



# Just ASK<sup>TM</sup>

## Publications & Professional Development



**2018-2019  
Resources**



See pages 2-3 to learn about Just ASK's  
**Common Language and Concept System**

# About Just ASK



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 21<sup>st</sup> 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!

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# Just ASK Consultants and Authors

Meeting  
the Needs of  
Diverse Learners®

Keynotes

Mike Rutherford



Brenda Kaylor

Making  
Assessment  
a Learning  
Experience™

Coaching Academies

Theresa West



Digital Literacy

Priority  
Schools

Walk-Throughs



Sherri  
Stephens-Carter

21<sup>st</sup> Century Skills

Using Data to Inform Instruction

PLCs

IDEA

Title II



Heather Clayton

Making the Standards  
Come Alive!

Project-Based Learning

New  
Teacher  
Induction

Rtl

Title I



Julie McVicker

Coaching Principals

Supervision and  
Evaluation

Closing the  
Engagement Gap

Creating a Culture for Learning®

Why Didn't I Learn This in College?®



Paula Rutherford

Differentiation

Instruction  
for All  
Students™

Mentoring in the 21<sup>st</sup> Century®

Building  
In-House  
Capacity



Marcia Balanza

Technology  
Integration



Bruce Oliver

Leading the Learning®

Contact Just ASK to schedule on-site professional development.

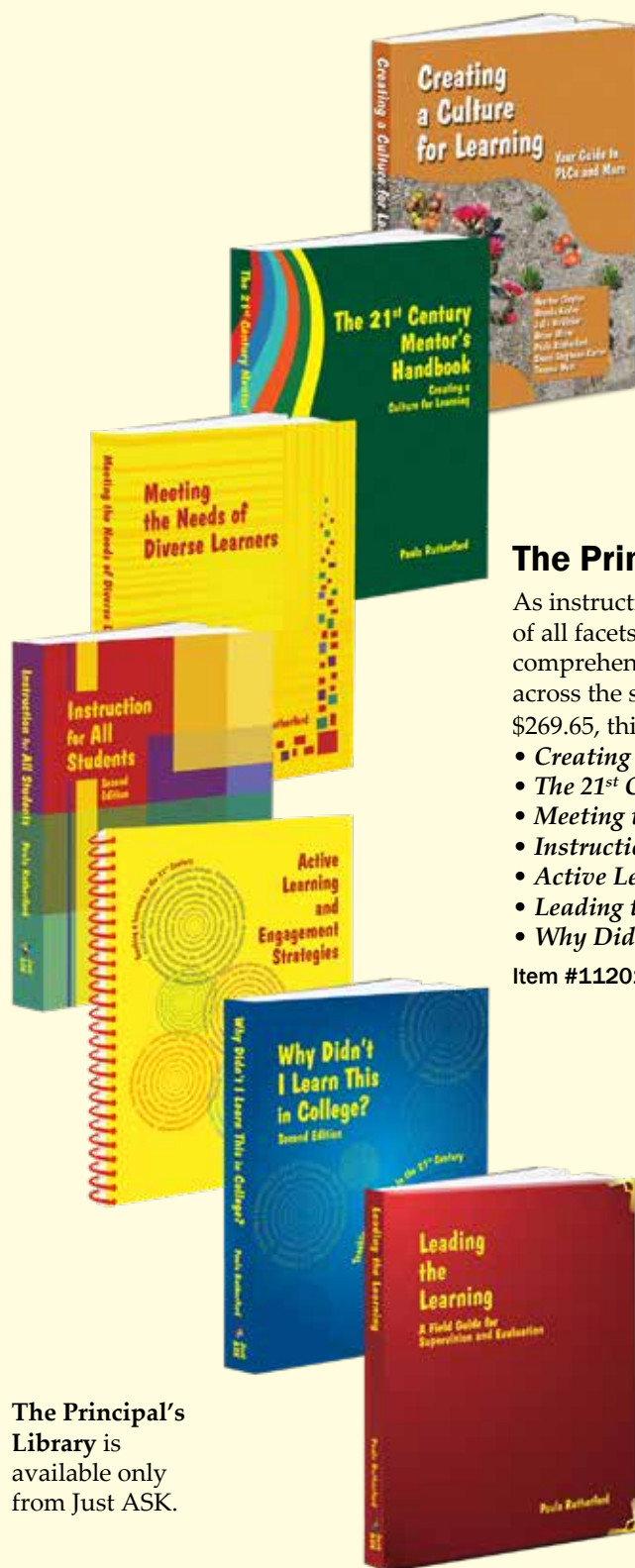


# Our Common Language and Concept System

## 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 Berkley, 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.

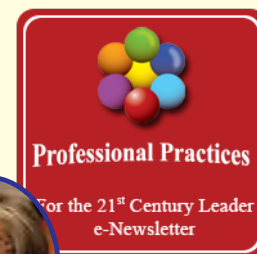
- *Creating a Culture for Learning* See page 9.
- *The 21st Century Mentor's Handbook*: See page 5.
- *Meeting the Needs of Diverse Learners*: See page 12.
- *Instruction for All Students*: See page 14.
- *Active Learning and Engagement Strategies*: See page 15.
- *Leading the Learning*: See page 10.
- *Why Didn't I Learn This in College?*: See page 4.

Item #11201 | \$150

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

### 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](http://www.justaskpublications.com/ProfessionalPractices)



You won't find this level of common language and cross-referencing anywhere else!

# ... Makes the Standards Come Alive!

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](http://www.justaskpublications.com/msca).



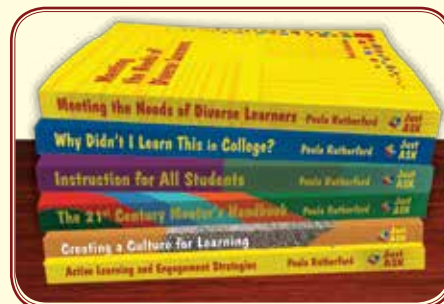
## Teacher Leader Essentials

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 21<sup>st</sup> 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

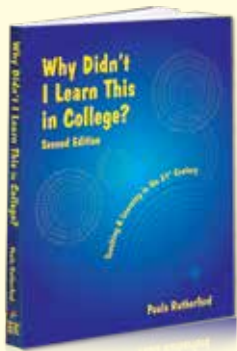
This DVD, produced by Fairfax County Public Schools (FCPS), Virginia, answers the question, "What do schools and classrooms look like when they organize around the commitment to the achievement of high standards by all students?" These clips feature middle school and high school educators who took leading roles in the FCPS' 21<sup>st</sup> 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





# Induction Resources



Over  
600,000  
in print!

## 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 21<sup>st</sup> 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

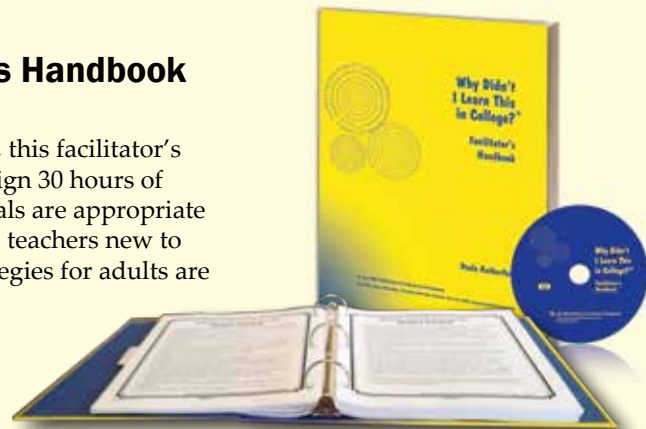
## Why Didn't I Learn This in College?® Facilitator's Handbook

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



Item #11046 | \$795

## 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.



## 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 Resources



## Mentoring in the 21<sup>st</sup> 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.

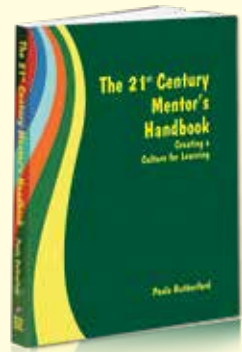
Item #11028 | \$795

## The 21<sup>st</sup> 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 21<sup>st</sup> Century® Facilitator's Handbook

by Paula Rutherford

This handbook, an essential component of our **Mentoring in the 21<sup>st</sup> 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 21<sup>st</sup> 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](http://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 21<sup>st</sup> 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](http://www.justaskpublications.com/mentoringresources).



## Just ASK Mentoring Statistics

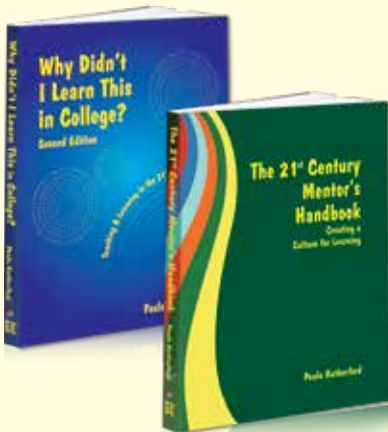
Over 7,000 educators involved in mentoring work have attended one of our national institutes or our district-based mentoring workshops

Over 850 of our award-winning **Mentoring in the 21<sup>st</sup> Century<sup>®</sup> 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 21<sup>st</sup> Century Mentor's Handbook* or our new teacher's book *Why Didn't I Learn This in College?*



Check out our "Messages for Mentors" video and other clips at [www.youtube.com/justaskpublications](http://www.youtube.com/justaskpublications)



## 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 21<sup>st</sup> 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

# Leadership Development

## Leadership development for teachers and administrators is a priority at Just ASK.

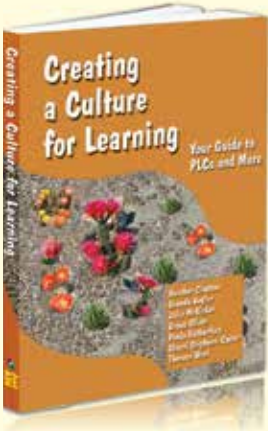
Building capacity through the use of one-on-one and small group coaching is gaining momentum throughout the world. Educators are finding that face-to-face and distance (digital) coaching are great supports as they continue their learning journey. Just ASK consultants coach professional development leaders 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



## Creating a Culture for Learning: Your Guide to PLCs and More

Several Just ASK consultants pooled their extensive experience and expertise to write *Creating a Culture for Learning: Your Guide to PLCs and More*. Co-authors are Heather Clayton, author of the Just ASK e-newsletter *Making the Standards Core Come Alive!* and current principal of a high performing elementary school; Theresa West, a highly successful principal who turned around two schools within a five-year period; Sherri Stephens-Carter, a former executive director of assessment and evaluation; Julie McVicker, whose experience includes directing Title I programs and supervising underperforming schools; Bruce Oliver, a sixteen-year middle school principal and author of the e-newsletter *Just for the ASKing!*; Brenda Kaylor, a highly acclaimed professional developer and change agent; and Paula Rutherford. What a powerful group!

This text includes literally dozens of tools and practitioner examples. Access online tools and templates and a sneak peek (including the introduction) at [www.justaskpublications.com/ccl/](http://www.justaskpublications.com/ccl/)

**ISBN 978-0-9830756-0-8 | Item #11055**  
**\$39.95 | 323 pages | Quantity discount available**



## 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**

# Supervision and Evaluation

## 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 21<sup>st</sup> 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.

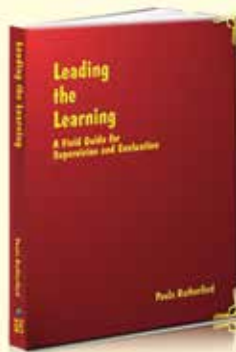


## What Do You Do When... Cards: Mentoring and Supervision Scenarios

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](http://www.justaskpublications.com/jfta).



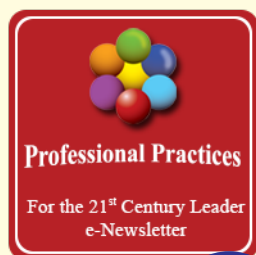
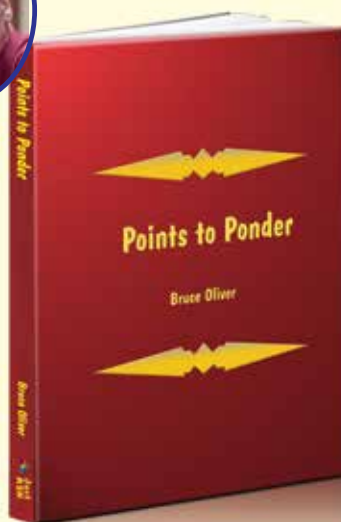
## Points to Ponder

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

December  
2017  
Release



## Professional Practices

Now in its third year of publication, this free e-newsletter has explored 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](http://www.justaskpublications.com/ProfessionalPractices).

Spring  
2019  
Release

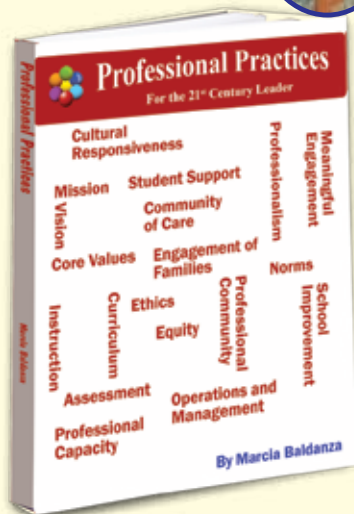
## Professional Practices for the 21<sup>st</sup> Century Leader

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



## 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

## 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

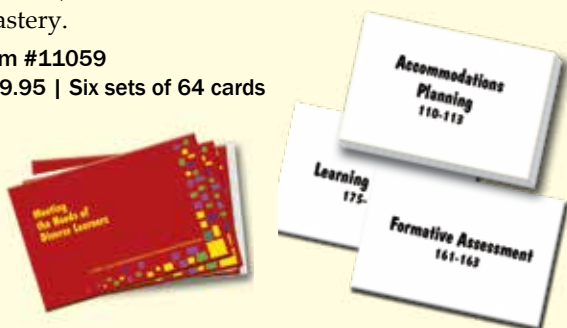
We must:

- 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.

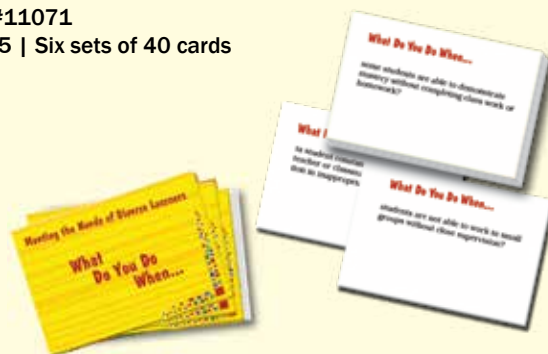
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\$49.95 | Six sets of 64 cards



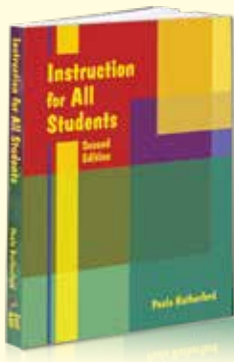
## Meeting the Needs of Diverse Learners® What Do You Do When... Cards

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



# Best Practice in Teaching and Learning



## 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, 21<sup>st</sup> 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

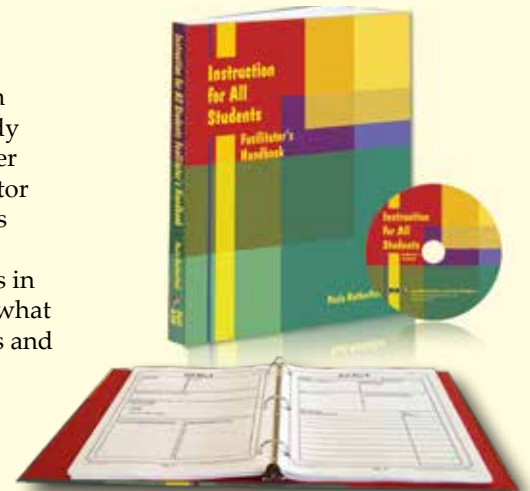
## Instruction for All Students™ Facilitator's Handbook

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 21<sup>st</sup> 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.

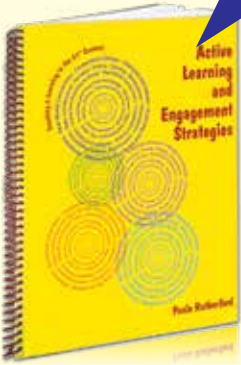
Item #11051 | \$795

See the *Instruction for All Students* Scavenger Hunt and Sort Cards and Visual Tools online.



# Best Practice in Teaching and Learning

**Best  
Seller**



## 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 repertoires 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

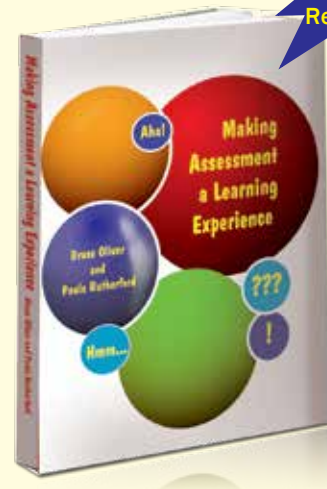
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I like the organization of this book. The way you have given clear categorization of the strategies according to their purpose really facilitates and encourages use of this resource. It looks great can't wait to use it!

International school, Director of Curriculum and Instruction

**Spring  
2019  
Release**



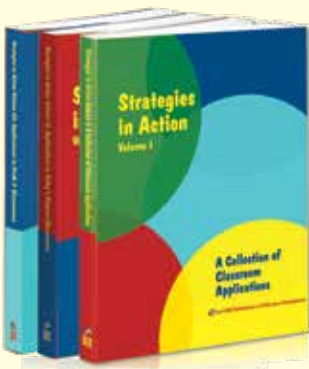
## Making Assessment a Learning Experience

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.

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## 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

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Volume II: Classroom Applications in Today's Diverse Classroom

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Volume III: Classroom Applications in PreK-3 Classrooms

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# 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](http://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.

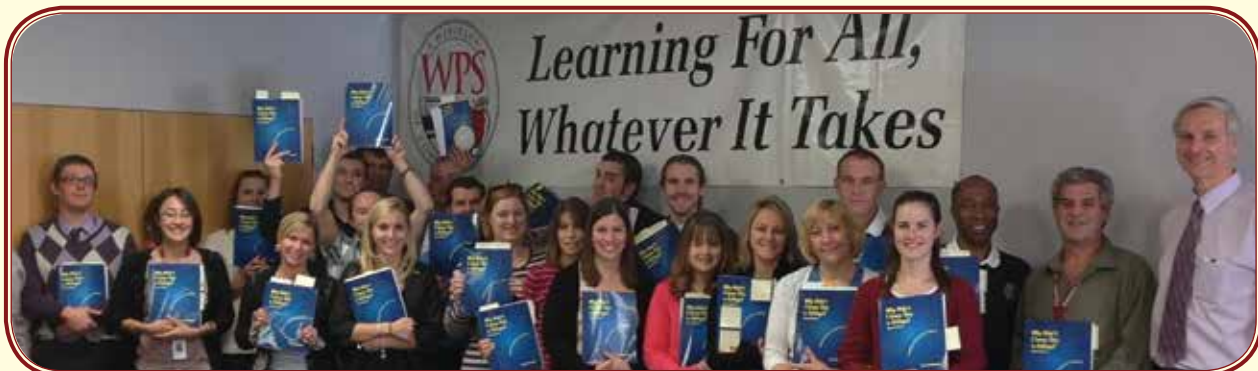


## Making Assessment a Learning Experience™

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 21<sup>st</sup> Century™

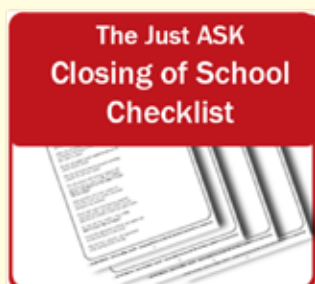
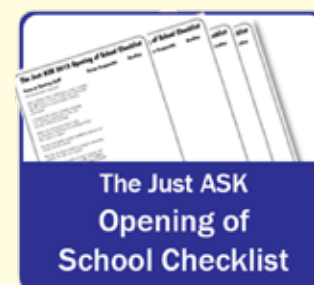
Participants in this one-day workshop or conference session explore 10 research-based and practical tips for creating and maintaining a learning-centered classroom. Tips also focus on using the Standards-Based Planning Process, ensuring that learning experiences are rigorous and relevant, and using data 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 21<sup>st</sup> century learning standards.



# Just ASK Resource Center

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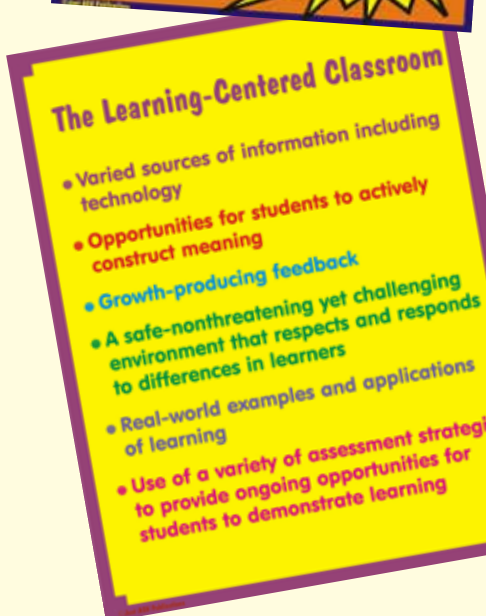
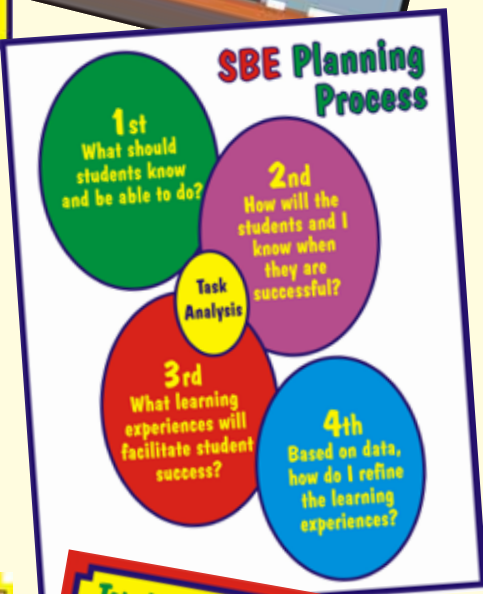
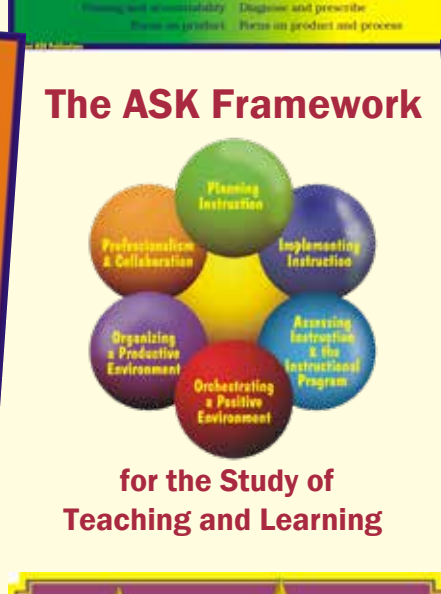
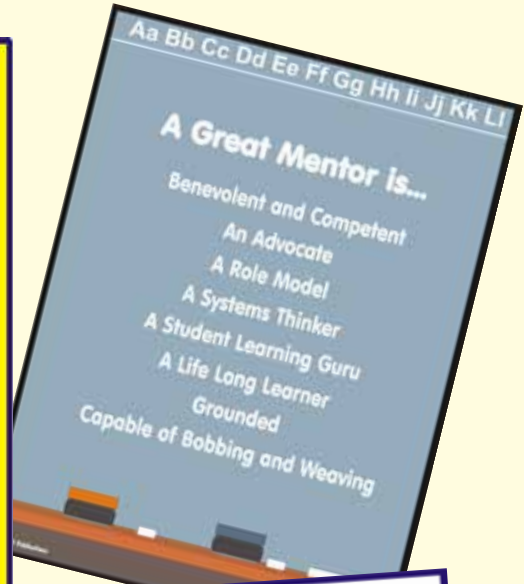
Access these resources and subscribe to our e-newsletters at [www.justaskpublications.com/resourcecenter](http://www.justaskpublications.com/resourcecenter).



# Just ASK's Big Ideas



Yesterday & Today	
Curriculum	
What is taught	What is learned
Content covered and worksheets completed	Identification of what students should know and be able to do
Organized around topics	Organized around essential understandings
Academic content	Life context
Handbook as resource	Multiple resources including complex texts
Individual subjects	Integrated subjects
Primary emphasis for all: tracking skills reinforcement for gifted	Basic and thinking skills emphasized for all
Instruction	
Teacher-centered	Learner centered
Organized around time	Organized for results
Single teaching strategy	Multiple teaching strategies
Whole class	Retaching and enrichment
Fixed groups	Flexible groups
Whole group instruction	Differentiated instruction
Passive learning	Active learning
Assessment	
End term	Public and precise criteria
One opportunity after instruction	Multiple opportunities
Paper and pencil based	Integrated with instruction
Grades averaged	Performance based
Guessing test accountability	Standard met or not met
Focus on product	Diagnose and prescribe
	Focus on product and process



Books	Page#	Item #	Price
<i>Active Learning and Engagement Strategies</i>	15	11060	\$ 34.95
<i>Creating a Culture for Learning: Your Guide to PLCs and More</i>	9	11055	\$ 39.95
<i>Instruction for All Students</i>	14	11027	\$ 39.95
<i>Instruction for All Students Facilitator's Handbook</i>	14	11061	\$ 74.95
<i>Leading the Learning</i>	10	11005	\$ 39.95
<i>Making Assessment a Learning Experience</i>	15	11072	\$ 39.95
<i>Meeting the Needs of Diverse Learners</i>	12	11033	\$ 39.95
<i>Meeting the Needs of Diverse Learners Facilitator's Handbook</i>	12	11056	\$ 74.95
<i>Mentoring in the 21<sup>st</sup> Century® Facilitator's Handbook</i>	5	11063	\$ 74.95
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<i>Strategies in Action: Applications in Today's Diverse Classrooms: Volume II</i>	12	11054	\$ 19.95
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<i>The 21<sup>st</sup> Century Mentor's Handbook</i>	5	11003	\$ 39.95
<i>Why Didn't I Learn This in College?</i>	4	11002	\$ 34.95
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Instruction for All Students™ PLC Pack	14	11051	\$ 795.00
Meeting the Needs of Diverse Learners® PLC Pack	13	11052	\$ 795.00
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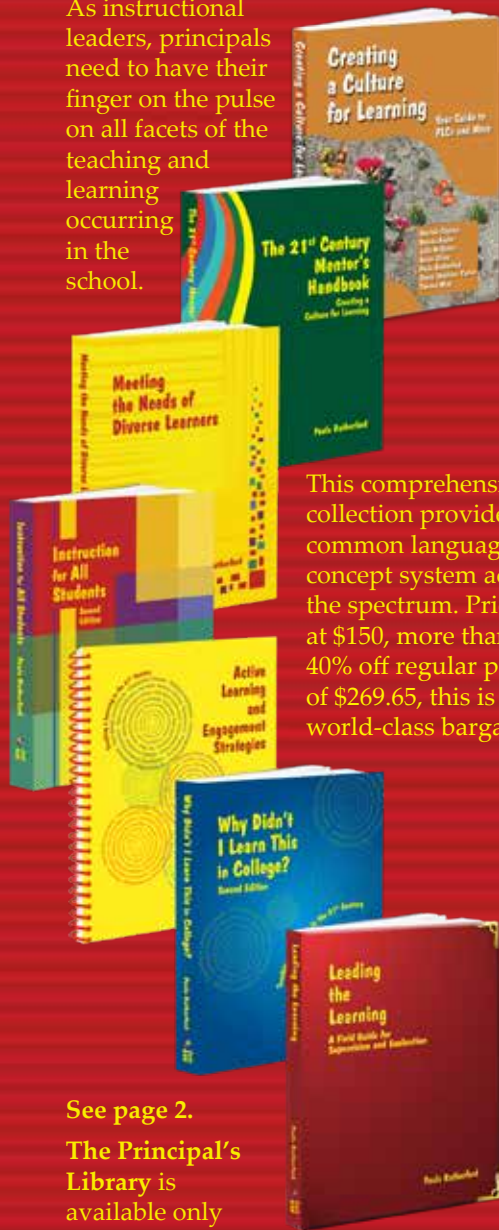
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