

## WRITING FOR AUDIENCE AND PURPOSE

### Organized Around Three Big Ideas:

#### SUSTAINABLE CHANGE

- develops a shared vision—vertical alignment of beliefs and practices
- presents an instructional coaching and leadership model for principals, teachers, and coaches
- provides ongoing support for new and veteran teachers and administrators
- enriches and improves the culture of the school—relationships, teacher stability, and purposefulness of work
- focuses on increasing 4 E's—teaching effectiveness, efficiency, engagement, and enjoyment

#### EMBEDDED PROFESSIONAL DEVELOPMENT

- effectively guides PLC's—emphasis on learning, collaboration, and implementation
- provides regular, intensive, flexible, ongoing PD
- demonstrates best practices in reading and writing through observing, discussing, analyzing, and applying video-based, classroom lessons
- encourages ongoing national conversations on website

#### RAISING EXPECTATIONS AND ACHIEVEMENT

- addresses the needs and interests of ALL students—struggling, gifted, English language learners, culturally diverse, urban
- applies an Optimal Learning Model (gradual release model of responsibility) to show how teachers guide students towards becoming self-directed, independent learners
- deepens principals', teachers', and coaches' knowledge of how and what to teach and assess in reading and writing

### Transforming Our Teaching Through Writing for Audience and Purpose:

- provides an easy-to-use framework for teaching narrative and nonfiction writing across the curriculum
- shows how to engage and immerse students in a genre and to plan for effective writing
- raises students' writing ability through a research-proven method: When students write for an authentic audience and purpose, they become better writers, are more engaged, and enjoy writing more
- embeds the Six Traits in all writing
- shows how to get students to assume responsibility for revising and editing
- demonstrates how celebration conferences can change a writer's life
- shows how individual, public content conferences can be used to move all students' forward in their writing
- demonstrates how changing beliefs and practices impact teacher effectiveness and students' writing confidence and competence
- provides multiple tools for writing assessment, including typical K–5 exemplars with descriptors and guidelines for how to look at student work.

### Each Session:

- *provides* ease-of-use; everything you need for successful PD is included.
- *begins with* professional conversations and reflections around “trying and applying” classroom implementation and through discussions of professional reading related to the previous session
- *includes* ways to apply an Optimal Learning Model and develop a schoolwide common vision and shared beliefs
- *centers on* viewing the session's video scenes and discussing classroom teaching and assessment
- *follows with* understanding and analysis of the lessons shown on the video and accompanying detailed Deeper Understanding charts—all with the goal of planning, applying, and reflecting and having teachers and students become self-directed, independent learners
- *connects to* a password-protected website for participants to re-view video, download resources, and join in national, professional conversations.

#### RESOURCES ON [WWW.REGIEROUTMAN.COM](http://WWW.REGIEROUTMAN.COM)

- Video clips from each session
- Research and case studies
- Professional journal articles
- Discussion forum
- Facilitator Support Center
- Downloadable resources

#### HOW TO ORDER

Call: 800.225.5800

Fax: 877.231.6980

Online: [www.heinemann.com](http://WWW.HEINEMANN.COM)