Educational Impact

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

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4 Ways to Use Educational Impact

(pg 4-5)

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.

(pg 6-17)

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)

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)

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.
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
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.
**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](mailto: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
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 McTighe, discussing the power of Big Ideas and Essential Understandings.

Common Core Math Shifts

*Estimated Completion Time: 3.5 Hours  Video Time: 3 Hours*

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.

Common Core ELA Shifts

*In Production  Video Time: 2.5 Hours*

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*

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 Using the Danielson Framework

*Estimated Completion Time: 11.9 Hours*
*Video Time: 8.5 Hours*

In this comprehensive online program, Charlotte walks you though 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.

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.

Mentoring and Coaching: The Journey of a First Year Teacher

*Estimated Completion Time: 14.7 Hours*
*Video Time: 10.5 Hours*

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

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.

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.”

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

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.
PROGRAMS

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.

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.

Does your school offer “Blended Learning” opportunities?

View previews at www.educationalimpact.com
Exceptional Teaching

Estimated Completion Time: 5 Hours
Video Time: 3.5 Hours

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.

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

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.

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.

Student Led Conferences

Estimated Completion Time: 2 Hours
In Production

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

Estimated Completion Time: 4.2 Hours
Video Time: 3 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.

Embracing Data: A Roadmap to School Improvement Gains

Estimated Completion Time: 9.8 Hours
Video Time: 7 Hours

Choosing the Right Schedule - Teaching in the Block

Estimated Completion Time: 10 Hours
Video Time: 7.5 Hours

Breaking Ranks - Revisited

Estimated Completion Time: 13.3 Hours
Video Time: 9.5 Hours

Breaking Ranks - Revisited Two

Estimated Completion Time: 17.5 Hours
Video Time: 12.5 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.

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.

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 Cavelti 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.

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.

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

View previews at www.educationalimpact.com
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 heath 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.

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.

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.

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.

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?

View previews at www.educationalimpact.com
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.

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

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

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.
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.

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.

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.

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.
**CUSTOM COURSES**

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

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### Educational Impact

**Current Course: EI Strategies for Differentiated Instruction**

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

<table>
<thead>
<tr>
<th>COMPLETE</th>
<th>ASSIGNMENT TYPE</th>
<th>TITLE</th>
<th>EST. TIME</th>
<th>DUE DATE</th>
<th>ARCHIVE</th>
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<tbody>
<tr>
<td>✔</td>
<td>General</td>
<td>First Things First</td>
<td>00:00</td>
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<tr>
<td>✔</td>
<td>Instructor Journal</td>
<td>Introductions</td>
<td>00:00</td>
<td></td>
<td></td>
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<tr>
<td>✔</td>
<td>Reading</td>
<td>How to complete your assignments</td>
<td>5:00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>✔</td>
<td>Overview</td>
<td>YOUR COURSE ASSIGNMENTS</td>
<td></td>
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</tr>
<tr>
<td>✔</td>
<td>SENT Discussion Board</td>
<td>What does differentiation look like?</td>
<td>15:00</td>
<td></td>
<td></td>
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<tr>
<td>✔</td>
<td>SENT General</td>
<td>Dr. Carol Ann Tomlinson and the Big Ideas</td>
<td>45:00</td>
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<tr>
<td>✔</td>
<td>Overview</td>
<td>UNIT 1: A DIVERSITY THAT WORKS</td>
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<tr>
<td>✔</td>
<td>EL Video Assignment</td>
<td>Learning Styles and Differentiation</td>
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<td>General</td>
<td>Task Rotation Implementation Guide</td>
<td>60:00</td>
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<td>EL Video Assignment</td>
<td>Watch and Learn: Task Rotation in Action!</td>
<td>18:25</td>
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<td></td>
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<td>EL Assessment</td>
<td>The Third Pillar: A Diversity That Works</td>
<td>20:00</td>
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<td></td>
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</tbody>
</table>
CUSTOM COURSES

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.

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

Principal, Palliser School Division
Alberta, CANADA"
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.
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 high-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.
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.
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.

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.
National Experts Featured in EI’s Programs