



Introducing

PD **IN** FOCUS™

Online media, tools, and resources for powerful professional development



Now there's great education technology— for educators

Great education technology has always been about empowering your students, giving them access to brilliant content, and facilitating their ongoing exploration and sharing of knowledge.

But what about when educators are the learners?

ASCD's PD In Focus is a new way to expand professional development for educators into all the exciting potentials that education technologies deliver to students. With an on-demand library of searchable classroom video clips, group facilitation tools, opportunities for guided learning activities, and other resources, PD In Focus lets you use the brilliance of Web 2.0-enabled technology to deliver immediate benefits to any professional development effort:

- Create more time for PD with a continuous connection to video demonstrations and other information on research-based classroom practices
- Overcome funding obstacles by eliminating travel costs, conference fees, and other expenses associated with typical face-to-face PD activities
- Make PD programs more accountable for results by using online tracking and feedback tools
- Ensure greater transference of PD ideas to the classroom by making PD a job-embedded activity
- Get broader buy-in for PD by making it easier for staff members to engage in activities that are brief and enjoyable yet still deeply meaningful to their jobs
- Make PD more flexible to different groups and customized to local situations
- Ensure your PD effort is focused on "big ideas" related to systemic school improvement

Professional development for educators will never be the same

Now, instead of confining professional development experiences to inservice days or distant conference destinations, you can have continuous access—over the Internet—to the very best in research-based, interactive, and ongoing content and activities. With ASCD's PD In Focus . . .



see

At the heart of PD In Focus is an extensive menu of video clips showing research-based teaching practices in action. This constant connection to on-demand video energizes staff members and makes theories on instructional improvement come alive.

search

Need to see an example of Differentiated Instruction, set in a 3rd grade class, in an urban area? Just plug in your search criteria and you're there. You'll never have to scroll through lengthy programs or fumble with DVDs and hardware again.



share

Built into PD In Focus is the ability to collaborate around the videos, rate them, and keep an online journal of reflections and observations that are saved for future reference. This supports an ongoing dialogue about effective curriculum, instruction, and assessment.

sustain

The video content and other resources included with PD In Focus make it much easier to sustain school improvement ideas overtime. New content will be added to the archive to keep your professional development offerings fresh and compelling. And an "In Focus Now" section updates you on ASCD resources and events related to school improvement.



How you'll use this powerful new tool:

Teachers will use PD In Focus to search for and view video examples of research-based teaching practices related to their professional development goals and share and reflect on the videos to promote a dialogue about effective teaching.

Teacher leaders will use PD In Focus to support the professional learning activities of their teams and plan and manage the goals of a professional learning community.

Administrators will incorporate PD In Focus into staff development plans by assigning video segments to groups and individuals, tracking their progress on assignments, and viewing reports of completion and other management targets.

Regional and state agencies will use PD In Fous to allow teachers and administrators to complete professional learning activities at their own pace and in their own buildings rather than traveling to central offices or remote sites. This makes it possible to cover a lot more information during the year and streamline the management process.

University faculty and certification programs will use PD In Focus to find classroom teaching examples for use in education courses and creating customized learning across an entire program or for individual learners.



Key Features of PD In Focus

Video Content

PD In Focus features a rich library of video clips organized into channels that are “idea driven” and focused on critical issues related to school improvement:

- * Differentiated Instruction
- * ESL/ELL
- * Literacy
- * Best Practice in Action (critical thinking skills, motivation, and building resiliency)

Search Capability

PD In Focus has a familiar and easy-to-use interface for searching and viewing the video clips. There is no expensive training required.

Multiple Implementation Levels

PD In Focus is easy to differentiate to the multiple functions of PD: individual learning, coaching, teams/PLCs, principal-directed, district-led, regional ESL, or University distance learning. Your implementation doesn't have to rely on a single hierarchical model for PD.

Making Assignments

Users of PD In Focus who are signed in at the teacher leader and administrator levels can set up groups and make assignments.

Monitoring Progress

Teacher leaders and administrators can also give feedback customized to different types of groups.

Rating Videos

Teachers can rate the videos so others in their learning group can see how their colleagues are benefiting from the content.

Online Journals

Teachers can personalize their PD experience by keeping a private journal of their reflections.

Onscreen Host

An onscreen host orients viewers to the site, eliminating the need for training or constant facilitation.

Links to ASCD Resources

With single-user sign-on, PD In Focus is a gateway into all the resources offered by ASCD: books, tools, conferences, articles, PD Online Courses, and more.

PLC Implementation

PD In Focus is true to the spirit of PLCs with an easy-to-use interface, an open architecture, and multiple opportunities to interact with the content in personal and collaborative ways.

Experts

PD In Focus draws from authoritative sources including: Robert J. Marzano, Carol Ann Tomlinson, Donna Ogle, Virginia Rojas, and Pat Wolfe



Contact Jean Pride, ASCD Program Director at jpride@ascd.org and at 800-933-ASCD (2723) or 703-578-9600, ext. 5634
Or go to www.ascd.org/pdinfofocus for a limited 7-day FREE TRIAL!

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