



4601 DTC Boulevard, Suite 500 • Denver, Colorado 80237 • 800.858.6830  
[www.mcrel.org](http://www.mcrel.org)

## **McREL Press Kit (updated 10/15)**

### **Headline**

We translate information into knowledge, knowledge into action, and action into results.

### **Mission Statement**

We are committed to making a difference in the quality of education and learning for all through excellence in applied research, product development, and service.

### **About McREL International**

We are a non-profit, non-partisan education research and development organization that turns knowledge about what works in education into strategic guidance and effective professional development that helps students, staff, and systems flourish.

We are committed to doing great research, evaluation, consulting, training, and coaching with teachers and leaders across the United States and around the globe.

We contract directly with schools, school systems, governmental agencies, foundations, and others who request our help, and we often partner with organizations to pursue and implement grant-funded projects. Our clients are diverse, representing rural, suburban, and urban communities; indigenous, Native American, and First Nation communities; and school systems large and small. We also at times partner with other education companies and nonprofits, bringing to bear the best of our combined expertise and capacity to advance a project or solve a challenge.

### **McREL History**

From our beginnings in 1966 as the Mid-Continent Regional Educational Laboratory, and later, as Mid-Continent Research for Education and Learning, our organization has expanded its scope and scale, providing services to educators, school systems, government agencies, and education leaders across the United States, Canada, the Pacific region, the Caribbean, Australia, and other parts of the world. In recognition of this growth, in 2013 we changed our name to McREL International. This new name represents our ongoing commitment to serve educators everywhere, and, through our cadre of trained consultants around the world, to discover, study, and scale up “bright spots” in education, strengthening the odds of success for all students.

### **Headquarters**

#### **McREL International**

4601 DTC Boulevard, Suite 500  
Denver, CO 80237  
800.858.6830

## **CEO/President**

Bryan Goodwin | Bryan thrives on translating research into practice, scanning the world for new insights and best practices on teaching and leading, and helping educators everywhere adapt them to address their own challenges. A frequent conference presenter, he is the author of *Simply Better: Doing What Matters Most to Change the Odds for Student Success*, and co-author of *The 12 Touchstones of Good Teaching* and *Balanced Leadership for Powerful Learning: Tools for Achieving Success in Your School*. Before joining McREL in 1998, Bryan was a college instructor, a high school teacher, and an award-winning business journalist.

## **Examples of current contract work for the U.S. Department of Education**

### **REL Pacific**

McREL manages the REL Pacific, one of the U.S. Department of Education's 10 Regional Education Laboratories. Through our work on the REL Pacific, we provide educators in Hawaii, American Samoa, Guam, the Commonwealth of the Northern Mariana Islands, the Federated States of Micronesia (Chuuk, Kosrae, Pohnpei, and Yap), the Republic of the Marshall Islands, and the Republic of Palau with research and assistance on teacher effectiveness, family and community engagement, college and career readiness, and optimizing data systems.

### **North Central Comprehensive Center**

The North Central Comprehensive Center, which is managed by McREL, provides assistance to the state education agencies of Nebraska, North Dakota, South Dakota, and Wyoming. As one of 15 regional centers across the nation funded by the U.S. Department of Education, the NCCC helps each state department build its capacity to administer programs of the federal Elementary and Secondary Education Act (ESEA), and improve educators' access to high-quality resources, information, and services.

## **Client Testimonials**

"McREL has never failed to provide us with innovative ideas, training, and resources."

Jennifer Parker-Moore, Instructional Tech & School Data Consultant  
Macomb Intermediate School District, Michigan

"McREL was instrumental in the development of our state-approved professional development system. I highly recommend them for work in your district."

Bette Zippin, Director of Professional Development Support  
Broward County Schools, Florida

"McREL training transformed my teaching this school year."

Jessie Altman, Teacher  
Francis Howell School District, Missouri

"All of my administrators said that McREL's Balanced Leadership professional development was extremely meaningful to their practice and allowed them to be reflective learners."

Debra Kaplan, Superintendent  
West Covina Unified School District, California

## **Changing Schools magazine**

Our award-winning, biannual magazine, *Changing Schools*, explores topics that matter most to educators with in-depth articles, research reviews, interviews with experts, and success stories.

## **Recent and notable publications by McREL**

*Balanced Leadership for Powerful Learning: Tools for Achieving Success in Your School* (2015). What makes a great school leader? Contrary to what many believe, the answer is not tied to a certain kind of personality, but to specific behaviors and actions that research shows have positive effects on student achievement—behaviors and actions that any school leader can learn and put into practice. This book identifies the 21 responsibilities associated with student achievement and how they relate to three key elements of effective leadership: Establishing a clear focus, managing change, and developing a purposeful school community. Published in partnership with ASCD.

*Re-Balancing Assessment: Placing Formative Assessment at the Heart of Learning and Accountability* (2015). Given today's environment of high-stakes testing and top-down accountability, there is growing concern that the way we teach and assess students is not enough to meet the "deeper learning" demands of the 21st century. This white paper examines the current formula of summative assessments and external pressure and recommends replacing it with a new, more balanced formula centered on formative and performance assessment. Available at [www.mcrel.org](http://www.mcrel.org).

*The 12 Touchstones of Good Teaching: A Checklist for Staying Focused Every Day* (2013). Pilots and surgeons use checklists to perform complex tasks with efficiency and consistency. Can a checklist of best instructional practices help educators improve classroom practice? This book, published in partnership with ASCD, presents 12 things teachers can do each day to align their practices with three essential imperatives for high-quality teaching and learning:

- Be demanding: Have high expectations for all students
- Be supportive: Give students a nurturing learning environment
- Be intentional: Choose instructional strategies purposefully and strategically

*Classroom Instruction That Works: Research-Based Strategies for Increasing Student Achievement* (2001, 2012). First published in 2001 and updated in 2012 with a second edition, *Classroom Instruction That Works* has been one of the best-selling and most widely used books on effective strategies that increase student achievement. The book presents the nine categories of instructional strategies that research shows have the largest effect size on achievement, and shows an instructional planning framework for using the strategies in lesson planning and delivery. Published in partnership with ASCD.

## **Website & Social Media**

Website [www.mcrel.org](http://www.mcrel.org)

McREL Blog <http://blog.mcrel.org>

Twitter <https://twitter.com/McREL>

Facebook <https://www.facebook.com/McREL.org>

LinkedIn <https://www.linkedin.com/company/mcrel>

YouTube <https://www.youtube.com/user/mcrel>

## **Expert Sources for Media**

McREL's team of expert researchers, program evaluators, authors, and education consultants can provide background information, research findings, and interviews to reporters covering education stories and issues. Staying true to our mission, our staff will provide non-partisan research-based insights and comments.

## **Speaker Engagement**

Are you looking for a dynamic, engaging, and inspiring speaker for your event? Contact us to learn more about our cadre of presenters, a diverse group of enthusiastic and talented educators, experienced researchers, and insightful leaders who are working to improve the odds of success for students and educators.

## **Press Contact**

To request a quote or available research for a story you're writing or producing, or to request our logo or other high-resolution images, contact:

**Roger Fiedler**, Director of Communications and Marketing  
303.632-5579  
rfiedler@mcrel.org