



PRODUCTS & SERVICES 2021

*helping schools, districts, and education agencies
improve outcomes for all students*

McREL

INTERNATIONAL

McREL International is a 501(c)3 nonprofit education research, development, and service organization that turns knowledge about what works in education into practical, effective guidance to transform teaching, learning, and leading.

For more information about how we help schools and educators across the U.S. and around the world, please contact us at:

4601 DTC Boulevard, Suite 500, Denver, CO 80237

www.mcrel.org

800.858.6830

info@mcrel.org

© 2021 McREL International

02/24/2021

Your School Improvement Partner Available On-Site, Online, or Both

When your school or system is ready for on-site, in-person professional learning and coaching, we'll be there. Until then, we have lots of online options available for you and your team, from live, interactive coaching and consulting to on-demand self-paced courses. Choose from among the popular options mentioned in this catalog, or contact us at info@mcrel.org for a conversation about your specific needs and vision. We can create a flexible, customized solution to meet your exact goals, timeline and budget.



**On-site
Learning**



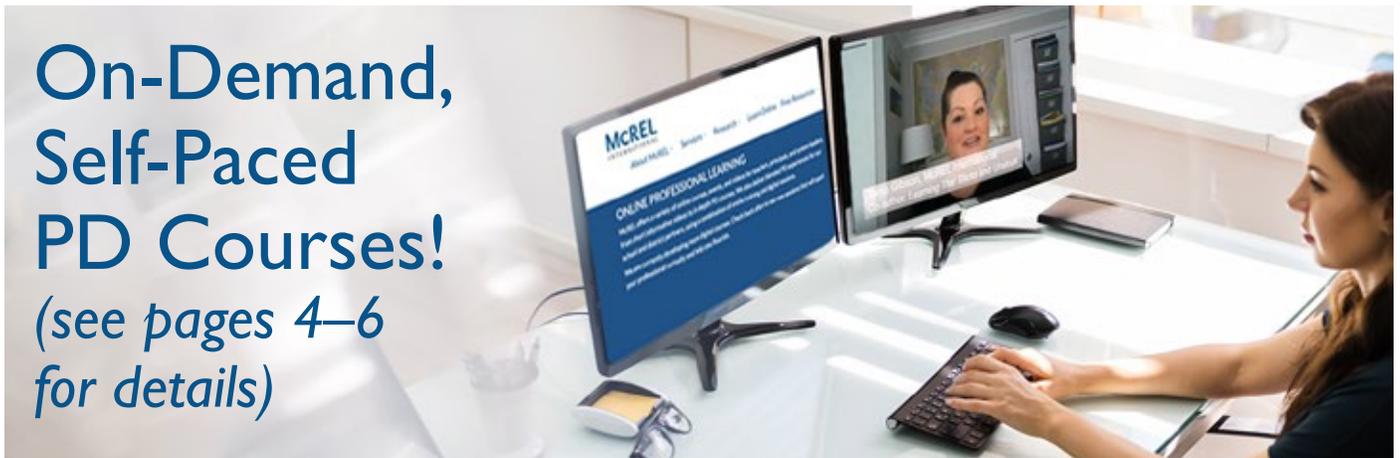
**Online
Learning
(self-paced
and live)**



**Hybrid
Learning**

mcrel.org/contact

**On-Demand,
Self-Paced
PD Courses!**
*(see pages 4–6
for details)*



Each asynchronous online professional learning course delivers engaging PD for teachers and school leaders—using a combination of videos, presentations, downloadable readings, and professional reflection.

- Creating the Environment for Learning
- Nurturing a Positive Learning Environment
- Quality Questioning for Student Learning
- Learning That Sticks
- Classroom Instruction That Works with English Language Learners: Student Learning Strategies
- Managing Change

mcrel.org/learn-online

Still teaching, still learning

Teaching and learning haven't stopped. Far from it—students and communities need highly skilled teachers and school leaders more than ever. And McREL's commitment to you—educators of all locations, grade levels, and experience—mirrors your commitment to students and families.

As always, we stand ready to partner with you and your team, working alongside you to design and implement pathways and resources for school improvement and innovation, and building the capacity of your team for long-term, sustained success.

- ✓ Professional learning and coaching for teachers, principals, and system leaders
- ✓ Audits, mapping, and alignment of curriculum, instruction, assessment, and standards
- ✓ Systems for classroom observations, initiative monitoring, coaching, and staff evaluations
- ✓ Research, data analysis, and evaluations of programs, grants, and ed-tech products
- ✓ School improvement and innovation strategies, technical assistance, and implementation support
- ✓ Strategic planning and visioning

How can we partner with your school or district? Call us at 800.858.6830, email info@mcrel.org, or use the contact form at [mcrel.org/contact](https://www.mcrel.org/contact) to start the conversation.



Bryan Goodwin, President & CEO
McREL International
www.mcrel.org

“Our annual summer multilingual education symposium went ‘virtual’ for the first time in 2020. Of course we were concerned about the transition, but it was a great success and McREL was a big part of the reason. . . . 2020–21 is going to be a challenging year but our confidence in meeting students’ needs is increasing daily.”

— Jennifer Pitt, multilingual program lead,
Houston Independent School District, Texas

Explore Our Products & Services

Instructional Services and Professional Learning.....	4
Q&A With Jeanette Simenson-Gurolnick.....	12
Leadership Services and Professional Learning.....	13
School and System Improvement Services.....	16
Q&A With Dr. Karen Baptiste.....	20
School Leader and Teacher Evaluations.....	21
Research and Evaluation Services.....	22
Q&A With Dr. Kellie Kim.....	26
Publications.....	27
Free Papers and Reports.....	40



INSTRUCTION

Instructional Services and Professional Learning



Professional Learning



Coaching



Consulting



Publications & Resources

McREL helps teachers, instructional coaches, principals, and other school leaders develop and hone their ability to engage, motivate, and challenge every student at every level, consistently delivering high-quality instruction and deep learning.

We're a research-based organization, so you can be assured that the strategies, guidance, and resources we provide to educators during our training and coaching sessions are based on evidence and analysis of what really works in classrooms to increase student success.

All of our instructional support services are customizable to meet your school's local context. When we begin working with your school district or agency, our conversation will certainly be grounded in and inspired by research and real-world best practices, but we'll also take time from the start to learn about your local strengths, needs, goals, and community. It isn't just work for us, it's a genuine mission-driven partnership with you and your team.

And whether your students and staff are working in person, remotely, or a mix of both, we can adapt right along with you, providing on-site and online services in a variety of models.

Self-Paced Online Professional Learning

Our online PD courses will give you inspiration, guidance, and practical strategies—all grounded in extensive research and evidence—to make your classroom a lively place of curiosity and achievement. Choose from quick courses with 3–5 hours of content or in-depth courses that have up to 15 hours of learning.

Quick Courses



Creating a Classroom Environment That Supports Student Learning \$39 | 3 hours

Get practical tips and research-based strategies that can help you establish a classroom environment that supports engaged student learning, drawing on key concepts from **Classroom Instruction That Works**. At the end of the course, you'll have knowledge and tools to engage students in their learning; help students set high expectations; set quality learning objectives and intentional structures; provide student feedback that reinforces effort and nurtures growth; and create positive relationships with students and families.

Presenters: Cheryl Ablu & Jeanette Simenson-Gurolnick

Session focus: Teaching Strategies, Classroom Management

Designed for: Teachers, Instructional Coaches & Mentors, PD Leaders

mcrel.org/learn-online

Quick Courses *(continued)*



Managing Change | \$39 | 3 hours

Learn key concepts and strategies for successfully initiating, managing, and sustaining important changes in your school or system in order to drive continuous improvement and innovation.

This overview course covers the important principles school leaders should know that apply during change processes, such as implementing new policies, procedures, or programs. The course also provides insights on why and how staff can respond differently to change, and gives strategies to help your team process change productively.

Presenter: Dr. Kent Davis

Session focus: Leadership Strategies, Change Management

Designed for: Principals, District Administrators, School Leadership Teams

In-Depth Courses



Quality Questioning for Student Learning | \$129 | 15 hours

Learn how to better promote your students' curiosity and deepen their understanding by asking classroom questions that are matched to their learning needs. Key content includes: Characteristics of Quality Questions; Cognitive Demand and Questioning; Questions to Support Learning Different Kinds of Knowledge; Matching Questions to the Stages of Learning; and Using Questioning to Support a Community of Learners.

Presenter: Dr. Kris Rouleau

Session focus: Teaching Strategies, Instructional Design

Designed for: Teachers, Instructional Coaches & Mentors



Six-Phase Model for Student Learning That Sticks | \$129 | 15 hours

Using insights from research on memory and learning, this course presents a 6-phase model for student learning and shows how to sequence and present lessons in a way that best aligns with what's happening inside students' brains when they're learning and applying new academic content. Key content includes: Basic Science of Memory Formation and Recall; 6-Phase Model for Student Learning; Lesson Planning Aligned to the 6-Phase Model; and The Role of Curiosity in Engaging and Deepening Learning.

Presenter: Tonia Gibson

Session focus: Teaching Strategies, Instructional Design

Designed for: Teachers, Instructional Coaches & Mentors

mcrel.org/learn-online

INSTRUCTION

In-Depth Courses *(continued)*



Classroom Instruction That Works with English Language Learners: Student Learning Strategies | \$129 | 15 hours

For classroom teachers and ELL specialists alike, this on-demand, self-paced course will give you practical information about the five stages of language acquisition and the instructional strategies you can use at each stage to help your students progress toward fluency.

You'll also learn how to use an academic language framework to support your ELL students as they learn vocabulary and language structures that are associated with academic content areas. In-depth examples are provided for math, English language arts, and science teachers.

Presenter: Jane Hill

Session focus: ELL Teaching Strategies and Instructional Design

Designed for: Classroom Teachers, ELL Specialists



Nurturing a Positive Learning Environment | \$129 | 15 hours

Learn key insights, reflections, and strategies for creating a positive, empowering classroom environment that supports higher levels of student learning. Using a process of self-reflection from the McREL book *Pursuing Greatness*, this course will help you address four common challenges related to creating a positive learning environment and help you empower students to fully engage in and own their learning experiences.

Presenter: Pete Hall

Session focus: Instructional Strategies, Professional Self-Reflection

Designed for: Teachers, Instructional Coaches, PD Leaders



Developing Educators' Collective Efficacy

Schools with a strong sense of collective efficacy—the ability to work together to make a difference for students—generally enjoy higher performance results. Learn how your team can pull together for success.



Monitoring Implementation of School Initiatives

Launching a school improvement plan is a huge accomplishment, but what about sustaining it? Learn how to collect and deploy the data you'll need to keep the momentum going.

mcrel.org/learn-online

Classroom Instruction That Works®

Improving instruction for better student learning is about science, not guesswork. McREL's research and analysis of hundreds of instructional strategies used in thousands of classrooms has revealed which ones work best. These nine best categories of instructional strategies form the heart of McREL's **Classroom Instruction That Works (CITW)** books, resources, and professional learning services used by teachers, instructional coaches, and school leaders worldwide.

Our **Classroom Instruction That Works professional learning** sessions help participants understand the “what, why, how, and when” of using each of the nine CITW categories of instructional strategies for maximum effect on student learning. CITW gives educators a clear, consistent approach to instruction, providing recommendations and tools for developing stronger lesson plans and effective classroom delivery using a three-part instructional planning guide designed to:

- Create a **quality environment for learning**
- Help students **develop understanding** of new content
- Help students **extend and apply their knowledge**

In our PD sessions, teachers practice using the CITW strategies, tools, and tips, and will be guided to reflect on—and plan for—how to incorporate this new learning into their lesson plans and instructional delivery.

Designed for: Classroom teachers, instructional coaches, teacher mentors, principals and assistant principals, and central office PD leaders.

Customizable: Sessions can be contextualized for in-classroom and online learning, to address your specific goals, needs, and areas of focus.

Delivery options:



On-site: 2–3 consecutive days



Online: 3–9 live webinars throughout the year, exclusively for your participants



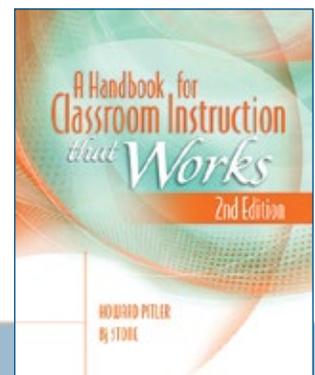
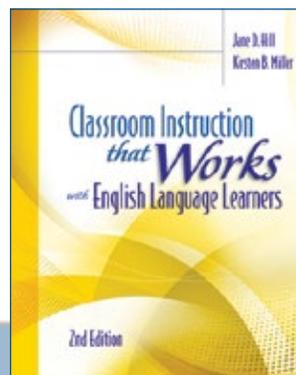
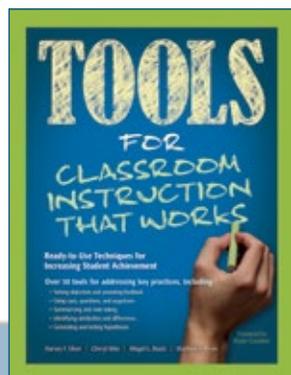
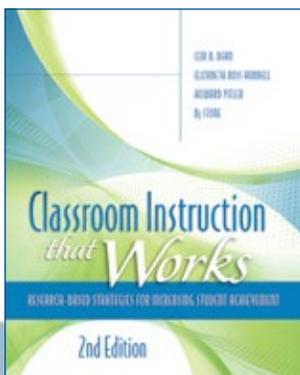
Hybrid (on-site + online): 3–5 days spread throughout the year, with additional online check-ins and coaching between on-site visits

Trainers: 2 additional days. Become authorized to deliver **CITW** workshops in your district or ESA service area.

Cost: Varies depending on delivery option, location, and level of customization. Contact McREL today for a proposal that fits your needs.

Schedule now: Call 800.858.6830, email info@mcrel.org, or use McREL's contact form at mcrel.org/contact. Also consider our new online learning experience: See pp. 4–6.

Related resources available at store.mcrel.org:



INSTRUCTION

Classroom Instruction That Works with English Language Learners

Language learners of all backgrounds go through five distinct stages of second language acquisition. Recognizing what stage their English learner (EL) students are in can help teachers better support their progress toward oral and written fluency.

The **Classroom Instruction That Works with English Language Learners** professional learning sessions give teachers knowledge and applicable strategies regarding the stages of second language acquisition and their implications for instruction. The sessions also demonstrate how to engage English language learners in the classroom and cover the importance of teaching the academic language associated with content.

This session is highly customizable based on your school or district's goals and context. Variations include:

- **Teaching Reading in the Content Areas with an ELL Lens.** Experience hands-on practice with reading strategies, while viewing them through an ELL lens to see what is different about teaching ELL students.
- **ELL Leadership Academy.** Learn to recognize the correlation between leadership practices and student achievement; increase your capacity to lead ELL reform and implementation efforts.
- **Academic Conversations in the Content Areas.** Practice academic talk aligned with content to fully appreciate its powerful connection to the oracy-literacy relationship.
- **Bridging the Cultural Gap Between Home and School.** Learn strategies to bridge the cultural gap and strengthen the relationship between home and school for students of all cultures.

Designed for: Classroom teachers with ELL students in their class, ELL specialists, principals, and central office ELL leaders.

Customizable: Sessions can be contextualized for in-classroom and online learning to address your specific goals, needs, and areas of focus..

Delivery options:



On-site: 2–3 consecutive days



Online: 3–9 live webinars throughout the year, exclusively for your participants



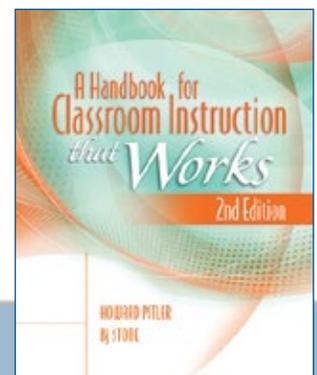
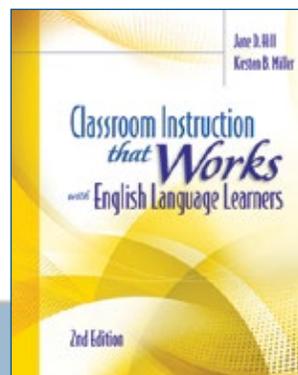
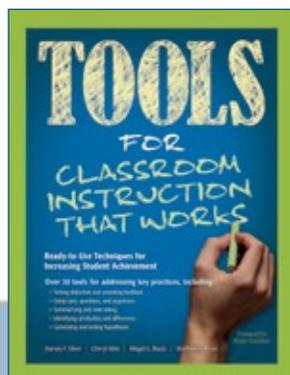
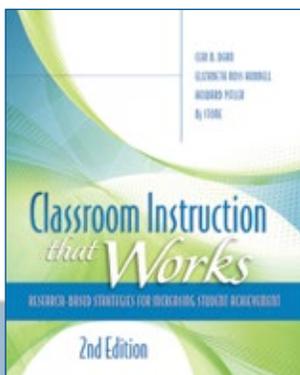
Hybrid (on-site + online): 3–5 days spread throughout the year, with additional online check-ins and coaching between on-site visits

Trainers: Additional day of training. Become authorized to deliver **Classroom Instruction That Works with English Language Learners** workshops in your district or ESA service area.

Cost: Varies depending on delivery option, location, and level of customization. Contact McREL today for a proposal that fits your needs.

Schedule now: Call 800.858.6830, email info@mcrel.org, or use McREL's contact form at mcrel.org/contact. Also consider our new online learning experience: See pp. 4–6.

Related resource available at store.mcrel.org:



Instructional Coaching That Works

Understanding best practices for adult learning and, specifically, how teacher expertise develops throughout a career can help principals, PD leaders, instructional coaches, and teacher mentors better support the teachers they work with.

In our **Instructional Coaching That Works** professional learning sessions, we explore best practices for helping educators adopt better routines, develop their expert mental models, and engage in shared innovation. Participants learn how to differentiate their coaching strategies for novice, mid-career, and expert level teachers, and to guide teachers in a self-reflective growth cycle. At the heart of the workshop will be the exploration and application of a model for student learning that employs cognitive science to help teachers design deep learning experiences for students.

Designed for: Principals, assistant principals, instructional coaches, teacher mentors, and central office PD leaders.

Customizable: Sessions can be contextualized to address your specific goals, needs, and areas of focus.

Delivery options:



On-site: 2–3 consecutive days



Online: 3–9 live webinars throughout the year, exclusively for your participants

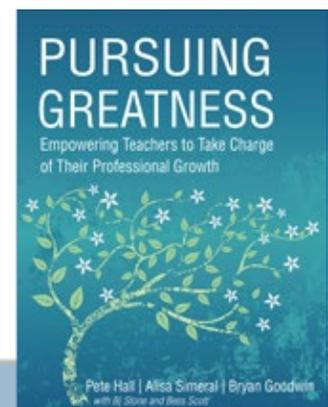
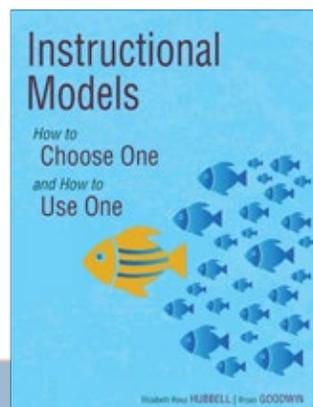
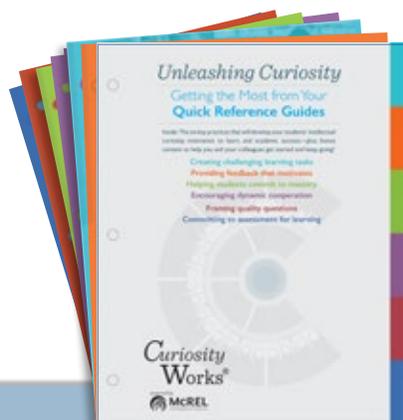


Hybrid (on-site + online): 3–5 days spread throughout the year, with additional online check-ins and coaching between on-site visits

Cost: Varies depending on delivery option, location, and level of customization. Contact McREL today for a proposal that fits your needs.

Schedule now: Call 800.858.6830, email info@mcrel.org, or use McREL's contact form at mcrel.org/contact. Also consider our new online learning experience: See pp. 4–6.

Related resources available at store.mcrel.org:



INSTRUCTION

Creating a Positive and Engaging Classroom Culture

In addition to the cognitive needs of students, it is also critical for educators in today's world to be cognizant of the social and emotional well-being of their students to move them onward and upward. This can be done by creating a supportive and culturally responsive environment that fosters a risk-free climate for students to take on academic challenges and view struggle as part of the learning process.

In our **Creating a Positive and Engaging Classroom Culture** PD workshop, participants will learn what an engaging classroom with relevant, hands-on learning for students looks, feels, and sounds like. Participants will also discover instructional strategies they can use that support students' social and emotional learning.

Designed for: Principals, assistant principals, instructional coaches, teachers.

Customizable: Sessions can be contextualized to address your specific goals, needs, and areas of focus.

Delivery options:



On-site: 1–2 consecutive days



Online: 3–6 live webinars throughout the year, exclusively for your participants



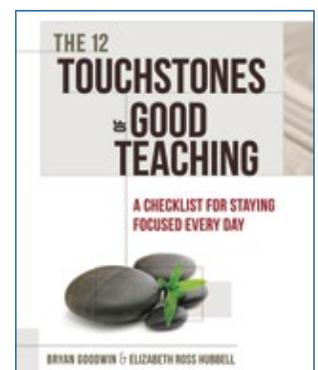
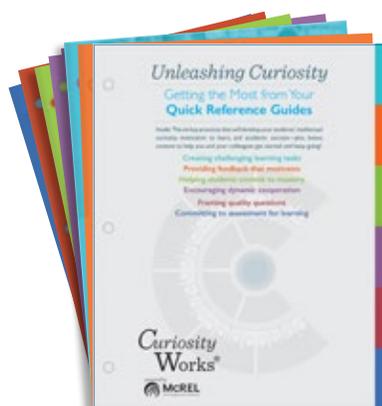
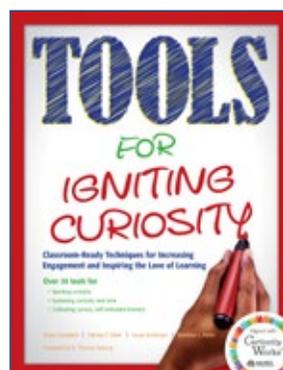
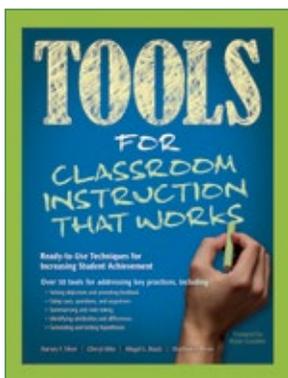
Hybrid (on-site + online): 3–5 days spread throughout the year, with additional online check-ins and coaching between on-site visits

Trainers: 2 additional days of training. Become authorized to deliver **Creating a Positive and Engaging Classroom Culture** workshops in your district or ESA service area.

Cost: Varies depending on delivery option, location, and level of customization. Contact McREL today for a proposal that is tuned to your needs.

Schedule now: Call 800.858.6830, email info@mcrel.org, or use McREL's contact form at mcrel.org/contact. Also consider our new online learning experience: See pp. 4–6.

Related resources available at store.mcrel.org:



“*Our teachers became more mindful, intentional, and collaborative, and our students came to be active participants in their own learning. Classroom Instruction That Works has been the game changer, bringing our school community to speak the same language and move forward in one rhythm. It works!*”

—Joni Serisola, assistant principal, George Washington High School, Guam

Curriculum Audits and Alignments

Developing an aligned, equitable, and rigorous curriculum involves a cycle of initial development, review, and revision. McREL helps schools and districts at all stages of the journey. Through a collaborative process with your team, we'll identify areas of effectiveness and help you set priorities for improvement.

Applying our research, consulting, and technical assistance services, we can support your curriculum review and adoption initiatives with the following expertise:

- **Alignments.** How well does your current curriculum align to your local and state content standards and assessments? Does every student in every class have access to content that meets state standards—every day? Are mismatches creating underperformance on assessments? We'll help you be certain, and help you develop improvement plans and action steps.
- **Adoptions.** We'll assess your curricular targets and how close you are to meeting them; walk you through best practices for curriculum reviews and adoptions; and recommend the materials likeliest to get your students where they need to be. We can also provide technical assistance to your team as you implement new or updated curriculum.
- **Instructional audits.** A curriculum is only as good as its implementation. Our instructional audits reveal gaps between what needs to be taught, and what's getting taught.

Designed for: School districts, charter and independent schools, ed-tech curriculum developers.

Delivery options:

 On-site  Online  Hybrid (on-site + online): Duration depends on scope of work requested.

Customizable: Services can be contextualized to address your specific goals, needs, and areas of focus.

Scope of work and cost: The duration, format, and cost for curriculum audits and alignment services vary depending on scope and focus. Contact McREL today for a proposal that fits your needs.

Schedule now: Call 800.858.6830, email info@mcrel.org, or use McREL's contact form at mcrel.org/contact.

Instructional Coaching

Not sure exactly what it will take for your school, district, or agency to achieve excellence? We're here to help.

With customized coaching and support from McREL, you'll benefit from our experience working with thousands of educators, and get a plan that is completely inspired by and geared to your unique situation. Our consultants work with you to find the root causes of your challenges—and develop an affordable plan of action that will meet your needs head-on.

Schedule now: Call 800.858.6830, email info@mcrel.org, or use McREL's contact form at mcrel.org/contact for a proposal that fits your needs.

Q&A With Jeanette Simenson-Gurolnick: Helping Educators See Technology as Friend, not Foe



*Jeanette Simenson-Gurolnick,
Managing Consultant*

Q: You joined McREL in 2020 and are a big advocate of educational technology, both for student learning and for educator professional learning. How did you become an ed-tech activist?

A: This is my fourth career and it's a blend of the first three: TV sports production, software sales, and teaching. When I started teaching in 2006 at a public school in Chicago, there was no technology being used. I was just really surprised, having come from two major industries that were all about technology. So I made it my goal to help my students and my school join the 21st century and begin using ed-tech supports. To further my interest, I earned a master's degree in instructional technology/curriculum design and another in educational policy and leadership. I firmly believe that the best school leaders are effective *instructional* leaders, not just operational administrators, and that's something that's supported by McREL's research analysis on school and system leadership.

Q: There's no denying the importance of ed-tech anymore, thanks to the pandemic. Have schools responded adequately?

A: While it has been a challenge in many places, we should recognize and honor the fact that schools made a huge, rapid shift to online education. The positive from this is that so many more educators and students are now familiar with technology and how to use it to engage in relevant, deep learning—whether your school is operating now or in the future completely online, in person, or a flexible hybrid model. And we've given our kids so much more access to the digital knowledge, skills, and tools they'll need in their future workplaces. I think schools are in a place now where it's possible for us to begin viewing the use of technology to support student engagement and learning as a standard operating procedure, even after the pandemic ends. I see the intersection between education and technology, especially with student creativity and project-based learning, as something that can rekindle the joy of learning.

Q: What ed-tech advances would you like to see in the future?

A: I'd love for schools to offer more routine and ongoing professional learning to all teachers on how to effectively use technology to support and enhance their instructional planning and student learning. It's not as much about learning a tech tool itself, but learning when, why, and how to use that technology to support your students' specific learning needs and goals. Beyond that, I think it would be great for students at every school to be able to take at least one computer science class. Almost every career these days requires some degree of computer skills, and these classes could help prepare them for the workforce—and even help some students consider possible careers in STEM fields that they might not otherwise have thought about.

Leadership Services and Professional Learning



Professional Learning



Coaching



Consulting



Publications & Resources

School and district leadership matters. Research shows that high-quality leaders have a measurable impact on student and staff outcomes.

What makes a high-quality principal or administrator? McREL's analysis of research on effective education leadership has identified a set of specific actions, behaviors, processes, and responsibilities that—when enacted well by principals, district administrators, superintendents, and other system leaders—can increase student learning, educator effectiveness, and school performance.

The good news: These actions can be learned. We've worked with more than 20,000 school leaders (and teams) to strengthen their knowledge of these actions and their skill implementing them in everyday practice. We help them understand how to use key insights from improvement science and the process of change to elevate their schools' performance. And we help them discover and leverage the "bright spots" that already exist within their schools and systems.

McREL also helps school districts strengthen their leadership development pipelines, ensuring that aspiring leaders within their schools are identified, supported, encouraged, and coached to maximize their readiness to succeed as future principals and administrators.

Leadership Coaching

Do you need every leader in your school or district to work together toward a shared vision of effectiveness? We're here to help.

With customized coaching and support from McREL, you'll benefit from our experience working with thousands of educators, and get a plan that is completely inspired by and geared to your unique situation. Our consultants work with you to find the root causes of your challenges—and develop an affordable plan of action that will meet your needs head-on.

Schedule now: Call 800.858.6830, email info@mcrel.org, or use McREL's contact form at mcrel.org/contact for a proposal that fits your needs.

LEADERSHIP

Balanced Leadership®

What makes an effective school leader? In our groundbreaking book *School Leadership That Works*, we identified 21 behaviors and actions that all school leaders can learn that benefit student achievement. This research became the basis for the **Balanced Leadership** professional learning and coaching program.

In addition, through our work with more than 20,000 school leaders, we've identified the key times leaders need to use directive leadership, and when they should transition to distributive, shared leadership. We encourage districts to engage entire school leadership teams in these professional development opportunities to create a common language for effective leadership practices and build a principal pipeline.

Our **Balanced Leadership** professional learning experiences help school leaders:

- **Establish a clear focus for school improvement**—keeping the work and the conversations at your school targeted on the issues that matter most for student learning, and uniting your school community with a shared vision of school success.
- **Manage change well**—understanding how to create positive demand for change and skillfully steer through the challenges associated with making changes to procedures, programs, and policies for improvement.
- **Develop a purposeful school community**—creating a sense of collective efficacy among your teachers and staff, a shared belief that, together, they can make a difference for students.

Designed for: Principals, assistant principals, teacher leaders, and central office staff who supervise principals.

Customizable: Sessions can be contextualized to address your specific goals, needs, and areas of focus.

Delivery options:



On-site: 2–5 consecutive days



Online: 3–9 live webinars throughout the year, exclusively for your participants



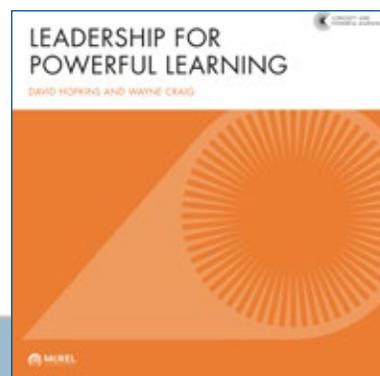
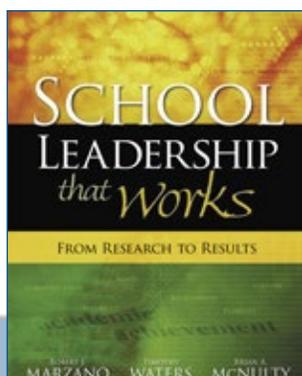
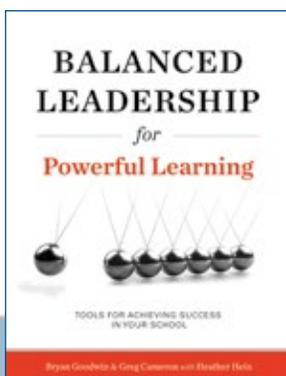
Hybrid (on-site + online): 3–5 days on-site spread throughout school year, with online check-ins and coaching between visits

Trainers: 2 additional days of training. Become authorized to deliver **Balanced Leadership** workshops in your district or ESA service area.

Cost: Varies depending on delivery option, location, and level of customization. Contact McREL today for a proposal that fits your needs.

Schedule now: Call 800.858.6830, email info@mcrel.org, or use McREL's contact form at mcrel.org/contact. Also consider our new online facilitator renewal.

Related resources available at store.mcrel.org:



District Leadership That Works®

McREL's analysis of district-level research has revealed that certain actions and behaviors by superintendents, central office leaders, and school board members have a positive effect on student achievement and staff success—and that all school leaders can learn these practices and ways to implement them with efficacy.

Through comprehensive **District Leadership That Works** consulting, professional learning, and coaching, we help district-level leaders find the delicate balance between specific leadership actions—when to emphasize which actions and why—to become true instructional leaders and lift the performance of all students and staff. Using our **What Matters Most**® framework, you'll learn how to set nonnegotiable, district-defined goals for achievement and instruction through a collaborative process with stakeholders, align district resources to support those goals, and monitor progress. You'll also discover keys to overcoming performance plateaus by moving from a compliance-oriented approach to improvement, to a more effective culture of inside-out innovation, empowering school leadership teams with the defined autonomy they need to craft strategies and solutions to help their students succeed. Our expert facilitators will also help you:

- Establish district-level supports that help principals enact our powerful **Balanced Leadership** guidance and protocols for effective school leadership.
- Guide staff through necessary second-order change processes, pushing past the status quo.
- Apply characteristics of **high-reliability organizations** in your district and assess the operation of your district as a high-performing school system.

Designed for: Superintendents, assistant superintendents, directors, department heads.

Customizable: Sessions can be contextualized to address your specific goals, needs, and areas of focus.

Delivery options:



On-site: 2–3 consecutive days



Online: 3–9 live webinars throughout the year, exclusively for your participants

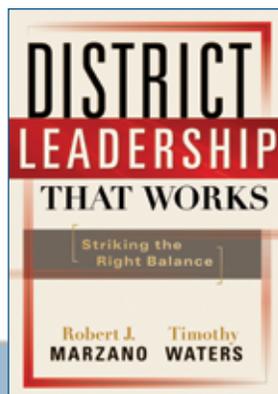


Hybrid (on-site + online): 3–5 days on-site spread throughout school year, with online check-ins and coaching between visits

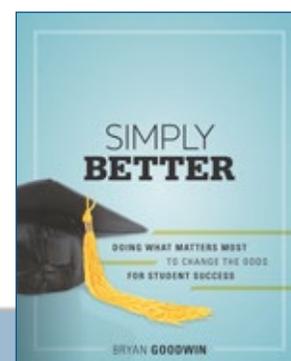
Cost: Varies depending on delivery option, location, and level of customization. Contact McREL today for a proposal that fits your needs.

Schedule now: Call 800.858.6830, email info@mcrel.org, or use McREL's contact form at mcrel.org/contact.

Related resource available at solutiontree.com:



Related resource available at store.mcrel.org:



SCHOOL & SYSTEM IMPROVEMENT

School & System Improvement Services



Professional Learning



Coaching



Consulting



Publications & Resources

Whatever your school or district's unique challenges, we can help you develop a high-performance culture and put in place the systems and processes to ensure that each and every student receives a great school experience.

Our expert consultants—who are former principals and administrators themselves—help our school, district, and agency clients think strategically about continuous improvement and innovation, finding the root causes of challenges and identifying areas for quick wins and long-term growth. We take an assets-based, bright-spots approach, identifying and building on what your school or system already does well, and developing your team's internal capacity to sustain improvement over time. Drawing on insights from proven principles of improvement science and change management, we'll collaborate with your team to contextualize strategies and resources, listening to your challenges and needs and understanding your vision for success. From there, we'll fine-tune a plan to support your specific goals.

School & System Improvement Coaching

Systems improve when everyday decisions align with guiding principles. If that alignment seems elusive, we can help.

With customized coaching and support from McREL, you'll benefit from our experience working with thousands of educators, and get a plan that is completely inspired by and geared to your unique situation. Our consultants work with you to find the root causes of your challenges—and develop an affordable plan of action that will meet your needs head-on.

Schedule now: Call 800.858.6830, email info@mcrel.org, or use McREL's contact form at mcrel.org/contact for a proposal that fits your needs.

“I absolutely loved the various modes of learning to stimulate and engage us throughout the PD. Bryan Goodwin and Tonia Gibson were incredibly engaging to listen to.”

—Participant feedback from Learning That Sticks online PD course

SCHOOL & SYSTEM IMPROVEMENT

Curiosity Works® School Improvement Approach and Tools

Does your school struggle to unify teachers, support staff, students, parents, and stakeholders behind a common vision and focus for improvement? Has your progress plateaued? Or are you a high-performing school that's looking to innovate your professional practices?

Using the power of professional curiosity and collaboration, McREL's **Curiosity Works** services deliver strategic guidance, professional learning, and tools that help school leadership teams understand, prepare for, and move through six distinct phases of schoolwide improvement and innovation.

Grounded in McREL's research-based **What Matters Most framework**, Curiosity Works is for all schools—from those struggling to improve to those performing well but looking to raise the bar through innovative, learner-centered practices.

Designed for: School leadership teams.

Customizable: Sessions can be contextualized to address your specific goals, needs, and areas of focus.

Delivery options:



On-site: 2–3 consecutive days



Online: 3–9 live webinars throughout the year, exclusively for your participants

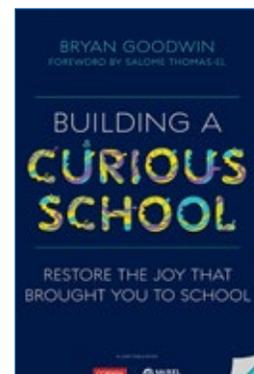
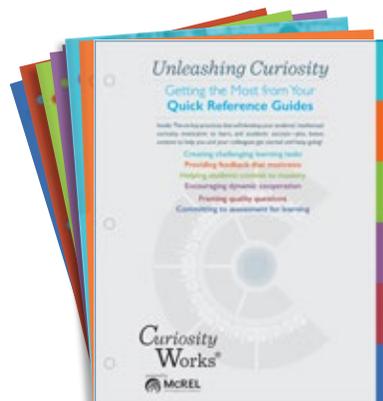
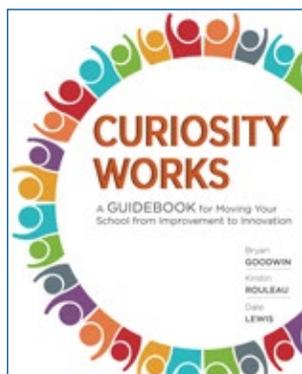
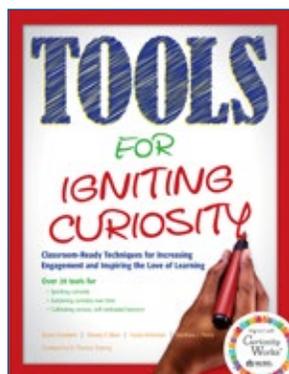


Hybrid (on-site + online): 3–5 days on-site spread throughout school year, with online check-ins and coaching between visits

Cost: Varies depending on delivery option, location, and level of customization. Contact McREL today for a proposal that fits your needs.

Schedule now: Call 800.858.6830, email info@mcrel.org, or use McREL's contact form at mcrel.org/contact.

Related resources available at store.mcrel.org:



SCHOOL & SYSTEM IMPROVEMENT

Diagnostic Reviews and Improvement Planning

Just as a medical diagnosis focuses on a specific part rather than the whole body, a school or system diagnostic review helps educators identify and address a specific issue hindering student success. McREL's process includes pre-visit orientation and planning, followed by a site visit to observe classroom instruction, review school documentation/artifacts related to school improvement efforts, and conduct focus groups and interviews with key stakeholders.

Designed for: Schools, school districts, ESAs.

Customizable: Services can be contextualized to address your specific goals, needs, and areas of focus.

Scope of work and cost: The duration, format, and cost for diagnostic reviews and improvement planning services vary depending on scope and focus. Contact McREL today for a proposal that fits your needs.

Schedule now: Call 800.858.6830, email info@mcrel.org, or use McREL's contact form at mcrel.org/contact.

Implementation Support and Monitoring for Action Plans

Following a diagnostic review, a school or district has the information required to develop an improvement plan. Implementation capacity may be lacking, however. McREL can create data collection tools to monitor progress on implementation and intended goals/outcomes.

Designed for: Schools and districts.

Customizable: Services can be contextualized to address your specific goals, needs, and areas of focus.

Scope of work and cost: The duration, format, and cost for implementation support and monitoring for action plans vary depending on scope and focus. Contact McREL today for a proposal that fits your needs.

Schedule now: Call 800.858.6830, email info@mcrel.org, or use McREL's contact form at mcrel.org/contact.

Related resource:



SCHOOL & SYSTEM IMPROVEMENT

Power Walkthrough®

More than 1.4 million classroom observation walkthroughs have been conducted around the world using McREL's Power Walkthrough online app. Designed to support coaching and PD conversations—not formal evaluations—the software contains practice-proven observation templates on effective instructional strategies, including **Classroom Instruction That Works** and **The 12 Touchstones of Good Teaching**, which can easily be customized to match your school's needs and goals. The user-friendly software allows principals and instructional coaches to quickly record data from multiple walkthroughs and generate easy-to-read dashboard reports to help guide coaching conversations and prioritize PD needs and opportunities.

Designed for: Instructional coaches, principals, assistant principals.

Customizable: “Look for” templates can be contextualized to address your specific goals, needs, and areas of focus.

Delivery options:



Online: Power Walkthrough is an online app that works with all mobile devices, laptops, tablets, and desktop computers.

Trainers: Required training can be delivered as 3–7 one-hour webinars for teachers, instructional coaches, school leaders, and district leaders, or a two-day on-site workshop for up to 40 participants. Webinar topics include an overview of instructional strategies from Classroom Instruction That Works, practice walkthroughs using video vignettes, and tips on looking at the data and generating reports. The on-site option adds actual walkthroughs and debriefs at a school.

Cost: \$450 per year, per principal user. Multi-user site licenses are also available.

Schedule a demo now: Call 800.858.6830, email info@mcrel.org, or use McREL's contact form at mcrel.org/contact.



SCHOOL & SYSTEM IMPROVEMENT

Q&A With Karen “Dr. K.” Baptiste: Caring for the Adults Who Care for Children

Q: How did you get started in education as a career?

A: During a break between jobs as a TV news producer in New York City, an educator friend asked me to help out with a group home. It was supposed to be temporary, but it ended up being a higher calling. I started as a behavior specialist and saw injustices against minoritized groups—it became my mission to do something about it. Later I went into public education and, as a teacher in grades 2–5, I saw firsthand that teachers need more access to ongoing professional resources, training, support, and empowerment to be able to care for all our students.



*Dr. Karen Baptiste,
Consulting Director of
Learning Services*

Q: What needs to change with schools?

A: Empowerment and equity. We need to support and encourage teachers, as professionals, to be able to identify areas needing improvement—be it instructional design and delivery, equitable educational experiences and opportunities, school climate and culture, or family and community engagement—and then empower them to enact positive changes that will benefit their students. Changes like identifying and addressing inequitable policies in schools that lead to disproportionate numbers of students of color and students with special needs being suspended from school, dropping out, or being arrested. Once out of school, these students fall behind academically which then increases their risk of not graduating. A 2014 Stanford report pointed out that dropouts are 3.5 times more likely to be arrested than high school graduates, and 68% of all men in prison do not have a high school diploma. It’s a pervasive societal issue and one that impacts me personally, as my baby brother was a poster child for the school-to-prison pipeline. I’m currently using my background in TV news and education to produce a documentary on the school-to-prison pipeline to bring attention to the issue and show the need to dismantle these policies and rebuild the education system in the United States.

Q: How are you working this insight into McREL professional learning?

A: School teams need knowledge, tools, and systemic support to become empowered to make the changes needed to create transformative school experiences for all students. At McREL, we’re using our research-based insights on systemic change processes, collective efficacy, and high-quality instruction and leadership practices to create professional learning sessions and coaching resources that help teachers, support staff, and leaders build their capacities and confidence. When working with school teams, we identify the tenets of collective efficacy, assess the school’s current landscape, and see which assets exist in that space and which are missing, and then provide contextualized training and assistance.

Our society tends to think of schools as places in which only the children learn, but we really need to remember that educators, like any professional in any industry, also need career-long learning, support, and resources. Only when that foundation is in place can we adequately tend to the needs of every child we serve and address inequities in education.

LEADER & TEACHER EVALUATIONS

School Leader and Teacher Evaluations

Student success starts with investing in the growth and performance of school leaders and teachers. Our comprehensive personnel evaluation systems use sound research on educator effectiveness and present clear, easy-to-use rubrics and descriptions to evaluate teachers, principals, and superintendents on what matters most to student achievement, helping them reach their full professional potential. Available frameworks include:

- **CUES Teacher Evaluation.** The CUES (Content, Understanding, Environment, Support) framework contains 23 rating elements based on McREL's research into effective instruction and professional teacher practice. It aligns with our **Classroom Instruction That Works** research, publications, and professional development.
- **Balanced Leadership Principal Evaluation.** Based on our **Balanced Leadership** research, publications, and professional development, this 21-element framework aligns with analysis on effective school-level leadership practices that correlate to higher levels of student achievement and school performance.
- **Balanced Leadership Central Office and Superintendent Evaluation.** Based on McREL's extensive research on the effects of superintendent and central office instructional leadership on student achievement and aligned with our **Balanced Leadership** body of knowledge, this 16-element framework provides a coherent approach to leadership evaluation and support.

Delivery options:



Framework only: Use the written version of the evaluation framework in your district through direct annual license with McREL.



Online: McREL partners with several third-party vendors of online human resources and evaluation management systems, who offer their clients access to McREL's frameworks.

Partners:



Cost: Varies depending on delivery and training options selected. Contact McREL today for a proposal that fits your needs.

Schedule a demo now: Call 800.858.6830, email info@mcrel.org, or use McREL's contact form at mcrel.org/contact.

“McREL has been a huge help in converting an often big, vague idea into specific action steps that we can implement.”

—Jason James, assistant principal, Jellico Elementary School, Tennessee

RESEARCH, EVALUATION & DATA ANALYSIS

Research and Evaluation Services



Professional Learning



Coaching



Consulting



Publications & Resources

Evidence empowers educators to drive positive change. Over the decades, McREL has successfully executed thousands of grants and contracts for research and evaluation work on topics including enhancing teachers' use of formative assessment, increasing STEM workforce readiness, and expanding social equity and awareness.

Our designs and methods highlight the importance of studying interventions. With a broad range of quantitative and qualitative methods at our disposal, we can help stakeholders document what's at stake, what works, and how successful (or not) an intervention has been.

Needs Assessment and Logic Models

Needs assessment is the process of identifying gaps between the current and the desired situation or state, and it's one of the key learning tools in evaluation and improvement planning. McREL has extensive experience identifying and understanding the unique needs of schools, districts, and other education systems through both formal needs assessments (including scans of existing information) and group and individual conversations with key stakeholders. We examine extant data (at the school, district, or state level) to ensure that we have a full understanding of the context in which we are operating. Logic models and theories of change are then collaboratively developed with key stakeholders. These tools are useful for identifying gaps and identifying appropriate short- and longer-term outcomes to be examined.

Schedule a free initial consultation now: Call 800.858.6830, email info@mcrel.org, or use McREL's contact form at mcrel.org/contact for a proposal that fits your needs.

“McREL helped us put in structures and systems that never existed. We needed concrete ways of doing things.”

—Janine Calhoun, principal, Nevada Virtual Academy High School

Literature Reviews, Document Reviews, and Syntheses

Need the lay of the land on a research topic that could influence your organization's strategy? McREL's researchers can put together a synthesis that surfaces the issues you care about while saving your team dozens of hours of reading. Past topics have included formal classroom practices and instruction, out-of-school practices and student supports, practices to improve the achievement of at-risk and disadvantaged students, formative assessment, college readiness, leadership, and systems for tracking and diagnosing student successes and areas of growth.

Schedule a free initial consultation now: Call 800.858.6830, email info@mcrel.org, or use McREL's contact form at mcrel.org/contact for a proposal that fits your needs.

Research Design and Delivery

Through a collaborative process with our clients and their key stakeholders, McREL's researchers and evaluators create detailed plans that include identification of the study questions, data collection plans (methods, informants, analytic approach), and timelines for reporting findings. Senior-level McREL staff have advanced training in, and a deep understanding of, research design, cognitive psychology, experimental psychology, and inquiry methodology.

We help clients assess whether they need a "gold standard" randomized controlled trial or some other design. Likelier than not, we'll customize an approach exclusively for the particular research need, uncovering the data and methods that, ultimately, will have the greatest impact on teacher and student performance.

Schedule a free initial consultation now: Call 800.858.6830, email info@mcrel.org, or use McREL's contact form at mcrel.org/contact to discuss your research study needs.

As students experienced virtual learning in spring 2020, most for the very first time, shortcomings in the learning infrastructure were exposed. Students felt a decline in engagement and performance; observed the challenges teachers faced in transitioning to virtual learning and how these challenges in turn affected their own learning; and saw how more time for learning benefited their engagement. In viewing this unprecedented experience as a learning opportunity, students identified several key areas of improvement to both boost their engagement and make learning more accessible.

From The "Silent Epidemic" Finds Its Voice: Demystifying How Students View Engagement in Their Learning. Free download at mcrel.org/the-silent-epidemic-finds-its-voice.

RESEARCH, EVALUATION & DATA ANALYSIS

Data Collection, Analysis, and Reporting

McREL has created surveys for state education departments and for districts as large as 90,000 students. Examples include a statewide school climate survey, a districtwide survey regarding use and comfort with technology, and an early warning indicators system for an urban district with more than 40,000 students. We also conduct interviews, focus groups, and classroom observations that help school systems gain insight into programs, practices, or processes.

Our staff are skilled in presenting key findings clearly and concisely to diverse stakeholders. We are adept at conveying technical content to policymakers, educational leaders, educators, and community members by providing conclusions and recommendations designed for practical understanding, ease of decision-making, and real-world implementation.

Schedule a free consultation now: Call 800.858.6830, email info@mcrel.org, or use McREL's contact form at mcrel.org/contact to discuss your data collection and analysis needs.

Instrument or Test Development

McREL has assisted education agencies across the U.S. and in Australia in developing complex measurement and evaluation frameworks.

Published evaluation instruments have the advantage of established validity and reliability—but they aren't always applicable to every situation a client may want to assess. So, for the duration of every assignment, McREL evaluators continuously scrutinize each question being asked, and may propose the creation of study-specific instruments. As a result, we have built an extensive portfolio of data collection tools including observation, interview, and focus group protocols; paper and online surveys; and implementation tracking logs.

Schedule a free initial consultation now: Call 800.858.6830, email info@mcrel.org, or use McREL's contact form at mcrel.org/contact to discuss your instrument needs and goals.

Ed-Tech Evaluation

Schools and districts need ed-tech products and programs that personalize learning, better engage students, and improve outcomes—and they're looking for evidence that these products make a difference for students before they make a purchasing decision.

McREL bridges the gaps between educators, research, and ed-tech products. Our mission is to help educators flourish by researching what works and what matters most in improving teaching, learning, and leading.

As part of that mission, we work with ed-tech developers and educators to analyze ed-tech products to see how well they really perform, giving valuable answers to these important questions:

- Does this ed-tech product work in the classroom the way you expect? Does it improve K–12 teaching and learning outcomes? Which students benefit the most from this technology?
- Does this product have the evidence base needed to meet federal ESSA requirements?
- Is this ed-tech product easy for teachers and students to use? Is the available training and support sufficient to ensure quality implementation?
- How well does this ed-tech product align with local and national academic standards?

If you don't have answers to these questions, contact McREL.

Schedule now: Call 800.858.6830, email info@mcrel.org, or use our new ed-tech contact form at mcreval.tech for a proposal that fits your needs.

When things feel outside of our control, as was often the case with the shift to digital learning, our human tendency may be to look at the glass as half empty, seeing only the challenges and not recognizing the bright spots hidden in the chaos. . . . In schools where this thinking has taken hold, even the simplest solution—such as adopting online teaching protocols that have been shown to be successful in other schools—tends to have little impact. High performing schools, on the other hand, demonstrate a different attitude. . . . It's this attitude that the challenges can be overcome that we want to promote, and our experience working with teachers and leaders in this last year has proven to us that amongst the uncertainty and change, there are bright spots that we will want to sustain for the future!

From Digital Lessons Learned: How the Online Pivot of 2020 Can Make Teaching and Learning Better Forever. Free download at mcrel.org/digital-lessons-learned

RESEARCH, EVALUATION & DATA ANALYSIS

Q&A With Dr. Kellie Kim: Helping Researchers and Practitioners Hear One Another



Dr. Kellie Kim, Vice President of Research Partnerships

Q: You're a mixed-methods education researcher. What's that?

A: I think mixing qualitative and quantitative data is the best way to explore diverse perspectives and uncover relationships that exist in education research questions. Let's say a state has implemented a statewide intervention to improve literacy outcomes. If we just use quantitative methods to focus on the outcomes, we know whether there has been an impact—such as if one student group had more improvement than others—but we don't know why. Adding qualitative methods such as focus groups or interviews provides the context we need to understand why it worked by providing opportunities for participants to have a voice and share their experiences through the research and evaluation process.

Q: Does McREL do this differently from any other research group?

A: Our strength is that we not only have researchers and evaluators on staff, but we also have people who have been teachers, principals, and superintendents. Being able to collaborate with colleagues who come from a practitioner background helps our researchers gain better insights into how to design and implement studies that work well in education settings, and create analyses and recommendations that have real-world applications.

Q: Do educators and researchers traditionally have difficulty communicating?

A: Everyone in education wants to improve outcomes for students, but as adults we can become isolated in our professional circles, and I try to bridge those gaps. In a previous job I created a practitioner-researcher partnership on teacher preparation in Appalachia. Until then the teacher preparation programs at universities, districts, and state agencies that oversee teacher certifications didn't have a forum where they could meet and discuss where the needs are and how they can better prepare the teachers.

Q: What drew you to the education field?

A: I'm from a family of teachers in South Korea but I never wanted to teach. Then my daughter was born with severe physical and intellectual disabilities. Most people with significant disabilities are assigned to a facility—think of how it was in the U.S. in the 1930s or 40s—so I came here to get my doctorate and to seek better care for her. I'm a huge introvert so it didn't come naturally to challenge authority figures, but that's what I did when aspects of her Individualized Educational Plan clearly wouldn't work. So who I am and what I'm doing are connected to the set of skills I had to develop in raising my daughter and advocating for her.

Q: How can educators stay informed about the latest research insights that might help them in their day-to-day teaching and learning work?

A: We researchers need to understand that teachers can't tackle a pile of journal articles after a long night of grading papers! McREL translates research into practical advice through our professional learning, books, and blog. And there's a growing trend for professional organizations to publish practitioner-focused websites and periodicals. It's healthy for scholars to ask themselves the "so what" questions that educators need addressed, and write for them, not just for other scholars.

McREL's publications provide insights and advice based on analysis of what works in education. While most of our titles can be purchased at store.mcrel.org, Amazon, EBSCO, and Barnes & Noble, we also partner with external publishers and some of our titles are available at their respective websites. If purchasing multiple copies for your school team, contact us at store@mcrel.org to learn about volume discounts and placing purchase orders.

Our newest publications

Tilting Your Teaching: Seven Simple Shifts That Can Substantially Improve Student Learning

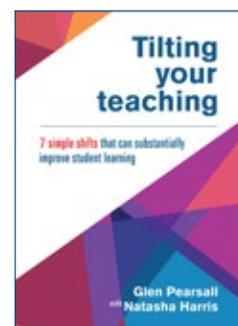
By Glen Pearsall with Natasha Harris

Softcover: \$24.95

Publication date: 2020 | ISBN: 978-1-7347820-0-4

Buy now at store.mcrel.org/catalog/book/tilting-your-teaching

Here's the book for every teacher who feels *this close* to excellence in the classroom. What if you could keep doing what you're doing . . . but just a tiny bit differently . . . so that student engagement and achievement skyrocketed? Learn about the Simple Shifts and try them in your classroom right away.



Learning That Sticks: A Brain-Based Model for K–12 Instructional Design and Delivery

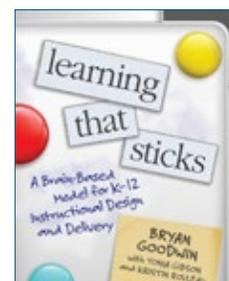
By Bryan Goodwin, Tonia Gibson, and Kristin Rouleau

Softcover: \$29.95

Publication date: 2020 | ISBN: 978-1-4166291-0-8

Buy now at store.mcrel.org/catalog/book/learning-sticks

Unpack the cognitive science underlying research-supported learning strategies so you can sequence them into experiences that challenge, inspire, and engage your students. You'll learn to teach with more intentionality—understanding not just what to do but also when and why to do it.



A Teacher's Reflective Impact Journal: Pursuing Greatness Every Day

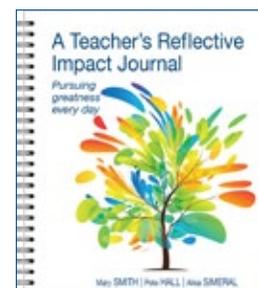
By Mary Smith, Pete Hall, and Alisa Simeral

Softcover: \$14.95

Publication date: 2020 | ISBN: 978-1-7326994-9-6

Buy now at store.mcrel.org/catalog/book/teachers-reflective-impact-journal

You may be your own harshest critic at times—but you can also be your own best teacher. Develop reflective habits to help you focus on your goals, improve what needs improving, and celebrate what you've gotten right. Filled with quotes to ponder and prompts to organize your thoughts, this is the perfect journal for any teacher who's committed to change from the inside out.



Building a Curious School: Restore the Joy That Brought You to School

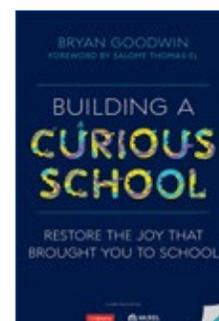
By Bryan Goodwin

Softcover: \$28.95

Publication date: 2020 | ISBN: 978-1-0718139-2-8

Buy now at store.mcrel.org/catalog/book/building-curious-school

Curiosity is hardwired in all of us, but the longer students stay in school, the less curious they become. Why is that? Learn about the many subtle ways formal education seems to hinder our natural curiosity and how rekindling a sense of wonder in schools can prime the pump for learning, foster a culture of engagement, grow better educational leaders, and prepare students and staff to lead more fulfilling lives.



PUBLICATIONS

The Classroom Instruction That Works Series

Improving instruction for better student learning is about science, not guesswork. McREL's research and analysis of hundreds of instructional strategies used in thousands of classrooms—and, most importantly, their impact on student achievement—reveals which ones work best. Together, these nine best categories of instructional strategies form the heart of McREL's **Classroom Instruction That Works (CITW)** books and resources. Through these books, you'll learn how to design lessons and teaching techniques that will work best in your classroom to heighten student engagement and deepen their understanding and application of new content and concepts.

Classroom Instruction That Works (2nd ed.)

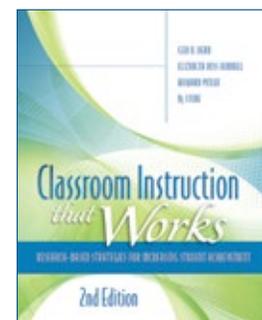
By Ceri B. Dean, Elizabeth Ross Hubbell, Howard Pitler, and Bj Stone

Softcover: \$29.95

Publication date: 2012 | ISBN: 978-1-4166-1362-6

Buy now at store.mcrel.org/catalog/book/classroom-instruction-works

This book is one of the most widely used tools for increasing student achievement for good reason: It provides evidence-based insights from rigorous research to strengthen instructional planning and delivery. You'll understand why and how the nine research-based teaching strategies presented in the book work best for specific situations and see how these methods connect directly to students gaining key 21st-century skills. Learn how to select the teaching techniques that will work best in your classroom to heighten engagement and deepen understanding with your students.



A Handbook for Classroom Instruction That Works (2nd ed.)

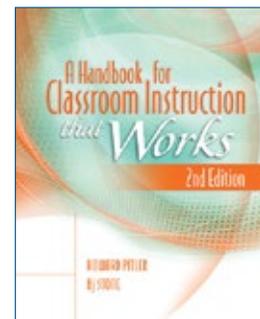
By Howard Pitler and Bj Stone

Softcover: \$32.95

Publication date: 2012 | ISBN: 978-1-4166-1468-5

Buy now at store.mcrel.org/catalog/book/handbook-classroom-instruction-works

Use this handbook to learn how to easily apply the various teaching practices described in our best-selling **Classroom Instruction That Works** in your classroom, school, or district. Get expert tips for implementation and save time by using the included samples, worksheets, and other tools for planning classroom activities. Check your understanding of the nine teaching strategies with straightforward exercises and use the supplied rubrics to assess effectiveness and improve your methods. Make your classroom environment the paradigm for CITW!



Tools for Classroom Instruction That Works: Ready-to-Use Techniques for Increasing Student Achievement

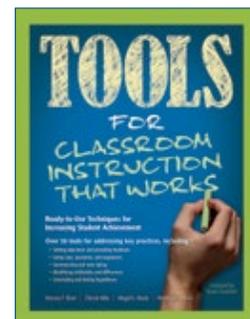
By Harvey F. Silver, Cheryl Abila, Abigail L. Boutz, and Matthew J. Perini

Softcover: \$34.95

Publication date: 2018 | ISBN: 978-1-58284-215-8

Buy now at store.mcrel.org/catalog/book/tools-classroom-instruction-works

When McREL published *Classroom Instruction That Works*, we encouraged a generation of educators to focus instruction around nine categories of teaching strategies proven to raise student achievement. The challenge for teachers has always been how to build these achievement-boosting strategies into their everyday instruction. This book provides more than 50 classroom-ready tools that make it easy to implement the strategies across grade levels and content areas. By incorporating these tools into your daily practice, you can turn your classroom into a place where high levels of engagement and deep learning happen every day.



Classroom Instruction That Works with English Language Learners (2nd ed.)

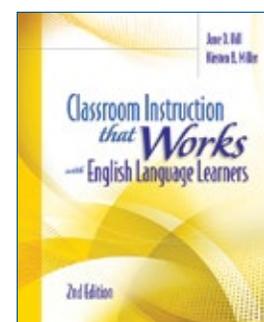
By Jane D. Hill and Kirsten B. Miller

Softcover: \$29.95

Publication date: 2013 | ISBN: 978-1-4166-1630-6

Buy now at store.mcrel.org/catalog/book/classroom-instruction-works-english-language-learners

English language learners (ELLs) have specific learning needs and challenges that require a specialized approach. The nine evidence-based teaching strategies introduced in our best-selling book, *Classroom Instruction That Works*, are applied to the stages of language acquisition in this comprehensive instructional guide, making it easier to work with all students at any stage of language proficiency or grade level. Ensure that your instruction aligns to higher-order thinking skills and apply a template that helps you select academic language that encourages productive discussions among your ELL students.



PUBLICATIONS

The Curiosity and Powerful Learning Series

Curiosity drives the impulse to learn, for both students and adults. Based on a successful school improvement effort in Melbourne, Australia, these manuals are designed to help teachers, instructional coaches, school leaders, and system administrators embark on a professional journey to lift student literacy, numeracy, and curiosity. Written originally for Australian educators, the theories of action and recommended activities outline proven practices that can be readily adapted and used by schools and districts around the world, including the U.S.

Leadership for Powerful Learning

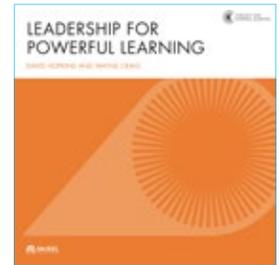
By David Hopkins and Wayne Craig

Softcover: \$19.95

Publication date: 2016 | ISBN: 978-0-9942653-2-6

Buy now at store.mcrel.org/catalog/book/leadership-powerful-learning

Guided by the moral purpose of creating and maintaining excellent schools that support student learning, this manual describes specific and integrated leadership behaviors and strategies necessary to make lasting changes that boost curiosity and lead to excellence in the classroom. It identifies four leadership styles—instructional, adaptive, strategic, and system—and offers practical implementation strategies for each style. Together, these frameworks and pathways provide a comprehensive set of leadership resources that help shape, embed, and spread productive change in schools. Leadership is presented as a journey, not a destination. School improvement relies on competent and collaborative leadership that recognizes that students are on the same journey of personal growth that, in their case, leads to academic achievement.



Curiosity and Powerful Learning

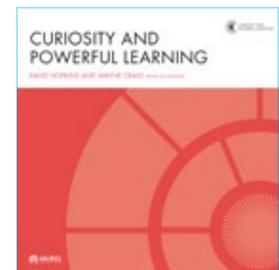
By David Hopkins and Wayne Craig, with Oli Knight

Softcover: \$19.95

Publication date: 2016 | ISBN: 978-0-9942653-1-9

Buy now at store.mcrel.org/catalog/book/curiosity-and-powerful-learning

Lifting student learning is a collaborative endeavor and relies on an implicit agreement that students, teachers, and school leaders will work together toward a common goal. However, a school's culture greatly influences our ability to collaborate. Our shared practices, language and beliefs, mutually reinforced values and expectations, and accountability and responsibilities all play a part, and are all at stake. This manual introduces four Whole School Theories of Action that create and maintain the conditions in which teachers can flourish and six Teacher Theories of Action that link specific teaching strategies with curiosity-driven learning.



The System and Powerful Learning

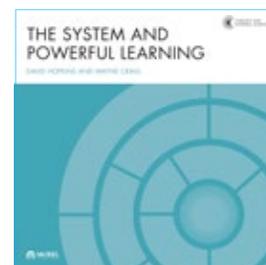
By David Hopkins and Wayne Craig

Softcover: \$19.95

Publication date: 2016 | ISBN: 978-0-9942653-0-2

Buy now at store.mcrel.org/catalog/book/system-and-powerful-learning

This manual takes a wide-angle view of school improvement, investigating the strategic context for effective schools and systems. The Powerful Learning School Improvement Strategy is based on an inside-out approach to improvement that centers on the needs of students and teachers and focuses on the goal of developing and supporting the curious learner. Moving outward from the center, the model then focuses on building powerful classroom practice, organizational capacity, and systemic context. These elements interrelate, work together, and inform an overall improvement strategy that introduces 10 principles, or Theories of Action, that guide strategy, planning, and practice.



Curiouser and Curiouser

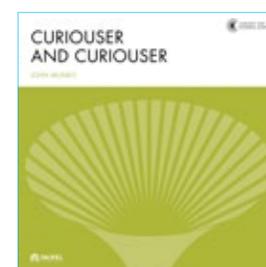
By John Munro

Softcover: \$19.95

Publication date: 2016 | ISBN: 978-0-9942653-3-3

Buy now at store.mcrel.org/catalog/book/curiouser-and-curiouser

What drives learning? Curiosity. This manual introduces practical ways that teachers can harness the power of curiosity in the classroom, first by understanding how it works and then by identifying ways to nurture and cultivate it as a lifelong resource for growth. Organized by 12 leading questions, the manual takes teachers on a journey that defines curiosity and its role in the classroom, identifies what drives it and what it drives, and demonstrates how classroom dialogue and attitudes can support it. The manual offers specific guidance on how to organize lesson plans and ask thought-provoking questions that boost curiosity, and energize and direct learning.



Models of Practice I & 2: Cooperative Group Work and Synectics

By David Hopkins

Softcover: \$19.95

Publication date: 2016 | ISBN: 978-0-646-95660-2

Buy now at store.mcrel.org/catalog/book/curiosity-and-powerful-learning-models-practice-1-2

The six models of practice explored in this three-volume series are all rooted in inquiry and in the belief that a teacher's role is not simply to "teach," but to create powerful contexts for learning. Model 1, cooperative group work, helps students develop both social and intellectual skills by working together in small groups on a range of academic problems. Model 2, synectics, encourages students to make connections between concepts and to produce new ways of thinking about a topic or idea.



PUBLICATIONS

Models of Practice 3 & 4: Whole Class Teaching and Concept Attainment

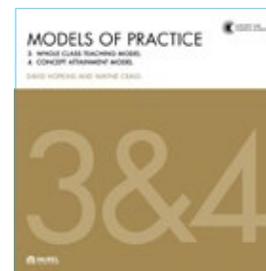
By David Hopkins

Softcover: \$19.95

Publication date: 2016 | ISBN: 978-0-646-95661-9

Buy now at store.mcrel.org/catalog/book/curiosity-and-powerful-learning-models-practice-3-4

The six models of practice explored in this three-volume series are all rooted in inquiry and in the belief that a teacher's role is not simply to "teach," but to create powerful contexts for learning. In model 3, whole class teaching, the teacher orchestrates students' learning, seeking to improve performance through direct instruction, whole class questioning, discussion, and learning activities. Model 4, concept attainment, expands students' ability to acquire, control, and remember information.



Models of Practice 5 & 6: Inductive Teaching and Mnemonics

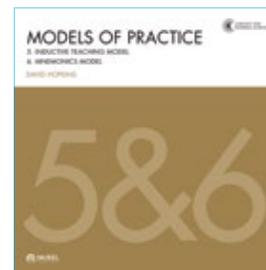
By David Hopkins

Softcover: \$19.95

Publication date: 2016 | ISBN: 978-0-646-95662-6

Buy now at store.mcrel.org/catalog/book/curiosity-and-powerful-learning-models-practice-5-6

The six models of practice explored in this three-volume series are all rooted in inquiry and in the belief that a teacher's role is not simply to "teach," but to create powerful contexts for learning. Model 5, inductive teaching, encourages students to build, test, and use categories. It nurtures logical thinking and supports students to process information effectively. Model 6, mnemonics, assists students to master large amounts of information and to gain conscious control of their learning processes.



Other Instructional Titles

Tools for Igniting Curiosity: Classroom-Ready Techniques for Increasing Engagement and Inspiring the Love of Learning

By Bryan Goodwin, Harvey F. Silver, Susan Kreisman, and Matthew J. Perini

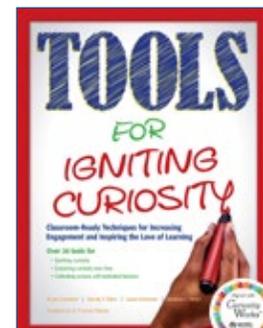
Softcover: \$25.95

Publication date: 2019 | ISBN: 978-1-58284-218-9

Buy now at store.mcrel.org/catalog/book/tools-igniting-curiosity

How can we help our students develop that “yearning for learning” that spurs discovery and promotes deep understanding?

As educators, we all wish for our students to become more self-motivated and to show a greater passion for learning. But how can we turn this universal wish into classroom reality? By tapping into the most basic and powerful learning drive of all—curiosity. This book will help you unleash the power of curiosity in your classroom, combining the research-based insights of curiosity expert Bryan Goodwin from McREL with ready-to-use instructional tools developed by Harvey Silver and the Thoughtful Classroom team. Designed for teachers of all grade levels and content areas, *Tools for Igniting Curiosity* provides everything you’ll need to get your students fired up about learning.



Pursuing Greatness: Empowering Teachers to Take Charge of Their Professional Growth

By Pete Hall, Alisa Simeral, Bryan Goodwin, Bj Stone, and Bess Scott

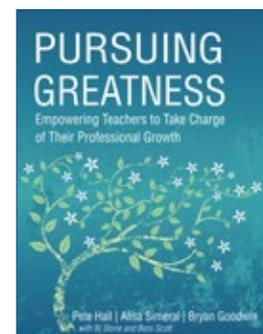
Softcover: \$32.95. Kindle: \$27.95. ePub: \$27.95

Publication date: 2019 | ISBN: 978-1-7326994-5-8

Buy now at store.mcrel.org/catalog/book/pursuing-greatness

You’ve probably heard that teaching is a journey. So . . . where are you on yours?

That all depends on which challenges you’re currently facing. Trying to solve them all at once would lead to disorientation and burnout, so where to start? Self-reflection will help you achieve ever-deeper insights into your own strengths—and ever-better results from your students.



Instructional Models: How to Choose One and How to Use One

By Elizabeth Ross Hubbell and Bryan Goodwin

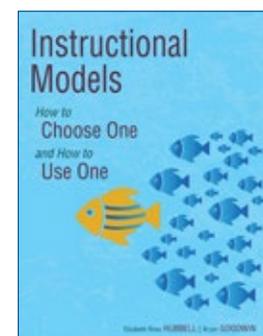
Softcover: \$23.95

Publication date: 2019 | ISBN: 978-1-7326994-4-1

Buy now at store.mcrel.org/catalog/book/instructional-models

Explore the variety of instructional models available to today’s educators and explain how they can unite teachers and students in identifying—and achieving—classroom goals.

Download a free excerpt and white paper! Visit mcrel.org/instructionalmodels



PUBLICATIONS

Quality Questioning: Research-Based Practice to Engage Every Learner (2nd ed.)

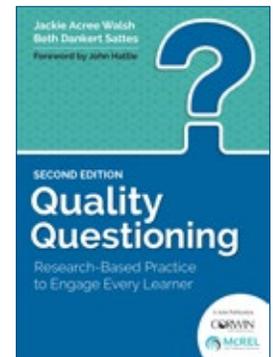
By Jackie Acree Walsh and Beth Dankert Sattes

Softcover: \$34.95

Publication date: 2016 | ISBN: 978-1-5063288-7-4

Buy now at store.mcrel.org/catalog/book/quality-questioning

Quality questioning in the classroom is a process that begins with preparing questions to engage all students in thinking and ends in the facilitation of student dialogue that deepens learning. This edition of *Quality Questioning* contains significant new research-based practices and insights, and organizes teacher practices around the 6 P's framework: Prepare and Present the Question, Prompt Student Thinking, Process Student Responses, Polish Questioning Practices, and Partner with Students.



The 12 Touchstones of Good Teaching: A Checklist for Staying Focused Every Day

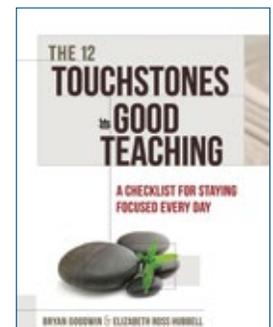
By Bryan Goodwin and Elizabeth Ross Hubbell

Softcover: \$28.95

Publication date: 2013 | ISBN: 978-1-4166-1601-6

Buy now at store.mcrel.org/catalog/book/12-touchstones-good-teaching

Even the most dedicated and experienced teachers can benefit from having a strategic checklist to boost their effectiveness. What are the 12 simple but essential things you can do every day to deliver high-quality instruction and positively impact student outcomes? In addition to identifying the 12 touchstones, the authors also define three key imperatives for quality teaching and learning—be demanding, be supportive, and be intentional—and offer strategies for integrating them into classroom practice.



Leadership and School/System Improvement

Quality leadership absolutely has an influence on student achievement and the collective efficacy of teachers and support staff. Explore the research and best practices for strengthening your leadership practices and system structures with these books from McREL.

Unstuck: How Curiosity, Peer Coaching, and Teaming Can Change Your School

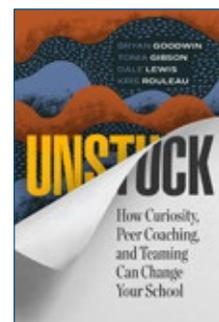
By Bryan Goodwin, Kristin Rouleau, Dale Lewis, and Tonia Gibson

Softcover: \$29.95

Publication date: 2018 | ISBN: 978-1-4166-2590-2

Buy now at store.mcrel.org/catalog/book/unstuck

What happens when your school or district performance gets stuck on a plateau, despite your team's best efforts to enact your improvement plans and mandates? *Unstuck* shows how one school system embraced student and educator curiosity as a catalyst for transformation and developed a refreshing—and successful—new approach to school improvement, one you can apply to your own school or system to inspire better staff engagement and student achievement.



Balanced Leadership for Powerful Learning: Tools for Achieving Success in Your School

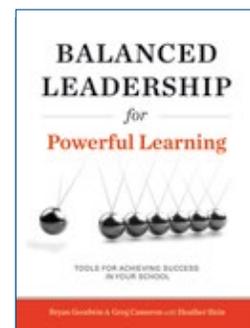
By Bryan Goodwin and Greg Cameron, with Heather Hein

Softcover: \$23.95

Publication date: 2016 | ISBN: 978-1-4166-2088-4

Buy now at store.mcrel.org/catalog/book/balanced-leadership-powerful-learning

Thousands of school leaders worldwide have improved their leadership skills and their students' achievement with our research-based Balanced Leadership program. This book shares the lessons we've learned, the stories we've heard, and the guidance that has made the biggest difference in student achievement and staff success. You'll learn how a balanced approach enables more effective implementation of the fundamental components of leadership: establishing a clear focus on what matters most for the entire school; managing the challenges associated with change to sustain improvement efforts; and creating a committed, purposeful, and positive community of teachers and staff.



PUBLICATIONS

Simply Better: Doing What Matters Most to Change the Odds for Student Success

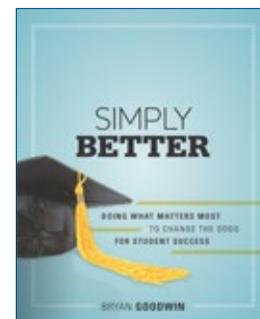
By Bryan Goodwin

Softcover: \$26.95

Publication date: 2011 | ISBN: 978-1-4166-1295-7

Buy now at store.mcrel.org/catalog/book/simply-better

We all want—and strive for—student success. But increasing student success isn't as much about doing more or working harder as it is about doing the right things—especially when resources available are limited. Bryan Goodwin presents research findings and real-life examples to show how “less is more” in education reform. Understand why five specific principles—instruction, curriculum, student support, high-performance school cultures, and data-driven districts—are key to helping all students succeed. Learn how strategic “touchstones” can challenge and nurture students, standardize yet personalize curriculum, counteract negative out-of-school factors, and reduce variance in teacher quality.



District Leadership That Works: Striking the Right Balance

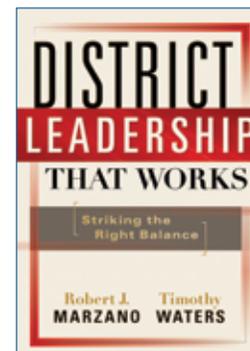
By Robert J. Marzano and Timothy Waters

Paperback: \$29.95

Publication date: 2009 | ISBN: 978-1-9352-4919-1

Available through Solution Tree at solutiontree.com/district-leadership-that-works.html

Bridge the great divide between distanced administrative duties and daily classroom impact. This book introduces a top-down power mechanism called defined autonomy, a concept that focuses on district-defined, nonnegotiable, common goals and a system of accountability supported by assessment tools. Defined autonomy creates an effective balance of centralized direction and individualized empowerment that allows building-level staff the stylistic freedom to respond quickly and effectively to student failure.



School Leadership That Works: From Research to Results

By Robert J. Marzano, Timothy Waters, and Brian A. McNulty

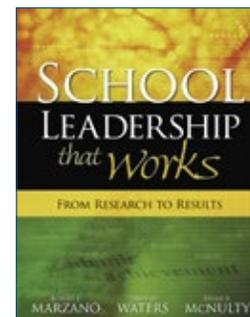
Print: \$30.95

eBook: \$29.99

Publication date: 2001 | ISBN: 978-1-4166-0227-9

Available through ASCD at shop.ascd.org/ProductDetail.aspx?ProductId=668&School-Leadership-That-Works-From-Research-to-Results

What can school leaders really do to increase student achievement, and which leadership practices have the biggest impact on school effectiveness? For the first time in the history of leadership research in the U.S., here's a book that answers these questions definitively and gives you a list of leadership competencies that are research-based.



Curiosity Works™: The Power of Curiosity

Curiosity is an important but often underused key to successful learning, teaching, and leading. McREL's Curiosity Works collection of books and guides provide the tools and methods to support and nurture curiosity among students, teachers, and leaders. Dive in and unleash the power of curiosity in your school today.

Tools for Igniting Curiosity

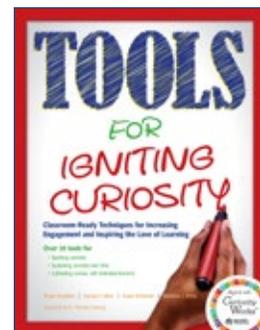
By Bryan Goodwin, Harvey F. Silver, Susan Kreisman, and Matthew J. Perini

Softcover: \$25.95

Publication date: 2019 | ISBN: 978-1-58284-218-9

Buy now at store.mcrel.org/catalog/book/tools-igniting-curiosity

As educators, we all wish for our students to become more self-motivated and to show a greater passion for learning. By tapping into the most basic and powerful learning drive of all—curiosity—the research-based insights of curiosity expert Bryan Goodwin from McREL, Harvey Silver and the Thoughtful Classroom team developed this book with ready-to-use instructional tools to unleash the power of curiosity in your classroom.



Out of Curiosity: Restoring the Power of Hungry Minds for Better Schools, Workplaces, and Lives

By Bryan Goodwin

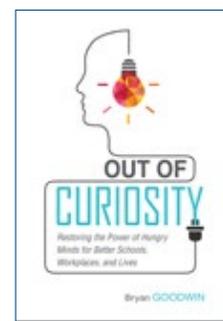
Softcover: \$18.95

ePub or Kindle: \$17.95

Publication date: 2018 | ISBN: 978-0-9993549-6-4

Buy now at store.mcrel.org/catalog/book/out-curiosity

Like many of us, you may feel like you're running out of curiosity. Join Bryan Goodwin, a former business writer and high school teacher who now heads one of America's leading education research and consulting firms, as he explores this uniquely human yet easily overlooked characteristic.



Curiosity Works: A Guidebook for Moving Your School from Improvement to Innovation

By Bryan Goodwin, Kristin Rouleau, and Dale Lewis

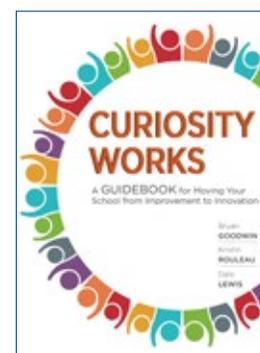
Softcover: \$24.95

ePub or Kindle: \$23.95

Publication date: 2018 | ISBN: 978-0-9993549-3-3

Buy now at store.mcrel.org/catalog/book/curiosity-works

Take charge of your school's learning environment and culture and push past performance plateaus by rekindling the power of curiosity across your school. Curiosity Works guides school leadership teams through a six-phase journey toward powerful, continuous improvement and innovation, with 17 tools you can use to reflect on where you are as a school, where you want to go, and how to get there.



PUBLICATIONS

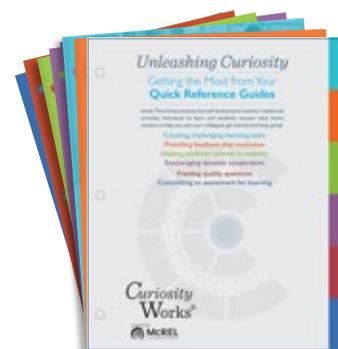
The *Unleashing Curiosity Quick Guide Series*

A series of six 8-page instructional guides with key ideas, strategies, and tips for developing your students' intellectual curiosity, motivation to learn, and academic success—plus guidance for professional collaboration and growth. Great for instructional coaches and teacher mentors!

Complete set: \$69.95

Publication date: 2019 | ISBN: 978-1-7326994-1-0

Buy now at store.mcREL.org/catalog/book/unleashing-curiosity-quick-guide-complete-set



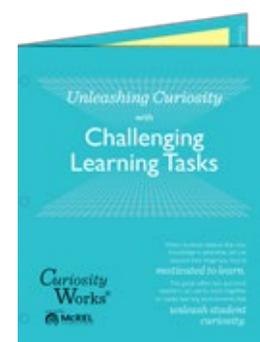
Unleashing Curiosity with Challenging Learning Tasks

Quick Guide: \$12.95 | 20-pack: \$199.95

Publication date: 2017 | ISBN: 978-0-9993549-0-2

Buy now at store.mcREL.org/catalog/book/unleashing-curiosity-challenging-learning-tasks

When students believe that new knowledge is attainable, yet just beyond their reach, they're motivated to learn. This guide offers tips and tools teachers can use to create learning environments that unleash student curiosity; introduces four key elements integral to creating challenging learning tasks for students; and provides a rubric to reflect on progress in cultivating self-directed, curious learners.



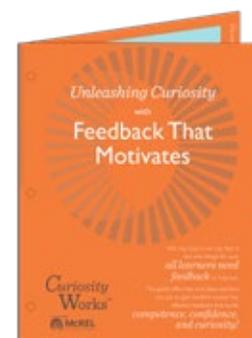
Unleashing Curiosity with Feedback That Motivates

Quick Guide: \$12.95 | 20-pack: \$199.95

Publication date: 2017 | ISBN: 978-0-9993549-1-9

Buy now at store.mcREL.org/catalog/book/unleashing-curiosity-feedback-motivates

We may love it, we may fear it, but one thing's for sure, all learners need feedback to improve. This guide offers tips and ideas teachers can use to give students supportive, effective feedback that builds competence, confidence, and curiosity; introduces four key elements of motivating feedback that teachers must use together to strike the right chord when delivering feedback; and provides a rubric to reflect on your progress in cultivating self-directed, curious learners.



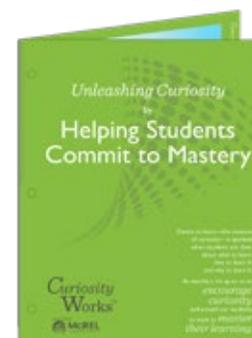
Unleashing Curiosity by Helping Students Commit to Mastery

Quick Guide: \$12.95 | 20-pack: \$199.95

Publication date: 2018 | ISBN: 978-0-9993549-2-6

Buy now at store.mcREL.org/catalog/book/unleashing-curiosity-helping-students-commit-mastery

Desire to learn—the essence of curiosity—is sparked when students are clear about what to learn, how to learn it, and why to learn it. As teachers, it's up to us to encourage curiosity and propel our students to want to master their learning. This guide offers tips and tools teachers can use to help students commit to mastery.



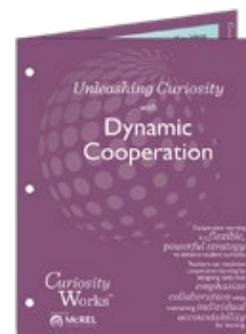
Unleashing Curiosity with Dynamic Cooperation

Quick Guide: \$12.95 | 20-pack: \$199.95

Publication date: 2018 | ISBN: 978-0-9993549-4-0

Buy now at store.mcrel.org/catalog/book/unleashing-curiosity-dynamic-cooperation

Group work helps students remember more of what they learn—and teaches them lifelong social skills in the process. But teachers can't approach grouping passively; planning and a commitment to collaboration are needed to ensure meaningful activities and orderly transitions. This guide offers tips and tools teachers can use to help students deepen their learning through cooperation.



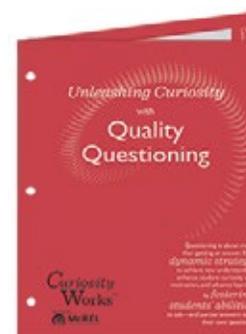
Unleashing Curiosity with Quality Questioning

Quick Guide: \$12.95 | 20-pack: \$199.95

Publication date: 2018 | ISBN: 978-0-9993549-7-1

Buy now at store.mcrel.org/catalog/book/unleashing-curiosity-quality-questioning

Questioning is about more than getting an answer. It's a dynamic strategy to achieve new understanding, enhance student motivation, and advance learning. Using this guide, teachers can improve their students' motivation to learn by asking questions that promote and sustain curiosity, and by fostering students' abilities to ask—and pursue answers to—their own questions.



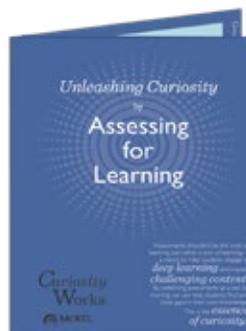
Unleashing Curiosity by Assessing for Learning

Quick Guide: \$12.95 | 20-pack: \$199.95

Publication date: 2018 | ISBN: 978-0-9993549-9-5

Buy now at store.mcrel.org/catalog/book/unleashing-curiosity-assessing-learning

Assessment can accomplish so much more than assigning a grade! It can deepen the bonds of trust and shared commitment between teacher and student—and among students—helping the class see that when it comes to mastering content, they're all in it together. Using this guide, teachers can transform assessment from a chore to an integral and exciting aspect of learning.



FREE RESOURCES

Free Papers and Reports

Digital Lessons Learned: How the Online Pivot of 2020 Can Make Teaching and Learning Better Forever

The hurried adoption of virtual learning was a shock, but it also had benefits that can endure after we all return to classrooms. Four McREL consultants share how the teachers they work with have seized the moment to focus even more deeply on students' needs.

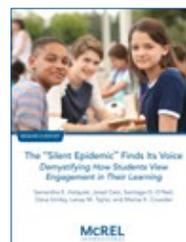
Download at mcrel.org/digital-lessons-learned



The “Silent Epidemic” Finds Its Voice: Demystifying How Students View Engagement in Their Learning

McREL researchers Samantha Holquist and Marisa Crowder collaborated with members of student voice organizations in Oregon and Kentucky to provide us with a deeper level of understanding about what may be shaping students' engagement in the school community.

Download at mcrel.org/the-silent-epidemic-finds-its-voice



Classroom Walkthroughs: Where Data-Gathering and Relationship-Building Meet for School Improvement

Many school leaders have embraced classroom walkthroughs as an informal school-improvement tactic. There are different walkthroughs for different purposes, however. Learn how walkthroughs originated, why researchers think they're effective, and how to match the right type of walkthrough to your school's goals.

Download at mcrel.org/classroom-walkthroughs



To Make Big Changes for Students, Teachers Should Think a Little Smaller

While districts and policymakers focus on sweeping reforms, teachers can get big results with modest adjustments. This companion piece to *Tilting Your Teaching* introduces the seven Simple Shifts—changes every teacher can make immediately to turn off-task or challenging classroom situations into engaging learning opportunities. The paper includes new advice on adapting the Simple Shifts for online learning.

Download at mcrel.org/make-big-changes-for-students



How do you do a classroom walkthrough if there are no classrooms to walk through? Schools are having to make all kinds of adjustments in 2020–21, and walkthroughs are no exception. Talking to students may be more challenging if your school has gone virtual. You may not be able to see student engagement in the same way. Still, standards of instruction shouldn't change. Principals still need to be clear with teachers about the purpose of the walkthrough and should, if at all possible, continue using the same templates. . . . After all, walkthroughs aren't supposed to be an opportunity to get some steps in, but to improve performance by creating a shared knowledge base among principals, teachers, and students. This remains eminently do-able in an online environment.

From *Classroom Walkthroughs: Where Data-Gathering and Relationship-Building Meet for School Improvement*. Free download at mcrel.org/classroom-walkthroughs.

Professional Learning on Your Terms

At every stage of an educator's career, continual professional learning and growth are essential. Get world-class professional development from McREL on the terms that work best for you.



On-site | When it's safe to have visitors again, we'll come to your location to deliver in-person PD and coaching.



Online | Remote options for distance learning and coaching. Choose from our ready-to-go prepared courses or talk to us about creating a fully customized online experience for your team.



Hybrid | Flexibility has never been more important. Choose a mix of in-person and online sessions that meets your schedule and budget.

To learn more and register for our prepared PD courses, visit:

mcrel.org/learn-online

To create a customized online PD experience that's right for you and your team, contact us today at:

info@mcrel.org
mcrel.org/contact

800.858.6830

McREL
INTERNATIONAL