

Custom Professional Development

PD that Responds to Need and Transforms Practice

Heinemann knows schools, the teachers and administrators that make them up, are as different as the students and communities they serve. That's why virtually every professional development partnership Heinemann has with schools and districts across the country, and around the world, is unique.

When you choose Heinemann as your PD partner, our team, authors, and consultants collaborate with you in planning and implementing a custom-designed and delivered plan. You benefit from a combination of superior resources—professional books, classroom materials, DVDs, and consulting—to manifest the vision you have for transforming your classroom instruction.

Think of the services described in this catalog-journal as building blocks, or even a springboard, and call us to dream your PD plans out loud. Here's what you can expect when you contact us:

How Custom Plans Start

- 1** **The Heinemann PD team first listens** to understand your broader goals with an aim to design a targeted PD approach to meet your immediate and long-term needs.
- 2** **We evaluate your needs** and tap into the knowledge and experience of expert authors and author-trained consultants to develop a plan for your review.
- 3** **Our plan includes recommendations** for professional development that builds teachers' and administrators' capacity over time, using a combination of professional print and DVD resources, as well as face-to-face and online consulting support.



Consult with a Heinemann PD specialist who will help customize the right plan for your school or district.

Visit heinemann.com/pd/pdplans, or call 800.541.2086 ext. 1402

✓ The Kinds of Support Custom Plans Provide

Custom PD from Heinemann often includes:

- Asset mapping** that helps identify your faculty's strengths as a starting point for further professional growth
- On-site (school-based), custom-tailored seminars** (see pp. 24–32) designed to launch a study of a particular Heinemann foundation text, on a topic of high interest to faculty, with the aim to deepen teachers' knowledge and understanding
- Classroom-based demonstration lessons** that model the language, routines, and moves your teachers seek to understand and emulate
- Classroom observations** by expert authors and consultants who can help identify both areas of strength and opportunities for growth, as well as help fine-tune teacher practice
- Collaborative analysis of student work**, where our authors or consultants show how formative assessment data can be used to inform instruction
- Online support**, in the form of both webinars and video conferencing, that aims to sustain and extend professional learning over time

✓ Common Areas of Focus for Custom Plans

- Developing a common language** for and understanding of the reading process
- Launching, renewing, or refining** your reading workshop
- Developing a common language** for and understanding of the writing process
- Launching, renewing, or refining** your writing workshop
- Understanding the continuum of literacy learning** and how reading and writing develop over time
- Implementing** small-group instruction
- Using formative assessment** to guide instructional decision making
- Implementing lab or demonstration classrooms** as a tool for ongoing professional growth and development
- Building a repertoire** of strategies for differentiating instruction
- Addressing Common Core State Standards** in reading/writing workshop classrooms
- Reading and writing** in the content areas