



## Frequently Asked Questions

Educational Impact, Inc.

### **Q: What is contained in the Educational Impact (“EI”) Online Academy?**

**A:** The EI Online Academy includes over 385 hours of streaming video - developed and produced exclusively for the training needs of teachers and administrators. The videos feature many of today’s big names in education including: Charlotte Danielson, Allan November, Doug Reeves, Michael Fullan, Jay McTigue, Phil Schlechty, Bob Marzano, Rick Stiggins, Mike Schmoker, Roland Barth, Vicki Bernhardt and many, many more. In addition to these national experts, the video in EI’s Online Academy includes hundreds of real classroom examples - allowing users to watch master teachers implementing specific strategies and techniques. For a complete list of the programs in the EI Online Academy, including the number of hours in each program, please click on the following link:

[http://www.educationalimpact.com/pdfs/EI\\_Program\\_Descriptions.pdf](http://www.educationalimpact.com/pdfs/EI_Program_Descriptions.pdf)

### **Q: How are colleges of education using Educational Impact’s online video content?**

**A:** Professors know that college students learn more when real classroom video is part of their course curriculum as opposed to courses that consist of solely lectures and textbook assignments. Colleges of education are adding the important “show me” component to each college course by using video segments from the EI Online Academy. At times this is a centralized process where a college of education has curriculum, writers review the content in the EI Online Academy and infuse specific video assignments into each course syllabus. In other situations university professors and department heads work directly with EI to revise and enhance their course curriculum. In essence, the EI video content is being used as a replacement or supplement for a typical course textbook.



## **Q: How does a college of education purchase access to the EI Online Academy?**

**A:** There are a variety of ways EI can work with your college of education. Most of our university customers require that each student in their college of education purchase access to EI's full academy of online programs (all 385 hours of streaming video). To accomplish this, EI sets up a special link and "online store" for your college. Thereafter, all of your students are able to purchase a subscription to the EI Academy directly through EI's online Visa/MasterCard system. Each student is charged a one-time fee and has access to the EI academy for the full duration of their degreed program. Once a student purchases a subscription he/she receives a unique ID and password and will be emailed everything needed to immediately access the EI Online Academy.

All professors have access to a special EI administrative password that allows them to monitor whether each of their students has viewed the assigned videos, and successfully passed the multiple choice assessments connected with each learning module. Lastly, university students have the ability to use the EI video content for term papers and other research based projects.

## **Q: What is the cost for one college student to purchase a subscription to the EI Online Academy?**

**A:** Students can purchase access to the EI Online Academy for a one-time subscription price of between \$110 and \$160. Once a student purchases a subscription, they have access to the EI Online Academy for the full duration of their degreed program (typically 2 yrs for graduate students and 4 years for undergraduate students). Any professor in the college of education can generate a student assignment from the EI Online Academy. Subscription prices are based on volume. At the beginning of each school year your college / university is asked to estimate the total number of subscriptions that students will purchase. This estimate is used to determine the pricing per subscription.

Most of EI's present university customers elect to have their students pay EI directly for access to the EI Online Academy – much like purchasing a textbook. However, if a college or university prefers to pay EI directly for all student subscriptions, can easily be accommodated.

**Q: Are the professors at my college/university also required to purchase an EI Online Academy subscription?**

**A:** No. Once a college of education agrees to have students purchase access to the EI Online Academy, all professors and instructors within the college of education receive a complementary subscription to the EI Online Academy

**Q: What if I want to start using the EI video content with only one or two classes in my college of education? Can we contract with EI for something less than the full online academy? Can we access the video content for a shorter period of time?**

**A:** Yes. While the most cost effective way to use the EI video content is to have every student purchase access to the full online academy, EI will work with you if you wish to reduce the scope of your intended usage. We would be happy to provide you with a custom proposal once we know your intentions.

**Q: How do I to preview the video content in the EI Online Academy?**

**A:** There are several ways to preview the content in the EI Online Academy. Initially we suggest that you view a short 2-5 minute highlight video from every program contained in the Academy. This does NOT require you to log on with an ID and password. Simply go to the EI home page and click on “Program Previews”. A screen will open that lists all of the EI programs in the left column. Click on any of the programs to view the 2-5 minute highlight video. Click here to link directly to the EI program previews (<http://www.educationalimpactpreview.com/>)

If you want to preview more than just the highlight videos, you can request a trial ID and password. This will allow you to preview all 385 hours of video content



contained in the EI Online Academy – for a period of up to 30 days. To obtain a temporary ID and password please contact EI fulfillment director, Lu Mack, at [lmack@educationalimpact.com](mailto:lmack@educationalimpact.com) or 215-370-7666. Accessing the EI video content is easy and requires no advanced technology skills.

**Q: Does my college’s tech staff need to be involved in this process?**

**A:** No. All of the EI content is web based, accessible via any standard Internet connection. Nothing is placed on the college / university servers. In addition, EI maintains a 24/7 help desk for any students who may need technical support.

**Q: How did EI create its Online Academy?**

**A:** Over the last decade, EI created and developed its online content / programs by partnering with prominent educational organizations. EI selects its content partners based on their proven reputation and track record of delivering research based teacher and administrator training programs. EI’s content partners include professional organizations, state departments of education, colleges of education and educational service centers. A list of some of the organizations that EI has partnered with to create its Online Academy is available on the EI web site at <http://www.educationalimpact.com/pro-organizations.html>

**Q: What makes Educational Impact different from other companies that offer similar online training?**

**A:** EI has been filming national educational experts and classroom examples for over a decade. We are experts in capturing high quality classroom video where the audio track of both students and teachers can be easily viewed and heard. EI has the most steaming video, and covers the widest range of topics in the industry. No other company features the number of “big name” national experts, or variety of classroom examples. No other company offers students the ability to use a 360° “front end” assessment to create a true personal learning plan. Lastly, over 30% of the content in EI’s Online Academy was developed exclusively for school leadership training. No other company has such a broad array of online video content devoted exclusively to improving school leaders.

## **Q: How is the video in the EI Online Academy grouped and/or indexed?**

**A:** EI currently has its content grouped by “Programs” – similar to the structure of a book. A typical program in EI’s Online Academy is built around a general topic (i.e. Differentiated Instruction, Literacy, etc), and typically contains between 3 and 25 total hours of video content. Each section in an EI program is referred to as a module (much like a chapter in a book). Each module contains between 30 and 100 minutes of video content.

However, EI recognizes that a university professor may want to infuse smaller and more narrowly focused segments into their courses. Therefore, EI has a special transcript search engine that allows users to search every one of EI’s 385 hours of online video. These transcript searches simply require a user to insert a key word.

Lastly, EI is currently in the process of re-indexing all of its video content to enhance navigation for higher education users. The new alternative index will provide higher education users with a third way to identify video segments. The new index will include the most common “areas of focus” in higher education and will include EI video content suggestions that are aligned to most commonly used college textbooks. This online index is expected to be launched in the summer of 2010.

For a **partial** (work in process) list of the topics that will be included in the new higher education index, please click one of the links below the links below:

Videos for teacher preparation courses:

[http://www.educationalimpactdownloads.com/EI\\_Teacher\\_Resources\\_by\\_Topic.pdf](http://www.educationalimpactdownloads.com/EI_Teacher_Resources_by_Topic.pdf)

Videos for school leadership courses:

[http://www.educationalimpactdownloads.com/EI\\_Leadership\\_Resources\\_Feb\\_2009.pdf](http://www.educationalimpactdownloads.com/EI_Leadership_Resources_Feb_2009.pdf)



## **Q: How is a typical program in the EI Online Academy structured?**

**A:** An example of a typical EI program is the recently released “*Charlotte Danielson’s Teaching Framework: Looking at Real Classrooms*”. The program is based on Charlotte Danielson’s best selling book. The program is designed to show college students what the framework components actually look like in real classrooms.

The program contains three learning modules, 6.5 hours of streaming video, and 106 real classroom examples. The first module includes a brief introduction followed by a one hour seminar that features Charlotte Danielson discussing the teaching framework. Students learn how the framework was created, how it is organized and how to use it to enhance teaching performance. The second and third modules contain the real classroom examples. Each example is broken down by domain, grade level and subject. Each movie shows classroom examples of different framework components. After each example, Charlotte provides in-depth commentary on what is observed in the video

A typical EI program also includes a corresponding “power point presentation” to highlight the important points made in the video. Each video segment has text based handouts and a full transcript that is searchable by key word. A multiple choice assessment follows each module. Each EI program also includes an interactive bulletin board for user postings, and a chat room that can be scheduled by user groups.

## **Q: How can professors be sure students have viewed the videos they assign?**

**A:** Each professor has the ability to access a special web page to monitor the progress of every student in his/her school or school system - including whether each teacher/administrator has viewed specific video segments and successfully passed each assessment.



## **Q: How do the multiple-choice assessments work?**

**A:** EI has assessments embedded throughout its Online Academy. Each program includes multiple learning modules. Each learning module includes an online assessment that is designed to be taken after the online content in the module has been viewed. The assessment includes 20 questions that relate to the video and handouts in each module. A student needs to answer 16 out of 20 questions correctly in order to pass. Students receive their results immediately upon submitting answers to all 20 questions. Each time a user takes the assessment, the questions are randomly selected from a question bank that includes 40 total questions. Professors can require that students pass the assessment to complete their video assignment

## **Q: Does the EI Online Academy include an optional Pre-Assessment tool?**

**A:** EI's 360-degree assessment tool provides graduate students who are currently working as teachers and/or administrators with wonderful way to establish a baseline of their leadership/teaching abilities.

College professors have the option of requiring graduate students to complete the 360° Assessment to create a personal learning plan.

## **Q: How does the EI 360° online assessment work?**

**A:** EI's 360° Assessment allows a user to rate himself in areas that are critical to his/her success as a teacher and/ or school leader. Users also solicit input and feedback from their staff and superiors. The results from the 360° Assessment provide the user with a complete picture of his/her strengths and weaknesses - accurately revealing areas for improvement. The results allow users to generate a learning plan that prescribes specific EI online content that directly addresses their "areas of need." In addition, the written assignments that allow users to reflect on what they have learned and to make connections to challenges they may face.



More information on the 360 school leadership assessment is available on the EI web site at [http://www.educationalimpact.com/pdfs/360\\_leadership\\_overview.pdf](http://www.educationalimpact.com/pdfs/360_leadership_overview.pdf)

More information on the 360 teacher assessment is available on the EI web site at [http://www.educationalimpact.com/pdfs/360\\_teacher\\_overview.pdf](http://www.educationalimpact.com/pdfs/360_teacher_overview.pdf).

**Q: Is it possible to obtain a demonstration of the EI programs and/or 360-degree assessment - and talk with an EI representative?**

**A:** EI welcomes the opportunity to provide you with a web tour. This can be accomplished through a phone demonstration, or face-to-face meeting. Please email EI at [info@educationalimpact.com](mailto:info@educationalimpact.com) and we will arrange for one of our sales representatives to assist you with a no-obligation demonstration.