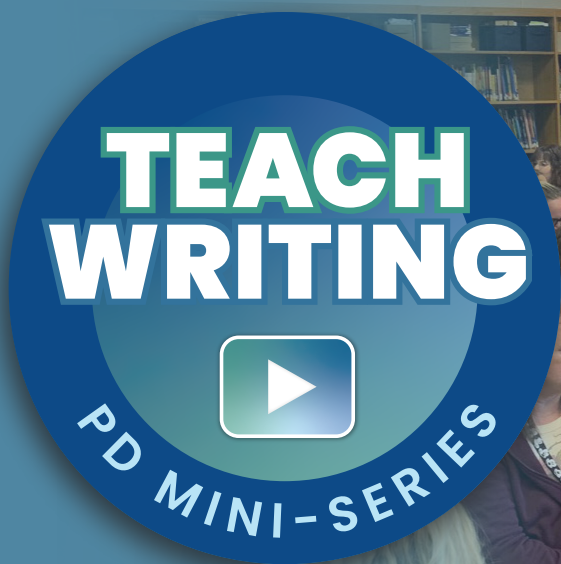


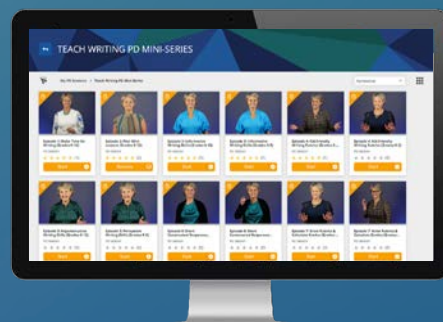


One Year of Writing PD for Your Entire School

Empower every teacher with expert-led, on-demand professional development

Boosting achievement in writing isn't as simple as buying a program or having kids write more frequently. Real growth comes when classroom teachers have the knowledge and confidence to lead effective writing instruction all year long.

This 11-episode video series, led by Kristina Smekens, equips K-12 educators with the research-based strategies they need to teach writing confidently and consistently. Each episode includes a downloadable handout to guide discussion and deepen learning.



Watch

View the 20-minute episode during grade-level, PLC, or all-staff meetings.



Discuss

Use the discussion prompts to spark conversations during each video.



Implement

Apply what you learned to start building stronger writers immediately.

Features of the Teach Writing PD Mini-Series



The mini-series includes 11 training videos focused on writing management, instruction, or assessment. Over half include primary and secondary versions.



Videos can be viewed anytime during the yearlong subscription. However, we recommend setting a schedule that allows educators to learn together throughout the entire school year.



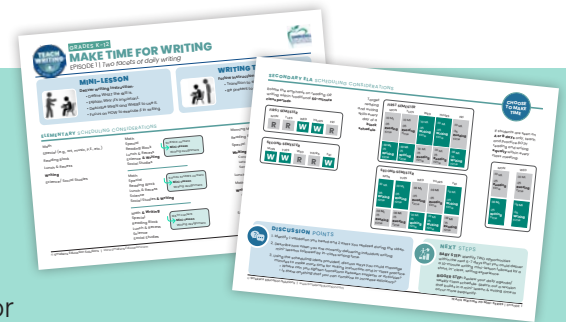
Each video lasts approximately 20 minutes and features a downloadable handout with space for note-taking and planning, discussion questions, and suggested next steps.



Participants can access the Smekens Education professional learning platform for a full year, allowing teachers to earn completion certificates after viewing individual videos.

Why schools love it

- With training occurring throughout the school year, writing becomes an instructional priority for the entire staff.
- Short 20-minute mini-series videos make it easier to find time for teacher professional development—perfect for grade-level, PLC, or all-staff meetings.
- Teachers gain the confidence and strategies they need to teach writing effectively.
- Schools achieve a cohesive approach to teaching writing as teachers learn to implement a shared set of best-practice strategies.
- Writing achievement improves as teachers lead effective yearlong writing instruction.



SUBSCRIPTION OPTIONS

Choose from the options below to begin implementing your school-wide writing initiative.

MINI-SERIES

\$1,500/school

- ✓ 12-month access to the “Teach Writing PD Mini-Series” collection of 11 professional learning videos

Get individual access for \$89

MINI-SERIES + KICK-START

\$3,500/school

- ✓ 12-month access to the “Teach Writing PD Mini-Series” collection of 11 professional learning videos
- ✓ 12-month access to “Kick-Start Writing Instruction,” an online workshop by Kristina Smekens
- ✓ A digital copy of Kristina’s book *Launching the Writer’s Workshop* for every teacher
- ✓ Lifetime access to the corresponding “secret site” of digital resources

Get individual access for \$229

MINI-SERIES + KICK-START + VIRTUAL COACHING

\$6,500/school

- ✓ 12-month access to the “Teach Writing PD Mini-Series” collection of 11 professional learning videos
- ✓ 12-month access to “Kick-Start Writing Instruction” an online workshop by Kristina Smekens
- ✓ A digital copy of Kristina’s book *Launching the Writer’s Workshop* for every teacher
- ✓ Lifetime access to the corresponding “secret site” of digital resources
- ✓ 8 hours of customized Virtual Coaching to support implementation



An entire year of writing PD

Equip your teachers with best-practice writing professional development



EPISODE 1
Make Time for Writing



EPISODE 2
Plan Mini-Lessons



EPISODE 3
Informative Writing Skills
(Two versions: K-5 & 6-12)



EPISODE 4
Writing Rubrics
(Two versions: K-2 & 3-12)



EPISODE 5
Persuasive/Argumentative Writing Skills
(Two versions: K-5 & 6-12)



EPISODE 6
Constructed Responses
(Two versions: K-5 & 6-12)



EPISODE 7
Growing Rubrics & Calculating Grades
(Two versions: K-2 & 3-12)



EPISODE 8
Narrative Writing Skills
(Two versions: K-5 & 6-12)



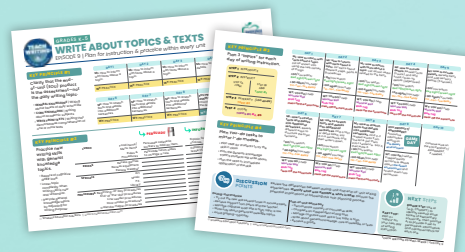
EPISODE 9
Writing About Topics & Texts
(Two versions: K-5 & 6-12)



EPISODE 10
Mini-Unit Planning
(Two versions: K-5 & 6-12)



EPISODE 11
Kick-Start Writing Instruction



Handout
included
with
every
video!

Your Guide to Better Writing Instruction

Kristina Smekens is the featured educator behind the *Teach Writing PD Mini-Series*, drawing from more than 20 years of experience supporting K–12 teachers in writing instruction. As a nationally recognized literacy consultant and the author of *Launching the Writer's Workshop*, Kristina has helped thousands of educators strengthen their writing instruction with strategies grounded in the science of writing.

The *Teach Writing PD Mini-Series* was built on that foundation—drawing directly from Kristina's classroom-tested methods and deep understanding of what works for students and teachers alike. Each episode features her signature high energy and practical approach, offering educators ready-to-use strategies they can implement right away.

Teachers consistently praise Kristina for her clear explanations, relatable style, and ability to make writing instruction feel doable and effective—no matter the grade level, subject area, or curriculum.



Customize Your Writing Professional Development

When teachers begin to implement what they have learned, it's only natural that unique scenarios and specific questions will create the desire for more customized support.

The team of literacy consultants and coaches from Smekens Education is ready to help by providing customized professional learning that can occur in person or virtually, as part of a broader writing initiative.



In-person training, coaching, & consultation

During on-site school visits, Smekens literacy consultants can spend their time providing additional training, coaching individuals or small groups, partnering with teachers to plan writing units, or even modeling effective writing mini-lessons in actual classrooms.

Live virtual training, coaching, & consultation

Live virtual coaching sessions can occur throughout the school year, allowing teachers to ask questions, seek clarification, and celebrate successes.

ENROLL NOW AT
SmekensEducation.com



QUESTIONS?

Call **(888) 376-0448** or email
workshops@smekenseducation.com

