

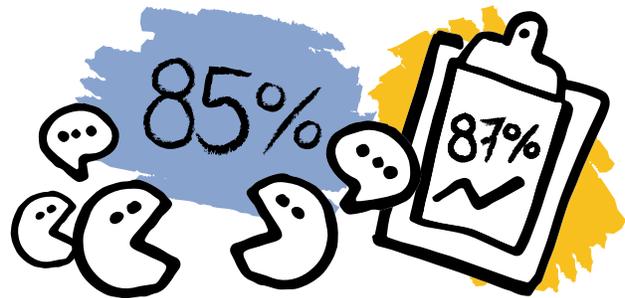
Innovative Teaching and Learning Priorities: Educators' Voices

In designing and developing creatED, Crayola's Professional Learning program, our Education Team reached out to teachers, curriculum leaders, principals, school improvement and accountability directors, and professional development directors. Our goal was to learn more about priorities and preferences for professional learning. In focus groups and studies, we asked your colleagues to share thoughts about what makes professional learning effective, engaging, and transformative. Here are some data points and verbatim comments that show educators' priorities.

Professional Development Practices



Nearly **88%** of educators surveyed are highly interested in creativity and creative leadership skills, yet **78%** say they are not adequately trained to deliver this kind of instruction.



85% of educators surveyed rate Train-the-Trainer PD models as very or extremely effective, and **87%** stated they are very effective in helping classroom teachers build professional capacity.

Why training teacher leaders works...

“It helps to know that the people who are teaching me how to do things in my classroom are those who also have their own classroom... peer coaching is extremely effective.”

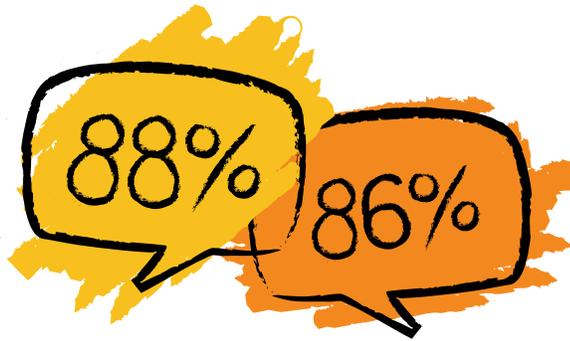
“We want PD tied to our ultimate goal...seeing students successful in the classroom.”

“We want programs that help us infuse art into not just literacy but also mathematics and other content areas. That definitely appeals to students.”

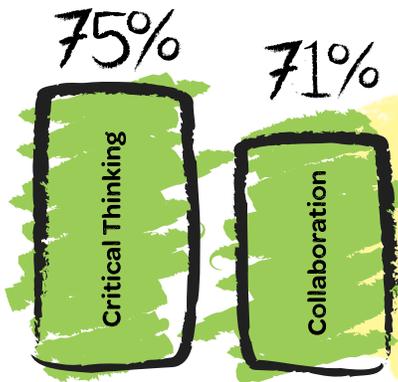
“Our district is committed to building professional capacity; teachers are more apt to buy in when they hear from their colleagues.”

21st Century Skills & Innovative Instruction

88% said teachers' understanding of art-integrated, project-based, and inquiry-driven learning across the curriculum is highly or extremely important.



86% of educators said creativity and creative thinking skills are highly important in developing a collaborative school culture.



Critical Thinking and Collaboration are priorities. In fact, more than 75% of respondents said that critical thinking was extremely important in improving student achievement, followed closely by collaboration at 71%.

“I think learning new ways to teach is an ongoing part of our career, and we should embrace the change and find creative, new ways to have our students learn.”

“A collaborative school culture fosters growth in students and teachers.”

“Creativity and creative thinking skills are some of the more difficult skills to teach, particularly because so few traditional curriculum materials address such thinking. Teachers must design lessons that develop these skills without the benefit of a traditional teacher’s guide. Training on how to accomplish such a task would be very beneficial.”

“Art allows students to be “hands-on”, which is an effective way of teaching and learning, especially for young learners!”

“We need to honor students’ pursuit of interest, questions and challenges.”

We thank the hundreds of educators who participated in our focus groups and surveys as we developed creatED. Educator input guides us in everything we do.

For information, visit us at www.crayola.com/educators

