



Insight  
**ADVANCE**

# Utilizing Video to Drive Educator Growth

November 3, 2018

# Introductions

## Jason Culbertson

- Middle School Teacher, Instructional Coach
- State level administrator
- President, Insight Education Group
- @CulbertsOn

## Jason Stricker

- 1<sup>st</sup> and 11<sup>th</sup> Grade Teacher, Coach, School Leader
- Former Chief Academic Officer, Alliance Public Schools
- CEO, Insight Education Group
- @StricktlyJason

# Share on Twitter & Instagram!



@InsightEdGroup

@StricktlyJason

@Culberts0n

#Eduforum18

Good teachers are the single most important factor impacting student achievement.



# What Research Says

“Having **three years of good teachers** in a row would overcome the average achievement deficit between low-income kids and others.”

Eric Hanushek, *Teacher Quality*, 2002

But teachers are not receiving  
the feedback they need – or  
want – to improve.

Only 30% 

of **teachers** say they receive  
**meaningful** and **timely**  
feedback.

Only 38% 

of **school leaders** believe the  
**evaluation system** in place  
at their schools **improves**  
**teachers' practices.**

We have a  
retention  
problem.

We have a  
feedback  
problem.



We have a  
teacher support  
problem.

Describe an experience you had in which reflection/coaching impacted your practice?

What about the process worked for you?

Was the experience replicable?

Recent research finds that one-on-one coaching programs “hold real promise for improving teachers’ instructional practice and, in turn, students’ academic achievement.”

Coaching: “Instructional experts working with teachers to discuss classroom practice in a way that is individualized, intensive, sustained, context-specific, and focused.”

Kraft, M.A., Blazar, D., Hogan, D. (2016). *The effect of teaching coaching on instruction and achievement: A meta-analysis of the causal evidence*. Brown University Working Paper.

<http://scholar.harvard.edu/mkraft/publications/effect-teacher-coaching-instruction-and-achievement-meta-analysis-causal>

# One-on-One Coaching

Individualized

Sustained

Intensive

Context-  
specific

# Challenges

- **Scaling** while maintaining quality
- **Management** of coaches and quality of feedback
- **Expenses**: Salaries, substitutes, release time, etc.
- **Logistics**: Hard to effectively pair coaches and teachers (grade levels, content, travel, etc.)
- **Lack of data** to drive coaching or assess effectiveness

Efficiency = Effectiveness

# Video-based Tech

"Digital video can improve classroom observations, by providing more detailed, objective feedback to teachers."



Result from Harvard's Best Foot Forward Project  
First Year Implementation Report

# Do you think using video would be helpful in improving teaching practice?

School Leaders said...

84%

YES

Teachers said...

91%

YES

Source: Reader poll, Accomplished Teacher and ASCD K12 Leadership e-newsletters, SmartBrief Education, September 2014



# Video Analysis & Coaching



What are we *really* seeing  
when we conduct  
observations?

## Instructions

Count how many times the  
players wearing white pass  
the basketball.

What are we *really* seeing  
when we conduct  
observations?

# Best Foot Forward:

A Toolkit for Fast-Forwarding  
Classroom Observations Using Video



## Top 5 Findings



A man and a woman are looking at a laptop screen. The man is standing and leaning over the woman, who is sitting at a table. They are both smiling and looking at the screen. The background is a blurred office or classroom setting.

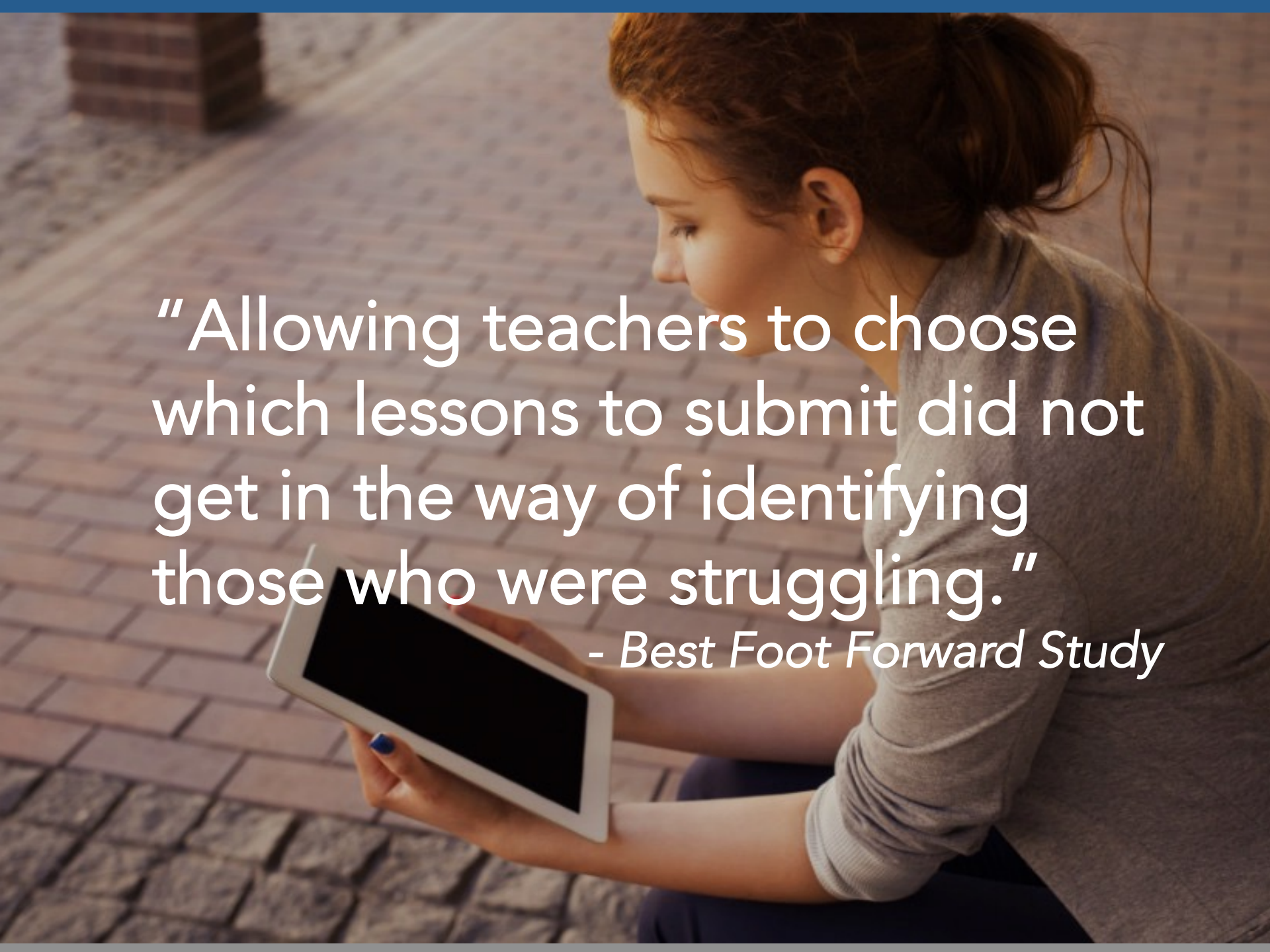
1 Educators reported more fair & productive observations.

2 Scheduling was more convenient for administrators.

3 Teachers were more self-reflective.

4 Teachers more quickly overcame any hesitation with technology.

5 More observations were conducted with video.



“Allowing teachers to choose which lessons to submit did not get in the way of identifying those who were struggling.”  
- *Best Foot Forward Study*

# Use Cases



Self-reflection



Peer-to-Peer  
Collaboration



Coaching



Observer  
Calibration



Teacher  
Observation



Educator  
Training



Evaluation  
Management



# Our Solution

Let's see it!



# Self-Reflection

## Explore your own practice in an authentic way:

- Keep artifacts and video all together in one place
- Provide necessary context to support quality self-reflection
- Adjust practice before sharing or submitting for feedback
- Observe your own practice and identify your own areas of growth
- Comment directly in the video, using the visual analysis tools to support your self-reflection





# Self-Reflection

MANAGE MY VIDEO

Search here...

+ CREATE



Strategy II: Cells Intro

Video Uploaded: Feb 13 2018

Content  
Biology

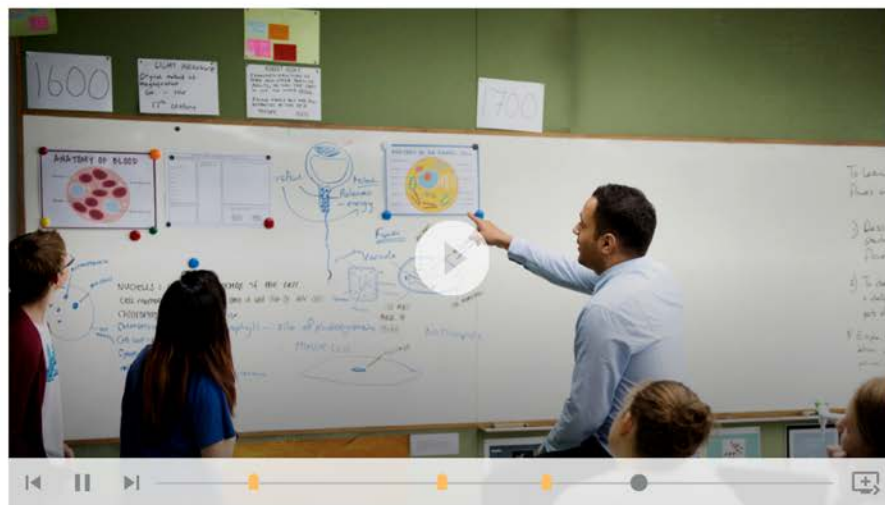
Level  
8th Grade

Session  
Period 3

# of Participants  
12



## Self-Reflection



00 : 21 : 57



You should look into teaching more like Andrew here when he explains using pictures and presentations more than just using words or from reading through the teleprompters. Let me know what you think of that idea.

[Core Practice 2.4](#)

Clarification

#Close Reading #Accountable talk #Socratic Questioning

00 : 23 : 10



You should look into teaching more like Andrew here when he explains using pictures and presentations more than just

[Core Practice 2.4](#)

Add your comment here...

@ 00:31:20

Options



All Comments



My Comments

Visual Analysis

Timestamp

Name

Comment

Rubric

Type

Tag

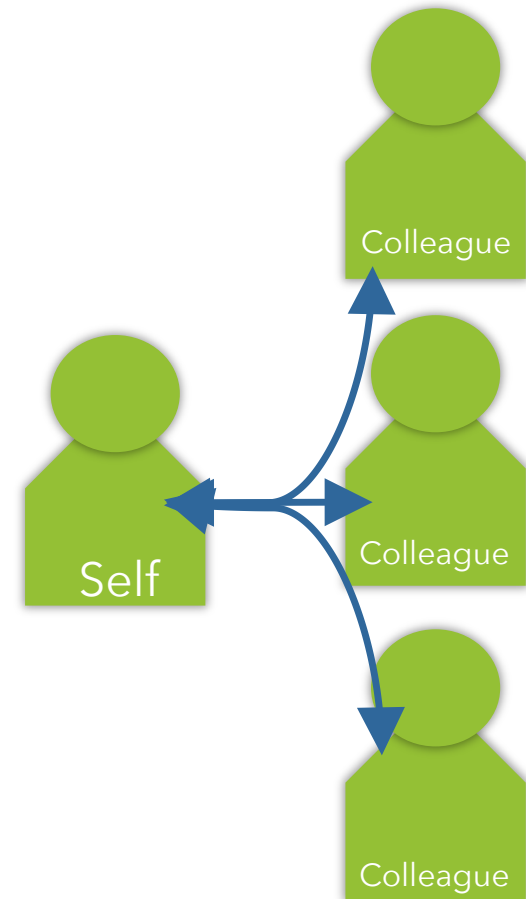


# Collaboration

SHARED Videos

## Get informal, but invaluable feedback straight from your peers:

- Share your self-reflections and context along with your video
- Easily manage sharing within small groups
- Hold authentic dialogue in a safe space
- All shared colleagues can embed their own comments and respond to your self-reflections
- Share within any small group you belong to – at the school, district, or even interdistrict level!





# Collaboration

## SHARED Videos

MANAGE MY VIDEO

Search here...

+ CREATE

Strategy II: Cells Intro

Content: Biology

Level: 8th Grade

Session: Period 3

# of Participants: 12

Self-Reflection

Video Management

Share This Video

Cohort: Matlin High School

Share With

☐ Micah Donald

☐ James Michaels

☒ Stephanie Heatherton

☒ Mindy Larkin

☒ John Tyler

☐ Rosie Marnat

☐ Lyle Calder

All Comments

My Comments

Timestamp

Name

Comment

MANAGE MY VIDEO

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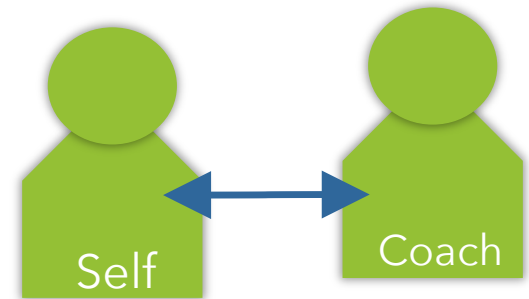
Tag



# Coaching

## Get frequent, proximate feedback from your coach

- Get actionable feedback from your coach
- Get content-specific feedback from your coach
- Use and objective piece of evidence to engage in coaching conversation
- Categorize feedback according to specific "look fors"
- Track progress from one lesson to the next





# Coaching

← Strategy II: Cells Intro  
Video Uploaded: Feb 13 2018

Content  
Biology

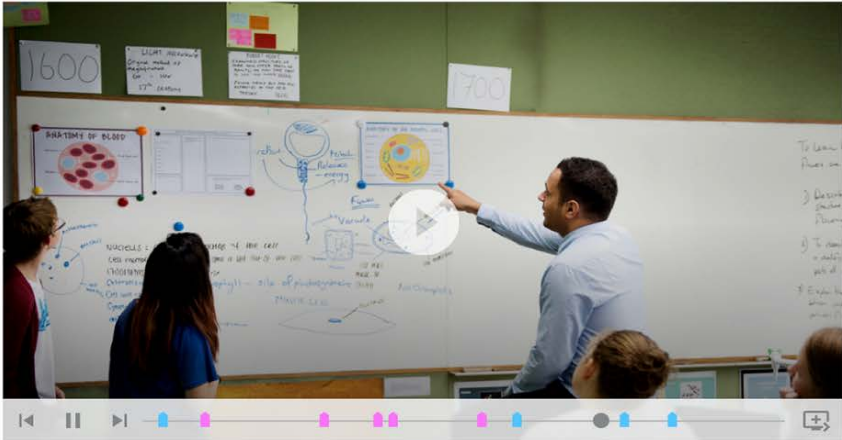
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COACHING

1 Add Comments → 2 Craft Feedback → 3 Preview Report




00 : 21 : 57



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Core Practice 2.4 Clarification  
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Core Practice 2.4

Add your comment here...

Options

All Comments

My Comments

Timestamp	Name	Comment	Rubric
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# In Practice

What does this look like for you?



# SWOT Analysis

Getting ready to use video to coach teachers

- Strengths
- Weaknesses
- Opportunities
- Threats

# Q & A

# What are we learning?

- Feedback is most effective when it is proximate, frequent, and sustained.
- Having multiple touch points with multiple support providers increases impact.
- It can't be just about the tech. Implementation is critical to success.
- Biggest Impact: Including self-reflection and peer-to-peer feedback as part of the process

A photograph of four diverse women sitting around a table in a meeting, engaged in conversation. The image is slightly blurred and has a warm, golden-hour lighting. The title text is overlaid on this image.

# Build a culture of feedback

- Retain high-achieving teachers
- Foster peer-to-peer collaboration
- Establish trust between teachers and leaders/support providers
- Students benefit

# Tips & Tricks



## High Quality Video

<http://help.insightadvance.com/hc/en-us/articles/115001001923-Thoughtful-Recording>

- Choose the right device
- Determine your subject and length
- Find the right placement
- Get great audio
- Do a test run!

# Tips & Tricks



## Easy Video Upload

<http://help.insightadvance.com/hc/en-us/articles/115001001663-Easy-Uploading>

- Get the video file as small as possible – Compress it! Convert it!
- Use the helpdesk to read about uploading from your device:
  - iOS app
  - Mobile responsive site
  - Desktop/Chromebook

# Tips & Tricks



## Using Video Annotation

<http://help.insightadvance.com/hc/en-us/articles/115000979146-Power-of-Video-Annotation>

- Try to move past the “umms...”
  - Pick a couple of strategies to focus on
- OR
- Try to leave one reflection for each framework indicator
  - Be sure to PRAISE your practice!



# We Are Here

Find resources on our help desk:

<http://help.insightadvance.com>

Chat live with our support team

Email our support team:

[support@insightadvance.com](mailto:support@insightadvance.com)

Call our support team at 800-935-7022



A photograph of four women sitting around a table in an office or meeting room. They are engaged in a discussion, with one woman pointing at a laptop screen. The room has a water cooler and a whiteboard in the background.

# So what do you think?

How do you think video is  
going to help support **YOUR**  
professional growth?

# The ADVANCE Suite



## **ADVANCEcalibrate®**

Create personalized video-based training experiences for observers to improve inter-rater reliability.



## **ADVANCEfeedback®**

Provide high-quality, targeted feedback to promote educators' growth—with video or in a live setting.



## **ADVANCElearn™**

Reinforce professional growth for teachers, coaches and school leaders through personalized e-learning and embedded resources.

A photograph of four women in an office environment. They are gathered around a table, looking at a laptop. The woman on the far left has blonde hair and is wearing a white shirt. The woman next to her has dark hair and is wearing a black and white striped shirt. The woman in the center has dark curly hair and is wearing a red and black plaid shirt. The woman on the far right has dark hair and is wearing a colorful patterned shirt. They are all smiling and appear to be in a collaborative meeting. The background shows a water cooler and some office equipment.

# Resources

[www.InsightEducationGroup.com/Cairo](http://www.InsightEducationGroup.com/Cairo)