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PRESS LAUNCH

Your journey to a different kind of **professional learning experience** for teachers and staff starts here.



Why RocketPD?



Teachers and staff are our greatest assets in the fight to close equity gaps and accelerate learning for all students. Yet, research suggests the current state of professional learning and development in K-12 schools falls woefully short of what's needed to help them do their jobs.

Since the pandemic, **70% of teachers and staff** say the professional learning opportunities they receive from their schools don't provide enough support.

At [RocketPD](#), we're on a mission to create the world's largest community of educators committed to developing, sharing and furthering the best, most engaging professional learning experiences for individual educators and school building and district teams.



Our work is guided by 3 key principles:

1 Get the top thought leaders

It's no secret: People learn from and get inspired by other people. Every RocketPD thought leader is a rockstar educator, author, speaker and leading voice in their field of expertise.

2 On the topics that matter

There's a lot of professional learning out there. But how much of it really connects with the 4 or 5 things teachers and staff actually need? At RocketPD, you won't find a laundry list of topics. Our mission is simple: provide the professional learning your team wants and needs.

3 Focused on outcomes

Our multiple-part, cohort- and custom-based learning experiences provide opportunities for both learning and doing. We give your team members a chance to network and collaborate with others, while testing concepts and applying proven, applicable frameworks to their daily work.

To join our community, visit our website and [download](#) our **Ultimate Guide to K-12 Professional Development, including 7 ways K-12 professional learning is broken — and how to fix it.**



Next Up:
How we partner with schools and districts

How we ‘Rock-It’



At RocketPD, we recognize that every school and community is different. That means creating programs to meet different needs.

Each of our thought leaders provides a selection of options to ensure administrators, teachers and staff feel empowered and have the agency to do their best work.

Consider the options below, or contact us to develop a program specific to your team’s or district’s circumstances and goals.

Cohort-based learning experiences

Our most-popular and fastest-growing option, cohort-based learning experiences are delivered virtually and include both a learning and a learning + doing option.

When individuals or teams sign up for a cohort through RocketPD, they get access to a multi-part interactive learning experience, with live lessons delivered monthly.

Choose the learning + doing option and get bonus access to scheduled small-group workshops, where you or members of your team can interact directly with the instructor and network with educators from other districts.

Why educators love it

- ✓ Great for individuals or teams
- ✓ Opportunities for collaboration
- ✓ Different perspectives
- ✓ Affordable access to top experts

Full- or half-day workshops (virtual or in-person)

Want to capture that “rockstar moment” for your team? Looking for a more intensive experience over days, not months? Each of our RocketPD thought leaders offers full- or half-day workshop options conducted virtually or in-person.

When you sign up for a full- or half-day workshop, we work directly with your team to design and customize the learning experience, giving your team intimate access to the thought leader, while ensuring educators get the content and learning they need to achieve their goals.

Why educators love it

- ✓ Great for small or medium-size teams
- ✓ Intimate learning experiences
- ✓ Opportunity to meet & work in person
- ✓ Customized lessons & learnings

PRO-TIP: Consider bundling an in-person workshop with a cohort for a wraparound learning experience.

Asynchronous courses (available w/select programs)

In many (not all) cases, RocketPD thought leaders offer the option to enroll in asynchronous virtual courses.

In that case, a series of virtual recorded lessons and assessments allow educators to dive deep on critical concepts, while engaging with quality professional learning content at their own pace, or according to deadlines set by the school or district.

Why educators love it

- ✓ Great for busy teams with different schedules
- ✓ Self-paced courses move at the “speed of the learner”
- ✓ Easy to jump in and out as time allows
- ✓ Delivered seamlessly at scale for large teams

➤ **Next Up:** Who’s on the platform

Who's on the platform?

Now that you know what we do, and why we're doing it, let's get to the good stuff. Below is a list of our [RocketPD thought leaders](#), broken out by topic, with more about their fields of expertise and products.

Check back often or sign up for **our professional learning newsletter** at rocketpd.com to learn about new topics *before* they launch.



ACCOUNTABILITY



JOHN TANNER

A framework for student-centered True Accountability in K-12 schools

John Tanner has partnered with hundreds of school districts in nearly every state to rethink school performance. His True Accountability™ framework moves schools away from the broad compliance-based systems of the past toward a hyper-local benefits-based approach focused on students and their future.

- Understand performance-based accountability
- Objectively evaluate your current school-performance model
- Get a benefits-based framework to help accelerate change

DIVERSITY, EQUITY & INCLUSION



DR. LUVELLE BROWN

Cultivate a culture of love, liberation & belonging in every school

As school leaders work to accelerate learning amid worsening equity gaps, inclusive and culturally responsive learning environments are essential to student success. Dr. Luvelle Brown is one of the nation's leading voices on equity in schools. Dr. Brown combines evidence-based practices and examples from his own Culture of Love framework to help schools account for different students' needs and circumstances.

- Evoke individual & collective abilities to self-reflect
- Engage in productive conflict
- Positively impact instructional practices, behaviors & district policies

STUDENT ENGAGEMENT



DR. JOHN SPENCER

Reach every student with authentic project-based learning

Professor and best-selling author Dr. John Spencer is among the world's foremost voices on the power of Project-Based Learning in K-12 schools. John shows your team how to use the principles of Project-Based Learning and Collaborative Thinking to inspire creativity and accelerate learning in every classroom, regardless of challenges or circumstances.

- Use authentic hands-on classroom lessons to engage students
- Help students engage in critical thinking inside and outside the classroom
- Accelerate learning with a focus on teamwork and real-world concepts

» More: Who's on the platform...

Who's on the platform?

FAMILY ENGAGEMENT



DR. STEVE CONSTANTINO

5 simple principles to engage every family

With over 25 years of family engagement experience, Dr. Constantino has designed and delivered award-winning keynotes, concurrent sessions training, masterclasses, and customized professional development services to education clients around the United States and worldwide. His 5 Simple Principles of Family Engagement is a must for any school or district serious about making families a part of the learning process.

- Get a deep review of The Five Simple Principles™ model
- Understand & model “authentic family engagement” practices
- Learn causes of family disengagement & apply strategies for re-engagement

FAMILY ENGAGEMENT



DR. SUMMER PRATHER-SMITH
(W DR. STEVE CONSTANTINO)

5 simple principles (for engaging migrant and underserved families)

Dr. Prather-Smith has spent the past 20-plus years working within California's Migrant Education Program. Her experience at all levels within the Migrant Education Program has provided her with the knowledge and skills to not only engage underserved and migrant families, but also to support education staff, general education teachers, and school/district administrators in meeting the diverse educational and social/emotional needs of stakeholders.

- Apply Dr. Constantino's 5 Simple Principles Model as relates to migrant families
- Explore link between “authentic family engagement” and student outcomes
- Understand causes of family disengagement and apply strategies to re-engage

STUDENT SUCCESS



KEN KAY



SUZIE BOSS

Get ready to develop your first Portrait of a Graduate

Join author and education provocateur Ken Kay and education consultant and author Suzie Boss as they walk your leadership team through a practical framework that will help you prepare to develop your first Portrait of a Graduate in collaboration with community stakeholders.

- Consider field-tested strategies to create buy-in among board members and others
- Cultivate the skills and tools to effectively engage parents and students in redefining student success
- Emerge ready to move forward with a Portrait of a Graduate that will serve as your community's North Star

SCHOOL COMMUNICATIONS



PATRICIA WEINZAPFEL

Build trust with effective, meaningful & clear school communication

Author and former district family engagement director Patricia Weinzapfel uses her experience as a broadcast journalist to help individuals and/or school district teams harness the power of clever, effective and meaningful school communication to build trust among parents and staff and boost learning outcomes.

- Recognize and identify effective and ineffective school communication
- Feel capable and empowered in conversations with families
- Design next steps to improve your school communication work

Who's on the platform?

SOCIAL-EMOTIONAL LEARNING



CARLA TANTILLO-PHILIBERT

6 principles for student-informed social-emotional learning

Join author, entrepreneur and educator Carla Tantillo-Philibert as she shows you and your team how to embrace a culture of social-emotional learning that empowers teachers and staff by giving them the agency, the tools and the confidence to positively impact the lives of every student, regardless of challenge or circumstance. Carla's six principles are an absolute must for every educator who is prioritizing SEL as part of their educational planning process.

- Help educators take ownership of their personal social-emotional health
- Recognize & identify signs of social-emotional need or distress in students
- Create engaging & inclusive spaces, where students thrive academically, physically, emotionally & socially

TEACHER EVALUATION & DEVELOPMENT



KIM MARSHALL

A new model for teacher supervision, coaching & evaluation

Formerly a Boston teacher, principal, and central-office administrator, Kim Marshall is now the author of the weekly Marshall Memo and a highly regarded school leadership coach. His Rethinking Teacher Supervision, Coaching, and Evaluation program helps school leaders think through changes in current policies and implement strategies that continuously improve teaching, leadership, and learning.

- Improve quality & frequency of supervisors' classroom visits
- Sharpen & hone classroom observation skills
- Develop checks for understanding & student learning

COMING SOON

SOCIAL-EMOTIONAL LEARNING



JESSICA DAVIES

How to Integrate SEL into the curriculum

STUDENT ENGAGEMENT & LEARNING SPACE DESIGN



BOB DILLION

Designing engaging learning spaces

TEACHER & STAFF EMPOWERMENT



DAVE STUART

Helping teachers manage their time

GIFTED & TALENTED PROGRAMS



TODD STANLEY

A fresh take on programming for gifted students

LEADERSHIP AND STRATEGIC INITIATIVES



KIM WALLACE

A 10-stage launch process for strategic K-12 initiatives

Next Up: How to work with us?

Next steps

Like what you see?

Join the RocketPD community today, and take the first step toward launching a **richer, more engaging professional learning experience.**

1

Fill out the Contact form at
RocketPD.com or call (617) 593-8211

2

Set up a 30-minute call to discuss
your team's learning needs

3

Receive a custom proposal
designed to achieve your goals

Still not sure what programs or thought leaders you want?

*Schedule a free 30-minute introduction
or ask about our RocketPD professional
learning primer.*

EMAIL

info@rocketpd.com

PHONE

(617) 593-8211





Ready to launch a better professional learning experience?

At RocketPD, we're on a mission to create the world's most engaged community of K-12 professional learners. After years of watching school leaders throw their hands up in response to boring sit-and-get PD, we committed to building a platform that gives school leaders access to three basic, but essential benefits:

- 1 The top thought leaders**
- 2 On the topics that matter to schools**
- 3 Focused on outcomes**

If you're tired of inconsistent or ineffective professional learning, and want a partner to help you source quality programs for your team, we'd love to show you what we're working on and explore how we can help.

Visit RocketPD at www.RocketPD.com.



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