See pages 2-3 to learn about Just ASK’s Common Language and Concept System
Just ASK Publications & Professional Development (Just ASK) is based in Alexandria, Virginia, USA. Established in 1989, Just ASK provides products and services for educators in formats that facilitate a shared understanding and use of best practice in teaching, learning, and leading in 21st century classrooms, schools, and districts.

The publications and products developed and distributed by Just ASK are used by Just ASK consultants in their long-term multifaceted work with schools and districts, stand alone for use in professional development initiatives led by district personnel, and are often used as texts for college courses. These comprehensive resources use a common language and concept system that can make high levels of student learning a reality. Because they are cross-referenced, administrators, teacher leaders, veteran teachers, mentors, coaches, and new teachers can all be on the same page!
Contact Just ASK to schedule on-site professional development.
Our Common Language and Concept System

Now your entire school or district can be on the same page. Literally!

Judith Warren Little, former Dean of the Graduate School of Education, University of California Berkeley, wrote in her landmark paper, “Norms of Collegiality,” that the students of teachers who engage in frequent concrete talk about teaching and learning using a common language and concept system achieve at higher levels. Just ASK took her research to heart and publishes books and offers professional development services that do just that.

We offer these resources individually and in collections featured throughout this catalog and in our online Just ASK Resource Center which features dozens of free resources to promote that common language and concept system.

The Principal’s Library

As instructional leaders, principals need to have their finger on the pulse of all facets of the teaching and learning occurring in the school. This comprehensive collection provides a common language and concept system across the spectrum. Priced at $150, more than 40% off regular price of $269.65, this is a world-class bargain.

- Meeting the Needs of Diverse Learners: See page 12.
- Instruction for All Students: See page 14.
- Active Learning and Engagement Strategies: See page 15.
- Leading the Learning: See page 10.
- Why Didn’t I Learn This in College?: See page 4.

Item #11201 | $150

Professional Practices

Marcia Baldanza writes a free monthly e-newsletter in which she examines research from multiple fields to help school district leaders improve, enhance, and increase staff and student performance. Subscribe to this newsletter and read previous issues at www.justaskpublications.com/ProfessionalPractices

The Principal’s Library is available only from Just ASK.

You won’t find this level of common language and cross-referencing anywhere else!
Dear Colleagues,

The essential question that guides Just ASK’s consulting work and the development of all our materials is: What do schools and classrooms look like when they are organized around a commitment to the achievement of high standards by all students? This question has many different answers, but some constants such as those listed here hold true:

• In such a school, learning is not a goal just for students; it is also a goal for all staff members.
• In such a school, all educators are committed not only to the achievement of high standards by all students but also to the achievement of high standards by all educators.
• In such a school, the answer to a query of what are we going to do to make that happen is: Whatever it takes!
• In such a school, it is the norm for all to seek frequent opportunities to learn from and teach each other.
• In such a school, student success is the most important criterion for measuring the success of teachers and administrators collectively and individually.
• In such a school, it is the norm for all to examine student work and use what is learned from that examination to make decisions about instruction.

We look forward to learning and growing with you. Just let us know when you are ready to explore the possibilities; we will be happy to discuss how we can support you in creating and nurturing vibrant and productive cultures for learning for all stakeholders. Our human, print, and digital resources will amaze you!

The Just ASK Team

Making the Standards Come Alive!

This free e-newsletter is a must read for any educator committed to ensuring that students’ engagement and achievement levels are significantly increased. The author, Heather Clayton, Just ASK Associate and principal of Mendon Center Elementary School, Pittsford Central School District, New York, explores strategies that can help us design instruction based on rigorous standards in ways that maximize their positive impact on student learning. Subscribe to this newsletter and read previous issues at www.justaskpublications.com/msca.

Teacher Leader Essentials

If you are a coach or mentor or want to be one, this set of books is just what you need! You can have everyone speaking the same language in no time at all. Watch out because everyone will want to borrow one or the other! The $125.00 price for the collection is more than 45% off regular price of $229.70.

• Meeting the Needs of Diverse Learners: See page 12.
• Why Didn’t I Learn This in College?: See page 4.
• Instruction for All Students: See page 14.
• The 21st Century Mentor’s Handbook: See page 5.
• Creating a Culture for Learning: See page 9.
• Active Learning and Engagement Strategies: See page 15.

The Teacher Leader Essentials Collection is available only from Just ASK.

Item #11202 | $125

Success Factors in a Standards-Based Classroom

This DVD, produced by Fairfax County Public Schools (FCPS), Virginia, answers the question, “What do schools and classrooms look like when they organize around the commitment to the achievement of high standards by all students?” These clips feature middle school and high school educators who took leading roles in the FCPS’ 21st Century Standards-Based Classroom initiative. They are seen in classroom episodes and in collaborative discussions about how to successfully address rigorous learning standards. Want it on a flash drive instead of a disc? Just let us know!

Item #11017
$50 | 50 minutes
Why Didn’t I Learn This in College?
by Paula Rutherford

Support your new teachers by providing them with the resource that prepares them for 21st century classrooms. The second edition of Why Didn’t I Learn This in College? includes hundreds of teacher-tested procedures, routines, and strategies for organizing classrooms for learning. Over 60 ready-to-use templates are available online. If you believe that the best management program is a strong instructional program, this book is the one you want for your new teachers. See information about the ebook on the Just ASK website.

ISBN 978-0-9797280-1-3 | Item #11002
$34.95 | 330 pages | Quantity discount available

Why Didn’t I Learn This in College® Facilitator’s Handbook
by Paula Rutherford

The foundation for our New Teacher Professional Development Kit, this facilitator’s handbook provides the teaching notes and handouts you need to design 30 hours of professional learning for a multi-year induction program. The materials are appropriate for novice teachers, alternative certification teachers, and experienced teachers new to the district. The handouts and over 40 additional active learning strategies for adults are included in hard copy and on disc or flash drive, as available.

ISBN 978-0-9830756-6-0 | Item #11064
$74.95 | 325 pages

New Teacher Professional Development Kit

This kit provides the tools you need to design and implement a comprehensive new teacher professional development program for your school or district. You can use this kit, complete with copies of four books, a facilitator’s handbook that contains teaching notes, learning exercises, and other learning tools plus multiple video clips and visual tools (including PowerPoint slides) to design your own half-day, full-day, or multiple-day workshops. Use the QR Code to access more information.

Item #11046  |  $795

What Do You Do When... Cards:
New Teacher Challenges and Concerns

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

Item #11050
$49.95 | Six sets of 50 cards

See the Why Didn’t I learn this in College? Scavenger Hunt and Sort Cards and Visual Tools online.
Mentoring in the 21st Century® Resource Kit

This kit provides the tools you need to design and implement a comprehensive mentor training program. When you use this kit, complete with suggested session outlines, learning exercises, and learning tools (including video clips, visual tools and What Do You Do When ... cards) for workshop sessions, you are able to replicate the three-day institutes we offer across the country or use the resources to design half-day, one-day, or multiple-day mentoring workshops and follow up sessions. Use the QR Code to access more information.

Item #11028 | $795

The 21st Century Mentor’s Handbook
by Paula Rutherford

Mentors find this text an indispensable tool in planning their interactions with new teachers. This handbook provides a multitude of resources including a mentoring calendar, needs assessments, tools for goal setting and reflection, instructional design templates, guidelines for observation and coaching, and field-tested ways to deal with the potential problems of novice teachers. Tools and templates are available online.

ISBN 978-0-9663336-6-4 | Item #11003
$39.95 | 380 pages | Quantity discount available

Mentoring in the 21st Century® Facilitator’s Handbook
by Paula Rutherford

This handbook, an essential component of our Mentoring in the 21st Century® Resource Kit, is also available separately. It provides teaching notes, handouts, and dozens of adult active learning strategies for designing and implementing a comprehensive mentor training program. It offers over 30 hours of professional development learning experiences that have been field-tested in our national mentoring institutes and on site in schools and districts like yours. Teaching tools are included in hard copy and on disc or flash drive, as available.

ISBN 978-0-9830756-5-3 | Item #11063
$74.95 | 220 pages

What Do You Do When... Cards: Mentoring and Supervision Scenarios

These cards present over 40 real-world scenarios that occur on a regular basis. Mentors and administrators can engage in deep discussions about how to approach the problems presented.

Item #11032
$49.95 | Six sets of 48 cards
Mentoring and Induction Resources

Mentoring in the 21st Century®
Workshops and Institutes
This acclaimed professional development series is designed for all who play a role in the new teacher induction process. Participants work collaboratively to explore the information and tools they need to work directly with novice teachers and to serve as program directors. Formats for identifying needed areas of support, determining interaction options, and building a repertoire for providing feedback are popular topics in this series. Just ASK offers this professional development opportunity onsite, in national institutes, and welcomes the collaboration of associations and districts in hosting institutes in their area.

Why Didn’t I Learn This in College?®
Workshop Series
This multi-day workshop series is designed for educators with 0-3 years of experience. Practical in nature, this workshop series is grounded philosophically by the essential question, “What do schools and classrooms look like when they are organized around the commitment to the achievement of high standards by all students?” A focus on building a positive and productive learning environment rather than an environment based on compliance and control is emphasized as an important first step. That has to be combined with the eternal quest for systems that work for handling the paper flow to and from and within the classroom, facilitating student learning, and to not only acquiring the necessary instructional tools, but also being able to find them when we need them! This workshop series has been the ticket to success in many districts!

Collegial Conversations DVD
Directed by Brenda Kaylor
This DVD features four highly skilled coaches conferencing with the novice teachers with whom they have been working for the past eight months. Listen in as they demonstrate in authentic and unscripted sessions their use of reflective coaching, collaboration, and consulting. Also included are brief interviews with the coaches who describe how they make their decisions and with the protégées in which they explain the impact their coaches have on their success as novice teachers. Access the viewing guide for this DVD at www.justaskpublications.com/cc.
ISBN 978-0-9797280-0-6 | Item #11031
$175 | 41 minutes
Mentoring and Induction Resources

Mentoring Resources Collection

Are you looking for video clips of mentors and protégées in action, an opening of school mentor’s checklist, tips you can use for expanding and refining your mentoring program, a monthly mentoring calendar, or tools and templates you can share with novice teachers? If so, we have you covered.

Our mentoring resource collection, housed on the Just ASK website, is a one-stop shop for those mentoring resources and more. They are all FREE and copyright-free!

Curated by Paula Rutherford, author of The 21st Century Mentor’s Handbook and Why Didn’t I Learn This in College?, this collection is updated monthly and a Mentoring Memo is disseminated via email to all subscribers. Don’t miss out on this great resource. Access at www.justaskpublications.com/mentoringresources.

Just ASK Mentoring Statistics

Over 7,000 educators involved in mentoring work have attended one of our national institutes or our district-based mentoring workshops

Over 850 of our award-winning Mentoring in the 21st Century® Resource Kits and New Teacher Professional Development Kits are being used in districts across the country.

Over 600,000 mentors and novice teachers have in their hands our The 21st Century Mentor’s Handbook or our new teacher’s book Why Didn’t I Learn This in College?

Mentoring and Induction Combo

Competency for mentors relies on multiple factors. One is, of course, a commitment to support teachers new to the classroom. For mentoring efforts to be successful, mentors must be more than benevolent. They must be knowledgeable and skillful not only with the mentoring process; they have to know what they are talking about. That knowledge and skillfulness must come from two places – personal practical experience and the research bases on the teaching and learning of students and adults. That means that providing mentors a book on the mentoring process is not enough; they also need the book that is in the hands of new teachers. Can you imagine teaching students without having a copy of their textbook? It makes sense to provide mentors with both The 21st Century Mentor’s Handbook and our best-selling new teacher resource Why Didn’t I Learn This in College? Order this set and save over 20%.

Item # 11029 | $55.00

Check out our "Messages for Mentors" video and other clips at www.youtube.com/justaskpublications
Leadership development for teachers and administrators is a priority at Just ASK.

Building capacity through the use of one-on-one and small group coaching is gaining momentum throughout the world. Educators are finding that face-to-face and distance (digital) coaching are great supports as they continue their learning journey. Just ASK consultants coach professional development leaders in the design and delivery of multiple formats of professional learning and the ever present need to promote their programs; we coach principals on-site in all aspects of their leadership responsibilities including supervision and evaluation, school improvement plans, and dealing with change, conflict, and competing priorities. With either The Principal’s Library (See page 2) or the Teacher Leader Essentials (See page 3) in hand, you will be ready to move forward! Give us a call!

Yes, do give us a call so that we can tell you about our coaching work in Illinois, Colorado, Florida, Virginia, Texas, California, and New York and how those we coach, in turn, coach and lead their own colleagues!
Creating a Culture for Learning® Workshops and Summits

This professional development opportunity is based on the Just ASK Non-Negotiables for Creating a Culture for Learning. A few of those non-negotiables are:

- We act on our belief that all students can learn.
- All adults are committed to the success of all other adults.
- All the students belong to all of us.
- Isolation is not an option. Collaboration is a right and responsibility.
- We focus on results.

Participants self-assess their individual and collective knowledge and skillfulness around advancing student learning as members of collaborative teams as well as address these questions:

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

What Do You Do When... Cards: Creating a Culture for Learning

The transition to a culture where all staff members are committed not only to the success of all students but also to the success of one another is an ongoing journey. The scenarios on these cards have been collected from instructional leaders who have been on this journey over time. The situations described on these cards provide powerful conversation starters for staff and might help you avoid some of these issues.

Item #11066
$49.95 | Six sets of 40 cards
Leading the Learning® Workshops
This six-day workshop series is designed to support instructional leaders as they strive to create the conditions in which the supervision and evaluation process can be directly linked to teacher professional growth and student learning. This series provides the ideal learning opportunity for administrators implementing new and more rigorous teacher evaluation systems. Participants not only build their own knowledge base and skillfulness at recognizing best practice in teaching and learning, they move beyond a singular focus on accountability and develop expertise in implementing evaluation systems in ways that provide growth-producing feedback and promote collegiality.

Teaching and Learning in the 21st Century DVD Collection
2nd Grade Writer’s Workshop
ISBN 978-0-9797280-6-8 | Item #11053 | $75 | 30 minutes

3rd Grade Science
ISBN 978-0-9777796-7-3 | Item #11047 | $75 | 41 minutes

4th/5th Grade Writer’s Workshop
ISBN 978-0-9777796-9-7 | Item #11048 | $75 | 30 minutes

Use the QR code to view sneak peeks of each video on the Just ASK website.

What Do You Do When... Cards: Mentoring and Supervision Scenarios
See page 6 for details.
Item #11032
$49.95 | Six sets of 48 cards

Leading the Learning
A Field Guide for Supervision and Evaluation
by Paula Rutherford
No matter what teacher performance criteria or model is used by the district, this text provides in-depth information and user-friendly tools around best practices to note, suggestions to make, and reflective questions to ask. Strategies for gathering and analyzing data from multiple sources are accompanied by clearly explained feedback options including guidelines for holding data-driven, yet sometimes difficult, conversations. Tools and templates are available online.

ISBN 978-0-9663336-7-1 | Item #11005
$39.95 | 300 pages | Quantity discount available
**Just for the ASKing!**
This free monthly e-newsletter addresses the needs of all those who strive to be instructional leaders. Authored by Just ASK Senior Consultant Bruce Oliver each issue provides food for thought and serves as a resource in promoting professional learning in faculty meetings, collaborative teams, and coaching and supervisory sessions. The over 100 issues available in the library are organized into focus areas that are on your mind right now. The most downloaded issues are the *Opening and Closing of School Checklists*. Subscribe and access archived issues at www.justaskpublications.com/jfta.

**Points to Ponder**
by Bruce Oliver
Many of the thought-provoking and inspirational messages, excerpted and adapted from *Just for the ASKing!*, are perfect for staff and community newsletters, district, school and classroom websites, and discussion starters in faculty meetings. These messages provide insight into why we are educators, reminders about how we must care for one another, and wisdom about addressing the responsibilities we have for teaching our students about the power of kindness, collaboration, and respectful behavior.

ISBN 978-0-9986994-1-7 Item #11073
$19.95 | 131 pages | Quantity discount available

**Professional Practices**
Now in its third year of publication, this free e-newsletter has explores the nuances and possibilities of the *Educational Standards for Education Leaders* which were published in 2015 by the National Policy Board for Education Administration (NPBEA), a consortium of professional organizations and replaced the well-known and highly respected ISLLC Standards published by the Council of Chief State School Officers (CCSSO). *Professional Practices* has garnered an impressive list of subscribers who are educational leaders in both K-12 education and higher education. Subscribe to this newsletter and read previous issues at www.justaskpublications.com/ProfessionalPractices.

**Professional Practices for the 21st Century Leader**
by Marcia Baldanza
Marcia uses her more than 25 years of experience as a teacher, turnaround principal, director of state and federal programs, director of school reform and accountability, supervisor of principals, author, adjunct professor, and mom to offer practical strategies and insightful reflections from the field to help answer the powerful and essential questions:
- What do districts, schools, and classrooms look like when they are organized around a commitment to the achievement of high standards by all students?
- What is my role in creating, implementing, and maintaining such a district, school, and classroom?
- What do districts, schools, and classrooms look like when all the adults are committed to the success of all other adults?
- What do districts, schools, and classrooms look like when they are results oriented?
- What do districts, schools, and classrooms look like when all the stakeholders are committed to continuous improvement no matter how well they are already doing?

ISBN 978-0-9986994-9-3 Item #11074
$39.95 | 205 pages | Quantity discount available
Meeting the Needs of Diverse Learners
by Paula Rutherford

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

ISBN 978-0-9797280-4-4 | Item #11033
$39.95 | 325 pages | Quantity discount available

Meeting the Needs of Diverse Learners Facilitator’s Handbook
by Paula Rutherford

This 234-page facilitator’s handbook is the perfect tool for principals, professional developers, and teacher leaders to use in planning a comprehensive year-long professional development program. It can also be used to plan focused data-driven discussions around specific challenging issues that teachers face on a daily basis. Each of the 30 to 60 minute exercises include the purpose, the time needed, the materials to use, the process to follow, and suggestions for follow-up professional practice in the classroom. All handouts are included in hard copy and on disc or flash drive, as available.

ISBN 978-0-9797280-9-9 | Item #11056
$74.95 | 234 pages

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

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

ISBN 978-0-9797280-8-2 | Item #11054
$19.95 | 140 pages
Meeting the Needs of Diverse Learners®
PLC Pack

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

It includes copies of Meeting the Needs of Diverse Learners, a copy of the Meeting the Needs of Diverse Learners Facilitator’s Handbook, a copy of Strategies in Action Volume II: Applications in Today’s Diverse Classrooms, visual tools, and six sets of Meeting the Needs of Diverse Learners Scavenger Hunt and Sort Cards and six sets of What Do You When... Cards.

The standard PLC pack includes 25 copies of Meeting the Needs of Diverse Learners. Contact Just ASK if you need more copies of the text.

Item #11052  |  $795

Just ASK’s Differentiation Non-Negotiables

We must:
• be knowledgeable about and skillful with the content to be taught
• acknowledge, understand, respect, and respond to the differences in, and needs of, the learners to be taught
• hold and select purposefully from a deep and broad repertoire of instructional strategies
• use multiple sources of data to inform decisions about instruction
• realize that differentiation is not a set of strategies but is, instead, a way of thinking about the teaching and learning process
• not differentiate who will learn what but, rather, how we will teach so that all students have access to and support for mastering or exceeding mastery of rigorous state standards.

Meeting the Needs of Diverse Learners®
Scavenger Hunt and Sort Cards

Use these cards that identify strategies to support and extend the learning of all students to engage colleagues in collegial discussions, self-assessment of their use of selected strategies, as hands-on interest inventories, and for scavenger hunts around strategies to support all learners or a particular area of focus such as literacy, accelerated learners, or what to do when students do not demonstrate mastery.

Item #11059  
$49.95  |  Six sets of 64 cards

Meeting the Needs of Diverse Learners®
What Do You Do When... Cards

These cards describe 40 situations and challenges frequently encountered in today’s diverse K-12 classrooms. Staff can use these cards for collaborative problem identification and solution. The conversations are sure to be engaging!

Item #11071  
$49.95  |  Six sets of 40 cards
Instruction for All Students
by Paula Rutherford

The second edition of this popular book is updated to reflect current research about best practice in teaching and learning in standards-based classrooms. In addition to resources for actively engaging students and multiple approaches to lesson and unit design, this text includes information on technology integration, formative assessment, 21st century thinking skills that promote rigor and relevance, and formats for job-embedded learning. Tools and templates are available online.

ISBN 978-0-9777796-8-0 | Item #11027
$39.95 | 298 pages | Quantity discount available

I would like you to know that as a college instructor preparing teachers for teaching, Instruction for All Students is the methods book I wish I had written myself. It is a concise, hands-on guide to the best practices for classroom teaching. Thank you for your time and for publishing this incredible resource for teachers and for those who teach teachers.

Tom Sferes, Ed.D.
Instructor in Education
University of New England

Instruction for All Students™ Facilitator’s Handbook
by Paula Rutherford

This handbook is designed to structure the study and use of the information presented in Instruction for All Students. It can be used for book clubs, study groups, and team, department, and faculty meetings. Teaching notes for over 20 one-hour professional learning opportunities and other extensive facilitator resources are included. The exercises are written so that the adult learning is experiential and interactive. Based on established principles of professional development, participants are expected to apply what they read and discuss in one session and come to the next session ready to report on how they used what they learned and the impact on student learning. A CD-ROM provides tools and templates that serve as handout masters and classroom tools.

ISBN 978-0-9797280-5-1 | Item #11061
$74.95 | 300 pages

Instruction for All Students™ PLC Pack
The collection of resources in this PLC pack provide over 20 hours of interactive learning experiences. The pack is just what you need to plan instruction-based faculty meetings and workshops focused on the planning, assessment, and rigor and relevance necessary to implement 21st century learning standards. The standard pack includes 25 copies of Instruction for All Students, a copy of the Instruction for All Students Facilitator’s Handbook, a copy of Strategies in Action: A Collection of Classroom Applications Volume I, visual tools including PowerPoint slides, jpegs and PDF files, a disc with over 100 issues of Just for the ASKing!, and six sets of scavenger hunt and sort cards.

Item #11051 | $795

See the Instruction for All Students Scavenger Hunt and Sort Cards and Visual Tools online.
Best Practice in Teaching and Learning

Active Learning and Engagement Strategies
by Paula Rutherford

This Just ASK best seller features over 60 ways to ensure that students are interacting with concepts, processes, and information in ways that promote rigor, relevance, and retention. It is a top choice for those who are anxious to refine and expand their repertories so that they can more purposefully select learning experiences best suited for learning-centered environments that feature:

- Varied sources of information including technology
- Opportunities for students to actively construct meaning
- Growth-producing feedback
- Creativity, collaboration, and critical thinking

ISBN 978-0-9830756-4-6 | Item #11060
$34.95 | 170 pages | Quantity discount available

I like the organization of this book. The way you have given clear categorization of the strategies according to their purpose really facilitates and encourages use of this resource. It looks great can’t wait to use it!

International school, Director of Curriculum and Instruction

Making Assessment a Learning Experience
by Bruce Oliver and Paula Rutherford

Make all assessment informative! The use of formative, often informal, assessment data is the key to success. While there are lots of books on assessment, this is the one that provides “just in time” strategies for classroom use to check for misconceptions, progress, understanding; provide students with multiple opportunities to demonstrate their learning; and ensure that teachers at long last see how they are continuously gathering formative assessment data that they and the students can use to inform both instruction and learning practices.

ISBN 978-0-9986994-0-0 | Item #11072
$39.95 | 240 pages | Quantity discount available

Strategies in Action: Volume I, II, and III

These amazing collections provide glimpses into the classrooms of teachers across the spectrum of grade levels and content areas. They feature descriptions of how teachers have used the instructional, assessment, and organizational strategies found in Just ASK books in their own classrooms.

Volume I: Classroom Applications in K-12 Classrooms
ISBN 978-0-9830756-0-7 | Item #11049 | $19.95 | 134 pages

Volume II: Classroom Applications in Today’s Diverse Classroom
ISBN 978-0-9830756-8-2 | Item #11054 | $19.95 | 140 pages

Volume III: Classroom Applications in PreK-3 Classrooms
ISBN 978-0-9830756-2-2 | Item #11074 | $19.95 | 95 pages
Best Practice in Teaching and Learning

Just ASK has consultants have worked in our institutes and workshops with schools and districts from more than 40 states as well as abroad. All our efforts are designed to support educators as they strive to be contributing members of organizations committed to the success and well being of each and every student... and colleague.

The ASK Framework for the Study of Teaching and Learning

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

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

Why Didn’t I Learn This in College?®
This multi-day workshop series is designed for educators with 0-3 years of experience. The title is in no way meant to condemn those who direct our collegiate experiences. The realities are that we may well have studied these topics and earned a good grade on a test over the theoretical aspects of this information but had no hooks on which to hang the information, that we took an alternative approach to entering the profession, that our focus was elsewhere at the time, or perhaps, it was not taught. Whatever the case may be, teachers new to the classroom clearly need support and the opportunity for collegial discussions during their first years of classroom work. This workshop series has been the ticket to success in many districts!

To schedule a customized workshop in your school or district and to see more information, visit the Just ASK website at www.justaskpublications.com/consulting-services.
Workshops and Consulting Services

Meeting the Needs of Diverse Learners®
This multi-day workshop series, based on the book *Meeting the Needs of Diverse Learners* by Paula Rutherford, is designed to help teachers focus on ways to recognize, respect, and respond to differences in learners with practical and research-based approaches. It can be scheduled on sequential days as a summer institute or in an ongoing format throughout the school year. The latter format provides participants the opportunity to return to their worksites between sessions and conduct action research implementing what they learned through the insightful presentations and collegial collaboration embedded in the workshop series.

Closing the Engagement Gap™
This workshop series provides participants an opportunity to engage in experiential learning and professional dialogue about strategies that so engage students that they may even forget that they are learning. Based on the book, *Active Learning and Engagement Strategies*, this workshop helps teachers build capacity to move students toward mastery of rigorous state learning standards and to demonstrate their own skillfulness with the teacher performance criteria that focus on student engagement.

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

Top Ten Tips for Teaching and Learning in the 21st Century™
Participants in this one-day workshop or conference session explore 10 research-based and practical tips for creating and maintaining a learning-centered classroom. Tips also focus on using the Standards-Based Planning Process, ensuring that learning experiences are rigorous and relevant, and using data to adjust instructional delivery. This is a perfect way to help staff identify validations for their current practice and implications for change as they implement the 21st-century learning standards.
Access these resources and subscribe to our e-newsletters at www.justaskpublications.com/resourcecenter.
Just ASK’s Big Ideas

The ASK Framework

for the Study of Teaching and Learning

Yesterday & Today

Curriculum

Work is taught
Organized around
Standards
Assessment
Individual efforts
Ongoing practice
Years, months, weeks

What is learned
Identifications of what students should know and be able to do
Organized around essential understandings
Life contexts
Multiple purposes
Simple, short-term
High-stakes testing
Readiness for all

Instruction

Teacher content
Organized around time
Long-term memory
Teach the lesson
Small groups
Whole group
Flexible groups
Differentiated instruction

Assessment

Task source
Public and private criteria
Multiple assessments
Performance-based
Standardized or not
Diagnosis and prescriptive
Focus on growth as progress

1st What should students know and be able to do?
2nd How will the student know when they are successful?
3rd What learning experiences will facilitate student success?
4th Based on data, how do I refine the learning experience?

Leadership for Change

Say It
Teach & Model It
Organize for It
Protect It
Reward It

Change

The Learning-Centered Classroom

• Varied sources of information including technology
• Opportunities for students to actively construct meaning
• Growth-producing feedback
• A safe and challenging environment that respects and responds to differences in learners
• Real-world examples and applications of learning
• Use of a variety of assessment strategies to provide ongoing opportunities for students to demonstrate learning

Top 10 Tips for Leading Learning in a Standards-Based Environment

1. Begin with the end in mind
2. Keep energy and time focused on teaching and learning
3. Clearly articulate and communicate expectations for teachers
4. Model and promote collaborative practice
5. Develop school structures that support learning for students and educators
6. Publicly gather and analyze data—make data-driven decisions
7. View the supervision and evaluation process as one-on-one staff development
8. Continuously refine and expand your own repertoire of consulting, collaborating, and coaching skills
9. Recognize and celebrate growth and accomplishments
10. Lead with soul!
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