



Evaluation®

Introducing “The 21”

From Evaluation to Personalized
Professional Growth



Effective teacher evaluations don't end with a report—they provide a clear path to improvement. That's why we've partnered with The Thoughtful Classroom, the leaders in instructional tools and strategies, to bring you **The 21: Powerful Instructional Tools for Enhancing Teacher Effectiveness and Promoting Growth.**

Why Educators Love It

School Leaders

- Act intentionally — target professional development to individual teachers' needs
- Any rubric, any system — easily mapped to YOUR district rubric
- Coach with clarity — use a shared, research-backed instructional language

District Leaders

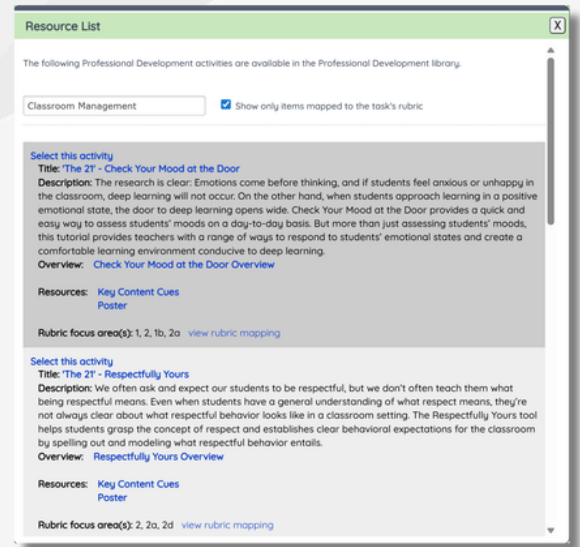
- See ROI — a cost-effective professional development solution that addresses real observation data
- Drive consistency — filter, sort, assign, and approve content across the district
- Build culture — make professional learning part of everyday practice

Teachers

- Personalized professional learning — focused on your growth goals
- Increase engagement and achievement — practical strategies that work
- Professional development on your time — on-demand access to relevant resources

What's Included

- 21 expert-led video tutorials focused on high-impact instructional tools that address key goals found in all evaluation rubrics, including . . .
 - Building a positive and well-managed classroom
 - Increasing student engagement and differentiating instruction
 - Promoting cooperative and collaborative learning
 - Enhancing questioning, discussion, and critical thinking
- Classroom and planning resources to facilitate implementation



How It Works

- Observe & Identify — Spot an area of growth or focus during an evaluation.
- Recommend with One Click — Choose from pre-mapped PD linked to your rubric.
- Track Progress — Monitor participation and growth district-wide.



The most effective coaching links a rubric element to a specific classroom move. When feedback is paired with a concrete strategy, teachers can act on it immediately, and that shift turns observations from a score into a catalyst for real improvement.

— Rick Fisher, MS, Instruction & Leadership Coach, former Assistant Superintendent for Instruction

The Thoughtful Classroom

The Thoughtful Classroom is a nationally recognized provider of research-based professional development and publisher of the award-winning *Tools for Today's Educators* book series.

Education Advanced, Inc.

Education Advanced, the creator of the Evaluation platform, helps thousands of districts streamline performance management and instructional improvement.

Ready to transform feedback into growth?
Take a closer look at educationadvanced.com/Evaluation