

Educational Impact

Online Academy Catalog

Powerful e-Learning for Teachers,
Administrators & Colleges of Education

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4 Ways to Use Educational Impact

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EI has been creating educational videos since 1999. View powerful presentations by leading educational experts; then watch as their research-based instructional strategies unfold in real classrooms across North America. Choose from a massive online library that includes over 450 hours of video...all professionally produced by EI's experienced film crews.



VIDEO LIBRARY

(pg 6-17)

PROGRAMS

Packed with countless ideas and suggestions, EI has over 55 self-paced programs that combine targeted video with pertinent activities and assessments.



(pg 18-19)

CUSTOM COURSES

Combine EI's video library with powerful course authoring tools and a user-friendly LMS. Reflective journals, group discussion boards and other collaborative assignments provide engaging peer interaction and practical application opportunities.



(pg 20-21)

PERSONAL LEARNING PLAN/MAP

Teachers and administrators can create their own video play list by using EI's comprehensive Personal Learning Plan tools and Multi-rater Assessment Profile (MAP). EI videos are thoughtfully aligned to each standard in the most commonly used teacher/ leadership evaluation models.



Say goodbye to boring PD
and higher education that's
just not relevant



LEARN • REFLECT • APPLY • DISCUSS

Educational Impact is a leading provider of online videos and engaging courses for aspiring educators, K-12 teachers, administrators and Colleges of Education.

“ We used EI’s platform and content to create a series of customized courses addressing teacher evaluation, teacher induction and special education. The discussion board posts and videos gave our staff valuable insight they could have never received by merely reading and reviewing powerpoint presentations. The teacher feedback was awesome.

Dr Michael Lucas
Superintendent
Trinity Area SD, PA

”

Top 10 Reasons You Should be Using EI's Video Library



“

EI aligned all of their content to our state teaching standards and we were able to link to them right from our own online Data Management System. The teacher usage and feedback has been powerful.

”

Mary Ann Danford
Curriculum Coordinator
Conecuh County, AL

10. Model Best Practices

EI's video library offers you a “thousand windows” into the classrooms of other teachers. Why should your ability to observe other distinguished teachers be limited to your school colleagues or student teaching experience?

9. Meaningful Comparison

Contrasting your teaching with video of others who teach the same grade and discipline offers you a unique way to self-evaluate and target specific areas for improvement.

8. Productive Discussion and Collaboration

Shared learning experiences provoke deep and meaningful discussions about teaching and learning. In your next PLC meeting, critique a classroom video together...then sit back and listen to the rich and focused discussions that follow.

7. Cost Effective

When time, money or scheduling limits your ability to attend the live appearances of today's educational experts, EI videos offer you the next best thing...all at a fraction of the cost.

6. Blended Learning

Add an online and self-paced component to your traditional workshops. By completing activities before, during or after your sessions, you'll add the visual reinforcement that is so critical to implement real classroom change.

5. Anytime Access & Flexibility

EI's enormous video library can be accessed via cell phone, tablet, laptop or PC.... meaning you are no longer confined to a desk or conference room to learn.

4. Enhanced Accountability

Multiple-choice assessments associated with each EI video module offer a level of accountability that up until now was not practical or available. Now your professor or administrator can truly see how you are progressing on a daily basis.

3. Tech Savvy Teachers

Let's face it, you're much more tech savvy than the teachers that preceded you. It's time to give you and all of your colleagues access to the video and online learning tools you demand.

2. Visual Learning

According to global studies, there is a 75% chance you're a visual learner.

1. Measureable Results

EI video that is carefully selected and thoughtfully embedded into your professional development or college course will contribute measurably to your success in the classroom.

Call us at 215.672.2093

Colleges of Education use EI video clips too!

How?

Professors: Incorporate practical classroom videos and make theory come alive!

College students: Learn by watching teachers in action and access EI's video library for term papers, independent assignments and research projects.

College Syllabus: Revitalize college courses like....

- **Teaching Methods:** Integrate EI classroom videos into any Methods course.
- **Educational Foundations:** Revitalize dry content with video from EI's History of Education or School Law programs
- **Special Education / Educational Psychology:** Integrate practical videos and case studies from EI's programs like Inclusion Breakthrough, Effective Intervention Assistance Teams, Managing the Defiant Child, Teaching the ADD/ADHD Student and Mastering RTI
- **Practicum / Student Teaching:** Learn how teachers are evaluated in "the real world". Practicum supervisors can complete practice evaluations and develop inter rater reliability among faculty. Aspiring teachers get an unparalleled look at the realities of first year teaching.
- **Graduate Programs:** EI's instructional leadership, principalship and curriculum mapping content can be added to any graduate level course.

We make it easy.

- With thousands of unique URLs, EI's video library has been seamlessly integrated with all of today's popular learning management systems.
- EI's content specialists work directly with your professors and department heads to provide video suggestions.
- Best of all, the cost for the entire EI library (per student) is less than a single textbook!



Send us your syllabus to see which videos can enhance your courses
colleges@educationalimpact.com

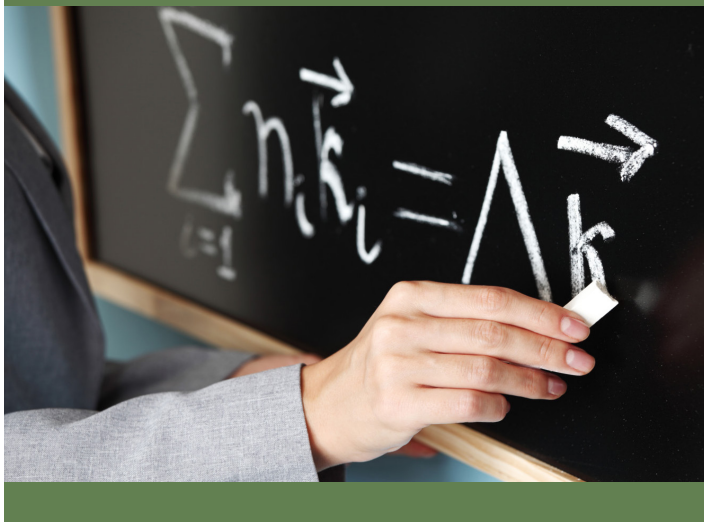
“

The instructional design team at Educational Impact helped us find relevant videos to enrich our existing teacher education curriculum. Videos are seamlessly integrated into more than 50 teacher preparation and admin courses making them engaging, robust, and practical for our learners.

Dr Pamela M. Roggeman
 Academic Dean of the College
 of Education at University of Phoenix

”

The Common Core Series



Common Core Math Shifts

Estimated Completion Time: 3.5 Hours
Video Time: 3 Hours

NEW

By now, everyone has heard of David Coleman and the creators of the Math Common Core discuss the six instructional shifts required to effectively teach the new standards (focus, coherence, fluency, deep understanding, application, and dual intensity). In this engaging program, you'll get the unique opportunity to see multiple examples of these six instructional shifts in action in real classrooms.

Unpacking the Common Core

Estimated Completion Time: 8.4 Hours
Video Time: 6 Hours

Are you struggling to teach every standard in your curriculum? Do you have a plan to cover all of the new Common Core Standards? Unpacking the Common Core is an essential online program for teachers and administrators who are transitioning to the new Common Core standards. Your teachers will learn to deconstruct standards into manageable learning targets and big ideas. Watch a planning team in action as they unpack standards, plan units of instruction and deliver standards-based lessons. This program also features acclaimed author, Jay McTghe, discussing the power of Big Ideas and Essential Understandings.

Common Core ELA Shifts

In Production
Video Time: 2.5 Hours

NEW

In this program, you will examine six primary shifts in instruction that will help teachers address expectations for English Language Arts and the Common Core. Examine the need for balancing informational text with literature, teaching literacy across the curriculum, creating a progression of text complexity, using text dependent questions and emphasizing evidence in writing. In this practical program, you will learn the theory and then watch teachers demonstrate how it is implemented.

Project Based Learning

Estimated Completion Time: 4.2 Hours
Video Time: 3 Hours

NEW

Packed with powerful examples of real classrooms in action, this program will help you engage your students in authentic learning activities. The skills learned are critical for the successful implementation of the Common Core State Standards. Explore the challenges of creating meaningful project based learning assessments and selecting assignments that connect to real world situations.

**Watch
distinguished
teachers in action**

Charlotte Danielson's Teaching Framework: Looking at Real Classrooms

Estimated Completion Time: 9.3 Hours

Video Time: 6.5 Hours

This unique program allows you to see what the Framework components look like in action in real classrooms. Packed with 106 real classroom examples, this program features powerful observations from various grade levels and disciplines. Users have the opportunity to listen as Charlotte critiques the instructional strategies shown in each video, then explains how they relate to components of the Framework.

The Danielson Framework: 22 Components of Great Teaching

Estimated Completion Time: 4.2 Hours

Video Time: 3 Hours

Drawing on years of research and personal experience, Charlotte Danielson presents commentary on each one of the 22 Framework components. Charlotte offers teachers a coherent collection of practical classroom strategies and techniques to help enhance their skills in each component area. She explores why each component is important and how they work together to define "good teaching." Charlotte also examines the challenges teachers face in achieving a "distinguished" level for each component.

Teacher Evaluation Practice Center

Estimated Completion Time: 15 Hours

Video Time: 10.9 Hours

To ensure inter-rater reliability, your school system must be confident that a proficient or distinguished rating means the same thing to each evaluator. In addition, evaluators need the ongoing ability to practice their teacher evaluation skills to compare and calibrate their results. This ground-breaking program meets this critical need and includes video of the FULL CYCLE, including the pre-conference, full classroom lesson, post conference and artifacts indexed by grade level and discipline. Each evaluator can compare both evidence collected and performance level determinations with expert ratings.

Teacher Evaluation



Teacher Evaluation Using the Danielson Framework

Estimated Completion Time: 11.9 Hours

Video Time: 8.5 Hours

In this comprehensive online program, Charlotte walks you through every step of the evaluation process. Evaluators will gain valuable insight as they learn how to collect evidence, determine performance levels, use artifacts and conduct meaningful teacher conferences. In over eight hours of powerful video, numerous guided practice opportunities are offered for evaluators to sharpen their skills. Administrators can compare their notes with Charlotte's to see if they collected the same evidence and reached similar conclusions regarding the levels of performance exhibited in each video. The program was also developed to help reduce the anxiety teachers experience during the transition to a new evaluation system.

Mentoring and Coaching: The Journey of a First Year Teacher

Estimated Completion Time: 14.7 Hours

Video Time: 10.5 Hours

NEW

Research shows that the experience a new teacher gains during their first year in the classroom will do more to influence their teaching than everything they learned during their college years. This unique program documents the development of several first year teachers. Mentors will learn how to coach new teachers beyond the basics of plan/teach/evaluate. Follow the progress of each new teacher and get a first-hand look at their key milestones... including their first day in the classroom, ongoing coaching sessions, first evaluation and much more.

Instructional Strategies



Brain Based Instruction

Estimated Completion Time: 5.5 Hours

Video Time: 4 Hours

Understanding how the brain processes information can be the key to increasing learning, memory and retention. Drawing on decades of research, Dr. Marcus Conyers and Dr. Donna Wilson show you how to create brain-based lesson plans and classroom activities. Learn how to “chunk” classroom instruction and use modeling to increase comprehension. Watch as Dr. Wilson teaches real students how to successfully use a “systemic search approach.”

Assessment for Learning: Innovative Ways to Check for Understanding

Estimated Completion Time: 5.6 Hours

Video Time: 4 Hours

Are your students reluctant to tell you they don't understand something? EI's Assessment for Learning program was created to provide you with the skills needed to uncover what your students know, what they still need to learn, and how to use assessment as a tool for learning. This program will provide you with the knowledge to create, develop and conduct a full range of high-quality classroom assessments. The program features an array of national experts including well known author Rick Stiggins, founder of the Assessment Training Institute. Real classroom examples are also used to highlight practical implementation strategies.

Balanced Literacy: Powerful Real Classroom Examples to Guide Your Instruction

Estimated Completion Time: 8.4 Hours

Video Time: 6 Hours

This program provides teachers with a collection of practical techniques to help students develop reading and writing skills. Observe powerful classroom lessons that utilize shared reading, reading aloud and guided reading strategies. Learn how to make vocabulary acquisition lasting. The second section of the program includes a powerful presentation from best-selling author Doug Reeves. Hear how Dr. Reeves believes the standards-based movement has affected literacy instruction.

Proven Online Teaching Strategies: Engaging the Virtual Student

Estimated Completion Time: 9.8 Hours

Video Time: 7 Hours

NEW

With the surge of e-learning in K-12 education, many teachers find themselves unprepared to teach an online course. This much-needed program provides both teachers and school administrators with guidance needed to effectively teach online student courses. Hear first-hand from successful online teachers in some of the best virtual and “blended learning” schools across North America. Observe how these teachers effectively organize and manage an online classroom. Learn how your school can avoid the common pitfalls associated with making online classes available to your students.

Designing Lessons to Inspire Thinking and Learning

Estimated Completion Time: 5 Hours

Video Time: 3.5 Hours

The behind-the-scenes work of planning and preparing is key to a teacher's success. This program starts with an introduction to lesson planning. Explore the basic elements of every lesson and then consider additional strategies that should be added to meet the needs of diverse learners. Learn about the importance of differentiation and student grouping practices. Gather practical ideas for active learning, teaching academic vocabulary and note-taking through this potpourri of best practices.

The Five Practices of Highly Effective Classrooms

Estimated Completion Time: 7 Hours

Video Time: 5 Hours

Educational experts, Robert Marzano, Harvey Silver and the late Richard Strong, share their ground-breaking research and identify the five teacher practices that have had the greatest impact on student achievement. Packed with helpful ideas for both teachers and administrators, this online program relies on the research used to develop “The Thoughtful Classroom” program used successfully by thousands of schools across North America.

Visual Tools & Graphic Organizers

Estimated Completion Time: 4.2 Hours

Video Time: 3 Hours

Renowned author and national expert, David Hyerle, presents his award-winning research on “Thinking Maps and Visual Tools”. Learn how to implement the eight visual tools that utilize students’ fundamental cognitive skills, such as comparing, contrasting, sequencing, classifying and cause-effect reasoning. Drawing on decades of experience, Hyerle explains how to use graphic organizers to help students improve their basic reading and writing skills, while enhancing their ability to problem solve.

**Does your school offer
“Blended Learning”
opportunities?**

Instructional Strategies



Adolescent Literacy - The Middle School Years

Estimated Completion Time: 9 Hours

Video Time: 7 Hours

Learn how to use innovative word study techniques and create assessments that accurately measure comprehension. Visit “literacy rich” middle level classrooms to see first-hand how arranging physical space can help facilitate differentiated literacy instruction. Real classroom video is used throughout the program to show you how to create lessons that utilize reading strategies within the content areas. Listen as a panel of experts provide you with a step-by-step approach to designing and implementing a successful remediation program for struggling adolescent readers.

Effective Teaching in Diverse Classrooms

Estimated Completion Time: 14 Hours

Video Time: 10 Hours

Learn how to design lessons that connect with students and energize classroom instruction. This program provides teachers with a five phase approach that encourages students to operate independently and in groups. Watch master teachers scaffold instruction, interface with students and demonstrate powerful research-based strategies. This program is based on the award-winning CREDE (Center for Research on Education, Diversity and Excellence) pedagogy.

Instructional Strategies



Five Ways to Teach the Same Lesson: Traditional, Technology Enhanced, 1 to 1, Flipped & Online

Estimated Completion Time: 5 Hours

Video Time: 3.5 Hours

NEW

With the increased availability of classroom technology, online curriculum and blended learning, many teachers still have difficulty envisioning how these innovations might change the way they teach. In this groundbreaking program, educators will get the opportunity to view one exceptional middle school teacher delivering an actual lesson on Christopher Columbus...five different ways! Packed with inspiration, practical techniques and innovative ideas, teachers who complete this program will have a visual understanding to compare and contrast the true differences between these five distinctive lesson delivery methods.

Student Led Conferences

Estimated Completion Time: 2 Hours

In Production

NEW

Why have schools retained the traditional parent-teacher conference format for the last century? Because children are largely left out of the process, they don't learn much from the experience or gain significant insight about themselves as learners. It's time to consider student-led conferences that motivate school children to self-assess, revise and take pride in their work. In this compelling and practical program, teachers who have been using student-led conferences for over a decade will provide you with critical insight into the process. You will also have the unique opportunity to watch a variety of real student-led conferences in action and discover why parents love them too.

Exceptional Teaching

Estimated Completion Time: 5 Hours

Video Time: 3.5 Hours

NEW

What does exceptional teaching look like? What are the specific elements? In this powerful program, you'll see video vignettes of numerous exceptional teachers in real classrooms. Insightful commentary accompanies each classroom example, with specific references to performance level descriptions from many of today's popular teacher evaluation models. This is a "must watch" for every teacher who strives to develop the mastery and distinction of the select few that are the best in their profession.

The Anatomy of Student Engagement

Estimated Completion Time: 5 Hours

Video Time: 3.5 Hours

NEW

In this program, you'll view video of real teachers in action as they gain and sustain the attention of their students from the moment the bell rings. Discover seldom-used techniques that you can employ to actually "plan" for classroom engagement. Teachers who complete this program will have a repertoire of dynamic and interactive strategies to purge student boredom and gain the attention of even the most reluctant learners.

**Is your PD aligned
to your teacher
evaluation
framework?**

21st Century Schools: How Digital Innovation is Transforming Teaching and Learning

Estimated Completion Time: 4.2 Hours

Video Time: 3 Hours

Drawing on the expertise of two of the nation's leading authorities, this invaluable program will give you a broad-based perspective on how technology will change teaching and learning in the coming decade. Learn what acclaimed author, Alan November, believes are the three skills that will be essential for survival in the new knowledge economy. Hear why renowned speaker, Ian Jukes, believes that student process skills will endure while content will become disposable. Watch David Warlick explore the need for students to become digital detectives.

Embracing Data: A Roadmap to School Improvement Gains

Estimated Completion Time: 9.8 Hours

Video Time: 7 Hours

With an increasing amount of data available to teachers and administrators, understanding how to use this information is more important than ever. Drawing on years of expert experience, Michael Schmoker lays out a clear vision for developing a culture of "data awareness." Victoria Bernhardt provides teachers with a step-by-step approach to creating a school portfolio. Giselle Martin-Kneip and Ted Repa motivate veteran teachers by showing them how to analyze and mine data to target specific student needs.

Choosing the Right Schedule - Teaching in the Block

Estimated Completion Time: 10 Hours

Video Time: 7.5 Hours

How does a change of schedule impact teaching and learning? How do you choose a schedule that best fits your school? Which teaching strategies work best in a longer block of time? All of these questions are answered in this comprehensive program on block scheduling. Listen to scheduling expert, Robert Lyn Canady, as he articulates the pros and cons of each schedule type. Learn from principals who have been on the "block" for over a decade. Hear how teachers improved student achievement by altering lesson plans and learning activities to accommodate longer class times.

School Wide Improvement



Breaking Ranks - Revisited

Estimated Completion Time: 13.3 Hours

Video Time: 9.5 Hours

Breaking Ranks: Changing an American Institution is one of the most acclaimed documents of its time. Written in the late 90's by NASSP and the Carnegie Foundation, the publication provided a comprehensive roadmap for middle and high school improvement initiatives. In this "audio only" program, national experts and practitioners review the recommendations in each of the first six chapters of the original document. Listen in as nationally-recognized experts Robert Marzano, Kit Marshall and Rick Stiggins provide their in-depth analysis and make a compelling case for sustaining the change movement started by *Breaking Ranks*.

Breaking Ranks - Revisited Two

Estimated Completion Time: 17.5 Hours

Video Time: 12.5 Hours

In this thought-provoking, video-based program, a collection of leading experts and practitioners share their commentary on each of the last six chapters of *Breaking Ranks: Changing an American Institution*. Explore school governance with Gordon Cawelti and gain a deeper understanding of school funding with Willard Daggett. Learn practical ways to promote diversity in your school system through the teachings of Lehigh University professor, Juan Baughn.

School Leadership



Urban School Leadership Community Partnerships

Estimated Completion Time: 7 Hours

Video Time: 5 Hours

Urban school leaders face unique challenges. This program provides urban administrators with a collection of compelling case studies from successful schools in New York City. Learn how the urban school leaders featured in this program overcame great challenges by developing a shared vision that inspired commitment from teachers and students. Hear how these leaders worked collaboratively to engage parental support and establish community-based learning opportunities. Students who attended these schools also share their first-hand experiences.

Leading Learning Communities

Estimated Completion Time: 16.5 Hours

Video Time: 12 Hours

This online program is based on the landmark NAESP publication, *Leading Learning Communities: Standards for What Principals Should Know and Be Able to Do*. Twelve educational experts, including Roland Barth and Richard Elmore, examine the recommendations and standards set forth in the publication. The experts discuss why setting high expectations, creating a culture of learning, actively engaging the community and using multiple sources of data are the essential qualities of a successful instructional leader.

The School Leadership Toolbox

Estimated Completion Time: 14 Hours

Video Time: 10 Hours

A collection of educational experts, including nationally-acclaimed author Phil Schlechty, offer practical advice on a variety of school leadership topics. In addition, practitioners provide a first-hand perspective on the daily challenges faced by today's school leaders. The School Leadership Toolbox keeps administrators on top of their profession by giving them practical information and clear solutions on topics like high stakes testing, curriculum development, facility planning and motivational strategies.

School Law 101: Reducing Liability, Litigation and Other Potential Problems

Estimated Completion Time: 15 Hours

Video Time: 11 Hours

Clearly presented and useful to school administrators, this powerful online program focuses on legal issues confronting today's educators. Examine issues like dress code, student records, zero tolerance, student suspensions, due process, student searches, and much more. Learn how to deal effectively with these and other issues, while avoiding future legal problems. The program features an array of experienced administrators and school law experts, including attorneys from renowned Walsh Anderson law firm.

Dynamic School Leadership: Transforming Your Campus Culture

Estimated Completion Time: 6 Hours

Video Time: 4.5 Hours

What are the characteristics of a great school leader? This program begins with a compelling presentation by educational expert Michael Fullan. Dr Fullan discusses his research on the qualities of successful leaders and then provides you with a blueprint to start the difficult "school change" process. The second part of the program provides users with an in-depth look at the struggles real school administrators overcame to transform their campus culture. A panel of experienced leaders offers insight into the need for personal integrity, team building, professionalism and leading by example.

Meeting the Challenge of Urban School Instructional Leadership

Estimated Completion Time: 5.5 Hours

Video Time: 4 Hours

National expert, Charlotte Danielson, and an array of successful New York City school administrators, provide you with strategies to succeed as an urban school instructional leader. Charlotte discusses teacher evaluations and defines “good teaching.” Experienced urban school principals recommend an action driven plan that will help you stay focused on creating continuous improvement in teacher performance and student achievement.

Instructional Leadership in Practice

Estimated Completion Time: 9 Hours

Video Time: 6.5 Hours

This unique program uses video-based simulations to recreate common problems school leaders are likely to face throughout the school year. Users are asked to consider the instructional implications, and then select a course of action based on what they observe in the video. Get feedback on the possible consequences by a panel of experienced instructional leaders. This program will arm every school administrator with knowledge needed to establish a culture that emphasizes instruction, learning and student excellence.

“Our state chose Educational Impact because they tied all of their PD to the teacher evaluation rubric we worked so hard to create. We love the customization and alignment to our state initiatives!”

Michele Blatt

*Assistant State Superintendent of Schools
West Virginia Department of Education*

School Leadership



Middle School Leadership that Works

Estimated Completion Time: 14 Hours

Video Time: 10 Hours

Six middle school experts from the “National Forum” discuss school reform initiatives from the last twenty years. Combining detailed research with real-life examples, each panel member describes the essential elements that make up successful middle school leadership. Moving from theory to practice, the later sections of the program feature detailed case studies from four award-winning “Schools to Watch.” Learn how interdisciplinary approaches and a three-prong vision for academic achievement contributed to the success of these high-performing middle schools.

How to be an Effective Principal Mentor

Estimated Completion Time: 4.2 Hours

Video Time: 3 Hours

The growing emphasis on creating professional learning communities means that the role of a mentor is more important than ever. Fred Lindley, author of “The Principal Mentor”, explains how to build a professional relationship and become an enduring influence for new teachers and administrators entering the field. Offering help and advice can be a delicate process. Learn how to express empathy, encourage collective decision making and confidently brainstorm to achieve better results.

School Safety



School Terrorism & Contagious Diseases: Understanding the New Threat

Estimated Completion Time: 4 Hours

Video Time: 3 Hours

With events like 9-11, living in this world seems more dangerous now than ever. We know statistically that our schools are safe - but those "one-in-a-million" horror stories lead us to ask ourselves, "Are we as prepared as we can be?" This program is designed to assist schools and communities in preparing and responding to homeland security threats that include terrorism, chemical, biological and radiological weapons. In addition, you will learn how to deal with the greatest public health threat faced by schools today - naturally occurring contagious diseases.

A Roadmap to School Indoor Environmental Quality

Estimated Completion Time: 5.6 Hours

Video Time: 4 Hours

This course explores indoor environmental quality (IEQ) for schools. The content is also applicable to other workplaces and homes where IEQ may be an issue. Learn the basics of IEQ and what factors affect it. Participants will learn how to identify chemical exposure, asbestos, radon and much more. Users will discover the chilling impact negative IEQ can have on student and teacher performance.

Violence Prevention & Safe School Planning

Estimated Completion Time: 14 Hours

Video Time: 10 Hours

Are schools safer today than 30 years ago? Listen as school violence expert, Dewey Cornell, answers the question by providing you with a spellbinding presentation and historical perspective on school violence. Building security experts will walk you through how to design your school to be a welcome yet secure environment. Law enforcement officials and FBI negotiators teach you how to survive in the event your students are taken hostage and exactly how to handle bomb threats. This program is a must for every district developing or updating their comprehensive school safety plan.

Preventing Student Cheating & Plagiarism in K-12 & Higher Education

Estimated Completion Time: 4 Hours

Video Time: 3 Hours

Academic honesty is the bedrock of education. Rich with examples of students cheating, this program is a guide to implementing preventative measures that protect honest students, while deterring those who are not. Gain an understanding of how students use the internet to cheat, and what you can do about it. Also discussed are "Paper Mills," teacher vulnerability and detecting/tracing plagiarism. Learn to foster an atmosphere of trust and respect while maintaining academic honesty.

Teaching Character and Values

Estimated Completion Time: 8.4 Hours

Video Time: 6 Hours

In this program, you will learn how to implement a successful character education program in your school. Discover how to integrate values across any curriculum. Learn how to overcome student resistance by conducting powerful teen forums. Make services learning a reality by integrating community projects into your curriculum. Through the use of countless real-life examples, this program gives you the strategies you need to make teaching character and values a standard part of your daily lesson plans.

Teaching Strategies to Supercharge Your College Classroom

Estimated Completion Time: 7.5 Hours

Video Time: 5.5 Hours

This faculty development program provides college professors and higher education instructors with the teaching strategies they need to be successful in the classroom. The program includes a laundry list of research-based teaching techniques that engage students and improve learning outcomes. Learn how to write a syllabus, set up a cohesive lesson plan and choose assessments. Hear how active learning strategies can increase student engagement and then watch real college instructors in action as they use these strategies in actual classrooms.

Higher Education



The History of Education

Estimated Completion Time: 4 Hours

Video Time: 3 Hours

Today's educational historians examine the key ideas, persons and events that have shaped the history of the educational system. Dr. Tom Jandris analyzes each major period in the evolution of public schools against a broader backdrop of world events. Combining a historical perspective with pertinent commentary, Dr. Howard Johnston examines the process that has lead to the contemporary middle school. In addition, experts explore the history of the "Inclusion" movement and the evolution of writing instruction.

Classroom Lessons Un-narrated

Video Time: Over 70 Hours

Are you agonizing over how to explain and illustrate a specific teaching strategy? Have you scoured the Internet looking for just the right clip to show effective body language, rephrasing questions, or seamless transitioning? To meet this increasing demand for classroom clips, EI has created a series of over 100 full-length classroom lessons...all produced without narrations or commentary. With over 70 hours of non-stop classroom video, college professors and staff development directors can easily find the perfect example to supplement their teacher preparation course or use with their next PD group.

**Are real classroom videos
infused into your teacher
preparation courses?**

Special Needs & Interventions



The Inclusion Breakthrough: Practical Ways to Integrate Students with Special Needs

Estimated Completion Time: 6.3 Hours

Video Time: 4.5 Hours

This handy resource starts with a passionate account of how and why the inclusion movement evolved. Listen as educational expert, Kathy Hamilton, recounts her first hand experience in dealing with her own daughter's special needs. The program will examine specific strategies for pairing special education teachers with general education teachers. Using dynamic classroom video combined with expert analysis, this powerful program offers you an array of ways to collaborate in planning lessons, effectively group students, and how to seamlessly make "team teaching" work in any classroom.

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As districts scrambled to find resources to help with Florida's new Special Education certificate renewal requirements, we had it covered with EI. We are using a series of EI programs and customized courses to help our teachers learn valuable strategies for working with students with disabilities.

Vivianne Waldron

Director

Highlands County, Florida

”

Effective Intervention Assistance Teams

Estimated Completion Time: 3.5 Hours

Video Time: 2.5 Hours

This is an outstanding guide for implementing a team approach to effectively intervene with a struggling student. Learn how successful intervention teams collaborate, promote family involvement, and create a partnership on behalf of the student. Examine the referral process, and then watch an actual intervention team meet to discuss recommendations for an underachieving student. Throughout the program, practical recommendations are offered that will help you and your team get to the root cause of the student's problem through early intervention.

Positive Behavior Support In Action

Estimated Completion Time: 3.5 Hours

Video Time: 2.5 Hours

Learn how every teacher in your school can dramatically improve their classroom management by implementing the positive behavior support blueprint...all without radically changing the way they are already teaching. By modeling the classroom teachers featured in this program, you will be able to confidently handle student disruptions and other difficult situations. Insights from experts like Terrance Scott and an array of veteran principals will inspire you to make PBS a school wide initiative.

Teaching the ESL Learner

Estimated Completion Time: 7 Hours

Video Time: 5 Hours

While the number of English as a Second Language learners continues to increase, regular classroom teachers are often unprepared for the communication challenges they will face when an ESL student is included in their classroom for the first time. The truth is, teaching ESL students requires a different set of classroom strategies. Combining detailed classroom observations with helpful commentary, this program provides your teachers with practical techniques and ideas that will boost comprehension and impact learning. Learn how to use think-alouds and special graphic organizers for ESL students. Observe active learning structures, strategies to develop thinking, extra-linguistic cues and linguistic modifications in action. Gain insight from other ESL teachers as they discuss their unique challenges and best practices.

Special Needs & Interventions



Mastering RTI: A Step-by-Step Approach

Estimated Completion Time: 5.6 Hours

Video Time: 4 Hours

While Response to Intervention (RTI) is gaining momentum across North America, many educators continue to have questions about this comprehensive academic and behavioral intervention process. This online program provides teachers and administrators with step-by-step guidelines for implementing RTI. Learn about universal screening, progress monitoring, data-based decisions, scientifically-based interventions and the importance of implementing with fidelity. In addition, administrators will explore teaming concepts to help them build and maintain an RTI team.

Mastering RTI 2: A Leadership Primer

Estimated Completion Time: 7 Hours

Video Time: 5 Hours

This is the second program in the Response to Intervention (RTI) series and it is specifically designed for school leaders. Packed with practical suggestions and strategies, this program provides leaders with the confidence they need to implement a school-wide RTI initiative. This handy resource provides valuable advice on the system supports and funding requirements necessary for a successful RTI program. Examine key issues like shared leadership, scheduling, managing workload and community and family involvement.

A Guide to Differentiated Instruction

Estimated Completion Time: 10 Hours

Video Time: 7 Hours

Explore the planning and major considerations needed to deliver differentiated instruction. This course will teach you how learning styles, intelligence, ability and interest can all be used to develop effective student groupings and tiered assignments. Learn to create lessons that encourage students of all ability levels to use higher level thinking skills. Hear how concept mapping, graphic organizers and learning assessments (both formative and summative formats) affect differentiation.

Teaching the ADD/ADHD Student

Estimated Completion Time: 3.5 Hours

Video Time: 2.5 Hours

Attention Deficit Disorder affects millions of children. This program will help you understand how to identify ADD/ADHD children and what you can do to effectively teach those who suffer from this disorder. Hear how common sense approaches have helped students with ADD/ADHD become better organized and able to interact with other students. A thorough review of the pros and cons of medication versus behavioral modification are discussed. Disciplining and setting rules can be challenging. Learn how to change undesired behavior by responding appropriately when an incident occurs.

Managing the Defiant Child

Estimated Completion Time: 12.6 Hours

Video Time: 8 Hours

Dr. Anthony Scannella, a former principal, teacher and certified medical psychotherapist, provides you with practical strategies to manage the defiant students who can disrupt the classroom. Dr. Scannella offers insights into why students misbehave, establishing rapport, and saying "no." Unlike other programs that focus on behavioral theory, this program is very hands-on and offers a full menu of practical strategies that will provide you with the confidence to handle any student or classroom situation.

So much more than video...



What's the difference between programs and courses?

- Outside links, group discussion boards, reflective writing assignments and other interactive activities are included in courses to promote engagement and collaboration
- Courses can be self paced or facilitated by an instructor
- Every course is fully customizable. Assignments can be inserted, modified or deleted.
- See EI's separate custom course catalog featuring over 100 custom courses templates.

“

In our year-end professional development survey, 86% of our teachers rated EI the most beneficial PD they received all year. I am pleased that EI's PD has really impacted teaching and engaged our staff.

Litta Norris

Director
Butler County Schools, Alabama

”

Educational Impact

Search: Settings | Help | Group: **EI Strategies for Differentiated Instru...** | Group Leader | Log Out

Learner Dashboard

Program Library

Course Assignments

PLP

Notebook

Current Course: EI Strategies for Differentiated Instruction

If you are enrolled in a course, your assignments are listed below.

COMPLETE	ASSIGNMENT TYPE	TITLE	EST. TIME min:sec	DUE DATE (If Applicable)	ARCHIVE
✓	General	First Things First	00:00		<input type="checkbox"/>
SENT	Instructor Journal	Introductions	00:00		<input type="checkbox"/>
✓	Reading	How to complete your assignments	5:00		<input type="checkbox"/>
✓	Overview	YOUR COURSE ASSIGNMENTS			<input type="checkbox"/>
SENT	Discussion Board	What does differentiation look like?	15:00		<input type="checkbox"/>
REDO	General	Dr. Carol Ann Tomlinson and the Big Ideas	45:00		<input type="checkbox"/>
✓	Overview	UNIT 1: A DIVERSITY THAT WORKS			<input type="checkbox"/>
✓	EI Video Assignment	Learning Styles and Differentiation	52:00		<input type="checkbox"/>
	General	Task Rotation Implementation Guide	60:00		<input type="checkbox"/>
	EI Video Assignment	Watch and Learn: Task Rotation in Action!	18:25		<input type="checkbox"/>
	EI Assessment	The Third Pillar: A Diversity That Works	20:00		<input type="checkbox"/>

Getting Started

Get up to speed on the new platform by watching this [10 minute tutorial](#).

Help

Additional assistance for participants. [Learn More »](#)

Manage Course Settings

[Join](#) a course using a code provided by your leader, or [Withdraw](#) from a course.

Course Authoring

With a flexible LMS, you can author your own course and add your own content. It's easy to build an online course and make it available to your learners.

Course Templates

Save time on course design by choosing from over 100 course templates designed by EI's experienced team of education professionals.

Customization

Import and customize any template by editing, revising and adding your own assignments and/or videos. Videos that are already aligned to commonly used teaching and leadership standards makes editing a breeze.

Certificates of Completion

Upon completing all assignments, certificates are available showing the course title, name of learner and length of course. Convenient centralized tracking, or alternative paper based certificates are used to earn inservice points and CEU's.

Easy Integration

EI's technical team has worked with many integration protocols from single sign-on to on-the-fly account provisioning. EI courses can be accessed through all third party platforms and data collection tools.

Accountability

Use EI's reports to hold learners accountable. Video hours and assessments are tracked automatically. Courses can be self directed or instructor-led.

A Flexible LMS



“

It's like Moodle but with a massive built-in video library.

”

*Principal, Palliser School Division
Alberta, CANADA*

Administrator Report

Viewing Progress for Heather Smith

PROGRAM NAME	VIDEO HOURS VIEWED / TOTAL	ESTIMATED TIME ON TASK / TOTAL	ASSESSMENTS PASSED
Teacher Evaluation Using the Danielson Framework	4:20 / 11:13	6:05 / 15:42	0 / 7
A Guide to Differentiated Instruction	0:20 / 7:04	0:28 / 9:54	1 / 3
Brain Based Instruction	0:20 / 3:55	0:28 / 5:30	1 / 1
Unpacking the Common Core	3:04 / 7:05	4:18 / 9:55	0 / 4
Common Core Math Shifts: Looking at Real Classrooms	2:38 / 3:18	3:41 / 4:37	0 / 2
Mentoring & Coaching : The Journey of a First Year Teacher	10:34 / 12:04	14:47 / 16:53	0 / 5
Proven Online Teaching Strategies: Engaging the Virtual Student	7:06 / 8:26	9:57 / 11:49	0 / 5
School Law 101: Reducing Liability, Litigation and Other Potential Problems	5:21 / 16:11	7:30 / 22:40	0 / 11

Personal Learning Plan

This powerful personal learning plan (PLP) tool aligns Educational Impact's best video content with each component in your teacher or administrator evaluation model. Evaluators can use the PLP tool to prescribe an individualized professional growth plan for each teacher or administrator being evaluated - based entirely on areas of need identified in their evaluation. Alternatively, teachers or administrators can create their own personal learning plan to address specific areas they are targeting for the year.

1 Choose Your Evaluation Rubric

EI's PLP tool is preloaded with many of today's most popular teacher and administrator evaluation models.

2 Select Areas for Improvement

Each component in your school's evaluation model has been specifically aligned to professional development (PD) and video content from the EI Online Academy. Some videos are as short as three minutes, others as long as several hours. Once you select a component, a comprehensive list of recommended video content will populate.

3 Create Your PLP

Choose content from EI's online academy that is directly aligned to your "areas of need." You can also include reflection assignments and other activities to help you "job embed" what you have learned. Maximize the effectiveness of your professional development by spending time on the things that are most important to your success as a teacher or administrator.

Multi-Rater Assessment Profile

(360 degree leadership assessment instrument)

Repeated studies show that successful school leaders value and gain critical insight from the opinions of their teachers, staff and supervisor. Although most school leaders are somewhat aware of their strengths and weaknesses, multi-rater (360°) feedback reveals areas for improvement. This input is essential for school leaders who seek to develop highly prescriptive professional development plans that improve job performance.

1 Assess Yourself

The self-assessment requires you to rate yourself in 47 areas critical to your success as a school leader. The assessment is aligned to the ISLLC standards.

2 Invite Others to Assess You

Your supervisor and teachers are invited to assess you by providing a competency rating and level of importance in each of the 47 areas.

3 Analyze Your Results

An array of reports and bar charts allow you to view your results in a variety of ways. Discover what your staff believes are your major strengths and weaknesses. Examine your blind spots and learn what your supervisor believes is the most important competency for you to be a successful school leader.

4 Create Your PLP

Use our multi-rater feedback to determine the leadership competencies you will target in your PLP. With one click, add content specific to each competency. The ability to directly access leadership videos for prescriptive PD is the hallmark of the Leadership MAP.

360° LEADERSHIP ASSESSMENT
This assessment contains 94 questions. If you cannot complete the entire assessment, click the submit button at the bottom of the page to save your responses. When you log-in resume where you left off.
For security purposes the system will timeout after 60 minutes. If you need to leave your computer click the submit button, at the bottom of the page, to save your responses.

Leadership Performance Indicators

Mentoring

1. Demonstrates ability to act as a mentor to teachers and other administrators

- ☐ In depth knowledge / very capable
- ☐ Considerable knowledge / capable
- ☐ Basic knowledge / somewhat capable
- ☐ Little knowledge / not very capable
- ☐ No evidence of knowledge / incapable
- ☐ Not enough information to rate clearly

2. How important is this competency for the success in this person's position

- ☐ Mission Critical
- ☐ Very Important
- ☐ Somewhat useful / nice to have
- ☐ Less important
- ☐ Not important
- ☐ Irrelevant or cannot rate clearly

Technology Integration

Invitation to Staff

Enter your staff's information in the form on the right. Select up to 10 staff members or co-workers from your school to complete the assessment.

9 invitations remain

The following information will be communicated to each staff member or co-worker through an emailed invitation, shown below.

Dear Participant,

Thank you for agreeing to complete the 360° Leadership Assessment survey for Demo Principal. Please understand that the completed assessment survey will be kept strictly confidential. No names will appear on the assessment survey and the administrator will not see individual responses.

The purpose of this survey is to help administrators further develop as an

Teacher 1 Information

First Name:

Last Name:

E-mail:

Teacher 2 Information

First Name:

Last Name:

E-mail:

Teacher 3 Information

First Name:

Last Name:

Average Competency Rating

- 1 – No Evidence of Knowledge / Incapable
- 2 – Little Knowledge / Not Very Capable
- 3 – Basic Knowledge / Somewhat Capable
- 4 – Considerable Knowledge / Capable
- 5 – In Depth Knowledge / Very Capable

Importance Rank

- 1 – Irrelevant
- 2 – Not Important
- 3 – Less Important
- 4 – Useful / Nice to Have
- 5 – Very Important
- 6 – Mission Critical

Competency	Competency Rank	Importance Rank	Competency Rating—All
Activity Funds	4.83	4.33	Add to PLP
Curriculum	4.50	4.33	Add to PLP
Diversity	4.33	3.00	Add to PLP
Motivational Strategies	4.25	4.50	Add to PLP
Decision Making	4.17	3.83	Add to PLP
Organizing	4.00	4.50	Add to PLP
Staff Evaluations	3.83	4.67	Add to PLP
Patience / Listening	3.83	3.83	Add to PLP
Standards Based Instruction	3.75	5.33	Add to PLP
Interpersonal Relationships / Politics	3.67	6.00	Add to PLP
Social Development	3.67	3.83	Add to PLP



Personal Learning Plan (PLP)

[Build Plan](#) [View Current Plan](#) [Completed Plan to Date](#) [EI Online Academy](#) [Reflective Questions](#)

Maki Build Plan

ISLLC Leadership Standards

Standard 1: Establishing a School Vision

Setting Goals and Objectives

Vision and Mission

Strategic Planning

Resource Allocation

Presentation Skills

Standard 2: Instructional Leadership

Mentoring

Special Education

Ties to Higher Education

Standards Based Instruction

Data Driven Decision Making

Differentiated Instruction

School Culture and Climate

Data-Driven Annual Improvement Goals

Embracing Data

Embracing Data: A Roadmap to School Improvement Gains

Module: Developing a School Improvement Plan based on Data

Topic: Identifying Problems — Making Changes — Measuring Results

Movie: Data-Driven Annual Improvement Goals

Viewing Time: 14 minutes

Description: View Module 4A, Movies 8 and 9

National author, Michael Schmoker, provides you with specific recommendations on how to use this data to measure success. Learn how data collection can be used by administrators to make objective decisions.

Interactive Program Features

Video

Powerful footage of educational experts and real teachers in the classroom provide you with the visual learning needed to model best practices.

Assessments & Accountability

With over 15,000 multiple choice assessment questions embedded throughout the content, EI's Online Academy offers an unparalleled level of accountability.

Bullet Points & Animation Panel

The key points in every video are highlighted to increase your content retention.

Speaker Bio & Video Transcripts

Downloadable resources are provided so you can conveniently review and highlight content.

Keyword Search

Instantly link to the video content you are seeking through a search of over 450 hours of EI transcripts.

Add to Notebook

Your personal note taking tool can be used to create links to specific videos for future retrieval or sharing with a colleague/staff member.

Full Screen

Videos can be enlarged to full screen for projection or viewing on a mobile phone and tablet.

The screenshot displays the EI Online Academy interface. At the top, there are navigation tabs: Learner Dashboard, Program Library, Program Menu, Course Assignments, PLP, and Notebook. The main content area shows a video player for 'Teachers' Behind-the-Scenes Work'. The video title is 'Domain 1: Planning & Preparation — is mostly behind-the-scenes work that includes'. The video player includes a progress bar and a play button. Below the video player, there is a 'Topic Navigation' section with a list of topics and their durations. To the right of the video player, there is a 'Handouts' section with a list of downloadable resources.

Module 2: Domain One: Planning and Preparation / Domain Two: the Classroom Environment
Topic A: Domain One: Planning and Preparation; all grades | 26 min
 Quick Navigation: Teachers' Behind-the-Scenes Work | 01:05

Teachers' Behind-the-Scenes Work

Domain 1: Planning & Preparation — is mostly behind-the-scenes work that includes

- Teacher's knowledge of content & students
- Designing instruction
- Having clear instructional outcomes
- Knowing where resources are

Topic Navigation

VIEW	Topic	Duration
VIEW	Teachers' Behind-the-Scenes Work	01:24
COMPLETE	Introduction to Michael Fullan & his presentation on school change	06:40
VIEW	Your First PLC Meeting	40:00
VIEW	How NOT to conduct a pre and post-conference: A Dramatization	07:50

Handouts

- Handout One (1mb)
- Handout Two (68k)
- Handout Name showing 2 lines of text (100k)
- Handout Name showing 2 lines of text (100k)

ABOUT EDUCATIONAL IMPACT



Founded in 1999 by George Elias and group of lifelong educators, EI has developed a robust learning management system with a massive video library. By actively soliciting feedback from our customers, and partnering with many of the countries premiere educational organizations, we create research-based content that not only helps teachers and administrators improve their practices, but gives educators a window into the schools and classrooms of thousands of great teachers around the globe.

Our full time camera crews travel the world filming educational experts and real teachers in action. Our expert editors, graphic designers, and website programmers pull it all together to create engaging and relevant programs. With an instructional design team of educators, we create courses that are aligned to the most common teacher and leadership standards. Our loyal customers include thousands of large and small school districts along with many of North America's leading Colleges of Education. Our community of learners grows exponentially each year and now includes a number of prominent statewide adoptions.



Get In Touch With Us

Phone: 215.672.2093

info@educationalimpact.com

www.educationalimpact.com

LEARN MORE

See how to get started with step-by-step tutorials
www.educationalimpact.com

1999

Educational Impact (EI) is founded with a mission of improving global professional development for teachers and administrators in K-12 school systems and Colleges of Education.

2001

Two years in the making, EI launches its e-learning platform along with its first online program.

2005

Real classroom video becomes the cornerstone of EI's program library. Multiple-choice assessments and other online tools are added to the platform to increase accountability and promote user interaction.

2008

Making individualized professional learning a reality, EI launches its unique personal learning plan tool, along with the first fully integrated online 360° school leadership assessment.

2010

EI partners with Charlotte Danielson to create a compelling series of online programs to support schools focused on teacher evaluation. 200 more classroom clips are added to EI's program library.

2011

EI undertakes an extensive review of its Online Academy. EI retires 150 hours of outdated content, while continuing to produce approximately 50 hours of new engaging video each year.

2012

EI partners with numerous Colleges of Education like Western Governors, and University of Phoenix, to infuse hundreds of hours of EI video into their teacher preparation courses.

2013

EI rebuilds its entire online platform using "open design." Users are now able to create custom online courses by mixing and matching EI video clips with their own documents, links, interactive tools and other resources.

2014

EI creates over 100 course templates that can be easily imported and customized making course authoring a breeze. EI's customized courses are integrated with numerous third party platforms, including data collection and other software applications.



Will Daggett



Charlotte Danielson



Robert Marzano



Jay McTighe



Michael Fullan



Alan November



Nancy Doda



Richard Elmore



Juan Baughn



Victoria Bernhardt



Reginald Ray



Marcia Freeman



Sue Galletti



Paul George



Anthony Alvarado



Don Bartalo



Roland Barth



Gordon Cawelti



Jay Hertzog



Stephanie Hirsh



Edie Holcomb



David Hyerle



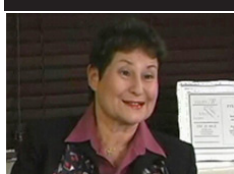
Howard Johnston



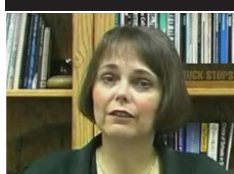
Ian Jukes



David Levin



Jill Levy



Cheri Lovre



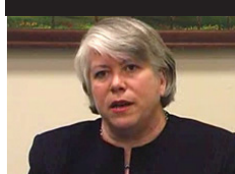
Giselle Martin-Kneip



Marcus Conyers



Jacques DeGraff



Ann Delephant



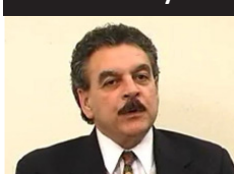
Andrew O'Berg



Vicki Phillips



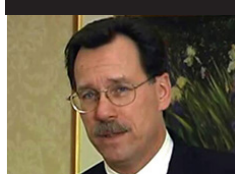
Doug Reeves



Tony Scannella



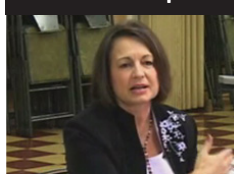
Judy Rennick



Mike Schmoker



Terrance Scott



Margaret Searle



Harvey Silver



Warren Simmons



Rick Stiggins



Roland Tharp



Jim Walsh



David Warlick



Reg Weaver



Ron Williamson



George White



Cathy Hamilton



Penelope Lattimer



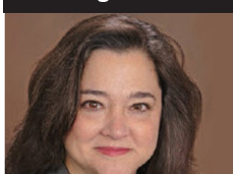
Mary Ellen McGraw



Phillip Schlechty



Richard Strong



Dr Stefani Hite