



## SERRRA 2026

**Thursday, January 15 5:30 to 7PM**

Registration from 4:30 – 6:00 PM

Vendors Open 4:30 – 7:15 PM



**Friday, January 16 8:00 AM – 3:00PM**

Registration from 7:30 – 8:00 AM

Vendors Open 7:30 AM – 3:30 PM

The Clemson University Conference  
Center and Inn  
Madren/James Martin Inn  
230 Madren Center Drive  
Clemson, SC 29634

**Thursday, January 15, 2026**

**Opening Session**

**5:30 – 7:00 PM**

**Lester Laminack**

***“Why Story Matters”***

**Grand Ballroom**

**Friday, January 16, 2026**

Breakfast 8:00 – 8:45AM

Opening and Introduction of Speaker 8:45 – 9:00 AM

9:00 – 10:00 AM	<b>Keynote: Heidi Anne Mesmer</b> <b><i>“Research in K-5 Literacy Instruction: Advances, Refinements, and Reversals”</i></b> <b>Grand Ballroom</b>		
	<b>Breakout Room 3</b>	<b>Breakout Room 4</b>	<b>Grand Ballroom</b>
10:15 - 11:30 AM	<b>Jeff Williams</b> <b><i>“Critical to Acceleration: Composing Messages”</i></b>	<b>Lester Laminack</b> <b><i>“Digging Into Details”</i></b>	<b>Katie Hilden</b> <b><i>“Leveraging Content Area Trade Books to Build Students’ Comprehension of Informational Texts and Academic Vocabulary”</i></b>
11:30 -11:45AM	<b>BREAK</b>		
11:45 – 1:00 PM	<b>Maryann McBride</b> <b><i>“Why and When to Use Decodable Text in Intervention”</i></b>	<b>Katie Kelly</b> <b><i>“Engaging and Empowering Critical Readers and Change Makers”</i></b>	<b>Jeff Williams</b> <b><i>“Notice and Note: Enhancing Comprehension for K-4 Students”</i></b>
1 – 1:45 PM	<b>LUNCH</b>		
1:45 - 3:00 PM	<b>Maryann McBride</b> <b><i>“Teaching Children to Monitor, Search for, and Use Visual Information in Text”</i></b>	<b>Katie Hilden</b> <b><i>“Research-based Recommendations for Language-comprehension related Teacher Questions”</i></b>	<b>Katie Kelly</b> <b><i>“Purposeful Read Alouds to Build Language Comprehension”</i></b>