ASCD PROFESSIONAL LEARNING SERVICES enable educators to receive customized professional development programs from its team of experts. These programs are customizable based on the unique needs of a district or school and are available as on-site, virtual, or blended solutions.
BUILD NEW AND SUSTAINABLE SOLUTIONS

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.

Learn how we are helping educators across the globe and how we can help you

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CHOOSING A MODEL FOR CHANGE

We start by selecting a framework for improvement that is customized to your learning community’s needs and resources.

1. ASCD leads capacity-building professional learning.
2. ASCD develops local leadership and expertise.
3. Local educators implement school improvement.
4. ASCD provides ongoing follow-up with coaching, workshops, and feedback.
5. Schools see student growth and increased academic achievement.
ASCD PROFESSIONAL LEARNING SERVICES DELIVERY MODELS

On-site coaching and mentoring

Virtual coaching

Model lessons

Facilitated online experiences

Development of demonstration classrooms and labs

Professional learning communities’ protocols, processes, and facilitation

Introductory, foundational, and advanced workshops
Teacher Effectiveness

The importance of measuring, growing, and sustaining high-quality, continuous professional growth has never been greater. ASCD provides professional learning services around classroom culture and management, standards-based instruction, instructional grouping and transitions, differentiated instruction, formative assessment, student engagement, questioning and discussion techniques, technology integration, and student-centered learning.

Connecting Professional Learning to Student Learning

In these times of educational change, multiple initiatives, and accountability measures, having an effective professional learning system in place districtwide is crucial to improved teacher practice that impacts student learning. ASCD Faculty experts and staff assist districts in structuring an effective professional learning system that integrates all initiatives. ASCD’s support focuses on sustainability of change through building district and school capacity and expertise in adopted instructional practices (Understanding by Design® framework, Differentiated Instruction, or FIT Teaching™), implementing effective job-embedded professional development practices, and aligning professional learning planning, delivery, and evaluation.

Leadership Development and Coaching

Whether the need is for building the capacity of new or seasoned administrators or for defining and enhancing the roles of teacher leaders, ASCD Faculty experts provide the experience and wisdom to assess current leadership practices and create a customized leadership development program for your school and district leaders. ASCD Faculty includes highly successful and award-winning instructional leadership veterans with experiences to match the needs of leaders in any school community.

COACHING AND MENTORING IS AVAILABLE IN ALL AREAS!
We help educators find a framework for improvement that enhances teacher effectiveness, customizes professional learning, and supports the different needs and abilities of teachers and leaders.

**Data-Informed Professional Development**

Many new policies and practices have prompted the need to design professional learning programs for teachers around the data coming from teacher observations, teacher evaluation models, and student achievement data. ASCD Faculty experts assist districts with examining these multiple data points and designing a customized approach to professional learning that meets the needs of individual teachers, groups of teachers, or all teachers systemwide.

**Standards-Based Instruction, Implementation, and Assessment**

ASCD Faculty members include authors and experts in standards and the College and Career Readiness Standards. ASCD provides professional learning services designed to assist districts in the transition to, implementation of, and assessment of new rigorous content standards and the integration of Differentiated Instruction and Understanding by Design®.

**Curriculum Design**

The ASCD Faculty is proud to include leading experts in curriculum design. These experts customize their work to meet you where you are in your standards-based curriculum design journey. Since the standards are not the curriculum, ASCD Professional Learning Services include support for the development of curriculum frameworks and units aligned with Understanding by Design® framework concepts and practices by ASCD authors Grant Wiggins and Jay McTighe.

**Best Practices in Classroom Instruction**

The research is clear: the quality of the classroom teacher is the most important factor in predicting student success. ASCD Faculty experts build the capacity of teachers and leaders in all aspects of research-based classroom instruction practices, including differentiated instruction, for every grade level, subject, and specialty area.

**Technology Integration**

Science, Technology, Engineering, and Math (STEM) integration encourages student-centered learning that prepares students for the demands of higher education and careers. ASCD experts work with teachers and administrators to integrate effective STEM research-based practices with existing practices and facilitate the shift to rigorous student-centered learning. The design of formative and summative assessment is an integral component of the professional learning.

UNDERSTANDING BY DESIGN® is a registered trademark of Backward Design, LLC used under license.
Our capacity-building approach to professional development and school improvement ensures you cover all the key stages of planning, implementing, and sustaining a successful effort.
ASCD PROVIDES COMPREHENSIVE SERVICES FOR EVERY STAGE OF A RESEARCH-BASED PLAN

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<tr>
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<td><strong>Assess and Plan</strong></td>
<td><strong>Learn and Implement</strong></td>
<td><strong>Refine and Adjust</strong></td>
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<td>Determine curriculum, assessment, and instruction needs.</td>
<td>Differentiate experiences offered based on the needs assessment.</td>
<td>Provide ongoing coaching and feedback.</td>
<td>Develop a system to ensure curriculum, assessment, and instructional practice initiatives become permanent.</td>
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<td>Determine teacher and leadership needs through a needs assessment.</td>
<td>Facilitate foundational and advanced workshops.</td>
<td>Support the development of demonstration classrooms and schools.</td>
<td>Support the development and use of effective professional learning evaluation tools.</td>
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<td>Develop a customized professional learning implementation and evaluation plan.</td>
<td>Provide specific strategies for implementing what is being learned.</td>
<td>Provide job-embedded protocols that support data reviews of student and teacher work.</td>
<td>Facilitate the use of technology for continuous learning, collaboration, and sharing of best practices.</td>
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<td>Develop a communications plan for stakeholders.</td>
<td>Provide opportunities for practice with ongoing follow-up and support.</td>
<td>Review and adjust plan at designated intervals.</td>
<td>Ensure sustainability by sharing job-embedded practices.</td>
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ON-SITE LEARNING
Have ASCD Faculty come to your school or district for workshops, coaching, development of demonstration classrooms and labs, model lessons, and professional learning communities’ protocols and processes.

ONLINE LEARNING
Have educators learn online anytime with ASCD’s innovative PD In Focus® and PD Online® digital products. Virtual coaching and facilitated online experiences are also available.

BLENDED LEARNING
Get the best of both worlds with face-to-face learning experiences integrated with digital learning based on the unique needs and preferences of your school district.
ASCD FACULTY

ASCD Faculty members are renowned experts in professional learning and specific leadership, curriculum, assessment, and instructional practices and strategies with many years of experience working with educators worldwide.

ASCD STAFF

ASCD Regional Program Managers and implementation team members are experts with background knowledge and experiences in leading effective professional learning in districts and schools. They are especially skilled in assuring that implementation is consistent, cohesive, and practical. They also have expertise in evaluation to support the sustainability of any leadership, curriculum, assessment, or instructional initiative.

ASCD RESOURCES

ASCD is the publisher of *Educational Leadership*® magazine and more than 350 of the most widely used books in K–12 professional development.

PD In Focus is an on-demand tool that provides access to ASCD’s extensive library of online videos demonstrating effective teaching practices.

PD Online self-paced courses provide progressive learning modules linking practice with research to help teachers improve their classroom practice.
One of the priority focus areas in Prince George’s County Public Schools is highly effective teaching. To achieve that goal, we sought a partner that would collaborate with us to provide job-embedded, sustained professional learning specifically tailored to our district’s focus and to the needs of our schools. By working with ASCD, we were able to create a program of face-to-face and online learning for the identified Title I schools that helps us achieve our goals and empowers teacher leaders and teachers to support the success of each learner.”

Debra A. Mahone, EdD
Director, State and Federal Programs
Prince George’s County Public Schools
Landover, Maryland

ASCD continues to provide our district with quality professional development through their on-site capacity-building model.

The hallmark of their work lies in the customized training, ongoing support, follow up, and follow through that is their standard. The ASCD Faculty members working with our district have acted as a bridge between learning and application, lessening the gap between the two and facilitating implementation. Through this work, district educators have been able to discover, embrace, implement, and sustain change over time. We have discovered that a clear sign of an efficacious and healthy professional development initiative is whether teachers have implemented the presented program, especially years later, as is evident in the collaborative work that continues between ASCD and Cypress-Fairbanks ISD.”

Glenda Horner, EdD
Director, Staff Development Department
Cypress-Fairbanks ISD
Houston, Texas
A highlight of the capacity-building process has been the unfolding change in our district’s culture related to teaching and learning.

The belief that all students can learn and experience rigor has moved from an idea to a belief that is supported by ASCD’s customized capacity-building model implemented in Southfield Public Schools. The model supported teachers and administrators with the instructional framework of differentiation along with systems for monitoring and coaching teachers with the implementation. The collaboration with ASCD Faculty and professional development experts was the key to enhancing teaching and learning in Southfield Schools. I felt they were a part of our instructional leadership team and a valued contributor. Today, we are a differentiated district.”

Lynda Wood, EdD
Associate Superintendent
Southfield Public Schools
Southfield, Michigan

ASCD truly provided our faculty with grounded research-based instructional practices that will be necessary for effective implementation of the Common Core State Standards.

Without this kind of practitioner facilitation, our teachers may have continued approaching instructional design through their previous means, which could have resulted in devastating outcomes of our students not being prepared with the 21st century skills necessary to acquire and maintain careers in our emerging society. For this we are tremendously grateful. Even those educators on faculty who I consider reluctant to change, have commented how much they enjoyed and were refreshed by our learning experiences with ASCD.”

Maurice D. Cannon, Sr.
Executive Principal
Burke Middle High School
Charleston, South Carolina
OUR SERVICES

ASCD’s customized approach to professional learning creates an authentic, local solution to:

• Planning implementation based on needs assessment results.
• Ensuring integration of all organizational initiatives under one strategic umbrella.
• Instituting professional-learning evaluation processes and tools.
• Selecting ASCD Faculty experts matched to local needs.
• Developing communications plans to share professional-learning initiative information, goals, and next steps.
• Building a professional-learning system and the capacity of teacher leaders and administrators to plan, lead, and evaluate job-embedded professional learning.
• Integrating blended professional learning options.

IMPLEMENTATION AND SUPPORT

Your ASCD team offers full support every step of the way.
GET STARTED TODAY

FREE CONSULTATION!

To build customized professional learning experiences, our Regional Program Managers work with district, school, regional, and state leadership to plan, implement, monitor, and assure quality learning, conduct user focus groups, and provide ongoing work with ASCD Faculty experts.

With over 70 years of expertise in education professional development and program planning, ASCD Professional Learning Services can bring a wealth of knowledge, advice, and experts to help build the capacity of your school, district, regional service organization, or state agency. Our range of services and portfolio of success stories demonstrate our ability to help you LEARN, IMPLEMENT, and SUSTAIN the best instructional and leadership practices that will improve your organization’s performance.

Contact us today for a free consultation and discover how ASCD can develop a customized learning plan for your school or district.

E-mail: programteam@ascd.org
Telephone: 1-800-933-2723 or 1-703-578-9600, ext. 5773
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LEARN
from ASCD Faculty committed to success.

IMPLEMENT
guaranteed job-embedded solutions.

SUSTAIN
academic achievement in schools and districts.