



Just ASK

Publications & Professional Development

2011 Catalog

Resources for

- Induction and Mentoring
- Supervision and Evaluation
- Instructional Leadership
- Creating a Culture for Learning
- Best Practice in Teaching and Learning
- Meeting the Needs of Diverse Learners
- Building In-House Capacity
- Results-Based Professional Development
- Consulting Services

About Just ASK



Just ASK Publications & Professional Development (Just ASK) is based in Alexandria, Virginia, USA. Established in 1989, Just ASK provides products and services for educators in formats that facilitate a shared understanding and use of best practice in teaching, learning, and leading in classrooms, schools, and districts in the 21st century.

The products developed and distributed by Just ASK are designed not only to stand alone but to support professional development initiatives led by district personnel, to serve as the texts for workshops led by Just ASK Consultants, and for college courses. These comprehensive resources are designed to meet the needs of new teachers, mentors, experienced teachers, and administrators in a way that ensures that all stakeholders are using the same language to plan, implement, and assess student learning.

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What are people saying about Just ASK?

Just ASK Publications & Professional Development has provided materials and professional learning experiences to our administrators and teachers that are researched-based and results-driven. If it weren't for Just ASK and the exemplary planning and expertise of Just ASK Consultant, Brenda Kaylor, our district could well have looked at trying to purchase a "quick fix" to remedy our achievement concerns. Instead, we have been focused on improving instructional practices by providing ongoing, high-quality, job-embedded professional development to our staff. Just ASK taught our staff to facilitate effective teaching and learning and promote the continuous use of student data (formative and summative) to inform and differentiate instruction to meet the needs of individual students.

Denise Hctor
Principal, Orchard Avenue Elementary School
Mesa County Valley School District #51
Grand Junction, Colorado

Just ASK Consultants

Meeting
the Needs of
Diverse Learners™



Brenda Kaylor

21st Century
Standards-Based
Classrooms



Harriet Hopkins

Assessment
New
Teacher
Induction



Bruce Oliver

Race to the Top

Creating a Culture for Learning™

Making
Assessment
a Learning
Experience

Teacher Incentive Fund

Title II



Julie McVicker

Building
In-House
Capacity

Walk-Throughs

Title I

PLCs

Keynotes

IDEA



Sarah Hartman



Lau Kan How

Coaching New Principals

Rtl

Instructional Leadership

Kathi Ruh



Revision of
Supervision and
Evaluation
Systems



Paula Rutherford

Leading the Learning™



Louise Thompson

Why Didn't I Learn This in College?®

Certified Local Trainers
(CLTs) Program

Differentiation



Sherri Stephens-Carter

Instruction
for All
Students™



John Elwell

Becoming an Effective Coach

ARRA

Mentoring in the 21st Century®

Using Data to Inform Instruction



Theresa West

Contact Just ASK to schedule on-site professional development focused on teaching, learning, and leading in the 21st century.

Induction and Mentoring

On-Site Workshops and Institutes

Mentoring in the 21st Century® Workshops and Institutes

This acclaimed professional development series is designed for all who play a role in the new teacher induction process. Participants work collaboratively to explore the information and tools they need to work directly with novice teachers and to serve as program directors. Formats for identifying needed areas of support, determining interaction options, and building a repertoire for providing feedback are popular topics in this series.



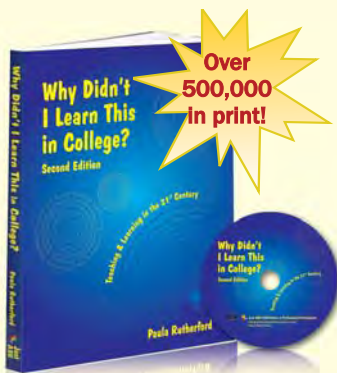
Why Didn't I Learn This in College?®

This multi-day workshop series is designed for educators with 0-3 years of experience. Based on the construct that a strong instructional program is the best management program, this series helps new teachers create learning-centered environments, use the standards-based planning process, build a repertoire of active learning strategies, and develop organizational skills.



Why Didn't I Learn This in College? has been named a must read for new teachers by the NEA.

Books

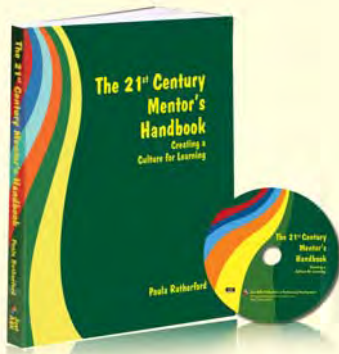


Why Didn't I Learn This in College?

by Paula Rutherford

This resource for teachers new to the profession is based on the construct that the best classroom management program is a good instructional program.

ISBN 978-0-9797280-1-3 | Order #11002
\$29.95 | 330 pages



The 21st Century Mentor's Handbook

by Paula Rutherford

This handbook includes a mentoring calendar, needs assessments, tools for goal setting and reflection, and instructional design templates.

ISBN 978-0-9663336-6-4 | Order #11003
\$34.95 | 380 pages



Now you can provide your mentors with *The 21st Century Mentors Handbook* that is cross-referenced to the best-selling new teacher resource *Why Didn't I Learn This in College?* and provides extensive guidance on how to support novice teachers.

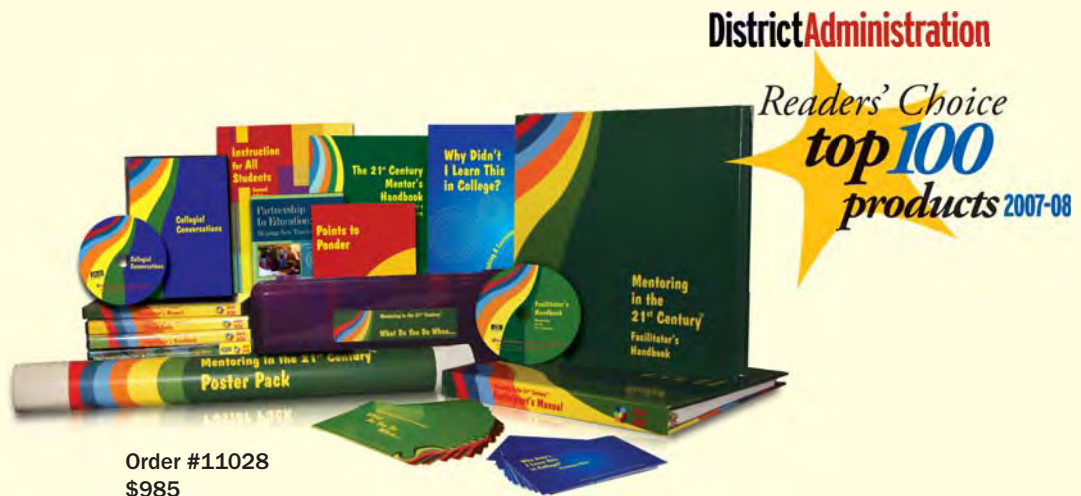
Order both books together and save 20%
Order #11029 | \$50

Induction and Mentoring

Our Award-Winning Kits

Mentoring in the 21st Century[®] Resource Kit

This kit, named in 2007 by *District Administration* as one of the **Readers' Choice Top 100 Products** of the year, provides the tools you need to design and implement a comprehensive mentor training program. It offers over 30 hours of professional development learning experiences that have been field-tested in our national mentoring institutes and on-site in schools and districts like yours. The facilitator's handbook and the participant's manual of handout masters are included in hard copy and on CD-ROM. To further enhance your training program, a selection of DVD clips, a CD-ROM of visual tools to use in PowerPoint presentations, and What Do You Do When... Cards are included. Use the kit with copies of *The 21st Century Mentor's Handbook* and *Why Didn't I Learn This in College?* to ensure that your mentors are well prepared to work with your novice teachers.



Order #11028
\$985

New Teacher Professional Development Kit

This kit, recently named by *District Administration* as one of the **2010 Readers' Choice Top 100 Products**, provides resources that can greatly enhance the likelihood your new teachers will experience success. The materials are appropriate for novice teachers, alternative certification teachers, and experienced teachers new to the district. The facilitator's handbook and handout masters are included in hard copy and on CD-ROM, coupled with a collection of DVD clips, a CD-ROM of visual tools to use in preparing PowerPoint presentations, and six sets of What do You Do When... Cards that address challenges and concerns often faced by new teachers. These tools provide you with sufficient resources to put into place a three-year induction program.

Just ASK has been providing professional development services in districts and schools for over 20 years.



Order #11046
\$795

Induction and Mentoring

DVDs

Teaching and Learning in the 21st Century DVD Collection

2nd Grade Writer's Workshop

Following a brief introductory lesson, this DVD features students working in collaborative writing teams where they provide each other support and growth-producing feedback and complete sophisticated self-assessments of their writing and their efforts. In addition to an uninterrupted classroom episode, a play-by-play analysis of the lesson and a reflective interview with the featured teacher are included.

ISBN 978-0-9797280-6-8 | Order #11053
\$95 | 28 minutes



3rd Grade Science

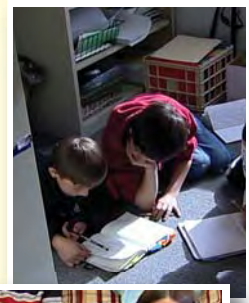
This DVD includes an uninterrupted classroom episode, an in-depth interview with the teacher, and a second version of the lesson with extensive commentary and play-by-play analysis of the planning, teaching, and learning involved in this episode.

ISBN 978-0-9777796-7-3 | Order #11047
\$95 | 41 minutes

4th/5th Grade Writer's Workshop

This DVD includes a 14 minute uninterrupted classroom episode followed by an in-depth interview with the featured teacher providing thoughtful and provocative responses to the reflective questions asked.

ISBN 978-0-9777796-9-7 | Order #11048
\$95 | 30 minutes



What Do You Do When... Card Sets

New Teacher Challenges and Concerns

These cards describe 50 scenarios that pose challenges and concerns for new teachers. They can be used by new teacher-mentor pairs, groups of new teachers, school-based teams, or for role plays in multiple settings.

Order #11050
\$49.95 | Six sets of 50 cards



Mentoring and Supervision Scenarios

These cards present over 40 real world scenarios. Mentors and administrators can work together to discuss how to approach the problems presented.

Order #11032
\$49.95 | Six sets of 48 cards



Induction and Mentoring

DVDs

Collegial Conversations

This DVD features four highly skilled coaches conferencing with the novice teachers with whom they have been working for the past eight months. Listen in as they demonstrate in authentic and unscripted sessions their use of reflective coaching, collaboration, and consulting. Also included are brief interviews with the coaches who describe how they make their decisions and with the protégées in which they explain the impact their coaches have on their success as novice teachers.

Access the viewing guide and Sneak Peek at www.justaskpublications.com/cc

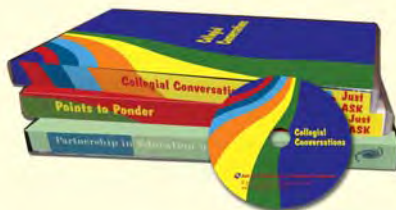
ISBN 978-0-9797280-0-6 | Order #11031
\$195 | 41 minutes



Points to Ponder

The three five-minute videos on this DVD feature thought-provoking and humorous quotes set to music. The third video features authentic advice for new teachers from teachers who have just finished their first year of teaching. This is the perfect ending for your new teacher orientation program.

ISBN 978-0-9777796-0-4 | Order #11016
\$29.95 | 15 minutes



Helping New Teachers Succeed

Produced by the New Teacher Center, this DVD describes the phases of first-year teaching and offers a wide-variety of formats for new teacher professional development.

Order #11021
\$60 | 20 minutes

View Sneak
Peeks of DVDs
and books on
our website.



Just ASK is approved as a vendor by the Texas Education Agency for the **Texas Beginning Teacher Induction and Mentoring (BTIM) Program**, designed to establish and enhance induction and mentoring programs to increase the retention of new teachers. Just ASK has the resources your district needs to support your mentoring programs.

www.justaskpublications.com/texas



Supervision and Evaluation

On-Site Workshops

Leading the Learning®

This six-day workshop series for school leaders is designed to support school leaders in their work as instructional leaders as they strive to create the conditions in which the supervision and evaluation process can be directly linked to teacher professional growth and to student learning. This series is philosophically aligned with the ISLLC Standards for Educational Leaders.



Revision of Supervision and Evaluation Systems



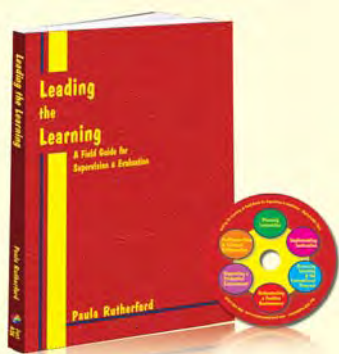
Just ASK works with districts to facilitate the revision and implementation of supervision and evaluation systems. Districts with whom we have worked include:

- Prince William County Public Schools, Manassas, Virginia
- St. Vrain Valley School District, Longmont, Colorado
- Monson Public Schools, Massachusetts
- Barrington Central Unified School District 220, Illinois
- West Irondequoit Central School District, Rochester, New York

Contact Just ASK to learn about our expertise in mentoring principals.

Just ASK can assist you in the revision of your supervision and evaluation systems so that they are data-driven and student-centered. Helping districts use multiple sources of data is a hallmark of our work.

Books



Leading the Learning

A Field Guide for Supervision and Evaluation

by Paula Rutherford

This text, which is philosophically aligned with the ISLLC Standards for Educational Leaders, explores the collaborative contexts in which educational leaders work to ensure that student learning is the central focus of all stakeholders. It provides in-depth information about best practices to note, suggestions to make, and reflective questions to ask around six commonly used standards for teacher performance. Strategies for gathering and analyzing data from multiple sources are accompanied by clearly explained feedback options. A CD-ROM of templates is included.

ISBN 978-0-9663336-7-1 | Order #11005

\$34.95 | 300 pages

eBook coming soon

Instruction for All Students

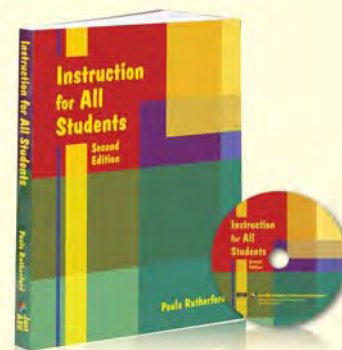
by Paula Rutherford

This companion text is a valuable resource for supervisors and evaluators to use when writing reports or holding conferences with teachers following classroom observations. Paired with the *Instruction for All Students Facilitator's Handbook*, it provides lesson plans for principals to use in faculty meetings and other professional development events.

ISBN 978-0-9777796-8-0 | Order #11027

\$34.95 | 298 pages

eBook coming soon



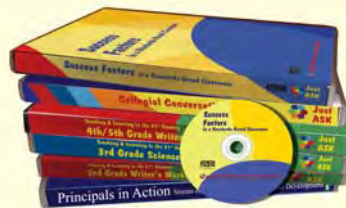
Supervision and Evaluation

DVDs

Success Factors in a Standards-Based Classroom

This DVD, produced by Fairfax County Public Schools, Virginia, answers the question, "What do schools look like when they organize around the commitment to the achievement of high standards by all students?"

Order #11017
\$75 | 50 minutes



Teaching and Learning in the 21st Century DVD Collection

- 2nd Grade Writer's Workshop
ISBN 978-0-9797280-6-8 | Order #11053
\$95 | 28 minutes
- 3rd Grade Science
ISBN 978-0-9777796-7-3 | Order #11047
\$95 | 41 minutes
- 4th/5th Grade Writer's Workshop
ISBN 978-0-9777796-9-7 | Order #11048
\$95 | 30 minutes

See page 4 for product descriptions.

Principles in Action

High-quality professional development leading to increased student achievement is the subject of this engaging documentary-style video, which explores the real-life experiences of four winners of the U.S. Department of Education's National Award for Model Professional Development.

Order #11019
\$19.95 | 50 minutes

Collegial Conversations

ISBN 978-0-9797280-0-6 | Order #11031
\$195 | 41 minutes

See page 5 for product description.

Contact Just ASK to schedule keynotes and conference sessions on Leading the Learning in a Standards-Based Environment.

Just for the ASKing!

This free e-newsletter provides information, insights, and suggestions for all who strive to be instructional leaders. Access over 70 archived issues on the Just ASK website. Categories include:

- Instructional Leadership
- Supervision and Evaluation
- Creating a Culture for Learning
- Best Practice in Instruction
- Meeting the Needs of Diverse Learners

Subscribe at www.justaskpublications.com/newsletters.htm



Cross-Referenced Documents

Just ASK cross-references our publications with the professional performance standards of districts and states. These resources provide administrators, professional developers, mentors, and teachers easy access to an array of research-based best practices aligned with the standards.

See examples from California, New York, and Virginia at www.justaskpublications.com/resourcecenter.

Contact Just ASK to have us cross-reference your standards to our resources.



Creating a Culture for Learning

On-Site Workshops and Summits

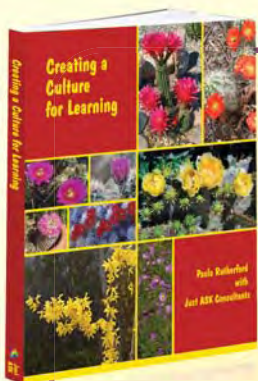
Creating a Culture for Learning™

This professional development opportunity is based on the **Just ASK Non-Negotiables for Creating a Culture for Learning** displayed below. Participants are provided opportunities to self-assess their individual and collective knowledge and skillfulness around advancing student learning as members of collaborative teams as well as opportunities to address these questions:

- What would our school look like when it is organized around the commitment to the achievement of high standards by all students?
- What is my role in planning, implementing, and maintaining such a school?
- How do we ensure that the ideals of professional learning communities are integrated into our belief systems, systemic structures, and every day practices?



Books



Creating a Culture for Learning

Paula Rutherford and the Just ASK Consultants are pooling their collected experience and expertise in a new book titled *Creating a Culture for Learning*. Just ASK Consultants contributing to the book include Theresa West, a highly successful principal who turned around two schools within a five-year period, Sherri Stephens-Carter, a former executive director of assessment and evaluation, Julie McVicker who has experience directing Title I programs and supervising underperforming schools, Bruce Oliver, a sixteen-year middle school principal, and Brenda Kaylor, a highly acclaimed professional developer and change agent. A spring 2011 release date is scheduled.

Read more about **Just ASK Non-Negotiables for Creating a Culture for Learning** in the October issue of the free *Just for the ASKing!* e-newsletter. Not subscribed? Visit www.justaskpublications.com/newsletters.htm today.

ISBN 978-0-9830756-0-8 | Order #11055
\$34.95 | 270 pages

Available
Spring
2011

Just ASK goes beyond packaged solutions and programs and uses district data and documents to design services and materials aligned to school and district needs.

Just ASK's Non-Negotiables for Creating a Culture for Learning

1. We act on our belief that all students can learn!
2. We collectively develop and adhere to clearly articulated norms.
3. We accept learning as the fundamental purpose of our school and examine all our practices in light of their impact on learning.
4. We engage in and assume leadership for collaborative practice.
5. We believe all the students belong to all of us.
6. We establish and maintain an atmosphere of mutual respect.
7. In our school, isolation is not an option. Collaboration is a right and responsibility.
8. All adults in this learning community are committed to the success of all other adults.
9. We focus on results.

Creating a Culture for Learning



185 educators from 35 Las Cruces Public Schools in New Mexico are shown here participating in a Just ASK two-day summit. Each school team developed SMART Goals and action plans for the 2010-2011 school year.



JORNADA
Focus Area Collaboration
Smart Goal → Teams will learn how to run PLCs in an effective and independent manner.
Action Plan First step: Creating No...

FOCUS AREA COLLABORATION
GOAL ESTABLISH NORMS IN EXISTING PLCs
RESULTS Use MAPS to improve instruction
ACTION Family/Alumni...
GO DAWGS

Sonoma "Express" Goal
Focus area: Collaboration
SMART goal: Sonoma Staff will refine current PLC routines to incorporate "Best Practices" of collaborative learning teams.
Action plan: → re-norming
 → identifying roles/resp.
 → establishing grammar/shared lib.
check points:



Contact Just ASK to schedule a summit in your school district.



Best Practice in Teaching and Learning

On-Site Workshops

Instruction for All Students™

This six-day series is an in-depth study of instruction, assessment, and learning in a standards-based environment. The goals of the workshop series are for participants to become more skillful with the standards-based planning process and to build repertoires of ways to engage students in meaningful, active learning. Participants in **Instruction for All Students™** work collaboratively to develop, teach, and present for peer review a standards-based unit of study.



Meeting the Needs of Diverse Learners™

This multi-day workshop series is designed to help teachers focus on ways to recognize, respect, and respond to differences in learners with practical and research-based approaches.

See page 14 for description.

Why Didn't I Learn This in College?®

This multi-day workshop series is designed for educators with 0-3 years of experience.

See page 2 for description.

Top Ten Tips for Teaching & Learning in the 21st Century

1. **Begin with the end in mind...**...the end of the year, the end of the unit of study, the end of the lesson. Always ask myself what students are supposed to know as a result of the lessons I plan.
2. Make the use of **10:2 Theory** and **Wait Time** as much a part of my professional practice as brushing my teeth is of my personal life!
3. Help students **access and use prior knowledge** at the beginning of each new unit of study! Don't ever skip this step!
4. Have students **process and summarize** their learning inside and outside of class. Use **homework as formative assessment data** rather than as a management tool.
5. Use a wide range of **assessment** strategies including **pre-assessment**. Help students develop strong **self-assessment habits**.
6. Use the research on **differences in learners** (learning styles, multiple intelligences, modality preferences, second language learners, etc.) as a check and balance system on my instructional decisions.
7. **Make learning active and relevant!** Be sure that my students are the workers not spectators watching me work! Help them make real world connections.
8. Analyze the **levels/kinds of thinking** required in the learning standards and make sure the questions, learning experiences, assignments, and assessments I design are rigorous and aligned with the thinking required by the standards. Remember to go beyond fact-based teaching.
9. Use **student work** and **classroom assessment data** in combination with **standardized achievement results** to inform my instructional decisions.
10. Always remember: Kids are people and deserve to be treated accordingly. When setting up routines and procedures, **focus on learning** rather than compliance and control.

Making Assessment a Learning Experience

This one-day workshop or conference session focuses on the design and use of pre-assessments, task analyses, student self-assessments, as well as the power of growth-producing feedback and the use of classroom assessment results to make instructional decisions. Participants learn at least 15 strategies that provide students multiple formats and opportunities for demonstrating not only their learning but how they can apply and use that learning.

Top Ten Tips for Teaching and Learning in the 21st Century

Participants in this one-day workshop or conference session explore 10 research-based and practical tips for creating and maintaining a learning-centered classroom. Tips also focus on using the Standards-Based Planning Process, ensuring that learning experiences are rigorous and relevant, and using data to adjust instructional delivery.

Best Practice in Teaching and Learning



Instruction for All Students PLC Pack

This collection of resources provides the tools you need to lead a year-long study of best practice in teaching and learning or to plan instruction-based faculty meetings focused on areas such as classroom assessment, standards-based planning, rigor and relevance.

See page 16 for additional information.

Order #11051

\$799

Meeting the Needs of Diverse Learners PLC Pack

This collection of resources provides the tools you need to lead a year-long study of best practice in teaching and learning or to plan instruction-based faculty meetings focused on areas such as classroom assessment, standards-based planning, rigor and relevance.

See page 15 for additional information.

Order #11052

\$799



Our Work with Catholic Schools

Just ASK is engaged in long-term multifaceted work with the Archdiocese of Los Angeles (278 schools) and the Archdiocese of Boston (135 schools) in collaboration with Emmanuel College. School leaders, mentors, teacher leaders, and novice teachers are working together to develop a common vocabulary and concept system.



Best Practice in Teaching and Learning

Books

Instruction for All Students

by Paula Rutherford

This text provides strategies and resources for actively engaging students and multiple approaches to lesson and unit design. It also includes information on technology integration, formative assessment, 21st century thinking skills that promote rigor and relevance, and formats for job-embedded learning.

ISBN 978-0-9777796-8-0 | Order #11027

\$34.95 | 298 pages



Instruction for All Students is filled with examples every teacher can use to meet the diverse needs of students. This book is a must-have for teachers who know that they matter and that what they do instructionally matters most. Paula has led multiple pre-conferences at the PEAK Parent Conference on Inclusive Education in Denver and used *Instruction for All Students* as the text for these sessions.

Dr. Douglas Fisher
Professor of Language and Literacy Education
San Diego State University
San Diego, California

Facilitator's Handbook for Instruction for All Students

by Paula Rutherford

This 160-page facilitator's handbook is designed to help educators structure their reading and use of the strategies presented in the book *Instruction for All Students*. It can be used for book clubs, study groups, and in team, department, and faculty meetings.

ISBN 978-0-9797280-2-0 | Order #11043

\$59.95 | 160 pages

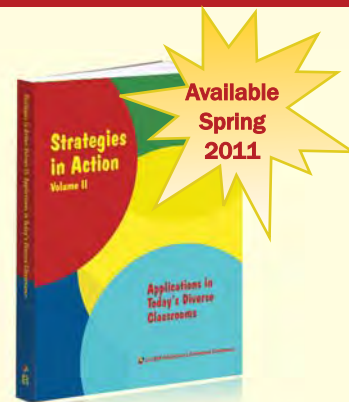


Strategies in Action: Volume I A Collection of Classroom Applications

This amazing collection provides glimpses into the classrooms of K-12 teachers across the spectrum of content areas. It features descriptions of how teachers have used the instructional, assessment, and organizational strategies found in *Why Didn't I Learn This in College?* and *Instruction for All Students* in their own classrooms.

ISBN 978-0-9797280-3-7 | Order #11049

\$19.95 | 134 pages



Strategies in Action: Volume II Applications in Today's Diverse Classrooms

Teachers from across the country describe how they have used the instructional, assessment, and organizational strategies found in *Meeting the Needs of Diverse Learners*, *Instruction for All Students*, and *Why Didn't I Learn This in College?* These PreK-12 teachers point out the ways that they have scaffolded instruction for students with special needs, engaged resistant and reluctant learners, sheltered instruction for English Language Learners and extended the learning of accelerated learners.

ISBN 978-0-9797280-8-2 | Order #11054

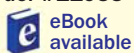
\$19.95 | 140 pages

Meeting the Needs of Diverse Learners

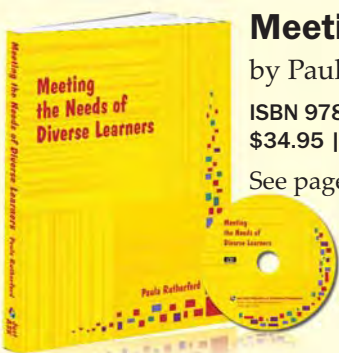
by Paula Rutherford

ISBN 978-0-9797280-4-4 | Order #11033

\$34.95 | 325 pages



See page 14 for description.



Best Practice in Teaching and Learning

Books

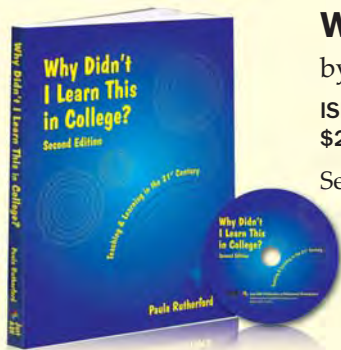
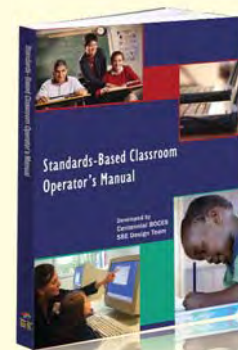
Standards-Based Classroom Operator's Manual

designed by Centennial BOCES, Longmont, Colorado

This resource provides facilitator notes and timelines for use by professional developers as they help teachers move from being standards-referenced to standards-based.

ISBN 978-0-9777796-6-6 | Order #11012

\$24.95 | 149 pages



Why Didn't I Learn This in College?

by Paula Rutherford

ISBN 978-0-9797280-1-3 | Order #11002

\$29.95 | 330 pages

See page 2 for description.



Online Resource Center

Check out the standards-based units and download a template to use in unit development. Access and use the Standards-Based Classroom Self-Inventory.

Visit www.justaskpublications.com/resourcecenter

DVDs

Teaching and Learning in the 21st Century DVD Collection

- 2nd Grade Writer's Workshop
ISBN 978-0-9797280-6-8 | Order #11053
\$95 | 28 minutes
- 3rd Grade Science
ISBN 978-0-9777796-7-3 | Order #11047
\$95 | 41 minutes
- 4th/5th Grade Writer's Workshop
ISBN 978-0-9777796-9-7 | Order #11048
\$95 | 30 minutes

See page 4 for product descriptions.



Lesson Collection Series DVDs

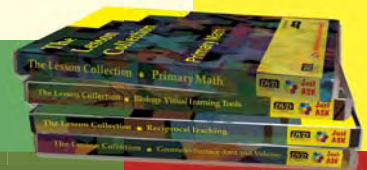
Use these DVDs produced by ASCD in professional development sessions as strong exemplars of best practice in teaching and learning. Show them in staff meetings or conferences as tools to identify your district's teacher performance criteria in action.

Lesson Collection: Primary Math | Order #11025 | \$95

Lesson Collection: Biology Visual Learning Tools | Order #11026 | \$95

Lesson Collection: HS Reciprocal Teaching | Order #11035 | \$95

Lesson Collection: HS Geometry Surface Area and Volume | Order #11034 | \$95



Meeting the Needs of Diverse Learners

On-Site Workshops and Institutes

Meeting the Needs of Diverse Learners™

This multi-day workshop series is designed to help teachers focus on ways to recognize, respect, and respond to differences in learners with practical and research-based approaches. Participants explore ways to provide multiple pathways to learning so that advanced learners are challenged and learning is scaffolded for struggling learners, second language learners, and students with special needs. Strategies explored provide a wide-range of Tier I Response to Intervention approaches.



Books



Meeting the Needs of Diverse Learners

by Paula Rutherford

Meeting the Needs of Diverse Learners is designed to help teachers build skillfulness in recognizing, respecting, and responding to the needs of the wide range of diverse students in today's classrooms. This book provides an array of strategies for use with accelerated students, English language learners, and students with special needs. The author's background as a general education teacher at the secondary and elementary levels, coupled with a graduate degree in special education and years spent working with students with learning disabilities, sets the stage for a clearly articulated belief in teachers and learners and for realistic and practical approaches to our work. A CD-ROM of tools is included.

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Facilitator's Handbook for Meeting the Needs of Diverse Learners

by Paula Rutherford

This 150-page facilitator's handbook is the perfect tool for principals, professional developers, and teacher leaders to use in planning a comprehensive year-long professional development program. It can also be used to plan focused data-driven discussions around specific challenging issues that teachers are facing on a daily basis. Each of the 30 to 60 minute exercises include the purpose, the time needed, the materials to use, the process to follow, and suggestions for follow-up professional practice in the classroom. All handouts are included in hard copy and on a CD-ROM.

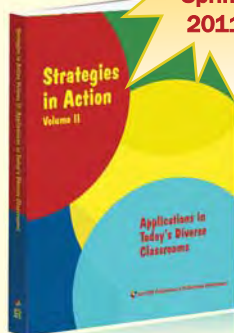
See the description of the *Meeting the Needs of Diverse Learners* PLC Pack on page 15.

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Strategies in Action: Volume II Applications in Today's Diverse Classrooms

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See page 12 for product description.



Meeting the Needs of Diverse Learners

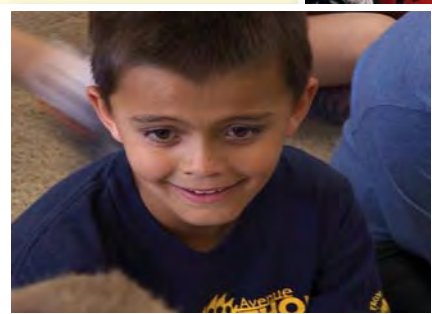
Meeting the Needs of Diverse Learners PLC Pack

If your collaborative team members have identified the need to expand and refine their repertoires of strategies for working with diverse learners as a priority or you, as a teacher leader or administrator, need to orchestrate focus discussions on this topic, then the **Meeting the Needs of Diverse Learners PLC Pack** is just what you need.

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The standard PLC Pack includes 25 copies of *Meeting the Needs of Diverse Learners*. Contact Just ASK if you need more copies of the text. In any case, when you purchase the PLC Pack you are guaranteed 20% off the retail price of the individual items.

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Meeting the Needs of Diverse Learners is an awesome resource for districts like Beeville Independent School District that are implementing Response to Intervention at all levels. The book provides information for educators who work with average students, as well as English language learners, gifted, or struggling students. The book also includes strategies for all subjects and grade levels. I especially liked the graphic organizers and math strategies.

Nancy Jones, Ed. D.
Assistant Superintendent for
Curriculum and Instruction
Beeville ISD, Texas

Building In-House Capacity

Certified Local Trainer (CLT) Program

Just ASK offers a Certified Local Trainer (CLT) program to promote sustainability and build in-house capacity in school districts or educational organizations such as BOCES or Education Service Centers. After prospective CLTs complete a rigorous certification process, they are licensed to lead specific workshop series in the district or organization which pays the licensing fee. Certification training is offered on site and, as demand requires, in regional institutes.

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Meeting the Needs of Diverse Learners PLC Pack

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See page 15 for description.



Just ASK is committed to building in-house capacity so that initiatives can be sustained over time and professional development funds can be used in more cost effective ways.

Building In-House Capacity

Mentoring in the 21st Century[®] Resource Kit

The **Mentoring in the 21st Century[®] Resource Kit** provides the tools you need to design and implement a comprehensive mentor training program for your school or district. It offers **over 30 hours** of professional development learning exercises that have been field-tested in our national **Mentoring in the 21st Century[®] Institutes** and on-site in schools and districts like yours.

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Professional development opportunities designed to address the needs of new teachers are an essential component of induction programs. The **New Teacher Professional Development Kit** provides the resources you need to design a comprehensive new teacher professional development program for your school or district.

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This Poster Pack contains six of the most popular posters used in ASK Group workshops: Top Ten Questions, Standards-Based Education Planning Process, Yesterday & Today, Stars, Apple, and Bulls Eye. They are used by hundreds of districts to support their own professional development and induction programs.

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Assist your teachers in expanding and refining their repertoires of instructional strategies by using these Scavenger Hunt cards for the books *Instruction for All Students* and *Why Didn't I Learn This in College?* Each card has a strategy and page number listed on it. Use them in your professional development workshops and have teachers share how they might use these strategies in their classrooms.

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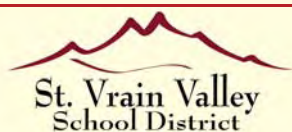
Available separately or as a complete collection, each CD-ROM includes dozens of high-quality, full color visuals in PDF and JPEG formats, as well as custom PowerPoint templates specific to each book. The Visuals can be used to create PowerPoint or Keynote presentations, charts, and overhead transparencies.

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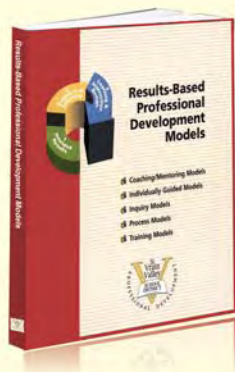
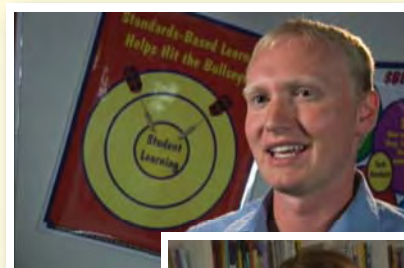
Results-Based Professional Development

Just ASK's professional development work is focused on helping schools and school districts, through long-term multifaceted work, to build in-house capacity and sustainability of professional development initiatives. The success stories highlighted on these pages feature examples of schools and school districts that have accomplished just that. We are proud of our role in helping them on their journey toward excellence in teaching, learning, and leading.



New Teacher Retention

Just ASK provided four-day **Why Didn't I Learn This in College?**[®] summer institutes in St. Vrain Valley School District, Longmont, Colorado, as a significant component of the district's new teacher induction program. The district's Office of Professional Development initiated a series of studies conducted by an independent evaluator to provide information on the effectiveness of the induction program. Of specific interest was whether the program led to teacher retention. This evaluation revealed that providing novice teachers comprehensive professional development greatly increased their retention rate compared to previous years. 100% of elementary novice teachers and 93% of secondary novice teachers were retained at the end of the 2002-2003 school year.



Results-Based Professional Development Models

edited by Brenda Kaylor

This text provides all the tools professional developers need to introduce and implement five results-based models: coaching/mentoring, independent study, inquiry, process, and training.

ISBN 978-0-9797280-5-1 | Order #11058
\$24.95 | 380 pages



West Irondequoit Central School District

Students Achieve at High Levels

A Manhattan Institute Report based on 2006-2007 data identifies West Irondequoit Central School District, Rochester, New York, as the only Monroe County school district to deliver higher than expected academic achievement results. The distinction is based on higher than expected NYS test scores when per pupil expenditures, size, income, and demographic characteristics were taken into account. Linda McGinley, Assistant Superintendent for Instruction, identifies Just ASK's 21 years of continuous professional development partnership with West Irondequoit as a significant contributing factor. The district's unwavering focus on student learning, teacher capacity building, and instructional leadership has led to record-breaking results. Contact Just ASK for specific information about this long-term professional development partnership.

Results-Based Professional Development



Award-Winning Results

Orchard Avenue Elementary School in Mesa County Valley District 51, Grand Junction, Colorado, has been so successful in closing the achievement gap that it received the first Colorado Department of Education Commissioner's Cup. In 2010, Orchard Avenue was named a Blue Ribbon School by the U. S. Department of Education. As principal Denise Hctor writes in the letter excerpted on the inside front cover of this catalog, she credits Just ASK Consultant Brenda Kaylor's five years of work with the district as having made a significant impact on teaching, learning, and leading. To see the school in action, view our **Teaching and Learning in the 21st Century DVDs** which feature Orchard Avenue students and teachers.



Prince William County
PUBLIC SCHOOLS
Providing A World-Class Education

Students of Novice Teachers Excel

When Prince William County Schools, Manassas, Virginia, used Just ASK's long-term multifaceted approach to increasing student achievement, the students of a majority of the novice teachers in the district's underachieving schools matched or outperformed the students of veteran teachers in those schools on the Virginia Standards of Learning. These novice teachers attended the four-day workshop series **Why Didn't I Learn This in College?**[®] and their mentors participated in **Mentoring in the 21st Century**[®]. Additionally, their principals participated in **Leading the Learning**[™] described on page 6. Over 30 educators in the district were trained as Certified Local Trainers (CLTs) to sustain the work over time. Contact Just ASK for information about how to implement such a program in your district.

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