



A Professional Learning Community
& new media channel to reach educators

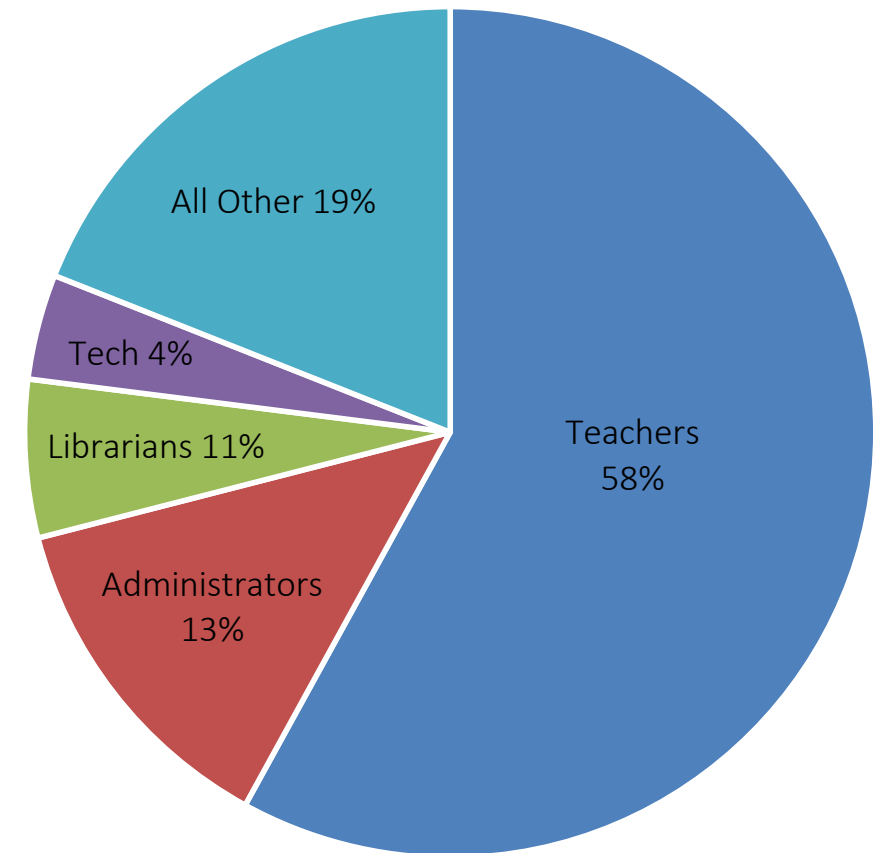
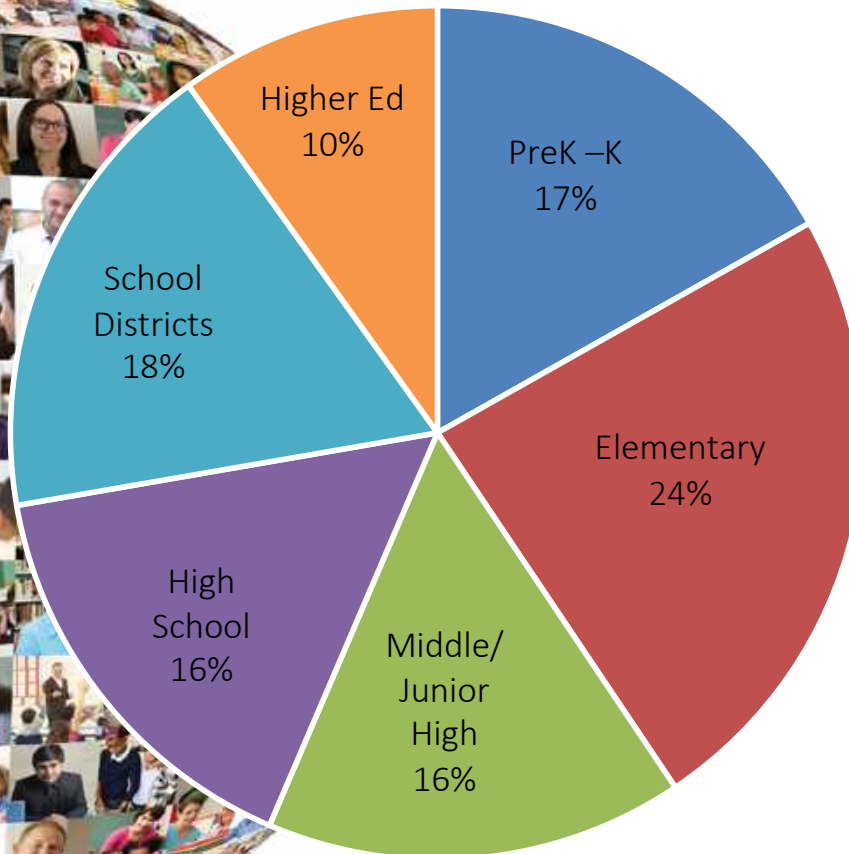
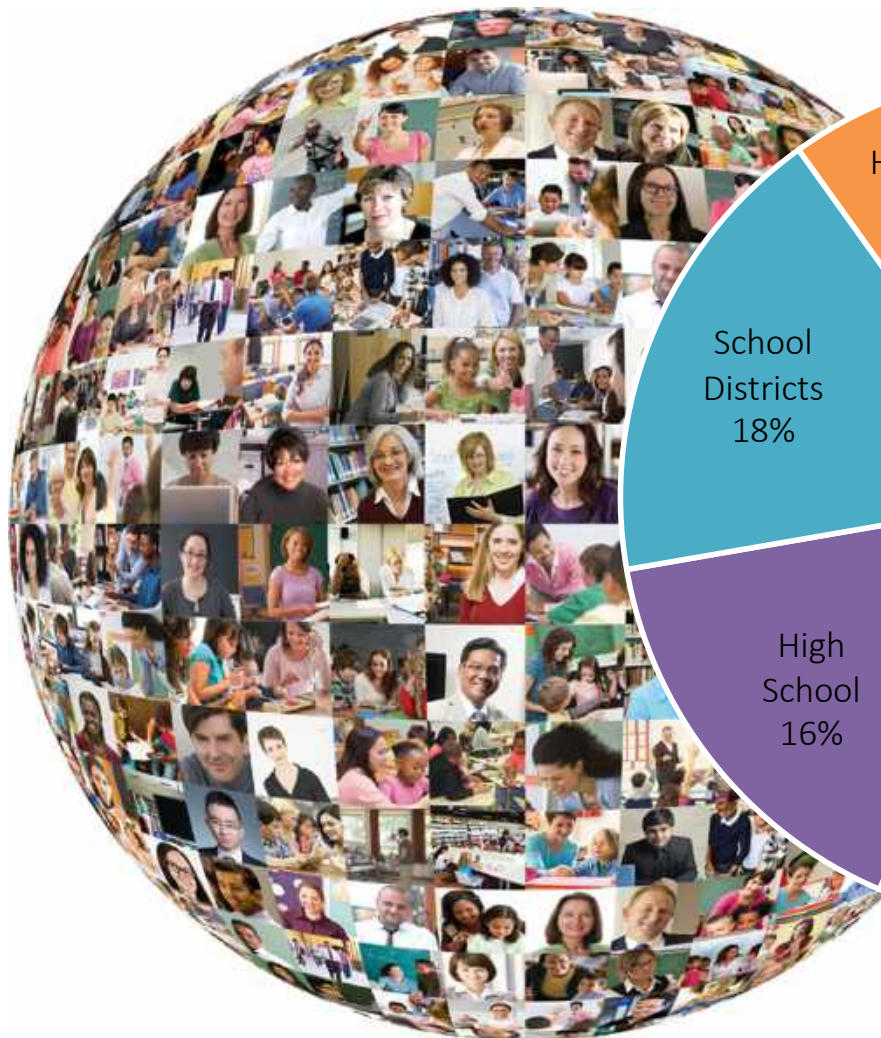


Professional Learning is a Powerful Way to Reach Educators

- Professional learning about best practices and innovative solutions helps educators learn from experts and each other about the best ways to improve teaching and learning.
 - As a sponsor and host of professional learning for educators, you get exceptional recognition, content marketing, lead generation, and market insights with edWeb.
-



Reach our Premier Community of Educators at All Levels and in All Roles



475,000 members in 185 countries (92% U. S.)

Many Leading Organizations Sponsor Programs on edWeb



View all at home.edweb.net/partners-and-sponsors

Sponsor Professional Learning on our Award-Winning Network

2019 Product of the Year

MackinVIA

ALA

My Home Page | My edWebinars | My Communities | Browse Communities | Browse edWebinars

Administrator's Toolbox

Admins | Settings | Tools | Widgets | Graphics | Related Communities | Email Members

Emerging Tech for Schools and Libraries

Community URL: www.edweb.net/emergingtech
Sponsored by Mackin Educational Resources

Change community picture

COMMUNITY edWEBINAR ARCHIVES

Community Toolbox

Emerging Tech Blog
Discussion Forums
Resource Library
Webinar Archives
Webinars

Help/Tutorials

edWeb

ATTENDEE LIST | ATTENDEE CHAT | PRESENTER CHAT

CLEAR MESSAGES

Aloha from hot & humid Honolulu!

Hoda Elatawy
Hi FROM NJ

Goce Marku
Hello NY

Miranda Lewis
Hey From NC!

Linda Dougherty
Hi from St. Louis, MO

Sheila Hubbard
Hello from Snellville, Georgia

Send to: All

Type here and press enter

ON-AIR

edWeb.net

CERTIFICATE OF COMPLETION

Evidence-Based Advocacy: Using Data to Demonstrate the Impact of Library Programs on Student Learning

Presented by: Michelle Lakota, Library Department Chair, New Canaan High School, CT

Original Airdate: 01/22/20 5:00 PM ET

The goal of this edWebinar is to help educators learn from experts and peers in the content area(s): Library/Media

Lisa Schmucki
Archived Date: 4/23

attests that she has viewed this edWebinar as of: 01/22/20

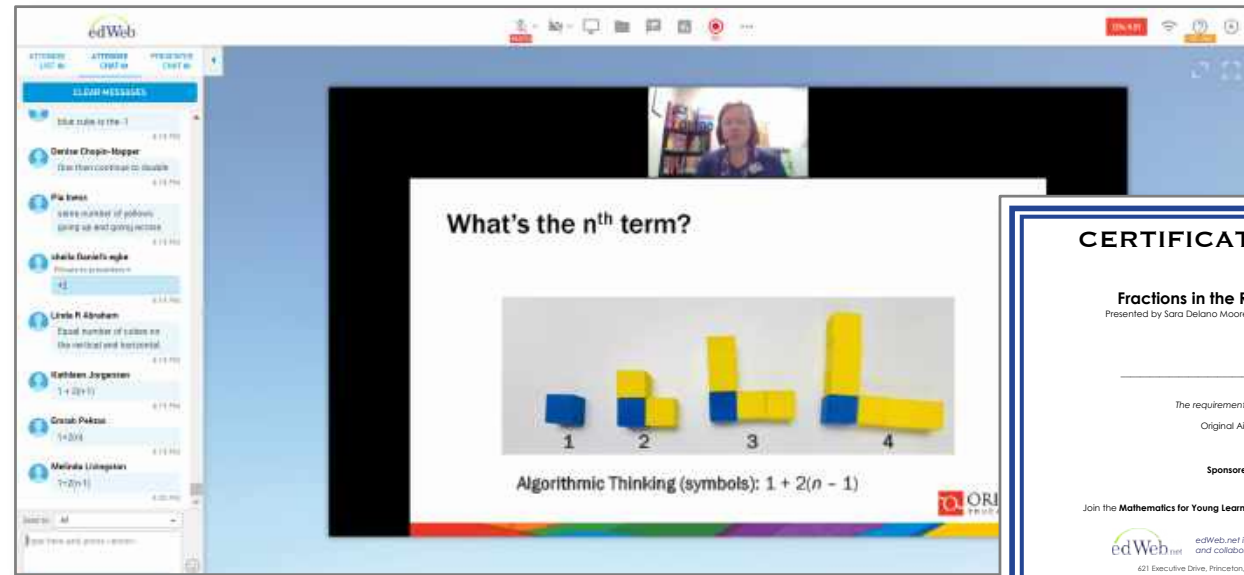
Number of clock hours earned: 1

This edWebinar does not qualify for CLE credit. The CLE Quiz is required.

3 ways to reach the edWeb community...

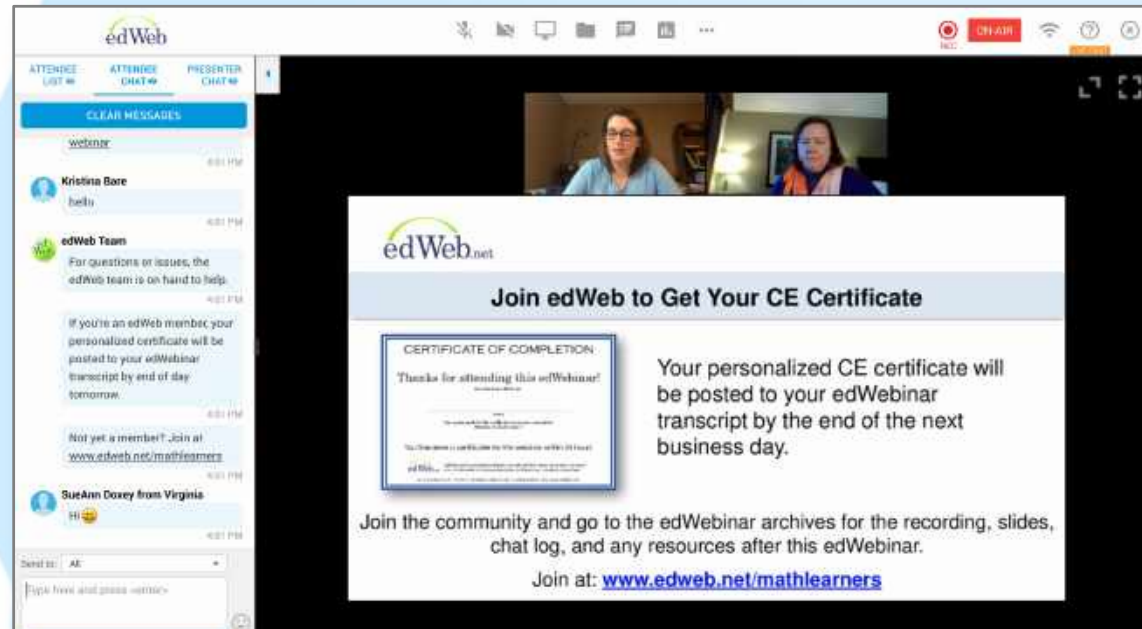
- edWebinars provide professional learning with CE certificates.
- edLeader Panels showcase innovative solutions for schools/districts.
- edFocus Groups/Surveys provide market insight and feedback.

edWebinars Provide Professional Learning with CE Certificates



- Provide professional learning and support for educators preK – 12
- edWeb CE certificates are accepted for PD hours nationwide.
- edWeb provides the program management, promotion, and leads.
- Sponsoring your own community on edWeb is an added option.

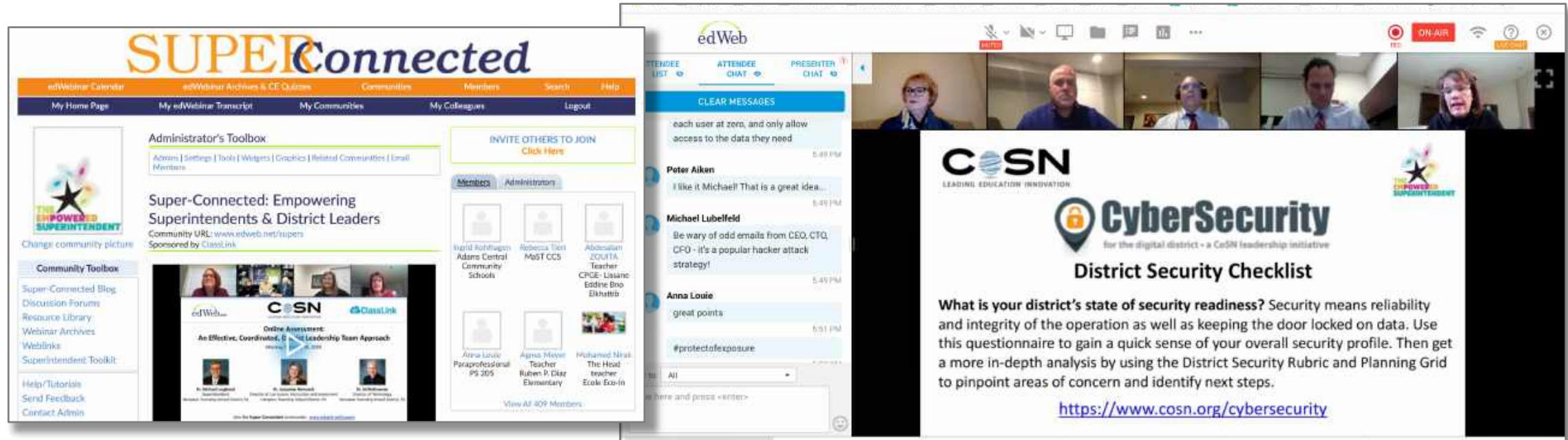
edWeb CE Certificates Are Widely Approved for PD Hours



edWeb is widely approved for school and district PD hours.
edWeb is state-approved for teacher re-licensure in 9 states:
New York, Massachusetts, Texas, Pennsylvania, and more.

[View Our State Map](#)

edLeader Panels Showcase Innovative Solutions



- Thought leadership and solutions for education leaders and influencers.
- Invite school and district leaders, experts in the field, to present research, case studies and success stories.
- edWeb provides the program management, promotion, and leads.
- Sponsoring your own community on edWeb is an added option.



Get More and Better Leads with edWeb

S	M	T	W	T	F	S
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	1	2	3	4	5	6

- 1,200 average registrations
- 500 average live attendees
- 600 average on-demand



Tuesday, April 7 @ 3:00 pm EDT

Building Students' Social-Emotional Strength Through Literacy



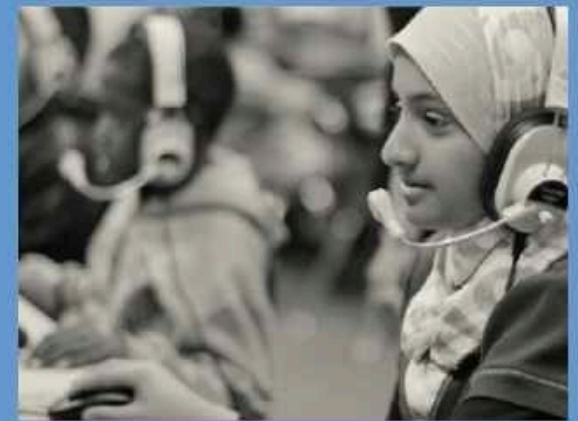
Tuesday, April 7 @ 5:00 pm EDT

Small Group, Big Gains: Supporting Effective Pulled Small Group Instruction



Wednesday, April 8 @ 3:00 pm EDT

How to Practically Implement the 6 Keys to Early Childhood Reading



Wednesday, April 8 @ 4:00 pm EDT

Equity in Education: An Examination of Practices in the United States

An Exceptional Online Learning Experience

Webcams, Slides, Live Chat, Polls, Video Clips, Screen-sharing



The screenshot shows the edWeb webinar interface. On the left is a chat window with a "CLEAR MESSAGES" button and a list of messages from participants like "R Baker from IN", "Ruth Baptiste from NY", "Kelisa Wing", "Krystal Morissette", "Anthony Young from Nassau", and "Regina MacKenzie from California". The main area is a video player showing a woman standing in a classroom, with a man sitting in the foreground. Below the video is the caption "America to Me Video Clip #3". At the top right, there's a grid of three participant webcams. The interface also includes a top bar with the edWeb logo, a toolbar with icons for various functions, and a status bar with "ON-AIR" and "LIVE CHAT" indicators.

I can't wait to share this with all my colleagues

I love learning from great teachers! Thanks!

You are an amazing presenter. You had my attention from the beginning until the end. Thank you for the information.

I believe this is the BEST webinar I've ever attended.

3 Steps to a Successful Presentation with edWeb

Booking

A web page for registration and the recording



Tips for a great edWebinar

- ✓ Choose a quiet space, with more light in front of you than behind
- ✓ Maintain eye contact with the webcam
- ✓ Bring a glass of water
- ✓ Have your cell phone available (on vibrate)

The edWeb team helps you get ready

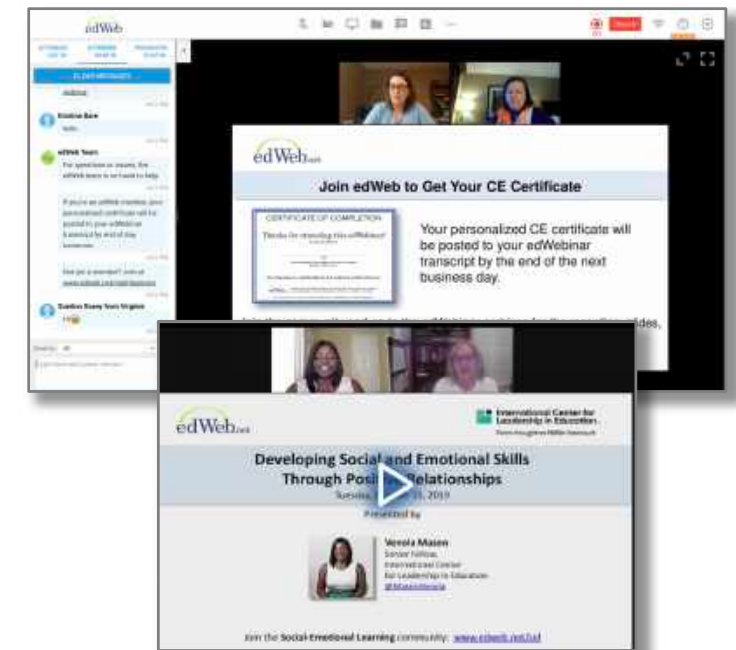
Promotion

edWeb eNews, email and social media promotion



Showtime

The edWeb team runs the tech, and provides support



Live event leads
30-day on-demand leads
Recording link with captioning
Video file (MP4)

Event Page and Calendar Post on edWeb.net

- edWeb.net and our calendar gets 1 million visitors
- Your edWeb event page can be shared in your promotions.
- Your event page provides the registration link before the event.
- Afterwards, the page provides the recording with captioning.



Building Students' Social-Emotional Strength Through Literacy

Tuesday, April 7, 2020 @ 3:00 pm - 4:00 pm EDT

Presented by Dr. Nancy Boyles, Professor Emerita, Independent Literacy Consultant, and Author

Sponsored by Norton Books in Education

[REGISTER HERE](#)


[JOIN THE LIVE SESSION](#)

Get a CE Certificate for this edWebinar [Learn more](#)

We are experiencing very high registrations at the present time. Registering ensures you will receive an email with the link to the recording, but does not guarantee that you will be able to attend live. The recording link will be posted on this page after the presentation.


Join this edWebinar to get to know amazing picture books, learn engaging questioning strategies for students, and consider talking points for professionals—all aimed at building students' social-emotional strength. Access a handout with classroom-ready resources to support social-emotional learning.

During this edWebinar, participants will gain a better understanding of CASEL focus areas that impact personal strength: Managing feelings, a positive view of self, developing self-confidence, controlling impulsive behaviors, setting goals, and skill in communicating. This will include reflection on questions for professionals in each area, an introduction to noteworthy picture books aligned to the focus areas, and application of a student-friendly questioning strategy for starting SEL conversations.




About the Presenter

Dr. Nancy Boyles is Professor Emerita of Reading from Southern Connecticut State University, an independent literacy consultant, and an author of multiple books for literacy educators. As a consultant, Nancy works with districts and educational agencies to provide workshops, model lessons in classrooms, and assist with curriculum development.



Norton Books in Education publishes breakthrough professional development books for K-12 teachers and administrators from leading voices in the field.



NEW from NANCY BOYLES
Classroom Reading to Engage the Heart and Mind
200+ Picture Books to Start SEL Conversations [Learn more](#)



Building Students' Social-Emotional Strength Through Literacy

Tuesday, April 7, 2020 @ 3:00 pm - 4:00 pm EDT

Join this edWebinar to get to know amazing picture books, learn engaging questioning strategies for students, and consider talking points for professionals—all aimed at building students' social-emotional strength.



Small Group, Big Gains: Supporting Effective Pulled Small Group Instruction

Tuesday, April 7, 2020 @ 5:00 pm - 6:00 pm EDT

Join this edWebinar to make sense of strategies to facilitate small groups effectively in mathematics to ensure more equitable practices.



How to Practically Implement the 6 Keys to Early Childhood Reading

Wednesday, April 8, 2020 @ 3:00 pm - 4:00 pm EDT

This edWebinar will make it easy for attendees to understand how to apply and teach children the 6 keys to early childhood reading (as outlined by the NICHD) in a practical way.

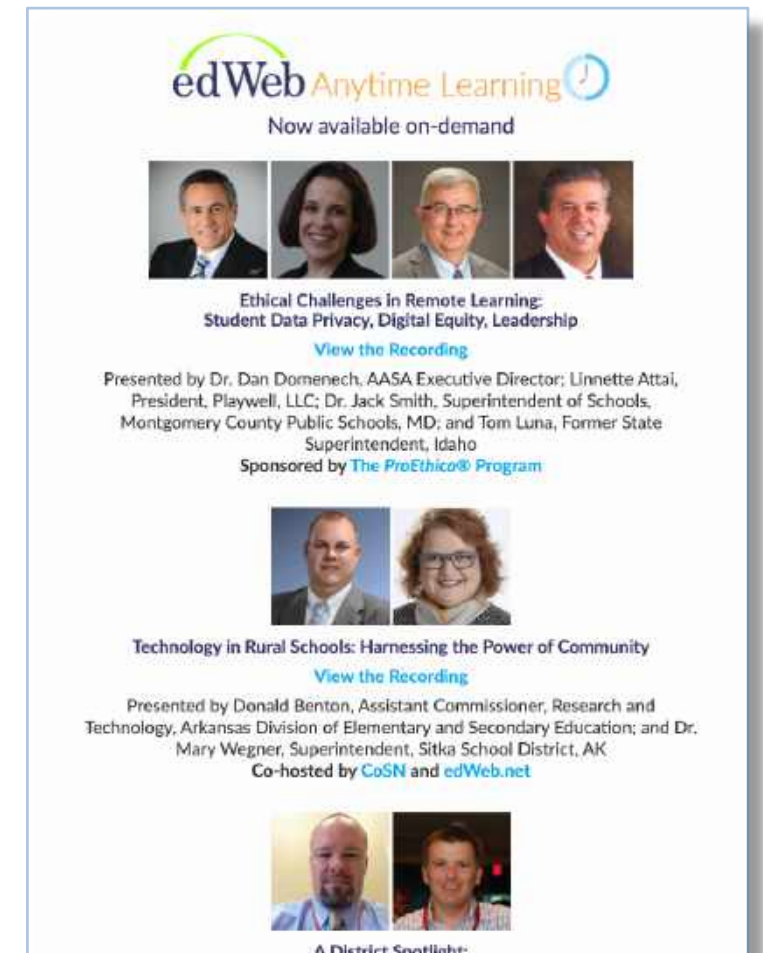
Your Program Gets Wide Circulation with our eNewsletters



All program are included in the edWeb Educator eNews (470,000 circ)

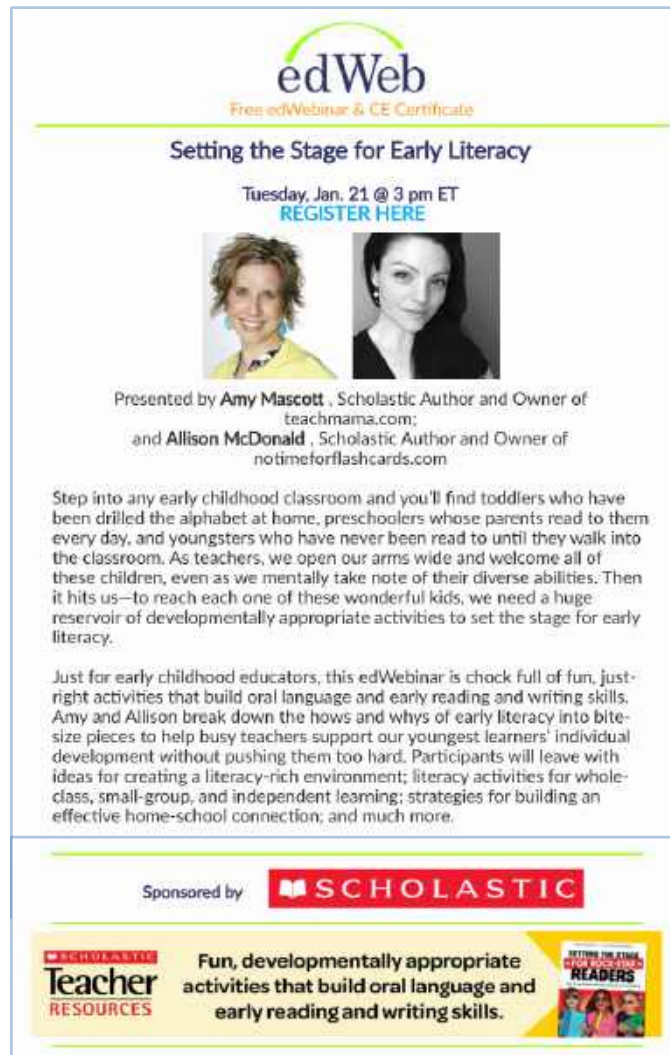


Programs for admins are included in the edWeb Admin eNews (50,000 circ)



edLeader Panels are included in our “View on Demand” eNews to MCH District and School Leaders (80,000 circ)

Your Program Gets a Dedicated Email and Social Media Campaign



The email campaign graphic features the edWeb logo at the top, followed by the text 'Free edWebinar & CE Certificate'. The main title is 'Setting the Stage for Early Literacy', dated 'Tuesday, Jan. 21 @ 3 pm ET', with a 'REGISTER HERE' link. Below this are two headshots of the presenters, Amy Mascott and Allison McDonald, with their credentials. The body text describes the webinar's focus on early literacy activities. At the bottom, it is sponsored by Scholastic, with a banner for 'Teacher Resources' and a quote about building oral language and early reading/writing skills.

edWeb
Free edWebinar & CE Certificate

Setting the Stage for Early Literacy

Tuesday, Jan. 21 @ 3 pm ET
[REGISTER HERE](#)

Presented by **Amy Mascott**, Scholastic Author and Owner of teachmama.com;
and **Allison McDonald**, Scholastic Author and Owner of notimeforflashcards.com

Step into any early childhood classroom and you'll find toddlers who have been drilled the alphabet at home, preschoolers whose parents read to them every day, and youngsters who have never been read to until they walk into the classroom. As teachers, we open our arms wide and welcome all of these children, even as we mentally take note of their diverse abilities. Then it hits us—to reach each one of these wonderful kids, we need a huge reservoir of developmentally appropriate activities to set the stage for early literacy.

Just for early childhood educators, this edWebinar is chock full of fun, just-right activities that build oral language and early reading and writing skills. Amy and Allison break down the hows and whys of early literacy into bite-size pieces to help busy teachers support our youngest learners' individual development without pushing them too hard. Participants will leave with ideas for creating a literacy-rich environment; literacy activities for whole-class, small-group, and independent learning; strategies for building an effective home-school connection; and much more.

Sponsored by **SCHOLASTIC**

Teacher RESOURCES Fun, developmentally appropriate activities that build oral language and early reading and writing skills.

Our most powerful promotion for your edWeb program is a solo email campaign to our exclusive edWeb educator list. Our list is only available to our sponsors. Your email campaign uses the following criteria to select your target audience and get you high quality results:

- Market/Level
- Job function
- Areas of responsibility
- Grade Level
- Subjects Taught
- Topic Affinity



Twitter and Facebook
Posts to 20,000 followers

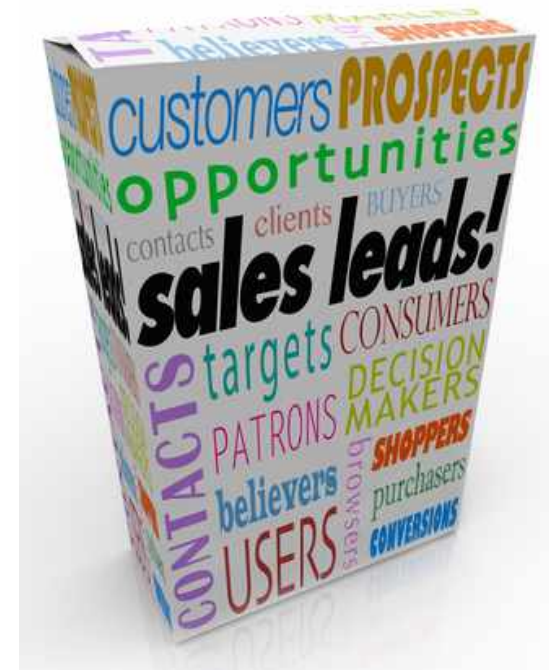


Includes a free banner ad on your edWeb campaigns

Post Event Promotion, Certificates, Recording, and LEADS!

edWeb provides CE certificates for edWebinars, sends the recording link to all attendees and registrants, and posts your event on social media.

Your event page hosts the recording with captioning and educators earn CE certificates when they view the recording.



You receive a file of all attendees and registrants the day after your presentation, the video file (MP4) within a few days, and on-demand leads after 30 days.

edWeb Provides and Highest Quality Leads and More Data

Registration & Attendee Data	Exclusive edWeb Educator Data	MCH School/District Data
Email Phone Title Primary Role Institution State Country	Market Role Subjects Grades	Institution & NCES Number Mailing Address Phone Website Enrollment Grade Range Title I Wealth Population



Our 10 year partnership with MCH helps us reach more educators with our email marketing and append valuable data to your leads.

Compare and Choose the Best edWeb Option for You

edWebinar

- **Professional Learning**
- **CE certificate for attendees**
- **Focus on teachers and administrators**
- **1 hour up to 3 presenters**
- Event webpage for registrations
- edWeb support getting ready and running your live event
- Registrant and attendee leads and chat log after the live event
- Recording with captioning posted to your edWebinar event page, MP4 provided
- On-demand leads after 30 days

Standard fee: \$3,600

\$3,250 first time trial

Book 3 or more: \$3,250

Sponsor a community: \$500/month

edLeader Panel

- **Innovation Showcase**
- **Panel of education experts and leaders**
- **Focus on leaders and administrators**
- **1 hour up to 4 presenters**
- Event webpage for registrations
- edWeb support getting ready and running your live event
- Registrant and attendee leads and chat log after the live event
- Recording with captioning posted to your edLeader event page, MP4 provided
- On-demand leads after 30 days

Standard fee \$5,600

\$4,900 first time trial

Book 3 or more: \$4,900

Sponsor a community: \$500/month



Now Available On-Demand

How School Leaders Can Make Lasting Change



As a new principal, Ivy Goggins faced pockets of success in the building, a climate of teachers working in silos, and the lack of true collaboration. Learn how Goggins found a way to create a culture of mutual respect, cooperation, and equitable learning opportunities for her teachers and students.

[Watch the edWebinar](#)

Sponsored by [CT3](#)



2020 Leadership Workshops
"BY FAR THE BEST LEADERSHIP PD
I'VE EXPERIENCED IN MY CAREER AS PRINCIPAL."
Education Leadership Strategies That Drive Student Achievement

[REGISTER NOW](#)

Let Evidence Guide the Solutions to Student Absenteeism



Chronic absenteeism is an equity epidemic with short- and long-term impacts on student performance. Each year, almost eight million students are chronically absent for complex reasons. Addressing this high level of absenteeism is possible using research-centered strategies, as discussed in this recent edLeader Panel.

[Watch the edLeader Panel](#)

Sponsored by [EveryDay Labs](#)



NEW OPPORTUNITY

Extend Your Reach to the edWeb Community Anytime Learning eNews

edWeb has launched a monthly eNewsletter to our 470,000 premier educator community.

We have only 6 openings each month to feature a recent program in this exclusive e-newsletter. Your program listing will include a link to your event page and recording and a banner ad

- \$500 per entry
- 1st position \$1,200
- 2nd position \$900

edFocus Groups and Surveys Provide Market Feedback



- Host an online focus group for qualitative research.
 - Send a survey to the edWeb community as a follow-up to your edFocus Group, or as a stand-alone option.
 - The edWeb community can provide you with valuable insights on market issues and questions, especially during this challenging and changing time.
-



- **edFocus Group on Zoom**
- 2-hour online session with 2 moderators
- Private invitation and registration link
- Email recruiting for your target audience
- Registrant and attendee list and chat log sent the day after
- MP4 file of recording
- Post-focus group survey option (see edSurveys)

edFocus Group Fee: \$5,500



- **edSurveys to edWeb Members**
- edWeb members are a premier audience for getting insights and feedback, especially in these challenging and changing times.
- Send an online survey to the edWeb audience
- We'll help you select the right target audience
- Send as a stand-alone survey or in combination with an edFocus Group

edSurvey Fee: \$500 set up fee

- \$200 per 1,000 emails deployed
 - 5,000 minimum deployment
-

Engaging, Effective, and Affordable Professional Learning

An exceptional opportunity for...

- Thought leadership
- Brand awareness
- Content marketing
- Market insights
- High value leads

A superior experience with edWeb...

- Most effective marketing
- Most engaged experience
- More high-quality leads
- CE certificates for attendees
- More valuable data with your leads
- Exceptional support





A Professional Learning Community
& new media channel to reach educators



For more info and a demo, reach out to us at contactus@edweb.net
