



McREL
INTERNATIONAL

*Products &
Services 2022*



About **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

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Welcome

When the unexpected happens, communities depend on confident, well prepared educators to keep schools running—and with them, a bright future for us all. While our notions of precisely where school happens have been challenged, the value of high-quality, research-based classroom strategies, professional education, personnel management, and evaluations of programs and products is clearer than ever.

As I have visited with educators around the world in recent months, I've been struck by how high-functioning many have remained. Clearly, there is no substitute for preparedness.

Thanks for expressing an interest in McREL International, where we're always prepared to help your school, district, or education agency boost student achievement.



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

We're here to help!

How can we partner with your school, district, or agency?

Call us at 800.858.6830, email info@mcrel.org, or use the contact form at mcrel.org/contact to start the conversation.



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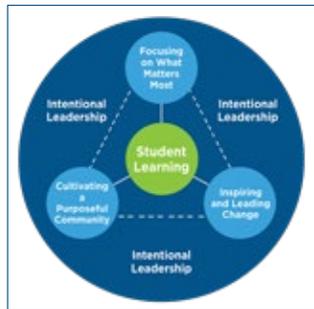
“Clarity in communication, time for turnaround, and professionalism were all excellent. Everything produced for this project by the McREL team was high-quality. Team members who I interacted with were friendly, efficient, and patient through periods of transition at my organization.”

—Jaren Smith, program lead, data & learning, Colorado Education Initiative

McREL's latest products & services

Balanced Leadership for Student Learning™

What makes a principal or school leader effective? What's the best leadership style to improve student success? McREL's analysis of effective principals and schools revealed a set of specific actions that leaders should take to help their students learn more and help their teachers increase their collective efficacy. With a new, user-friendly format that minimizes time away from school, *Balanced Leadership for Student Learning* shows leaders and aspiring leaders the way forward.

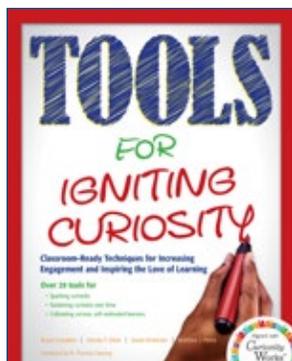


Speaking–Writing Connection Online Course

Learn more and register at <https://mcrel.thinkific.com/courses/speaking-writing-connection>

3–5 hours of PD content: \$39

Designed for classroom teachers and EL specialists, this course shows why and how to guide and prompt your students to have purposeful conversations in the classroom that can help them become better writers. Lessons include practical ideas and tools you can use with all of your students, including English learners, to promote academic conversations.



Tools for Igniting Curiosity

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

Softcover: \$25.95

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

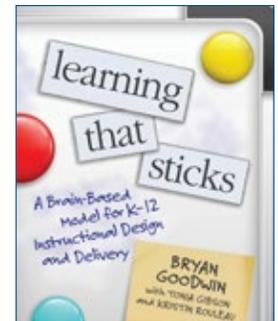
As educators, we all wish for our students to become more self-motivated and to show a greater passion for learning. But how can we turn this universal wish into classroom reality? By tapping into the most basic and powerful learning drive of all—*curiosity*.

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

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



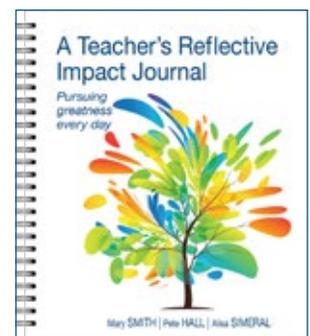
Unpack the cognitive science underlying research-supported learning strategies so you can sequence them into experiences that challenge, inspire, and engage your students. You'll learn to teach with more intentionality—understanding not just what to do, but also when and why to do it.

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

By Mary Smith, Pete Hall, and Alisa Simeral

Softcover: \$14.95

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



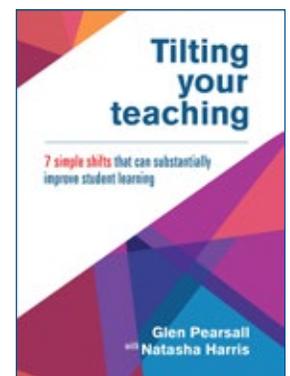
Develop reflective habits to help you focus on your goals, improve what needs improving, and celebrate what you've gotten right. Filled with quotes to ponder and prompts to organize your thoughts, this is the perfect journal for any teacher who's committed to change from the inside out.

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

By Glen Pearsall with Natasha Harris

Softcover: \$24.95

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



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.

Instructional Services and Professional Learning

Helping educators develop the skills they need to engage, motivate, and challenge students.



Professional learning on your terms

You've got goals and plans. We've got the resources to help you achieve your vision. Together, we can help advance your professional expertise and give your students the learning environment they need to soar.

Contact us at info@mcrel.org to start the conversation and get a flexible, customized PD solution to meet your exact goals, timeline, and budget.



On-site Learning



Online Learning (self-paced and live)



Hybrid Learning

mcrel.org/contact

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 (see pp. 5–6).

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.

Session focus: Teaching strategies, classroom management

Designed for: Teachers, instructional coaches & mentors, PD leaders

Managing Change at Schools | \$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.

Session focus: Leadership strategies, change management

Designed for: Principals, district administrators, school leadership teams

Developing Collective Efficacy | \$39 | 3 hours

In this short course, you'll learn how to create and strengthen collective efficacy at your school—a shared belief among staff that the work they do together will have a positive impact on students. As you learn more about what collective efficacy is and why it's important to student learning, you'll learn how to cultivate trust, empowerment, and collaboration among the teachers and support staff at your school.

Session focus: Leadership, school improvement, high-performance school culture

Designed for: Principals, district administrators, school leadership teams, instructional coaches

Monitoring Implementation of School Initiatives | \$39 | 3 hours

This brief self-paced course provides principals and other school leaders an opportunity to reflect on and assess their practices for managing, monitoring, and supporting the implementation of school improvement efforts. You'll learn about the differences between monitoring effectiveness and monitoring implementation, how monitoring implementation supports goal attainment, and the types of data you can collect to track the progress of your initiatives.

Session focus: Leadership, change, school improvement, data process

Designed for: Principals, district administrators, school leadership teams, instructional coaches, data teams

mcrel.org/pd/online-courses



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.

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 six-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, six-phase model for student learning, lesson planning aligned to the six-phase model, and the role of curiosity in engaging and deepening learning.

Session focus: Teaching strategies, instructional design

Designed for: Teachers, instructional coaches & mentors

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

For classroom teachers and EL 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 EL 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.

Session focus: EL teaching strategies and instructional design

Designed for: Classroom teachers, EL 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.

Session focus: Instructional strategies, professional self-reflection

Designed for: Teachers, instructional coaches, PD leaders

mcrel.org/pd/online-courses

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 CITW professional learning sessions help participants understand the “what, why, how, and when” of using each of the nine 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

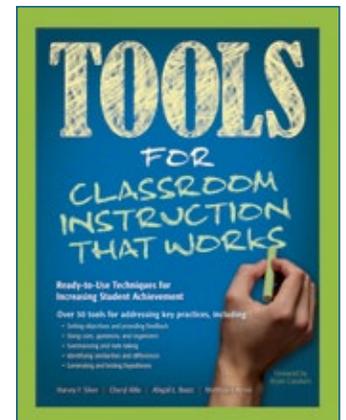
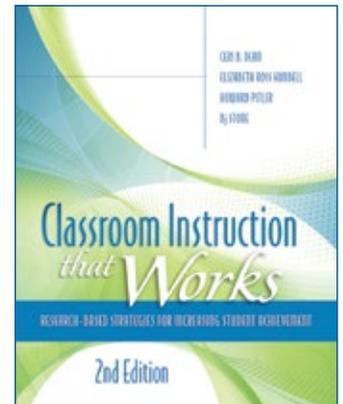


Hybrid (on-site + online): 3–5 days spread throughout the year, with additional online check-ins and coaching between on-site visits

Trainers: Two 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. 5–6.



“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

Classroom Instruction That Works with English 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 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 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 EL Lens.** Experience hands-on practice with reading strategies, while viewing them through an EL lens to see what is different about teaching EL students.
- **Academic Conversations in the Content Areas.** Practice academic talk aligned with content to fully appreciate its powerful connection to the oracy–literacy relationship.

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

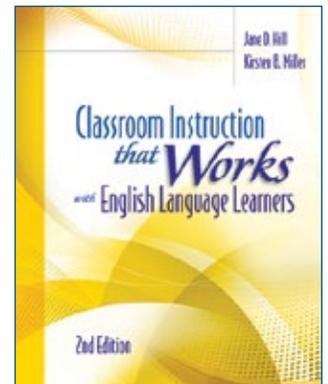


Hybrid (on-site + online): 3–5 days spread throughout the year, with additional online check-ins and coaching between on-site visits

Trainers: Additional day of training. Become authorized to deliver Classroom Instruction That Works with English 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. 5–6.





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



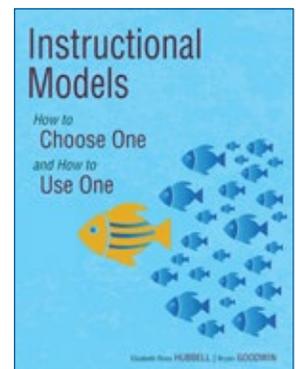
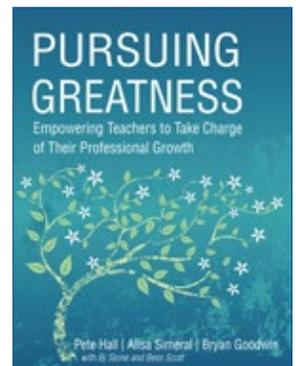
Online: 3–9 live webinars throughout the year, exclusively for your participants



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. 5–6.



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

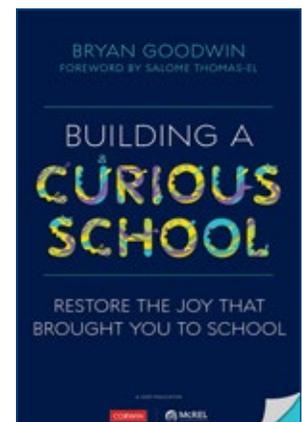
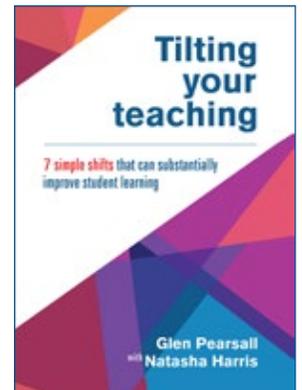


Hybrid (on-site + online): 3–5 days spread throughout the year, with additional online check-ins and coaching between on-site visits

Trainers: Two 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. 5–6.





Leadership Services and Professional Learning

School and district leadership matters and has 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 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.

Balanced Leadership for Student Learning™

What makes an effective principal and school leader? What's the best leadership style to help make schools better for all students? McREL's research and analysis on effective schools discovered a set of specific leadership behaviors and actions that help students learn more and help teachers and staff increase their collective efficacy. We used this evidence base to create Balanced Leadership® and help more than 20,000 principals across the U.S. and around the world gain this knowledge and improve their leadership skills.

Now thoroughly updated and redesigned, the new Balanced Leadership for Student Learning helps leaders learn the key actions and responsibilities of school leadership—and, more importantly, how, when, and why to enact them in their schools to increase student learning and school success.

Our **Balanced Leadership for Student Learning** 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:

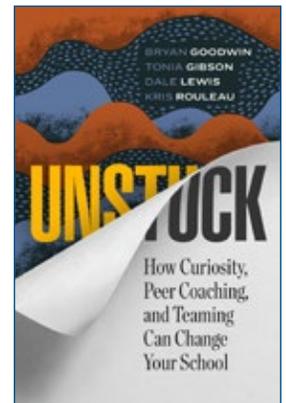
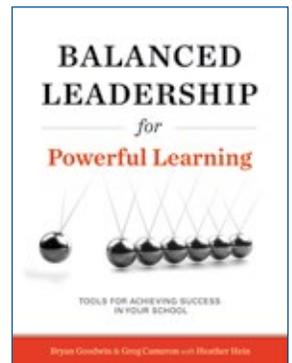


Hybrid (on-site + online): 4 days on-site spread throughout the school year, plus virtual check-ins and coaching

Trainers: Obtain additional training to 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.



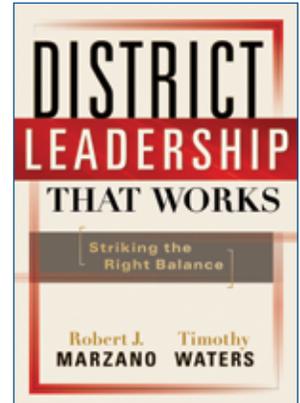
“Balanced Leadership has consistently helped our campus leaders and district leaders know how to lead for student learning, to provide the best schooling possible. If we hadn't had McREL working with us all these years, we would not have been able to weather the pandemic as well as we have been able to.”

—Gayle Galligan, deputy superintendent of curriculum, instruction, and assessment, Deer Valley Unified School District, Arizona

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



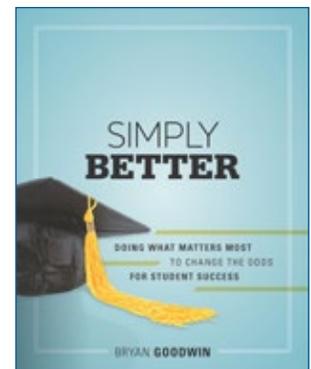
Online: 3–9 live webinars throughout the year, exclusively for your participants



Hybrid (on-site + online): 3–5 days on-site spread throughout the 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.



“We get frequent feedback from McREL. If we need to change direction or we're not getting what we want, they're very responsive and supportive.”

—Jessica O'Muireadhaigh, director of mental health and counseling,
Aurora Public Schools, Colorado

curiosity works®

McREL's Curiosity Works combines resources, professional development, and coaching to provide the tools and methods to support curiosity among teachers, leaders, and learners in all kinds of communities and at every level of learning.

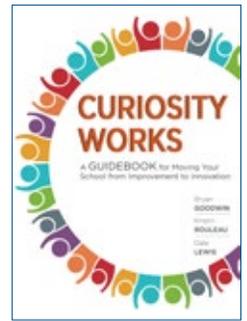
Curiosity Works: A Guidebook for Moving Your School from Improvement to Innovation

By Bryan Goodwin, Kristin Rouleau, and Dale Lewis

Softcover: \$24.95

ePub/Kindle: \$23.95

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.

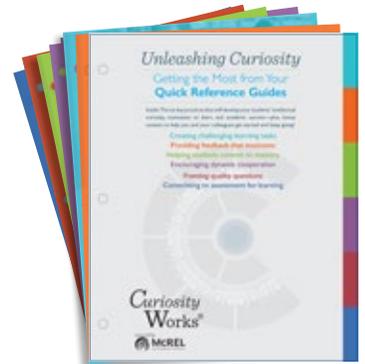


The Unleashing Curiosity Quick Guide Series

Complete set: \$69.95 | Single Quick Guides: \$12.95 | 20-pack: \$199.95

This series of six 8-page instructional guides provides key ideas, strategies, and tips for developing your students' intellectual curiosity, motivation to learn, and academic success—plus guidance for professional collaboration and growth. Instructional guides include:

- Unleashing Curiosity with Challenging Learning Tasks
- Unleashing Curiosity with Feedback that Motivates
- Unleashing Curiosity by Helping Students Commit to Mastery
- Unleashing Curiosity with Dynamic Cooperation
- Unleashing Curiosity with Quality Questioning
- Unleashing Curiosity by Assessing for Learning

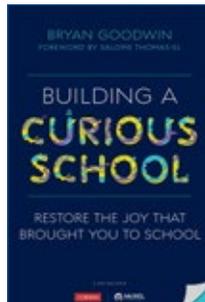


Building a Curious School: Restore the Joy That Brought You to School

By Bryan Goodwin

Softcover: \$28.95

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.

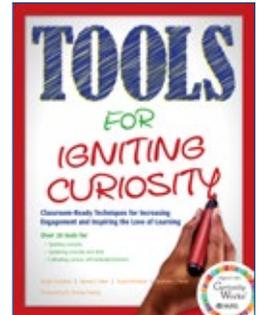


Tools for Igniting Curiosity

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

Softcover: \$25.95

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*.



Curiosity and Powerful Learning Series

By David Hopkins, John Munro, and Wayne Craig with Oil Knight

Softcover: \$19.95 each

These manuals, originally for Australian educators, are designed to help teachers, instructional coaches, school leaders, and system administrators around the world with recommended activities and proven practices to lift student literacy, numeracy, and curiosity in their classrooms.

- Leadership for Powerful Learning
- Curiosity and Powerful Learning
- The System and Powerful Learning
- Curiouser and Curiouser
- Models of Practice 1 & 2: Cooperative Group Work and Synectics
- Models of Practice 3 & 4: Whole Class Teaching and Concept Attainment
- Models of Practice 5 & 6: Inductive Teaching and Mnemonics



School and System Improvement Services

We can help your school, district, or agency think strategically about continuous improvement and innovation.

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 your 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, while developing your team's internal capacity to sustain improvement.

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.

Curiosity Works® for School Improvement and Innovation: Overview

This one-day introduction session provides school leaders with an overview of our Curiosity Works School Improvement and Innovation approach. In this session, participants will:

- Learn about what makes a Curiosity Works approach to school improvement and innovation different from other approaches, and why it is worth considering for their school(s).
- Learn why curiosity is an important lever for learning and how to cultivate it in teachers, leaders, and learners.
- Understand the differences between an inside-out, curiosity-driven approach to school improvement and an outside-in or top-down approach.
- Learn to look for and leverage bright spots through an instructional rounds process.
- Learn about and explore one of the Curiosity Works Improvement Pathways.
- Discover the power of peer coaching for school improvement.
- Practice using an initiative planning template to articulate next steps for improvement.

Designed for: PreK–12 school and district leadership teams.

Delivery: One day of face-to-face professional learning. Each participant will need the text, *Curiosity Works: A Guidebook for Moving Your School from Improvement to Innovation*, which can be purchased directly from McREL at a 20% discount off list price.

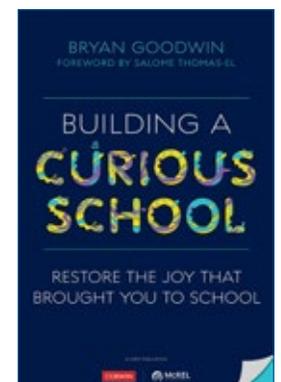
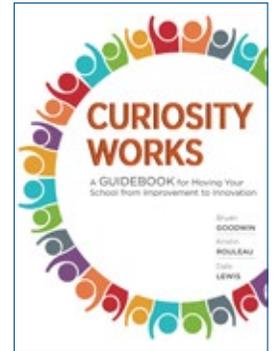
Cost: Varies depending on delivery option, location, and level of customization.

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

Curiosity Works for School Improvement and Innovation: Getting Started

Two days of professional learning to support school and district leadership teams as they learn about and plan for action using a Curiosity Works approach to school improvement. Through this professional learning, teams will:

- Learn why curiosity is an important lever for learning and how to cultivate it in teachers, leaders, and learners.
- Understand the differences between an inside-out, curiosity-driven approach to school improvement and an outside-in or top-down approach.
- Return to their core purpose, articulating and strengthening their school's core values, mission, and vision.
- Engage in a data review process that focuses on bright spots as well as areas for growth, resulting in a self-assessment of a school's position along the five Curiosity Works Improvement Pathways that are grounded in our What Matters Most Framework.
- Establish a focus for improvement or innovation and identify high-leverage strategies for action.
- Draft a plan to support peer coaching as a professional learning structure.
- Understand the importance of monitoring change for the organization and for individuals.
- Identify leadership actions to support implementation of a school's change initiatives.
- Create a plan of action to begin a Curiosity Works approach to school improvement.
- Learn about and practice using 16 different tools to support their school improvement journey.

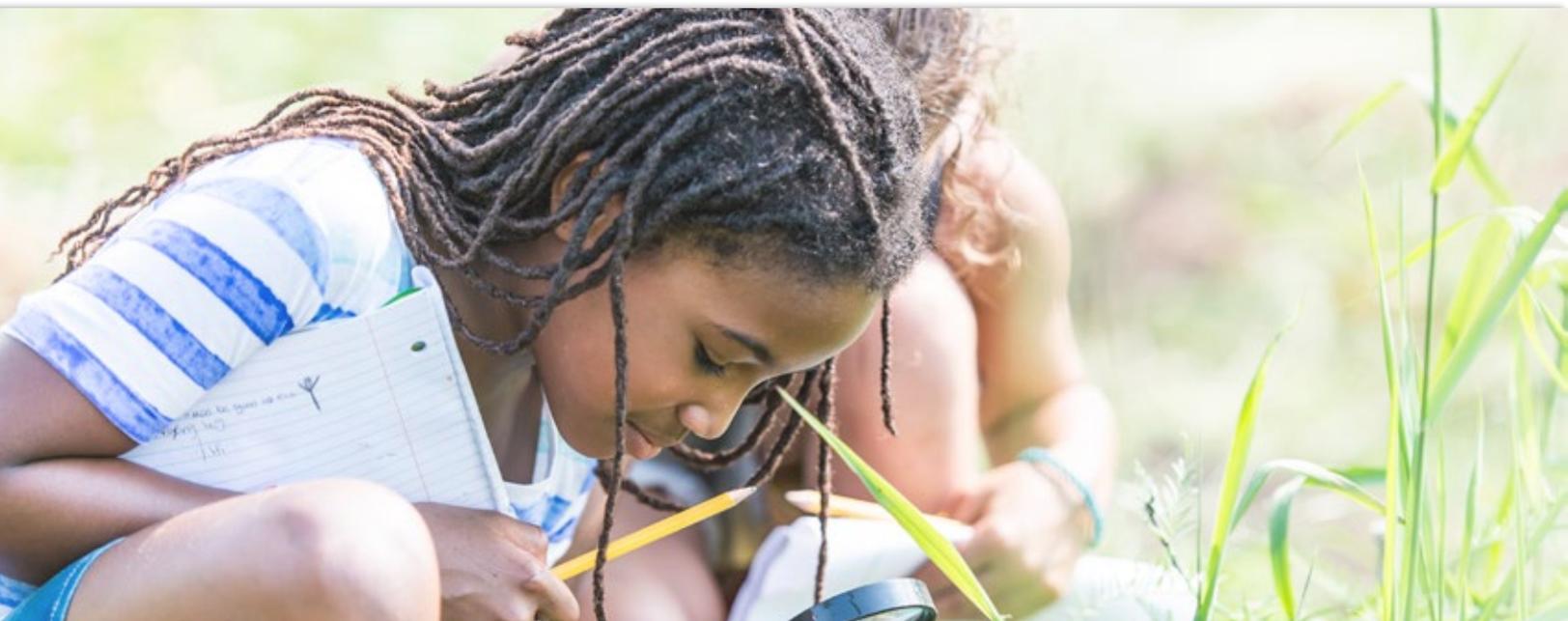


Designed for: PreK–12 school and district leadership teams.

Delivery: Two consecutive days of face-to-face professional learning. Each participant will need the text, *Curiosity Works: A Guidebook for Moving Your School from Improvement to Innovation*, which can be purchased directly from McREL at a 20% discount off list price.

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





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.

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 user.

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

McREL
POWER WALKTHROUGH®

youtu.be/_gwNPCtVKK0

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.





Data-Driven Decision Making Through Collaborative Teaming

Collaborative teacher teams such as professional learning communities offer a structure to promote shared leadership in a school as well as a process for establishing a schoolwide culture based on a common vision of collaboration, collective inquiry, learning, and mutual trust. Use of collaborative teams as a strategy for improvement is built on the premise that collaborative team members increase their individual capacity for improving instruction through their work on the team. In this series of workshops, school-based collaborative teams will focus on developing and implementing the structures, data-use processes, and research-based practices that are characteristic of highly effective teams focused on improving outcomes for students.

Designed for: PreK–12 teachers and leaders.

Delivery: 2–6 face-to-face sessions for one or two school sites, and six 1-hour virtual sessions for ongoing support.

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.

Developing Collaborative Team Structures and Processes

When undertaking the implementation of any initiative involving team collaboration, team structures and processes play a key role in the overall efficacy of the framework. These often-overlooked structures are the flywheel that ensures a cohesive, seamless system of support can be developed. It is crucial that leaders establish a vision for each team as well as how they function and communicate, ensuring that roles are clearly defined. To function at their best, teams need agreed-upon norms, decision-making processes, schedules, and documentation procedures. This workshop sets in motion the development of these structures and processes to establish a solid foundation for collaborative teams and work.

Designed for: School leaders and teacher leaders.

Delivery: One day of face-to-face professional learning.

Cost: Varies depending on delivery and training options selected. 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.

Teacher and Leader Evaluation Services

Student success starts with investing in growth and performance of school teachers and leaders.

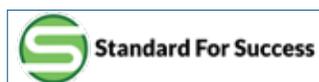
Our comprehensive personnel evaluation systems use sound research on educator effectiveness and present clear, easy-to-use rubrics and descriptions to evaluate teachers, principals, and superintendents on what matters most to student achievement, helping them reach their full professional potential. 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.



Research, Evaluation and Data Analysis

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. We help schools and systems to examine and improve processes, and to measure the effectiveness of school programs, interventions, and services.

Our designs and methods highlight the importance of examining what's working for educators, students, and other stakeholders in the education system. 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 conversations with stakeholders. Needs assessments point the way to potential policy changes or other next steps.

McREL staff also have extensive experience articulating program elements and their presumed connections to intended outcomes. We collaboratively develop logic models or theories of change with key stakeholders that depict how the context, assumptions, and critical ingredients of a policy, program, or intervention are logically connected to short- and long-term outcomes. These logic models can then be used to consider changes to the policy, program, or intervention to strengthen the connections to the outcomes as well as to guide research or evaluation about the policy, program, or intervention.

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 actually could see and guide us through some problems of practice even before we did!”

—Rachel Belin, managing partner, Kentucky Student Voice Team

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 explores 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 stakeholders, McREL's researchers and evaluators create detailed plans that include identifying study questions, specifying and executing data collection (methods, informants, analytic approach), articulating appropriate analytic approaches, and creating timelines for reporting findings. Senior-level McREL staff have advanced training in, and a deep understanding of, research design and how to use different inquiry approaches to best address the research questions at hand.

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—one that has the greatest chance of detecting impacts on the outcomes of interest (such as teacher and student performance) and that meets the evidence requirements of the client.

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.





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 assessment 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 in the U.S., Australia, and the Pacific 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 scrutinize each research question being asked that requires an assessment instrument 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 searching for improved outcomes often turn to ed-tech products and programs that promise to personalize learning, better engage students, and improve academic outcomes; educators are often 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.

Research and Evaluation Coaching

Do you need support in understanding how you can assess the outcomes of policy decisions or interventions? Or to simply be better informed consumers of research? We're here to help.

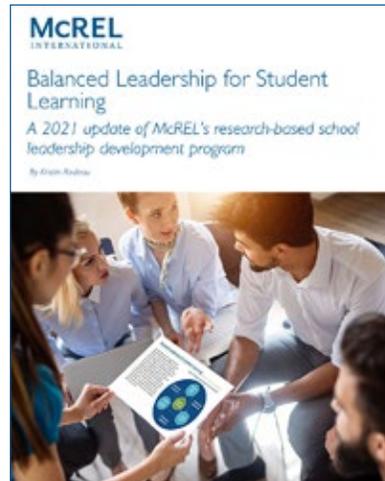
With customized coaching and support from McREL, you'll benefit from our experience coaching educators on methods of inquiry that will allow them to not only identify the critical ingredients that underlie their policies and programs, but also conduct their own evaluations of their policies or interventions. Armed with this knowledge, educators gain improved capacity to conduct studies and achieve understanding of the research or evaluation work they encounter.

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.

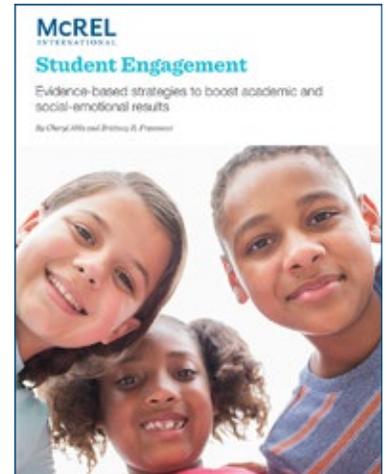
Free Papers and Reports

Check out McREL's
free reports and
papers.

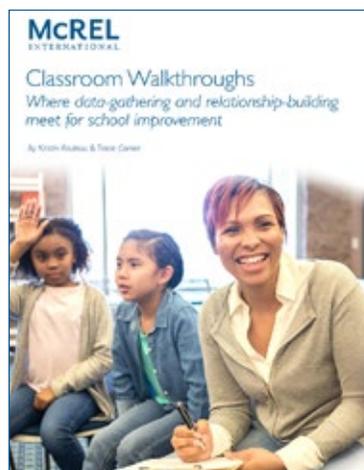
McREL's consultants and researchers love to share what they know. One way they do it is through our series of free white papers and reports. See them all at mcrel.org/whitepapers. Here's a sampling:



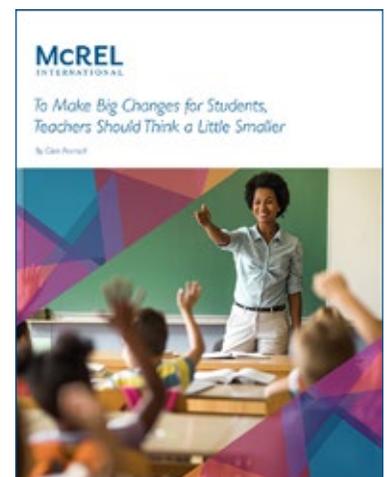
Balanced Leadership for Student Learning: A 2021 Update of McREL's Research-Based School Leadership Development Program
Download at mcrel.org/balanced-leadership-for-student-learning/



Student Engagement: Evidence-Based Strategies to Boost Academic and Social-Emotional Results
Download at mcrel.org/student-engagement-wp/

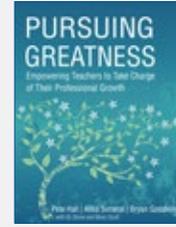
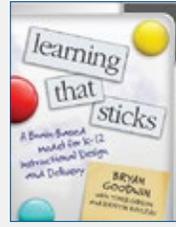
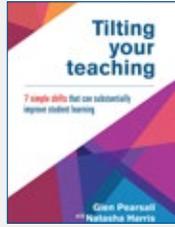
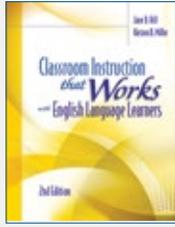
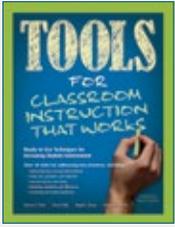


Classroom Walkthroughs: Where Data-Gathering and Relationship-Building Meet for School Improvement
Download at mcrel.org/classroom-walkthroughs



To Make Big Changes for Students, Teachers Should Think a Little Smaller
Download at mcrel.org/make-big-changes-for-students

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Balanced Leadership
for Student Learning

June 20–23, 2022
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Balanced Leadership:
Authorized Facilitator
Training

June 20–24, 2022
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Save your seat. Register now!

mcrel.org/pd/in-person-events

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