

Igniting ^{the} Creative in Every Educator

Chances are, you chose to become an educator to work with young people and make a real difference. creatED is professional learning that re-ignites educators' love of teaching and introduces new ways to spark students' love of learning.

In the creative, collaborative economy ahead, helping teachers and students prepare for the future takes a visibly different kind of professional learning. That's where creatED begins...

Research over the years tells us that creativity, variety, and the opportunity to create "AHA!" moments for students are among the top 5 reasons why teachers teach.*



Creativity Transforms Teaching and Learning

creatED is immersive, engaging, and focused on helping educators ignite their own creativity to spark students' love of learning.

With creatED, you'll have support and training for your teacher leaders and instructional coaches. They'll learn to build their own and their colleagues' creative capacity and leadership to become the champions who drive powerful transformation.

Creativity Inspires Everything We Do

For decades, we've worked side-by-side with teachers to bring creativity into the classroom. We've learned from you that art-inspired teaching strategies help students make their thinking visible.

More than activities, projects, or techniques, creatED focuses on a new approach to making an impactful change:

- Teachers learn to innovate and confidently promote **creative problem solving**
- Student-centered learning environments thrive, encouraging **student leadership**, agency, and voice
- Students become **content creators** who can express their ideas in a range of media and formats
- **School culture** inspires and celebrates achievement, creative thought, and collaboration for all



Future-Ready Students, Schools & Educators

When you think about how engineers, designers, scientists, technology experts, and artists work together to solve real-world challenges and create new opportunities, you've got your eye on the future. creatED has designed a professional learning approach that integrates essential 21st century topics with practical, proven instructional strategies.

Our full-day PD sessions focus on Creative Leadership, Literacy, and STEAM. You choose one-, two-, or three-year implementations. Our team will work with you to customize the program that meets your needs.

Creative Leadership

Creating the Vision, Embracing Innovative Teaching Strategies

- Building Creative Capacity School-Wide
- Designing Creative Leadership Teams
- Crafting School-Wide Vision
- Creating a Culturally Responsive Learning Environment

Literacy

Written, Visual, Math and Digital Literacy

- Literacy Draws Upon Art
- Reading Art Enriches Writing
- Making Stories Visible
- Math as a Visible Language
- Power of Art to Reverse Stereotypes
- Bringing Nonfiction to Life

STEAM

Project-Based Learning for 21st Century Learners

- STEAM and Design Thinking
- Unplugged Coding: Convey Meaning with Visual Patterns
- Game Challenges Using Cross-Curricular Games
- Solving Real-World Problems with Innovation

86%
of creatED
participants

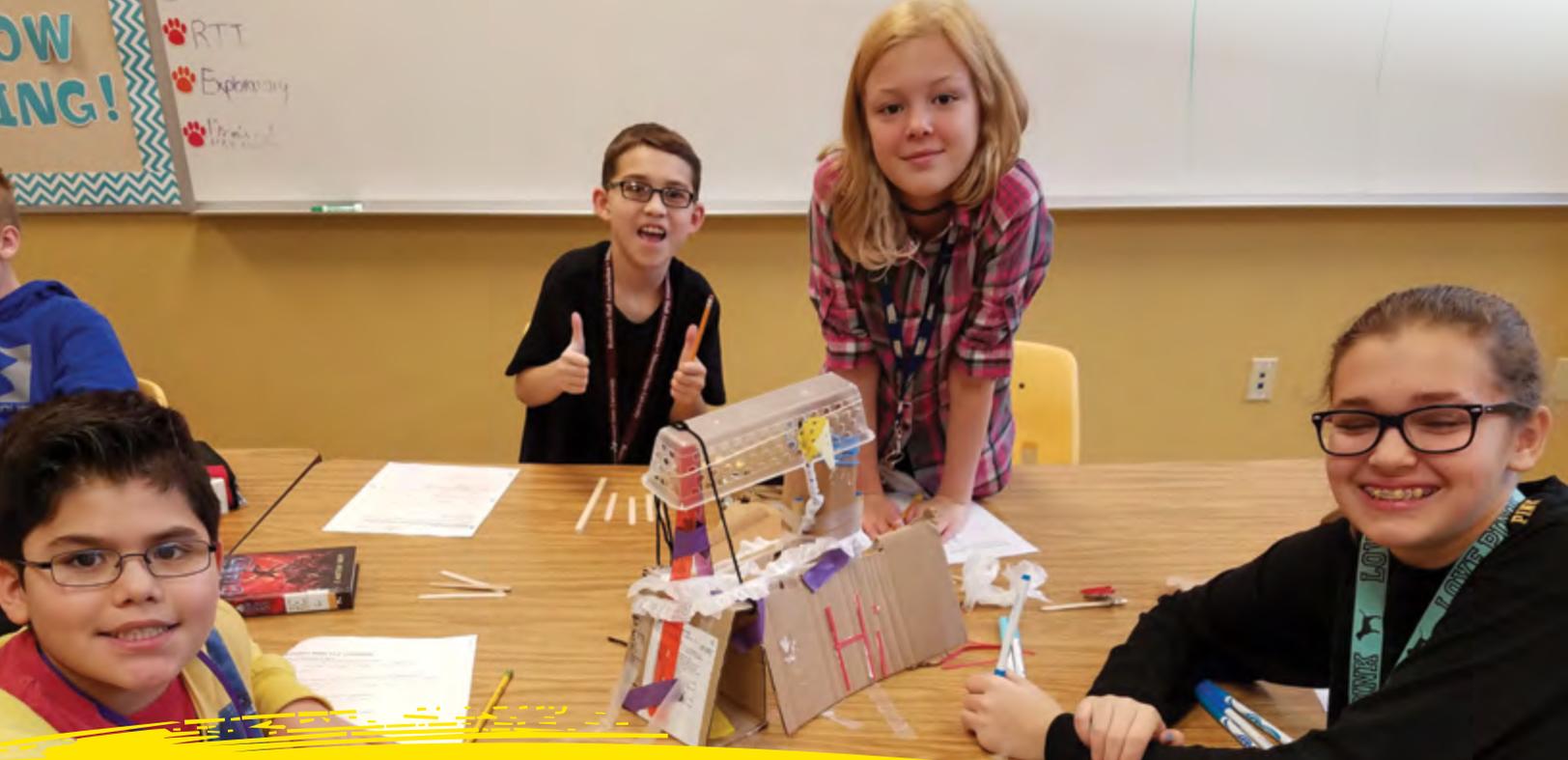
said the PD content fit very or extremely well with their teaching objectives.

90%
of creatED
participants

found the coaching insights very to extremely useful.

80%
of creatED
participants

rated their Creative Leadership experience as better than any other PD sessions.



creatED Works for Educators and Students Alike

creatED opens a world of innovative teaching practices to spark students' love of learning. As educators learn to use creativity to connect abstract ideas to the real world, students have clear purpose and ownership in their learning. creatED focuses on:

- Theory-to-practice professional learning strategies
- Art-inspired teaching strategies
- Real-world concepts, skills, and connections
- Peer coaching and collaboration
- Practical tactics for using and teaching the skills of design thinking, project-based learning, and art integration
- Creative ways to engage, inspire, and support every learner



Students

- Express learning and knowledge in meaningful ways
- Learn skills for 21st century careers
- Deepen understanding of concepts across the curriculum

Teachers

- Learn to use their creative skills to energize instruction
- Overcome creative barriers and blocks
- Leverage subject-area expertise in new ways

Administrators

- Learn to use creativity to transform school culture and climate
- Celebrate the results of creative thinking
- Empower teachers and students to think creatively to solve challenges



Implementation at a Glance

An Integrated Program of In-Person and Online Professional Learning

Onsite Learning Days, Follow-up Consultancies, and Digital Educator Community

Your leadership team participates in live, onsite training that is then reinforced by a series of coaching and content-focused consultancies, and access to the creatED digital community. These sessions prepare them to provide professional learning to your staff and faculty to roll out creatED teaching and learning strategies and resources.

Here's a sample program experience as a creatED school at the Bold & Bright level:

START UP

BEFORE YOUR 1ST PD DAY

- Orientation
- PD Planning Session
- Faculty Pre-Survey



ROLL OUT!

- Your Coaches Deliver PD Day 1 Training to Your Faculty
- Classroom Application Begins
- Project-Based Learning Engages Students in Your Classrooms

1-2 MONTHS

- PD Evaluation Report
- Virtual Consultancy #1: Redelivery Progress

Add-On

- Full-Day Coaching



ONE DAY

LIGHT LAUNCH

- One Full-Day PD Workshop
- Participant Reflection Journals
- Crayola Specialty Art Materials

TWO DAYS

BOLD & BRIGHT

- Two Full-Day PD Workshops
- (3) 1-Hour Virtual Consultations
- Reflection Journals and Art Materials
- 20% Off of Coaching Materials
- Program Evaluation Tools
- Access to creatED Community

THREE DAYS

VIGOROUS & VIBRANT

- Three Full-Day PD Workshops
- 3 Onsite Coaching Days
- (3) 1-Hour Virtual Consultations
- Reflection Journals and Art Materials
- 30% Off of Coaching Materials
- Program Evaluation Tools
- Access to creatED Community with Customization Options

Additional Resources to Add to Your Professional Learning Experience:

- Family Engagement Workshop
- Take-Home Project-Based Learning Kits
- Additional Onsite Coaching Day(s)*
- Specially Priced Resources for Redelivery/Implementation*

*Available to Bold & Bright and Vigorous & Vibrant program participants.

Access to creatED Community

MOMENTUM BUILDS!

- Your Coaches Deliver PD Day 2 Training to Your Faculty
- Project-Based Learning is Introduced into the Classroom

4-7 MONTHS

- PD Evaluation Report
- Virtual Consultancy #2: Principal Guidance
- Post-Survey to All Faculty
- Virtual Consultancy #3: School Report & Year 2 Planning

CHOOSE & PLAN YEARS 2 & 3

YEAR 2

- Design Thinking: Solving Real World Problems and Inventions
- Creating a Culturally Responsive Learning Environment
- Personal Identity Narratives

YEAR 3

- Crafting Courageous Conversations
- Bringing Nonfiction to Life
- Design Thinking: Interactions Between People & Places

INSPIRE

Program Materials

Participants in each full-day PD Workshop receive a comprehensive collection of materials to use during and beyond the Workshop. Materials are colorful, interactive, and inspirational and serve as ongoing sparks for continual exploration and reflection.

1 Teacher Reflection Journals

Each Journal is an immersive, in-depth personal workspace to inspire deeper thinking. Interactive pages help teachers visualize and plan new instructional strategies and spark great conversations and collaboration. Journals include:

- Planning templates to support Preparation, Collaboration, Implementation, and Reflection
- Classroom Application Project Idea Starters for each PD unit, with cross-curricular, project-based learning ideas for grades K–6
- Authentic assessment support with sample rubrics



Creative Leadership Reflection Journal

108 pages support reflective thinking around building leadership capacity. Essential questions and reflective prompts align colleagues around a shared vision.



STEAM Teacher Reflection Journal

138 pages promote the STEAM teaching approaches and the Design Thinking (IDEA) process in a real-world context.



Multiliteracies Teacher Reflection Journal

126 pages inspire reflective thinking on building teachers' multiliteracy capacity and include rationale from NCTM, NCTE, ILA, NAEA, and ISTE.

Reflection Journals are Available for Your Coaches as They Train Teachers to Bring These Breakthrough Strategies to Their Classrooms

2 Specially Selected Supplies

We provide each participant with supplies to help make new instructional ideas visible. They add hands-on excitement to every activity.



3 Principal's Guide to Success

This resource provides principals with practical steps to art integration, creative team building, and approaches to transforming teaching, learning, and school culture. The guide features the stories and voices of innovative principals who have participated in creatED and have made remarkable progress in improving school culture, boosting student engagement, and achieving measurable gains.

4 Collaboration & Coaching Supports

These tools strengthen the development implementation of successful coaching protocols, an essential element of the creatED approach. The Coaching Metaphors game is a collaborative simulation of authentic coaching scenarios that give educators the opportunity to “practice” effective coaching techniques with colleagues.



5 The creatED Educator Community

This online site delivers ongoing, on-demand support through monthly webinars, collaborative conversation sessions, and a dynamic repository of resources.

A Research-Based Model



creatED emphasizes theory, practical strategies and techniques, and ongoing support to help educators use creativity and design thinking catalysts for change. Our approach is built on best practices for adult learning.

Outcomes and Impact

- Improved student engagement, motivation, and achievement for every learner
- Deep content learning and growth in valuable cognitive and interpersonal skills
- Making meaning through art and design thinking
- Strong creative leadership that transforms teaching and learning
- Collaboration designed to develop teacher leaders into coaches
- Professional learning that celebrates educators' strengths

Get Our Research White Paper and Summary at crayola.com/education



Together We Can Inspire Future-Ready Learners

Educators who have participated in our hands-on workshops and creative sessions have continued to ask us to design a more robust, comprehensive professional learning program.

Those requests and our work with the President's Committee on the Arts and Humanities: Turnaround Arts Initiative, the Partnership for 21st Century Learning, and the Crayola/National Association of Elementary School Principals' "Champion Creatively Alive Children" grant are the inspiration for creatED.

We invite your district or school to partner with us, as together we offer professional learning opportunities that are visibly different and visibly effective.

Let's talk about the many ways creativity can fuel visible change for you and your students.

THE **creatED** APPROACH CAN ENERGIZE INSTRUCTION

“Allows students to strengthen their vocabulary and **visualize language.**”

“Physical manipulation of objects and close observation of images help students **digest math** concepts.”

“Inspires students to **write authentically** and with complex vocabulary.”

Welcome to PD that's
Visibly Different

@creatEDCrayola:  

crayola.com/creatED

