/BR Project No. 8-0376, National Training Labs/NEA, June, 1969
- **"Management of an Educational R&D Program for the State of Florida,"** Report to the Florida State Department of Education, June, 1970
- **"Problem Analysis and Planning in an Electronic Context"**, Conference on Communication Technology and the People Left Behind, OEO/NAEB, St. Louis, May, 1968
- **"Technology is the Answer--But What was the Question?"** State of Montana Conference on Designing Education for the Future, April 1968
- **"Focus on the Learner - The Role of the Principal,"** Mid-Winter Conference, North Dakota Department of Elementary School Principals, February 1968

- **"In Search of the Elephant with Rod & Gun--and other New Technology,"** Second National Conference for Innovative Educators, San Diego, December 1967
- **"Marshalling McLuhan to the Problems of Learning,"** NEA Conference on Instruction, Minneapolis, August 1967
- **"The Role of Television in Education"** Chapter III, Educational Television: Bold New Venture, Indiana University Press, 1971
- **"The Enigma of Television,** in Forward Edge in American Education, Book I: The New System., National Center for Educational Innovation, Tempe, AZ, 1968
- **"Instruction by Television - Whose Responsibility?"** Working paper for the Second National Conference on Long-Range Financing of ETV Stations, March 1967
- **"Bruner and Bretz: The Professional Preparation of ITV Personnel,"** delivered at NAEB Region III meeting, Oxford, Ohio, March 1965 ,
- **"Can There Be Effective Innovation in the Secondary School?,"** Michigan Journal of Secondary Education, Spring, 1965
- **"The Double Standard: Are We Failing Our Schools in an Age of Technology?,"** Michigan School Board Journal, March 1964
- **"Time, the Schools, and Instructional Broadcasting",** delivered at the NAEB Instructional Broadcasting Conference, Urbana, Ill., May 1963