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McREL International Press Kit

Mission Statement

Helping educators flourish by turning research into solutions that transform teaching, learning, and leading.

About McREL International

We are a nonprofit, nonpartisan 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, analysis, 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

Since our founding in 1966 as the Mid-Continent Regional Educational Laboratory, and later as Mid-Continent Research for Education and Learning, McREL has expanded its 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 2013 we changed our name to McREL International, to recognize our commitment to serving educators everywhere, and to discover, study, and scale up “bright spots” in education to help teachers, leaders, and learners flourish.

Headquarters and Regional Offices

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Charleston, WV 25301
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 keynoter and presenter, he is the author or co-author of numerous books, including:

- *Curiosity Works: A Guidebook for Moving Your School from Improvement to Innovation* (2018)
- *Unstuck: How Curiosity, Peer Coaching, and Teaming Can Change Your School* (2018)
- *Balanced Leadership for Powerful Learning: Tools for Achieving Success in Your School* (2015)
- *The 12 Touchstones of Good Teaching: A Checklist for Staying focused Every Day* (2013)
- *Simply Better: Doing What Matters Most to Change the Odds for Student Success* (2011)

In addition, Bryan writes a monthly column titled “Research Matters” for ASCD’s Educational Leadership magazine, sharing insights on how research can inform changes to educators’ professional practices and growth. Before joining McREL in 1998, Bryan was a college instructor, a high school teacher, and a business journalist.

Examples of 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 this work, McREL provides educators in Hawai’i, 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 (currently known as the Every Student Succeeds Act, or ESSA), 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

Recent and notable publications by McREL

Unstuck: How Curiosity, Peer Coaching, and Teaming Can Change Your School (2018). Good ideas, the best intentions, and a stirring vision aren't enough to effect change in schools. *Unstuck* offers a road map to help schools change from the inside out instead of the top down, drawing on a successful system-wide effort across a large network of diverse schools in North Melbourne, Australia. Inside-out approaches are designed to encourage schools to become more innovative and entrepreneurial, finding better ways to help students learn and teachers collaborate to increase their professional expertise—while also maintaining a healthy skepticism and reliance on data to make sure new approaches and ideas are working. This process involves six steps to school improvement: starting with a moral purpose, unleashing curiosity, building on bright spots, peer coaching toward precision, leading from the inside out, and moving the goal posts. This book's tips, real-life examples, and next steps will help leaders get from where they are now to where they want to be. Published in partnership with ASCD.

Curiosity Works: A Guidebook for Moving Your School from Improvement to Innovation (2018). “Better” is no longer good enough. In today's landscape of mandates and accountability, schools are under pressure to perform like never before. *Curiosity Works* dives into McREL International's new *Curiosity Works*™ approach for school improvement and innovation, which focuses on harnessing the power of curiosity to advance student learning and teacher effectiveness. *Curiosity Works* incorporates key elements of McREL's *What Matters Most*® framework and *Balanced Leadership*® program that tens of thousands of teachers and leaders globally are already using to gain actionable insight into their profession, and layers on improvement pathways and phases of development to guide you and your team. Published by McREL International.

Unleashing Curiosity Quick Guide Series (2018). Our *Unleashing Curiosity* guides are part of larger body of McREL's *Curiosity Works*™ resources. The quick guides give teachers and school leaders tips, suggestions, and ideas to encourage professional growth and increase student curiosity. The series includes guides on creating challenging learning tasks, providing students with feedback that motivates deeper learning, helping students commit to their learning, using group projects to foster collaborative learning, higher-order questioning strategies, and formative assessment to target instruction. Published by McREL International.

Tools for Classroom Instruction That Works: Ready-to-Use Techniques for Increasing Student Achievement (2018). This book provides 51 classroom-ready tools for using the nine categories of effective teaching strategies from McREL's bestselling book, *Classroom Instruction That Works* (2012) across grade levels and content areas. By incorporating these tools into daily practice, teachers can turn classrooms into places where high levels of engagement and deep learning happen every day. Each of the 51 tools in the book includes a summary of that tool's research-based benefits, the 3-7 basic steps for using the tool, concrete examples that model how to use the tool in classrooms, and a “Teacher Talk” section that gives tips on lesson planning and implementation. Published in partnership with Thoughtful Education Press.

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.

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.

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 client success stories. Past issues can be read at mcrel.org/changing-schools.

Website & Social Media

Website: mcrel.org

Bookstore: store.mcrel.org

McREL Blog: mcrel.org/blog

Twitter: twitter.com/McREL

Facebook: facebook.com/McREL.org

LinkedIn: linkedin.com/company/mcrel

YouTube: 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 nonpartisan research-based insights and comments.

Speaker Engagement

McREL experts are available to provide keynotes and sessions for local, state, and national education conferences and professional learning events. Contact us to learn more about our presenters and their areas of expertise.

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:

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