



Draw on the Power of Creativity.

Introducing a New Professional Learning Opportunity from Crayola®





Crayola Knows Creativity

Teachers genuinely love Crayola products and resources because they inspire creativity and imagination. For decades, we have collaborated with educators to bring creativity into the classroom, inspiring teachers and students to make their thinking visible and deepen understanding. That's the spark that started our newest professional learning initiative, creatED.

creatED makes an impact through:

- In-depth training to build teachers' **creative capacity** and creative **leadership** skills
- A strategic combination of onsite, **in-person training** sessions, **webinars**, ongoing **coaching**, and valuable **resources**
- **Interactive, immersive**, PD experiences that change teaching strategies and embed **practical application** using classroom-tested methods



The Impact that Matters

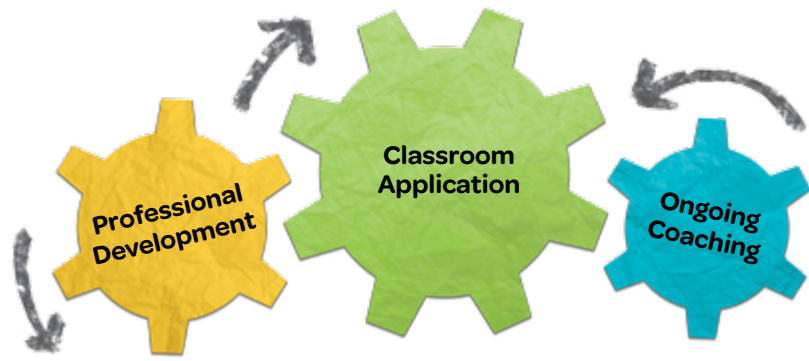
creatED supports and trains your teacher-leaders and coaches so they can build creative capacity and become the champions who drive creativity, student and teacher engagement, and successful transformation.

The impact is visible, powerful change:

- **Innovative teachers** who confidently promote **creative problem solving** and use creative teaching strategies successfully
- A shift from teacher-led to **student-centered learning** environments to encourage student leadership, agency, and voice
- Students evolving from content consumers to **content producers** and authors who can express their ideas
- **Joyful schools** that truly inspire **achievement, creative thought**, and a **collaborative school culture** for every student, educator, and family



Creative Capacity Building

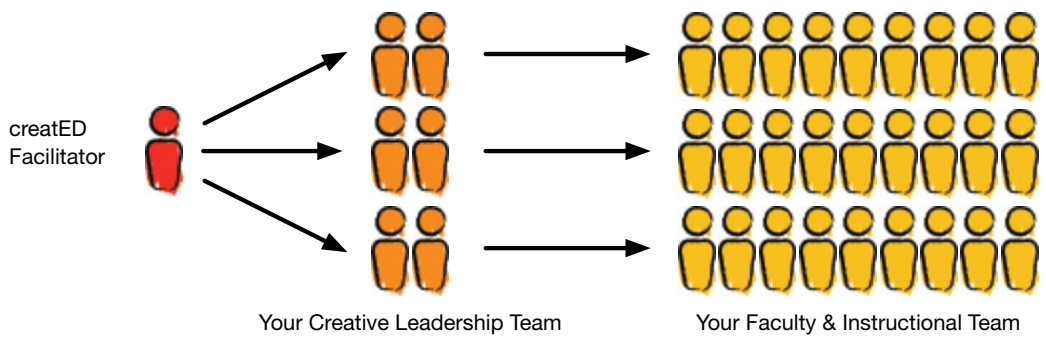


creatED gives schools and districts practical, art-infused teaching strategies and insights that encourage and expand the role of creativity in learning. The program focuses on building educators' creative capacity and integrating project- and inquiry-based learning across the curriculum in K-8 schools.

| | | |
|--|---|--|
| <h3 style="text-align: center;">Onsite Training</h3> <p style="text-align: center;">Two to three days of onsite training each year for teacher-leaders, coaches, administrators, and school improvement teams.</p> | <h3 style="text-align: center;">Implementation Resources</h3> <p style="text-align: center;">An online repository of resources, classroom application ideas, project-based learning materials, and more, so teams can redeliver to colleagues and school faculty.</p> | <h3 style="text-align: center;">Remote Coaching</h3> <p style="text-align: center;">Ongoing support and guidance for program participants through webinars and virtual collaborative sessions.</p> |
|--|---|--|

The creatED Implementation Model

Our train-the-trainer model builds the creative and leadership skills of your team, so they can launch and sustain systemic transformation with confidence.



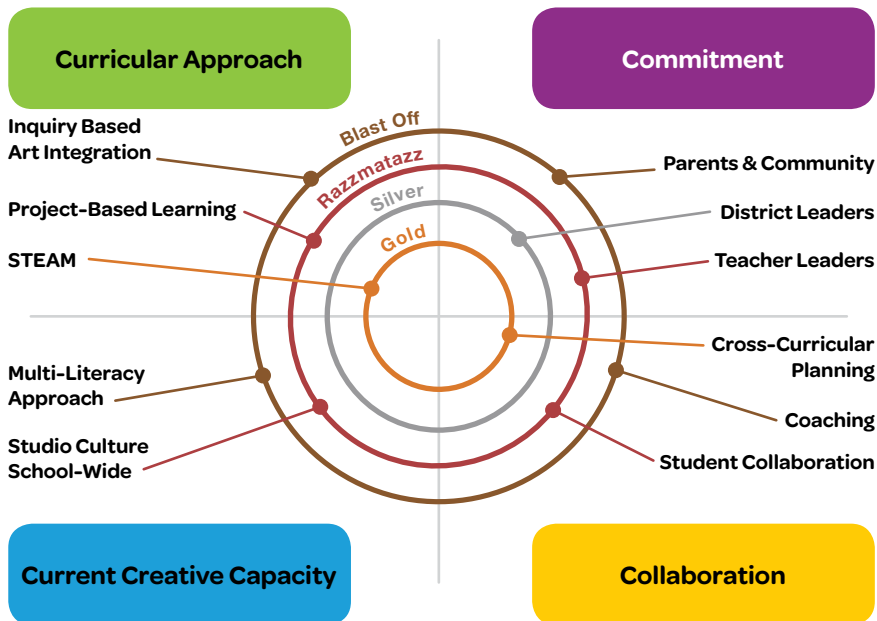
Strategic Planning

Builds a Path To Success

Customized Planning and Program Design

Working with the creatED professional learning specialists, you can choose specific content focus areas and individualize PD content to meet your district's specific goals.

Whether you are "Blasting Off" and just starting your transformation or reaching "Gold Status" as you deepen your creative strategies, creatED can support you and your team at any point on the innovation continuum.



Building Your Creative Leadership Team

Your Creative Leadership Team is a key component of program success. You can launch a new team or transform an existing working group or professional learning community. creatED adds focus, purpose, and a shared commitment to inspire collaboration and results.



Professional Learning

Onsite Learning Days and Regular Follow-Up Webinars

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



Support for Successful Roll-Out Consulting Services

Our team of creatED trainers and master teachers provide ongoing support and advice to help your Creative Leadership Team use their new skills and insights in the classroom. Consulting services are available by appointment and typically include teleconference meetings and work sessions.

We can work with you to address:

- Collaborative Planning Support
- Curriculum Mapping
- Assessing Student Artifacts

Observation Protocols and Coaching Guidance

You'll receive a comprehensive Observation and Coaching Protocols resource guide to use as your team delivers training and coaching to your faculty and staff. We'll also provide support as needed to help your team address questions and challenges as they arise.

Tools & Resources



Teacher Reflection Journals are immersive, 100+ page personal workspaces designed to encourage deeper thinking and leadership capacity. Interactive pages spark visual concepts of new teaching strategies, along with meaningful dialogue. Features include:

- Essential Questions
- Reflective Prompts
- Classroom Application Project Starters
- Planning Templates
- Sample Rubrics

Collaboration & Coaching Supports strengthen the development and implementation of successful coaching protocols. The **Coaching Metaphors** game, shown here, is a collaborative simulation of authentic coaching scenarios.

The Educator Community delivers ongoing, on-demand support through monthly webinars, collaborative conversation sessions, and a dynamic repository of resources, so educators always benefit from job-embedded learning as they participate in the creatED program.

Additional resources include our Art-Infused Education Leader Series and additional Leadership Guidance, offering visual mapping tools, school observation tools, and a series of Facilitator Guides to support community, family, and faculty outreach.



The Coaching Metaphors Game

Teacher Reflection Journal Series

Art-Infused Education Leader Series

creatED is available in one-, two-, and three-year configurations, and our team of professional learning specialists will work with your professional development team to customize a program that will best meet your needs and objectives.



Creating the Vision. Embracing Innovative Teaching Strategies.

- Why creative teaching and learning matters
- Confronting fears about new teaching methods
- Charting a strategic course and balancing priorities
- Designing a creative leadership team
- Making stories visible
- Seeing math as a visible language
- STEAM for 21st century students and educators: learning games to drive engagement



Creative Project-Based Learning: Successful Implementation

- Coaching colleagues on this journey
- Creating a culturally responsive learning environment
- Using design thinking and biomimicry to create STEAM inventions
- Art as a personal identity narrative
- Using the power of art to reverse stereotypes and explore diversity
- Leveraging cross-curricular connections to communicate inventions' benefits



Cultivating Collaborative, Creative Culture & Developing Real-World Applications

- Celebrating creative teaching & learning
- Crafting courageous conversations
- Coaching colleagues to embed project- and inquiry-based learning
- Extracting science and social studies evidence from art
- Bringing nonfiction to life with art
- Designing ecosystems, interfaces and learning environments



Partner with Us for Powerful Professional Learning

Over the past several years, educators who have participated in our hands-on workshops and webinars have continued to ask us to design a more robust, comprehensive program to help educators harness the power of creativity every school day. These 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.

creatED is research-based, and it's been extensively field tested and refined in partnership with schools and districts across the nation. Our development work underscores the value and importance of creativity in preparing students for their futures in and beyond the classroom. Creativity will support them as they ask new questions, solve new challenges, and find new ways to contribute to their communities.

We invite you to partner with us, as together we draw on the power of creativity to improve teaching and learning.

Creativity

Capacity.
Collaboration.
Change.

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

