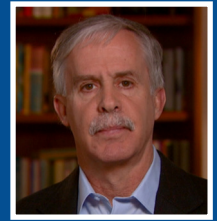
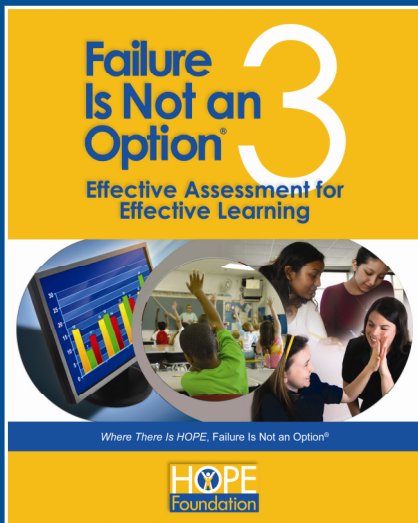


JUST RELEASED:

Failure Is Not an Option[®] 3: Effective Assessment for Effective Learning



Jay McTighe



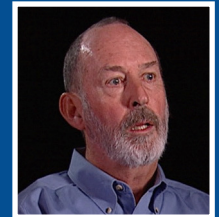
Linda Darling-Hammond



Michael Fullan



Carol Tomlinson



Ken O'Connor

... plus many others

Effective Assessment for Effective Learning: Seven Instructional Principles for Guiding Student Achievement

Featuring: Jay McTighe, Carol Tomlinson, Alan Blankstein, Ken O'Connor, Larry Bell, Michael Fullan, Linda Darling-Hammond, Ernest Morrell and school practitioners from two high-performing school districts

Based on an ASCD Educational Leadership article titled Seven Practices for Effective Learning (McTighe & O'Connor, November 2005), this three-part DVD and leaders guide provides a roadmap to how teachers can measure and report learning in a way that also promotes it. The series demonstrates how schools in two high-performing, diverse school districts use well-designed classroom assessments and grading practices to provide specific, personalized and timely information to guide both teaching and learning. As a result, teachers, students and other school stakeholders have become better informed, more engaged and motivated and more successful in enhancing the performance of their learning community.

Specifically, this series is divided into three parts - Diagnostic, Formative and Summative Assessments - and demonstrate how to:

- Use summative assessments to frame meaningful performance goals (and three common errors in doing this!)
- Best develop and use diagnostics before the teaching even begins
- Offer appropriate choices for students to demonstrate their learning
- Provide constructive feedback that is motivational and enhances learning
- Encourage student assessment and goal-setting
- Make grading meaningful and fair so as to keep students learning and engaged

The DVD media kit - which demonstrates these practices in K-12 multi-cultural settings in schools in Virginia Beach, Virginia and Grand Island, Nebraska - will include an additional bonus copy of interviews with the experts named above and other practitioners in the field.

