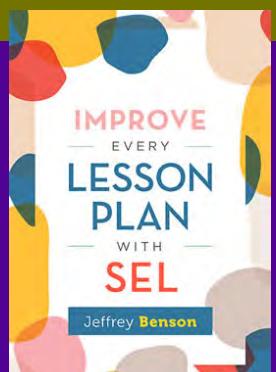
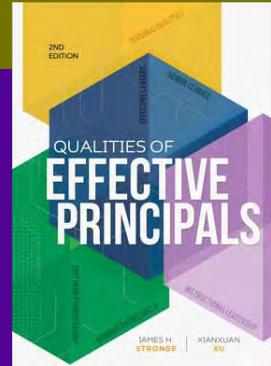
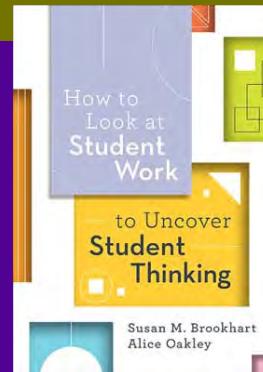
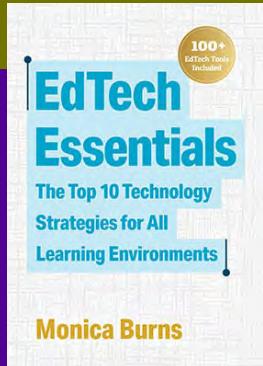
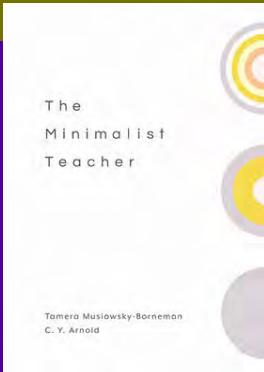




2021 RIGHTS GUIDE



New, Recent & Best-selling Books



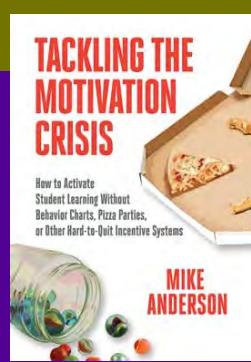
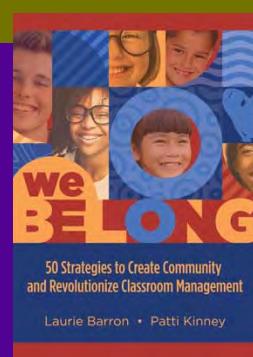
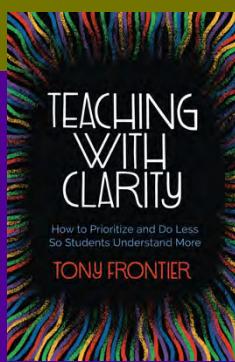
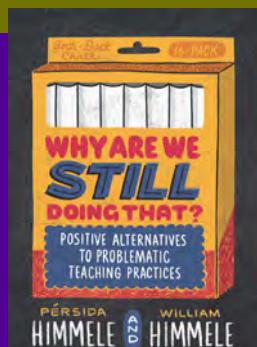
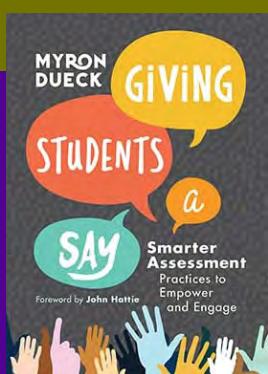
The Association for Supervision and Curriculum Development (ASCD) empowers educators to achieve excellence in learning, teaching, and leading so that every child is healthy, safe, engaged, supported, and challenged. ASCD publications champion the most influential voices in education today, publishing diverse resources to help educators the world over.

ASCD is a passionate community of life-changing educators. Our community is empowered to be equity and instructional warriors who transform vision into practice. For 75 years we have worked side by side with educators from every level in the United States and more than 200 countries to help them find their people and amplify their voice to reach many. Our professional learning resources let educators chart their own learning journey, as educators, as leaders, so they and their students can flourish.

ASCD books are a trusted source of educational content and have been translated into 35 different languages.



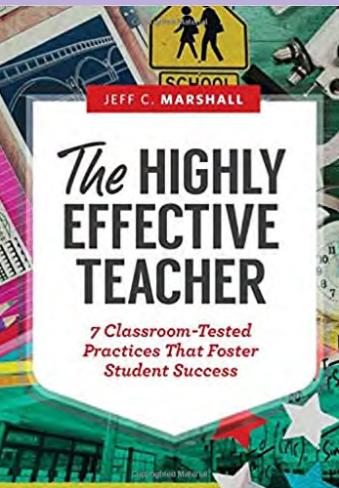
- 3 Top-Selling ASCD Titles**
- 4 Translation Best-Sellers**
- 8 New Books for 2021**
- 14 2020 Books in Review**
- 19 A Look at Forthcoming Books**





Check out our **BEST SELLERS** (2016–2020)

TRANSLATIONS@ASCD.ORG



How teachers can unlock student success.

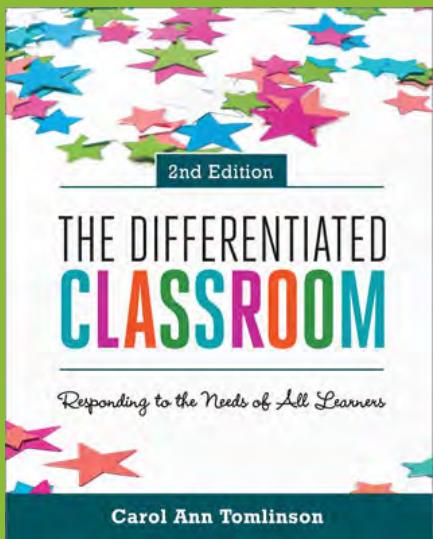
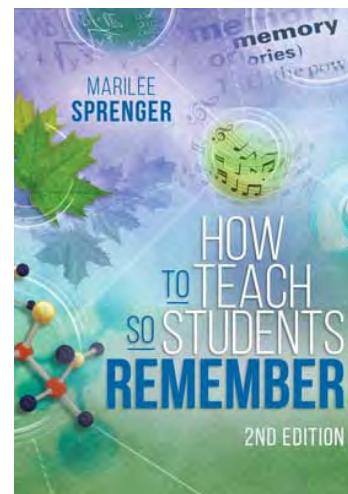
In this book, teacher and professor Jeff Marshall delivers a guidebook for thoughtful, intentional teaching with one goal: success for all students, in every classroom. He shows how teachers can help students develop deep understanding of content, attain higher-order thinking skills, and become confident, capable learners. The key is the Teacher Intentionality Practice Scale (TIPS), a framework for both supporting and measuring effective teaching.

ISBN: 9781416621683 | (April 2016) 8" x 10", 136 pages | Price: \$27.95
Rights sold: Arabic, Chinese (traditional characters), Japanese, English reprint: India

Learn how to craft lessons for “maximum stickiness.”

This second edition of Sprenger's celebrated book is updated to include recent research and developments in the fields of memory and teaching. It offers a proven, research-based, easy-to-follow framework and seven actionable steps teachers can use to help students remember what they've learned when they need it.

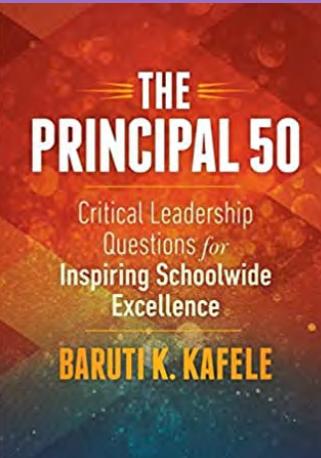
ISBN: 9781416625315 | (February 2018) 7" x 9", 216 pages | Price: \$29.95
Rights sold: Chinese (simplified characters), Korean; plus 6 languages, earlier editions



Respond to the needs of all learners with this must-have staple for every teacher's shelf.

Although much has changed in schools in recent years, the power of differentiated instruction remains the same—and the need for it has only increased. Today's classroom is more diverse, more inclusive, and more plugged into technology than ever before. In this second edition of her best-selling classic, Tomlinson offers teachers a powerful and practical way to divide their time, resources, and efforts to effectively instruct students of various backgrounds, readiness and skill levels, and interests. With a perspective informed by advances in research and deepened by more than 15 years of implementation feedback in all types of schools, Tomlinson explains the theoretical basis of differentiated instruction, explores the variables of curriculum and learning environment, shares dozens of instructional strategies, and then goes inside elementary and secondary classrooms in nearly all subject areas to illustrate how real teachers apply differentiation principles and strategies to respond to the needs of all learners.

ISBN: 9781416618607 | (May 2014) 8" x 10", 197 pages | Price: \$30.95
Rights sold: Arabic, Chinese (traditional characters), French, Japanese, Kazakh, Russian



Critical leadership questions for inspiring school excellence.

Veteran school administrator Kafele guides motivated school leaders through 50 self-reflection exercises designed to yield a deeper understanding behind the work they do. Brimming with passion and informed by hard-earned experience, this book is essential reading for principals and other building-level administrators determined to reinvigorate their practice, revitalize their staff, and—most importantly—guarantee the strongest outcomes for students.

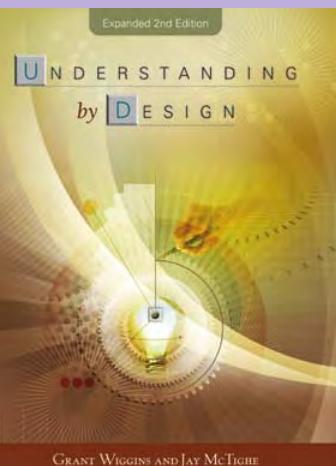
ISBN: 9781416620143 | (March 2015) 6" x 9", 112 pages | Price: \$20.95
Rights Sold: Arabic, China (simplified characters)

Promote cognitive rigor through classroom questioning.

This book explores how the fundamental instructional strategy of questioning can deepen student thinking, understanding, and application of knowledge. Francis delivers techniques for using questioning to extend and evaluate student learning experiences, explores the kinds of questions that challenge students to demonstrate higher-order thinking, and offers examples of good questions across content areas and grade levels.

ISBN: 9781416620754 | (July 2016) 8" x 10", 175 pages | Price: \$29.95
Rights Sold: Arabic, Chinese (simplified characters), Korean, English reprint: India





The UbD™ book that started it all.

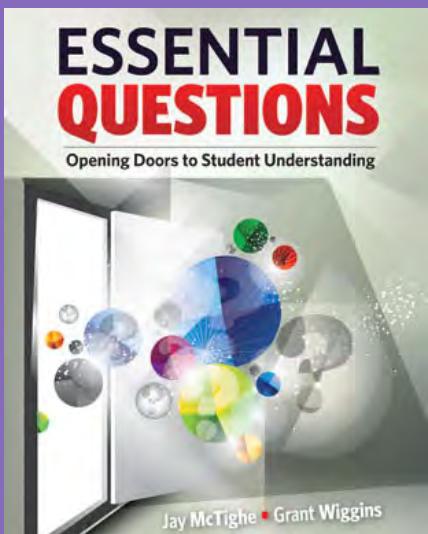
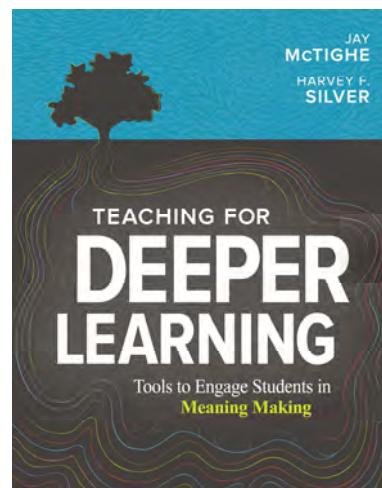
This expanded second edition of ASCD's best-selling book gives educators everything they need to design lessons, units, and courses that lead to improved student performance. It includes a template for creating curriculum units based on the breakthrough "backward design" method, guidelines on how to frame the "big ideas" students need to understand, better ways to develop "essential questions," and more.

ISBN: 9781416600350 | (March 2005) 8-1/2" x 11", 370 pages | Price: \$37.95
Rights sold, 2d edition: Arabic, Chinese (simplified & traditional characters), Hebrew, Indonesian, Japanese, Portuguese

Teach students to make meaning for themselves.

Too often, students attain only a superficial level of knowledge that fails to prepare them for deeper challenges in school and beyond. Renowned educators McTighe and Silver explore what kind of content is worth targeting for deeper learning, provide practical tools and strategies to help teachers incorporate seven key thinking skills and tools into lesson and unit design, and show how to build students' capacity to use the strategies independently.

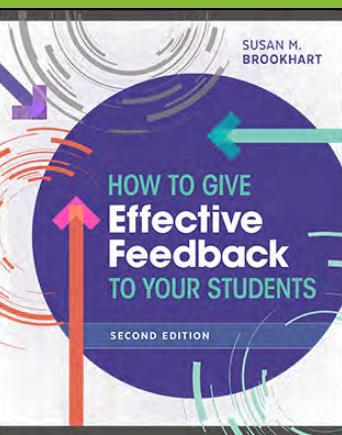
ISBN: 9781416628620 | (January 2020) 8" x 10", 130 pages | Price: \$27.95
Rights sold: Arabic, Chinese (simplified & traditional characters), Polish



Open doors to student understanding with essential questions.

Essential questions (EQs) help target standards as educators organize curriculum content into coherent units that yield focused and thoughtful learning. McTighe and Wiggins provide practical guidance on how to design, initiate, and embed inquiry-based teaching and learning in the classroom. The authors explore the usefulness of EQs in all K-12 content areas, including skill-based areas such as math, physical education, language instruction, and arts education. They provide guidance through practical and proven processes and suggested "response strategies" to encourage student engagement. Educators will learn how to create a culture of inquiry so that all members of the educational community—students, teachers, and administrators—benefit from the increased rigor and deepened understanding that emerge when essential questions become a guiding force for learners of all ages.

ISBN: 9781416615057 | (March 2013) 8.5" x 11", 119 pages | Price: \$26.95
Rights sold: Chinese (simplified characters & complex), Korean, Spanish



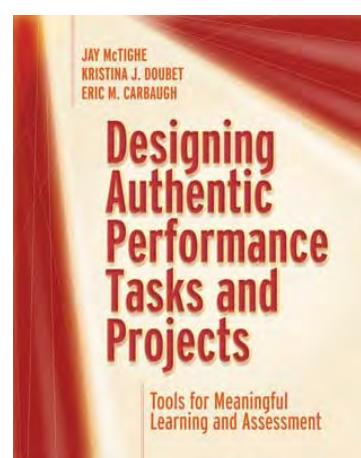
The how-to guide for making feedback effective.

Properly crafted and tailored feedback on student work boosts student achievement across subjects and grades. In this expanded edition, Brookhart offers enhanced guidance on providing feedback to students. She includes examples of good and bad feedback and rubrics to construct feedback tailored to different learners, such as successful students, struggling students, and English language learners.

ISBN: 9781416623069 | (February 2017) 7-7/8" x 9-7/8", 146 pages | Price: \$28.95
Rights sold: Korean; earlier editions: French, German, Turkish

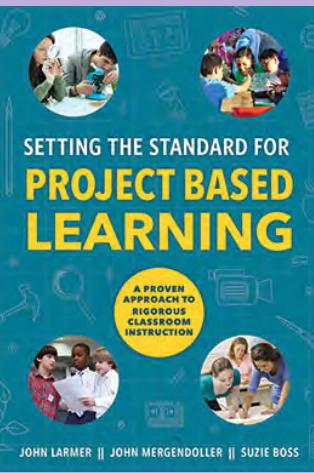
How to create performance-based classrooms.

A growing number of educators seek to move beyond just covering the curriculum to ensuring students' deeper learning so that they can transfer their knowledge, skills, and understandings to the world beyond the classroom. This comprehensive guide shows teachers how to transform their classrooms into vibrant centers of learning, where students are motivated and engaged and see relevance in the work they are doing.



ISBN: 9781416628361 | (February 2020) 8" x 10", 254 pages | Price: \$33.95
Rights sold: Chinese (simplified characters), Korean

TRANSLATIONS@ASCD.ORG



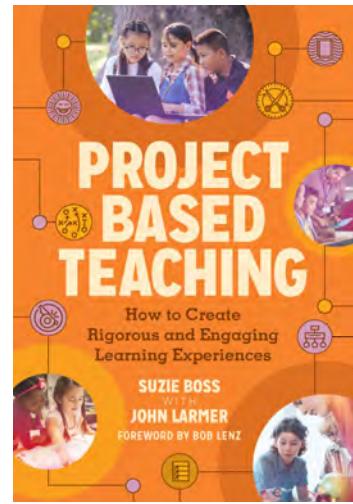
A proven approach to project based learning.

To ensure students are engaged in learning, see the relevance of lessons, and develop college and career readiness, project based learning (PBL) is an essential approach every teacher should know. But “doing projects” isn’t enough. This guide’s classroom-tested framework gives educators the steps needed to plan, implement, and assess projects that deliver rigorous classroom instruction.

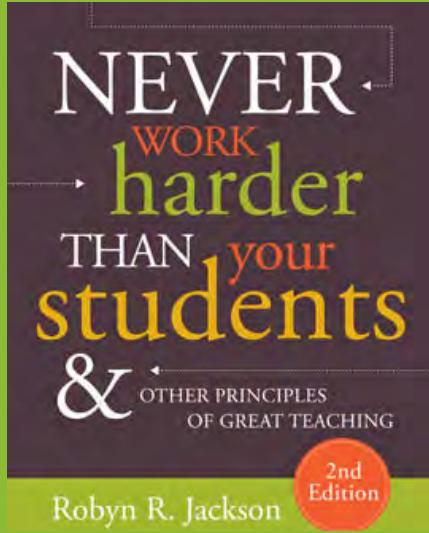
ISBN: 9781416620334 | (May 2015) 6" x 9", 240 pages | Price: \$29.95
Rights sold: Chinese (simplified characters), Korean, Spanish, English reprint—India

Take project-based learning to the next level.

Project-based learning (PBL) offers a proven framework to help students be better equipped to tackle future challenges, and this book builds on Boss & Larmer’s gold-standard PBL book, *Setting the Standard for Project Based Learning*. It shows how to encourage active questioning, curiosity, and peer learning; create learning environments in which every student has a voice; and master content but still be able to say, “I don’t know. Let’s find out together.”



ISBN: 9781416626732 | (September 2018) 6" x 9", 208 pages | Price: \$29.95
Rights sold: Arabic, Chinese (simplified characters), Korean, Spanish

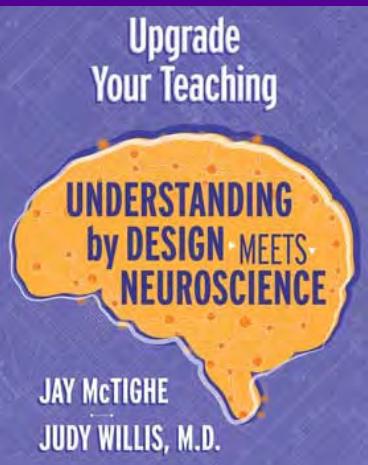


Every teacher can become a master teacher.

Teaching is hard work, and great teaching means doing the *right kind* of hard work. The key is developing a master teacher mindset. In this updated edition, Robyn R. Jackson explains the mastery principles and how to start using them to guide planning, instruction, assessment, and classroom management and help teachers on their journeys toward mastery. She shows educators how to rigorously apply seven principles to their teaching:

- Start where your students are.
- Know where your students are going.
- Expect to get your students there.
- Support your students along the way.
- Use feedback to help you and your students get better.
- Focus on quality rather than quantity.
- Never work harder than your students.

ISBN: 9781416626527 | (August 2018) 6" x 9", 278 pages | Price: \$29.95
Rights sold: Kazakh; earlier editions: Arabic, Chinese (simplified & traditional characters), French, German



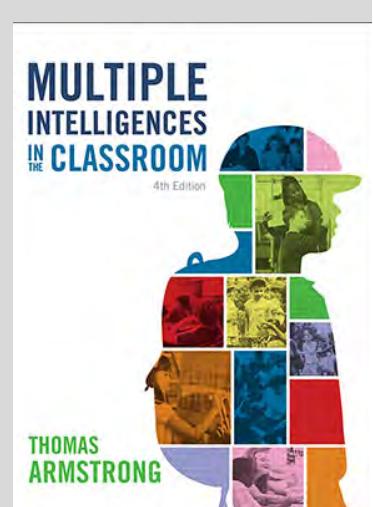
The best of both worlds: UbD™ meets neuroscience.

This guide merges insights from neuroscience with Understanding by Design® to enable educators to craft units of instruction and authentic assessments that emphasize understanding rather than recall. Educators at all levels will learn how to design and implement units that empower teachers and students to capitalize on the brain’s capacity for learning.

ISBN: 9781416627340 | (April 2019) 7" x 10", 186 pages | Price: \$31.95
Rights sold: Chinese (simplified characters), Korean

Harness multiple intelligence theory for student success.

This expanded 4th edition of Armstrong’s best-selling classic provides educators with everything they need to apply multiple intelligences theory to curriculum development, lesson planning, assessment, special education, cognitive skills, career development, and educational policy. Updated with emerging neurodiversity research and new lesson plans.



ISBN: 9781416625094 | (November 2017) 7" x 9", 243 pages | Price: \$29.95
Rights sold: Arabic, Korean; earlier editions: 11 languages



Carol Ann Tomlinson

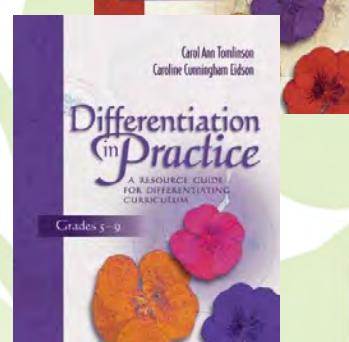
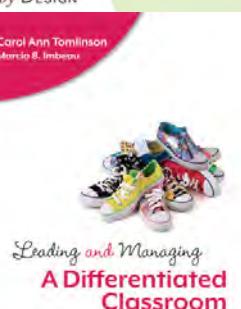
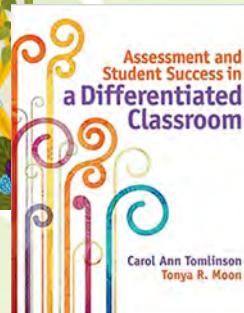
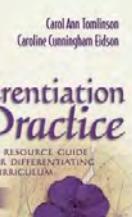
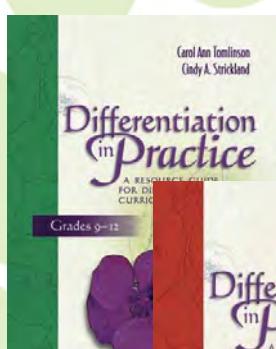
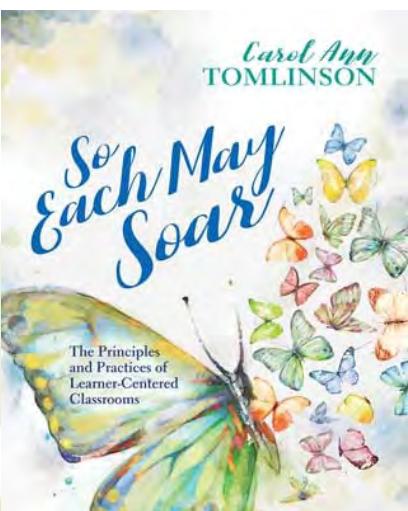
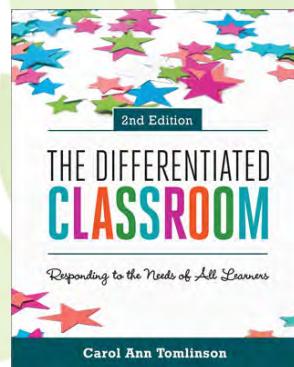
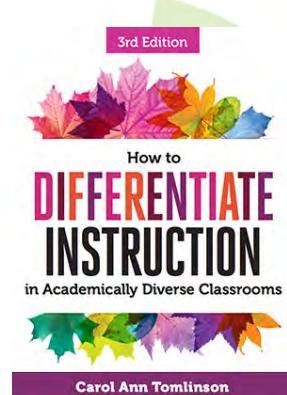
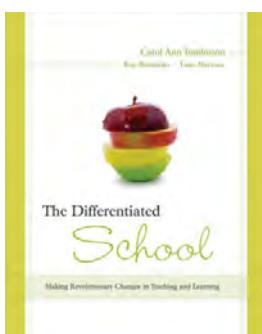
Tomlinson's role in defining and popularizing differentiated instruction has made her one of the most influential voices in modern education. She works regularly throughout the United States and internationally with educators who seek to create classrooms that are more effective with academically diverse student populations. She is William Clay Parrish, Jr. Professor Emeritus at the University of Virginia's School of Education and Human Development. In addition, as an educator for more than 21 years in the public schools, Tomlinson worked as an elementary, secondary education teacher, and administrator. She was ranked among the top most influential higher education voices in the United States in psychology and education-related fields in the EducationNext Edu-Scholar Public Presence rankings. She has written more than 300 books, book chapters, articles, and other materials for educators. Her ASCD books have been translated into 13 languages.

Create learner-centered classrooms to help all students gain a deeper understanding of themselves, others, and the world.

In *So Each May Soar*, Tomlinson illuminates the next step forward—exploring principles and practices of learner-centered classrooms, including what it means for teachers to honor themselves, each learner, and the content they teach; how to assemble a curriculum that ignites students' imaginations and drives discovery; how to guide classroom experiences that develop the mind of each learner in accordance with that learner's marvelous individuality; and how to shape curriculum, assessment, and instruction to support both equity and excellence.

ISBN: 9781416630296 | (June 2021) 8" x 10", 278 pages | Price: \$34.95
Audience: K–12 principals & teachers, education leaders

OTHER GROUNDBREAKING TITLES:



TRANSLATIONS@ASCD.ORG

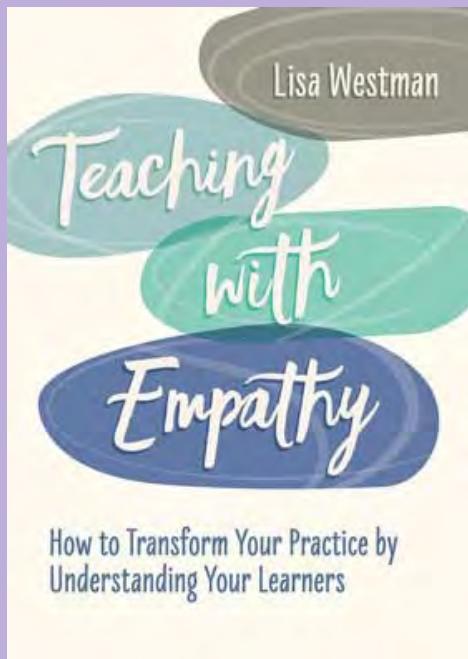
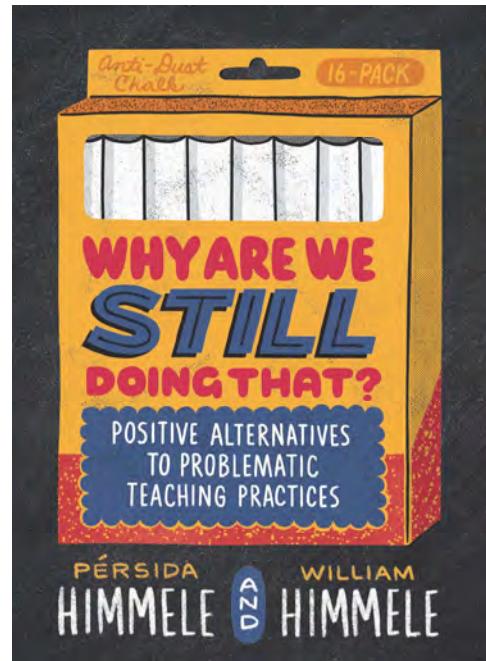
Positive alternatives to wornout teaching practices.

Old habits die hard, particularly when they are unexamined norms. Best-selling authors of *Total Participation Techniques* lead a teacher-positive inquiry into 16 educational practices that undermine student learning, including teaching to learning styles, homework as default, content breadth over depth, teaching to test samplers, and more.

Persida Himmele and William Himmele provide straightforward, research-informed accounts of what makes each of these practices problematic. And they share research-informed instructional, assessment, and classroom management strategies to meet the goals those problematic practices are intended to achieve—without the downsides or the damage.

This book is for K–12 teachers at all stages of their careers, including preservice teachers who will be educating the next generation of students.

ISBN: 9781416630517 | (September 2021) 6" x 9", 133 pages | Price: \$25.95
Audience: K–12 principals & teachers, education leaders



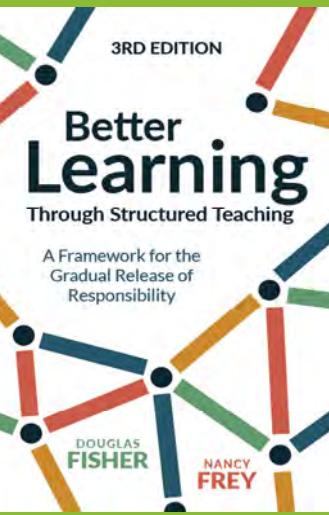
Transform teaching by understanding your learners.

What does it mean to teach with empathy?

Whether it's planning and delivering instruction or just interacting with others, every action a teacher takes is an opportunity to demonstrate empathy toward their students, colleagues, and selves. Through her own experience as an instructional coach, Lisa Westman explores affective, cognitive, and behavioral empathy and clarifies how they intertwine with curriculum, learning environment, equity practices, instruction and assessment, and grading and reporting.

In *Teaching with Empathy*, Westman shares tips and tools, real-world classroom examples, powerful stories, and even a bit of herself as she guides educators to a better understanding of themselves and others so that compassion and acceptance inform all aspects of their daily practice.

ISBN: 9781416630487 | (August 2021) 7" x 10", 120 pages | Price: \$24.95
Audience: K–12 principals & teachers, education leaders



Empower students through structured teaching.

Now in its 3rd edition, this definitive guide explores the gradual release of responsibility—an instructional framework any teacher can use to help students to be more successful and self-directed learners. It equips students with what they need to master content and develop new competencies. Leading education experts Fisher and Frey detail the components of each phase and include new guidance on teacher credibility, social-emotional learning, and embedding assessment.

ISBN: 9781416630609 | (July 2021) 6" x 9", 165 pages | Price: \$29.95

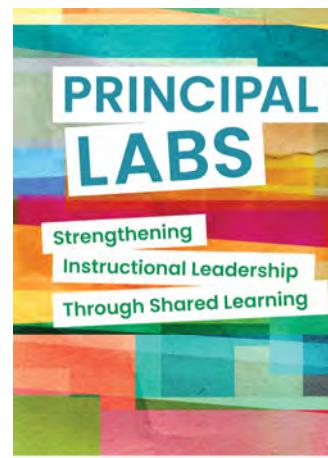
Audience: K-12 principals & teachers, education leaders

Discover collaborative professional learning for school principals & leaders.

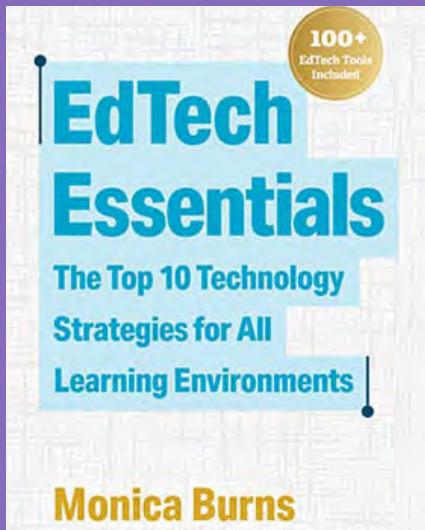
For school principals, finding time for professional development can be a challenge. The authors of this guide combine the latest research in adult learning with their own practical experience to develop a flexible structure for professional learning called the principal lab, in which K-12 principals learn with and from each other to become better instructional leaders. They show how to lay the groundwork, figure out logistics, and plan and structure labs.

ISBN: 9781416630449 | (August 2021) 7" x 10", 148 pages | Price: \$31.95

Audience: K-12 principals & teachers, education leaders



Megan Kortlandt | Carly Stone | Samantha Keesling



Proven ways to prepare students to be productive, responsible users of technology both in and out of the classroom.

In a world awash in technology, what EdTech skills and strategies should educators focus on to ensure they are making the best use of online spaces for classroom learning? How can they navigate through the overwhelming number of options in digital tools and spaces? How can they guide students in learning best practices?

EdTech consultant Monica Burns answers these and other questions in this powerful and reader-friendly guide to incorporating EdTech across all grade levels and subject areas, and in both distance-learning and face-to-face environments.

ISBN: 9781416630364 | (August 2021) 7" x 10", 128 pages | Price: \$25.95

Audience: K-12 principals & teachers, education leaders

Bring the minimalist mindset to the classroom.

Experienced educators Musiowsky-Borneman and Arnold show how to shed the burden of too many initiatives, strategies, and "things" in the classroom. Their Triple P process helps teachers declutter in three steps: identify something's purpose, prioritize what is important, and pare down to essentials. Each chapter provides reflection questions and brainstorming activities to help teachers take control of their daily decisions to reduce stress and build a better learning environment.

The Minimalist Teacher
Tamera Musiowsky-Borneman
C. Y. Arnold

ISBN: 9781416630111 | (July 2021) 7" x 10", 144 pages | Price: \$25.95

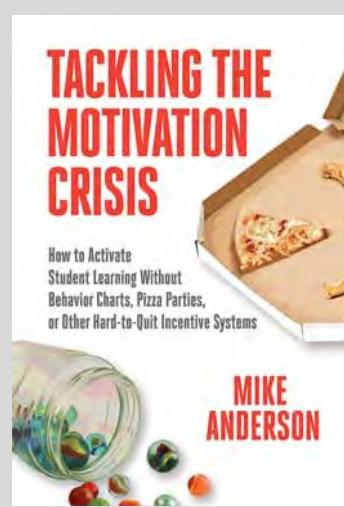
Audience: K-12 principals & teachers, education leaders

Ensure classrooms and schools inspire intrinsic motivation and flourish.

Teachers use traditional incentive and reward systems with the best of intentions. In the long term, however, they do not foster a love of learning. Here, award-winning educator and best-selling author Mike Anderson explains how to teach the self-management and self-motivation skills by using intrinsic motivation in curricula and instructional strategies, feedback and assessment, and discipline and classroom management.

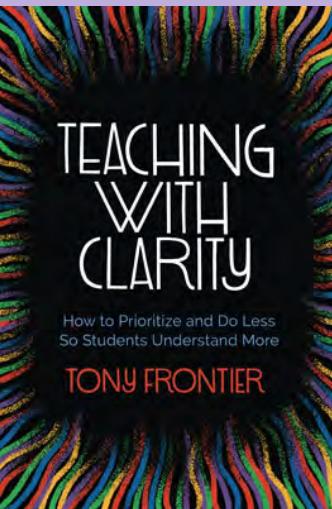
ISBN: 9781416630333 | (August 2021) 6" x 9", 166 pages | Price: \$28.95

Audience: K-12 principals & teachers, education leaders



MIKE ANDERSON

TRANSLATIONS@ASCD.ORG

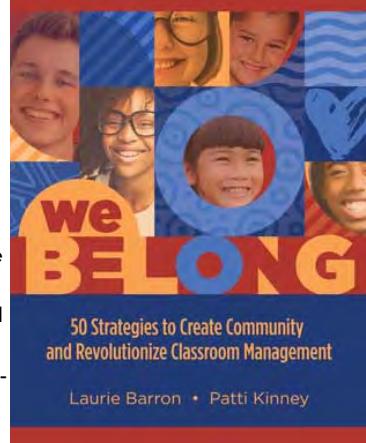


Do less with greater focus.

Feeling overwhelmed has unfortunately become the status quo among educators. But it doesn't have to be. Schools must stop adding more programs, strategies, activities, and meetings that often end up as clutter that inhibits students' ability to learn. This isn't simply a matter of teachers doing less. They need to be intentional to develop deeper understanding among students. In this book, award-winning educator Tony Frontier helps teachers to prioritize clear success criteria, intentional design, meaningful feedback, and a shared purpose.

ISBN: 9781416630074 | (June 2021) 7" x 10", 197 pages | Price: \$30.95

Audience: K-12 principals & teachers, education leaders

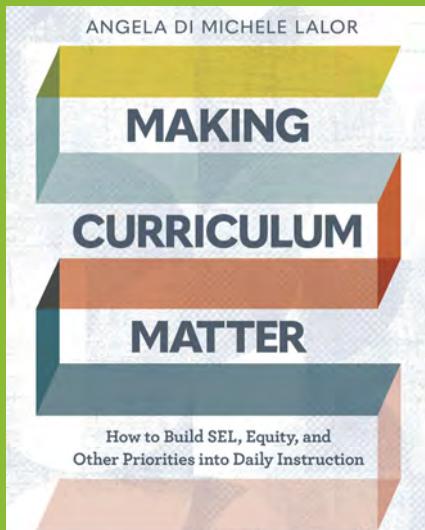


The secret to every positive learning environment? Belonging.

When students feel that they belong in their school and classroom, commitment to learning goes up and behavioral disruptions subside. And when teachers embrace an SEL-infused approach to classroom management that helps every student feel valued, safe, and competent, belonging soars. This book offers 50 targeted strategies to increase students' sense of belonging and reinforce the habits that support classroom harmony and learning success.

ISBN: 9781416630265 | (July 2021) 7" x 10", 192 pages | Price: \$30.95

Audience: K-12 principals & teachers, education leaders



Learn how to build social and emotional learning, equity, and other priorities into daily instruction.

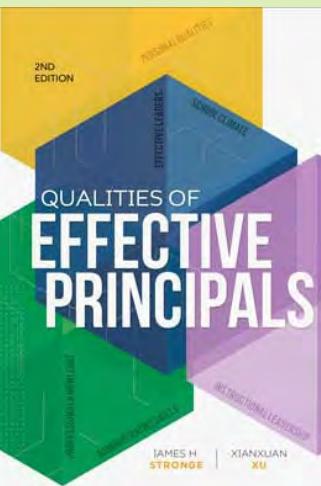
At the heart of education are two fundamental questions:

- What should we teach?
- How should we teach it?

Educators striving to design and deliver the best-possible learning experiences can feel overwhelmed by the possibilities. To help them make these critical decisions, Angela Di Michele Lalor identifies five key priorities of a curriculum that matters—practices, deep thinking, social and emotional learning, civic engagement and discourse, and equity—and then provides a framework for action to provide comprehensive, meaningful learning to all students.

ISBN: 9781416630234 | (July 2021) 7" x 10", 164 pages | Price: \$29.95

Audience: K-12 principals & teachers, education leaders

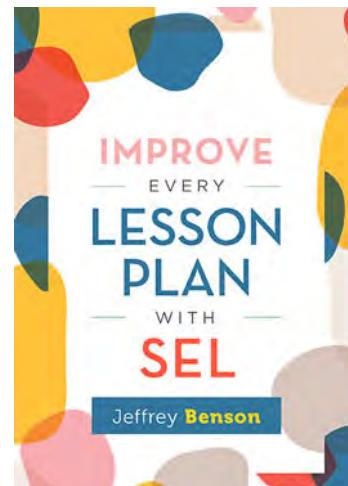


Learn what it takes to be a great principal.

No two principals work exactly the same way, but research shows that effective principals focus on a core set of factors critical to fostering success among all students. In this second edition, the authors delineate these factors and show principals how to successfully balance the needs and priorities of their schools while continuously developing and refining their leadership skills. The authors provide practical tools and extensive research that will help principals develop and lead strong schools in which all students can succeed.

ISBN: 9781416629955 | (April 2021) 7" x 10", 330 pages | Price: \$36.95

Audience: K-12 principals & administrators, education leaders



Good lesson plans lead to impassioned activity & learning.

Jeffrey Benson draws from his 40-plus years of experience as a teacher and an administrator to provide step-by-step guidance on how to incorporate social and emotional learning (SEL) into K-12 lesson planning—without imposing a separate SEL curriculum. It offers research-based strategies for seamlessly integrating SEL skills into every section of lesson plans.

ISBN: 9781416630012 | (April 2021) 6" x 9", 176 pages | Price: \$28.95

Audience: K-12 principals & teachers, education leaders

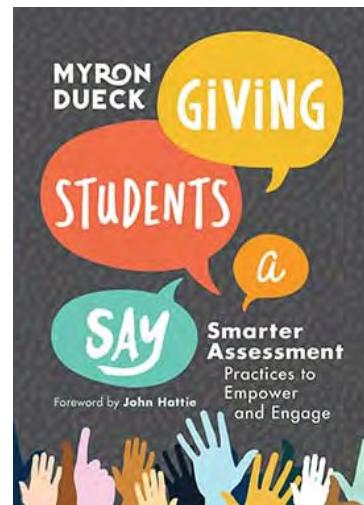


ISBN: 9781416629849 | (February 2021) 7" x 10", 180 pages | Price: \$31.95

Audience: K-12 principals & teachers, education leaders

Turn your school into a success story with the resources you have.

Great outcomes can elude even school administrators who do everything right—poring over data, trying new strategies, or bringing in outside trainers. Robyn R. Jackson shows how to stop wasting time and energy on flawed leadership approaches that succeed only with the right staff, students, parents, budget, and boss. Her Buildership Model™ shows how to escape the “school improvement hamster wheel” to create the school that educators and students deserve.

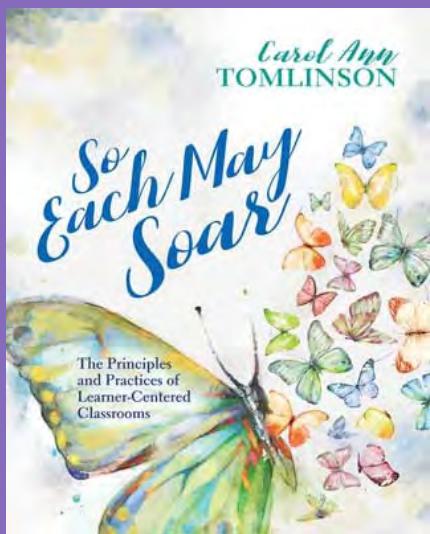


Use smarter assessment to empower & engage students.

In this well-researched book, leading educator Dueck reveals troubling issues related to traditional assessment approaches and offers numerous examples of educators at all levels who are transforming assessment. He also shares surprising revelations about the nature of memory and learning that speak to the need for rethinking how we measure student understanding and achievement.

ISBN: 9781416629801 | (January 2021) 7" x 10", 189 pages | Price: \$30.95

Audience: K-12 principals & teachers, education leaders



Create learner-centered classrooms to help all students gain a deeper understanding of themselves, others, and the world.

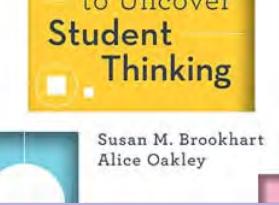
Carol Ann Tomlinson's role in defining and popularizing differentiated instruction has made her one of the most influential voices in modern education. In *So Each May Soar*, she illuminates the next step forward—exploring principles and practices of learner-centered classrooms, including what it means for teachers to honor themselves, each learner, and the content they teach; how to assemble a curriculum that ignites students' imaginations and drives discovery; how to guide classroom experiences that develop the mind of each learner in accordance with that learner's marvelous individuality; and how to shape curriculum, assessment, and instruction to support both equity and excellence.

ISBN: 9781416630296 | (June 2021) 8" x 10", 278 pages | Price: \$34.95

Audience: K-12 principals & teachers, education leaders

Uncover everything student work can reveal.

In this book, assessment expert Susan M. Brookhart and instructional coach Alice Oakley walk teachers through a better and more illuminating way to approach student work across grade levels and content areas. They show teachers how to view students' assignments not as a verdict on right or wrong but as a window into what students understand and how they are thinking about it. With these insights, teachers will be able to provide effective feedback and plan the next instructional moves.

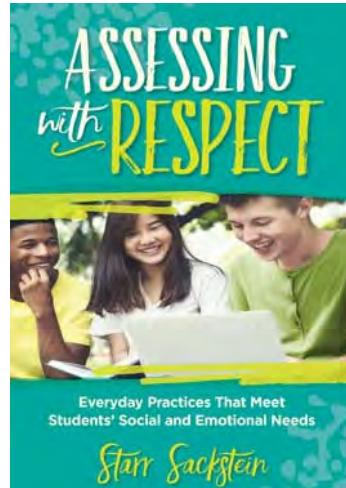


ISBN: 9781416629887 | (April 2021) 7" x 10", 136 pages | Price: \$28.95

Audience: K-12 principals & teachers, education leaders

Explore the intersection between assessment & social-emotional learning.

This timely call to action from education leader Starr Sackstein shows how assessment and social-emotional learning (SEL) affect all students, particularly students of color and other marginalized groups. Educators will gain insight into the five SEL competencies and find out how to teach students to develop their abilities in those areas so that they have better learning and assessment experiences.



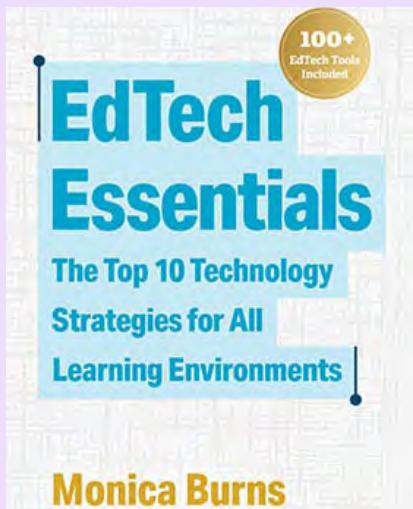
ISBN: 9781416629979 | (March 2021) 6" x 9", 157 pages | Price: \$28.95

Audience: K-12 principals & teachers, education leaders

TRANSLATIONS@ASCD.ORG

Monica Burns

Monica Burns is a rising star in the education community. She is a curriculum and educational technology consultant, Apple Distinguished Educator, and founder of ClassTechTips.com. As a classroom teacher, Burns used one-to-one technology to create engaging, standards-based lessons for students. She has presented to teachers, administrators, and tech enthusiasts at numerous national and international conferences including SXSW EDU, ISTE, and EduTech. She is a webinar host for SimpleK12 and a regular contributor to Edutopia. Burns visits schools throughout the United States to work with preK–20 teachers to make technology integration exciting and accessible. She also provides support to organizations using technology to reach children and families in need. She authored *Tasks Before Apps* (ASCD, 2017) and several ASCD *Quick Reference Guides* (QRGs) on distance learning and classroom technology tips.

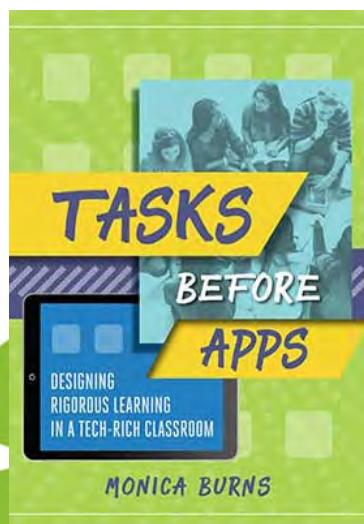


Proven ways to prepare students to be productive, responsible users of technology.

In a world awash in technology, what EdTech skills and strategies should educators focus on to ensure they are making the best use of online spaces for classroom learning? How can they navigate through the overwhelming number of options in digital tools and spaces? How can they guide students in learning best practices? EdTech consultant Monica Burns answers these and other questions in this powerful and reader-friendly guide to incorporating EdTech across all grade levels and subject areas, and in both distance-learning and face-to-face environments.

ISBN: 9781416630364 | (August 2021) 7" x 10", 128 pages | Price: \$25.95

Audience: K–12 principals & teachers, education leaders

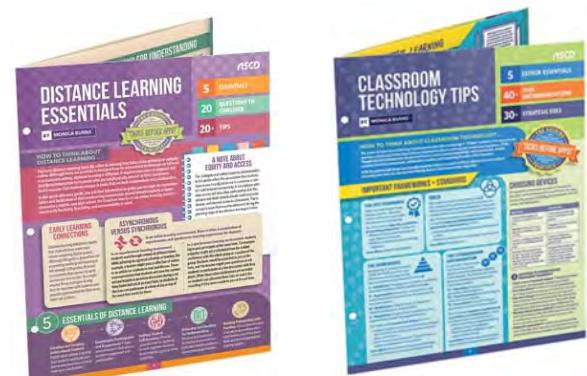


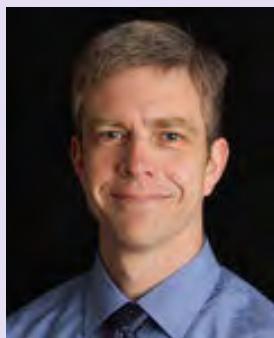
Must-have guide to navigate technology for learning.

Knowing how to communicate effectively on posts and message boards, locate credible information on search engines, and select efficient, cost-effective equipment is essential for both teachers and students. This guide shares strategies, tools, and insights that teachers can use for any subject or grade level to effectively incorporate technology into learning.

ISBN: 9781416624660 | (October 2017) 7" x 9", 111 pages | Price: \$23.95

Audience: K–12 principals & teachers, education leaders





Mike Anderson

Mike Anderson has been an educator for more than 25 years. An elementary school teacher for 15 years, he has also taught preschool and university graduate level classes. He spent many years as a presenter, consultant, author, and developer for Northeast Foundation for Children, a nonprofit organization dedicated to helping create safe, joyful, and challenging classrooms and schools.

His areas of expertise include engagement, instructional strategies, professional learning, and social and emotional learning.

In 2004 Anderson received a national Milken Educator Award, and in 2005 he was a finalist for New Hampshire Teacher of the Year. Now, as an education consultant, Anderson works with schools in rural, urban, and suburban settings. He is the author of many books about great teaching and learning, including *The Well-Balanced Teacher* (ASCD, 2010), *Learning to Choose, Choosing to Learn* (ASCD, 2016), and *What We Say and How We Say It Matters* (ASCD, 2019).

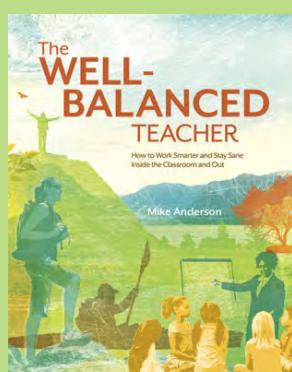
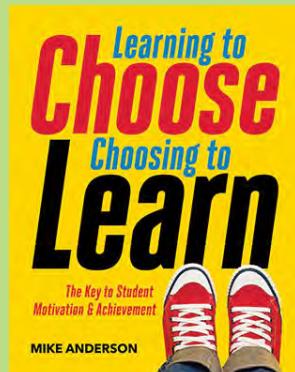
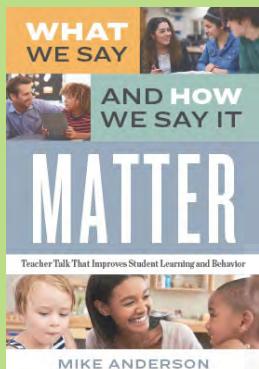
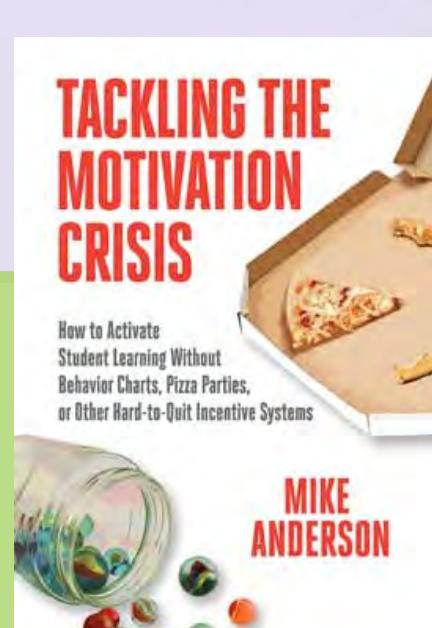


Ensure that classrooms and schools inspire intrinsic motivation and flourish.

Teachers use traditional incentive and reward systems with the best of intentions. In the long term, however, they do not foster a love of learning. Here, award-winning educator and best-selling author Mike Anderson explains how to teach the self-management and self-motivation skills by using intrinsic motivation in curricula and instructional strategies, feedback and assessment, and discipline and classroom management.

ISBN: 9781416630333 | (August 2021) 6" x 9", 166 pages | Price: \$28.95

Audience: K-12 principals & teachers, education leaders



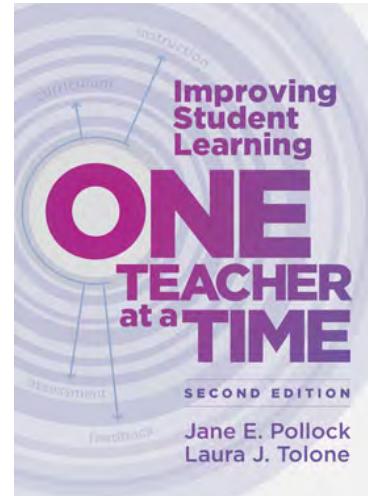
TRANSLATIONS@ASCD.ORG



ISBN: 9781416629658 | (November 2020) 7" x 10", 144 pages | Price: \$27.95
 Audience: K-12 principals & teachers, education leaders

Make dynamic collaborative learning thrive everywhere.

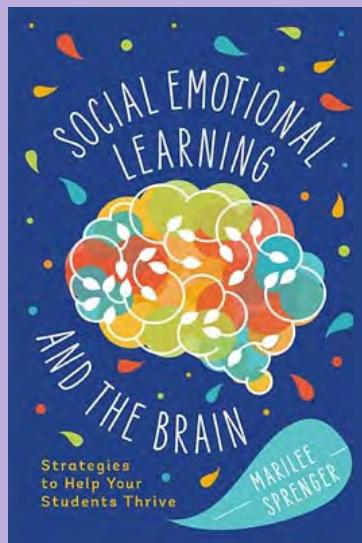
Student learning communities (SLCs) are more than just a different way of doing group work. Like professional learning communities, SLCs provide students with a structured way to solve problems, share insight, and help one another continually develop new skills and expertise. With the right planning and support, dynamic collaborative learning can thrive everywhere. In this book, educators Douglas Fisher, Nancy Frey, and John Almarode explain how to create and sustain student learning communities to drive learning.



ISBN: 9781416629696 | (December 2020) 7" x 10", 144 pages | Price: \$27.95
 Audience: K-12 principals & teachers, education leaders

One teacher can make the difference!

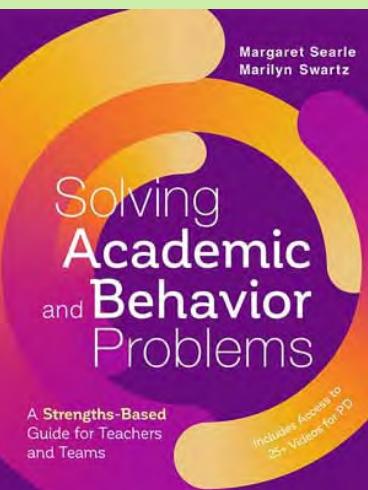
In this second edition, Pollock and Tolone combine updated research and real-world stories to demonstrate how it takes only one teacher to make a difference in student performance. Their approach expands the classic three-part curriculum—instruction—assessment framework by adding one key ingredient: feedback. This “Big Four” approach offers an easy-to-follow process that helps teachers build better curriculum documents.



Combine social-emotional learning and brain science to improve outcomes.

Today's teachers face a daunting challenge: how to ensure a positive school experience for their students, many of whom carry the burden of adverse childhood experiences, such as abuse, poverty, divorce, abandonment, and numerous other serious social issues. Spurred by her personal experience and extensive exploration of brain-based learning, author Marilee Sprenger explains how brain science—what we know about how the brain works—can be applied to social-emotional learning. She offers clear, easy-to-understand explanations of brain activity and dozens of specific strategies for all grade levels.

ISBN: 9781416629498 | (September 2020) 6" x 9", 219 pages | Price: \$30.95
 Audience: K-12 principals & teachers, education leaders



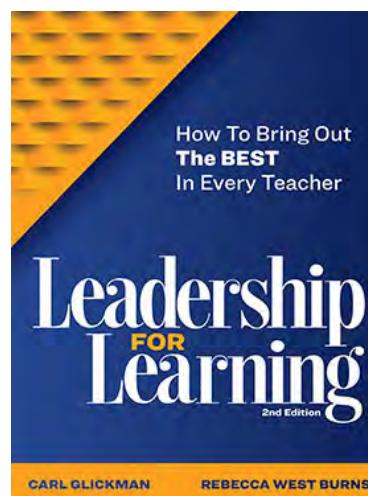
Design an action plan to target students' specific needs.

Based on the positive psychology of appreciative inquiry, this guide builds on what is working with students to address what is not working. It's a system of support that helps general education teachers partner with specialists and parents to learn new ways to enrich academic, social-emotional, and behavioral growth through structured conversations and a series of productive meetings of 30 minutes or less. Includes 25 video clips.

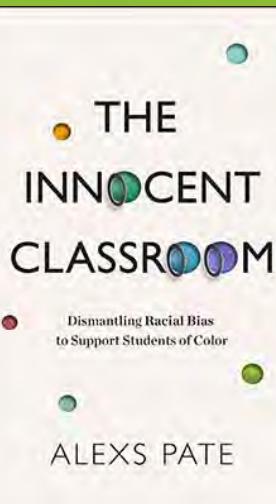
ISBN: 9781416629481 | (September 2020) 8" x 10", 184 pages | Price: \$34.95
 Audience: K-12 principals & teachers, education leaders

How leaders can bring out the best in every teacher.

In this revised edition, Glickman and Burns synthesize their decades of experience in teacher education and supervision into a comprehensive guide to support teacher growth and student learning. Embedded in every page are the essential knowledge, skills, approaches, and methods that leaders need to drive instructional improvement.



ISBN: 9781416629238 | (August 2020) 7" x 10", 144 pages | Price: \$28.95
 Audience: K-12 principals, teachers, & administrators, education leaders

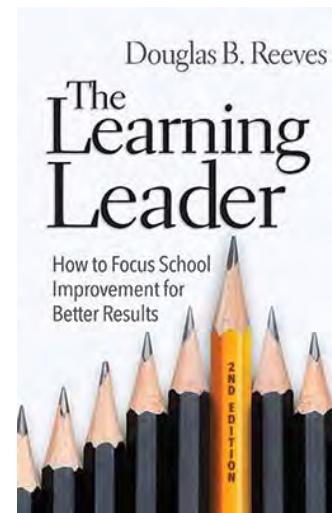


ISBN: 9781416629337 | (August 2020) 6" x 9", 122 pages | Price: \$25.95

Audience: K-12 principals & teachers, education leaders

Dismantle racial bias to support students of color.

When children of color enter their classrooms, many encounter low expectations, disconnection, and other barriers to their success. Alexs Pate traces the roots of these disparities to pervasive negative stereotypes that take shape as guilt. The solution is to create an Innocent Classroom that neutralizes students' guilt and restores their innocence. Learn how in this innovative new book.

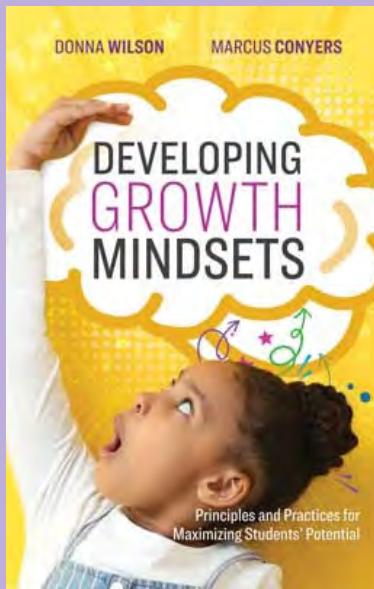


Focus school improvement for better results.

This updated second edition offers the Leadership for Learning Framework that helps leadership teams identify four different types of educators and provide more effective, tailored support to help education leaders reconceptualize their roles in the school improvement process and motivate themselves and their colleagues to keep working to better serve their students.

ISBN: 9781416629382 | (August 2020) 6" x 9", 180 pages | Price: \$30.95

Audience: K-12 principals & teachers, education leaders



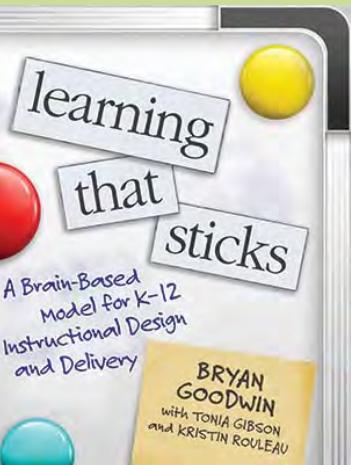
Develop growth mindsets to maximize student potential.

Human beings have tremendous potential to acquire new knowledge, develop new skills, and improve their brains throughout life. By explicitly teaching learners about brain plasticity and malleable intelligence (the idea that they can become functionally smarter through effort) and by modeling and teaching specific learning strategies, teachers can help students experience higher levels of success as they develop a growth mindset. Psychologists and education researchers Wilson and Conyers share strategies for developing growth mindsets based on their BrainSMART® program for bridging the science of learning to the practice of teaching and elaborate on their seven principles for developing and sustaining growth mindsets: understand the mindsets; keep plasticity front of mind; learn with practical optimism.; set growth goals; get the feedback needed; Improve methods; and focus on progress, not perfection.

ISBN: 9781416629146 | (May 2020) 6" x 9", 176 pages | Price: \$28.95
Audience: K-12 principals & teachers, education leaders

A brain-based model for learning that sticks.

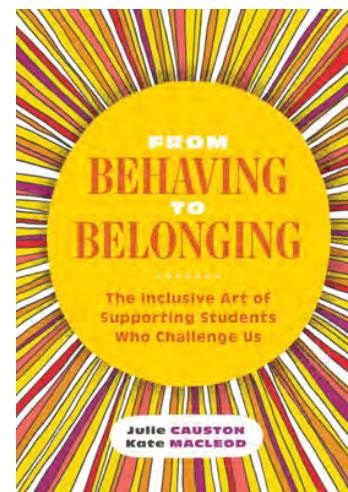
Bryan Goodwin and his coauthors unpack the cognitive science underlying research-supported learning strategies so teachers can sequence them into experiences that challenge, inspire, and engage their students. They help educators teach with more intentionality—understanding not just what to do but also when and why to do it.



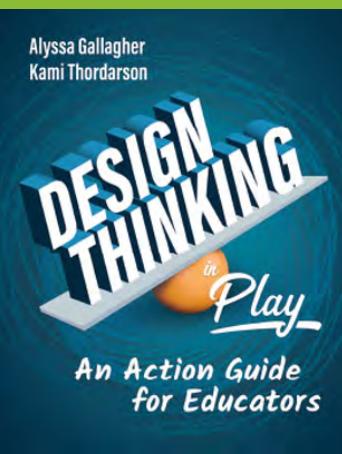
ISBN: 9781416629108 | (June 2020) 8" x 10", 155 pages | Price: \$29.95
Audience: K-12 principals & teachers, education leaders

Turn behaving into belonging to support challenging students.

Julie Causton and Kate MacLeod detail how teachers can shift from a "behavior management" mindset (that punishes students for "bad" behavior or rewards students for "good" or "compliant" behavior) to an approach that supports all students—even the most challenging ones—with kindness, creativity, acceptance, and love.



TRANSLATIONS@ASCD.ORG

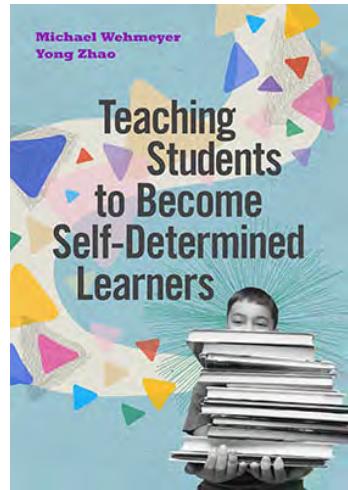


ISBN: 9781416628859 | (April 2020) 7-7/8" x 9-7/8", 166 pages | Price: \$31.95

Audience: K-12 principals & teachers, education leaders

Use design thinking to unleash creativity & innovation in schools.

Design thinking is a person-centered, problem-solving process that's a go-to for innovative businesses—and now schools! This practical guide for navigating design thinking's invigorating challenges and rewards digs deep into the five-stage design thinking process for use in schools and recommends specific steps for implementation, with 25 downloadable tools.

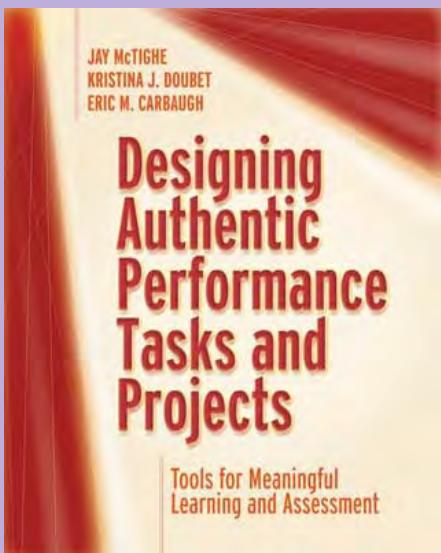


ISBN: 9781416628934 | (April 2020) 7" x 10", 160 pages | Price: \$27.95

Audience: K-12 principals & teachers, education leaders

Help students motivate themselves and own their learning.

Education experts and professors Wehmeyer and Zhao explore the how and why of self-determined learning. They emphasize autonomy and choice, turning over ownership for learning to students by supporting them in engaging in activities that are of personal value to them, and ultimately enabling them to acquire skills in rapidly changing environments.



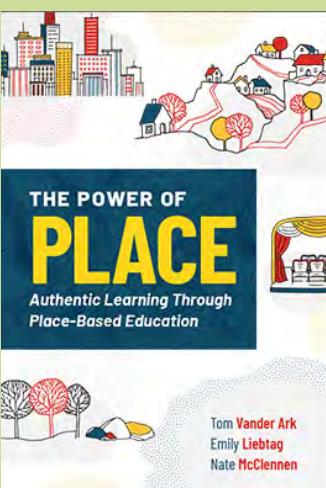
How to create performance-based classrooms.

A growing number of educators seek to move beyond just covering the curriculum to ensuring students' deeper learning so that they can transfer their knowledge, skills, and understandings to the world beyond the classroom. This comprehensive guide shows teachers how to transform their classrooms into vibrant centers of learning, where students are motivated and engaged and see relevance in the work they are doing.

Authors Jay McTighe, Kristina J. Doubet, and Eric M. Carbaugh provide examples and resources across all grade levels and subject areas. Teachers can use this practical guidance to transform their classrooms into vibrant centers of learning, where students are motivated and engaged and see relevance in the work they are doing.

ISBN: 9781416628361 | (February 2020) 8" x 10", 254 pages | Price: \$33.95

Rights sold: Chinese (simplified characters), Korean

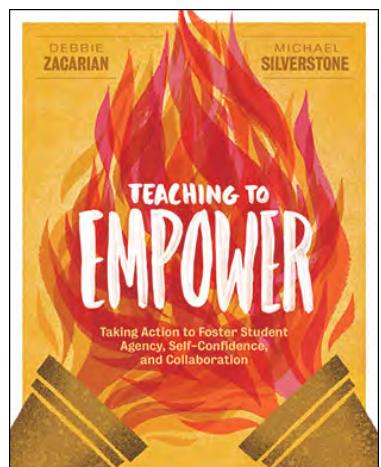


Harness the power of place-based education.

This definitive guide offers a compelling case for making communities the locus of learning for students of all ages and backgrounds. Aimed at preK-12 educators, it shows how to develop programs that will lead to successful outcomes for students, more fulfilling careers for teachers, and lasting benefits for communities.

Foster student agency, self-confidence, and collaboration.

This book delivers evidence-based strategies to help educators foster an inclusive culture of agency, self-confidence, and collaboration that will give all students—regardless of race, culture, language, socioeconomic status, abilities, sexuality, or gender—the opportunity, responsibility, and tools to become active learners, thoughtful community members, and engaged global citizens.

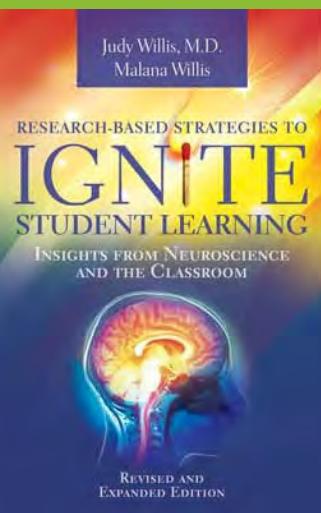


ISBN: 9781416628750 | (March 2020) 7" x 10", 150 pages | Price: \$27.95

Audience: K-12 principals & teachers, education leaders

ISBN: 9781416628545 | (March 2020) 7" x 9", 178 pages | Price: \$28.95

Audience: K-12 principals & teachers, education leaders



Ignite learning with strategies based in neuroscience and learning research.

Neurologist Judy Willis and elementary teacher Malana Willis translate recent research on the brain and learning into practical strategies to use across the curriculum, spanning all grade levels. They describe how the brain converts a vast amount of sensory input into long-term memory and durable understanding, and how educators can use this knowledge to guide students to more successful experiences.

ISBN: 9781416628583 | (February 2020) 6" x 9", 250 pages | Price: \$30.95

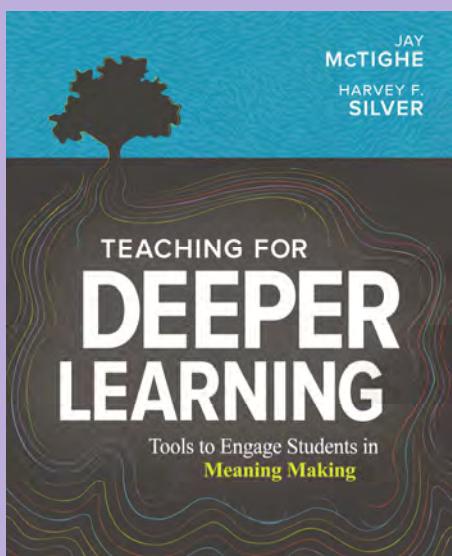
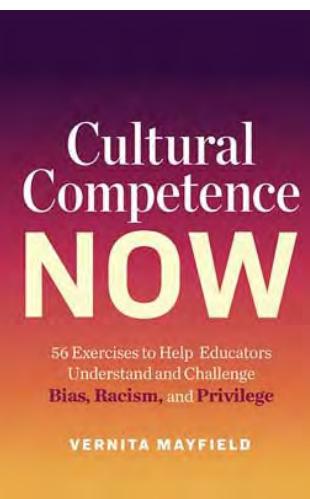
Audience: K-12 principals & teachers, education leaders

56 exercises to challenge bias, racism, and privilege.

Veteran educator Vernita Mayfield shows how to begin meaningful conversations on race, culture, bias, privilege, and power within the time constraints of an ordinary school. She offers advice on establishing a safe environment for conversations, setting goals for cultural competency, overcoming resistance, and reviewing school data and the school's mission through the lens of race and culture, and strategically managing the transformative process.

ISBN: 9781416628491 | (February 2020) 7" x 10", 212 pages | Price: \$31.95

Audience: K-12 teachers



Teach students to make meaning for themselves.

Too often, students attain only a superficial level of knowledge that fails to prepare them for deeper challenges in school and beyond. Renowned educators McTighe and Silver explore what kind of content is worth targeting for deeper learning, provide practical tools and strategies to help teachers incorporate seven key thinking skills and tools into lesson and unit design, and show how to build students' capacity to use the strategies independently. Drawing on their deep well of research and experience, the authors

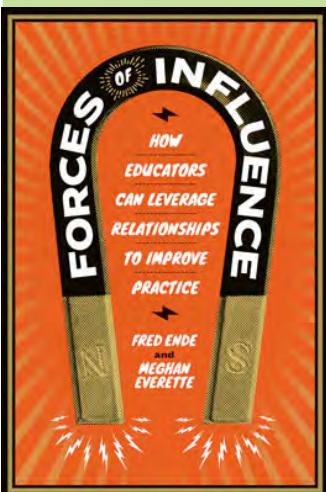
- Explore what kind of content is worth having students make meaning about.
- Provide practical tools and strategies to help teachers target each of the seven thinking skills in the classroom.
- Explain how teachers can incorporate the thinking skills and tools into lesson and unit design.
- Show how teachers can build students' capacity to use the strategies independently.

ISBN: 9781416628620 | (January 2020) 8" x 10", 130 pages | Price: \$27.95

Rights sold: Arabic, Chinese (simplified characters), Polish

How to build & leverage relationships to effect change.

Schoolwide success starts with relationships—among all adults up and down the education hierarchy. It's by leveraging these relationships that educators can influence outcomes and effect real change. This thought-provoking book helps educators navigate the tricky terrain of ensuring they exert their influence sensitively. They introduce four "forces," or levels, of influence and explain how educators can use them to support one another's practice and push for positive outcomes for all learners.



ISBN: 9781416628736 | (February 2020) 6" x 9", 196 pages | Price: \$30.95

Audience: K-12 principals & teachers, education leaders

How to start conversations that unite and energize schools and communities.

Advancing equity in schools and society requires deep thought and honest conversations about emotionally charged subjects such as race, class, and culture. In this book, experts in equitable practices present a field-tested approach to enable educators to grow professionally by using the power of conversation to develop trust, ask powerful questions, and learn together in ways that strengthen and invigorate the school and community.

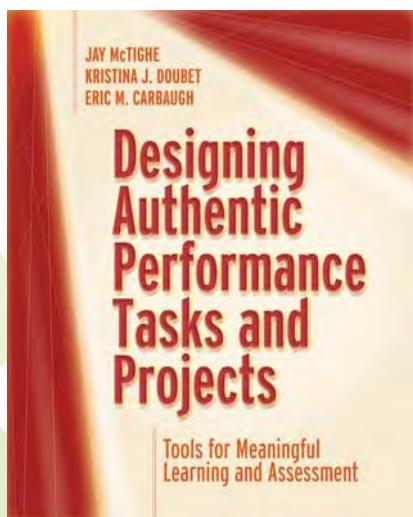
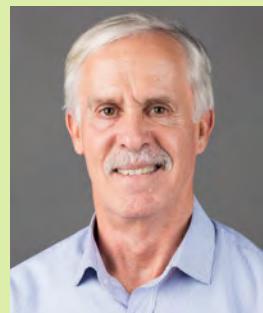


ISBN: 9781416628323 | (January 2020) 6" x 9", 135 pages | Price: \$25.95

Audience: K-12 principals & teachers, education leaders

Jay McTighe

Jay McTighe has a wealth of experience and a rich and varied career in education. He has experience as a classroom teacher, resource specialist, and program coordinator and has coauthored more than a dozen books, including the *Understanding by Design* (UbD®) series with the late Grant Wiggins. Millions of educators around the globe use the *Understanding by Design*® framework to manage standards, align programs to assessments, and guide teachers in implementing a curriculum that leads to student understanding and achievement. He served as director of the Maryland Assessment Consortium, a collaboration of school districts working to develop and share formative performance assessments and helped lead standards-based reforms in the state. He directed development of the Instructional Framework, a multimedia database on teaching, and has coordinated efforts to develop instructional strategies, curriculum models, and assessment procedures for improving the quality of student thinking.

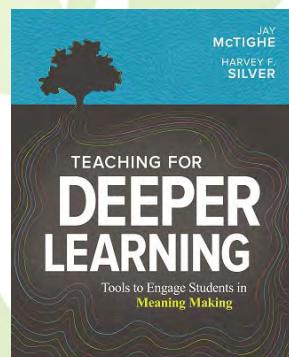
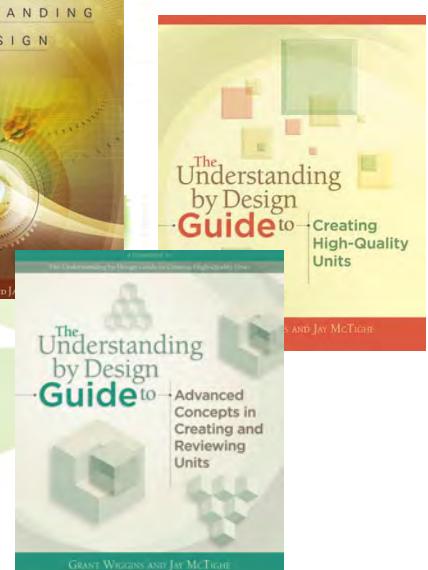
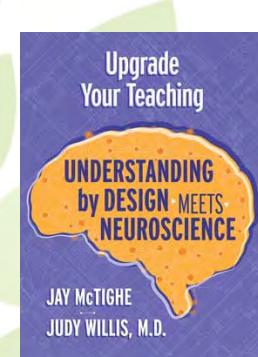
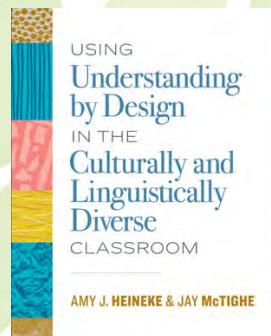
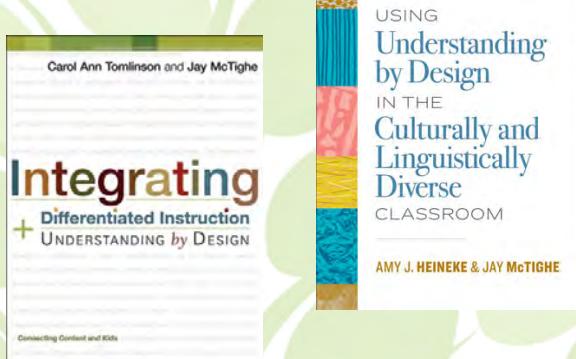
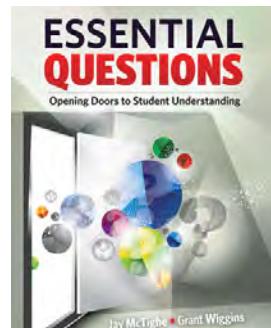


Create deeper learning with these tools for meaningful learning and assessment.

Aimed at the growing number of educators who are looking to move beyond covering the curriculum, the comprehensive guide ensures students' deeper learning—in which they can transfer their knowledge, skills, and understandings to the world beyond the classroom. Teachers will learn how to create authentic tasks and projects; apply task frames to design performance tasks that allow voice and choice for students; design and use criterion-based evaluation tools and rubrics for assessment; incorporate performance-based instructional strategies needed to prepare students for authentic performance; differentiate tasks and projects for all students; and much more.

ISBN: 9781416628361 | (February 2020) 8" x 10", 254 pages | Price: \$33.95
Rights sold: Chinese (simplified characters), Korean

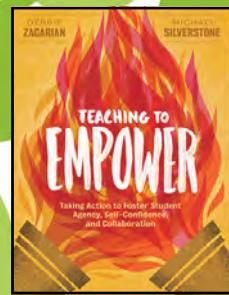
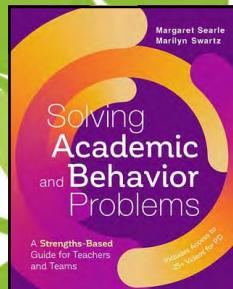
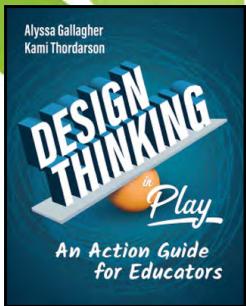
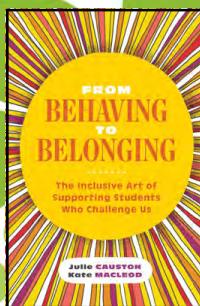
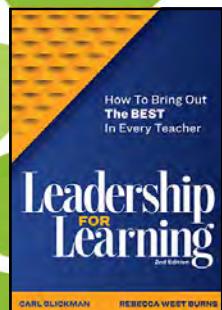
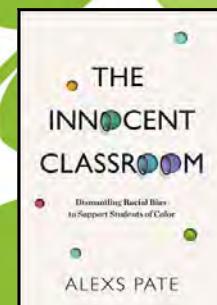
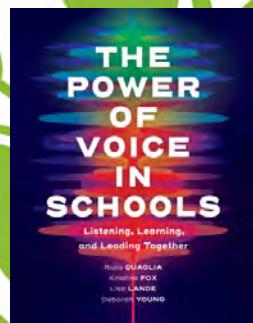
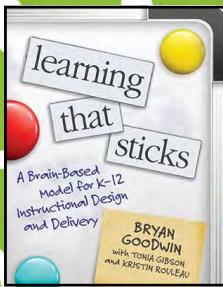
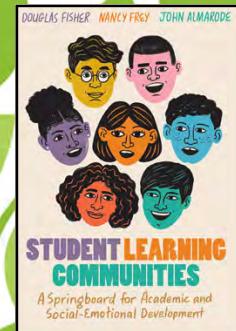
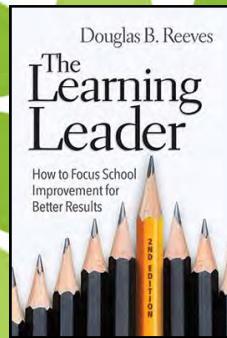
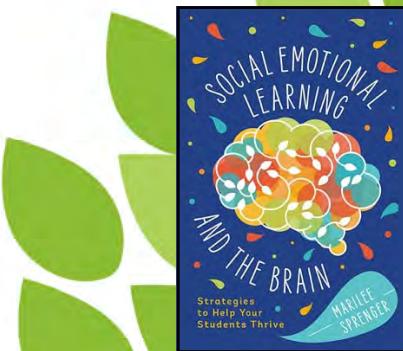
OTHER GROUNDBREAKING TITLES:



TRANSLATIONS@ASCD.ORG

Evaluating Instructional Coaching: People, Programs, and Partnership	Sharon Thomas, Jim Knight, et al.	October 2021	Instructional leadership & coaching
The Instructional Leader's Guide to Implementing K-8 Science Practices	Rebecca Lowenhaupt, Katherine McNeill et.al.	October 2021	STEM
The Definitive Guide to Instructional Coaching: Seven Factors for Success	Jim Knight	November 2021	Instructional leadership & coaching
Demystifying Discussion: How to Teach and Assess Academic Conversation Skills, K-5	Orr, Jennifer	November 2021	Instructional strategies
Well-Being in Schools: Three Forces That Will Uplift Your Students in a Volatile World	Andrew Hargreaves & Dennis Shirley	December 2021	Social emotional learning
The Classroom Behavior Manual: How to Build Relationships with Students, Share Control, and Teach Positive Behaviors	Scott Ervin	December 2021	Classroom & behavior management
Uprooting Instructional Inequity: The Power of Inquiry-Based Professional Learning	Jill Harrison Berg	December 2021	Instructional leadership & coaching
The Flexibly Grouped Classroom: How to Organize Learning for Equity and Growth	Kristina Doubet	January 2022	Instructional strategies
Teaching Students to Decode the World: Media Literacy and Critical Thinking Across the Curriculum	Chris Sperry & Cyndy Scheibe	January 2022	College, career, & citizenship
The Principal as Chief Empathy Officer: Creating a Culture Where Everyone Grows	Thomas R. Hoerr	January 2022	Social emotional learning & well-being
Literacy Is Liberation: Working Toward Justice Through Culturally Relevant Teaching	Kimberly Parker	February 2022	Equity
Tomorrow's High School: Creating Student Pathways for Both College and Career	Gene Bottoms	February 2022	College, career, & citizenship
Restoring Students' Innate Power: Trauma-Responsive Strategies for Teaching Multilingual Newcomers	Louise El Yaafouri	February 2022	English Language Learners
Students Taking Action Together: 5 Teaching Techniques to Cultivate SEL, Civic Engagement, and a Healthy Democracy	Lauren Fullmer et al.	March 2022	Instructional strategies & social emotional learning

Please note that titles and publication dates subject to change.



ASCD empowers educators to achieve excellence in learning, teaching, and leading so that every child is healthy, safe, engaged, supported, and challenged.



Rights sales managed by
RussoRights LLC
info@russorights.com
www.russorights.com