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About Just ASK

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The Essential Question of Just ASK's Work

What do schools and classrooms look like when they are organized around a commitment to the achievement of high standards by all students and all the adults are committed to the success of all other adults?

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 the use of best practice in teaching, learning, and leading in 21st century schools and classrooms.

Driven by the essential question displayed above, 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 educational organizations
- Facilitate the building of in-house capacity through job-embedded learning based on self-assessments and locally developed initiatives and led by school personnel.

These comprehensive resources use a common language and concept system that makes rigorous learning standards and teacher performance standards come alive. Because Just ASK resources are cross-referenced, administrators, teacher leaders, veteran teachers, mentors, coaches, and new teachers can all be on the same page!

Stop by Table 42 in the exhibits area to pick up a catalog, subscribe to one of our free newsletters, or speak with Paula Rutherford, Just ASK president and author of several of the books published by Just ASK.

The Instructional Leader's Library



Instructional leaders need to have their finger on the pulse of all facets of the teaching, learning, and leading occurring in their schools. This comprehensive collection provides a common language and concept system that makes rigorous learning standards and teacher performance standards come alive! **This set of seven books is priced at only \$150, more than 40% off the regular price of \$269.65. This is a world-class bargain!** Each administrator and coach needs this set. Why not join the over 700,000 educators who have one or more of these books in their professional libraries? No coupon code needed. It is yours for the ASKing!

- ***Leading the Learning***
- ***Creating a Culture for Learning: Your Guide to PLCs and More***
- ***Instruction for All Students***
- ***Meeting the Needs of Diverse Learners***
- ***Why Didn't I Learn This in College?***
- ***The 21st Century Mentor's Handbook***
- ***Active Learning and Engagement Strategies***

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



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Publications & Professional Development

Mentoring and Induction Resources



Challenges and Concerns
 Scenarios
 Workshops
 Books
 Cards
NewTeacher
 DVDs
 Induction
 Visual Tools
 Resource Kit
 Facilitator's Handbook



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Mentoring
 DVDs
 What Do You Do
 When...
 Cards
 Resource
 Kit
 Handbook
 Facilitator's
 21st
 Books
 Visual Tools
 Century
 Workshops





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Publications & Professional Development

Meeting the Needs of Diverse Learners

When a teacher tries to teach something to the entire class at the same time, "chances are, one-third of the kids already know it; one-third will get it; and the remaining third won't. So two-thirds of the children are wasting their time."

Lillian K

Differentiation Non-Negotiables

We must:

- be knowledgeable about and skillful with 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 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 the district and/or state curriculum

Differentiation Instruction 3 x 3

1. Assess	1. Mindset
2. Plan	2. Strategy
3. Practice	3. Individual
	4. Address
	5. Assess
	6. Informative Processing Probe

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pages 16-28

Readiness Factors

Reading
Writing
Mathematics
Attention
Organization
Persistence
Sense of self-efficacy
Social Skills
Academic background knowledge

It is not acceptable for us to know a child is failing and not do something about it. Further, conflict avoidance in the face of poor performance is an act of moral neglect.

Michael Fullan



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Investigate these books and other products and services at www2.justaskpublications.com/catalog

For more information see pages 12-13





Just ASK

Publications & Professional Development

Build In-House Capacity with Just ASK PLC Packs

Meeting the Needs of Diverse Learners PLC Pack

Has your staff identified the need to expand and refine their repertoires of strategies for working with diverse learners as a priority? Or do you, as a teacher leader or administrator, need to orchestrate discussions on this topic? If so, the **Meeting the Needs of Diverse Learners PLC Pack** is just what you need.



PLC Packs include

- ✓ 25 copies of the primary text
- ✓ Visual Tools with PowerPoints
- ✓ Facilitator's Handbook
- ✓ Scavenger Hunt and Sort Cards
- ✓ and more resources



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Instruction for All Students PLC Pack

Don't have time to plan all the data-driven professional development you would like to offer staff? This PLC Pack provides over 20 one-hour professional learning experiences that support staff efforts to design, implement, and assess rigorous lessons and units.

Facilitators are guided in modeling 21st century skills and promoting their use in participants' classrooms. Staff members will be working collaboratively in no time.



For information about Just ASK consulting services, please visit www.justaskpublications.com.

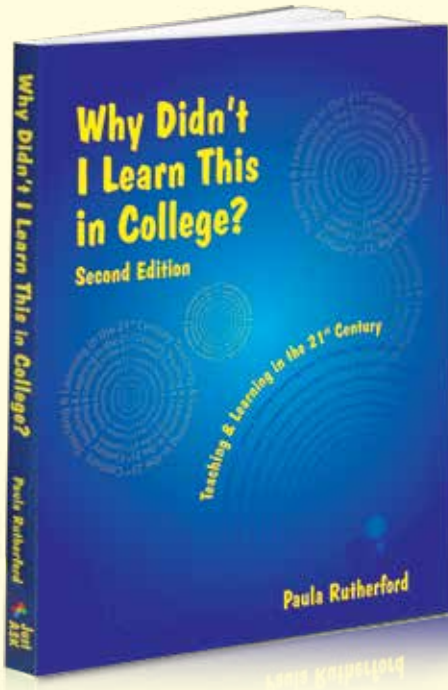
For more information see pages 13-14





Why Didn't I Learn This in College?

This is a great tool for promoting recruitment and retention!



Support your new teachers by providing them with a resource that prepares them for 21st century classrooms. ***Why Didn't I Learn This in College?*** includes dozens of teacher-tested procedures, routines, suggestions for organizing classrooms for learning, and online tools and templates. If you believe that the best management program is a strong instructional program based on rigorous learning standards and your schools curriculum, this book is the one you want for your new teachers.

Join over 600,000 new teachers and mentors who are using this text in their induction and mentoring programs. You will be glad you did!

Item #11002 Price: \$34.95

While new teachers may say they need classroom management skills, what they really need to know is how to design rigorous and appropriately scaffolded lessons and how to create learning-centered classrooms where high-level engagement and learning can occur. We must help new teachers learn that the end they should have in mind for their students is not that they are well-managed, but that they are well-educated.

- Paula Rutherford

Download tools and templates at
www.justaskpublications.com/whytemplates



For more
information
see pages
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Publications & Professional Development

Online Resource Center

Do you like FREE tools and templates?

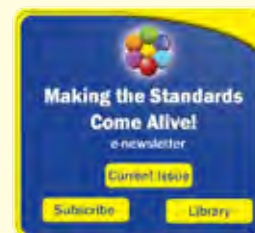
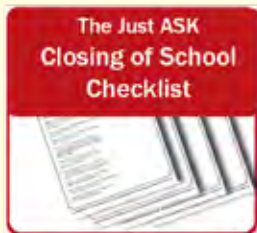
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