



McREL
INTERNATIONAL

*Products &
Services 2024*



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

As you explore our catalog, bear in mind that all resources share a common goal: *Creating joyful learning experiences for students and teachers alike.*

With student engagement and classroom management at the top of everyone's mind in today's educational landscape, we've found that leveraging brain-based learning to enhance Tier 1 instruction is instrumental in creating classrooms aligned with how students learn *naturally*.

McREL's six-phase learning model, as outlined in *The New Classroom Instruction That Works*, is not exclusive to students; it extends to adults. Recognizing the burnout experienced by teachers worldwide, our unique approach to professional learning seeks to re-ignite teachers' passion by fostering their interests, setting meaningful professional goals, and facilitating collaborative reflection with colleagues. By aligning classrooms and professional learning with how our brains function, we aim to make learning better for everyone involved.



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

We're here to help!

When your school, district, or agency partners with us, we'll deliver a collaborative approach, providing you with:

- **evidence-backed resources** that support new teachers and staff.
- **guidance** on navigating change and improving student outcomes for veteran teachers and leaders.
- **evaluation and system improvement** services to help you discover under-used bright spots that can be scaled up.

Start the conversation!

800.858.6830

info@mcrel.org

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New and Notable!

A Reflective Teacher's Guide to Planning for Learning

By Bryan Goodwin, Pete Hall

Quick Guide: \$14.95

Buy now at <https://store.mcrel.org/catalog/book/reflective-teacher's-guide-planning-learning>

If you find yourself (or your team) just “going through the motions” of instructional planning, or if you feel like you’re working harder than ever but some of your students still struggle with learning, then this Breakthrough Teaching™ quick reference guide is for you.

When good teachers learn to make the shift from planning for *teaching* to planning for *learning*, great things begin to happen with student engagement and learning success. This brief eight-page reference guide provides research-based practical tips and insights that any teacher can use in their classroom to create learning environments and experiences that capture students’ attention, spark their motivation to learn, and help them deepen their knowledge.



Quick Guide: \$14.95

- The science of teaching/instruction to help you develop and draw on a broad repertoire of teaching strategies to adapt and respond to student learning needs.
- The science of cognition/learning, an essential understanding for designing units and lessons that challenge and engage students.
- Research and expertise on teacher meta-cognition—how teachers’ thinking during professional reflection, coaching, and collaboration contributes to breakthrough teaching.
- Research on student–teacher relationships, trauma-informed practice, and conditions that support student readiness to learn.

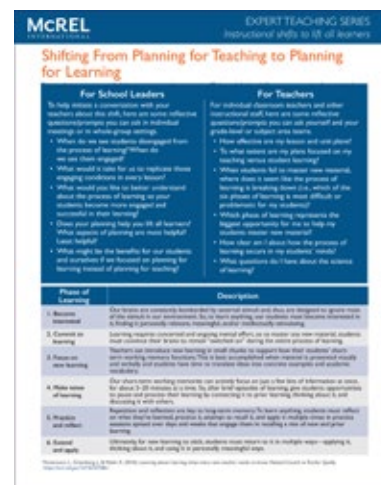
Shifting From Planning for Teaching to Planning for Learning

A brief from McREL’s *Expert Teaching Series*

Four-page white paper: Free

Download at <https://www.mcrel.org/shifting-from-planning-for-teaching>

Research confirms that thoughtfully designed unit and lesson plans can help all students learn more deeply, especially when teachers shift how they approach their lesson planning, moving away from a teacher-centric perspective and toward a student-centric one. This four-page brief offers a background on planning for student learning and provides a few suggested next steps for school leaders and teachers interested in navigating this shift in practice.



Downloadable PDF: Free

Teaching and Learning

How can I spark students' curiosity and motivate them to learn more?

How can I help students make sense of their learning and apply it to new situations?



Don't miss these benefits!

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.

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, which means the strategies, guidance, and resources we provide are based on evidence and analysis of what really works in classrooms to increase student success.

Our instructional support services are customizable to meet your school's local context. Our conversations are grounded in and inspired by research and real-world best practices, but we'll take the time to learn about your local strengths, needs, goals, and community. This is a genuine mission-driven partnership with your team designed to deliver customized studies that meet your specified timeline, budget, and vision. It's a level of care and service you'll be hard-pressed to find anywhere else.

Best First Instruction

The best approach for reducing achievement gaps, ensuring equity, and accelerating learning

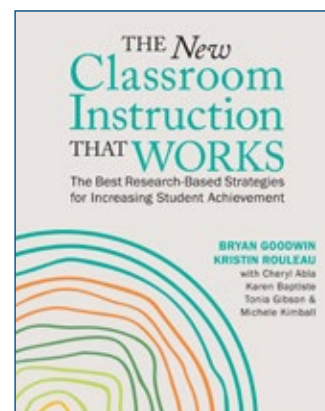
Designed for: Classroom teachers, instructional coaches, teacher mentors, principals and assistant principals, and central office PD leaders

About: To improve learning success for every student across an entire school or district, there's no better place to begin than consistently providing best first instruction in every classroom. This foundational, Tier I instructional focus intentionally combines teachers' use of proven teaching strategies with an understanding of how students' minds get curious and interested in learning, process new information, and build long-lasting, applicable knowledge.

In our best first instruction consulting and professional learning (PL), we work with your school teams and/or districtwide teams to learn about your goals, strengths, and needs. Then we fine-tune our PL sessions and strategic guidance to match your specific contexts. Far from an off-the-shelf, prescribed program, we support educators with a variety of services to help them embed best first instruction schoolwide and/or systemwide through:

- professional learning sessions at your school to introduce teachers to crucial best first instruction concepts and evidence-based instructional strategies for Tier I instruction.
- ongoing, year-round professional learning and coaching through a job-embedded model.
- facilitated online coaching sessions, with inter-session application activities.
- professional learning sessions for instructional coaches, principals, and district professional development (PD) leaders on how to launch, monitor, and sustain a best first instruction effort across a school or district.

Related Resources



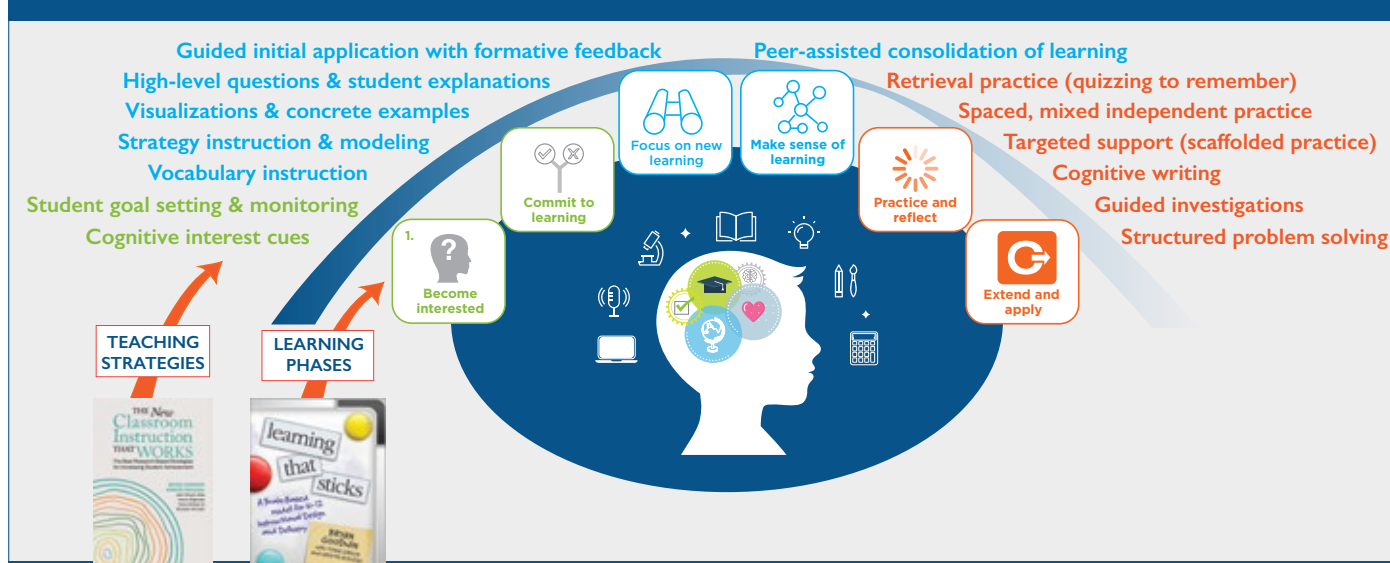
Softcover: \$29.95



Downloadable PDF: Free

Schedule now: Call 800.858.6830, email info@mcrel.org, or use McREL's contact form at mcrel.org/contact to discuss a customized plan to meet your specified timeline, budget, and vision. Also consider our online learning experience: See p. 13.

McREL's Best First Instruction model



Classroom Instruction That Works®

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

About: Improving instruction for better student learning is about science, not guesswork. McREL's research and analysis of hundreds of instructional strategies have revealed 14 instructional strategies proven to promote deep, meaningful, and lasting learning and emphasize student diversity, equity, and inclusion. These 14 strategies paired with our six phases of learning model 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 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. You will leave the session with tools, resources, and a better understanding of how, when, and why to use the CITW strategies in your classroom, with your students.

Delivery options:



On-site: Customizable delivery options to meet clients' needs



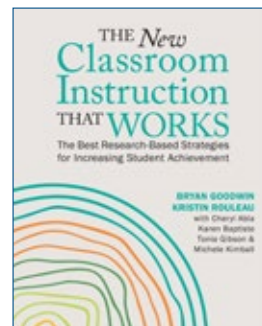
Online: 3–9 live webinars throughout the year, exclusively for your participants



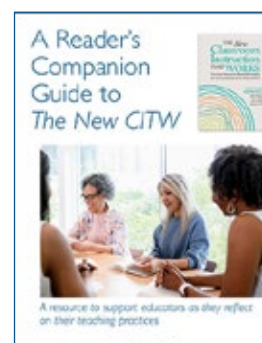
Hybrid: 2–5 days on site, spread throughout the year, with additional online check-ins and coaching between on-site visits

Schedule now: Call 800.858.6830, email info@mcrel.org, or use McREL's contact form at mcrel.org/contact to discuss a customized plan to meet your specified timeline, budget, and vision. Also consider our online learning experience: See p. 13.

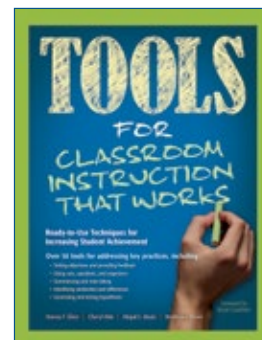
Related Resources



Softcover: \$29.95



Reader's Guide: Free



Softcover: \$38.95

“With examples from all levels of education, *The New Classroom Instruction That Works* is a useful tool for beginning teachers and lifelong educators alike...making it easy for teachers to transfer the strategies into their practice.”

—Hannah Mickey, book review for MiddleWeb.com, September 2023

Classroom Instruction That Works with English Learners

Designed for: Classroom teachers with English learners (ELs) in their class, EL specialists, assistant principals, and central office EL leaders

About: The **Classroom Instruction That Works with English Learners** professional learning sessions give teachers knowledge and applicable strategies regarding the five distinct stages of second language acquisition, which all language learners go through. The sessions help teachers recognize what stage their EL students are in, so teachers can better support them progress toward oral and written fluency. The sessions also demonstrate how to engage ELs 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.

Delivery options:



On-site: 2–3 consecutive days



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



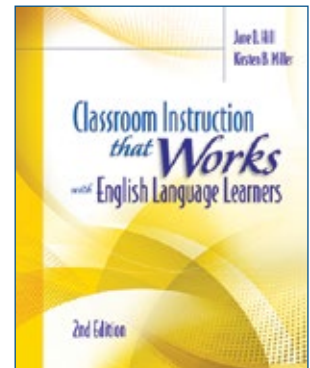
Hybrid: 3–5 days on site, spread throughout the year, with additional online check-ins and coaching between on-site visits



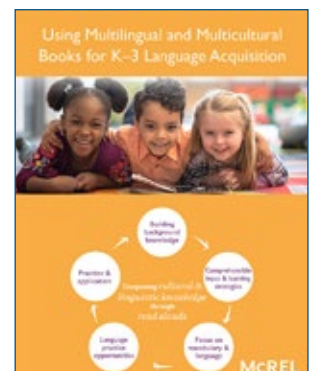
Trainers: 1 additional day of training. Become authorized to deliver **Classroom Instruction That Works with English Learners** workshops in your district or service area

Schedule now: Call 800.858.6830, email info@mcrel.org, or use McREL's contact form at mcrel.org/contact to discuss a customized plan to meet your specified timeline, budget, and vision. Also consider our new online learning experience: See p. 13.

Related Resources



Softcover: \$29.95



Quick Guide: \$12.95



Creating a Positive and Engaging Classroom Culture

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

About: 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.
- instructional strategies to support students' social and emotional learning.

Delivery options:



On-site: 1–2 consecutive days



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



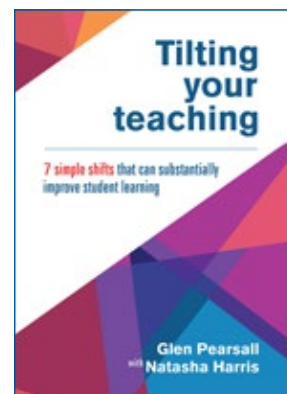
Hybrid: 3–5 days on site, spread throughout the year, with additional online check-ins and coaching between on-site visits



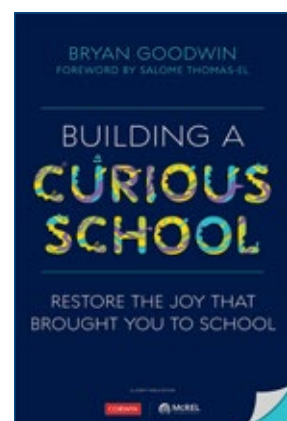
Trainers: 2 additional days of training. Become authorized to deliver **Creating Positive and Engaging Classroom Culture** workshops in your district or educational service agency area

Schedule now: Call 800.858.6830, email info@mcrel.org, or use McREL's contact form at mcrel.org/contact to discuss a customized plan to meet your specified timeline, budget, and vision. Also consider our new online learning experience: See p. 13.

Related Resources



Softcover: \$24.95



Softcover: \$28.95



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.

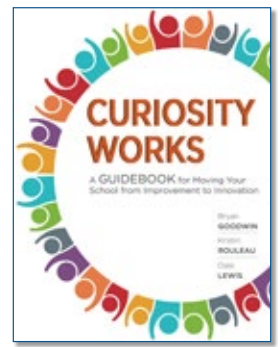
Curiosity Works: A Guidebook for Moving Your School from Improvement to Innovation

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.

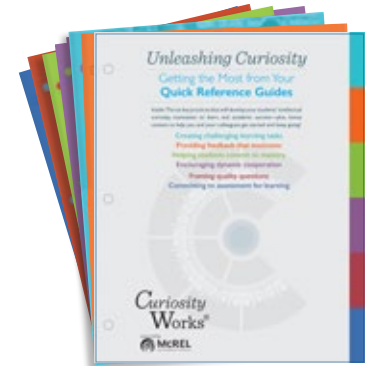


The Unleashing Curiosity Quick Guide Series

Complete set: \$69.95 | Individual Quick Guides: \$12.95

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.

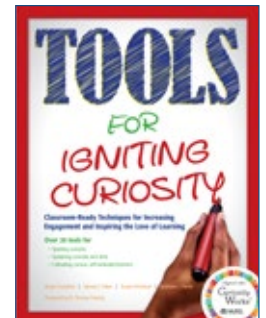


Tools for Igniting Curiosity

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

Softcover: \$29.95

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

Complete set: \$97.76 | Individual manuals: \$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 Syntectics
- Models of Practice 3 & 4: Whole Class Teaching and Concept Attainment
- Models of Practice 5 & 6: Inductive Teaching and Mnemonics





Instructional Coaching That Works

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

About: 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 their teachers.

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.

Delivery options:



On-site: 2–3 consecutive days



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



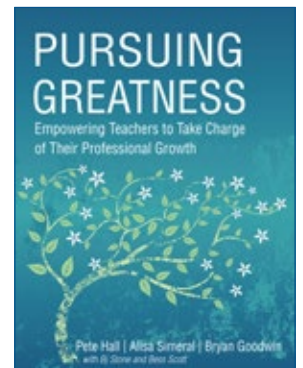
Hybrid: 3–5 on-site days spread throughout the year, with additional online check-ins and coaching between on-site visits

Schedule now: Call 800.858.6830, email info@mcrel.org, or use McREL's contact form at mcrel.org/contact to discuss a customized plan to meet your specified timeline, budget, and vision. Also consider our new online learning experience: See p. 13.

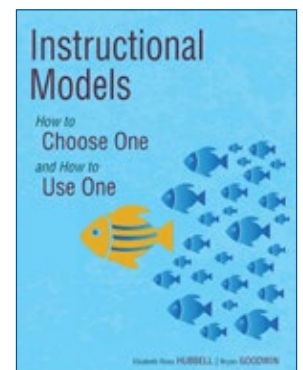
“The comprehensive, customized wrap-around support has been the driving force in our efforts to design a coherent Tier I Learning System.”

—Karol Gates, curriculum and instruction director, Colorado Springs SD 11

Related Resources



Softcover: \$32.95



Softcover: \$23.95

Learning That Sticks: A Six-Phase Model for Student Learning

Designed for: Classroom teachers, instructional coaches, teacher mentors, and professional development leaders

About: Ever wondered how you can spark your students' interest and motivate them to learn more, or how to help them make sense of their learning and apply it to new contexts? These are common questions for many teachers, from new hires to veterans.

Our **Learning That Sticks** professional learning program and resources provide teachers with practical strategies, classroom techniques, and instructional tools aligned with key insights from neuroscience on how students' brains receive new information, store it as memories, and then recall and apply it in the future. During these sessions, we show educators how to craft, sequence, and present units and lessons in a way that best aligns with what's happening inside their students' minds as they're absorbing and applying new content. Learning how to use our unique and practical six-phase model for student learning can help any teacher, in any grade level or subject area, increase their students' interest and support deeper, authentic learning.

Delivery options:



On-site: 2–5 days throughout the school year



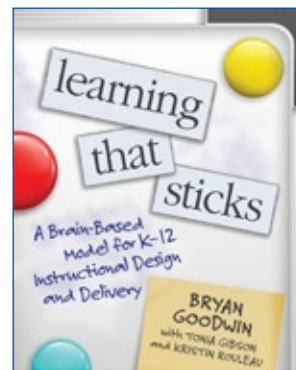
Online: 3–9 live webinars throughout the year, exclusively for your participants



Hybrid: 2–5 days on site, spread throughout the year, with additional online check-ins and coaching between on-site visits

Schedule now: Call 800.858.6830, email info@mcrel.org, or use McREL's contact form at mcrel.org/contact to discuss a customized plan to meet your specified timeline, budget, and vision. Also consider our new online learning experience: See p. 13.

Related Resources



Softcover: \$29.95



Quick Guide: \$12.95

Interested in learning more?

Call or email us today to talk with our school partnership team about how we can support your school or district goals for teacher professional growth and increases in student achievement.

mcrel.org | 800.858.6830 | info@mcrel.org



Power Walkthrough® Teacher Observation Tool

Designed for: Instructional coaches, principals, and assistant principals

About: McREL's Power Walkthrough online app has been used in more than 1.4 million classrooms around the world. 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*.

The user-friendly software allows principals, assistant principals, and instructional coaches to quickly record data from multiple walkthroughs, generate easy-to-read dashboard reports to help guide coaching conversations, and prioritize PD needs and opportunities.

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

Trainers: Required training can be delivered as one-hour webinars for teachers, instructional coaches, school leaders, and district leaders; or a two-day on-site workshop for up to 40 participants. Training 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. Visit youtu.be/_gwNPCtVKK0 to see a demo.

“McREL tailored the Power Walkthrough tool to meet our school's needs. We get real-time, meaningful, actionable data that celebrates our strengths and guides our next steps.”

—Denise Espania, school director, Malama Honua Charter School





Self-Paced Online Professional Learning

Our online 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.

Customizable: You can register as an individual or as a team. For assistance with team registrations and payment by purchase orders, please contact us directly. If you prefer a blended professional learning experience that combines on-site sessions at your school with synchronous and asynchronous online sessions, we can collaborate with you to design a just-right solution for your team.

In-Depth Courses \$129 | 15 hours per course

Designed for: Teachers, instructional coaches and mentors, EL specialists, and PD leaders

-  **Quality Questioning for Student Learning**
Session focus: Teaching strategies and instructional design
 -  **Six-Phase Model for Student Learning That Sticks**
Session focus: Teaching strategies and instructional design
 -  **Classroom Instruction That Works with English Learners: Student Learning Strategies**
Session focus: EL teaching strategies and instructional design
 -  **Nurturing a Positive Learning Environment**
Session focus: Instructional strategies and professional self-reflection
-

Quick Courses \$39 | 3 hours per course

Designed for: Teachers, instructional coaches and mentors, PD leaders, principals, assistant principals, district administrators, school leadership teams, and data teams

-  **Creating a Classroom Environment That Supports Student Learning**
Session focus: Teaching strategies and classroom management
-  **Managing Change at Schools**
Session focus: Leadership strategies and change management
-  **Developing Collective Efficacy**
Session focus: Leadership, school improvement, and high-performance school culture
-  **Monitoring Implementation of School Initiatives**
Session focus: Leadership, change, school improvement, and data process
-  **Curiosity, Memory, and Learning**
Session focus: Effective lesson design and teaching strategies
-  **The Speaking-Writing Connection**
Session focus: EL teaching strategies and instructional design

mcrel.thinkific.com/collections

Teacher and Leader Evaluation Services

How can we invest
in the growth
and performance
of teachers and
leaders?

How can we
establish a
common language
and methodology
among teams of
educators?

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 from McREL



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

Learn more and schedule a demo

Call or email us today to talk with our school partnership team about how we can support your approach to educator evaluation.

mcrel.org | 800.858.6830 | info@mcrel.org

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.
- help them understand how to use key insights from improvement science and the process of change to elevate their schools' performance.
- help them discover and leverage the “bright spots” that already exist within their schools and systems.
- help create leadership pipeline systems to support the identification and development of future leaders from within their own educator ranks—leaders who will have the contextual knowledge of their communities, families, and students needed to address inequities.

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, budget, and vision.

Leadership Services and Professional Learning

What leadership efforts will have the biggest impact on **student success?**

How can I inspire our teachers, support staff, students, parents, and community with **a shared vision and purpose?**

Balanced Leadership for Student Learning™

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

About: 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 have helped 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, which is a shared belief that, together, they can make a difference for students.

Delivery:



On-site: 4 days spread throughout the school year



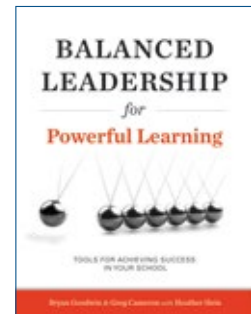
Hybrid: 4 days of on-site visits spread throughout the school year, plus virtual check-ins and coaching between on-site visits



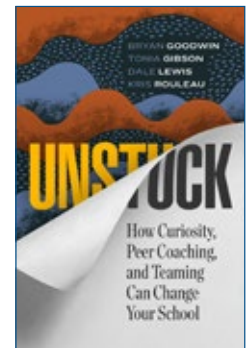
Trainers: Obtain additional training to become authorized to deliver Balanced Leadership workshops in your district or educational service agency area

Schedule now: Call 800.858.6830, email info@mcrel.org, or use McREL's contact form at mcrel.org/contact to discuss a customized plan to meet your specified timeline, budget, and vision. Also consider our new online facilitator renewal.

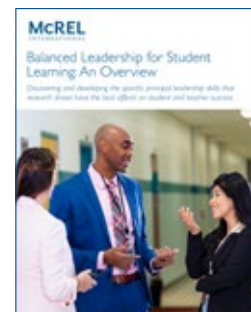
Related Resources



Softcover: \$23.95



Softcover: \$29.95



Downloadable PDF: Free

“*Balanced Leadership has provided our campus and district leaders with common vocabulary, evidence-based strategies, and effective tools for gaining focus, leading change, and building a purposeful community committed to positive outcomes for each and every student in our system.*”

—Dr. Malinda Golden, deputy superintendent, Belton Independent School District

District Leadership That Works®

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

About: 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 within 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 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.

Delivery options:



On-site: 2–3 consecutive days



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



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

Schedule now: Call 800.858.6830, email info@mcrel.org, or use McREL's contact form at mcrel.org/contact to discuss a customized plan to meet your specified timeline, budget, and vision.

Related Resource



Softcover: \$26.95

“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



Research, Evaluation, and Data Analysis

**Which of our
academic
interventions are
working best?**

**Who can evaluate
our grant
implementations
and outcomes?**

What's working well for educators, students, and other stakeholders in your schools? What are the successful bright spots that you can scale up for a bigger impact on more students? Where are the gaps in your system data or school performance, and where is more attention needed? Answering these questions can help accelerate your school and district improvement efforts.

McREL helps schools, districts, and colleges/universities examine and improve their processes and measure the effectiveness of programs, interventions, and grant-funded services. With a broad range of quantitative and qualitative experts on our Research & Evaluation team, we can partner with your school or organization to give you extra capacity to document what's at stake, what works, and how to get even better.

School Diagnostic Reviews and Needs Assessments

McREL has extensive experience with identifying and understanding the unique needs of K–12 schools and higher education through conducting diagnostic reviews aligned with state department expectations; alignment reviews of curriculum, instruction, and assessment policies and materials; data reviews for specific programs, subject areas/grade bands, or schoolwide performance; and focus groups and surveys of educators, students, families, and other stakeholders.

Our goal with diagnostic reviews and needs assessments is to discover potential next steps you can take regarding policies, programs, or processes that will lead to more success for more of your students and staff.

Surveys and Observations

Need to gather feedback from your stakeholders? McREL can assist you by conducting interviews, facilitating focus groups, and observing classrooms to help you gain insight into programs, practices, and processes. We prepare and present key findings clearly and concisely to diverse stakeholders, providing analysis and recommendations that are designed for practical understanding, ease of decision-making, and real-world implementation.

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

—Rachel Belin, managing partner, Kentucky Student Voice Team

Program Evaluation

How well are your programs or interventions being implemented? What results are they producing? What are the hidden bright spots that can be scaled up? What unknown gaps or misalignments might be holding back performance? We can help you get answers and insights that can recharge and accelerate your efforts to increase success for your students and teachers.

Capacity Building for Data Collection and Analysis, and Grant Applications

Do you need extra support to collect and analyze data for a specific project in your district or school? Need a partner to review an important grant application you're submitting to make sure it's giving you the best chances for success? Our Research & Evaluation team can support you on short-term and long-term projects, giving you additional staff capacity and research expertise to meet your project goals and timelines.

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

For State Departments. Grant Agencies. etc.

- ❖ Research design and implementation
- ❖ Program evaluation
- ❖ Development of assessment instruments

For Ed-Tech Product Developers/Creators

- ❖ Reviewing your product's alignment with federal, state, and local academic standards
- ❖ Reviewing your product's professional learning supports for educators
- ❖ Conducting an efficacy study to analyze your product's impact on student learning
- ❖ Assessing how strong your evidence-base is, for meeting federal Every Student Succeeds Act (ESSA) tiers of evidence

School and System Improvement Services

How can we build staff capacity to plan, start, and sustain more effective improvement measures?

How can we improve outcomes for our students in a way that fits our local contexts, strengths, and goals?

All students benefit when schools and school systems develop a high-performance culture, where educators and leaders are strategic about continuous improvement and innovation. McREL's school improvement team can partner with you, adding capacity to your team to help you uncover the root causes of challenges and identify areas for quick wins and long-term growth. Taking an assets-based, bright-spots approach, we'll help you identify and build on what your school or system is doing well, while also developing your staff's capacity to initiate and sustain important improvement efforts.

Every school community is unique. As your partner, we'll listen to you and gain an understanding of your contexts and vision for success before we recommend evidence-based strategies and resources matched to support your specific goals.

Reviews, Implementation, and Monitoring Plans

Designed for: Schools, school districts, and educational service agencies

Program: Diagnostic School Reviews and Improvement Planning

About: Conducting a diagnostic review of your school or system can help your leadership team better identify and address the specific issues hindering student and staff success. McREL's process includes:

- pre-visit orientation and planning.
- a site visit to observe classroom instruction.
- a review of school documentation/artifacts related to school improvement efforts.
- management of focus groups and interviews with key stakeholders

Program: Implementation Support and Monitoring for Action Plans

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

Schedule now: Contact McREL to discuss a proposal—addressing the duration, format, and cost for implementation support and monitoring for action plans—that works best for your timeline, budget, and vision.

Curiosity Works for School Improvement and Innovation: Getting Started

Designed for: PreK–12 school and district leadership teams

About: Unlock the power of curiosity with our 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.

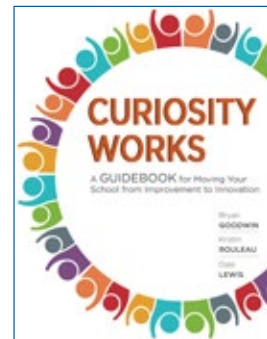
Through this professional learning, teams will:

- 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.
- 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.

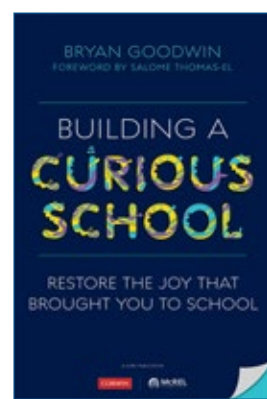
Delivery: 2 consecutive days of face-to-face professional learning. Each participant will need the text, *Curiosity Works: A Guidebook for Moving Your School from Improvement to Innovation*, which can be purchased directly from McREL with a 20% discount off list price.

Schedule now: Call 800.858.6830, email info@mcrel.org, or use McREL's contact form at mcrel.org/contact to discuss a customized plan to meet your specified timeline, budget, and vision.

Related Resources



Softcover: \$24.95



Softcover: \$28.95





Data-Driven Decision-Making Through Collaborative Teaming

Designed for: PreK–12 teachers and leaders

About: Collaborative teacher teams, such as professional learning communities, offer a structure to promote shared leadership in a school and 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.

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

Schedule now: Call 800.858.6830, email info@mcrel.org, or use McREL's contact form at mcrel.org/contact to discuss a customized plan to meet your specified timeline, budget, and vision.

Developing Collaborative Team Structures and Processes

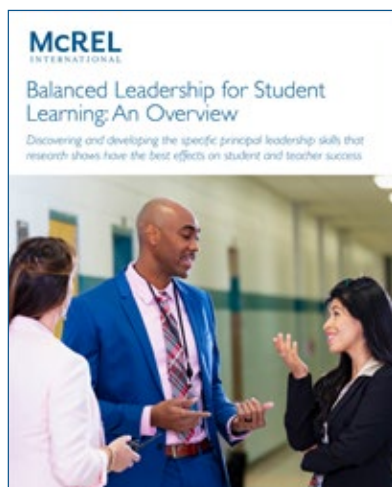
Designed for: School leaders and teacher leaders

About: 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, in addition to 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 their work.

Delivery: 1 day of face-to-face professional learning

Schedule now: Call 800.858.6830, email info@mcrel.org, or use McREL's contact form at mcrel.org/contact to discuss a customized plan to meet your specified timeline, budget, and vision.

McREL's consultants and researchers love to share what they've learned through their research and work in the field. 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:



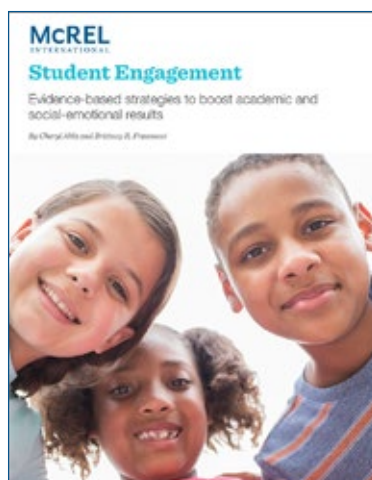
Balanced Leadership for Student Learning: An Overview

Download at mcrel.org/balanced-leadership-for-student-learning



Unleashing the Power of Best First Instruction

Download at <https://www.mcrel.org/unleashing-the-power-of-best-first-instruction>



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

mcrel.org/resources

Free Papers and Reports

Check out McREL's free reports and papers.

Are you staying up to date with Changing Schools?

When you sign up for McREL's free monthly newsletter, you can expect to learn about the latest **RESEARCH-BASED INFORMATION** on a variety of topics for teachers, school leaders, and administrators; **NEW AND NOTEWORTHY CONTENT** created in-house or through our partnerships with local, national, and international communities; upcoming **GRANT OPPORTUNITIES**; McREL in-person and online **TRAINING COURSES**; and much more!



Visit our Free Resources page to sign up!

There you'll also learn about our other free content, including downloadable papers on best practices in instruction and leadership, research reports, client success stories, excerpts from our books, and signups for several other newsletters.

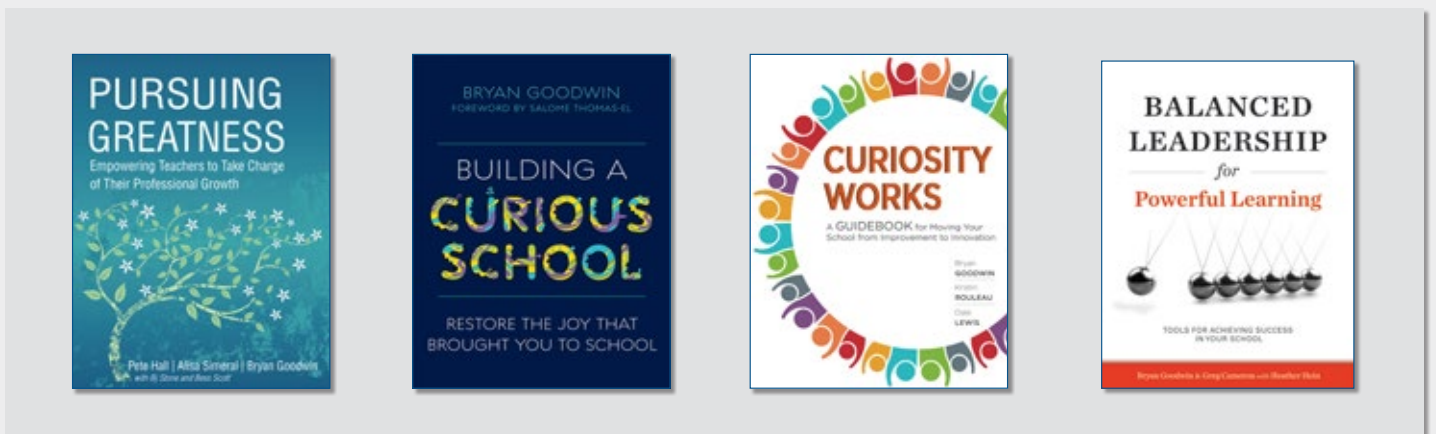
mcrel.org/sign-up-for-free-resources

Sharpen your skills with these books from McREL!

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