



FOR IMMEDIATE RELEASE

Insight ADVANCE Gives Educators the Video Observation and Feedback Tools They Need and Want

Harvard University has recognized the new company's flagship product, [ADVANCEfeedback®](#), as a powerful virtual coaching tool

(ENCINO, CA) February 25, 2016 — Expanding upon years as a trusted advisor and implementer for large-scale educator effectiveness initiatives in districts and states nationwide, Insight Education Group announced today the launch of its new sister company, [Insight ADVANCE](#). The company was created to meet educators' growing demand for solutions that accelerate professional growth and facilitate positive change in classroom instruction.

Harvard University's Center for Education Policy Research recently conducted a multiyear, groundbreaking study, entitled [Best Foot Forward](#), which confirmed that video improves the classroom observation process. The study found that filming classroom instruction makes observations fairer and more productive, and allows for flexible scheduling for school leaders who are conducting observations. The study named [ADVANCEfeedback®](#) as a recommended tool for virtual coaching.

There is significant evidence that high-quality observations and meaningful feedback are among the most effective ways to promote educator efficacy. Unfortunately, many educators feel that they are not getting meaningful feedback. In a poll conducted by Insight and SmartBrief Education, nearly 70% of teachers reported not receiving the feedback they needed to improve their practice, and a staggering 62% of administrators acknowledged that their observation and evaluation systems did not adequately support teachers' growth.

"Insight ADVANCE, including our flagship product, [ADVANCEfeedback®](#), is truly moving the needle on educator growth by coupling our expertise as strategic support providers with the latest in technology to dramatically improve professional learning and collaboration," said Don Rescigno, the president of Insight ADVANCE. "I'm thrilled to be part of a team that is committed to ensuring every teacher has the best support so that every student can have the best teacher."

The Insight team, made up of former teachers, school leaders, high-level district administrators, and instructional technology specialists, identified the core features of an effective observation and feedback system, including the ability to conduct and schedule both live and video-based observations, gather evidence and artifacts, use it for both informal and formal purposes, and download reports.

Used in schools, districts, and universities across the country, [ADVANCEfeedback®](#) allows teachers to upload video of classroom instruction; share it with peers, coaches, and observers; and then receive detailed, specific, and timely feedback. With the advances in video hardware,

educators are recording their practice—much like athletes have done for decades—as a way to engage in deep self-reflection that has been proven to impact performance.

In 2015, ADVANCEfeedback®, which can be used on a variety of web-enabled devices, including mobile phones, tablets, laptops and computers, won [Tech & Learning Magazine's 33rd Annual Awards of Excellence in the New Outstanding Educational Technology Tool](#) category, and was a finalist for [EdTech Digest's Cool Tool Award](#).

To learn more about the research and best practices for using video for classroom observation and feedback, download [“A Game Changer: Using video to achieve high performance in the classroom.”](#)

About Insight Education Group

Insight Education Group is a national educational consulting and ed tech company that supports the growth of teachers and school leaders. Since 2000, they have specialized in developing deep partnerships with school leaders to understand their unique challenges and work together to design and implement large-scale educator effectiveness solutions that drive lasting change. For more information, visit InsightEducationGroup.com.

About Insight ADVANCE



Based on years of on-the-ground experience in states, districts, and schools across the country, Insight ADVANCE was established to accelerate professional growth and facilitate positive change in classroom instruction through the power of meaningful feedback. The ADVANCE Suite brings together the latest in research and best practices with expertly engineered technology to make it possible for educators to give and receive the specific, actionable feedback they need—and *want*—through the power of video. For more information, visit InsightAdvance.com.

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