

Print, Digital, & Event Opportunities

Education Week, the most respected voice in education journalism for 30 years, offers extensive print, online, e-newsletter, webinar, and event opportunities that are sure to deliver your 2016 school year district targets and align with your marketing plan. Rely on the *Education Week* family for all your branding, lead generation, direct response, and thought-leadership needs. See *back for details on special reports and sponsorships*.

Issue Month	Issue Date	Reservations Due	Materials Due	Special Report & Tradeshow Bonus Distribution	Webinars, Live Events, & Online Sponsorships	e-newsletters
AUG – OCT	8/19	8/5	8/7	EdWeek Fall Calendar of Events (reservations due 7/29; materials due 7/31)		
	8/26	8/12	8/14			
	9/9	8/26	8/28			EdWeek Update ¹
	9/16	9/2	9/4			Curriculum Matters ²
	9/23	9/9	9/11			Teacher Update ³
	9/30	9/16	9/18	EdWeek Special Report: Teacher PD in the Common Core Era (special report reservations due 9/2; materials due 9/4)	Teacher PD in the Common Core Era (Webinar)	Career Coach ⁴
	10/7	9/23	9/25			Digital Directions
	10/14	9/30	10/2	* AMLE		Technology Update ⁵
	10/21	10/7	10/9	EdWeek Special Report: Student-Data Privacy (special report reservations due 9/23; materials due 9/25)	Student-Data Privacy (Webinar)	Industry & Innovation ⁶
10/28	10/14	10/16			Common Core ⁷	
NOV – JAN	11/4	10/21	10/23	* iNACOL		
	11/11	10/28	10/30	EdWeek Special Report: Understanding Formative Assessment (special report reservations due 10/14; materials due 10/16)	Understanding Formative Assessment (Webinar)	EdWeek Update ¹
	12/2	11/18	11/20			Curriculum Matters ²
	12/9	11/25	11/27			Teacher Update ³
	1/6/16	12/16/15	12/18/15			Career Coach ⁴
	1/7	11/18	11/20	EdWeek Annual Report: Quality Counts 2016: Accountability Update	Quality Counts 2016 (Webinar)	Digital Directions
	1/13	12/30	12/31	EdWeek Special Report: Digital Differentiation (special report reservations due 12/4; materials due 12/14) * FETC		Technology Update ⁵
	1/20	1/6	1/8			Industry & Innovation ⁶
1/27	1/13	1/15	EdWeek Special Report: Teacher-Recruitment Challenge (special report reservations due 12/30; materials due 1/4) * TCEA	Teacher-Recruitment Challenge (Webinar)	Common Core ⁷	
FEB – APR	2/10	1/27	1/29	* AASA		
	2/17	2/3	2/5			
	2/24	2/10	2/12	EdWeek Special Report: Leaders To Learn From 2016 (special report reservations due 1/27; materials due 1/29) * AASA (stand-alone report only)	Leaders To Learn From Recognition Event Location: TBD; Date: TBD	EdWeek Update ¹
	3/9	2/24	2/26			Curriculum Matters ²
	3/16	3/2	3/4	* ASCD		Teacher Update ³
	3/23	3/9	3/11			Career Coach ⁴
	3/30	3/16	3/18	EdWeek Special Report: The CAO - CIO Partnership (special report reservations due 3/2; materials due 3/4)	The CAO-CIO Partnership (Webinar)	Digital Directions
	4/13	3/30	4/1	* NCTM		Technology Update ⁵
	4/20	4/6	4/8			Industry & Innovation ⁶
4/27	4/13	4/15			Common Core ⁷	
MAY – JUL	5/11	4/27	4/29	EdWeek Special Report: Literacy for English-Language Learners (special report reservations due 4/13; materials due 4/15) * ILA	Literacy for English-Language Learners (Webinar)	
	5/18	5/4	5/6			EdWeek Update ¹
	6/1	5/18	5/20			Curriculum Matters ²
	6/2	4/25	4/29	EdWeek Annual Report: Diplomas Count 2016: Remaking High School * ILA	Diplomas Count 2016 (Webinar)	Teacher Update ³
	6/8	5/25	5/27	* ISTE		Career Coach ⁴
	6/9	5/2	5/6	EdWeek Annual Report: Technology Counts 2016: Reshaping Classrooms * ISTE	Technology Counts 2016 (Webinar)	Digital Directions
	7/20	7/6	7/8			Technology Update ⁵
	8/3	7/20	7/22			Industry & Innovation ⁶

¹EdWeek Update publishes daily
²Curriculum Matters publishes bi-monthly
³Teacher Update publishes every week

⁴Career Coach publishes monthly
⁵Digital Directions Technology Update publishes every other week
⁶Industry & Innovation publishes monthly
⁷Common Core publishes monthly

For more information:

Sean Herdman, Associate Publisher, Sales & Marketing, sherdman@epe.org
 or (301) 280-3100



Teacher PD in the Common Core Era (includes online opportunities)

Teachers need more and higher-quality professional development. This report will take a deep dive into how (or whether) schools and other entities are addressing this issue. It would also highlight recent research on teacher professional development as a whole.



Student-Data Privacy (includes online opportunities)

More than 100 technology, publishing, and education companies have signed a pledge to take measures to protect the privacy of student data. At the same time, schools are trying to figure out what policies and practices they need to ensure student data security.



Understanding Formative Assessment (includes online opportunities)

True formative assessment should be embedded in the daily work that students already do. The aim of this report would be to bust myths around practice, point to good models for incorporating performance assessment into daily instruction, and make clear what it takes to help teachers become adept.



Quality Counts 2016: Accountability Update (includes online opportunities)

Taking a deep look at the issues surrounding educational accountability, including competing visions of what the term means in the current policy debate; ways in which systems vary; and the role of testing/assessments. *Quality Counts* will also include original research content focusing on issues such as the status and format of state accountability systems.



Digital Differentiation (includes online opportunities)

This special report would examine case studies about districts and/or schools that have put personalized learning initiatives in place and have evidence of what has and has not worked well. This report would also look at the growing number of partnerships school districts are establishing with education companies to develop personalized learning programs.



Teacher-Recruitment Challenge (includes online and live event opportunities)

Districts struggle constantly to fill teaching vacancies in a number of increasingly key areas, including STEM subjects, spec ed, and ELL instruction. This report will look broadly at the challenge of teacher recruitment today.



Leaders To Learn From 2016 (includes online opportunities)

Our fourth annual report will spotlight 15 to 16 enterprising district-level leaders from around the country as a way to recognize forward-thinking education leaders and share their ideas.



The CAO - CIO Partnership (includes online opportunities)

Technology advances are reshaping the ways that K-12 curricula are developed, used, evaluated, and re-engineered. There is a growing importance of the professional partnership between the CIO and the CAO that are critical to ensuring that the shift from print to digital curricula goes smoothly and has a positive impact on student achievement.



Literacy for English-Language Learners (includes online opportunities)

At a time when academic standards have ratcheted up, and assessments are changing dramatically, how will this large, and growing, group of English-learners fare? This report will feature stories that delve into new strategies for teaching ELLs the higher standards, the testing supports they do (or do not) get, teacher PD, and the struggles districts face in finding common-core aligned curricula for ELLs.



Diplomas Count 2016: Remaking High School (includes online opportunities)

The ways in which various school-level initiatives and improvement activities interact with and amplify one another is as important as focusing on solutions geared to specific problems. This report would unpack the “design” concept and profile high schools that best exemplify these improvements.



Technology Counts 2016: Reshaping Classrooms (includes online opportunities)

The real impact of educational technologies occurs in classrooms, where the use of digital computing devices, adaptive testing, online curricula, and the latest educational apps are changing the ways in which students learn and teachers deliver instruction, manage their classrooms, and assess students. This report would offer a cutting edge and in-depth look at the variety of ways educational technology is transforming instruction in American classrooms.