Find the Brain’s X Factor

Neuroscientists searching for the elusive “X factor” for motivation have made fascinating new discoveries about the brain and its natural tendency to impel us to seek out and eagerly anticipate the things we need. Find out how to activate this natural capacity in your classroom to send student motivation and engagement to greater heights than you ever have before. Renowned educators Gayle Gregory and Martha Kaufeldt take you on a tour of the brain’s “seeking system” and explain the learning conditions and teaching practices that encourage it to thrive. These field-tested approaches, strategies, tools, and templates make it easier for you to:

▲ Prepare motivational “brain-friendly” environments and lessons that stimulate student engagement, inviting collaboration and spontaneous play.
▲ Improve knowledge acquisition by appealing to students’ needs and preferences and by orchestrating time to explore and make choices.
▲ Get students into a state of flow that helps increase their depth of knowledge and complex thinking skills.
▲ Address school factors that may lower students’ motivation and engagement in learning.

Get students into a state of flow that helps increase their depth of knowledge and complex thinking skills.

Address school factors that may lower students’ motivation and engagement in learning.

New! The Motivated Brain: Improving Student Attention, Engagement, and Perseverance
Gayle Gregory and Martha Kaufeldt
(ASCD Premium, Select, and Institutional Plus Member book, September 2015)
6” x 9”, 168 pages
Print:
ASCD Members: $18.95
Nonmembers: $24.95
Stock: 115041XC3
E-Book:
ASCD Members: $17.99
Nonmembers: $23.99

New! The Power of Extreme Writing: How do I help my students become eager and fluent writers?
Diana Cruchley
Discover a motivational and fun way to incorporate writing instruction into the curriculum and teach the skills students must have to be successful writers.

New! Getting Started with Blended Learning: How do I integrate online and face-to-face instruction?
William Kist
Learn how to integrate new technology effectively with classroom instruction by using engaging online assignments, lesson ideas, hardware and software tips, and formative assessment strategies.

New! STEM Leadership: How do I create a STEM culture in my school?
Traci Buckner and Brian Boyd
This guide explains what school leaders can do to improve the quality of STEM education, help teachers provide rigorous instruction, foster students’ college and career readiness, and develop community engagement and partnerships.
How to Create a Culture of Achievement in Your School and Classroom

Douglas Fisher, Nancy Frey, and Ian Pumpian

Learn how to shape school culture to ensure it positively influences the daily lives of students and staff. Build school culture through a systematic implementation of procedures that includes welcoming students and stakeholders, pushing students to go beyond the minimum needed to get by, and creating and holding everyone accountable for being the best they can be.


Douglas Fisher and Nancy Frey

This updated edition of an ASCD best seller provides tips and tools to support your implementation of a tried-and-true classroom practice that includes a purposeful cycle of focused instruction, guided instruction, collaborative learning, and independent learning that generates authentic products. Bring this approach to life using real-life scenarios, checklists for planning, and examples that align with the Common Core State Standards.

The Purposeful Classroom: How to Structure Lessons with Learning Goals in Mind

Douglas Fisher and Nancy Frey

Discover how purposeful learning engages your students more meaningfully and increases their understanding of subject matter. To help you harness the power of purposeful learning, the authors include lots of specific tools and strategies that work in every grade and subject.

The Formative Assessment Action Plan: Practical Steps to More Successful Teaching and Learning

Nancy Frey and Douglas Fisher

Create a fail-safe assessment system that leads to purposeful lessons, clear indicators of student understanding, and forms of feedback that improve student performance. Embedded throughout the book is an instructional plan that ensures this formative assessment system helps you make better decisions about what types of teaching approaches to use in your classroom.

Confident and Successful Learners

Douglas Fisher and Nancy Frey

Learn how to use guided instruction to get your students to new heights. This updated edition of an ASCD best-selling book goes further with new tips and tools to support your implementation of formative assessment techniques that work in any subject area and grade level. The authors’ practical and proven methods help you use these formative assessments to correct misconceptions, improve learning, and model good study skills.
Retaining New Teachers: How do I support and develop novice teachers?
Bryan Harris

If you hire, train, or mentor new teachers, you know there’s a good chance they will leave the profession within the first five years. It doesn’t have to be that way, and Bryan Harris explains why. Learn how to create a four-part support system that ensures beginning teachers eventually thrive as effective practitioners who stay in your school.

Time to Teach: How do I get organized and work smarter?
Jenny Edwards

Rather than just reciting generic advice, teacher and education professor Jenny Edwards gives you more than a dozen strategies to help you get more done in less time. Discover how to compress into minutes the many hours you spend planning lessons, assessing students, keeping records, and communicating with parents.

Freedom to Fail: How do I foster risk-taking and innovation in my classroom?
Andrew K. Miller

Learn why and how your lessons should include purposeful opportunities for students to experience small, constructive failures through which they can deepen their skill sets. Veteran educator Andrew K. Miller explains components of a failure-friendly classroom and provides a raft of teaching and assessment strategies to help you support students as they fail forward toward success.

Teacher Teamwork: How do we make it work?
Margaret Searle and Marilyn Swartz

Transform team meetings and collaborative work from unproductive, wasted time into positive teamwork and collective problem solving. Easy tips and simple steps ensure you create and manage highly effective teams that make good decisions, focus on student learning, and sustain mutual support.
Never Work Harder Than Your Students and Other Principles of Great Teaching
Robyn R. Jackson

“Never work harder than your students” is just one of the seven illuminating principles of great teaching from this fresh and engaging guide by master teacher Robyn R. Jackson. Find out where you are on your own journey to becoming a master teacher, which steps you need to take to apply the principles of great teaching to your own practice, and how to advance to the next stage of your professional development.

The New Teacher’s Companion: Practical Wisdom for Succeeding in the Classroom
Gini Cunningham

Combining the wisdom of a sage mentor with the collegial comfort of someone who’s “been there,” Gini Cunningham dispenses hundreds of tips and ideas across the entire spectrum of good teaching practice—from developing a personal vision and beliefs to implementing school policies and procedures to engaging students and sequencing learning.

On Sale!
The Strategic Teacher DVD

Use this DVD in your next professional development activity or teacher meeting to convince teachers in every grade and subject of the need to acquire a repertoire of research-based strategies and to match those strategies to teaching objectives and student needs.

PD In Focus Strategic Teacher Channel

Watch classroom videos of effective teaching practices with insights from the most respected voices in education. The Strategic Teacher channel—drawing on Harvey Silver’s book The Strategic Teacher: Selecting the Right Research-Based Strategy for Every Lesson—immerses teachers in practical research-based instructional and professional growth strategies that ultimately improve student learning.

Get a subscription for your school or district.

An annual subscription provides the entire staff at your school unlimited access and typically costs less than $50 per user. Find out how to implement the PD In Focus system in your school or district today. Call the ASCD Program Team at 1-800-933-2723 or 1-703-578-9600, ext. 5773, e-mail programteam@ascd.org, or go to www.ascd.org/pdinfocus.
ASCD Professional Learning Services focuses on building local capacity to support new structures and processes, enhance local expertise, and ensure sustainability. Capacity-building delivers job-embedded professional development through a model that supports the transfer of learning, both on-site and online, to all kinds of schools and districts—public, private, and charter. With a variety of signature capacity-building models to choose from, you get tailored professional learning and coaching support that administrators and teachers need to succeed.

**YOU USE PD ONLINE?**

**TEACHERS:**
Learn independently through a self-paced format that helps you improve your classroom practice, advance your professional development, and earn academic or career credit.

**STATE, DISTRICT, AND SCHOOL ADMINISTRATORS:**
Tailor and target professional development for groups or individual teachers.

**TEACHER LEADERS:**
Establish an ongoing, collaborative professional learning community engaged in virtual or face-to-face learning.

**STAFF DEVELOPMENT COORDINATORS:**
Bolster school or district programs with research-based content from ASCD authors.

**COLLEGE FACULTY:**
Supplement or provide coursework for college credit in degree or certification programs.

**PD ONLINE COURSES WILL**
- **INTRODUCE** you to the most relevant topics facing educators today.
- **ENGAGE** you in a blend of media-rich learning featuring noted experts and practitioners.
- **INCLUDE** succinct learning modules that clearly connect practice with research.
- **INCORPORATE** reading materials from ASCD’s deep library of content.
- **MONITOR** progress at the administrator and learner levels.
- **WORK** with many institutional learning management systems, including Moodle.

**PD ONLINE WEBINARS**
Want to learn more about PD Online and how it can work for you? Watch one of our archived PD Online webinars or register for an upcoming webinar at www.ascd.org/pdowebinars.
**COURSE BENEFITS**

PD Online courses help educators address individual and group professional development with

**FLEXIBLE COURSE DESIGN** that supports your personal professional development needs.

**JOB-EMBEDDED APPLICATIONS** that link course materials to real-world practice.

**ASSESSMENTS** that measure results at the beginning and end of each course.

**INTUITIVE DESIGN** that makes training and implementation simple.

**CREDIT HOURS** that are equal to at least 10 seat hours. Many states, districts, and universities allow courses to apply toward CEU or college credit.

**GET STARTED TODAY!**

Only $129 for individual users.

WWW.ASCD.ORG/PDONLINE

Save when you buy multiple PD Online courses for your entire staff!

---

**FEATURED COURSES**

- Teaching the Critical Verbs: Closing the Vocabulary Gap
- Total Participation Techniques
- Building Teachers’ Capacity for Success: Instructional Coaching Essentials
- Elementary Research Skills: Grades 3-5
- Guiding Student Research Projects: Grades 6-12
- Where Great Teaching Begins: Designing Learning Objectives for Effective Instruction
- Using Data to Determine Student Mastery
- Bullying: Taking Charge, 2nd Edition
- Classroom Management: Building Effective Relationships, 2nd Edition
- Common Core and Literacy Strategies: English Language Arts, 2nd Edition
- Common Core and Mathematics: Grades K-5
- The Common Core: Teaching Argumentative Writing and Speaking, Grades 6-12
- The Next Generation Science Standards: An Introduction
- English Language Learning in the Mainstream
- Understanding by Design: An Introduction, 2nd Edition
- Differentiated Instruction: The Curriculum Connection
- Assessment and Student Success in a Differentiated Classroom
Explore the connection between school leadership and student performance.

Transform your school. Transform yourself. Learn from top education leaders and speakers and discover what it takes to lead change.

- More than 90 sessions
- 3 groundbreaking Pre-Conference Institutes
- Networking Reception on October 29

THE CAN’T-MISS EVENT
OF THE SCHOOL YEAR

OCTOBER 30–NOVEMBER 1, 2015
Pre-Conference Institutes on October 29
San Diego, California
Sheraton San Diego Hotel & Marina

Download the new Conference on Educational Leadership app for Apple/iOS devices FOR DETAILS AND TO REGISTER GO TO ASCD.ORG/CEL

5 EASY WAYS TO ORDER
Through ASCD Marketplace

1 ONLINE (fastest service):
   shop.ascd.org
2 PHONE: Toll-Free
   1-800-933-ASCD (2723) or dial
   1-703-578-9600, then press 1
   Hours: Monday–Friday,
   8:00 a.m.–6:00 p.m. ET
3 FAX: 1-703-575-5400
4 E-MAIL: member@ascd.org
5 MAIL: ASCD, P.O. Box 17035
   Baltimore, MD 21297-8431

Satisfaction Guaranteed!

Events: ASCD strives to exceed your expectations for high-quality products and service. If within 14 calendar days after the event you feel that we have fallen short of this goal, we will give you a gift certificate that you can use toward the purchase of any ASCD products or a professional development event within the next year.

Products: Our goal is to exceed your expectations for quality products and service. If within 45 days of receipt you feel that we have fallen short of this goal, we will issue you a credit, refund, or exchange.

Please note: E-books and downloadable products are nonrefundable and cannot be exchanged. Please purchase carefully as all sales of digitally delivered products are final.

Save with ASCD Team Discounts!

Events: Get a free registration for every fifth person you register from the same school or organization. (Registrations, with payment, must be submitted together.)

Books Only: 10–49 copies of a single title, subtract 10%; 50 or more copies of a single title, subtract 15%.

For 1,000 or more copies of a single title, call 1-800-933-2723, then ext. 5773, or dial direct 1-703-575-5773.

Event Cancellations

If you are unable to attend an event you have registered for, contact ASCD by e-mail or regular mail no later than 14 calendar days prior to the start of the event to request a gift certificate, which can be used for ASCD products or events, or a refund. After the 14-day timeframe, you are ineligible for a gift certificate or refund, but you may send a nonregistered person in your place, with registration confirmation or written authorization from you. For all cancellations, there is a $50 processing fee for a single institute or academy. E-mail: cancel@ascd.org.

Source Code XC3