

SAM Business Partnership Request

Name of Potential Business Partner: BetterLesson—PersonalizedPD

Date: May 26, 2017

Description of Business Partner Services/Product:

Through our innovative [PersonalizedPD](#) professional learning platform, BetterLesson’s experienced coaches, a growing number of whom are Montana educators who are very familiar with the state’s educational and social contexts, will help teachers in SAM districts become skilled at designing, implementing, and sustaining personalized learning environments for their students. PersonalizedPD is built to help educators adopt our continuous improvement framework (“Try-Measure-Learn”); to implement innovative pedagogies; and to foster a growth mindset in themselves and their students. We model personalized learning by personalizing each teacher’s coaching experience to ensure that we are addressing their most pressing teaching challenges while they are making observable, measurable progress toward the ambitious standards for teaching and learning set by school and district leadership. Participating teachers will get access to:

Design Studio

An in-person, highly interactive 2-day session in which teachers will be coached to use elements of design thinking to:

- articulate their vision for their students’ success
- design a pilot project to bring personalized learning practices immediately into their classrooms, including new strategies and tools to engage their students more deeply
- develop a deep understanding of the PersonalizedPD model
- create a map of their professional learning for the school year

Personalized Coaching, Tools, and Support

- **Personalized Coaching:** Bi-weekly virtual sessions for 30-45 minutes and continuous on-demand support with a BetterLesson coach to achieve 3 to 4 measurable, district-selected outcomes. If desired, SAM member districts can purchase coaching for shorter increments of time (e.g., 8 or 12 weeks) to support teachers in a single area of their practice.
- **PersonalizedPD Platform:** Our proven, premium teaching strategies are tailored to address teachers’ challenges and school and district priorities. Our proprietary tools make it simple for teachers to document student growth and make their learning visible on an ongoing basis through teacher and administrative dashboards and end-of-year portfolios (please see below).
- **Virtual Portfolio:** At the end of every year, all the innovative strategies teachers have tried and the impact they have had on student growth as well as the artifacts and reflections teachers have shared with their coaches are combined into a PersonalizedPD Portfolio that demonstrates each teacher’s professional growth and our partners’ return on investment.

Strategic Implementation Planning

To ensure that we maximize the impact of PersonalizedPD in your district, we assign a member of BetterLesson’s Partner Success Team to you on Day 1. This team will work in tailored and collaborative ways with school and district leaders to get our partnership off the ground and create results in your classrooms. Our Partner Success Managers work with school and district leadership during the planning phase of our partnership to ensure:

- **Aligned Vision and Outcomes:** From the very beginning, we align our programs to the goals, instructional outcomes, and needs of your students and teachers.

- **Successful Launch:** We engage with you in a strategic planning conversation to understand your unique context and help you plan a roll-out process that starts our partnership off on the right foot.
- **Registration & Onboarding:** We work with you to ensure that your teachers complete our registration process and have the information they need to invest fully in our work with them.
- **Licensure Renewal:** We work with you to determine how your teachers can get professional development credit for their participation in the PersonalizedPD process.

Ongoing Communication and Progress Monitoring

During the implementation of our partnership, our Partner Success Team is in regular communication with school and district leadership to monitor progress, get feedback, and ensure alignment. This includes:

- **Customized Dashboard:** BetterLesson creates a customized dashboard to give you insight into the work between your teachers and our coaches. Dashboards include both a high-level view of progress your teachers are making toward outcomes, as well as teacher-by-teacher snapshots of the strategies, artifacts, and reflections they are sharing with our coaches.
- **Partnership Meetings:** every six weeks we will meet to:
 - share qualitative and quantitative data about teachers' participation and progress
 - ensure ongoing alignment with identified outcomes
 - troubleshoot challenges

Is the product or service beneficial to kids/schools and their community?

Absolutely! PersonalizedPD has helped hundreds of teachers improve their practice, engage their students, and personalize the learning of their students through leading-edge pedagogical practices.

At BetterLesson, we are constantly evaluating the effectiveness of PersonalizedPD, focusing on the aspects of teacher practice that best translate to gains for students. We know that teacher growth leads to student growth, so our coaches support teachers to develop their instructional strategies in ways that directly translate to improved student outcomes.

The following data points demonstrate that PersonalizedPD will have an enormous positive benefit for students in SAM districts:

- Teachers try **10+ new strategies each year** on average.
- On average, each strategy results in **3 times** as many students being able to demonstrate the skills teachers want them to develop.
- 88% of teachers rate PersonalizedPD as **highly personalized** to their needs and the needs of their students.
- 97% of teachers are **satisfied with the support they receive from their coaches**
- 92% of teachers **would recommend** PersonalizedPD to a colleague

In addition, BetterLesson has partnered with Panorama Education and Tripod Education to learn more about how PersonalizedPD coaching can support teachers to incorporate more student voice in their classrooms.

More than anything, the teachers we coach are in the best position to tell the story about the benefits of PersonalizedPD for their students. Here are a few examples that represent the vast majority of teachers we have worked with to improve their practice:

“I know I’m doing something right, when I hear my students say, ‘Ms. Jones, did we miss Math?’ or ‘I love Math!’ The coaching and resources were a big part of that process.” **2nd grade Teacher**

“My students have demonstrated progress and positive engagement with every BL strategy I’ve implemented.” **7th Grade ELA Teacher**

“It changed my students’ engagement and motivated them to do well in the subject matter.” **3rd grade Teacher**

“Based on the strategies that I develop with my coach, my students are demonstrating more confidence in the classroom. They are now participating in the classroom in a more effective manner.” **HS Math Teacher**

“This was a true PD that was personalized and tailored for my class-and it was a huge success! I learned new techniques and tools that were implemented into my class and it created a safe caring and warm environment.” **4th Grade Teacher**

Does the product or service benefit SAM members through their association with SAM?

Many SAM members serve small educational communities. As a result, on their own, very few schools and districts would be able to access our coaching and support. Through regional Design Studios and economies of scale, a SAM-BetterLesson partnership will make the following bulk discounts available to SAM member districts:

| National Base Price per Teacher (Design Studio + Coaching) | SAM Member Price per Teacher (100+ teachers)* |
|---|--|
| \$3,200 | \$2,400 |

*Assumes a minimum of 15 teachers at each regional Design Studio.

In addition, many SAM members already participate actively in a community of practice focused on personalized learning capacity building. Partnership between SAM and BetterLesson will support member districts in going deeper in this area, which has been identified as a priority by district and school leaders across the state.

Questions and Comments for Consideration

Date considered by the SAM Board:

Decision of the SAM Board: YES or NO

Date of SAM entered in to Business Partnership with the Business: