



FOR IMMEDIATE RELEASE

Contact: Scott Poirier
Washington Education Association
(360) 561-0019
spoirier@washingtonea.org

New Partnership Sets Sights on Strengthening Student Achievement *Symposium will launch effort to equip educators with free resources*

SEATTLE—Jan. 18, 2011— Educators across Washington State will have more support in their work to strengthen student achievement, thanks to a new partnership between [Success at the Core](#) – a joint project of Vulcan Productions and Education Development Center – and [PLCWashington](#). The two organizations are teaming up to equip teachers and education leaders with valuable resources that advance professional learning—all at no cost to the school or district. Dedicated to collaborative, school-based professional learning, the new partnership is designed to help educators build instruction and leadership capacity in their schools.

To launch the partnership, PLCWashington and *Success at the Core* are hosting a symposium, “Professional Development Tools for Challenging Economic Times,” on January 19, 2011 at the Washington Education Association, 32032 Weyerhaeuser Way S., Federal Way. Participants will gain access to a variety of critical professional development resources and will develop a plan to improve their professional learning community work. The event is free to educators.

“More and more schools have leadership teams, but many teams lack the tools and guidance to effectively promote quality instruction,” said Bonnie Benjamin-Phariss, Director of Vulcan’s documentary production. “*Success at the Core* leverages the efforts of schools that are committed to improve the relationship between teachers and students in the presence of content.”

“This partnership is especially valuable in the current economic climate, where diminishing budgets are taking a toll on K-12 schools,” says Mary Lindquist, of the Washington Education Association. “In their continued commitment to increasing student achievement, education leaders need high-impact, low-budget resources more than ever. By offering access to such resources, PLC Washington and *Success at the Core* empower educators to meet increasing challenges in the classroom and keep their focus on what makes a difference—effective instructional practice.”

Success at the Core is a suite of free, research-based and field-tested online professional development tools. Forty-seven documentary-quality videos of high-performing school teams and teachers anchor the materials. Inverness Research Inc., an independent education research organization, reports that the materials are high quality, relevant to targeted users, and valuable for instructional improvement. *Success*

at the Core is a collaborative effort between Vulcan Productions – philanthropist Paul G. Allen’s Seattle-based independent production company – and Education Development Center – Boston-based global non-profit organization. Thanks to the generous support of Paul G. Allen and the Stuart Foundation, the materials are available free of charge to anyone who registers at www.successatthecore.com.

PLCWashington is a program that provides a systems approach to implementing, supporting and sustaining meaningful professional learning communities in schools. PLCWashington offers professional development, facilitation and guidance in the work of professional learning communities to engage staff in a collaborative process and sharpen the focus on effective student learning and instructional practice. PLCWashington is a partnership between the Washington Education Association (WEA), the Association of Washington School Principals (AWSP), the Washington Association of School Administrators (WASA), and the Washington State Association of Educational Service Districts (AESD). The website is www.PLCWashington.org.

For more information about the partnership, contact Scott Poirier, K-12 Education Coordinator, at the Washing Education Association.

###