

Gulf Coast Conference on the Teaching of Writing



July 6 – July 9, 2026

Perdido Beach Resort
Orange Beach, Alabama

Sponsored by Alabama Regional Inservice Centers

Keynote Speakers

Tuesday, July 7, 2026



Mrs. Nikkesha Hooks

Mrs. Nikkesha Hooks is a distinguished Education Administrator with the Alabama State Department of Education (ALSDE), where she serves within the Educational Technology section. In her current capacity, Mrs. Hooks acts as the State Project Director for Alabama Technology in Motion (ATiM), a statewide initiative dedicated to providing on-site, job-embedded professional development to teachers to enhance technology integration in the classroom.

Presentation Title: *Authentic Writing in the AI ERA: Practical Moves for K–12 Classrooms*

Tuesday July 7, 2026



Dr. Charisse Snell

With 28 years of experience as an educator, Charisse served as a classroom teacher for 13 years and a technology teacher for 10 years prior to becoming an ATiM specialist. She has presented at internationally recognized educational technology conferences, including ISTE and FETC, and she considers it a privilege to help educators integrate technology effectively throughout the curriculum.

Presentation Title: *Authentic Writing in the AI ERA: Practical Moves for K–12 Classrooms*

Wednesday, July 8, 2026

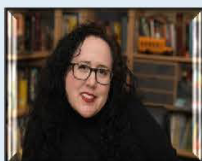


Dr. Charissa Lambert

Dr. Charissa Lambert has served in public education for twenty-one years as a Secondary English Teacher, Instructional Partner, and currently as a Literacy Specialist in the Office of School Improvement for ALSDE. Supporting schools in the Governor's Turnaround School Initiative and teachers and schools in all eleven regions has proven to be highly rewarding as Charissa prides herself as a teacher advocate and champion for students. This passion for all things literacy in her professional life is also evident in her personal life as she is an avid reader and writer.

Presentation Title: *Unwrapping the Gift of Writing*

Thursday July 9, 2026



M. Colleen Cruz

M. Colleen Cruz is an educator, independent consultant, and author committed to making rich literacy education accessible. She brings her student-centered, research-driven work to schools, districts, organizations and teacher education programs both nationally and internationally through demonstration, co-teaching, workshops and speaking engagements. Her popular books include *The Unstoppable Writing Teacher*, the *Writers Read Better* series, and *Border Crossing*, a Tomás Rivera Mexican-American Children's Books Finalist, with her latest *Neurodiversity in the Literacy Classroom: The General Educator's Guide to IEPs, Dyslexia, ADHD, Autism, and More* available Spring, 2026 from Corwin Press.

Conference Schedule

<p><u>Monday, July 6, 2026</u></p> <p>4:00 PM – 6:00 PM Registration</p>	<p style="text-align: center;"><u>Tuesday, July 7, 2026</u></p> <p style="text-align: center;">7:30 AM– 1:00 PM Registration/Exhibits</p> <p style="text-align: center;">8:30 AM – 10:00 AM Keynote Address Mrs. Nikkeshia Hooks & Dr. Charisse Snell</p> <p style="text-align: center;">10:00 AM – 10:30 AM Break</p> <p style="text-align: center;">10:30 AM – 11:30 AM Concurrent Sessions</p> <p style="text-align: center;">11:30 AM—1:00 PM — Luncheon</p> <p style="text-align: center;">1:00 PM– 3:00 PM Writing Workshop Mrs. Nikkeshia Hooks & Dr. Charisse Snell</p>	<p style="text-align: center;"><u>Wednesday, July 8, 2026</u></p> <p style="text-align: center;">8:00 AM—1:00 PM Registration/Exhibits</p> <p style="text-align: center;">8:30 AM– 9:45 AM Keynote Address Dr. Charissa Lambert</p> <p style="text-align: center;">9:45 AM- 10:15 AM Alabama Region Scholastic Art and Awards Ceremony</p> <p style="text-align: center;">10:00 AM –10:30 AM Break</p> <p style="text-align: center;">10:30 AM—12:30 PM Concurrent Sessions</p> <p style="text-align: center;">12:30 PM—1:00 PM Box Lunch</p> <p style="text-align: center;">1:00 PM - 3:00 PM Writing Workshop Dr. Charissa Lambert</p>	<p style="text-align: center;"><u>Thursday, July 9, 2026</u></p> <p style="text-align: center;">8:00 AM – 11:30 AM Registration/Exhibits</p> <p style="text-align: center;">8:30 AM– 10:00 AM Keynote Address M. Colleen Cruz</p> <p style="text-align: center;">10:00 AM-10:30 AM Break</p> <p style="text-align: center;">10:30 AM-12:30 PM Writing Workshop M. Colleen Cruz</p>
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Registration Form

Name _____

Home Address _____ E-mail _____

City _____ State _____ Zip _____

School Name _____ District _____ Position _____

School Address _____ City _____ State _____ Zip _____

Home Phone _____ School Phone _____

(Registration includes: Keynotes, Writing Workshops, Concurrent Sessions, Morning Breaks, Tuesday Luncheon and Wednesday Lunch.)

\$285.00 Early Bird Registration by May 10, 2026
 \$310.00 Regular Registration by June 10, 2026
 \$350.00 Registration after June 10, 2026

**Early Bird Registration Deadline:
May 10, 2026**

No refunds after: May 24, 2026

Mail registration with fees to Gulf Coast Conference
 (Make Checks Payable to Troy University)
 TROY University Extended Learning Center, Room 108
 1101 S. Brundidge Street
 Troy, AL 36081

Register on online at [Gulf Coast Conference on the Teaching of Writing Payment Form - Intellistack](https://app.marriott.com/reslink?id=1774963957466&key=GRP&app=resvlink)

If you need additional information, please give us a call at (334) 670-3495 or (334) 670-5978.

Conference Lodging Perdido Beach Resort: Special Conference Rate Single/Double: \$335.00

Conference Rate Available until June 4, 2026

Booking ID#21984 Call for Reservations: (800) 634-8001

Online Reservations: <https://app.marriott.com/reslink?id=1774963957466&key=GRP&app=resvlink>