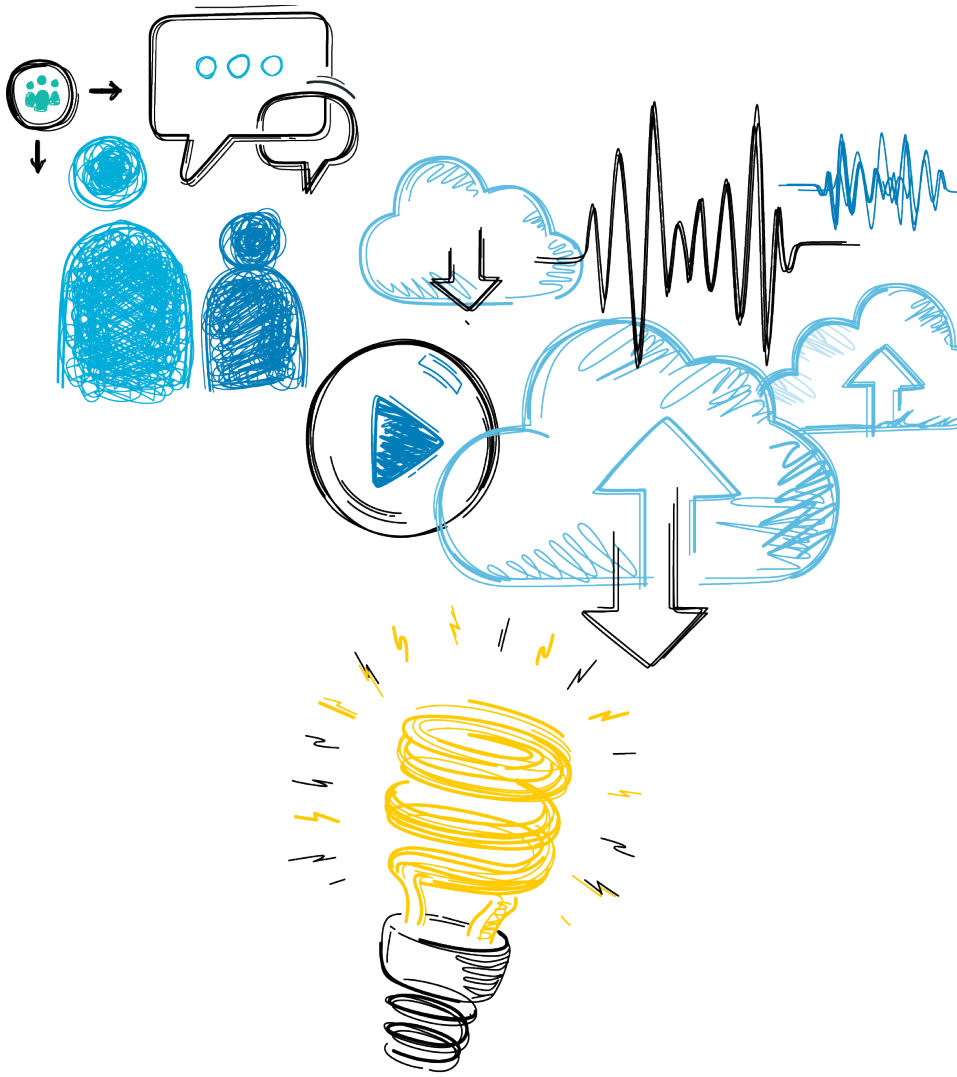

Teacher Professional Development

Erin Cross, Marketing Specialist

Kelly Ajmal, Account Manager

Keosha Rembert, Sales Support Specialist

November 30th, 2016

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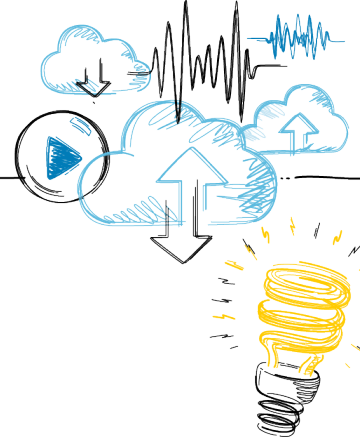
Agenda



- Audience
- Reaching your audience
- Courses
- Professional Development, CEUs vs Re-certification
- Marketing Support
- Web Banners
- Marketing Collateral

Audience

These courses and programs are applicable to the following audiences:

K-12 Teachers

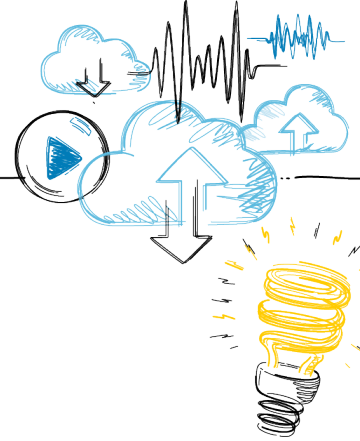
School Administrative Staff

Early Childhood Educators

Educators in Training

Parents

Reaching this Audience



- Connect with the decision makers in the school districts of your service area
- Connect with your state department of education and inquire about teacher re-certification requirements
- Connect with Child Development Centers
- Connect with parents of elementary age children to promote the teacher courses

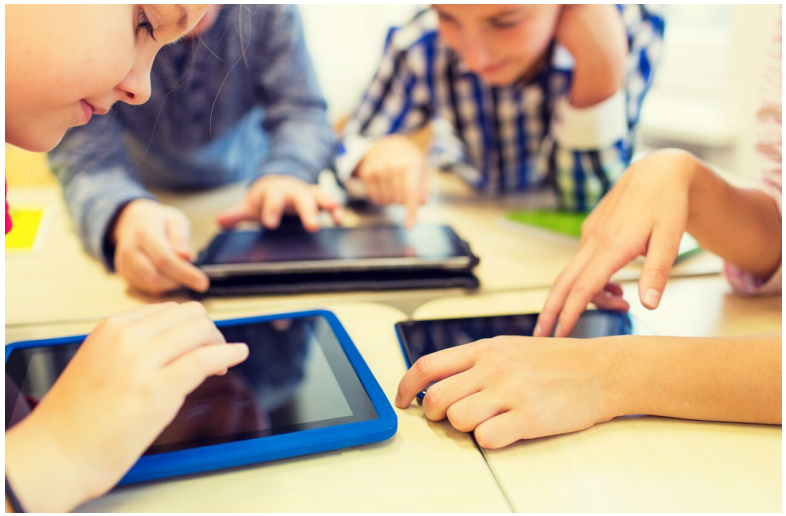
Teaching and Education Courses

Courses available in:

- Child Development
- Classroom Technology
- Math and Science
- Reading and Writing
- and more!

Popular Course Titles:

- An Introduction to Teaching ESL/EFL
- Ready, Set, Read!
- Creating Classroom Centers
- Teaching Students with ADHD



Child Development Associate Programs

CAREER TRAINING PROGRAM

Child Development Associate Training

LEARN MORE

6 Months 120 Course Hours

CAREER TRAINING PROGRAM

Child Development Associate Training Renewal

LEARN

6 Months 45 Course Hours

OVERVIEW | OBJECTIVE | DETAILS | OUTLINE | REQUIREMENTS | PREREQUISITES | INSTRUCTOR | FAQS

If you like working with children, a career as a childcare professional might be right for you. This certificate program in Childcare and Education will allow you to earn your national Child Development Associate (CDA) certification, while working at your own pace in a flexible, self-directed online learning environment.

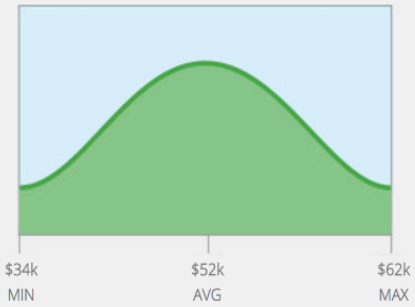
Through this convenient, affordable program, designed especially for working adult students, you will earn the 120 hours of professional development required by the Council of Professional Recognition for CDA certification. The program is available 24 hours a day, seven days a week, and you'll benefit from the support of a committed, knowledgeable instructor. You can start the program at any time of the year. Do not let a busy schedule keep you from your career in childcare!

Job Outlook

You can expect to make an average of

$52,010

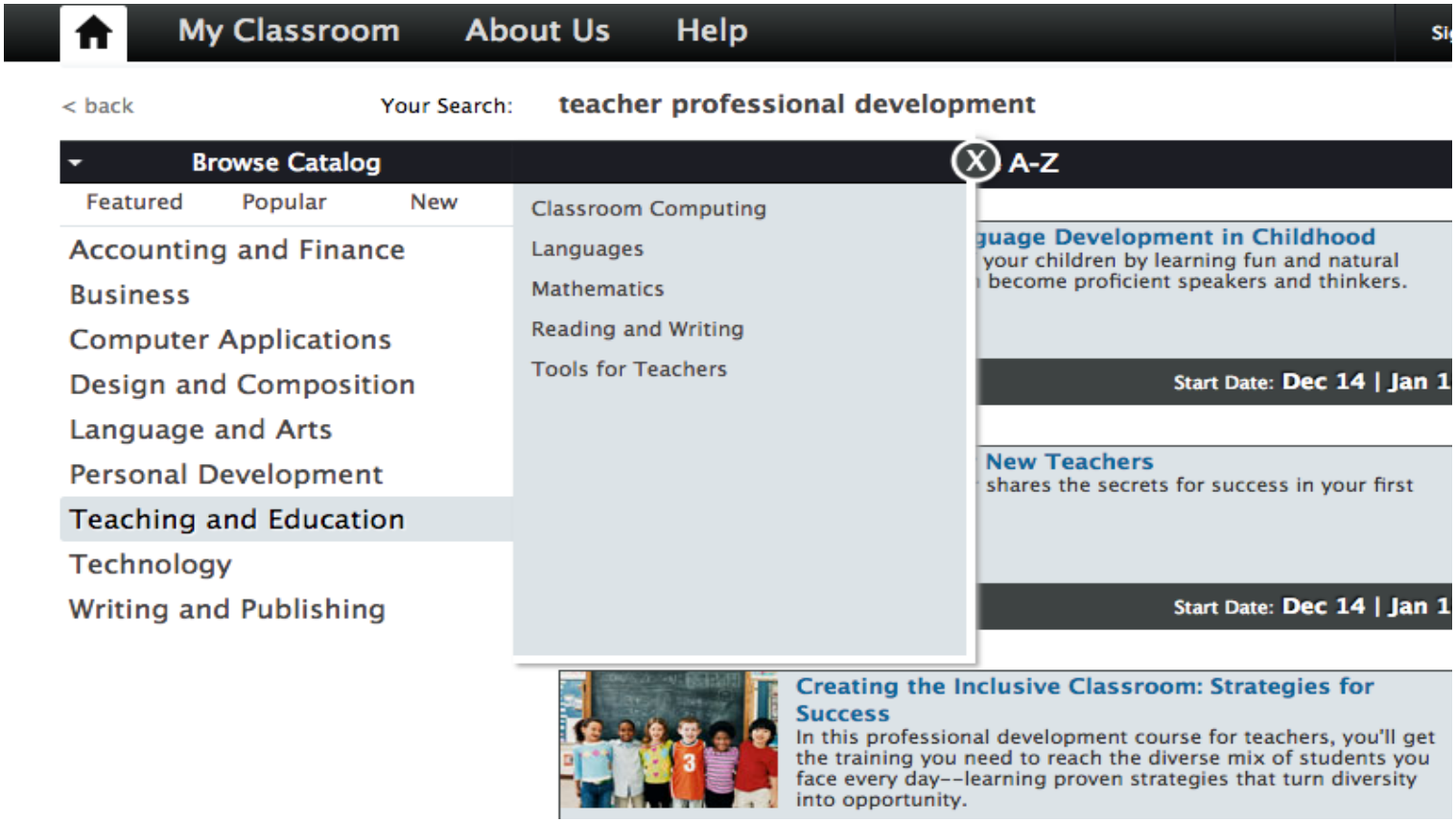
as a Childcare / Preschool Director in your area.



Companies hiring in your area include:

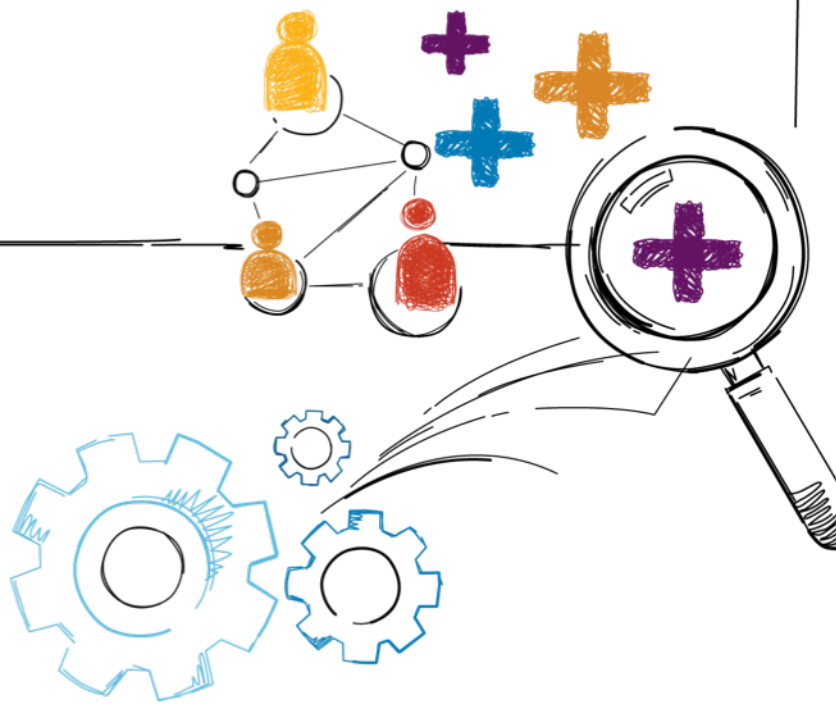
- YMCA
- Bright Horizons
- La Petite Academy
- Montessori Unlimited
- Childtime Learning Centers

Where to Find Classes



We currently have 48 courses available for Teacher Professional Development

Professional Development, CEUs, and Re-certification



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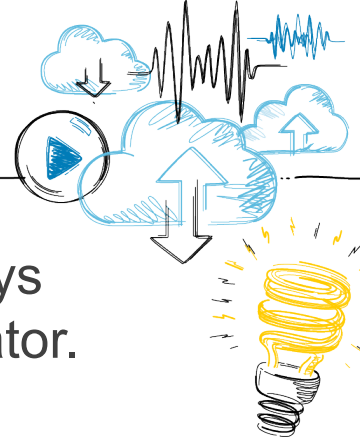
Professional Development



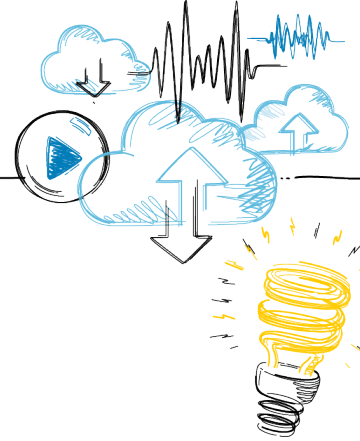
Teachers seeking professional development are looking for ways to improve their classroom effectiveness and grow as an educator.

Show other teachers the value of the courses provided by using testimonials from others that have taken the courses:

I always had inclusion students, now I have a toolbox to open and use with them! Thank you! I appreciate all of the knowledge you have shared with me in the last few months. This is my third class with you and I am recommending you strongly to other teachers who are struggling with these same issues.
Creating the Inclusive Classroom: Strategies for Success

This course really made me think about things I could change in my classroom management. I really enjoyed the teacher-student situations.
Solving Classroom Discipline Problems

Re-Certification vs. CEUs

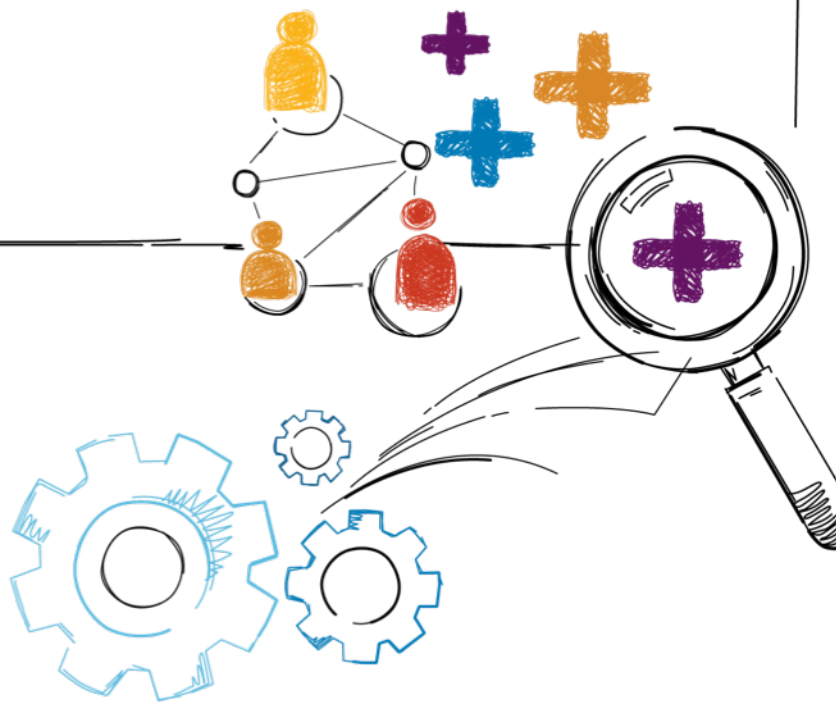


Continuing Education Units (CEUs):
Partner schools can offer CEU credit as they see fit since they are the accredited institution offering the course.

Re-Certification:
Educators with a licensed credential and/or certification need to re-new this every couple of years and requirements vary based on the type of credential, years in service and whether teacher is employed at a public or private school setting.

Each state has different re-certification requirements. Educators should check with their local professional development coordinator before enrolling in a course.

Marketing Support



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ed2go Partner Site

partner.ed2go.com

ed2go PARTNERS

Home | News and Updates | Become a Partner | Marketing Resources | Support

MARKETING RESOURCES

- Webinars/Best Practices
- Instructor-Led Courses
  - ILC Catalogs/Ads/Flyers
  - ILC Web Banners
  - ILC Press Templates
  - ILC Email Templates
- Career Training Programs
  - CTP Catalogs/Ads/Flyers
  - CTP Web Banners
  - CTP Press Templates
  - CTP Email Templates
- Career Online High School
- Logos
- Get Funding
- Campaigns

MARKETING RESOURCES

On this site we provide you with the marketing resources you need in order to promote your courses and programs to your students.

Many of these resouces can be used as templates, if there is something you would like to customize, feel free to contact your Account Manager and we will do our best to provide you with the marketing resources you need.

Follow the side navigation on the left to find all of our resources.

Web and Email Banners

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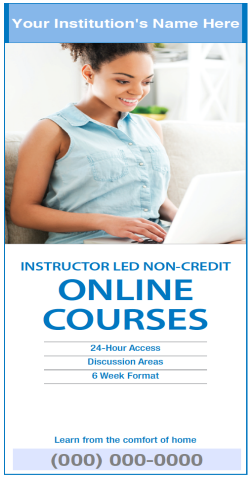
Marketing Collateral

Download HTML



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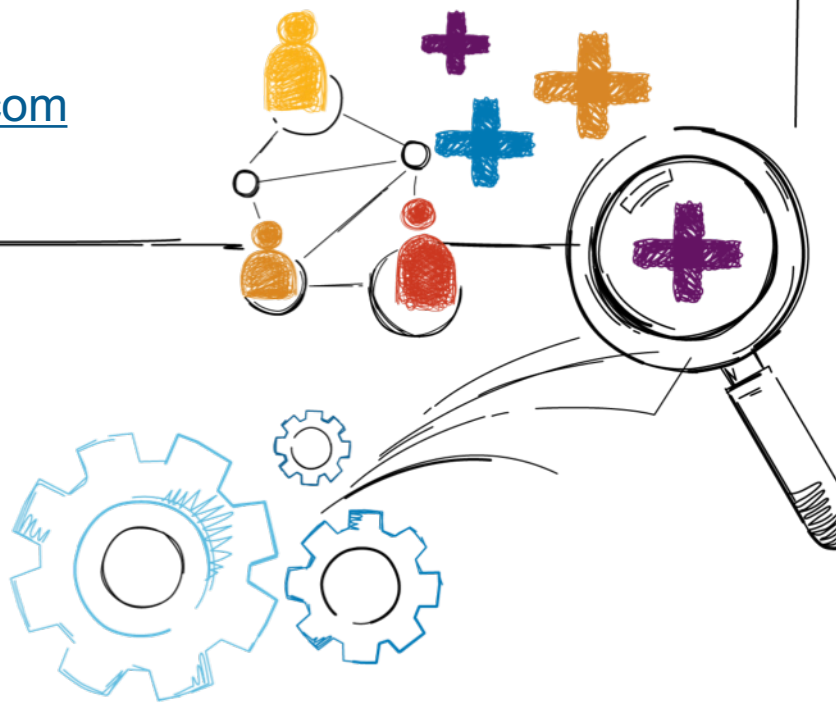
Questions?

Thanks for joining us today!

Erin Cross, erin.cross@cengage.com

Kelly Ajmal, kelly.ajmal@cengage.com

Keosha Rembert, keosha.Rembert@cengage.com



If you joined the meeting late, we will have a copy of the webinar available online within 48 hours.

If you need a copy of the slides, please email Erin.

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