

# PD **IN** FOCUS<sup>®</sup>



The ideal way to **FOCUS** your school on effective instruction.

**ASCD**<sup>®</sup>  
LEARN. TEACH. LEAD.

# The easy, low-cost way to bring ASCD experts to your school

PD In Focus® presents the same authoritative education experts featured in ASCD books and conferences...

Many PD In Focus videos feature the most widely recognized experts explaining education concepts that are vital to any school or district that wants to focus on effective instruction.



*Robert Marzano*

## **The Art and Science of Teaching**

How teachers combine the science of research-based instruction with the art of great lesson planning and formative assessment.



*Donna Ogle*

## **Literacy Strategies**

How teachers in all subjects can help students become better readers and interpreters of textbooks and other materials.



*Charlotte Danielson*

## **Enhancing Professional Practice**

How to use 22 research-based components of successful teaching practice to support teacher education, evaluation, and professional learning.



*Margaret Searle*

## **Implementing RTI in Secondary Schools**

How high schools help struggling students, close achievement gaps, and boost graduation rates.



*Carol Ann Tomlinson*

## **Differentiated Instruction**

How teachers create multiple pathways for increased student learning.



*Robyn Jackson*

## **Never Work Harder Than Your Students**

How to develop a master teacher mindset that results in a more fluid and automatic way to respond to students and deliver great teaching experiences every time.



*Heidi Hayes Jacobs*

## **Curriculum Mapping**

How to use curriculum maps to identify repetitions in the curriculum, integrate subjects, and match assessments to content and performance standards.



*Douglas Fisher*

## **Formative Assessment**

How to use classroom assessments to get evidence of students' learning and use it to adjust instruction.



*Virginia Rojas*

## **ESL/ELL**

How schools and classrooms across the United States are implementing a vision of educating English language learners that meets the needs of all students.



*Joseph DiMartino*

## **High Schools at Work**

How high schools can do more to connect with students, personalize learning, differentiate instruction, and make high school curriculum more relevant.



*Susan M. Brookhart*

## **Giving Effective Feedback**

How to give students the right feedback for all kinds of assignments, in every grade level and subject area.



*Eric Jensen*

## **The Brain and Learning**

How to improve student achievement and create a more effective classroom by applying brain research to teaching.



*Margery Ginsberg*

## **Best Practices in Action plus Cooperative Learning and The Whole Child**

How to attend to the multiple developmental and academic needs of all students.

# When you want to implement what's most effective for raising student achievement

Communicating to teachers exactly what you want to see in their classroom instruction is tough. It takes focus.

**PD In Focus®...**

## Instant access to videos of effective instruction

### On Demand

ASCD's PD In Focus provides educators with on-demand access to hundreds of hours of high-impact videos, coupling examples of contemporary teaching with insights from some of the most important voices in education today.

### Extensive Library

ASCD's extensive library of videos demonstrates teaching practices that are known to be effective based on extensive research.

### Annual Subscription

With an annual subscription to PD In Focus, you can give your entire school or district non-stop professional development support and make theories of instructional improvement come alive.



## Easy to start and use

With powerful search capabilities and discreet tagging, PD In Focus® users can quickly find exactly the material most relevant to their needs. A familiar search function lets users scan the video library for examples based on topic, grade level, subject area, classroom type, and more. An online host helps provide background and context for the videos.

And because it's web-based, users can access it anywhere there's an Internet connection, any time they need it—including from mobile devices and tablets, such as an Apple iPhone or iPad or an Android-based device.



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### The Art and Science of Teaching: Introduction

**Tags**  
Channel: [The Art and Science of Teaching](#)  
Subject Area: English/Language Arts, Math, Science, Social Studies, Other  
Grade Level: PreK, K-12 (K-2, 3-5, 6-8, 9-12), Post Secondary  
Instructional Setting: Classroom (Individual, Small Group, Whole Group), Home Visit, Parent/Teacher Conference, Student Mentors, Professional Development Session ...  
[More Information](#)

**PENDING Assignments**  
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**Details:** Educators for decades have used scientific research to identify promising practices and strategies for the classroom. But the success of those research-based strategies and techniques also depends on how individual teachers and students interact in the classroom. It is an art that is developed with time and experience. This is the art and science of teaching.

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*"ASCD's PD In Focus was the logical choice to meet the district's professional development needs. We were seeking a partner that would work with us to identify our unique professional development needs and provide an effective solution, but also support our implementation of that solution."*

## An Award-Winning Professional Development Tool!



Diana Miller  
Chief Academic Officer,  
Killeen ISD, Killeen TX

## Support your PLC

- Each video provides a powerful example of instruction for teacher teams or professional learning communities (PLC) to use in their reflection and analysis of effective practice.
- Teacher leaders, principals, staff developers, and other PD leaders can set up learning groups, make assignments, and monitor group and individual activities and progress. This collaborative approach is essential to the goals of accountability-based education.

## Customized to your needs

- Technical support to integrate PD In Focus® content into your existing information technology infrastructure.
- Specialized training for school principals and other stakeholders to help them support the implementation and use of PD In Focus.

### CASE STUDY



#### Districtwide implementation of PD In Focus

Situated just outside of the largest military installation in the free world, Killeen ISD faced a number of professional development challenges that were unique. PD In Focus proved to be the perfect tool for overcoming those challenges.

In serving the south Texas communities surrounding Fort Hood military installation, Killeen ISD had to meet the needs of many district staff who are spouses of armed forces personnel deployed overseas. These military spouses have limited ability to attend scheduled professional development events after school due to personal responsibilities at home. To meet this challenge, Killeen ISD's professional development solution needed to be powerful, flexible, and available anytime and anywhere a teacher could access the Internet.

Killeen ISD also needed professional development resources that could be embedded into the district's existing professional learning communities. To support these communities, the professional development solution needed to solve learning challenges and answer questions in real time for educators in the community.

Finally, the district sought a cost-effective solution to support the district's Lead with Curriculum, Expert Instructional Delivery, Assessments Ongoing, Respond to the Needs, or LEARN model, which ensures a guaranteed and viable curriculum in every class, for every student, every day. To meet these various requirements and power their professional development program, Killeen ISD chose PD In Focus. Killeen ISD now implements PD In Focus in all 32 of its elementary schools and 17 of its secondary schools, reaching approximately 3,600 educators total.

## SPECIAL LOW-COST RATES FOR SCHOOLS AND DISTRICTS!

Get your school or district professional development program IN FOCUS!  
Contact **Jean Pride** at [jpride@ascd.org](mailto:jpride@ascd.org) and at **800-933-ASCD (2723)** or **703-578-9600, ext. 5634**.



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