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Professional Development: Does One Size Fit All?

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Professional Development: Marketing Tool vs. Product

- **38 Years in the world of education**
 - **Majority of that time, PD has been viewed as a marketing tool**
 - **An add-on: On-site sessions to teach teachers how to use *your* products**
- **Last 5-10 years:**
 - **PD has become a business in its own right**
 - **How do we create better teachers who understand our innovative products and tools**
 - **Growing demand to increase teacher quality to meet the challenges of the 21st century model of learning?**

Pearson & Professional Development

- **How many people think that Professional Development is a large part of Pearson's business?**
- **Very aware that this is a growing market**
 - **We even have a masters degree program for professional development**

Examples of Pearson Offerings

- **Pearson Teacher Education & Development Group:** Aligns program areas, like ELL, Math, Literacy, “New Teachers” to various delivery formats (regional institutes, online learning, etc.) to school improvement objectives
- **Allyn & Bacon Professional Development:** Blends academic research with practical application in literacy, ELA, early childhood, classroom management, leadership and special education research-based teacher education.
- **Pearson VUE:** Professional Centers and test centers for licensing & certification in a network of 200 test centers
- **SIOP:** Professional Development for Special Education Teachers and ELL teachers
- **Pearson Prentice Hall Literature & Understanding by Design:** Onsite PD services to help teachers understand implications of Understanding by Design™ and deepen their understanding of curriculum.
- **Pearson’s Learning Teams:** An education partner and consultant to the Career and Professional marketing solutions. A team of world-class educators that tailor solutions to the needs of a district or school.

Moving to a 21st Century Model of Learning

- **21st century models require aligned systems of standards, curriculum, instruction, assessment and professional development**
- **However, professional development is key to ushering in changes required in the 21st century model**
- **Several K-12 Market Reports indicate that the PD market is \$3.2 billion...and growing**
- **Challenge: How do you identify the funding streams and successfully capture this notoriously illusive market?**

Pearson's Approach to Professional Development

- **Pearson is a diverse company with a variety of resources**
 - Examples of services: Successful Program Implementation, District-level training, Modeling & Coaching, Learning Communities, Regional Institutes
- **We expand our diversity by creating partnerships**
 - ASCD, AASA, P21, NACOL, NCTAF, SREB, ISTE, ECS, CCSSO, NAESP, NACOL and the NEA

Examples of Partnerships: NCTAF

- **NCTAF's TLINC - Created in partnership with Pearson in March of 2009. TLINC seeks to:**
 - Improve teacher retention; Accelerate proficiency for new teachers; Create opportunities for all teachers, administrators, and university faculty to become engaged in a learning community that continues to evolve; Establish partnership capacity-building structures and processes that assure sustainability; Identify the elements of TLINC that are the source of its power, to identify the essentials for replication and scaling
 - Pearson's partnership involves the implementation of a new online learning community specifically designed to support teacher candidates and novice teachers with a broad network of mentors and experienced talent, as well as connecting colleges of education with their K-12 district partners.
 - Our partnership builds onto TLINC by expanding the scope and capacity of TLINC by researching with the initial partner sites on what's worked and what could be improved, as well as recommending additional partner institutions to create a more sound, research-driven online community to provide a broad range of educator solutions for both schools of education and K-12 districts across the country.
 - www.nctaf.org/resources/demonstration_projects/t-linc/index.htm



Other Partnership Examples

- **SREB - Online Teachers:** Working with SREB to promote their online learning center. SREB has assembled resources in the SREB Online Teacher Center to help meet unique online teaching needs. From information and resources about instructional, academic and technical issues to general topics about online teaching and online learning. www.srebonlineteachers.org
- **CoSN International Symposium:** Supporting CoSN's effort to identify best practices in professional development and teaching around the world and ways to replicate them here at home.
- **ISTE NETS Project:** Pearson worked directly with ISTE in 2007/2008 on its NETS Teacher project. NETS Teachers provides a framework for educators to use as they transition schools from Industrial Age to Digital Age places of learning.
- **NAESP:** Working with their principals mentoring program
- **NACOL:** Assisting with their online teachers mentoring program
- **NEA:** Assisting them with their new teacher quality initiative.

Pearson Foundation & Professional Development

- **Digital Arts Alliance:** Works directly with administrators and teachers to bring together two increasingly important learning approaches – Project-Based Learning and digital arts technology integration – in an effort to develop young people’s basic education-, employability-, and life-skills: www.digitalartsalliance.org
- **Teacher Quality:** Sponsoring CCSSO Teacher Quality Trip to Finland to learn more about Finland’s system of developing some of the most highly qualified and successful teachers in the world.
- **Learning to Change/Changing to Learn PSA Project:** Together with The Consortium for School Networking (CoSN), the Pearson Foundation is creating a series of public service announcements focused on the challenges and opportunities of integrating technology into teaching practice around the world: www.pearsonfoundation.org/pg5.6.html
- **P21 21st Century Skills Video Series:** Created in partnership with P21, these videos illustrate how 21st century skills are being practiced and cultivated in classrooms and schools: <http://www.mobiledigitalarts.com/P21Skills.htm>

Funding & Market Data

Findings of EMR Complete K-12 Market Report for 2009 for PD

- **Trend is to spend on outside PD and school-based staff developers instead of district PD**
- **Estimates the PD market is \$3.2 billion and growing (generally assume 5-10% growth/year)**
 - **96% of PD budget is spent onsite, workshops, and conferences**
 - **2.2% spent on online training**
- **While online is part of the future, should always offer institute option for key content areas and onsite follow-up**
- **Blended models of PD could ease districts in using online - institutes partly online, partly onsite**
- **Subjects in most need of PD are English/Reading and Math Courses**
- **Additional resources for detailed funding/market data:**
 - **MDR**
 - **Education TURNKEY**

Sec. Duncan's 4 Main Areas

- **Higher standards**
- **Data systems**
- **Turning around underperforming schools**
- **Teacher quality**
 - **School Improvement Grants target teacher quality in the targeted schools for improvement (5,000 around the country).**

Recent Quotes by Sec. Duncan

- The president understands that the nation that out-teaches us today will out-compete us tomorrow.
 - **July 2, 2009 Remarks to the NEA Annual Conference**
- [Regarding ARRA funds] “We are looking to incent states to invest heavily in teacher and principal quality initiatives that both elevate the teaching profession and help recruit and retain the best and brightest. Talent matters tremendously. Teachers are the most important factor for student success. We must find ways to get great teachers into underserved schools in our cities and in our rural areas—and I am wide open to ideas.”
 - **March 20, 2009, Remarks to the National Science Teachers Association Conference**

Funding Streams

- **Obvious funding streams:**
 - ARRA has numerous funding streams for PD
 - Title I, Title II, Part D, Title III (ELL), Schools in Need of Improvement, Etc.
- **Key to Funding Streams**
 - Find ways to leverage PD funds from all sources (federal, state and local) rather than trying to address them in their “silos.”
 - Look at a district or school’s comprehensive plan in relation to professional development and find ways to customize delivery that also uses aligned funding sources to provide a systemic approach to professional development and academic improvement.

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Resources

National Commission on Teaching & America's Future Learning Teams Initiative:

<http://www.learningteams.org/>

National Commission on Teaching & America's Future TLINC Initiative:

http://www.nctaf.org/resources/demonstration_projects/t-linc/

SETDA's Maximizing the Impact: "The Pivotal Role of Technology in a 21st Century Education System:

http://www.setda.org/c/document_library/get_file?folderId=191&name=P21Book_complete.pdf

The report urges federal, state and local policymakers and other stakeholders to take action on three fronts:

1. Use technology comprehensively to develop proficiency in 21st century skills. Knowledge of core content is necessary, but no longer sufficient, for success in a competitive world. Even if all students mastered core academic subjects, they still would be woefully underprepared to succeed in postsecondary institutions and workplaces, which increasingly value people who can use their knowledge to communicate, collaborate, analyze, create, innovate, and solve problems. Used comprehensively, technology helps students develop 21st century skills.
2. Use technology comprehensively to support innovative teaching and learning. To keep pace with a changing world, schools need to offer more rigorous, relevant and engaging opportunities for students to learn—and to apply their knowledge and skills in meaningful ways. Used comprehensively, technology supports new, research-based approaches and promising practices in teaching and learning.
3. Use technology comprehensively to create robust education support systems. To be effective in schools and classrooms, teachers and administrators need training, tools and proficiency in 21st century skills themselves. Used comprehensively, technology transforms

standards and assessments, curriculum and instruction, professional development, learning environments, and administration.

Southeast Regional Education Board's Online Teachers:

<http://www.srebonlineteachers.org/>

SREB has assembled resources in the SREB Online Teacher Center to help meet unique online teaching needs. From information and resources about instructional, academic and technical issues to general topics about online teaching and online learning, this is your one-stop shop.

Get Ideas: <http://www.getideas.org/>

Sponsored by Cicso, Global Education Transformation can happen with the diligent efforts of many to support this effort. We are indebted to partners and visionaries who share our vision and work tirelessly on behalf of learners around the world to ensure they are equipped for the challenges of the 21st century.

Edutopia's Teacher Development: <http://www.edutopia.org/teacher-development>

Pearson Learning Teams: <http://pearsonlt.com/>

Learning Teams provides direct and ongoing assistance to schools seeking to improve teaching, learning, and achievement. The Learning Teams Model includes five elements, all of which are well grounded in school effectiveness research, and contribute to improved teaching and learning:

- * Goals that are set and shared
- * Indicators that measure success
- * Assistance from capable others
- * Leadership that supports and pressures
- * Settings that allow staff to get important instructional work done

Built around this framework, the LT model helps schools and districts stabilize settings and focus on instruction, thus building the capacity of the schools and districts to grow and distribute their leadership and weather the changes inherent in all schools.

Pearson 21: <http://www.pearsonschool.com/index.cfm?locator=PSZhP4>

Pearson 21 is designed to foster understanding and ongoing discussion about 21st century learning. Its purpose is to spur ideas and offer solutions that prepare students for competition in today's global marketplace.

Pearson Foundation Resources:

Learning to Change/Changing PSA to Learn in conjunction with the Consortium of School

Networking: http://www.schooltube.com/user/cosn_edtech

Digital Arts Alliance: www.digitalartsalliance.org

Partnership for 21st Century Skills:

Partnership for 21st Century Skills: www.21stcenturyskills.org

21st Century Skills Professional Development: www.21stcenturyskills.org/route21/

21st Century Skills Video Series: <http://www.mobiledigitalarts.com/P21Skills.htm>

The Partnership for 21st Skills believes that U.S. schools must align classroom environments with real world environments by infusing 21st century skills if the U.S. is to successfully face rigorous higher education coursework, career challenges and a globally competitive workforce,

This skills set includes:

- Information and communication skills (information and media literacy skills; communication skills)
- Thinking and problem-solving (critical thinking and systems thinking; problem identification, formulation and solution; creativity and intellectual curiosity)
- Interpersonal and self-direction skills (interpersonal and collaborative skills; self-direction; accountability and adaptability; social responsibility)
- Global awareness
- Financial, economic and business literacy, and developing entrepreneurial skills to enhance workplace productivity and career options
- Civic literacy

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