

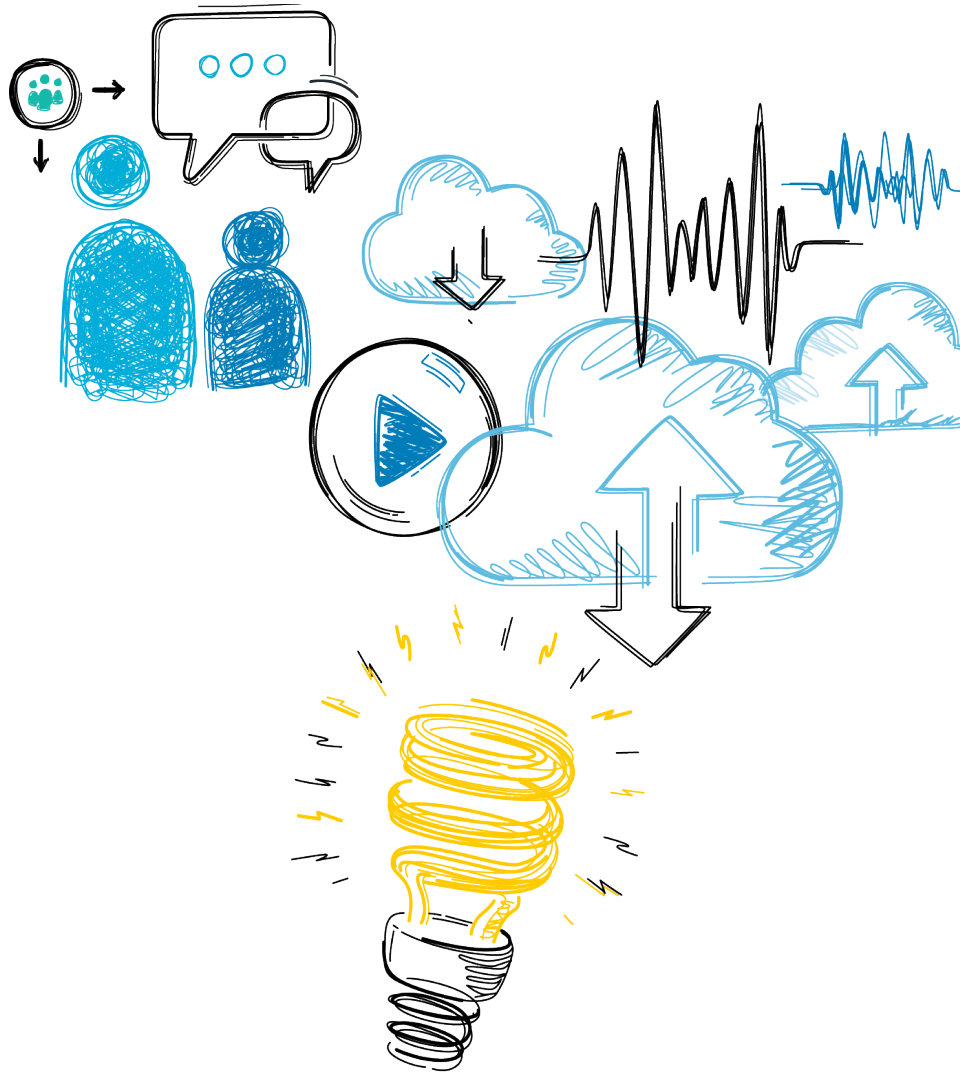
Teacher Professional Development

Erin Cross, Marketing Specialist

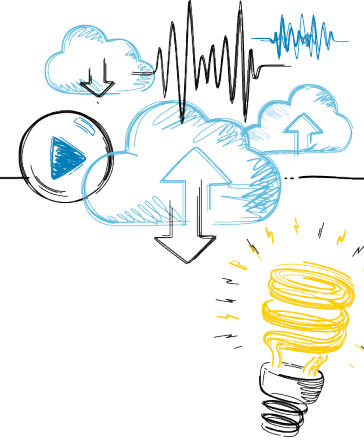
Kelly Ajmal, Account Manager

Keosha Rembert, Sales Support Specialist

November 30th, 2016



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



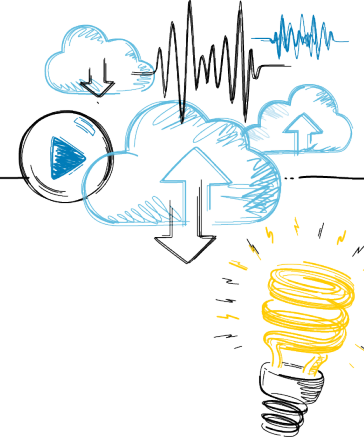
Early Childhood
Educators

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

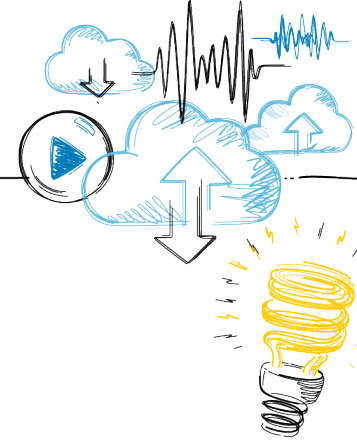


Connect with Child Development Centers



Connect with parents of elementary age children to promote the teacher courses

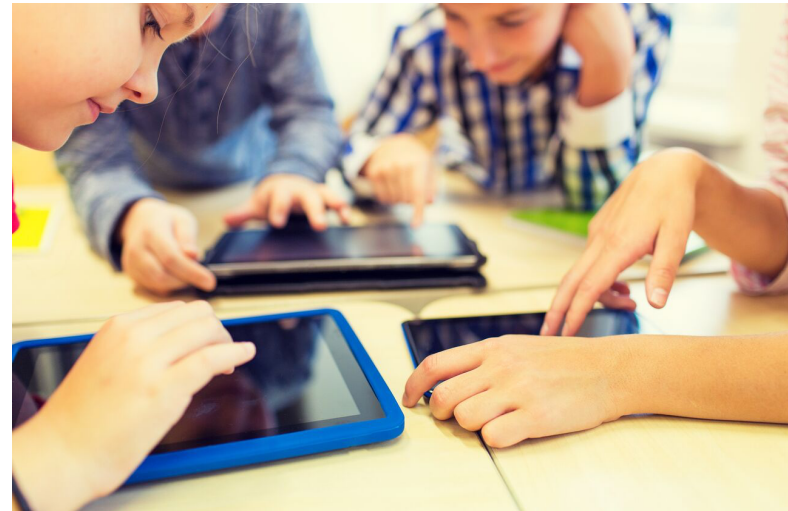
Teaching and Education Courses



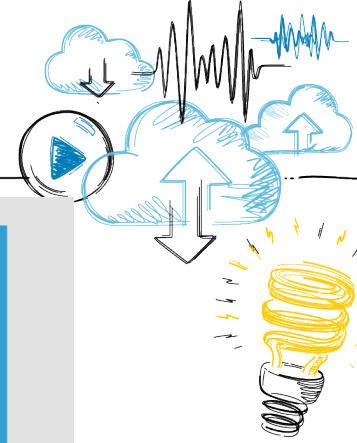
- Courses available in:
- Child Development
 - Classroom Technology
 - Math and Science
 - Reading and Writing
 - and more!

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
MORE

📅 6 Months ⌚ 45 Course Hours

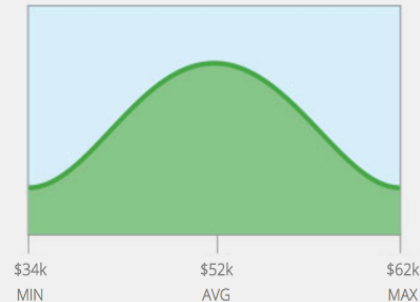
OVERVIEW OBJECTIVE DETAILS OUTLINE REQUIREMENTS PREREQUISITES INSTRUCTOR FAQs

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



Navigation: [Home](#) [My Classroom](#) [About Us](#) [Help](#)

< back Your Search: **teacher professional development**

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| Language and Arts | Tools for Teachers | |
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| Writing and Publishing | | |

Language Development in Childhood
your children by learning fun and natural
become proficient speakers and thinkers.

Start Date: **Dec 14** | **Jan 1**

New Teachers
shares the secrets for success in your first

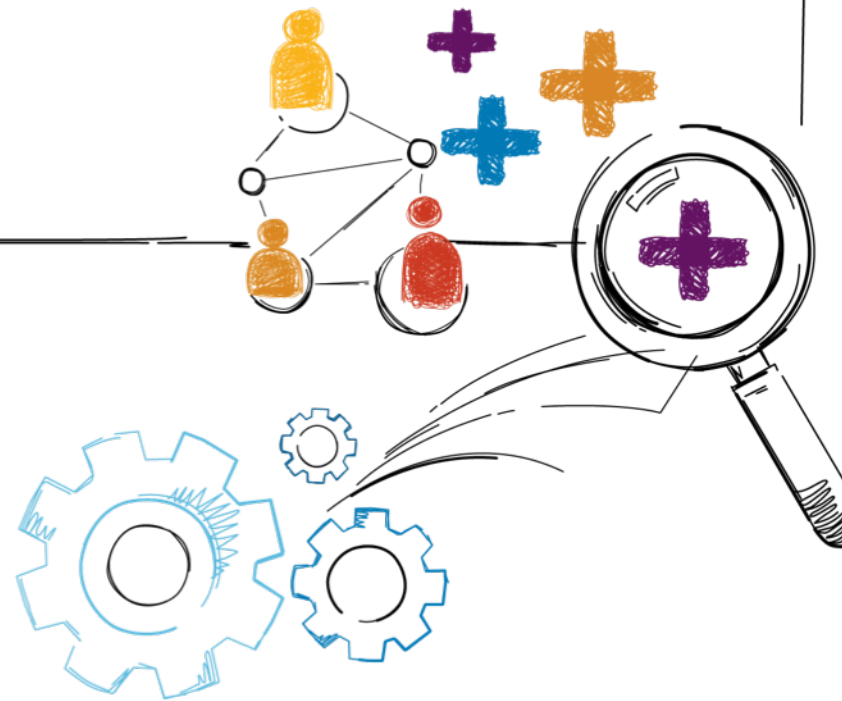
Start Date: **Dec 14** | **Jan 1**



Creating the Inclusive Classroom: Strategies for Success
In this professional development course for teachers, you'll get the training you need to reach the diverse mix of students you face every day--learning proven strategies that turn diversity into opportunity.

We currently have 48 courses available for Teacher Professional Development

Professional Development, CEUs, and Re-certification



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:

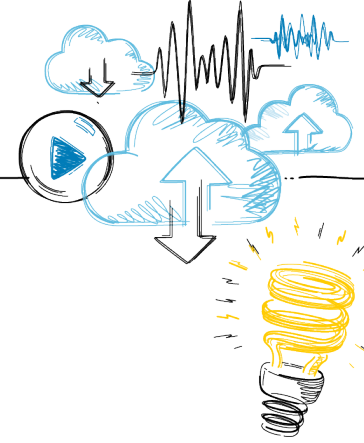
I always had inclusion students, now I have a toolbox to open and use with them! Thank you! I appreciate all of the knowledge you have shared with me in the last few months. This is my third class with you and I am recommending you strongly to other teachers who are struggling with these same issues.

**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):

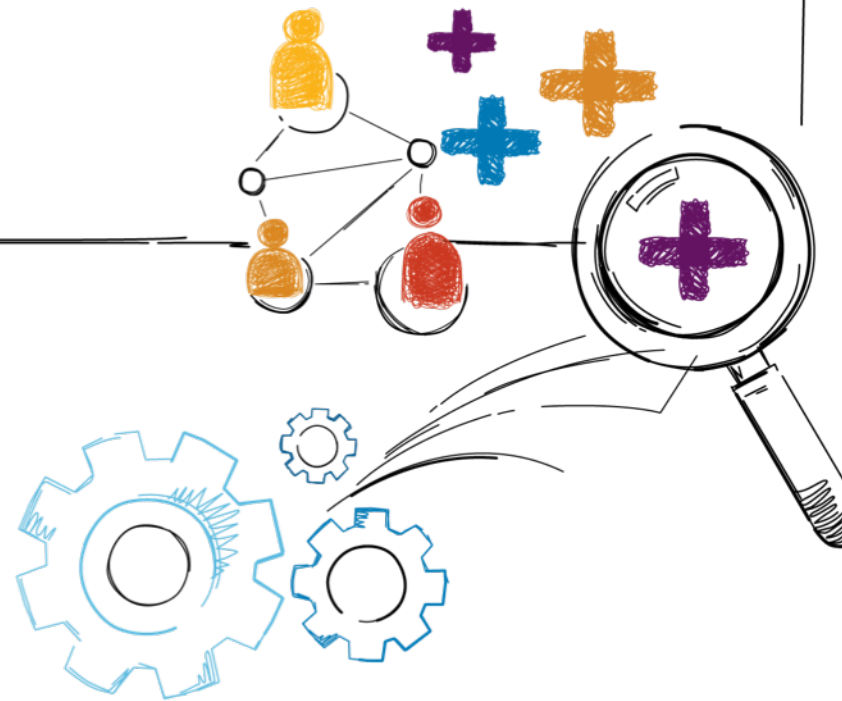
Partner schools can offer CEU credit as they see fit since they are the accredited institution offering the course.

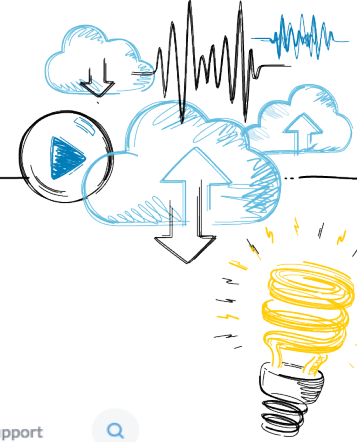
Re-Certification:

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





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

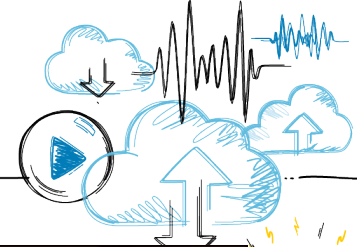


On this site we provide you with the marketing resources you need in order to promote your courses and programs to your students.

Many of these resources 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

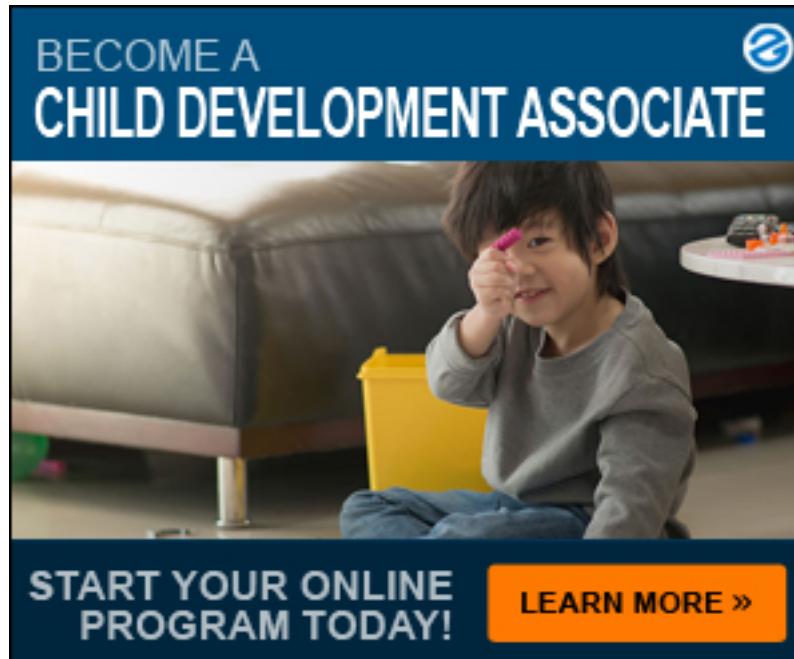


TOOLS
for
TEACHERS

INSTRUCTOR-LED
ONLINE
COURSES

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TODAY!**

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Fulfill Your
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TOOLS
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ONLINE COURSES

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Marketing Collateral



You Can Complete Your Continuing Education Hours ONLINE **Enroll Today!**

Improve your classroom effectiveness!

with these applicable and easy to master skills!

Your Institution's Name Here

Learn from the comfort of home! Our instructor-led online courses are informative, fun, convenient, and highly interactive. We focus on creating warm, supportive communities for our learners. New course sessions begin monthly. Visit our website to view start dates for the courses that interest you.

- 24-Hour Access
- Discussion Areas
- 6 Week Format

Below are just a few of our most popular continuing education courses from our library of over 50!

Creating the Inclusive Classroom-Strategies for Success
In this professional development course for teachers, you'll get the training you need to reach the diverse mix of students you face every day—learning proven strategies that turn diversity into opportunity.

An Introduction to Teaching ESL/EFL
Learn how to be an effective English language teacher from an expert in the field.

Differentiated Instruction in the Classroom
Improve your ability to teach diverse learners with real-world examples from elementary, middle, and high school classrooms.

Guided Reading: Strategies for the Differentiated Classroom
Learn creative ways to bring differentiated instruction and guided reading to life in your classroom.

Integrating Technology in the Classroom
In this professional development course for teachers, you'll learn the secrets of technology integration in the classroom and across the curriculum, gaining the skills educators need to use tools such as apps, assistive technology, wikis, podcasts, and blogs effectively.

Solving Classroom Discipline Problems
Veteran teacher reveals the secrets to an orderly classroom. A step-by-step approach to effective, positive discipline.

Singapore Math Strategies: Model Drawing for Grades 1-6
In this professional development course for teachers, you'll get the training you need to start teaching model drawing, the powerful Singapore Math strategy that gives word problems a visual context.

Singapore Math Strategies: Model Drawing for Grades 4-6
Increase your effectiveness as a science teacher for children in fourth through sixth grades.

Teaching Students with ADHD
Learn practical strategies for helping children with attention deficit hyperactivity disorder (ADHD) succeed in school.

Teaching Students with Autism: Strategies for Success
Help your students with high-functioning autism and Asperger's Syndrome unlock their potential in the classroom.

Teaching Students with Learning Disabilities
Learn how to successfully meet the diverse needs of students with learning disabilities in your classroom.

Teaching Writing: Grades 4-6
In this teacher-training course, you'll learn from an experienced educator how to motivate and assist developing writers.

Microsoft PowerPoint 2013 in the Classroom
In this course for teachers, you'll learn how to motivate students and enrich lessons by bringing Microsoft PowerPoint 2013 presentations into your classroom.

Creating a Classroom Website
Learn how to create a classroom website and how having one can make you a more effective and dynamic teacher.

Teaching ESL/EFL Reading
Discover practical techniques and methods for teaching reading in any ESL or EFL environment that will help you become a more confident and effective reading teacher.

Math Refresher
Learn how to review your basic math skills and start using math to your advantage.

Check with your professional development coordinator to determine eligibility for re-certification.

Prices start as low as: \$75

Enroll Now!

Visit our Online Instruction Center to ENROLL TODAY!

www.ed2go.com/webname

Your Institution's Name Here

INSTRUCTOR LED NON-CREDIT ONLINE COURSES

Learn from the comfort of home!

24-Hour Access
Discussion Areas
6 Week Format

Our instructor-led online courses are informative, fun, convenient, and highly interactive. We focus on creating warm, supportive communities for our learners. New course sessions begin monthly. Visit our website to view start dates for the courses that interest you.

Complete any of these courses entirely from your home or office and at any time of the day or night.

Prices start as low as: \$75

Enroll Now!

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To Register & Pay for courses call (000) 000-0000

For assistance Contact Carolynne Bennett: (000) 000-0000

Over 300 online courses available

ed2go

Online Summer Courses for Teachers

Next Session Starts (Put Date Here)

This summer, discover new approaches, learning activities, and strategies to add to your teaching toolbox with our easy and fun online courses.

- Solving Classroom Discipline Problems
- Solving Classroom Discipline Problems II
- Teaching Students With ADHD
- Resources to Intervention: Reading Strategies, TMA, WMA
- Teaching Students With Autism: Strategies for Success
- Guided Reading and Writing: Strategies for Maximum Student Achievement
- Teaching Students with Learning Disabilities
- Empowering Students with Disabilities
- Intro to Microsoft Excel
- Intermediate Microsoft Excel
- Teaching Writing: Grades K-3
- Singapore Math Strategies: Model Drawing for Grades 1-6
- Understanding Adolescents
- Teaching Adult Learners
- Differentiated Instruction in the Classroom
- Speech in the Classroom
- Reach, Set, Read!

View all of our 300+ Online Courses

| | | |
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| Computer Applications | Design & Construction | Healthcare & Medical |
| Language & Arts | Law & Legal | Personal Development |
| Teaching & Education | Technology | Writing & Publishing |

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Complete any of these courses entirely from your home or office and at any time of the day or night.

Prices start as low as: \$89

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INSTRUCTOR LED NON-CREDIT ONLINE COURSES

Introduction to Google Analytics
Learn how to track and generate traffic to your website, create reports, and analyze data with Google's free, state-of-the-art Web analytics tools.

Accounting Fundamentals
Give yourself skills that are in high demand by exploring corporate accounting with a veteran instructor.

Computer Skills for the Workplace
Gain a working knowledge of the computer skills you'll need to succeed in today's job market.

A to Z Grant Writing
Learn how to research and develop relationships with potential funding sources, organize grant writing campaigns, and prepare proposals.

Grammar Refresher
Gain confidence in your ability to produce clear, grammatically correct documents and speeches.

Creating Web Pages
Learn the basics of HTML, so you can design, create, and post your very own site on the Web.

Introduction to SQL
Gain a solid working knowledge of the most powerful and widely used database programming language.

Introduction to Final Cut Pro X
Make the leap from home video enthusiast to professional video editor using Apple's revolutionary Final Cut Pro X editing software.

Introduction to Microsoft Excel
Become proficient in Microsoft Excel and discover countless shortcuts, tricks, and features for creating and formatting worksheets quickly and efficiently.

Introduction to CSS3 and HTML5
Learn to create state-of-the-art Web sites using modern CSS3 and HTML5 techniques.

Leadership
Gain the respect and admiration of others, exert more control over your destiny, and enjoy success in your professional and personal life.

Effective Business Writing
Improve your career prospects by learning how to develop powerful written documents that draw readers in and keep them motivated to continue to the end.

Fundamentals of Supervision and Management
Learn the people skills required to motivate and delegate, and learn tools for solving problems and resolving conflicts.

Enroll Now!

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Discussion Areas
6 Week Format

Learn from the comfort of home

(000) 000-0000

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.

