

# CCETC

## Online Site-license Proposal Integrated – Ongoing – Systemic



School Improvement Network, Inc.  
8686 S. 1300 E.  
Sandy, Utah 84094  
800 572-1153  
[www.schoolimprovement.com](http://www.schoolimprovement.com)

## Executive Summary

---

The School Improvement Network is excited to partner with CCETC in utilizing cutting-edge technology to make PD360, the highest quality professional development, available to all teachers throughout the counties served by the consortium.

Having been in business for over 15 years, School Improvement Network has constantly been at the forefront of technology and a core philosophy in our business is to always take advantage of the latest technology so that student learning can increase by improving teacher quality.

PD 360 is our latest technology offering, making over 70 hours of video content available online—divided up into hundreds of segments containing over 1,000 real classroom examples. PD 360 makes an on-demand library available to all teachers for instant feedback and powerful follow-up for instructional coaches and other instructional leaders (content specialists, etc.)

School Improvement Network does not desire to simply sell PD 360 to the consortium and hope that teacher quality improves. Rather, we want to develop a long-lasting partnership with the consortium, and take full responsibility to work closely with the consortium to ensure success and to improve student learning. All of our programs are thoroughly research-based, and if implemented properly student learning will increase. School Improvement Network takes the responsibility for this as much as the consortium—we will be with you every step of the way to ensure success.

Counties in the consortium include the technology capital of the world, and teachers should have access to the latest technology. As School Improvement Network continues to develop new technologies and new ways for teachers to learn, we want the consortium to be part of that planning and development process so that the counties in the consortium can always be at the forefront.

Our proposal includes the following to ensure success:

- **PD 360:** Full PD 360 license for all teachers in every school that is part of the program
- **College Credit Online Courses:** For an additional fee and a county instructor of record, college credit can be obtained from California institutions of higher learning.
- **Training included:** School Improvement Network will training with every purchase of PD360—if over 10 schools purchase, than the training will be onsite with travel expenses included.
- **Implementation support:** As the number of schools increases, School Improvement Network will assign the consortium an experienced School Improvement Director who will work closely with the counties throughout the year, to follow the program and to ensure that proper implementation is occurring at all levels. The School Improvement Director will become the key contact for the county and will travel to the county on a regular basis.

Pricing for the PD 360 is based per site, and includes all of the above. The amount of training depends on the number of sites in each purchase. For example, if one school purchases they will receive three hours of phone-based training. If a district with 10 schools purchase, or 10 schools purchase together, than one day of onsite training will be included (travel expenses are covered by the School Improvement Network). Additional onsite training is available at a significant discount if desired.

This pricing is fully renewable each year for five years, with a capped increase of no more than 10% annually due to the significant amounts of new content that will be added.

All packages include:

- Unlimited technical support
- Training (onsite training for systems with more than 10 schools)
- 100% satisfaction guarantee

The best pricing is available with a three-year commitment. Annual license fees must be paid at the beginning of each year.

Number of Sites per purchase	Annual license per site (with a three year commitment)	Annual license per site (without a multi-year commitment)	Type of training included	Amount of training included
1	\$ 2,595	\$2,695	Web Conf	3 hrs
2-5	\$ 2,195	\$2,095	Web Conf	3 hrs
6-9	\$ 1,995	\$2,045	Web Conf	6 hrs
10-19	\$ 1,795	\$1,995	On Site	1 day
20-29	\$ 1,595	\$1,795	On Site	2 days
30+	\$ 1,495	\$1,695	On Site	3 days, plus an additional day for every 10 schools

Following is a detailed overview of PD 360. We appreciate the opportunity to work with you and look forward to helping you improve student learning by improving teacher quality.

## **PD 360**

PD 360 is the latest generation online professional development tool from the School Improvement Network that makes the best minds in education, with real classroom examples, available to every teacher. It is the perfect compliment for book studies and professional learning communities, or the ultimate tool for instructional leaders such as coaches and principles. PD 360 has over 70 hours of Video Journal of Education content broken up into hundreds of segments, with over a thousand classroom examples—all of which are indexed and fully searchable.

Titles Currently Available in PD 360 are available in the included attachment.

## PD 360 Plans for the Future:

---

- Every year, new titles will be added, with our current plans being to add approximately 5-10 titles per year, equaling about 15-20 hours broken up into 100-200 additional segments.
- Inserting “Learning More” resources that could be specific to Santa Clara County.
- California State Standards built into PD 360. Currently this can be done on an external site with URL’s, but eventually that functionality will be built in.
- Discussion threads as part of PD 360. This would enable teachers to discuss segments and implementation with one another.

PD 360 is available via the Internet from any connected computer. Other formats will eventually be available so that PD 360 can be accessible from mobile devices as well as computers:

- **MP3 audio files:** can be downloaded onto iPods, phones, or other MP3 players
- **iPod video format:** segments from PD 360 will be able to be downloaded onto Video iPods for playback
- **Other video formats:** segments from PD 360 will be able to be downloaded onto phones and other devices capable of video playback
- **Email subscriptions:** because segments can be emailed in the form of a URL, we can set up subscriptions on various topics and email a “segment a week” on that topic. The email could come from SINET or from Santa Clara County
- **RSS feeds:** RSS feeds are subscriptions that anyone can receive, and whenever content on a given subject is updated the subscriber automatically receives that content.

## College Credit for PD 360

---

Currently, Drake University will offer graduate degree credit if teachers use PD 360 as part of their professional learning communities. We already have a relationship with The University of the Pacific and could set up a similar arrangement with them as well, if needed. For credit, teachers would have to pay an additional fee to cover required texts and college credit fees.

## Funds that apply:

---

- Titles I, II, III, IV, V, and VII funds can be used for licensing this content.
- State Funds
- Foundation Funds
- Grant Funds
- Technology Funds

## Year One Content List

Stock Number	Category and Title	Presenter
--------------	--------------------	-----------

<b>Stock Number</b>	<b>Category and Title</b>	<b>Presenter</b>
<b>Instruction</b>		
1305E	<i>Classroom Instruction that Works – Elementary Edition</i>	McREL’s Salle Quackenboss
1305S	<i>Classroom Instruction that Works – Secondary Edition</i>	McREL’s Salle Quackenboss
1102E	<i>Differentiating Instruction – Elementary Edition</i>	Gayle Gregory & Carolyn Chapman
1102S	<i>Differentiating Instruction – Elementary Edition</i>	Gayle Gregory & Carolyn Chapman
1205	<i>High-Quality Teaching For Classroom Success – Secondary</i>	Various Experts
1205SC	<i>Science - Strategies that Work for Science Teachers</i>	Various Experts
1205MA	<i>Math - Strategies that Work for Math Teachers</i>	Various Experts
1205EN	<i>English - Strategies that Work for English Teachers</i>	Various Experts
1206	<i>High-Quality Teaching for Classroom Success – Elementary – including math, science, reading and social studies strategies</i>	Various Experts
902E	<i>Thinking Maps to Graphic Organizers – Elementary</i>	David Hyerle
902S	<i>Thinking Maps to Graphic Organizers – Secondary</i>	David Hyerle
804E	<i>Questioning to Stimulate Thinking and Learning (QUILT) – Elementary</i>	Beth Sattes & Jackie Walsh
804S	<i>Questioning to Stimulate Thinking and Learning (QUILT)– Secondary</i>	Beth Sattes & Jackie Walsh
703E	<i>Cooperative Learning and Multiple Intelligences – Elementary</i>	Spencer & Laurie Kagan
703M	<i>Cooperative Learning and Multiple Intelligences – Middle School</i>	Spencer & Laurie Kagan
703S	<i>Cooperative Learning and Multiple Intelligences – High School</i>	Spencer & Laurie Kagan
<b>Assessment</b>		
1202E	<i>Assessment For Learning – Elementary Edition</i>	Rick Stiggins
1202S	<i>Assessment For Learning – Secondary Edition</i>	Rick Stiggins
803E	<i>Assessment and Scoring Guides Based on Standards – Elementary Edition</i>	Douglas Reeves
803S	<i>Assessment and Scoring Guides Based on Standards – Secondary Edition</i>	Douglas Reeves
<b>Block Scheduling</b>		
404	<i>High School Block Scheduling</i>	Robert Lynn Canady
<b>Brain Research</b>		
704	<i>Bringing Brain Research into Classroom Practice</i>	Pat Wolfe

<b>Stock Number</b>	<b>Category and Title</b>	<b>Presenter</b>
701	<i>Habits of Mind</i>	Art Costa
<b>Data</b>		
1306	<i>Using Data to Close the Achievement Gap</i>	Ruth Johnson
<b>English Language Learners</b>		
906E	<i>Teaching English Language Learners in the Regular Classroom – Elementary Edition</i>	Virginia Rojas
906S	<i>Teaching English Language Learners in the Regular Classroom – Secondary Edition</i>	Virginia Rojas
<b>Mentoring</b>		
1301	<i>Effective Mentoring</i>	Laura Lipton & Bruce Wellman
<b>New Teacher Training</b>		
1101E	<i>New Teacher Training: Winning Students Over, Not Winning Over Them – Elementary Edition</i>	Carol Cummings
1101S	<i>New Teacher Training: Winning Students Over, Not Winning Over Them – Secondary Edition</i>	Carol Cummings
<b>Paraprofessionals</b>		
1404	<i>Training Paraprofessionals and the Teachers that Work with Them</i>	Betty Ashbaker & Jill Morgan
<b>Poverty</b>		
1405	<i>Understanding the Culture of Poverty</i>	Mary Montle Bacon
<b>Race</b>		
1201	<i>Closing the Achievement Gap – Courageous Conversations About Race</i>	Glenn Singleton
<b>Raising Expectations</b>		
1104E	<i>All Means All - “What is About You Can’t Teach?” Elementary Edition</i>	Eleanor Renee Rodriguez
1104S	<i>All Means All - “What is About You Can’t Teach?” Secondary Edition</i>	Eleanor Renee Rodriguez
<b>Reading</b>		
707	<i>Achieving Reading Success in the Early Years</i>	Margaret Mooney
1006	<i>Helping Struggling Readers Beyond Grade One</i>	Darrell Morris
1402E	<i>Reading in the Content Areas – Elementary Edition</i>	Carol Santa
1402S	<i>Reading in the Content Areas – Secondary Edition</i>	Carol Santa

## Leadership Development Strand Add On

(Add the Leadership Strand for \$100 more per school)

Stock Number	Title	Presenter
<b>Instructional Leadership</b>		
1203	<i>Secondary Principals as Leaders of Learners</i>	Irving Jones
1204	<i>Elementary Principals as Leaders of Learners</i>	Rebecca DuFour
<b>Professional Learning Communities</b>		
1005	<i>Building Learning Communities – Leadership in the Age of Standards and High Stakes</i>	Rick DuFour
<b>Dealing with Difficult Teachers</b>		
1304	<i>Dealing with Teachers that are Reluctant to Change and Improve</i>	Todd Whitaker
<b>Understanding Leadership and Change</b>		
801	<i>What's Worth Fighting For In Education</i>	Michael Fullan & Andy Hargreaves
<b>Leadership</b>		
507	<i>Principals: Leaders of Change</i>	Kent Peterson & Terrence Deal

## A few of the tentatively planned programs for the next two years

Year Two - 2007		
Stock Number	Title	Presenter
1501	<i>Instructional Coaching: School-Based Staff Development For Improved Teacher and Student Learning</i>	Joellen Killion, Jim Knight, & Stephen Barkley
1502E	<i>Applied Differentiation: Making it Work in the Classroom – Elementary Edition</i>	Gayle Gregory, Cindy Strickland & others
1502S	<i>Applied Differentiation: Making it Work in the Classroom – Secondary Edition</i>	Gayle Gregory, Cindy Strickland and others
1503E	<i>No Excuses! Increasing Minority Student Achievement – Elementary Edition</i>	Beverly Daniel Tatum, Kati Haycock, James Comer, Sonia Nieto, Gary Howard, Bonnie Davis, Jamie Almanzan, & others
1503S	<i>No Excuses! Increasing Minority Student Achievement – Secondary Edition</i>	Beverly Daniel Tatum, Kati Haycock, James Comer, Sonia Nieto, Gary Howard, Bonnie Davis, Jamie

1503S	<i>No Excuses! Increasing Minority Student Achievement – Secondary Edition</i>	Beverly Daniel Tatum, Kati Haycock, James Comer, Sonia Nieto, Gary Howard, Bonnie Davis, Jamie Almanzan, & others
1403E	<i>Conscious Classroom Management: Unlocking the Secrets of Great Teaching – Elementary Edition</i>	Rick Smith
1403S	<i>Conscious Classroom Management: Unlocking the Secrets of Great Teaching – Secondary Edition</i>	Rick Smith
901	<i>Creating Concept-Based Curriculum</i>	H. Lynn Erickson

**Leadership Addition – Year Two – 2007 Content**

<b>Stock Number</b>	<b>Title</b>	<b>Presenter</b>
1501	<i>Instructional Coaching: School-Based Staff Development For Improved Teacher and Student Learning</i>	Joellen Killion, Jim Knight, & Stephen Barkley
1303	<i>Designing and Evaluating Professional Development</i>	Stephanie Hirsh, Joellen Killion with Dennis Sparks
1106	<i>Evaluation to Promote Teacher Growth and Student Learning</i>	Marilyn McGuire

**Year Three – 2008**

<b>Stock Number</b>	<b>Title</b>	<b>Presenter</b>
1601E	<i>Every Teacher a Teacher of English Language Learners – Elementary Edition</i>	Jo Gusman, Mary Ann Christison and others
1601S	<i>Every Teacher a Teacher of English Language Learners – Secondary Edition</i>	Jo Gusman, Mary Ann Christison and others
1603E	<i>Increasing Achievement for Special Education Students – Elementary Edition</i>	Several Special Education Experts
1603S	<i>Increasing Achievement for Special Education Students – Secondary Edition</i>	Several Special Education Experts
1107	<i>Action Research</i>	Cathy Caro-Bruce
1302	<i>Whole Faculty Study Groups</i>	Carlene Murphy
1003E	<i>Impacting Teaching and Learning with Brain Research – Elementary Edition</i>	David Sousa
1003M	<i>Impacting Teaching and Learning with Brain Research – Middle School Edition</i>	David Sousa
1003H	<i>Impacting Teaching and Learning with Brain Research – High School Edition</i>	David Sousa
	<b>AND MORE</b>	

## Leadership Additions – Year Three – 2008 Content

Stock Number	Title	Presenter
1602	<i>Implementing Professional Development in the Classroom to Positively Impact Student Learning</i>	Featuring several experts
1406	<i>Working on the Work (WOW)</i>	Phillip Schlechty
1002	<i>Accountability For Greater Student Learning</i>	Douglas Reeves

### **Guidebook Information**

Implementation Guidebooks in PDF format are available for all 45 programs (Including the leadership add-on). These Guidebooks include discussion questions and group activities for each segment and are designed to drive implementation of professional learning in the classroom.

Each segment of PD360 has a corresponding “Learning Session” page in the accompanying guidebook. The page has key points of discussion, group activities, and other guidance so that a 30-45 training session can be facilitated on the topic of the segment.

Facilitation guidebooks are written by educators, and reviewed by other educators, to ensure that the content is relevant, useful, research-based, and focused on implementation research-proven practices in the classroom.

Between all 45 programs (Including the leadership add-on), there is well over 200 hours of available training on PD360.