Amplify is reimagining the way teachers teach and students learn.

Our products and services are leading the way in data-driven instruction, one-to-one mobile learning and next-generation digital curriculum and assessment.

With years of classroom experience, our Services team helps schools implement digital solutions and develop effective decisions from the classroom to the district office.
Amplify Services

Our services are based on our proven Taking Action with Data™ methodology, which helps educators build the skills necessary to use data effectively to personalize instruction.

Our methodology makes data part of a daily routine as educators apply research-based practices to pinpoint student strengths and needs, develop and implement targeted instruction, assess effectiveness, and reinforce learning through ongoing conversations with students, parents, colleagues and the community.

Our services go far beyond traditional professional development by empowering educators to take an active role in their professional growth and to pursue continuous improvement in student achievement. Instead of handing teachers a solution, we intentionally and consistently ask questions that help them develop skills to solve problems themselves. The result is transformational change that endures long after our services end.

Our Methodology

The Taking Action with Data framework uses a continuous cycle of inquiry to help educators develop the skills needed to personalize instruction. It encourages reflective practice using insights from the most relevant information available at any given time to:

- Identify patterns of strengths and needs
- Determine the underlying reasons for performance and progress
- Create plans and implement instruction based on evidence
- Assess effectiveness, reflect on results and adjust instruction
- Hold productive conversations with all stakeholders
Claudia, a fourth-grade teacher, administers a weekly ELA assessment to her class. Drawing on her Taking Action with Data training, she follows the Cycle of Inquiry to interpret and act on her assessment results.

Analyse
First, she identifies patterns of strengths and needs in her students’ data. Before making any decisions, she verifies her hypotheses by comparing a previous set of assessments with the latest one. Now she is ready to determine the possible causes of the data patterns, essential for choosing instructional strategies for the whole class and small groups with common learning goals and interests.

Strategise
Working with her grade-level team, Claudia brainstorms instructional plans, including high-impact strategies for each small group. Her team also comes up with strategies for whole-group instruction that targets individual students. She also uses her new lesson design template to plot out the steps and resources necessary to implement the instructional strategies for each small group, and to help her track each student’s progress toward mastery of the standard they are targeting in small-group instruction.

Act
Claudia provides targeted small-group instruction for 30 minutes to each of her three small groups. She also crafts a rigorous assessment, ensuring the questions reflect an appropriate level of cognitive complexity and reveal her students’ depth of knowledge. Using student portfolios to display the assessment results, she discusses her students’ performance at the next open house with her students and their parents.

Data conversations and reflective practice
Claudia meets regularly with two PLC groups, one for fourth-grade teachers and one K–8 ELA group. By focusing on data, they can identify the areas where students need the most support, and work together to determine the best instructional strategies to target those areas, including setting goals with their students. The difference is a more reflective practice, with better results.
The Options

2. Foundations of Data Use Online Course
In this self-paced online course, participants build their foundational assessment literacy skills and practice using data formatively to plan and deliver personalized instruction. Teachers see examples of educators modeling effective practices and learn directly from Amplify experts. The course is delivered on the Knowledge Delivery Systems Professional Learning Platform and is available for CEU and graduate professional development credit.

Outcomes: By the end of this session, participants can:

• Identify patterns of strengths and needs in student learning
• Use multiple data sources and strategies, such as determining root causes of learning, to validate instructional decisions
• Provide instruction based on real-time student needs and strengths, and evaluate instructional effectiveness
• Hold meaningful, low-stakes data conversations to engage students, parents and the community in the learning process

Price: $450 per seat

3. UPenn Graduate Course 34: Taking Action with Data
This five-day course offered by Amplify and Penn Literacy Network (PLN) is taught on-site at the school or district campus. Educators learn to incorporate data analysis into instructional planning as they analyze student data, create and implement action plans, keep journals, participate in discussions based on course readings, and complete a final project to sustain their work. University of Pennsylvania graduate-level credit (4.5 hours) is offered for successful completion of the course.

Outcomes: By the end of the sessions, participants can:

• Collect and analyze a variety of student data to improve instruction, evaluate curriculum and instruction, and provide appropriate interventions
• Incorporate data analysis into regular instructional planning
• Engage in data conversations with colleagues, administrators, parents, and students
• Design high-quality assessments and lessons aligned to the CCSS and patterns in data

Price*: 20-25 educators - $2,000 per educator
26-50 educators - $1,850 per educator
51+ educators - $1,650 per educator
*Non-credit option available at a reduced price
4. Digging Deeper: Taking Action with Data

These three one-day workshops deepen participants’ knowledge of, and skills at, using multiple sources of classroom data to continually personalize instruction. A half-day session for principals fosters ongoing support for a culture of continuous improvement through daily data use.

Outcomes: By the end of these sessions, participants can:

- Analyze standards to clarify intended learning
- Use multiple data sources to interpret and act on student strengths and needs
- Use item-level analysis and content standards to determine which skills to teach or reteach
- Understand key differences between various assessment types, the data they provide and their impact on instruction
- Create data displays and use them to engage students, parents and the community in meaningful, low-stakes conversations about the learning process

Principals can:

- Analyze data to determine the appropriate amount, type and model for ongoing teacher support
- Examine systems of support that promote effective collaboration

Price: $12,000

5. CCSS: Taking Action with Data

These three one-day workshops prepare participants to plan, measure and improve Common Core implementation. Participants learn to use data to interpret student strengths and needs, plan rigorous and personalized instruction in line with new standards and foster meaningful, data-oriented conversations to guide improved learning for each student.

Outcomes: By the end of these sessions, participants can:

- Understand the CCSS instructional shifts and how to focus instruction around them
- Link standards to identified patterns of student strengths and needs
- Use multiple data sources to interpret and act on student strengths and needs
- Use item-level analysis and content standards to determine which skills to teach or reteach
- Understand key differences between various assessment types, the data they provide and their impact on instruction
- Plan, implement and evaluate rigorous CCSS instructional strategies
- Differentiate instruction to help students with diverse needs meet the CCSS
- Hold meaningful, low-stakes data conversations to engage students, parents and the community to guide improvement on the CCSS

Price: $12,000

The Options

- Suitable for teachers
- Suitable for leadership teams
- Suitable for coaches
- Job-embedded support
- High impact at classroom level
- High impact at systems level
6. Coaching Basics: Taking Action with Data  
These three one-day workshops prepare participants to build new skills in assessment literacy and data use, and pass this new knowledge along to their entire staff. Following the three workshops, Amplify will conduct three school-based visits to provide coaches with custom, job-embedded support. For example, coaches will model new instructional strategies, practice data conversations and establish metrics to track implementation of new strategies and practices.

Outcomes: By the end of these sessions, participants can:

- Analyze new standards to clarify intended learning
- Understand key differences between various assessment types, the data they provide and their impact on instruction
- Use multiple data sources to interpret and act on student strengths and needs
- Use item-level analysis and content standards to determine which skills to teach or reteach
- Implement and evaluate targeted instructional strategies
- Establish rubrics to check for understanding of content and data-driven practices
- Provide feedback to teachers on the implementation of data-driven practices
- Hold meaningful, low-stakes data conversations to engage students, parents and the community in the learning process

Price: $20,000

7. Coach-the-Coach Program: Taking Action with Data  
These seven one-day workshops and three school-based visits enable participants to employ a consistent, proven framework for using data to create sustainable cultural change across the school and/or district. Workshops build coaches’ capacity to both help teachers use data in the classroom and develop the systems to sustain a data-informed culture. School-based visits provide job-embedded guidance and practice for coaches as they apply new skills to plan for the future. The following is a sample schedule.

Outcomes:

Days 1–3 — Workshop: Digging Deeper — Taking Action with Data
Use multiple sources of data to analyze and interpret student strengths and needs, their root causes and determine specific, high-impact next steps for each group of students; hold meaningful, low-stakes conversations about student growth and professional practice.

Day 4 — Workshop: Individualizing Instruction
Use multiple data sources to determine strengths or needs for individual students; use a consistent structure to differentiate instruction based on needs; deepen conversations about instructional effectiveness and student growth with parents and other stakeholders.

Day 5 — School-based Visit: Focus on Data Inventory: Formative Data Sources
Work with coaches to identify the formative data sources available to teachers; determine if new sources are necessary and plan ways to collect, display and share relevant data more effectively.

Day 6 — Workshop: Formative Use of Aggregate Data
Use aggregate data to identify patterns of strength and need vertically and for subpopulations; use longitudinal data to validate needs and determine root causes; practice using positive presuppositions during conversations about student growth.

Day 7 — School-based Visit: Focus on Data to Inform Instructional Alignment
Use data to align instruction to standards and determine gaps or redundancies; plan necessary adjustments to ensure students receive rigorous instruction aligned to standards. Observe, model and give feedback for data conversations.

Day 8 — Workshop: Data Transparency for the Long Term
Create a school-wide data inventory and incorporate peer observation into data-informed instructional systems.

The Options
- Suitable for teachers
- Suitable for leadership teams
- Suitable for coaches
- Job-embedded support
- High impact at classroom level
- High impact at systems level
8. Taking Action with Data Custom Options

Clients can customize any Taking Action with Data package to meet specific school or district needs. Clients can add: one or more content-specific data analysis PD workshop if a district needs additional academic content support; one or more job-embedded, school-based support visit to extend the learning from workshops and/or to ensure fidelity of implementation.

Data analysis professional development sessions
- $3,500/day
- For teachers or instructional leaders

On-site school-based support services
- $2,500/day or 1,250/half-day
- For teacher and/or leader teams

Day 9 — School-based Visit: Focus on Systems
Continue planning for school-wide instructional systems.

Day 10 — Workshop: Lessons Learned and Future Planning
Reflect on yearlong learning — what worked, what still needs to be done? Share best practices and plan for sustainability.

Price $58,000

What customers say about our services:

“The data coaches build capacity over time, so that we not only lift the skills and the knowledge of our educators, but build the processes so that when the data coaches are not there, the work just continues.”

– Mark Murphy, secretary of education, Delaware

“Now that data is part of our process, teachers see data everywhere. They incorporate all kinds of data — behavioral data, data from formative and summative assessments, reading results — into their daily routines”

– Melissa Marino, principal, Wawalaom Elementary School, Rhode Island

“It’s a 180-degree difference from where we were. We are constantly discussing how did the students do on this assessment versus that assessment. And those were conversations that were never had.”

– Bob Bennett, special education cadre, Capital School District, Delaware

“Our data coach has helped us set goals and suggested strategies that we would never have thought about.”

– Peggy McDaniel, science teacher, Mariner Middle School, Delaware

“We are so much more focused now. We have a purpose for what we’re doing in the classroom every day.”

– English teacher, George Washington Community High School, Indiana

“The coaches do not come in and take over. They sit with you at the table, engaging with you in professional conversations. They’re there to guide you through the process and ask important questions.”

– Angela Guy, principal, Colwyck Elementary School, Delaware
For more information about any of our Taking Action With Data™ packages, please visit amplify.com/services or call us at (800) 823-1969.