How Districts Get Personal: Retooling Professional Development
An in-depth report on the tools advancing teacher training
About EdSurge

EdSurge was started in 2011 by Betsy Corcoran, Matt Bowman, Nick Punt and Agustin Vilaseca to connect the emerging community of edtech entrepreneurs and educators. We share detailed information about what new technologies can—and can not—do to support learning.

We report on the latest news and trends in the edtech industry to help:

- Entrepreneurs who build new products and businesses;
- Educators who use these tools;
- Investors and others who support companies and schools.

In addition to reporting on trends, we share other information vital to all in the learning ecosystem including available jobs, opportunities and events. We are building a database of rich information (the EdSurge EdTech Index) about emerging products and how they’re used. And we run a series of edtech Summits where educators and entrepreneurs meet on common ground and exchange feedback on how to build and refine tools to improve educational outcomes. We also write reports that help entrepreneurs, educators, and investors make smart decisions.

With the right tools, technology can transform “learning” from something we did in classrooms at fixed hours of the day to something we can do anywhere, anytime.
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Forward

Even as schools across the US rethink how they deliver learning experiences to their students, districts, too, are rethinking professional development for teachers. There are striking parallels—and differences—between education for students and for teachers.

Learning for all must be bottom up—and, to some extent, top down. We look for both teachers and students to “take control” of their learning. That means that all learners (whether they are 8 or 58 or somewhere in between) should construct their own learning path, explore how to deepen their skills and support their colleagues.

By and large, many teachers are self-directed learners. Many have embraced new approaches and tools for directing their own professional development learning, from using Twitter to share ideas to more structured tools.

Districts have a role, too, though. Sometimes leaders want to encourage teachers to build specific, new skills, other times they want to leverage the skills teachers already have. So this year, with support from the Bill & Melinda Gates Foundation, EdSurge embarked on a research program to explore the tools and products available to districts and how they systematically support teacher development. We’re proud to share the results of this work with you now, both in this PDF, and in more detail, online.

This report consequently examines the tools that support district and school leaders delivering professional learning experiences to an entire workforce of teachers. Some tools help districts track the goals its teachers set and the resources needed to reach those goals. Other tools help district leaders manage talent. Other tools give teachers online course work or access to professional learning communities.

We offer a framework to help districts identify how to get the most from the tools they are already using and to find others to fill in the gaps.

Not every part of supporting teachers requires technology or a specialized tool. Far from it. Districts first must define the processes they want to support—and then assess if they need extra tools to support them. We hope this framework will help district leaders make more intentional choices around redesigning professional development in their communities and around leveraging the right tools for the right purpose.

Let us know what you think! Drop us a note at feedback@edsurge.com and let us know what your district is—or should be—doing to support professional learning. We hope this is the beginning of a conversation around supporting PD from the district level and about the ways technology can play a supportive role.

-- Christina Quattrocchi, Associate Editor
Acknowledgements

This report reflects nine months of research, reflections and interviews with dozens of administrators and teachers.

We are particularly thankful to the district representatives who joined us every month online to share their experiences, thoughts and perspectives around how they support PD in their districts. These conversations provided key insights into the needs and barriers faced by administrators and reinforced our deep respect for the challenging work they do.

These folks included: Adam Carter (Summit Public Schools), Marguerite Dimgba (Greece Central School District), Becky Fisher (Albemarle County School District), Laura Fleming (New Milford High School), Kelly Henderson (Metro Nashville Public Schools), Jeanne Imbriale (Baltimore County Public Schools), Margie Johnson (Metro Nashville Public Schools), Ned Kirsch (Franklin West Supervisory Union), Brianna Lawrence (New York City Department of Education), Mike Muir (Auburn Public Schools), Katie O’Mahoney (Aspire Public Schools), Brett Shiel (Camden City School District), Julie Severns (Fresno Unified School District), Andrew Szczepaniak (Gilbert Public Schools) and Ben Wilkoff (Denver Public Schools). Particular thanks to both Margie Johnson and Ben Wilkoff who spent countless hours on the phone and via email to help bring the group together and who were always there to talk things through.

A number of EdSurge staff and contributors put tremendous energy into creating this report. We are fortunate that many of them have been in the classroom themselves or have administrative backgrounds. These include Kelly Blair and Marisa Kaplan. EdSurge CEO Betsy Corcoran and Reporter Charley Locke edited the report.

Through the support of the Bill & Melinda Gates Foundation we are able to make this report freely available to all.

This work has humbled us and deepened our respect for what goes on behind the scenes in the PD world to support and develop teachers. We realize that in order to move towards more personalized professional development, both these systems and the people who do this work must be supported in equal measure.
Our Approach to PD Systems

In early 2014, EdSurge released a report profiling 28 teacher- and administrator-facing PD products. As we explored the world of PD products, we identified another class of products, ones managed at the district level.

These tools, while mainly supporting the PD processes at a district level, serve many different purposes with many different outcomes. Some offer courses; others, including some learning management systems, are like bookshelves that districts fill with their own content. Some focus on talent management, straddling classic human relations and professional development. We called this mix of tools “PD Systems,” products that support various parts of a district’s system for delivering a complete professional learning experience.

To break this system down we turned to work done by Alvarez and Marsal, a consulting firm working with the Bill & Melinda Gates Foundation. Alvarez and Marsal focused on how tools and services meet the needs of stakeholders within a group, namely iPD districts supported by the Gates Foundation. We wanted to broaden the framework—to include both districts inside and outside of the Gates’ iPD cohort and the emerging market of tools. We convened a group of 20 PD leaders from around the US. For a half year, we met with the group monthly to discuss how they used technology.

From these meetings, and also from interviews with more teachers, we evolved a fresh framework that aims to capture both the actions the central office takes to support PD and technology available on the market. We call this framework the “Professional Development Management & Delivery Cycle.” We then used this framework, along with classifications that describe how learners can interact with these tools, as we profiled 15 PD System products.

At the same time, this framework helped illuminate a tension that districts face: How can they create an approach centered around individual teachers even as they provide consistent support across a large workforce? Both teachers and administrators consistently voiced discomfort around the top-down or factory-like learning experiences they all too frequently experience.

These concerns are familiar; they’re the same issues that teachers face as they redefine what learning looks like their own schools. Even as teachers try to devise learner-centric experiences for their students--ones that “put the student in charge”--they are anxious about sacrificing control, maintaining consistent instruction and about knowing where each student is at any one moment.

Yet, by employing different tools, this type of learning is becoming easier for teachers to design. We believe that districts can do the same.

Our framework is just a starting point toward future PD Systems, ones that will likely put the individual educator firmly in the middle of learning. We’re looking forward to chronicling the future of this critical sector.
Emerging Insights
After looking at 15 different tools, we began noticing a few patterns. We have outlined the current trends we’ve seen in this group of tools, along with features that are becoming increasingly valuable in this space. Based on these trends, we’ve also uncovered future areas for growth in this industry.

The Current PD Landscape: Progress with More Work to be Done

**Evaluation and PD Management--an Uncomfortable Marriage:** Of the 15 products we’ve reviewed, 7 of the products combine both PD Management and Evaluation tools under one system. PD Management tools allow learners to create learning plans and set goals. Evaluation systems rate and review a learner’s performance based on a district’s teaching framework; evaluating tools are also often tied to recommendations around hiring and promoting teachers. But tying goal setting and learning plans to such high stakes incentivizes teachers to set their goals low and discourages them from taking risks in learning. Although such combo packages are handy for district leaders, the combination may not spur the kind of innovative moves they hope to see among their staff.

**Instructional Support is Hard To Find:** Instructional Support is defined as tools that provide teachers with resources, such as lesson plans or assessments, when they need them. These resources may be scaffolded to teach teachers how to implement a specific standard or they may be accompanied with videos that break down an instructional technique featured in a lesson. Teachers frequently say they find this type of “instructional support” the most desirable type of tool; they also use this learning immediately. Unfortunately only 3 of the 15 tools we reviewed, Generation Ready, Schoolnet and Edvation integrate instructional support into their offerings.

**Too Stretchy:** Every district has different processes and designs for its PD experiences. Not surprisingly, 7 out of the 15 tools profiled have configurable features that allow district leaders to decide what sequence of actions, permission rights, the number of steps each action takes and how much approval is needed. This much flexibility is great when district leaders know what they want to accomplish with their PD programs—but can leave district leaders who lack a clear plan even more confused.

**Heavy On Content Management, Not Enough Content Provided:** Of the PD Systems we’ve profiled for this report, only 2 offer online learning opportunities in the form of courses or learning activities: Edvation and Knowledge Delivery Systems. The rest remain content agnostic, allowing a district to pool the content it creates, tag that content and make it easily searchable. Both approaches are necessary and important. However, district leaders consistently say that finding high quality online content is hard.
Emerging Insights (continued)

An Emerging Set of Valuable Products and Features

Goldilock’s “Just Right” Content: Many people have described the importance of differentiating each teacher’s PD experience to focus on the unique needs, talents and challenges of each teacher. Fortunately, PD Systems tool makers are trying to create features to address this need. Knowledge Delivery Systems and Edvation make use of profiles of teachers to tailor recommendations of relevant content and resources for every teacher in a district. Other tools, such as eSchools Solutions, MyLearningPlan and Cornerstone OnDemand allow district leaders to create content pathways for teachers with specific needs. The tool, Empower, allows district leaders to create playlists of content to help teachers master specific skills. And taking it even further is Declara, whose site monitors teachers’ behaviors, usage patterns and even goals as they use the site. Declara then recommends content, connections to peers and groups in real time.

Making Connections: Teachers consistently say they learn best from their peers. That’s why an emerging valuable feature of a number of products includes video chat with peers. Tools supporting this type of communication and collaboration include Declara, Knowledge Delivery Systems, Edvation and Cornerstone OnDemand.

Assess and Reflect: Tools that allow teachers to reflect on their learning, evaluate resources and demonstrate what they’ve learned are emerging as valuable features from the perspective of district administrators. These tools allow teachers to evaluate, engage with or comment on a specific resource. They include Cornerstone OnDemand, Knowledge Delivery System and Edvation. Other tools that support this type of learning include portfolios for teachers to create, save and share lesson plans, instructional models, experiments or student work such as MyLearningPlan and Knowledge Delivery Systems. This allows teachers to build a collection of documents, videos or student work, all of which is valuable raw materials for assessing teachers’ practices and getting feedback from peers.

Informal Learning: Increasingly, PD Systems tools give teachers a route to earn credit for non-traditional learning experiences. Teachers can, for instance, request credit for attending conferences, participating in Twitter chats or book groups with their peers. Through their PD Systems they simply summarize the activity, provide proof and submit it to a district leader for approval. Badges are a more informal way to acknowledge teachers work or informal learning experiences. Cornerstone OnDemand, Knowledge Delivery Systems and MyLearningPlan all support badges. Sadly, none of these badges are yet transferable to other systems.
Emerging Insights (continued)

What’s Needed to Succeed Today + Tomorrow

Strategic Planning: One of top priorities for individuals who are involved with PD is how to build capacity within their teaching force - how to empower and use the talent they already have, how to plan around that talent and how to fill in the gaps. While many tools help these leaders set goals, create PD plans, and look at loads of data, not many tools help district leaders collaboratively reflect, identify areas of need and then act. Cornerstone OnDemand provides a tool for administrators called the Succession Tool, which allows district leaders to visualize and map out how they want to promote and support teachers. Tools like these are hard to find.

Putting Teachers In The Driver’s Seat: While many of the tools out there are configurable, few intentionally put teachers in the driver’s seat of their learning. While teachers can go out and choose their own tools to drive their own learning, they are then subject to the district’s PD experiences which don’t give teachers as much autonomy over their learning experience. System-wide tools, by definition, put administrators at the center of the learning experience, either as the “approver” or “grader” of teachers’ learning. What would these systems look like if administrators took more of a back seat? What would they look like if the teachers chose the content, initiated observations and reached out to their own self-appointed coaches?

Connecting Teachers to Strong Learning Partners: Helping teachers find the most effective peer group to support their development is as hard as identifying the most appropriate content. “Peers” don’t need to be just the teachers in a single school or even a single district. Declara is starting to pave a way to connect teachers based on their needs, goals and behaviors.

Proficiency Based, Rather Than Time Based: The biggest shift for PD Systems of the future will involve shifting their focus to recognizing when teachers gain proficiency or mastery, rather than measuring how much time they spend in a workshop or whether they complete an online course. Empower is trying to do this: While the tool can be used as a general student-facing learning management system, district leaders in California and Maine are also configuring it to manage teacher professional development.
Using This Report

We hope this guide will help school and district administrators find the right systems when it comes to managing and delivering professional learning experiences. This report can be used in the following ways:

**Framework for Evaluating PD Systems:** This framework can help school leaders recognize the purpose(s) of each product. The framework captures the cycle of managing and delivering professional learning experiences for teachers. School and district administrators can use this framework to find the part of the cycle their district or school needs to better support, or to figure out how to combine different systems to support the entire cycle.

**Comparing Products:** This report can be used to compare products in two different ways. Each product is categorized by its main purpose: Recruit and Retain, Manage, Learn, Instructional Support, or Evaluate. School or district leaders can start by comparing the purpose behind each product. Products are also identified according to other differentiators such as how content is assigned, the types of learning opportunities available, how learning is rewarded, and how learning is tracked.

**Product Profiles:** We have included profiles on 15 different products. Many of these products have multiple modules that can be used together or as individual products. These profiles provide an overview of each module, a summary of the product’s essential features, how it works, and an explanation of which districts are using it. For a deeper dive into the details and to see videos and screenshots of each product, we suggest looking at the (free) online profiles of each product on the edSurge Index. We have provided links to make these easy to find.
Approaches for Evaluating PD Products

The EdSurge PD Systems Framework has two components: the PD Management and Delivery Cycle and the System Classification. We have profiled 15 products, offering a total of 20 different modules, each targeting the various needs of districts in relation to managing and delivering professional learning experiences. Our classification system helps to further define the different ways each product structures professional learning and learning management. An analysis of each of these products can be found by searching the EdSurge Index for individual product pages. An overview of each product and the various modules associated with it can be found in this report.

PD Management & Delivery Cycle

To evaluate PD Systems, EdSurge created a framework to capture the ways that professional learning is supported at the district level. We call this framework the “PD Management and Delivery Cycle.” It has five categories: Recruit and Retain, Manage, Teach, Instructional Support, and Evaluate. These categories form a cycle that districts are constantly operating and maintaining. Teachers can be at many different stages within this cycle and sometimes are within multiple stages at one time. Districts continuously manage and support teachers through this cycle. Some focus more on one part of the cycle than others. Some districts might choose one product to support the entire cycle, while others may choose a combination of products to support various professional learning needs. But as districts look to technology to help improve efficiency and increase capacity, our hope is that they will be able to find the right tools for the right purpose, whether it is a technology tool or not.

Detailed System Classification

To further differentiate what tools do and how they can be used, we have also classified tools based on the content they deliver and they way they deliver it. We use the following categories:

- How Content Is Assigned
- Learning Opportunities Available
- How Learning Is Rewarded
- How Learning Is Tracked
Comparing the Products

The Professional Development Management and Delivery Cycle aims to define the areas needed to support schools and districts in creating and supporting professional learning for their entire teaching force. A major goal is to help district and school leaders envision what personalized learning models look like across a district, and how those models can redefine the way PD is currently delivered.

Each product falls into one or more parts of this cycle. Products can be combined to support a teacher through the whole cycle within a school or district. The tables below are designed to help school leaders find the right products to provide the best support for teachers, while also illustrating how different products could be combined to cover a complete cycle of learning management and delivery.

Recruit and Retain

These systems support recruiting, hiring, tracking and managing qualifications or compensation, and most importantly, figuring out ways to build capacity amongst the staff districts already have. This is often the beginning of the career cycle for teachers and a point they can return to as they want to grow within an organization. Often times, these systems are paired with Evaluation tools to help track and evaluate performance.

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<th>Cornerstone OnDemand Recruiting</th>
<th>TalentEd Recruit &amp; Hire</th>
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<tr>
<td><strong>Recruit</strong></td>
<td><strong>Recruit</strong></td>
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<tr>
<td>An external website that helps districts create their own recruitment webpage, facilitate hiring online, track and rate applicants for smooth and collaborative hiring process</td>
<td>A tool that helps districts create a jobs board on their own recruitment homepage, with custom job applications, filtering and interview scheduling process for easy hiring with high volume of applicants</td>
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<td>For Principals, District Leaders, HR Leaders, Applicants</td>
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<tr>
<th>TalentEd Records</th>
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<tr>
<td><strong>Recruit</strong></td>
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<tr>
<td>A document tracker that allows principals and HR leaders to easily keep track of hiring documentation in one place, through the use of checklists with due dates and reminders for each step in the paperwork process</td>
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Manage

These systems are the heartbeat of the professional learning world. They help manage content and learning plans. These systems enable districts to manage and track enrollment, create courses, and track credits and activities. For teachers, these systems empower them to assess their needs, set goals, create their own learning plans and find the right resources to meet their needs. Often times, they are paired with Delivery tools or Evaluation tools that can help guide which content a teacher should use next.

**Cornerstone OnDemand Learning**
Manage

A PD Management system that helps district leaders track their own resources, create learning paths for teachers to follow and chronicle who’s taken which courses, whether online or in person

For Teachers, Principals, District Leaders

**Electronic Registrar Online**
Manage

A tracking tool for districts to track teacher’s PD activities from multiple sources, such as LMSs or PD delivery platforms, all in one place. Teachers can create PD plans and then track the hours they spend on their learning

For Teachers, Principals, District Leaders

**Empower**
Manage

Content creation, management and assessment reporting tool that supports proficiency-based learning models

For Students, Teachers, Principals, District Leaders

**MyLearningPlan WebReg**
Recruit Manage

A course catalogue creation tool that allows education agencies to share their courses, and integrate their catalogue with districts to give teachers more content choices so teachers have more content to choose from

For Teachers, Principals, District Leaders, Edu Agencies

**MyLearningPlan PDMS**
Recruit Manage

PD flexible learning management tool that districts can use to track content, assess learning, track reflections and credits for both formal and informal learning activities

For Teachers, Principals, District Leaders

**Truenorthlogic**
Recruit Manage Evaluate

Professional development and human resource tools for K-12 districts to build new skills and track data on professional growth

For Teachers, Principals, District Leaders
Teach
These are systems that fall into our original PD Learning Cycle: Engage, Teach, Instructional Support, and Measure. They support learning directly and go beyond curated content libraries. These systems deliver courses and provide formal learning opportunities. They provide teachers with social engagement tools, and coaching or mentoring tools.

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A bank of videos, online courses, and educational resources that teachers can use to observe best practices and reflect on how to implement in their own classrooms

For Teachers, Principals, Coaches, District Leaders

Collection of 50-hour courses, along side a platform where teachers can set goals, create a PD plan and connect with a community of their peers

For Teachers, Principals, Coaches, District Leaders

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<th>LumiBook</th>
<th>MyLearningPlan Elevate</th>
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<td>Teach</td>
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An eReading application that supports interactive learning experiences such as communicating with the author, uploading materials to the book’s community and connecting with fellow readers

For Teachers

A video-based training that helps principals and coaches practice observing teachers via video so that they can develop consistent observation and evaluation techniques

For Principals

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<td>Teach</td>
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Private site created for schools or districts to share locally made videos, group teachers, and share commonly used resources online

For Teachers, Principals, Coaches, District Leaders

Management system that provides a catalogue of courses including videos of best practices, communities of practice, tools for observation and evaluation, and talent management

For Teachers, Principals, District Leaders
Instructional Support

Instructional Support systems are a bit harder to come by. These are systems that combine professional learning with tools that support teachers, immediate needs in the classroom, specifically around lesson planning and assessment data. These systems scaffold their work so that learning moments can be included. They are generally associated with Delivery tools.

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<tr>
<td>Adaptive social network and online learning platform that tracks teacher behavior and makes recommendations for content and connections based on ongoing behavior</td>
<td>For Teachers, District Leaders</td>
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<th>ReadyPath</th>
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<tr>
<td>A PD management system that supports the observation process, learning plans and instructional resources</td>
<td>For Teachers, Principals, Coaches, District Leaders</td>
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<th>Schoolnet Research &amp; Assessment</th>
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<tr>
<td>Data collection and reporting tool that helps teachers create their own assessments or choose from a bank of assessments; it also helps them administer assessments and find scaffolded teaching resources related to the results</td>
<td>For Teachers, Principals, District Leaders</td>
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Evaluate

While often associated with Manage or Recruit & Retain tools, Evaluate tools are used to support the process of evaluating or measuring a teacher’s practice. They support the observation process and multi-measurement evaluations.

BloomBoard
Manage   Evaluate
Platform that helps teachers set goals and administrators track observation data. It also connects to auto recommendations and to third party resources
For Teachers, Principals, District Leaders

Cornerstone OnDemand Performance
Manage   Evaluate
A set of tools that helps administrators create performance assessments, perform teacher evaluations and track teachers progress toward their goals
For Teachers, Principals, District Leaders

MyLearningPlan OASYS
Evaluate
A platform for administrators to create custom observation templates, track teacher observations and create final evaluations including multiple forms of evidence
For Teachers, Principals, District Leaders

TalentEd Perform
Evaluate
Administrator tool to schedule observations, track all the steps in the process and create final cumulative performance scores using various forms of data
For Teachers, Principals, District Leaders

Observation 360
Evaluate
A planning tool that helps administrators make annual observation plans, record observation results and report those results back teachers and the district
For Teachers, Principals

Schoolnet Educator Development Suite
Manage   Evaluate
A platform where teachers can set goals and administrators can recommend resources to individuals or groups based on observation results or goals
For Teachers, Principals, District Leaders

TeachBoost
Manage   Support   Evaluate
Interface for managing data associated with classroom walkthroughs, observations and teacher performance evaluations, as well as a resource bank and source for coaching groups
For Teachers, Principals, Coaches, District Leaders
## Product Profiles

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<td>Knowledge Delivery System</td>
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<td>Truenorthlogic</td>
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BloomBoard
Platform that supports teachers to set goals, administrators to track observation data, and connects both to auto recommendations to third party resources

Overview
BloomBoard supports professional development in three ways:

- By allowing teachers to set explicit goals and share those goals with their administrators;
- By allowing administrators to track their observations of teachers’ practices and the associated data;
- By recommending specific actions or resources that are available in the BloomBoard marketplace to teachers to help them achieve their goals.

By recommending specific actions or resources that are available in the BloomBoard marketplace to teachers to help them achieve their goals.

As of 2014, BloomBoard has been adopted by 500 districts in five states, and over 283,000 teachers. The five states are Arkansas, Connecticut, North Caroline, Colorado and Delaware.

BloomBoard has a marketplace for content that includes a combination of free resources and fee-based third party resources. Resources in the marketplace include videos, webinars, articles, and online courses. Additionally, districts and schools can host their own original content on the BloomBoard platform.

Though many schools and districts currently use the BloomBoard platform to improve teacher effectiveness through goal setting, observations, feedback, and recommended resources, schools can also opt to use the marketplace as a stand alone library of PD resources. A district or school can also integrate the BloomBoard marketplace into an LMS and/or observation platform that they already use.

Users start by setting goals on the platform for how they’d like to improve their teaching. They create action items around those goals. Once goals are tagged to a teaching rubric, teachers can access personalized recommendations for learning opportunities in BloomBoard’s marketplace which includes third party video-based workshops, presentations, and online courses that are tied to those goals. Not all resources are free; however, a district can work with BloomBoard to customize the recommendations and resources that get recommended.

Administrators also use the platform to track the observation process and the multiple data points that come along with it, as well as track teacher progress toward their goals. Observers capture notes on a teacher’s instruction, tag those notes with instructional standards they address, and upload and tag evidence of teacher practices, such as lesson plans or worksheets.

READ THE DETAILED REPORT THAT INCLUDES

How It’s Used, Who’s Using it, How It Works
While the goal setting and observation process functions are free, the data dashboard license, which allows administrators to view a teacher’s progress toward their goals, starts at $999 per administrator. Teachers must also pay to use the wider library of third-party professional development material. BloomBoard then gets a portion of revenue from each of those sales.

**Type of Schools Using It**

As of late 2014, BloomBoard has been adopted by 500 districts in five states, and over 283,000 teachers. The five states are Arkansas, Connecticut, North Carolina, Colorado and Delaware. BloomBoard is also being used by teacher training programs like the Urban Teacher Center and The New Teacher Project. District customers include Oakland Unified School District, Los Angeles Unified School District, and Pittsburgh Public Schools, as well as charter school operators including Aspire and Green Dot (who were also early beta testers).

**Cost**

Freemium - Teachers and administrators can use the free platform to set goals, manage observations, and access custom recommended learning opportunities. The company has a tiered pricing model for additional features, with packages that start at $30 per user. For storing video-based observations and other extensive video resources, BloomBoard charges districts $99 per 10 gigabytes of data for storage and bandwidth to support content hosting and management as well as video-based observations.

**Valuable Features**

BloomBoard gives teachers and administrators a simple way to capture, record and track goals, observation data, and professional learning. Too frequently these activities are not recorded in ways that can be later retrieved or connected to one another.

BloomBoard allows teachers to set goals and create growth plans for themselves on the platform. Administrators can then give feedback on those goals and, through a tagging system, link observation data to those goals so teachers can track their improvement and progress. BloomBoard also connects the goals and observation data with learning opportunities through a complex tagging system, allowing administrators to zero in on what learning opportunities are working and how a teacher’s goals should be revised.

READ THE DETAILED REPORT THAT INCLUDES

How It’s Used, Who’s Using it, How It Works
Cornerstone OnDemand Learning

A PD Management system that helps district leaders track their own resources, create learning paths for teachers to follow and chronicle who’s taken which courses, whether online or in person.

Cornerstone OnDemand Learning is just one module in a suite of tools provided by Cornerstone OnDemand. Other tools include Performance and Recruiting.

**Essential Features**

- Configure workflows and approvals
- Create content and integrate third-party content in a repository (content-agnostic)
- Create content assessments and evaluations
- Manage district-approved in-person trainings
- Assign content to individual users, groups, or to all users in the district
- Request and track credits
- Rate and review content

**Overview**

Cornerstone Learning is a learning management system for district-wide professional development. Administrators can create their own content and/or integrate third-party content in order to build a bank of professional development resources. They can also create and attach assessments, assign content, and send out district-wide surveys. Teachers can search the repository for different types of content. They can register for courses (both in person or online), evaluate content, monitor their own progress, and track their credits.

**Types of Schools Using It**

The suite of Conersone OnDemand is used by K-12 customers include small, medium, and large districts, traditional public schools, charter schools, and nonprofits. For example, large-sized districts like San Francisco Unified School District and Los Angeles Unified School District use Cornerstone to manage their professional development content and to differentiate training by creating PD pathways for individual needs. Medium-sized districts like KIPP Houston use it for performance evaluations as well as leadership development and succession planning. Education-based nonprofits like Teach For America use it for creating and assigning courses.

**Cost**

Average annual license fees range from $5 to $25 per user per module, depending on the size of the district and that type and number of modules purchased.

READ THE DETAILED REPORT THAT INCLUDES

How It’s Used, Who’s Using it, How It Works
Cornerstone OnDemand Learning

Valuable Features

The Cornerstone OnDemand suite is highly configurable and has many features. District administrators can create their own workflows and turn features on and off themselves as they need. This flexibility and complexity is valuable for districts that have specific, detailed processes that administrators want to execute their own way.

In addition, the Cornerstone OnDemand suite captures a lot of data in each tool. The report builder allows district administrators to run complex reports on almost anything in the system. Also, if the district is using multiple tools, such as Cornerstone Learning and Cornerstone Performance, districts can compare data between the tools. This reporting feature opens the door for analysis of complex issues like which content is correlated with improved teacher performance.

Individually, Cornerstone Learning allows districts to integrate multimedia content such as videos and live webinars in the system so that teachers don't have to leave Cornerstone to consume external content. In addition, the content creation tool includes assessments that can be attached to specific content.
Cornerstone OnDemand Performance

A set of tools that helps administrators create performance assessments, perform teacher evaluations and track teachers' progress toward their goals

Cornerstone OnDemand Learning is just one module in a suite of tools provided by Cornerstone OnDemand. Other tools include Learning and Recruiting.

### Essential Features
- Create multiple goals, weigh them, and create action plans for them
- Create and administer performance assessments
- Perform teacher observations
- Monitor progress on goals and assessments

### Overview
Cornerstone Performance is a tool that allows teachers and administrators to set goals, create performance assessments, conduct observations, and monitor progress. When combined with Cornerstone Learning, it can prescribe a learning plan for teachers based on their evaluation data and professional teaching standards.

### Types of Schools Using It
The suite of Cornerstone OnDemand tools is used by K-12 customers include small, medium, and large districts, traditional public schools, charter schools, and nonprofits. For example, large-sized districts like San Francisco Unified School District and Los Angeles Unified School District use Cornerstone to manage their professional development content and to differentiate training by creating PD pathways for individual needs. Medium-sized districts like KIPP Houston use it for performance evaluations as well as leadership development and succession planning. Education-based nonprofits like Teach For America use the Learning module for creating and assigning courses.

### Cost
Average annual license fees range from $5 to $25 per user, per module, depending on the size of the district and that type and number of modules purchased.

### Valuable Features
When setting goals, Cornerstone Performance allows teachers to use a quantitative method for measuring the success of each goal (which can include student achievement data). Progress can be monitored on the individual action plans as well as the overall goals from a dashboard. It also allows administrators to create performance assessments and distribute those assessments to coaches and peers for a 360 evaluation. This feature enables a teacher's overall performance to include the perspectives of their colleagues in addition to their self-evaluation and observation scores.

READ THE DETAILED REPORT THAT INCLUDES How It's Used, Who's Using it, How It Works
Cornerstone OnDemand Recruiting

An external website that helps districts create their own recruitment webpage, facilitate hiring online, and track and rate applicants for smooth and collaborative hiring process.

<table>
<thead>
<tr>
<th>PD Classifications</th>
<th>Cornerstone OnDemand Learning is just one module in a suite of tools provided by Cornerstone OnDemand. Other tools include Performance and Learning.</th>
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</thead>
</table>
| Essential Features  | • Create multiple recruitment homepages with job boards  
• Filter applications through job match scores  
• Track interview status, communication, notes, and ratings for a candidate in one place |
| Overview            | Cornerstone Recruiting is a tool that is used to manage the hiring process. Districts can create multiple custom recruitment homepages where they can post jobs. When applicants apply, they can immediately be filtered into the hiring process for the district, so that the right administrators can have access to and evaluate their applications. The tool can assign a “job match score” to each application that comes in and then filter them based on the district's requirements. All of an applicant's information, including their job application is stored in a folder that also includes interviewer notes and email communications with the applicant. |
| Types of Schools Using It | The suite of Cornerstone OnDemand tools is used by K-12 customers include small, medium, and large districts, traditional public schools, charter schools, and nonprofits. Medium-sized districts like KIPP Houston use it for performance evaluations as well as leadership development and succession planning. Education-based nonprofits like Teach For America use the Learning module for creating and assigning courses. |
| Cost                | Average annual license fees range from $5 to $25 per user, per module, depending on the size of the district and that type and number of modules purchased. |
| Valuable Features   | Cornerstone Recruiting allows districts to post job openings on their own recruitment webpage as well as other job boards such as Edjoin. It can track the referral source so districts know applicants are finding job postings, and so help districts be more strategic with their recruiting. The district can also create thresholds to automatically discard or promote applicants based on their scores. |

**Primary User(s)**
Principal, District Leader, HR Leader

**Purchaser**
District Leader

**How Content Is Assigned**

**Learning Opportunities Available**

**How Learning Is Rewarded**

**How Learning Is Tracked**

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READ THE DETAILED REPORT THAT INCLUDES

How It’s Used, Who’s Using it, How It Works
Declara
Adaptive social network and online learning platform that tracks teacher behavior and makes recommendations for content and connections based on ongoing behavior

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| PD Classifications | Teach, Support |

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**Essential Features**

Declara’s platform offers teachers two main activities: sharing and learning. On the backend, there are two components that make all the magic behind custom recommendations happen: analytics and search. Some of the features most commonly used by clients in the K-12 space are course creation, social integration with LinkedIn, collaborative networks, trend reporting and peer-to-peer tutoring or mentoring.

**Overview**

Declara offers a platform that organizations can use for social networking and delivering online learning. However, rather than relying on individuals to build all the connections or find content, the Declara platform proposes connections and content to its users, based on the way they interact and engage with others on the platform.

The Declara platform allows users to collaborate with one another, to access shared resources, user generated content and Open Education Resources (OER) on the platform, and to create groups with other users. Declara begins to assess the needs of each user through user profiles. Additionally, the platform tracks user identity by looking at who each user is collaborating with, the nature and intent of each collaboration, and networks the user engages with. The tool is able track this by analyzing the words a person uses to search for content and engaging with people, the resources they end up choosing and the time they spend looking at that content.

It patterns each user’s behaviors against other users with similar behaviors. By linking the patterns in this data, and employing semantic search and predictive analytics, Declara is able to make personalized recommendations for resources (including people and content) to each user.

The platform can be used in a variety of settings, and the way it works is unique to each client type (Ex: biotech company vs. K-12 educators). Declara has a collection of features that can be configured to meet the needs of various clients based on how they wish to deliver learning. Features include course creation, collaborative networks with synchronous video and chat capability, and trend reporting. Each instance of Declara looks the same on the back end, and has the same learning algorithms, but the content and features vary for each client.

**READ THE DETAILED REPORT THAT INCLUDES**

How It’s Used, Who’s Using it, How It Works
Types of Schools Using It

As of summer 2014, Declara is being used by adult learners including continuing education students and professionals in the workforce. Declara is also used by K-12 teachers for professional development in countries including Australia, Mexico, Chile and Brazil. The company plans to expand to the US K-12 market in 2014-2015.

As of summer 2014, in Mexico, Declara has 35,000 registered users, and 30,000 active daily users. As of fall 2014, the tool was actively used in Australia by 17,000 users.

Valuable Features

Declara allows users to do ordinary things like collaborate, access shared resources and create groups with other users: it separates itself from the pack through its recommendations for social connections and content based on the users' behavior on the platform. The platform's recommendation engine enables teachers to discover content to learn and peers to learn with.

Declara can support (suck in and deliver) a wide span of content including resources that an organization owns, Open Educational Resources (OERs) and user generated content.

The peer-to-peer tutoring/mentoring feature allows learners to be paired with an expert tutor for a particular course or a longer-term mentor. The trend reporting feature makes it possible for Declara to take the data tracked across large groups of teachers and provide districts and governments with information on trends and patterns.
Edivation
A bank of videos, online courses, and educational resources that teachers can use to observe best practices and reflect on how to implement in their own classrooms.

Edivation belongs to a suite of tools, created by School Improvement Network. The suite includes Edivation (the tool), Observation 360 and LumiBook.

**Essential Features**
- Edivation (the tool) consists of a newly released version of PD 360 including a video library featuring 300 Common Core videos and Guidebooks
- Professional learning community of over 1.2 million teachers
- A portfolio where teachers can collect evidence of learning

**Overview**
Edivation includes a newly released version of PD 360, which is a professional learning platform that offers a vast collection of over 2,500 on-demand instructional videos covering 125 topics with examples from real classrooms. Videos have been filmed in over 3,500 classrooms. New videos are added monthly. The collection features over 300 videos focused on the Common Core that come with a Guidebook. The Guidebook is a document that provides context for the video, a pre-viewing discussion prompt, reflection questions and relevant resources (For instance: publications, blogs, other videos).

In addition to the Guidebook, the platform also offers a map of all the Common Core standards. When teachers select a specific standard, they can see how that specific standard changes from K through 12. They can also see videos of other teachers teaching each standard at each different grade level, along with lesson plans and reflection questions.

The system is also home to a network of over 1.2 million teachers. Edivation has tools that can be used to create a PD plan where users can set goals, track their learning and provide evidence of growth.

**Types of Schools Using It**
Edivation, or one of its tools, has been used by 5,254 districts and in 20,800 schools including an even split of urban, rural and suburban settings.

**Cost**
All of the tools in the suite can be purchased as a package or separately. For Edivation including Observation 360, prices start at $3,995 for five years, $4,495 for three years and $4,995 for one year. For Edivation alone, cost starts at $3,495 for five years, $3,795 for three years, and $3,995 for one year.

READ THE DETAILED REPORT THAT INCLUDES
How It’s Used, Who’s Using it, How It Works
Edivation

Valuable Features

The Edivation video library features original videos, many of which target specific standards and includes Guidebooks so that teachers can better understand the lesson planning process behind each video. Each Guidebook is a document that provides context for the video, offers a pre-viewing discussion prompt, reflection questions and relevant resources (Such as: publications, lesson plans, blogs, other videos). There is an app, which allows teachers to watch videos on the go. The videos watched through the app are synced with the teacher’s account so they can track progress with ease.
Electronic Registrar Online

A tracking tool for districts to track teacher's PD activities from multiple sources, such as LMSs or PD delivery platforms, all in one place. Teachers can create PD plans and then track the hours they spend learning.

**Essential Features**

- PD growth plans can be created for a district, school or teacher. These growth plans can be aligned to district objectives, school improvement plans, or individual educator goals.
- Teachers can take coursework and learn content from multiple sources and track that learning with ERO.
- ERO can track certification and award PD credit/hours/points (depending on the district's credit structure) for coursework and workshops.
- Administrators can manage PD by coordinating workshops, creating course catalogues, streamlining course registration, managing seat counts and certifications.

**Overview**

Electronic Registrar Online, a tool created by eSchool Solutions, provides tools and support for districts to manage teacher absence and professional development. The company's flagship product is its absence management system, SmartFindExpress (SFE), which helps teachers and administrators find qualified substitutes for their absences. SFE is accessible online or by phone. The company also provides consulting services (called Edutelligence) to help districts measure, monitor and improve their absence management program.

The company's professional development tool is called Electronic Registrar Online (ERO). ERO is a PD management system that allows districts to plan, track, and deliver PD experiences. It allows districts to coordinate workshops, create course catalogues, streamline course registration, manage seat counts and manage certifications.

ERO allows a district to create one central place for teachers to search for content and track their learning. Learning can take place on systems the district already uses such as Blackboard Learn, Moodle, Edivation and Schoology, and all the enrollment and credits from those online courses can be automatically tracked in ERO. Teachers can also use the system to track learning outside the systems already integrated with ERO such as conferences attended, university courses taken or even books read.

SmartFindExpress integrates with ERO, so teachers can register for a PD experience and request a substitute simultaneously. ERO and SFE can be purchased together or separately.

READ THE DETAILED REPORT THAT INCLUDES

How It’s Used, Who’s Using it, How It Works
Types of Schools Using It

As of summer 2014, eSchool Solutions served over 500 school districts through its consulting and substitute management tool, including 29,000 schools in North America. ERO is used by more than 100 customers from a diverse range of urban, rural and suburban districts. Most of these customers are public schools.

Cost

ERO is has been priced per user. As of late 2014, the company was restructuring their prices and declined to disclose specific pricing.

Valuable Features

A key feature of ERO is that it allows teachers to record their learning regardless of where it takes place. Teachers can track learning that happens in traditional learning environments such as a PD workshop or training. They can also track learning that occurs in less traditional environments such as participating in a PLC or reading a book related to a particular area of their PD growth plan.
Empower
Content creation, management and assessment reporting tool that supports proficiency-based learning models

**Essential Features**
- Design a standards-based scope and sequence for a unit, course, or curriculum
- Create rubrics with descriptors for every standard in the unit, course, or curriculum
- Create and assign individual learning activities
- Create and assign units or courses called “playlists”
- Create and assign individual assessments
- Track student performance on individual activities and standards
- Students can submit multiple types of work digitally (including text, audio, presentation and video files, as well as free-form drawings)

**Overview**
Empower is a tool for designing, creating, and assigning standards-based curriculum for student work and professional development. It is meant to be a supplemental instructional tool for teachers and professional development facilitators.

Users can design lessons, units or courses for proficiency-based learning. They can group knowledge and skills, sequence the skills, and define what student success looks like for each skill. Users can create activities, assessments and playlists that are aligned to standards and then assign them to students.

Students complete the activities online on the Empower platform and submit their work digitally using the tool. Then, the teacher or facilitator assigns a score for each completed activity or assessment based on the descriptions of success associated with each skill or standard. Multiple choice assessments created within the tool can be automatically scored.

**Types of Schools Using It**
Empower is used in over 55 districts. Mostly K-12 public school districts with 4,000 students or fewer that are interested in implementing a performance-based instructional model for student learning and teacher professional learning.

**Primary User(s)**
Students, Teachers, District Leaders

**Purchaser**
District Leaders

**PD Classifications**

**How Content Is Assigned**
Teacher Choice
Differentiated

**Learning Opportunities Available**
Curated Resources

**How Learning Is Rewarded**
Informal Badging
Portfolio

**How Learning Is Tracked**
PD Usage
Assessment

READ THE DETAILED REPORT THAT INCLUDES
How It’s Used, Who’s Using it, How It Works
Empower

Cost
The platforms starts a $4 per student per year for schools with 10,000 or more student users. For schools with less users, the tool can range from $4 to $13 per student per year. Teacher licenses are included in the per-student cost.

Valuable Features
It’s clear that educators were partners in designing this product. The evidence is in the subtle details that only teachers would notice. For example, when creating assessments, users can align individual items to standards and assign a maximum achievable score (MAS) to each one. The MAS (usually 1-4) correlates to the cognitive difficulty of the item. This means that teachers (or PD facilitators) can see if students have mastered specific standards, and can tell the level of knowledge at which they have mastered the standard. Then they can grade their students on the standard accordingly.

Hypothetically, a teacher could create an assessment with four assessment items that are all aligned to the same standard but that require different levels of knowledge (i.e. one recall, one comprehension, one analysis, and one evaluation). Each item would be assigned a different MAS (i.e. MAS 1: recall, MAS 2: comprehension etc.) If the student answers the MAS 1 and MAS 2 questions correctly, but miss the MAS 3 and MAS 4, the teacher knows that the student understands the basic concept but still needs to work on extending his or her knowledge to truly achieve mastery of the standard.

There are also a few critical nuances around the assessment experience. When taking an assessment, students can add text-based rationales for each item explaining why an answer is correct. Students can receive detailed score reports immediately after taking multiple choice assessment that can include these explanations to support real-time learning.

Course creators design rubrics for each individual standard that include sample assessment items for each level of performance so that teachers know exactly what students at each level can do. The rubrics are used by teachers when evaluating student work.

There are also tools for differentiation. Not only can students attach and submit a variety of multimedia files and documents for projects and activities, but they can create and submit free-form drawings in Empower to showcase their learning through a different medium. Features like sub-playlists allow teachers to provide students with choice and alternative routes to learn the same skill. One type of sub-playlist, the Learning EXCELerator, automatically creates a playlist with three parts: learn, practice, and assess. These three parts represent the minimum pathway for learning or reviewing information, and can be used as a quick review of prerequisite skills before tackling higher level concepts and skills in the unit or playlist. Lastly, students can create their own Empower playlists to showcase their learning on a topic and share the playlist with their teacher.

Additionally, one of the biggest value-adds is the level of control the tool provides for course creators and teachers. For example, teachers (or facilitators) individually assign content to students and determine the appropriate pace for each student. They determine what mastery should look like for each standard or learning target for each activity, and grade projects and student work that is digitally submitted. For the learning cycle to continue, the teacher or facilitator must be an integral part of the design and implementation.

The Empower platform user interface is simple and visual making it easy to use and to navigate. The graphics and color-coding simplifies the process of creating a scope and sequence, a lesson and/or a unit.

READ THE DETAILED REPORT THAT INCLUDES
How It’s Used, Who’s Using it, How It Works
Knowledge Delivery System
Collection of 50-hour courses, alongside a platform where teachers can set goals, create a PD plan and connect with a community of peers

**Primary User(s)**
Teachers, Coaches, District Leaders

**Purchaser**
District Leaders

**PD Classifications**
Manage, Teach, Support

**How Content Is Assigned**
Teacher Choice
Goal Based
Differentiated

**Learning Opportunities Available**
Curated Resources
Video Library
Online Courses
Synchronous Social Network

**How Learning Is Rewarded**
Credits & Certificates
Informal Badging
Portfolio

**How Learning Is Tracked**
PD Usage
Assessment

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**Essential Features**
- 50-hour graduate level courses available for credit
- Course creation tool for districts to design their own courses
- Pre-populated resource library including videos, files and articles that districts and teachers can add to
- Collaborative space for peer communication and collaboration

**Overview**
Knowledge Delivery Systems (KDS) is a system that provides both formal and informal learning opportunities. Its Professional Learning Platform (PLP) allows teachers and administrators to take courses, engage in social groups, share and search for resources, set goals, and track progress through downloadable transcripts and badges that are awarded for course completion. Users also have access to more formal learning opportunities, such as the company's 50-hour graduate level courses.

Formal coursework is delivered through a portion of the PLP called eClassroom. Courses can be purchased from KDS or districts can use the platform to build their own.

Districts can adopt the platform to give teachers a chance to set goals, access content that's tagged to those goals, create groups and assign district-wide PD courses. They can also purchase courses for their teachers, as well as online coaching services from KDS. Coaches will work with teachers for 4-6 hours on each course through the coaching features on the platform.

KDS course creators will also train the district's own coaches to blend the online course content with onsite coaching. Individual teachers can also enroll in KDS courses, but they are responsible for the cost.

For an additional fee, KDS offers customized in-person leadership training to a district's coaches which typically lasts three months and include a three-day intensive experience with the expert who built the course, along with ongoing capacity building. During this time, onsite coaches deepen their understanding of the structure of the courses, the platform and how to coach teachers onsite and beyond the course.

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**READ THE DETAILED REPORT THAT INCLUDES**
How It's Used, Who's Using it, How It Works
Knowledge Delivery System

Types of Schools Using It

A majority of the districts working with KDS are large urban district interested in supporting salary advancement programs. Some states and districts explicitly recognize KDS courses for credits, and in most districts, KDS courses can be submitted for CEU or graduate level credit.

KDS also works directly with districts around a particular initiative (or set of goals) to provide planning and support (both onsite and online) to help the district target systematic adoption of specific content or pedagogy. Currently, KDS is working closely with Chicago Public Schools, Philadelphia Public Schools and New Mexico Department of Education to help them develop more strategic approaches to PD.

Cost

The Professional Learning Platform (PLP) ranges from $50 to $100 per teacher annually, which includes access to the platform, curated resources and 255 short compliance courses.

The 50-hour online courses cost an additional $279 per teacher. If the district wishes to add online coaching, which includes 4-6 hours of individual online coaching from one of KDS’ coaches, the cost is $180 per teacher. Teachers can opt to gain graduate level credit by paying a fee of approximately $200 per course. Individual teachers and administrators can also take courses, but they are responsible for the entire cost.

In-person leadership training can cost anywhere from $400 to $900 per person, depending on the level of support needed.

Valuable Features

There are three things that make KDS’ tools distinctive. The PLP homepage of resources is targeted to the individual user based on their goals or behavior on the platform. This means that teachers don’t have home-page search for content that’s relevant to them because that content is instantly surfaced on their homepage.

The 50-hour online courses are taught by experts in the educational space, and are facilitated by a trained instructor. Teachers can receive PD credit for the courses they take and can opt into receiving graduate level credit.

KDS also offers additional services to districts, such as its blended approach to professional development that fuses its online platform with onsite coaching. This provides a stronger connection between what teachers learn in their courses and what they learn through in-person coaching.

READ THE DETAILED REPORT THAT INCLUDES

How It’s Used, Who’s Using it, How It Works
LumiBook
An eReading application that supports interactive learning experiences such as communicating with the author, uploading materials to the book's community and connecting with fellow readers.

LumiBook belongs to a suite of tools, created by School Improvement Network. The suite includes Edivation (the tool), Observation 360 and LumiBook.

Overview
The LumiBook is an eReading application that provides an interactive learning experience for five expert created manuals from authors such as Jay McTighe. While reading these books, readers can connect with their peers or with the author of a text. The author and readers of a LumiBook can upload links, files and videos, and can engage with readers by participating in conversations, asking questions about the text, uploading student work samples, and share resources. Authors also have the ability to make edits in the book at any time. If an author chooses to make an edit in the original LumiBook, all copies are updated in real time.

A LumiBook can be purchased by a school or district in a bundle package with Edivation. It is also an app that can be purchased and downloaded from the app store by an individual teacher.

Types of Schools Using It
Edivation, or one of its tools, has been used by 5,254 districts and in 20,800 schools including an even split of urban, rural and suburban settings. The schools are mostly public.

Cost
A LumiBook can be purchased by a school or a district in a bundle package with Edivation. The price per book ranges from about $39.95-59.95 per teacher. There is also a site license available for schools, which is priced at $1,495 per book and gives access to all teacher. When a district buys a site license for a book, it has the license forever and all teachers have access to it.

Valuable Features
The PD and Observation tools are linked, making it more possible for an observer to offer targeted and differentiated PD support to each teacher.
MyLearningPlan Elevate

A video-based training program that helps principals and coaches practice observing teachers via video so that they can develop consistent observation and evaluation techniques.

MyLearningPlan Elevate is one module within a suite of tools created by My Learning Plan Inc. These tools can be used separately or together. Other tools include MyLearningPlan WebReg, OASYS and PDMS.

**Essential Features**

- Video-based training to calibrate observation skills
- Practice evaluating teachers on multiple measures, using evidence-based rubrics

**Overview**

MyLearningPlan Elevate is a product that complements OASYS. Elevate is used to calibrate evaluation scores across a district. Principals rate videos of teacher practices as a way to gauge their accuracy on evaluations, and the system evaluates how closely their rating aligns to the district’s rating. District administrators review principals’ scores to try to calibrate the independent reviewers’ scoring approach.

**Types of Schools Using It**

As of June 2014, the majority of users are medium-sized public school districts in the US, with 20,000 to 60,000 students and 2,000 to 6,000 employees. My Learning Plan Inc. also supports educational agencies (i.e. BOCES in New York), some state departments of education, larger public districts, charter schools, private schools, and small colleges.

**Cost**

MyLearningPlan offers an annual per-user subscription fee. The fees vary by product and organization size. New customers also pay a one-time setup and configuration fee that is generally around $3,000.

**Primary User(s)**

Principals, District Leaders

**Purchaser**

District Leaders

**PD Classifications**

Teach

**How Content Is Assigned**

Teacher Choice

**Learning Opportunities Available**

Video Library

**How Learning Is Rewarded**

Credits & Certificates

**How Learning Is Tracked**

Assessment

**READ THE DETAILED REPORT THAT INCLUDES**

How It’s Used, Who’s Using it, How It Works
MyLearningPlan OASYS
A platform for administrators to create custom observation templates, track the observation process and create final evaluation including multiple forms of evidence

MyLearningPlan OASYS is one module within a suite of tools created by My Learning Plan Inc. These tools can be used separately or together. Other tools include MyLearningPlan WebReg, Elevate and PDMS.

**Essential Features**
- Create standards-aligned evaluation forms
- Create a formula for teachers' annual performance ratings that includes data from other sources and can be weighted
- Manage tasks such as scheduling observations
- Recommend content based on teacher observation scores (if PDMS is integrated)

**Overview**
MyLearningPlan OASYS helps districts manage the annual teacher evaluation process. The district determines all of the steps and forms used in the evaluation process and then adds them into MLPOASYS as a sequence of tasks. Administrators schedule observations through the system, and then record their notes through digital observation forms. At the end of the year, the teacher receives a cumulative performance review with an overall score.

**Types of Schools Using It**
As of June 2014, the majority of users are medium-sized public school districts in the US, with 20,000 to 60,000 students and 2,000 to 6,000 employees.

**Cost**
MyLearningPlan offers an annual per-user subscription fee. The fees vary by product and organization size. New customers also pay a one-time setup and configuration fee that is generally around $3,000.

**Valuable Features**
MLPOASYS allows districts to customize the steps and the forms used in annual evaluations. Districts can then publish them all in a sequenced to-do list, making the process very clear to teachers. In addition, observation notes and artifacts can be aligned to specific standards, so that a summary of evidence for each standard can be easily pulled together in one place. The teacher and administrator can look through this collection of evidence during the final evaluation process.

READ THE DETAILED REPORT THAT INCLUDES
How It’s Used, Who’s Using it, How It Works
Valuable Features (cont.)

Lastly, the formula behind the final performance rating can be customized by the district and can include multiple data sources that can be weighted so that a teacher’s performance is measured by several factors.
MyLearningPlan PDMS is one module within a suite of tools created by My Learning Plan Inc. These tools can be used separately or together. Other tools include MyLearningPlan WebReg, Elevate and MLPOASYS.

### Essential Features

- Create and manage all of the workflows including activity registration, approval, and completion
- Create a course catalogue that includes multiple activity types (content agnostic)
- Create custom templates for documenting anything associated with a formal activity (i.e. content assessment, evaluation), or informal activity (i.e. coaching logs, book studies)
- Create custom templates for documenting anything associated with a process (i.e. requesting credit, registering, documenting goals)
- Track a variety of data including PD credits
- Create and share reports

### Overview

MyLearningPlan PDMS helps districts manage professional development content and activities. Administrators can add activities to the content catalogue such as district-approved in-person trainings, links to webinars or recurring team meetings. They can also create custom templates for documenting anything associated with these activities (i.e. content assessment, evaluation, coaching logs, or book studies).

In addition, administrators can create custom templates for documenting anything associated with a professional development process such as requesting credit, registering for an activity, or creating goals. They can also monitor important data like attendance rates and budget codes.

Teachers can sign up and attend trainings, track their credits, and document their learning in PDMS. The system is flexible and can be built around the needs and workflow of the particular district or organization that is using it.

### Types of Schools Using It

As of June 2014, the majority of users are medium-sized public school districts in the US, with 20,000 to 60,000 students and 2,000 to 6,000 employees. My Learning Plan Inc. supports educational agencies (i.e. BOCES in New York), some state departments of education, larger public districts, charter schools, private schools, and small colleges.

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**MyLearningPlan PDMS**

PD flexible learning management tool that districts can use to track content, assess learning, track reflections and credits for both formal and informal learning activities

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**PD Classifications**

- Recruit
- Manage

**How Content Is Assigned**

Teacher Choice

**Learning Opportunities Available**

Curated Resources
Synchronous Social Network

**How Learning Is Rewarded**

Credits & Certificates
Portfolio

**How Learning Is Tracked**

PD Usage
Self Assessment
Assessment
Impact on Practice

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READ THE DETAILED REPORT THAT INCLUDES

How It’s Used, Who’s Using it, How It Works
Cost

MyLearningPlan offers an annual per-user subscription fee. The fees vary by product and organization size. New customers also pay a one-time setup and configuration fee that is generally around $3,000.

Valuable Features

PDMS allows districts to create very specific processes around professional development. Districts have a lot of control over which steps they require, how they require them and who is responsible for each one. In addition, the content catalogue and documentation templates are content-agnostic, meaning that districts can upload their own content to support both formal and informal learning activities.

PDMS has a few other bells and whistles including automated requests for substitute teachers (requires a software integration) when they register for an off-site PD opportunity, the ability to integrate content catalogues from WebReg users, and the ability to track informal learning opportunities such as mentor meetings throughout the year, and to submit them all at one time at the end of the year.
MyLearningPlan WebReg
A course catalogue creation tool that allows education agencies to share their courses, and integrate their catalogue with districts so teachers have more choice of content

MyLearningPlan WebReg is one module within a suite of tools created by My Learning Plan Inc. These tools can be used separately or together. Other tools include MyLearningPlan OASYS, Elevate and PDMS.

**Essential Features**
- Create a course catalog
- Create multiple payment options for teachers and discounted rates for in-district teachers
- Integrate course catalogue with nearby districts’ PDMS accounts so teachers have access to more content

**Overview**
MyLearningPlan WebReg helps educational service agencies manage professional development opportunities. WebReg is very similar to PDMS in look and feel, but it allows administrators to set up additional steps like payment options. If a district uses PDMS and a nearby educational service agency uses WebReg, the two can integrate. Once integrated, teachers and administrators can choose courses or resources from the educational service agency's content catalog, in addition to the content from their district's catalogue in PDMS.

**Types of Schools Using It**
As of June 2014, the majority of users are medium-sized public school districts in the US, with 20,000 to 60,000 students and 2,000 to 6,000 employees.

**Cost**
MyLearningPlan offers an annual per-user subscription fee. The fees vary by product and organization size. New customers also pay a one-time setup and configuration fee that is generally around $3,000.

**Valuable Features**
WebReg allows districts and educational service agencies to combine their professional development catalogues in one place so teachers have access to more local PD options in one system.

READ THE DETAILED REPORT THAT INCLUDES
How It’s Used, Who’s Using it, How It Works
Observation 360
A planning tool that helps administrators make annual observation plans, record observation results and report those results back to the teacher and district

Observation 360 belongs to a suite of tools, created by School Improvement Network. The suite includes Edivation (the tool), Observation 360 and LumiBook.

**Overview**

Observation 360 helps administrators make plans to observe teachers over the course of a year. It is integrated with Edivation so that administrators can link recommended, relevant PD resources to the observation plan for an individual teacher based on what they see in the classroom. Reporting is available at multiple levels: district, school and individual educator.

**Types of Schools Using It**

Edivation, or one of its tools, has been used by 5,254 districts and in 20,800 schools including an even split of urban, rural and suburban settings. The schools are mostly public.

**Cost**

All of the tools in the suite can be purchased as a package or separately. For Edivation including Observation 360, prices start at $3,995 for five years, $4,495 for three years and $4,995 for one year. For Edivation alone, cost starts at $3,495 for five years, $3,795 for three years, and $3,995 for one year.

**Valuable Features**

The LumiBook application bridges the gap between author and reader, providing unique opportunities such as questioning the author, surveying the reader, uploading documents (for instance: lesson plans and work samples) or even editing the book as it is being read.

READ THE DETAILED REPORT THAT INCLUDES

How It’s Used, Who’s Using it, How It Works
ReadyPath
A PD management system that supports the observation process, learning plans with goals and target outcomes, as well as PD content and instructional resources.

**Primary User(s)**
Teachers, Principals, Coaches, District Leaders

**Purchaser**
Principals, District Leaders

**PD Classifications**
 Manage  Support  Evaluate

**How Content Is Assigned**
Teacher Choice  Differentiated

**Learning Opportunities Available**
Curated Resources  Video Library

**How Learning Is Rewarded**

**How Learning Is Tracked**
PD Usage  Classroom Performance

**Essential Features**
- Set and track goals and action plans for professional learning
- Track the observation process and share documents for reporting and communicating with the teacher
- Learn through a professional learning library of 400 ELA and Math content items including videos of real classrooms, sample units, lessons, student work samples and performance tasks for students
- Provide data reporting for administrators (including observation data, teacher progress on goals, usage and more)

**Overview**
ReadyPath, a product from Generation Ready, is a set of web-based digital tools that support the planning, observation and learning processes for teachers and administrators.

ReadyPath has four modules:

**Plan:** Districts can create learning plans with goals and action items for teachers. Teachers can create their own learning plans with goals that are aligned to those of their district.

**Observe:** Administrators and coaches can use this module to share observation reports with teachers and recommend resources from ReadyPath’s Learn Library based on what they noticed during an observation. Teachers can respond to observations and supply evidence of professional growth.

**Learn:** ReadyPath has a professional learning library (called Learn Library) that includes about 400 ELA and Math content items. About 50% of that content are videos of real classrooms. The rest of the content includes sample instructional units, lessons and performance tasks for students. Approximately 40% of the content is Common Core-based, with videos and resources aligned to specific standards. These resources were designed to support teachers with implementing specific standards or strategies into their everyday practice.

**Progress:** The progress module allows central office staff and administrators to access reports at the school and individual teacher level. This includes viewing progress on observations, learning plans and personal goals. There are a variety of reports available, including the number of observations that have been completed, detailed observation summaries, communication between the teacher and observer and more. This module is only available for district and school administrators.

**READ THE DETAILED REPORT THAT INCLUDES**
How It’s Used, Who’s Using it, How It Works
Types of Schools Using It

As of summer 2014, Generation Ready's coaches and digital tools were being used in a mix of over 700 urban and rural schools and districts in the US. Over half of the schools are in the Northeast region of the United States. Generation Ready frequently supports schools with large ELL populations.

Most schools using ReadyPath also have in-person coaches from Generation Ready. However, there are some schools that may not have coaching services from Generation Ready, but use the online tools.

Cost

Pricing for ReadyPath starts at $3,250 per site. Implementation site setup fees start at $800 per site. Volume discounts are available.

In some situations, a district might want to use the Learn Library in conjunction with their own or another professional development LMS. In this case, the Learn Library can be integrated into a district's system for around $2,500. (This is called the “learn only” offering.)

Valuable Features

Generation Ready fuses in-person coaching with a set of online tools that support professional learning. The coaching allows teachers to receive live support and modeling in the moment, while the online tools provide ongoing support and communication. Generation Ready coaches have at least 10 years experience in the content area in which they are coaching, so teachers can get feedback from coaches who have relevant experience.

ReadyPath’s Learn Library includes videos from real classrooms so that users can get an idea of what effective instruction looks like in action. Administrators and coaches can link specific recommended resources to a particular teacher based on what they see during in-classroom observations.
# Schoolnet Educator Development Suite

A platform where teachers can set goals and administrators can recommend resources to individuals or groups based on observation results or goals.

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**Schoolnet's Educator Development Suite**, created by Pearson, is an additional module which can be added onto Schoolnet's Assessment & Reporting (A&R) tool.

## Essential Features

- Evaluating teacher progress and performance
- Setting and monitoring a teacher's performance goals

## Overview

EDS is a tool that supports administrators in performing teacher observations, tracking progress toward goals, and managing professional development resources. Everything in EDS is aligned to a set of professional teaching standards that the district chooses. Districts, administrators, and teachers can create goals aligned to these standards and monitor their progress over the course of the year. Additionally, principals can use observation forms to record their observations and track teacher performance throughout the year.

Student achievement data from A&R is not integrated with teacher evaluation forms or goal forms in EDS.

Lastly, EDS includes a learning management system that allows administrators to create a bank of supplemental materials for teachers, and to manage in-person trainings. Content can be uploaded or linked to from third-party providers. It can also be assigned to individuals or groups. Teachers can rate existing content, submit proposals for new content and track the credits they have earned over the year.

## Types of Schools Using It

Schoolnet is mostly used in large districts as a single system that can manage student assessment data. In recent years more mid-sized districts and small districts have come on board. Most implementations have more than 5,000 students.

## Cost

The Educator Development Suite (EDS) is priced per teacher, ranging from $30 to $80.

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**READ THE DETAILED REPORT THAT INCLUDES**

How It's Used, Who's Using it, How It Works
Schoolnet Educator Development Suite

Valuable Features

EDS supports teacher learning in two ways that are personalized and efficient. First, administrators can create an “initiative” such as “early literacy” and enroll teachers for whom this content is relevant. Then, the administrator can push the curated content to the appropriate teachers’ profiles. Any changes the administrator makes including adding new content will be automatically displayed on each enrolled teacher’s profile.

In addition, observation forms can include links to video exemplars and links to filtered searches in the content bank. Teachers can look at their evaluation and immediately see an example of what proficiency looks like for each standard. If they would like to learn more they can click on a link next to each standard to see a list of resources that are aligned to that standard in the content bank.
Schoolnet Assessment & Reporting

Data collection and reporting tool that helps teachers create their own assessments or choose one from a bank, administer assessments and find scaffolded teaching resources related to the results

Essential Features

- Create and administer online assessments
- Create or integrate assessment items (including technology-enhanced items)
- Analyze and compare student achievement data
- Group students by performance on assessments
- Create unit plans, lesson plans and resources
- Create a bank of instructional resources for teachers

Overview

With A&R, districts can create online assessments and monitor student performance. Administrators can create formal assessments (benchmarks) and teachers can create informal assessments (class tests) online and assign them to students. However, the tool also provides teachers with instructional support by scaffolding the lesson planning and assessment creation.

Teachers can use the tool to analyze student achievement data and to help them plan instruction. They can also group students by performance levels for intervention, create and save instructional materials such as lesson plans and resources, and browse through a bank of district-approved materials.

Administrators can use the tool to monitor student achievement data across the district. They can see average scores and standards mastery, and can compare student performance by class, school, region and district. In addition, district administrators can identify several district-wide metrics they would like to track, such as attendance rates, and monitor them from their dashboard.

Types of Schools Using It

Schoolnet is mostly used in large districts as a single system that can manage student assessment data. Most implementations have more than 5,000 students.

Cost

The basic product and most popular offering is the Assessment & Reporting tool (A&R). It is priced per student and the range is usually between $5 to $8.50 per student, depending on volume.

READ THE DETAILED REPORT THAT INCLUDES

- How It’s Used
- Who’s Using it
- How It Works
Valuable Features

The Assessment & Reporting tool (A&R) lets teachers and administrators create their own assessments from scratch, or select one from a bank of pre-made assessments for informal or formal testing. A variety of tools (like rulers) can be embedded and comment boxes can be added for student feedback about the assessment. A&R supports 12 different types of assessment items including drag and drop, hot-spots, grids, and matching. Also, meta-data such as cognitive difficulty levels (i.e. Webb’s DOK) can be tagged.

A&R also allows teachers and administrators to compare students’ performance by class, school, region, and district. This helps administrators understand the bigger picture of how their students are performing against other student groups so that expectations can be adjusted. Comparative information is available for standardized tests and benchmark assessments. Teachers can also compare an individual student’s performance on his or her assessments over the year to monitor the student’s growth.
TalentEd Records
A document tracker that allows principals and HR leaders to easily track hiring documentation in one place, through the use of checklists with due dates and reminders for each step in the paperwork process.

TalentEd Records, is one of three modules within the TalentEd suit of tools created by Netchemia.

Essential Features
• Save and file district-wide documentation
• Scan documents in bulk and sign them electronically
• Assign checklists, due dates, and reminders for required documentation and process steps

Overview
TalentEd Records is a tool that helps districts manage human resources. Records tracks of official documents such as contracts and W-4s, as well as non-official documents like employee handbooks and benefit information. Checklists can be created, files can be saved and reminder emails sent for new employee onboarding and sending out contracts.

Types of Schools Using It
Public and charter school districts with a concentration in the midwestern US. Districts using TalentEd products include Kansas City Public Schools, Tulsa Public Schools, San Antonio Independent Public Schools, Lincoln Public Schools, Quakertown Community School District, and Virginia Beach City Public Schools.

Cost
Site licenses are available for all products, allowing districts to assign unlimited users for each tool.

Primary User(s)
HR Managers, Principals

Purchaser
District Leaders

PD Classifications
Recruit

How Content Is Assigned

Learning Opportunities Available

How Learning Is Rewarded

How Learning Is Tracked

READ THE DETAILED REPORT THAT INCLUDES
How It’s Used, Who’s Using it, How It Works
### TalentEd Recruit & Hire

A tool that helps districts create a jobs board on their recruitment homepage, with custom job applications, filtering and interview scheduling process for easy hiring with high volume of applicants.

**TalentEd Recruit and Hire**, is one of three modules within the TalentEd suite of tools created by Netchemia.

#### Essential Features
- Create a recruitment homepage with a job board
- Create custom job applications with required information
- Create and save filtered searches to help hiring managers organize and prioritize large volumes of applications
- Create one folder for each applicant with all application materials including integrated background checks, screening results, and the applicant's history with the district
- Schedule interviews and send automated email communication to applicants and references
- Create custom reports

#### Overview

TalentEd Recruit & Hire is a tool that helps districts recruit and interview candidates for jobs available within the district. The platform allows districts to create a stand-alone recruitment website with a job board where applicants can go to directly apply for jobs. Principals can log onto the platform to search for qualified applicants, schedule interviews and rate candidates after interviews. All candidate application information is stored on the platform.

#### Types of Schools Using It

Public and charter school districts with a concentration in the midwestern US. Districts using TalentEd products include Kansas City Public Schools, Tulsa Public Schools, San Antonio Independent Public Schools, Lincoln Public Schools, Quakertown Community School District, and Virginia Beach City Public Schools.

#### Cost

Site licenses are available for all products, allowing districts to assign unlimited users for each tool.

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**READ THE DETAILED REPORT THAT INCLUDES**

How It’s Used, Who’s Using it, How It Works
Valuable Features

Recruit & Hire has an interface that graphically represents most the actions a user can take. The tool mimics a paper-based recruiting or interviewing system by using folders with tabs and highlights. Highlights are like PDF annotations; users click on one of four colors and “highlight” an application they want to remember. All highlights are saved locally.

In addition to the interface, the tools for managing the review process for a high volume of applications are customizable. Both job seekers and administrators can create and save filtered searches, configure the data that appear for each application in the search results, and use color to personally annotate or highlight individual applications in a list.

Recruit & Hire also enables hiring managers to schedule interviews for multiple candidates at once, and offer multiple meeting times so applicants can choose the time that works best for them, decreasing the back-and-forth communication. Automated email communications can be sent including surveys to candidates’ references. A slew of other tools (including Google Analytics) such as screening tools and HR management tools can be integrated to build efficiency.
# TalentEd Perform

Administrator tool to track schedule observations and create a final cumulative performance scores using various forms of data

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### Essential Features

- Create custom digital observation and evaluation forms (including walkthroughs)
- Schedule observations
- Create custom formulas for cumulative performance scores that include weighted percentages from various data sources

### Overview

TalentEd Perform is a tool that helps districts manage annual teacher performance evaluations. Each district selects the professional teaching standards it would like to use, and aligns its digital observation forms to those standards. Principals can schedule observations, record observations and submit final performance evaluations for teachers at the end of the year through the platform.

### Types of Schools Using It

Public and charter school districts with a concentration in the midwestern US. Districts using TalentEd products include Kansas City Public Schools, Tulsa Public Schools, San Antonio Independent Public Schools, Lincoln Public Schools, Quakertown Community School District, and Virginia Beach City Public Schools.

### Cost

Site licenses are available for all products, allowing districts to assign unlimited users for each tool.

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Read the detailed report that includes How It’s Used, Who’s Using it, How It Works
Teaching Channel Teams
Private site created for schools or districts to share their own video, group teachers, and share resources online

Overview
Teaching Channel Teams gives schools and districts a private web-based social network where they can create groups, upload their own videos, and tap into the Teaching Channel's professionally made video library. Teachers can create group chat rooms to share resources and collaborate across the school or district. Teachers and coaches can use the platform to share their own videos and resources, to extend coaching time beyond traditional class observations. Administrators can also use the platform to create a best practices library of their teachers in action.

Schools, districts, and in some cases states have adopted the tool, creating 42,000 individual accounts since early 2013. Big districts including Tulsa Public Schools and Fresno Unified School District and the entire state of Utah have adopted the platform.

Types of Schools Using It
Big public districts and teacher mentoring programs. As of late 2013, the Teaching Channel has licensed its Teams platform to over 42,000 teachers and staff, in-teacher residency programs, districts, schools, and states.

Cost
Licenses are $52.50 to $75 per user per year for teachers, admin, and coaches for big districts. The price is based on the number of people within a school district. Schools with fewer than 40 teachers typically pay about $5,000; groups with between 41 and 100 users more typically pay about $7,000.

Valuable Features
Teaching Channel Teams gives schools a platform to structure collaboration between teachers. When teachers have conflicting schedules and are unable to see each other's practice, schools are unable to leverage the wisdom and mentoring potential of their own staff. Through Teaching Channel Teams, teachers can film themselves, upload it onto their Teams page, and share it with other staff members for their feedback and advice. The platform consequently enables teachers to do professional learning together without having to schedule time during the school day.

READ THE DETAILED REPORT THAT INCLUDES
How It's Used, Who's Using it, How It Works
TeachBoost

Interface for managing data associated with classroom walkthroughs, observations and teacher performance evaluations as well as a resource bank and the capability to support coaching groups

**Primary User(s)**
Teachers, Principals

**Purchaser**
Principals, District Leaders

**PD Classifications**

- Manage
- Support
- Evaluate

**How Content Is Assigned**

- Teacher Choice
- Goal Based
- Performance Based
- Differentiated

**Learning Opportunities Available**

- Curated Resources
- Synchronous Social Network

**How Learning Is Rewarded**

- Credits & Certificates

**How Learning Is Tracked**

- PD Usage
- Classroom Performance

**Overview**

TeachBoost's online teacher effectiveness platform gives K-12 administrators tools to manage classroom observations, professional development and teacher performance evaluations. It also provides a free resource library and the ability to create private groups.

It is meant to be implemented as a school-wide observation, coaching and evaluation tool. Administrators use it to schedule and track the observation process and store notes and reports from their evaluations. They can then send their feedback directly to teachers through their TeachBoost accounts.

Teachers can set goals and expectations, receive and give feedback, and gain access to professional development resources offered in the TeachBoost library. Users can browse for resources in the library, and administrators can tag suggested resources for teachers by attaching them directly to their comments on observations. Users can also add to the library so that it becomes a repository for best practices.

Teachers have the option of creating private collaborative groups where they can set group goals, conduct peer observations and garner feedback from their extended support network beyond their direct evaluators. Groups can be formed by grade level, subject area or an administrator can use the teacher competency matrix to group teachers by goal. There are also features that allow coaches to form a private group with a mentee, where they can view an administrator’s latest observation notes and give advice accordingly through the group.

Observation templates can be customized and used to solicit feedback from peers. The platform enables teachers to create professional portfolios as well.

**Types of Schools Using It**

As of autumn 2013, TeachBoost is used in more than 400 schools. Those schools include traditional public schools in New York City, New Jersey, Maryland, California and Utah, as well as international public schools in the United Kingdom, New Zealand, Australia, and Canada. Charter schools, in KIPP and SEED networks are also users.

**Cost**

The product is priced per teacher per year, with most schools paying between $2,000 and $4,000 annually for the product.

**READ THE DETAILED REPORT THAT INCLUDES**

How It’s Used, Who’s Using it, How It Works
TeachBoost

Valuable Features

In the past, teachers might have to wait days or even weeks to get feedback from administrators. TeachBoost connects teachers to formal or informal feedback in real time so they can immediately take action. Teachers can chat with observers over the platform, ask them questions or seek advice in response to their feedback. This creates an ongoing dialogue on performance between the administrator and teachers.

READ THE DETAILED REPORT THAT INCLUDES

How It’s Used, Who’s Using it, How It Works
Teachscape
Management system that provides a catalogue of courses including videos of best practices, communities of practice, tools for observation and evaluation, and talent management

Overview

Teachscape offers several systems to support professional development, including:

- a catalogue of courses including videos of best practices
- communities to reflect on learning
- tools for observation and evaluation
- and talent management

Each system can be purchased separately, or combined to create a holistic approach to professional development.

Through Teachscape Learn, teachers develop their own customized learning plans based on the needs and goals of individual teachers, schools and districts. They can then tag resources, videos, and courses to that plan. It provides over 160 courses and 2,500 videos of best practices, expert commentaries, and interactive courses, which cover preK-12 and all subjects. Users can create their own communities to share resources and discuss what they learn.

Teachscape Reflect allows principals and teachers to use customizable digital forms and upload evidence from the observation and evaluation process online. It also allows schools to evaluate teachers based on a specified framework determined by the district. Teachscape Reflect also has exclusive rights to Charlotte Danielson's 2011 and 2013 editions of her Framework for Teaching Evaluation, which is directly available on Reflect as an available framework for administrators to use to perform their evaluations.

Teachscape Advance focuses on talent management, to support a district's HR needs. Teachscape Focus helps administrators develop a common language around what good teaching looks like, in order to hone their observation skills.

Types of Schools Using It

Teachscape is used mostly by districts and schools. However, some universities have also found the tool useful in their teacher preparation programs.

READ THE DETAILED REPORT THAT INCLUDES

How It’s Used, Who’s Using it, How It Works
Teachscape

Cost
Schools can purchase the different offerings separately or as a total system. Teachscape Learn is $3,399 per site, Teachscape Reflect $399 per user for observers and $45 per user for teachers. Teachscape Reflect is $800 per site. Teachscape offers volume discounts on all their products. Set up fees are either 5% of the total purchase or $2,000. Hartford Public Schools adopted Teachscape to its teacher observations and professional development.

Valuable Features
Teachscape offers a unique approach to professional development by creating courses, modules, and webinars around real-life teacher videos. Experts in the field review best-practice videos to identify key learning potential for teachers. For example, a 30-minute video may be edited down to 10 minutes focused on specific skills such as project based learning, classroom management, or other teaching techniques.

Teachscape also adds value with its streamlined delivery of professional development and embedded content. Through this model, Teachscape can package all PD for educators and administration, as well as record all results and notes, into one LMS for the entire school.
Truenorthlogic

Professional development and human resource tools for K-12 districts to build new skills and track data on professional growth

Overview

Truenorthlogic does not create professional development content but instead provides a platform where all the pieces of professional development can connect with one another. It helps districts manage tasks including tracking certification, evaluations, course catalogues, course enrollment, coaching and mentoring, and improvement plans, and centralizes this information in one place. Districts use Truenorthlogic to support teacher, leader, and professional growth.

Truenorthlogic (TNL) works with large districts and states to configure a customized version of its platform (with over 1,000 points of configuration) to meet the specific needs of an individual district. Configuration points include things like customizing workflows, dates, deadlines, auto notifications, configuring when certain options get locked down, and the sequence it leads users through on the platform.

Schools use the platform to facilitate their professional development delivery systems. The most popular functions used by TNL clients include:

- **PD Diagnostic:** This tool gives teachers an assessment of their strengths and weaknesses by using multiple points of evaluation data such as classroom observations, anonymous student and family perception surveys, student achievement, and self-assessments. It compares that information to a rubric set by the districts and then uses an algorithm to calculate each teacher's cumulative score in each domain of the rubric. It also identifies areas for improvement, as well as customized PD resource recommendations;

- **PD Learning Management:** Districts can use a custom-configured platform to manage professional development course rosters, course registration, and to connect that data back to a teachers' profile and evaluations. PD opportunities are role-based, meaning that each learner only views PD that is relevant to their role;

- **Support Student Learning Objectives:** For teachers who don't have a statewide assessment in their content area, the TNL platform offers alternative assessments, as well as pre- and post-assessment tracking. It then calculates the impact teachers make on their classroom. This can then be included in a teacher's observation and evaluation (used by the state of Georgia and Washoe);

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How It’s Used, Who’s Using it, How It Works
Managing Calibration of Observations: Observers use videos to review a teacher’s performance on the platform. Once they are done submitting time stamped comments on the video, they are given an automatic score on how their observations measured up against an ideal set of feedback (used by State of New York, Connecticut, and LAUSD).

Each TNL product is unique to the district for which it was built. Some districts base salary increases on a teachers’ history (within TNL) of PD credits and observation data. Others use it to manage HR functions including recruiting. It is also used to link a teacher’s HR records to their course participation and evaluation records.

TNL is a big ticket item for most school districts. Contracts vary extensively, but start in the $300,000 range.

Users include major districts like New York City, Chicago Public Schools and Los Angeles Unified School District. Georgia, Hawaii, Utah, and Connecticut also have their own platforms created by TNL.

Types of Schools Using It

During the 2013-2014 school year, TNL supported over 2.8 million registered users and was used by 60 states and school districts including: New York City Department of Education, Los Angeles Unified School District, Chicago Public Schools, Georgia Department of Education, North Carolina Department of Public Instruction, Hawaii Department of Education, Utah State Office of Education and North Carolina Department of Education.

Cost

Cost depends on the system that is created and how many people will be accessing it.

Arizona Department of Education spent over $300,000 on its platform in October 2012, created by TNL. Connecticut Department of Education spent $589,600 and Washoe County Schools in Reno, NV spent $1.2 million over four years.

Valuable Features

Truenorthlogic aims to help districts and states streamline school processes and create digital records for all the district’s systems that relate to teacher development.

Truenorthlogic (TNL) excels at engineering a platform that integrates with other data systems typically used by schools, such as Student Information Systems and other HR portals. It allows schools to tie those records back to each teacher to better inform their professional development.

The system is designed to be adapted to the needs of the state or district customers. TNL will also label its portal for a particular district. For example, the system for Atlanta Public Schools combines all the content providers that serve the area’s schools into a single content catalog and brands it as the “Atlanta Public Schools Professional Learning Center.”
Methodology

EdSurge’s Professional Development Management & Delivery Cycle and classification system is based on an existing framework created by Alvarez and Marcel. After focus groups with leaders of professional development for districts across the country, and more than 15 different user interviews with teachers and school leaders, we amended the Alvarez and Marcel framework to reflect both the realities and aspirations of district leaders and the tools they need to support professional learning district wide.

The PD Management & Delivery Cycle

To evaluate PD Systems, EdSurge created a framework to capture how professional learning is supported at the district level.

It has five categories: Recruit & Retain, Manage, Teach, Instructional Support, and Evaluate. These categories form a continuous cycle that districts and schools constantly operate and maintain. Some districts might choose one product to support the entire cycle, while others may choose none. But as districts look to technology to help improve efficiency and increase capacity, our hope is that they will be able to find the right tools for the right purpose, whether it is a technology tool or not.

Step One: Recruit & Retain

When teachers are hired, it is hard to tell which skills and background they bring to the job. Often times, teachers are hired based on their subject or grade-level specialty, but very rarely do school or district leaders have the chance to hire teachers based on the different instructional skills they have mastered. Additionally, school and district leaders are always looking for ways to build capacity, give teachers additional leadership roles, capture what they have learned, and share their learning, enabling them to have a greater impact.

We have included Recruit & Retain as the first category of the cycle because balancing the skills of new employees against those of existing employees is important. Also, this is a chance in the cycle to evaluate how to prepare existing talent for more leadership roles.

Products that fall into this category enable school and district leaders to manage talent through recruiting and hiring, tracking and managing qualifications or compensation, and most importantly figuring out ways to build capacity amongst the staff they already have.
Methodology (continued)

Step Two: Manage
Once a teacher is hired or assigned the appropriate role, it is time to think about how to develop a plan to grow his or her skills throughout their work in that role. Teachers need tools and resources to guide and direct their learning in ways that are meaningful to their skills, their role, and their needs. This is where learning management comes in.

Included in Manage are the steps it takes to manage professional learning. This is similar to the experience of managing learning for students in that there is a plan and resources to help students achieve their goals. This category is the heartbeat of the entire system, and often is intertwined with other parts of the system.

Products that fall into this category help manage content and learning plans, and are usually the touch point for teachers looking for the next learning opportunity. These tools allow districts to manage and track enrollment, create courses, and track credits and activities. These systems allow teachers to assess their needs, set goals, create their own learning plans, and find the right resources to meet their needs.

Step Three: Teach
Once learning goals are set, a plan is developed and a teacher has access to the resources he or she needs, the next step is to deliver the learning opportunities. These opportunities can vary across the four step learning cycle we defined in our last report “How Teachers are Learning: Professional Development Remix.” The four categories in PD delivery include: engaging learners with each other through PLC's or social groups, providing informal or formal learning opportunities such as online courses or videos with reflection topics, supporting through coaching or mentoring tools, and measuring teachers' impact through peer observations, portfolios or self reflections.

We have included Teach, because teachers continually tell us that finding strong online content that delivers professional learning is important. Districts are trying to support both online learning opportunities, along with in-person opportunities. Blending the two is becoming increasingly important with the limited resources districts have for professional development.

Systems that fall into this category go beyond curated content libraries. They include online courses, informal modular courses or video series, social engagement, coaching and mentoring tools.

Step Four: Instructional Support
As teachers learn new skills, it is also important that they receive support for the challenges they immediately face in the classroom, such as lesson planning, assessing students, and developing interventions for students. Teachers need ongoing, on-demand support, to implement what they have learned in their classroom. That is why we have included this category in the cycle directly after Learn.
Methodology (continued)

These systems include lesson plan support and scaffolding, assessment tools, and learning plans that link to professional learning resources, videos or articles. Teachers can use these resources to get what they need immediately.

Step Five: Evaluate
Evaluation has historically been separate from learning for teachers. Teachers often view evaluation as punitive, and administrators struggle to find the time to connect it to learning activities. In an ideal world, evaluation is a tool that informs teachers about how to adjust their learning plans and goals as they move forward. Evaluation should also be used to build leadership opportunities or career paths that continue to engage and grow teacher talent.

We have included it as the last step in the cycle because we believe it is critical for retaining and growing the talent that already exists in the district. However, we separated Evaluate from Manage and Learn because we also recognize that teachers need a safe space to learn and to aspire to grow, without the threat of an imperfect evaluation system. Such systems operate under the forces of state and union policy and not totally under the control of district and school leaders.

Evaluate includes tools that support the observation scheduling process, the observation recording process, and the inclusion of multiple measures for final evaluation scores. These systems often support the interaction between the observer and the teacher. Increasingly, they include calibration tools that are used as learning tools for principals or observers to better evaluate and assess teachers in the classroom.

System Classification

To further differentiate what tools do and how they can be used, we have also classified tools according to the following categories:

• How Content Is Assigned
• Learning Opportunities Available
• How Learning Is Rewarded
• How Learning Is Tracked
Methodology (continued)

1. How Content Is Assigned

<table>
<thead>
<tr>
<th>Method</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teacher Choice</td>
<td>Teachers have control over what content they choose</td>
</tr>
<tr>
<td>Goal Based</td>
<td>Teachers are given recommendations for content based on the specific goals they set for themselves</td>
</tr>
<tr>
<td>Performance Based</td>
<td>Teachers are directed to content based on the observation or evaluation data that has been recorded in the system</td>
</tr>
<tr>
<td>Adaptive</td>
<td>Recommended content is constantly adapting to each teacher’s behavior on the system</td>
</tr>
<tr>
<td>Differentiated</td>
<td>Content can be differentiated and recommended to specific audiences based on particular needs or demographics</td>
</tr>
</tbody>
</table>

2. Learning Opportunities Available

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video Library</td>
<td>A compilation of videos of teachers in action</td>
</tr>
<tr>
<td>Curated Resources</td>
<td>A database of resources</td>
</tr>
<tr>
<td>Online Courses</td>
<td>A class outline led by an instructor, usually occurring at scheduled times</td>
</tr>
<tr>
<td>Asynchronous Social Network</td>
<td>Teachers connect with each other in online forums or group</td>
</tr>
<tr>
<td>Synchronous Social Tools</td>
<td>Teachers connect in real time via video or live chat</td>
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</tbody>
</table>
3. How Learning Is Rewarded

<table>
<thead>
<tr>
<th>Method</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Portfolio</td>
<td>Users create their own portfolios with lists of their learning activities and artifacts that demonstrate proficiency</td>
</tr>
<tr>
<td>Credits &amp; Certificate</td>
<td>Tracks credits or certificates for learning opportunities</td>
</tr>
<tr>
<td>Informal Badging</td>
<td>Allows districts to develop badging systems to identify teachers with particular skills</td>
</tr>
</tbody>
</table>

4. How Learning Is Tracked

<table>
<thead>
<tr>
<th>Method</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>PD Usage</td>
<td>Learning is assessed through engagement, including the frequency of use, the resources that were opened, and enrollment numbers</td>
</tr>
<tr>
<td>Assessment</td>
<td>Learning is assessed through post-event assessments</td>
</tr>
<tr>
<td>Impact on Practice</td>
<td>Teachers can provide evidence of the impact of their learning activities on their practice</td>
</tr>
<tr>
<td>Performance</td>
<td>Teachers can tie their classroom performance to the learning activities</td>
</tr>
<tr>
<td>Self Assess</td>
<td>Teachers can reflect and attach self assessment to learning activities</td>
</tr>
</tbody>
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