webAcademy
BY SMEKENS EDUCATION

On-demand professional learning

Six Traits of Writing • Writer's Workshop

Informative Writing • Argumentative Writing

Standardized Assessments • Close Reading

Comprehension Mini-Lessons

smekens-education.teachable.com • (888) 376-0448

Smekens Education — literacy leaders

Smekens Education Solutions, Inc. is a leading provider of staff development and professional resources to K-12 schools in the Midwest and beyond. Specializing in the areas of reading and writing, our training team is best known for showing teachers how to apply research-based literacy strategies in ways that are practical and effective.

For more than a decade, Smekens Education has been supporting schools with customized on-site professional development and regional workshops. Now, with the addition of webAcademy, Smekens professional learning is accessible online through an ever-growing selection of professional development videos.

webAcademy
BY SMEKENS EDUCATION

Online courses from webAcademy offer on-demand professional learning for teachers across the K-12 spectrum.

Every webAcademy course is built from video footage captured during live full-day seminars led by Kristina Smekens, president and lead consultant for Smekens Education.

POWERFUL PD

Rooted in practical, best-practice strategies, each webAcademy course features engaging video content that is appropriate for individuals or groups.

In addition to delivering 5+ hours of professional development, each webAcademy course also includes opportunities for educators to reflect and comment on what they are learning. Registrants are granted 30 days to complete a course but receive lifetime access to a password-protected web page that contains a treasure trove of lessons, videos, and other resources for implementation.

PRACTICAL

Smekens Education is best known for providing teachers with innovative and practical teaching strategies that are rooted in best practice and the College & Career-Ready Standards.

ENGAGING

Kristina Smekens is well known for her energetic and engaging presentations. This energy comes to life in each webAcademy video. *Watch this preview from Six Traits of Writing: An Introduction!*

SELF-PACED

After enrolling in a course, educators have 30 days to access the content. Each course requires five to six hours to complete.

ON-DEMAND

Educators can access their webAcademy course at any time using an internet-enabled computer, tablet, or smartphone.

COST-EFFECTIVE

With registration fees beginning at just $140 per person, webAcademy courses eliminate the need for hiring a substitute, making sub plans, or incurring travel expenses. Plus, substantial savings are available for entire staffs.

KRISTINA SMEKENS

A full-time literacy consultant, Kristina has built a reputation for using enthusiasm, humor, and common sense to equip K-12 educators with practical, demystifying strategies for teaching reading and writing.

As president and lead consultant for Smekens Education, Kristina is constantly developing new strategies to help teachers meet the demands of today's College and Career-Ready Standards. She shares those strategies with teachers across the United States and beyond through on-site school trainings, regional seminars, and an always-growing pool of print, digital, and video resources.

Well known for offering innovative ideas, Kristina has created more than 50 "Smekens Originals," a compilation of books, guides, and classroom tools designed to help teachers implement best-practice literacy strategies. Among the most popular of these resources are her best-selling books, *Launching the Writer's Workshop: Grades K-2* and *Launching the Writer's Workshop: Grades 3-12*.
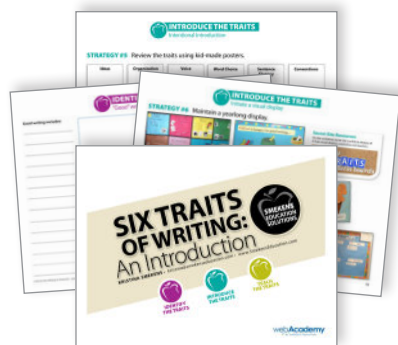
"Kristina has what it takes to get educators excited about teaching writing."

Teresa LeBeau • literacy coach at Brandywine Elementary School, Greenfield, IN

Course options

SIX TRAITS INTRO

Whether you need to learn a lot about the Six Traits in a hurry or want a "refresher" course to get you back on track, this introductory training led by Kristina Smekens provides teachers with the confidence and resources they need to begin implementing the Six-Traits model.

Grades K-12

SIX TRAITS IMPLEMENTATION

This dynamic course helps K-12 teachers take the Six Traits from six words floating around the classroom to full-blown immersion and implementation all year long. Kristina Smekens offers classroom-tested methods to organize, manage, and implement the traits.

Grades K-12

WRITER'S WORKSHOP
Launching the Writer's Workshop
Grades K-2

WRITER'S WORKSHOP
Launching the Writer's Workshop
Grades 3-12

Regardless of the writing model you currently use, these courses on how to launch an effective writer's workshop provide participants with a powerful framework of lessons that can help kick-start your writing year.

While the goal of both Writer's Workshop courses is the same, the content is differentiated for teachers from grades K-2 and grades 3-12.

Based on the course chosen, participants receive a free digital copy of the book *Launching the Writer's Workshop: Grades K-2* or *Launching the Writer's Workshop: Grades 3-12,* by Kristina Smekens. The book then serves as the handout for the course.

Grades K-2 & Grades 3-12

WRITING CURRICULUM
Teaching Writing Skills All Year Long
Grades K-2

WRITING CURRICULUM
Teaching Writing Skills All Year Long
Grades 3-12

After you've devised a plan to launch your writer's workshop, the next step is to look ahead toward the rest of the year. This course is designed to guide K-12 teachers through the planning of a yearlong writing curriculum.

The video content for each of these courses is exactly the same. However, when you enroll in the course for grades K-2, you receive a complimentary digital copy of Kristina's best-selling book, *Launching the Writer's Workshop, Grades K-2.*

When you enroll in the course for grades 3-12, the corresponding digital download is *Launching the Writer's Workshop, Grades 3-12.*
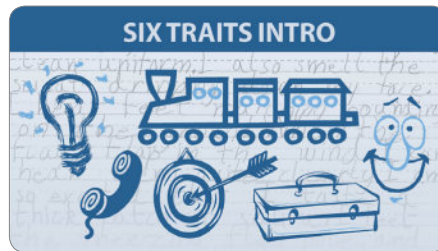
Grades K-12

NOTE-TAKING HANDOUT

As participants view each video, they are encouraged to take notes on the full-color downloadable handout that accompanies each course.

DIGITAL RESOURCES

Registrants receive lifetime access to a password-protected web page that contains a treasure trove of lessons, videos, and other resources for implementation.
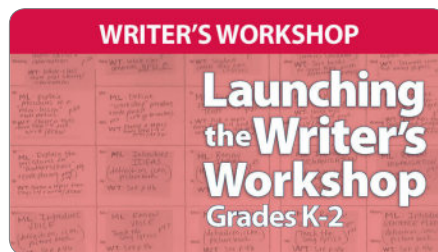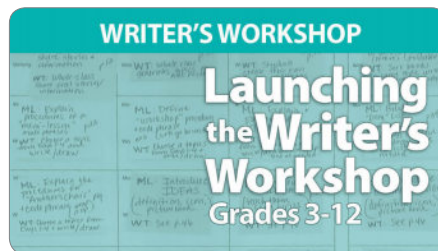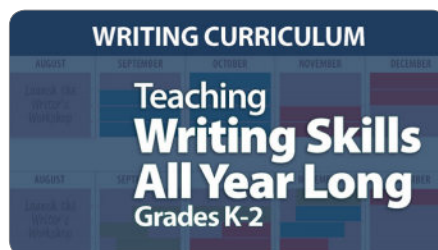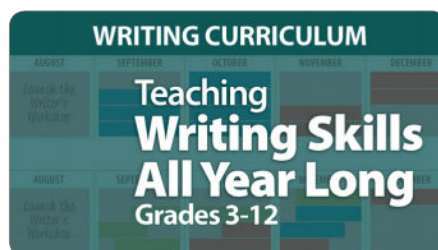
Course options *continued*

COLLABORATION ENCOURAGED

During each webAcademy course teachers are encouraged to collaborate and share ideas. In fact, most video segments are separated by a prompt from the instructor to "turn & talk."

JOB EMBEDDED

Because webAcademy can be viewed on-demand from any internet-enabled device, there's no need for teachers to be out of the classroom in order to participate in professional development. The job-embedded nature of webAcademy allows teachers to view videos during PLC meetings, prep periods, staff meetings, and other times when built-in collaboration can occur.

"Totally changed the way I will teach. So helpful. Amazing! I learned so much. It was engaging and informative for K-12."

Susanne Crippen • teacher at St. Joseph Grade School, South Bend, IN

STANDARDIZED TEST PREP
14 POWER Strategies to Boost Reading & Writing Achievement on Standardized Tests

Throughout this course built from a two-day workshop, teachers will learn practical, proven strategies for teaching the reading and writing skills students need in order to be successful on assessments. (Specific references will be made to the new SAT, ACT, and AP exams, Indiana assessment, PARCC, & Smarter Balanced assessments.)

Grades 3-12

INFORMATIVE WRITING
FACTS
RESEARCH
THESIS
SOURCES
EXPERTS

Writers need to move beyond restating collected facts and details. They have to synthesize ideas in order to demonstrate a deep understanding of a topic or text within expository writing. This engaging online course will reveal the essential instruction necessary to produce this type of informative writing.

Grades K-12

ARGUMENTATIVE WRITING
POSITION
REASONS
EVIDENCE
PRO CON
DEBATE

More than just restating information, students must know how to articulate their feelings, opinions, and viewpoints based on logical reasons and relevant evidence. After completing this course, K-12 teachers will possess dozens of lesson ideas that they can easily incorporate into their yearlong writing curriculum.

Grades K-12

CLOSE READING
Planning & Facilitating *a Close Reading*

There has been much talk about raising the complexity of the texts students are reading. However, rigorous reading isn't just about the text selection. It's also about targeting multi-faceted, deep thinking during reading. This course will help teachers plan and facilitate a meaningful close reading in five steps.

Grades K-12

CLOSE READING
Writing After *a Close Reading*

After reading a complex text, students need to *do* something with what they learned. More than simply summarizing the text, students need to analyze and even argue the author's ideas in writing. This course provides teachers with strategies to challenge students to take their thinking and apply it to tasks similar to those required on standardized assessments.

Grades K-12

STANDARDS-BASED

Smekens Education is committed to providing the best, most up-to-date professional development in reading and writing. With the adoption of the Common Core State Standards by the majority of states, we have embraced our responsibility to ensure that the information and strategies we share highlight and support the College and Career-Ready Standards.

ALIGNED WITH
COMMON CORE
STATE STANDARDS

""*I love how you made it abundantly clear the why and how to hone in with intentionality on the issues my kids are having rather than giving skimpy instruction on a plethora of topics just to say 'we covered that.' Now, I feel like I can create a road map that will make sense because it will be specifically tailored to their needs."*

Priscilla Peterson • teacher at Westfield Middle School, Westfield, IN

Course options *continued*

COMPREHENSION MINI-LESSONS

Developing a
Reading Road Map
for Teaching COMPREHENSION

Students at every level need explicit, ongoing instruction that builds their comprehension skills. This type of standards-driven teaching is intended to equip students with the ability to analyze and understand all types of texts. In this powerful course, you'll learn to layer skills to develop readers who can track and summarize key details, visualize and question author craft, and connect and synthesize bigger ideas.

Grades K-12

COMPREHENSION MINI-LESSONS

Delivering Explicit & Engaging
Comprehension
MINI-LESSONS

After developing a road map for teaching comprehension, this course focuses on the scaffold of comprehension mini-lessons to follow. Participants will learn ways to make their whole-class mini-lessons more explicit and dynamic while receiving numerous mini-lesson concepts *per comprehension strategy*!

Grades K-12

ENROLLMENT FORM

TWO WAYS TO ENROLL:

1. Online - with a credit card *(Perfect for individuals!)*
Visit: www.webAcademy.SmekensEducation.com

2. FAX THIS FORM - with a school purchase order to **888-376-0489**

➡ **Course title:** _____

Contact Person: _____

Email: _____

School name: _____

School address: _____

City/State/Zip: _____

School phone: _____

COURSE FEE: Course sharing not allowed.

❏ One person
$140

❏ Team of 3+
$126
per person

More than 10?
Call us at (888) 376-0448
for custom pricing.

PAYMENT:
❏ Purchase Order attached (# _____)

TOTAL NUMBER OF REGISTRANTS: _____

COURSE ACTIVATION DATE: _____

TOTAL PURCHASE AMOUNT:

_____

Name	Email
Name	Email
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Name	Email

TERMS OF USE

We encourage enrolled participants to take advantage of all the features webAcademy has to offer. In doing so, participants agree to the following terms of use:

1 Login information and video access may NOT be shared with any individual who is not enrolled in the course.

2 Unauthorized sharing of login access will result in a non-refundable cancellation of any and all active courses.

3 Subscribers are not permitted to reprint, republish, repost or otherwise distribute any content or images from a course.

MUST AGREE & SIGN

➡ ❏ _____
By checking & signing, you agree with the **Terms of Use**.

PRICING

All webAcademy courses cost $140 per person. However, there are a number of courses that can be purchased as a two-course bundle for $265.

QUESTIONS?

Would you like more information about webAcademy? Contact us with your questions!

Phone: (888) 376-0448
(Available during regular business hours, Monday- Friday 8 a.m.-5 p.m. EST.)

Email:
webacademy@smekenseducation.com.

SATISFACTION GUARANTEED

We know you are going to love webAcademy! But, if you are not completely satisfied with a course, contact webAcademy within 3 days for a full refund — no questions asked.
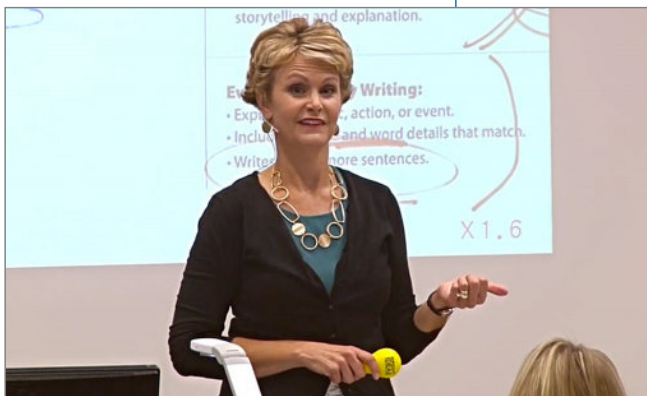
FAQ *Frequently Asked Questions*

GENERAL

Who is allowed to watch? WebAcademy courses are for individual use only. However, school and district pricing is also available. Please contact our office to get the details, (833) 277-9035.

Who is NOT allowed to watch? Sharing access to your webAcademy course is strictly prohibited. A violation of this policy will result in a non-refundable cancellation of any and all active courses.

Can I get continuing education credits? Most likely! With prior approval from your school district, participants may receive credit for up to 5 hours of professional development for each course. A Certificate of Completion is provided to participants when they complete all aspects of the course.

Can I earn college credit? Yes! Thanks to a partnership with the Midwest Teachers Institute, educators who enroll in two eligible webAcademy courses simultaneously can earn three hours of nationally-accredited graduate credit for just $300. These are non-degree credits which are designed for professional certification renewals and salary step increases. Contact Brady Smekens, Director of Professional Development, for details, (833) 277-9035.

COURSE INFO

What does a course include? Every webAcademy course includes on-demand access to 5+ hours of training on a given topic.

What resources come with each course? Participants receive a downloadable handout to accompany the course, along with lifetime access to a password-protected web page that contains a treasure trove of lessons, videos, and other resources for implementation.

How long does a course last? Each webAcademy course is self-paced but is accessible for 30 days.

When do courses begin? Because each course is self-paced, courses begin as soon as the online payment is made. Or, if you want to register a group of teachers, the course start date can be pre-arranged.

How long does it take to complete a course? Each self-paced course is designed to take 5-6 hours if you watch all video clips, contribute to course discussion, read supporting documents, and complete the "Synthesis and Implementation" plan. The course can be stopped and started at your own discretion, with the course resuming where you left off. You may also choose to restart the course from the beginning.

"I finally feel like I have a handle on how to approach writing. As a middle school history teacher who has to also do a period of writing, this has been invaluable. Loved it!"
Huston Mathias • teacher at Ingersoll Middle School, Canton, OH

"The workshop was amazing! Kristina provides no-prep activities to take into the classroom and start providing engaging reading/writing instruction immediately."
Kathy Ernst • teacher at Peotone Elementary School, Chicago, IL

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CONTACT INFO

EMAIL:
webAcademy@smekenseducation.com

CALL CUSTOMER SERVICE:
(833) 277-9035
(Available during regular business hours, Monday-Friday 8 a.m.-5 p.m. EST)

FAX:
(888) 376-0489

WRITTEN CORRESPONDENCE:
webAcademy by Smekens Education
P.O. Box 332
Warren, IN 46792

"I really appreciate you addressing the troubleshooting ideas. Instead of teachers giving up and saying, 'That won't work,' you provided solutions to potential roadblocks. I am leaving this professional development energized and better prepared to help the teachers in our school system with their writing instruction. I loved every minute."

Melanie Park • teacher at Huntington County Community Schools, Huntington, IN

"Always inspiring! It never fails — I always come away with fresh ideas and the resources to put the ideas into action!"

Samantha Walterman • master teacher at Winchester Village Elementary School, Indianapolis, IN

FAQ *Frequently Asked Questions*

INDIVIDUAL VIDEOS

How much does it cost? Courses start at $140 per person. Group pricing is available for teams of three or more. Contact our office for details, (833) 277-9035.

How do I pay? A variety of payment options are available, including credit card, purchase order, or even personal check.

What if my 30-day window ends before I complete the course? Please email webacademy@smekenseducation.com or call toll free (833) 277-9035 between the hours of 8a.m.-5p.m. EST if you need special arrangements.

Is it possible to preview a webAcademy course? For each course, a handful of sections have been made available for a free preview. Scroll down to the "curriculum" area of the course description to find free previews.

How many times can I complete the course? You may view the course as many times as you like during the 30-day period. However, only one completion certificate will be provided.

TECHNOLOGY

What technology do I need? All you need is a broadband internet connection and an internet-connected device such as a computer, tablet, or smartphone.

How fast does my broadband internet connection need to be to watch instantly? Watching instantly works on all different levels of broadband; however, we recommend a minimum speed of 750 kbps.

If I'm having difficulty playing my video, what do I do? There could be a number of reasons for this issue. First, try logging out of the account and then logging back in. If you continue to have problems, try using a different web browser and checking your bandwidth.