

Author-Guided Course - Strategies in Action: Reading and Writing Methods and Content

By [Jennifer Serravallo](#)

Course Overview:

We are proud to present Heinemann's first Author-Guided On-Demand Course presented by Jennifer Serravallo. This special online course will be a rich, structured experience integrating a facilitated agenda and live sessions into the already extensive content of Jen's popular On-Demand Course "Strategies in Action: Reading and Writing Methods and Content." During this guided option, Jen will lead her enrolled learning community through the eight course sessions with a scheduled, live Q&A for every two sessions completed. The live sessions start with Jen's inspirational kick-off,...

[Read Full Description below »](#)

SKU ODAGJS19

2019 / digital campus

Grade Level: Kindergarten - 8th

Topics: [Reading](#), [Writing](#)

**Price and availability subject to change without notice.*

Digital Campus Course

In Stock

Web/School Price: **\$279.00**

FULL DESCRIPTION

Course Overview:

We are proud to present Heinemann's first Author-Guided On-Demand Course presented by Jennifer Serravallo. This special online course will be a rich, structured experience integrating a facilitated agenda and live sessions into the already extensive content of Jen's popular On-Demand Course "Strategies in Action: Reading and Writing Methods and Content." During this guided option, Jen will lead her enrolled learning community through the eight course sessions with a scheduled, live Q&A for every two sessions completed. The live sessions start with Jen's inspirational kick-off, including suggestions on how to get the most from the course. The four subsequent live sessions will focus on participants' most pressing questions about the course lessons. This is your opportunity to interact with Jen in real time as you reflect on trying out new methods in your classroom.

Live Online Session Dates for Jen's Author-Guided On-Demand Course:

Five, LIVE 30-minute sessions from 7:00pm–7:30pm **Eastern Standard Time**.

- Wednesday, January 22, 2020 – Kick-off Session
- Wednesday, February 5, 2020 – Q&A Session #1
- Wednesday, February 19, 2020 – Q&A Session #2
- Wednesday, March 4, 2020 – Q&A Session #3

- Wednesday, March 18, 2020 – Q&A Session #4 and Wrap-Up
Please note that these online sessions are recorded and made available to all participants within 48 hours.

On-Demand Course Content:

Drawing from Jen's best-selling resources, *The Reading Strategies Book* and *The Writing Strategies Book*, this on-demand course will help you understand how to find goals for your readers and writers and how to support them over time in individual, small group, and whole class lessons as they work toward those goals. Jen's new online course will guide you with over three dozen videos designed to help you learn both content and methods, so you can bring strategies to life in your classroom.

Course Objectives:

- Determine just-right goals for each student in your class for both reading and writing
- Understand how to craft effective strategies and offer students valuable feedback on their practice
- Learn how to support students as they read and write using pictures/illustrations/photos
- Know how to increase student engagement in reading and writing
- Support students' use of print work strategies as they read, and spelling strategies as they write
- Understand skills and strategies that best support students as they read and write informational texts
- Understand skills and strategies that best support students as they read and write narrative texts
- Know how to encourage effective collaboration and conversation in reading and writing
- Become familiar with whole-class balanced literacy structures and methods to support your students, such as minilessons, read alouds, and shared readings
- Become familiar with structures for individual conferring in reading and writing
- Develop comfort with small-group instruction for reading and writing

Session Titles:

Session 1: Finding the Right Goals for Readers and Writers

Session 2: Strategies and Feedback

Session 3: Using Pictures to Read and Write

Session 4: Engaging Readers and Writers

Session 5: Focusing on Print Work and Spelling

Session 6: Reading and Writing Nonfiction

Session 7: Reading and Writing Narrative

Session 8: Conversations and Collaboration: Supporting Partners and Clubs

Book requirement and discount offer: Participants are required to have a copy of *The Reading Strategies Book* and *The Writing Strategies Book*, and a 30% book discount code for both books is provided to Serravallo's on-demand course students. To receive the 30% discount off our list price of either or both books, order your book(s) online and enter **DCJSBK** in the "Add a coupon code" field at checkout.

Credit/CEUs:

On completion of this course, you will be awarded a certificate for 32.5 contact hours, or 3.25 CEUs.

This is an On-Demand Course presented by Heinemann Online PD. Course access—to allow for ongoing review following the facilitated timeframe—is 365 days from the date it is activated on Jan. 22, 2020.

Terms & Conditions

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Thought Industries Terms & Conditions

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PRIVACY POLICY

This Privacy Policy describes how Thought Industries, Inc. ("Thought Industries", "we" or "our" collects information from and about you as a visitor to our website (the "Site"), how we use that information, and the circumstances under which we share information with others.

At Thought Industries we transform how learning experiences are created, managed, and delivered.

This Privacy Policy does not apply to personal data that you transmit as a Thought Industries customer to establish and maintain your account, or to any personal data that may be part of the content that you submit or manage using the Thought Industries service. The Terms of Use for our services describe our obligations with respect to any personal data that you submit in connection with your services account or as part of your content.

Please contact us at support@thoughtindustries.com if (i) you wish to find out more about our use and disclosure of your personal data and how to limit it, (ii) you wish to exercise your right to access, amend, or delete any personal data we hold about you; or (iii) you have any other questions or concerns about this Privacy Policy.

1. What information do we collect?

- **Webserver**

When you visit the Site as a guest, our web server will capture your IP address, the time and duration of your visit, pages on the Site that you visit, the URL of the site from which you came and the site to which you are going when you leave our Site. It may also collect information about your computer operating system, the type of web browser you are using, email patterns, your mobile device (including your UDID), mobile operating system (if you are accessing our Site using a mobile device, the name of your ISP or your mobile carrier, any proxy server you use to access the World Wide Web, your location and other information of the type collected by web servers generally. Additionally, advertisers receive the URL of the page you were on when you click an ad on our Site. We use cookies, web beacons, and other techniques to identify your browser and device to your guest activity on the Site. Please see the section below captioned "Online Data Collection Technologies" for more information regarding our use of these techniques and your ability to restrict our collection of data in this manner.

- **Billing Information**

In order to use our Service and Subscribers' Websites and for Thought Industries to process any transactions you authorize, you will be required to provide your billing information, including information such as your name, address, phone number and email. We will provide your information to a third-party payment processing service which will store your billing information on their secure payment systems for as long as is necessary for you to use our Service. Thought Industries will not retain your billing information. We may retain, however, the last 4 digits of your credit card information and card type so that we may identify and reuse the card used in the future.

- **Analytics Tools**

We may use third party web analytics tools to capture information about

your use of the Site, such as mouse clicks and scrolling activity. For example, we may Google Analytics. The providers of these tools may capture data about your activity on our Site, via cookies and other techniques.

- **Information You Submit**

We may ask you to volunteer information about yourself using the Site. For example, we may ask you to provide your name and email address, along with information about your general interest in the Service. Your submission of this type of information as a guest on the Site is not required.

- **Links from Other Sites**

If you arrive at our site by clicking on an advertisement or content published by a third party, that third party may provide information to us about your activity on their site. For example, we may use Google AdWords or other third-party advertisers or may sponsor links on other third-party sites.

- **Combination with Other Data**

If you register for our Services, we may combine information we collect about you as a Site guest with the information we collect about you as a Service user, including personally identifying information, such as your name.

2. **How do we use your personal information?**

Any of the information we collect from or about you may be used in one of the following ways:

- **To improve our website**

We continually strive to improve our website offerings based on the information and feedback we receive from you.

- **To administer a contest, promotion, survey or other site feature**

- **To contact you**

Any personal information you provide may be used to send you

information and updates pertaining to our Services, in addition to receiving occasional company news, updates, related product or service information, etc. ("Promotional Material")

If at any time you would like to unsubscribe from receiving future emails, click the Unsubscribe link at the bottom of the email to be removed from future emails.

Thought Industries only uses and processes personal data for purposes compatible with the original purpose of collection or as subsequently authorized by you.

Thought Industries acknowledges that EU individuals have the right to access the personal information that we maintain about them. An EU individual who seeks access, or who seeks to correct, amend, or delete inaccurate data, should direct their query to

support@thoughtindustries.com. If requested to remove data, we will respond within a reasonable timeframe.

3. How do we protect your information?

We implement a variety of security measures to maintain the safety of your personal information when you place an order or enter, submit, or access your personal information.

4. Online Data Collection Technologies

A browser cookie is a small piece of data that is stored on your device to help websites and mobile apps remember things about you. Other technologies, including Web storage and identifiers associated with your device, may be used for similar purposes. In this policy, we say "cookies" to discuss all of these technologies.

○ How We Use Cookies

Like most providers of online services, Thought Industries uses cookies for a number of reasons, like protecting your Thought Industries data and account, helping us see which features are most popular, counting visitors to a page, improving our users' experience, keeping our services secure, and generally providing you with a better, more intuitive, and satisfying experience. The cookies we use generally fall into one of the following categories.

Category of Cookies	Why we use these cookies
Preferences	We use these cookies to remember your settings and preferences. For example, we may use these cookies to remember your language preferences.
Security	We use these cookies to help identify and prevent security risks. For example, we may use these cookies to store your session information to prevent others from changing your password without your email and password.
Performance	We use these cookies to collect information about how you interact with our services and to help us improve them. For example, we may use these cookies to determine if you have interacted with a certain page.
Analytics	We use these cookies to help us improve our services. For example, we can use these cookies to learn more about which features are the most popular with our users and which ones might need some tweaks.
Preferences	We use these cookies to remember your settings and preferences.

○

Your Choices

Your browser or device may allow you to block or otherwise limit the use of cookies. Cookies are an important part of how our services work, so removing, rejecting, or limiting the use of them could affect the availability and functionality of our services.

○ **Browser Cookies**

Your browser may provide you with the option to refuse some or all browser cookies. You may also be able to remove cookies from your

browser. For more information about how to manage browser cookies, please follow the instructions provided by your browser.

5. Do we disclose any information to outside parties?

Thought Industries will share your personal information with third parties only in the ways that are described herein. Our Service provides the ability to share your personal information with Thought Industries' subscribers. We may provide information and/or personal user content to service providers to help us provide Thought Industries Service. Specifically, we may use third parties to facilitate our business, such as to host the service, to send out email updates about our Service, and to process payments for products or services offered by our Subscribers. In connection with these business operations, our service providers may have access to your personal information and/or content for use for a limited time in connection with these business activities. When you sign up for Thought Industries Service, we will share your personal information only as necessary for the third party to provide that service. We occasionally provide demonstrations of our Service to potential Subscribers. Any information provided in a demonstration is provided in a form which protects your information.

We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information except as follows:

- To trusted third parties who assist us in operating our website, conducting our business, or servicing you, so long as those parties agree to keep this information confidential.
- When we believe release is appropriate to comply with the law, enforce our site policies, or protect ours or others rights, property, or safety. We also may be required to disclose an individual's personal information in response to a lawful request by public authorities, including to meet national security or law enforcement requirements. We do not reveal information until we have a good faith belief that an information request by law enforcement or private litigants meets applicable legal standards.

- We may also share account or other information to protect our interests or property, or to prevent fraud or other illegal activity perpetrated through the Thought Industries Service. This may include sharing information with other companies, lawyers, agents or government agencies. All such sharing of information by you on a Subscribers' Website is done at your own risk.
- In addition, if we ever decide to sell our business we may provide the information to a potential acquirer but only to the extent customary in these circumstances and subject to the potential acquirer's agreement to maintain the information in confidence and use it only for the purpose of evaluating the potential acquisition.

6.

We will provide an individual opt-out or opt-in choice before we share your data with third parties other than as described above, or before we use it for a purpose other than which it was originally collected or subsequently authorized.

We will also provide an EU individual with opt-out or opt-in choice before we share their data with third parties other than our agents, or before we use it for a purpose other than which it was originally collected or subsequently authorized.

To limit the use and disclosure of your personal information, please submit a written request to support@thoughtindustries.com

7. Third party links

Occasionally, at our discretion, we may include or offer third-party products or services on our website. These third-party sites have separate and independent privacy policies. We therefore have no responsibility or liability for the content and activities of these linked sites. Nonetheless, we seek to protect the integrity of our site and welcome any feedback about these sites.

8. Children's Online Privacy Protection Act Compliance

We are in compliance with the requirements of COPPA (Children's Online Privacy Protection Act), we do not intentionally collect any information from

anyone under 13 years of age. Our website, products and services are all directed to people who are at least 13 years old or older.

9. Data Integrity

Thought Industries processes personal information only for the purposes for which it was collected and in accordance with this Policy or any applicable service-specific privacy notice. We review our data collection, storage, and processing practices to ensure that we only collect, store, and process the personal information needed to provide or improve our services. We take reasonable steps to ensure that the personal information we process is accurate, complete, and current, but we depend on our users to update or correct their personal information whenever necessary.

10. EU Regulation 2016/679 (more commonly referred to as “GDPR”)

In compliance with the GDPR Principles, Thought Industries commits to resolve complaints about your privacy and our collection or use of your personal information. European Union individuals with inquiries or complaints regarding this privacy policy should first contact us at: support@thoughtindustries.com

11. Enforcement

Thought Industries regularly reviews its compliance with this Policy. Please feel free to direct any questions or concerns regarding this Policy or Thought Industries’ treatment of personal information by contacting us through this web site or by writing to us at Your Privacy Rights, c/o Thought Industries, 3 Post Office Square, 4th Floor, Boston, MA 02109. When we receive formal written complaints at this address, it is Thought Industries’ policy to contact the complaining user regarding his or her concerns. We will cooperate with the appropriate regulatory authorities, including local data protection authorities, to resolve any complaints regarding the transfer of personal data that cannot be resolved between Thought Industries and an individual.

12. Applicability

This privacy policy applies to:

- Information collected through our website,

- Information that we receive from our Subscribers as part of providing our Services and,
- Information collected on a Subscribers' Website.

13.

14. Your Consent

By using our site and Services, you consent to this privacy policy.

15. Changes to our Privacy Policy

If we decide to change our privacy policy, we will post those changes on this page, and/or update the Privacy Policy modification date below.

This policy was last modified on June 20, 2018.

16. Contacting Us

If there are any questions regarding this privacy policy you may contact us using the information below.

Your Privacy Rights

c/o Thought Industries

3 Post Office Square

4th Floor

Boston, MA 02109

support@thoughtindustries.com