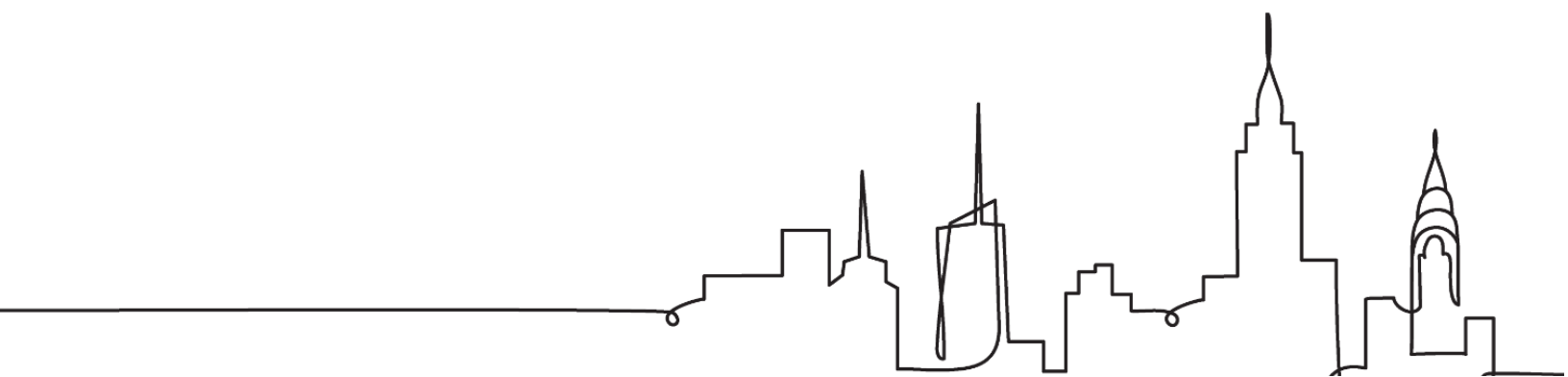


New York City Department of Education Implementation and Professional Development Proposal

Core Knowledge Language Arts (CKLA) (Grade K-5)
January 2023



As a New York City based organization, Amplify is deeply invested in the development of every child across the five boroughs. We welcome the opportunity to partner with the New York City Department of Education in providing teachers with the highest quality instructional materials and professional development to enact your vision for literacy in grades K-5. We are committed to this work, to achieving outcomes, and to collaboratively solving the problems that come with taking on such a challenge at unprecedented scale.

Working in concert with NYC DOE to implement Amplify Science has given us an opportunity to develop the relationships and processes that are essential to large-scale curriculum implementation. While we take pride in this work, we also remain keenly focused on the need to learn and improve every day. That is the spirit with which we hope to join you in implementing a K-5 literacy curriculum. The children, families, and teachers of New York City deserve nothing less than an “all-hands” approach, and that is our commitment.

As you review the CKLA materials and resources along with supporting documentation, we expect that you will have questions. Our team is at your disposal to engage deeply around the materials, professional development plan, and project management proposed here. We offer our experience implementing this program in large and small districts across the country, yet we acknowledge that New York City is unique. We are eager to work with you to shape the set of resources and services that meet your vision and needs.

Implementation

We understand this to be a true and enduring partnership in which our organizations will need to work closely, day-to-day, to achieve success. Working with the New York City Department of Education, we have come to understand the challenges of supporting school-based implementation within the DOE framework. Our recently redesigned Customer Success model is well-aligned to this context and we intend to leverage it to provide both strategic and tactical support. The overriding objective will be maintaining consistency and accountability across the implementation. We will strive for continuous improvement as we move through implementation together.

You will have a Customer Success team that will serve as a trusted resource and primary point of contact through all phases of your implementation. Your Customer Success team will facilitate your onboarding logistics such as the delivery of materials, staff and student enrollment, and support with resolving issues. Once the initial phase is complete, the focus of your Customer Success support will shift from initial set-up (which will be revisited prior to the start of each school year) to planning for an implementation that is centered around continuous improvement. Your Customer Success team will work in tandem with our Professional Development partners to ensure the successful implementation

and integration of our products and services in your schools. We know that across New York City the level and type of support needed to accomplish this will vary and we look forward to working with you to create plans that are supportive of your mission to reimagine the student experience.

Throughout the life of your adoption we will partner with you to understand your goals and objectives, and will serve as program advisors as you use Amplify products. Our support for your leadership team will include but is not limited to:

Establishing a shared implementation plan with clear deliverables, timelines, and dependencies.

- Assisting leaders by sharing best practices.
- Standing meetings to review implementation strengths, areas for improvement, and progress towards your goals.
- Regular communication highlighting program updates, resources, and available webinars.
- Account reviews to monitor important milestones and analyze trends in usage and performance data.

Professional Development

For more than a decade, Amplify's professional development has driven significant and sustained changes in student achievement and educator effectiveness in schools, districts, and states across the country. We know that successful implementation of a new curriculum requires upfront and ongoing support to educators, and we have partnered with thousands of schools to support them in successfully and seamlessly implementing Amplify CKLA/Caminos. We create and deliver robust professional learning opportunities that not only build understanding of the curricular resources but also enhance educator practices related to literacy instruction and data-driven instructional planning.

For effective and sustainable implementation, professional development must *directly prioritize classroom instruction* and develop necessary capacity among key stakeholders -- principals, literacy coaches, and teachers. **Professional development includes both training and coaching support** over multiple years to incrementally develop the knowledge and skills needed for a self-sustaining implementation. **Training** equips stakeholders with the information and tools they need for a successful program implementation and initially, focuses heavily on updating day to day processes, activities, tools, and protocols to ensure a coherent approach to literacy instruction. **Coaching** provides real-time context for application and skill building to develop effective habits of teaching that produce excellent student outcomes. Should the district choose to adopt a custom scope and sequence, both our training and coaching will support teachers to understand and follow the chosen sequence to maximize impact.

We recognize that educators have differing levels of experience and proficiency with our programs, which is why our suite of professional development offerings are designed to meet the needs of those new to the program and those who have experience with the program. In addition, we understand

educators have a limited amount of time and have different preferences for when and how they learn. Given this, each of our professional development offerings are designed with the following principles:

- **Scaffolded, phased professional learning:**
 - Our professional development opportunities go far beyond initial product trainings and take participants through different stages of learning:
 - **Launch** sessions introduce administrators and teachers to their new curriculum-- including the core features, materials, and research behind its design -- and give teachers the opportunity to practice in a collaborative environment.
 - **Strengthen** sessions advance administrators' and teachers' understanding of their curriculum and support them in taking their instructional practice to the next level. They also deepen content knowledge, planning, instructional, and/or data analysis practices; for example, Strengthen session topics may include examining student writing or planning and targeted intervention instruction to effectively address your students' needs.
 - **Coach** sessions incorporate each school's specific needs by working with an Amplify coach to customize the time spent together. These sessions provide administrators and teachers with in-the-moment feedback, grade-level planning support, and more.
- **Differentiation by audience**
 - We offer multiple, differentiated professional development options to various key audiences, such as teachers, instructional coaches, and administrators in order to support the evolving needs of educators at all levels.
- **Variety of modalities for maximum reach and efficiency**
 - Delivery methods include the following:
 - **Onsite:** sessions are delivered in person (up to 30 participants)
 - **Remote:** sessions are delivered remotely through webinars (up to 30 participants)

Amplify has a national team of exceptional, highly experienced professional development facilitators, each a former educator, with hands-on classroom teaching, school administration, and/or district administration leadership experience. Our facilitators and coaches are highly qualified, with established presentation skills, technical competence, specialized and professional certifications, and experience supporting teachers and administrators with district-wide implementations across the nation.

Customer Success and Professional Development Support

We understand this to be a true and enduring partnership in which our organizations will need to work closely, day-to-day, to achieve success. Working with the New York City Department of Education, we have come to understand the challenges of supporting school-based implementation within the DOE framework. Our recently redesigned Customer Success model is well-aligned to this context and we intend to leverage it to provide both strategic and tactical support. The overriding objective will be

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- Regular communication highlighting program updates, resources, and available webinars.
- Account reviews to monitor important milestones and analyze trends in usage and performance data.

Amplify will also provide a dedicated Professional Development Strategist to oversee all aspects of PD support. This person will collaborate with the district and school staff to coordinate implementation, monitor the success of the program, and promote teacher and student success.

We are eager to partner with the NYC DOE to provide strong, ongoing professional learning opportunities for leaders and teachers, which will elevate literacy instruction and change learning outcomes for students. Amplify welcomes the opportunity to work with the NYC DOE to customize an Amplify CKLA/Caminos professional development package to meet the District's needs and scheduling and budgetary constraints.

Amplify CKLA/Caminos Training and Coaching Sessions

Year 1 Professional Development Plan

In order to ensure the successful implementation of Amplify CKLA/Caminos, we recommend— at minimum— that all teachers and leaders experience the following Professional Development:

- Spring 2023: Getting Started Overview Webinars (1 hour)
 - *Training description:* Dive into CKLA/Caminos for the first time. Develop familiarity with your curricular resources and key platform navigation.

- Summer 2023: Leader and Teacher Initial Training (*range from half day for leaders to 2 days for teachers*)
 - *Leader training description:* Leaders will learn how CKLA supports students in building literacy skills in the early grades and moving among reading, writing, speaking and listening, and language activities in the upper grades. Understand the purpose of the CKLA program (Skills, Knowledge, and Integrated Strands) and identify components of the CKLA design principles within lessons. Participants will begin creating an action plan to support communication and change management related to CKLA for staff, parents, and other stakeholders.
 - *Teacher training description:* Teachers will learn the foundational elements of the program, including the structure of materials, key lesson elements, and how to deliver specific lesson types successfully. Participants will have time to observe and practice specific CKLA/Caminos lessons and engage in structured planning for the first unit. This will develop a stronger understanding of the program and instructional delivery.
- Fall 2023/Spring 2024: At least 2 Strengthening Trainings (*options ranging from one hour to half day*)
 - Strengthening session topics will be selected on demand (based on needs in schools)

Amplify will provide complimentary office hours on a regular basis during the spring and fall of 2023 to address questions during initial rollout and implementation. Amplify will also create a NYC-specific website containing program supports and recordings of PD sessions available through the duration of the contract.

Additional Supports Available

Should the NYC DOE or individual schools prefer to purchase specific training and coaching sessions, below is a list of Amplify's training options. We offer half-day, one-day, and two-day training and coaching engagements, available onsite or remote. Our individual training and coaching sessions accommodate up to 30 onsite and remote participants on the topics listed below. Again, Amplify welcomes the opportunity to work with the NYC DOE to select the best offerings for the right audience and create a customized plan to meet the District's needs.

Amplify CKLA		
Session Titles	Duration	Modality
Launch: Getting Started Overview Webinars (and Resources) <i>(Intended as a first look at CKLA; not recommended as a substitute for initial training)</i>		
Getting Started with CKLA for Instructional Leaders, K-5	60 minutes	Remote
Getting Started with CKLA for K-2 Teachers	60 minutes	Remote
Getting Started with CKLA for 3-5 Teachers	60 minutes	Remote
Launch: Instructional Leaders Training Description: Learn how CKLA supports students in building literacy skills in the early grades and moving among reading, writing, speaking and listening, and language activities in the upper grades. Understand the purpose of the CKLA program (Skills, Knowledge, and Integrated Strands) and identify components of the CKLA design principles within lessons. Participants will begin creating an action plan to support communication and change management related to CKLA for staff, parents, and other stakeholders.		
Initial Training for Instructional Leaders, K-5	One-day	Onsite
Initial Training for Instructional Leaders, K-5	Half-day	Onsite or Remote
Launch: Teachers Training Description: Learn the foundational elements of the program, including the structure of materials, key lesson elements, and how to deliver specific lesson types successfully. Participants will have time to observe and practice specific CKLA lessons and engage in structured planning for the first unit. This will develop a stronger understanding of the program and instructional delivery.		
Initial Training, K-2 Teachers	Two-day consecutive	Onsite
Initial Training, 3-5 Teachers	Two-day consecutive	Onsite
Strengthen: Instructional Leaders		
Enhancing Observations for Instructional Leaders, K-5	Half-day	Onsite or Remote

Strengthen: Teachers		
Enhancing Planning & Practice, K-2 Teachers	Half-day	Onsite or Remote
Small Group Instruction, K-2 Teachers	Half-day	Onsite or Remote
Writing, K-2 Teachers	Half-day	Onsite or Remote
Enhancing Planning & Practice, 3-5 Teachers	Half-day	Onsite or Remote
Small Group Instruction, 3-5 Teachers	Half-day	Onsite or Remote
Writing, 3-5 Teachers	Half-day	Onsite or Remote
Strengthening Consultation Package, K-5 Teachers	Three 1-hour sessions	Remote
Strengthening Consultation, K-5 Teachers	1 hour	Remote
Enhancing Planning & Instruction for English Language Learners, K-5 Teachers	Half-day	Onsite
Enhancing Planning & Instruction for Students with Special Needs, K-5 Teachers	Half-day	Onsite
Coach: Instructional Leaders and Teachers		
Option 1: A la Carte Coaching Support		
Coaching, K-5 Instructional Leaders and Teachers	Two days consecutive	Onsite
Coaching, K-5 Instructional Leaders and Teachers	One-day	Onsite or Remote
Coaching, K-5 Instructional Leaders and Teachers	Half-day	Remote
Option 2: Embedded Amplify CKLA Coaches		
Coaching, K-5 Instructional Leaders and Teachers <i>Embedded Amplify CKLA Coaches support and build knowledge among key stakeholders (district leads, principals, coaches, and teachers) to ensure a strong program rollout and a self-sustaining implementation. Amplify CKLA Coaches will provide real-time support for application and skill building to develop effective habits of teaching that produce excellent student outcomes.</i>	September - June	Primarily Onsite

*All CKLA sessions have a 30 participant cap.

Amplify Caminos		
Session Titles	Duration	Modality
Launch: Getting Started Overview Webinars (and Resources) <i>(Intended as a first look at Caminos; not recommended as a substitute for initial training)</i>		
Getting Started with Caminos for Instructional Leaders, K-5	60 minutes	Remote
Getting Started with Caminos for K-2 Teachers	60 minutes	Remote
Getting Started with Caminos for 3-5 Teachers	60 minutes	Remote
Launch: Teachers Training Description: Learn the foundational elements of Amplify Caminos, including the structure of materials, key lesson elements, and how to deliver specific lesson types successfully. Participants will begin planning for the first unit and lessons.		
Initial Training, K-2 Teachers	Two-day consecutive	Onsite
Initial Training, 3-5 Teachers	Two-day consecutive	Onsite
Strengthen: Teachers		
Enhancing Planning & Practice, K-2 Teachers	Half-day	Onsite or Remote
Writing, K-2 Teachers	Half-day	Onsite or Remote
Enhancing Planning & Practice, 3-5 Teachers	Half-day	Onsite or Remote
Writing, 3-5 Teachers	Half-day	Onsite or Remote
Strengthening Consultation Package, K-5 Teachers	Three 1-hour sessions	Remote
Strengthening Consultation, K-5 Teachers	1 hour	Remote
Coach: Instructional Leaders and Teachers		
Option 1: A la Carte Coaching Support		
Coaching, K-5 Instructional Leaders and Teachers	Two-day consecutive	Onsite
Coaching, K-5 Instructional Leaders and Teachers	One day	Onsite or Remote
Coaching, K-5 Instructional Leaders and Teachers	Half-day	Remote
Option 2: Embedded Amplify Caminos Coaches		

<p>Coaching, K-5 Instructional Leaders and Teachers</p> <p><i>Embedded Amplify Caminos Coaches support and build knowledge among key stakeholders (district leads, principals, coaches, and teachers) to ensure a strong program rollout and a self-sustaining implementation. Amplify Caminos Coaches will provide real-time support for application and skill building to develop effective habits of teaching that produce excellent student outcomes.</i></p>	September - June	Primarily Onsite
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**All Caminos sessions have a 30 participant cap.*

Pricing:

- Two Days Onsite (consecutive days): \$4,800
- One Day Onsite: \$3,200
- Half-day Onsite: \$2,500
- Two Half-days Remote: \$1,500
- Half Day Remote: \$750
- Three 1-hour Remote: \$1,000
- 1-hour Remote: \$350
- Embedded Amplify Coach: \$175,000 each

More favorable pricing may be available depending on scope of district implementation. For more detailed offerings, please view the online Professional Development Catalogs:

- Amplify CKLA: <https://amplify.com/professional-development-amplify-ckla-2e/>