



FORWARD THINKING EDU™

EDUCATIONAL CONSULTING

Fall 2013 Update

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EdNET Overview

It was great to see you at EdNET 2013! We were excited to meet many of you and to renew our network with our many friends in the industry. Thank you to the team at EdNET and MDR for another great conference. Dr. Nelson Heller must be extremely proud of the conference that he has influenced for so many years. Vicki Smith Bigham, EdNET Conference Manager, continues to provide one of the best conferences in the industry. The EdNET conference will always add value to the industry and hopefully to each of your organizations. Some quick take aways from this year's conference:

- The Business Networking Forum is always a highlight of the conference. Dr. Nelson Heller and team do a great job in managing this session. My conference program is full of notes based on these introductions—and I I am sure yours is, too.
- I was happy to see Karen Cator, President and CEO of Digital Promise, as the keynote on Monday morning. It's always motivational to hear from Karen.
- It was great to hear from customers—educators in the trenches of our schools and districts — discussing how educational success can be scaled. I'm sure partnering with the education industry will be key to helping educators increase learning in the classroom.
- Big Data has been getting a bad rap in the media of late. Just like most solutions, we are in the early stages and the bumps in the road will be ironed out. If you have worked with solutions such as inBloom, Follett's TetraData, or Partners4Results, you can see the power of data and the impact it can have on learning.
- It seemed Tuesday's theme was on start-ups. From the keynote on Tuesday to the end of the day, funding, barriers to entry, private equity were all on the agenda. We found these sessions to be interesting, and I'm sure others did as well.

During my flight home, my mind was spinning with excitement for another school year filled with new partners, solutions and success for children and educators in the classroom.

Let's keep the conversation going. I would be happy to follow up with you about how Forward Thinking EDU can help your firm with strategic marketing solutions.

Keep innovating and learning,

Michael Campbell
President

Forward Thinking Expands: New Partners

I have been blessed over the years to be a part of several successful teams, from McGraw-Hill, Cengage, Pearson, Follett, and ETA hand2mind. I am pleased to announce an exciting new partnership with Forward Motion.

Forward Motion is the premiere advisory firm for companies expanding globally. Forward Motion provides knowledge, immediate results, and partnering through sales, marketing, and distribution of educational solutions across the globe. Managing Partners Zac Colandrea and Michael Dragella have extensive experience in international sales, marketing and logistics. Forward Motion is based in the Chicago suburb of Crystal Lake, Illinois.

If you want to expand into the International marketplace and want immediate results, contact Zac Colandrea at zcolandrea@forwardmotionedu.com or me at mcampbell@forwardmotionedu.com

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Partners in the News



[Rourke Educational Media](#)'s Reading Web program, designed to engage struggling 2nd-12th grade readers in developing their reading skills, has dramatically helped students in a central Florida elementary school to make strong gains in their vocabulary development, reading comprehension and reading fluency, as well as their proficiency in science.

The School District of Osceola County chose [The Rourke Reading Web](#) – a program that includes both software and books with a focus on a student’s fluency and vocabulary development – as a reading intervention program to help ELLs who scored at level 1 on the Florida Comprehensive Assessment Test (FCAT) Reading and Science to improve their reading and science skills. The Reading Web is correlated to the Common Core State Standards and supports the district’s CCSS initiatives as well.

The strides made by students in grades 3 through 5 at the district’s Lakeview Elementary School have recently been documented in a [video](#). Take a look!

Visit [RourkeEducationalMedia.com](#) today to learn more about how you can help struggling or reluctant readers succeed!



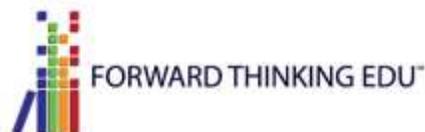
Partners4Results partners with Corwin to increase sales reach

[Partners4Results](#), a curriculum success technology solution, announced in August that they would be now be represented by the Corwin sales team. Corwin is a division of Sage Publications and is a leading professional development publisher.



October is Connected Educator Month

October 2013 is Connected Educators Month, a celebration of online communities of practice and networks in education. The US Department of Education invites all states, districts, and educational organizations to participate in Connected Educators Month. For information about how to get started visit www.ConnectedEducators.org.



Whether you are looking for a strategic marketing partner, need a marketing communications project completed, or are looking to fill a short-term marketing position, Forward Thinking EDU is your partner for demonstrated ROI.- Contact us to discuss how we can add value to your organization. Contact Michael Campbell at mcampbell@forwardthinkingedu.com.