GAME/CHANGERS

Association for Supervision and Curriculum Development Case Study

How ASCD Is Using Personify to Ensure Safety for Educators, Administrators and Students

Many businesses and organizations are working to find ways to safely reopen, but arguably no sector is feeling the same intense time crunch as education. The strategy that schools used to get through the spring worked with varying degrees of success, but in the face of an entire school year of distance learning, in-person teaching or a hybrid of the two, educators and administrators are racing to find more effective solutions.

Supporting educators on the front lines of this sprint is the Association for Supervision and Curriculum Development (ASCD). With a membership of over 110,000 superintendents, principals and teachers, the ASCD's mission is to help educators achieve excellence in learning, teaching and leading so that every child is healthy, safe, engaged and supported. Technology is crucial to accomplishing that goal, explains Fara Francis, ASCD's Chief Information Officer. "Technology plays a key role in education—and within our organization. We use technology to create and distribute informative content, as well as to make connections that foster community building."

Here are some of the innovative ways that the ASCD is helping K-12 school officials as they navigate school openings, re-openings and more:

Turning Empathy into Action

"I can't imagine how hard it is for educators teaching kids in the K-12 space when the students are in multiple locations and not in one classroom," says Francis. "We developed professional development courses on the topics of social emotional learning, classroom management and effective instructional practices all geared toward a distance learning environment. Social and emotional dynamics are very different when teachers and students are not physically in the classroom so we created resources to support educators."

Highlights

Developed courses focused on social emotional learning, classroom management, and instructional practices for distance learning

Created tools to enable better learning experiences for kids in a remote or hybrid environment

Leverage Personify360 to track members' interests and identify trends

The ASCD has organized a broad range of materials for providing quality learning experiences for children in our new distance learning/hybrid environment. These materials, many of which are free and available to members and non-members alike, consist of articles, videos, white papers and even a special edition of Educational Leadership magazine, devoted entirely to "A New Reality: Getting Remote Learning Right."

A Powerful Core

Of course, teachers and students aren't the only ones who are no longer in the same physical location—the ASCD staff is dispersed as well. "We had to shift to full-time teleworking," explains Francis. Despite the size of the organization, the process was as simple as people grabbing their laptops and heading home. "The move went extremely smoothly thanks to the technology we already had in place—Personify. To support this transition, we upgraded our technology with them."

Francis says that the ASCD's ability to operate effectively under challenging conditions is made possible by having a reliable AMS. "Personify is our data source of truth, and as the association pushes forward on our digital transformation journey, it will be the central hub that we integrate all other applications. It is crucial as we position ourselves to be more data-driven and more data-focused to make informed business decisions such as delivering curated content that our members need urgently."

Sharpened Focus

For the team at ASCD, the pandemic has given their work a renewed sense of purpose. "We understand the challenges that educators are working to solve on behalf of kids and families and are committed to doing everything we can to support them. Personify helps us understand our members—we can track their interests and identify trends, which guide us to create opportunities for growth and development in their careers."

Francis says the ASCD is energized with their COVID response strategy. "We're optimistic about the future of education and our role in it. We want to continue to make a big impact on the lives of kids in the K-12 space and we remain steadfast in our mission to utilize technology to provide quality content and services to educators."

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FARA FRANCIS
Chief Information Officer, ASCD

About Personify360 for Associations

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- **Hook New Members:** Powerful CRM and eBusiness tools include everything your staff needs to streamline operations and focus on what's important.

- **Boost Your Presence**: Engage members, delight exhibitors and grow your brand with virtual and in-person event tools.

- **Grow Revenue**: Automate renewals and amplify opportunities for non-dues income.

- **Make Data-Driven Decisions**: Understand member behavior with actionable insights.

Personify

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