

FOR IMMEDIATE RELEASE

Insight Education Group Unveils Growth-Centered Video Observation and Feedback Platform for Teachers and School Leaders

Platform includes opportunities for teachers to be coached by content-specific coaches

(ENCINO, Calif.) March 27, 2014 – [Insight Education Group](#) is thrilled to announce the launch of *ADVANCEfeedback*[™], a platform for teachers and school leaders designed to manage the observation and feedback process like never before. Through live or video-based observations, the intuitive platform can be used by school and district observers or by Insight’s team of expert content-area coaches to provide meaningful feedback, identify and share specific examples of great teaching and organize resources so educators can easily access this information and accelerate growth.

ADVANCEfeedback[™] was developed from Insight’s extensive experience in partnering with schools, districts, charters, and states across the country since 2000 on a variety of teacher effectiveness initiatives.

With the rise of teacher evaluation systems in nearly 30 states, school leaders are looking for ways to manage the increased demands on the number of teacher observations required. In addition, with the adoption of [Common Core and Next Generation Science Standards](#), teachers are asking their school leaders for more meaningful feedback on their instructional practice. *ADVANCEfeedback*[™] seeks to provide solutions to these very challenges.

- **The platform supports the focus on growth versus gotcha.** Through the platform, school leaders, observers, or Insight’s coaches can provide teachers with the kind of feedback that will inspire and support growth in their practice.
- **The platform can save school leaders time and reduce paperwork.** With a streamlined process and less paperwork, school leaders can spend their time on activities that further teachers’ growth. In addition, school leaders can complete all observations in one place instead of going to multiple systems.
- **The platform is customized for a school or district’s specific context.** Through live or video-based observations, the platform can accommodate any observational criteria, including instructional frameworks or observation rubrics. A variety of pre-loaded rubrics are also available.
- **Through Insight’s team of expert content coaches, teachers can receive the meaningful and individualized feedback they’ve sought.** Insight has formed a team of experienced coaches available to provide individual, content-specific support (including expertise in the Common Core and Next Generation Science Standards) to teachers through the platform. The coaches have strong track records of increasing student achievement in their own practice.

Insight’s CEO Dr. Michael Moody comments, “In my years as a teacher, principal, district leader and CEO of Insight, I have learned that providing actionable, specific and timely feedback to teachers is absolutely



key to supporting growth in their instructional practice and ultimately moving student achievement. Through *ADVANCEfeedback™*, we have set out to create a platform that supports growth when it comes to the observation process – rather than producing that ‘gotcha’ feeling.”

Insight will provide two ways for school leaders to find out more information about *ADVANCEfeedback™*. First, educators can attend a 45-minute webinar entitled “Using Video for Coaching, Observation and Even Evaluation” where they will learn about key lessons learned and helpful resources in using video in coaching and observation. In addition, individual 30-minute product demo tours will also be available.

For more information about *ADVANCEfeedback™*, please visit: www.insighteducationgroup.com/AF

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About Insight Education Group:

Insight Education Group is an educational consulting firm that supports the growth of teachers and school leaders. Since 2000, we have partnered with schools, districts, charters, states, and education organizations across the country to understand their challenges and provide matching solutions that get results. Our ultimate goal is to ensure all students get a great education. Learn more at: <http://www.insighteducationgroup.com/>

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