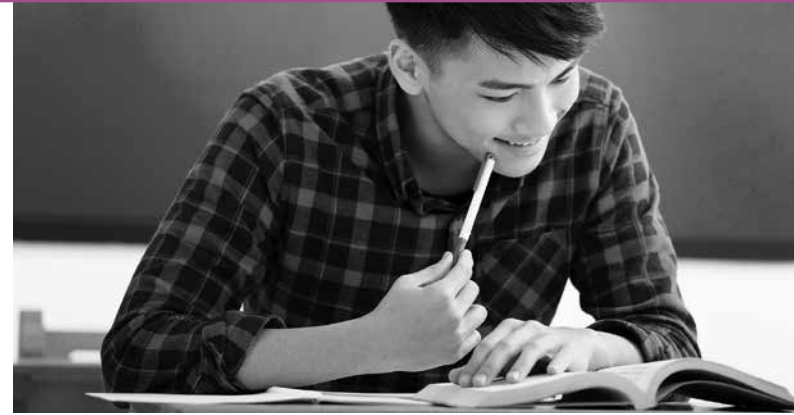


Helping Your Unmotivated and Underperforming Writers Succeed (Grades 6-12)



A Unique One-Day Live Online Seminar Presented by

Mary Ellen Ledbetter

Outstanding Educator and Presenter

**Specifically Designed for Educators Serving Grades 6-12:
English/Language Arts, Classroom Teachers, Reading Specialists,
Title I Staff and Administrators**

Practical strategies to decrease disengaged behavior and help your underperforming writers become more productive whether they are learning in your classroom or online

Dozens of ideas designed to help your underachieving writers develop a growth mindset and a more positive attitude about writing

Increase your students' internal motivation and personal accountability and generate greater student interest in the writing process

Help your students achieve higher productivity, independence, and completion of their writing projects whether you are working with students in-person or online

Live Online Seminars

November 9

9 AM Central, 10 AM Eastern,
8 AM Mountain, 7 AM Pacific

November 10

9 AM Pacific, 12 PM Eastern,
11 AM Central, 10 AM Mountain

November 23

9 AM Mountain, 11 AM Eastern,
10 AM Central, 8 AM Pacific

November 24

9 AM Eastern, 8 AM Central,
7 AM Mountain, 6 AM Pacific

CAN'T ATTEND?

Order the recorded version and take the seminar online at your convenience (see page 6)

CEUs and Graduate Credit Available
See page 6 for details

Ten Key Benefits of Attending

'Excellent does not even begin to define this seminar. Mary Ellen's personality and presence were energetic and she had my attention the whole time. The content was very applicable, and I will be using everything she gave us today.'



Who Should Attend

Educators Serving
Grades 6-12: English/
Language Arts, Classroom
Teachers, Reading
Specialists, Title I Staff
and Administrators

- 1. Help Your Unmotivated and Underperforming Writers Experience Greater Success in Your Classroom**
Increase your students' motivation and engagement whether you are teaching in the classroom or online
- 2. Take Away Dozens of Assignment Ideas That Make Learning More Relevant to Your Unmotivated Students**
Establish a link between what is being taught in the classroom and students' real lives
- 3. Help Your Students Take More Initiative in Writing Class**
Ideas that motivate your students to apply writing skills and strategies more consistently ...
Discover unique ways to help your students approach assignments with ownership and motivation
- 4. Break the Cycle of Discouragement and Learned Helplessness in Writing**
Increase your students' focus and engagement in writing with lesson ideas that deepen intrinsic motivation and independent writing habits
- 5. Practical Strategies to Increase Your Students Time-on-Task in Your Online or In-Person Writing Class**
Learn ways to develop your students writing endurance and capacity ... Be amazed at how long your students can and WILL write with these powerful strategies
- 6. Learn Ways to Transfer Your Positive Energy, Enthusiasm, and Passion to Your Students Whether You are Teaching In-Person or Online**
Gain numerous strategies to show students that you are genuinely proud of their work and encourage them to do even more in the classroom or on their own when learning from home
- 7. Make Learning Relevant to the Lives of Your Students**
Receive numerous ready-to-use activities that will make each day's lessons fit the needs of your students and get their sustained attention and focus to the assignment
- 8. Discover Proven Methods and Techniques that Strengthen Students' Motivation and Increase Their Productivity**
Cultivate your students' collaboration skills and experience fewer behavior issues during writing time
- 9. Learn How to Set Higher and Attainable Expectations for Writing Assignments**
Unleash the productivity of your underperforming students with specific guidelines, models and check points to discuss progress, set goals and increase student success both in school and online
- 10. Receive an Extensive Digital Resource Handbook Designed to Help Your Unmotivated and Underachieving Students**
Each participant will receive an extensive digital resource handbook filled with practical strategies, methods, activities, and much more to help your unmotivated and underperforming writers succeed in writing

Outstanding Strategies You Can Use Immediately

What You Will Learn ...

- **Unite students for greater success**—Underperforming students often feel alone and embarrassed, but with these specifically designed games they will soon feel comfortable with partners, in groups, whether in person or online
- **Exercises that will instill confidence in your unmotivated students**—Unmotivated students will suddenly find themselves interested in assignments that address their individuality and uniqueness
- **Strategies that break down the basics**—Even highly motivated students will find a challenge in vivid word choices, sentences enhanced by elaboration, and writing “snippets” of essays
- **Dozens of student models**—Proven strategies for reading and analyzing the works of their peers will give them an I-can-do-that-too attitude
- **Creative ways to approach all modes of writing**—Students will be asked to finish sentences using figurative language and sensory images, essays in progress, and “take-over” paragraphs where the author has left off
- **Ways to generate a plan for their essays**—Too often students say, “I don’t have anything to write about!” Research indicates that constructing a simple plan of action with major points and elaboration results in a higher grade
- **Easy-to-follow guidelines for marking structure in their papers**—Often students don’t understand what went wrong with their essays. When they are taught how to mark their papers for structure, they can easily ascertain what they need to include



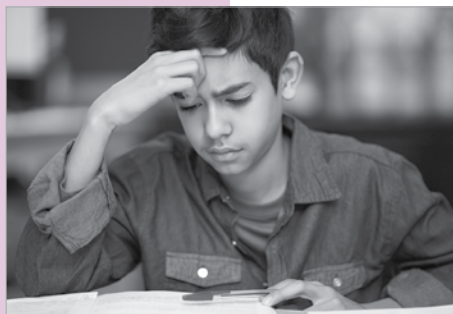
‘Love how applicable and immediately useful every facet of the seminar was. One of the best PD’s I have ever attended.’

Practical Ideas and Strategies

In this **NEW** idea-packed seminar, you will discover a multitude of practical ways to help your unmotivated and underachieving writing students experience greater success whether they are learning in-person or online. You will learn specific methods for increasing students’ initiative to revise their work, explore helpful guidelines that offer more structure for reluctant writers, and realistic ways to make the connection between your students’ social, emotional well-being and the vulnerability required to risk putting their ideas into writing. **Mary Ellen Ledbetter**, outstanding national writing expert, will demonstrate what she has found to be successful with unmotivated and underachieving students in grades 6-12. She will share student routines and lessons designed to increase student interest, relevance, and contagious positive energy. Leave this seminar with the keys to unlock student motivation and performance, and watch your underperforming students finally take off with their writing! Join Mary Ellen for a day filled with dozens of practical and doable strategies you can use immediately at school and in your distance learning environment!



A Message From Seminar Leader, Mary Ellen Ledbetter



Uniquely Qualified Instructor

Mary Ellen Ledbetter is an outstanding English/ Language arts teacher and national presenter. She is well-known for her fast-paced and strategy-packed seminars that focus on helping unmotivated students and underperforming students significantly step-up their writing skills whether they are working in a traditional classroom or learning online. Mary Ellen's wealth of experience in secondary ELA/English classrooms has given her the ability to try dozens of ideas with students – she knows what works and what does not. She will give you numerous strategies you can use to help your students reach the writing levels required. She is the author of *Helping Unmotivated and Underperforming Writers Succeed (Grades 6-12)*, the extensive digital resource handbook you will receive at the seminar. You will not want to miss this outstanding opportunity with Mary Ellen to receive dozens of ideas and strategies you can use to ignite your unmotivated writers and help underperforming writers discover and reach their greatest potential.

Dear Colleague:

Most students want to do well and genuinely want to experience success in writing. Thirty years of teaching and presenting successful strategies for unmotivated and underachieving students have taught me that most of our students want to please us—want to succeed—but *do not know how*. Of course, there are always those who will take our strategies, make them their own, and create works that astound. Other students, though, simply shut down. Either they have failed in the past and think surely, they will again, are too embarrassed to ask questions that could help overcome their problems, or discovered that their perceived success lies in their finely honed ability to misbehave.

In this seminar, my objective is to give you an abundance of strategies that can turn your unmotivated, underperforming students into the ones who say, "I think I can. I think I can. I know I can!" By using the techniques, I will present today, you truly will start to see the "zest" and "gusto" Ray Bradbury refers to in *Zen and the Art of Writing*. We became teachers because we have an innate desire to change lives—whatever our subject matter is. Granted, the challenges seem to be multiplying yearly, but our passions have not diminished. We have that. What we need now are a few tricks up our sleeves, a group of like-minded educators, and a belief that all our students can find success. Join me for a day full of strategies that you can use right away, whether you are working in your classroom or online.

Sincerely,

Mary Ellen Ledbetter

P.S. If you are looking for practical ideas to help your unmotivated and underperforming writers reach their greatest potential, this seminar is for you!

"In this seminar, my objective is to give you an abundance of strategies that can turn your unmotivated, underperforming students into the ones who say, 'I think I can. I think I can. I know I can!'"

What Your Colleagues Say About Mary Ellen Ledbetter

*"Mary Ellen was a delight and **kept the instruction real, manageable and relevant**. The materials were helpful and well designed. I'll definitely be bringing these strategies to my classroom!"*

*"This was **one of the best writing workshops** I've been to in a long time. I'm eager to try the strategies!"*

*"**This seminar has reminded me of something very important** ... why I love being an English teacher!"*

*"Mary Ellen's presentation was lively and engaging. **The resources she provided were practical and appropriate** for all levels. A truly valuable day of instruction!"*

*"Mary Ellen's southern charm and **passion for her subject kept me entertained** and engaged all day!"*



About BER Live Online Seminars

With the current health challenges, all BER in-person PD events are currently being presented in a Live Online format:

Outstanding Instructors

All programs are led by outstanding BER national trainers

Extensive Resource Handbooks

You'll have access to an extensive digital Resource Handbook before, during and after your seminar

Highly Interactive

You'll be able to ask questions in real time and interact with the instructor and other participants

Program Guarantee

As we have for 43 years, we guarantee the high quality of our programs. If you are not satisfied, we'll give you a 100% refund.

Special Benefits of Attending



'Perfectly paced and packed full of useful tips, suggestions, ideas and information.'

On-Site Training

Most BER seminars can be brought to your school or district in-person or online. See the options at www.ber.org/onsite or call 877-857-8964 to speak to one of our On-Site Training Consultants.

Extensive Digital Resource Handbook

Each participant will receive an extensive digital resource handbook giving you access to countless strategies before, during and after the seminar. The handbook includes:

- Ready-to-use strategies that increase student motivation in the classroom or with online learning
- Practical ideas you can use immediately to make learning more relevant to your learners' current realities
- Lessons that strengthen students' writing quality and productivity
- How to increase your students' writing performance with tips and ideas for developing internal motivation

Consultation Available

Mary Ellen Ledbetter will be available to answer your specific questions and the unique needs of your own program.

Meet Inservice Requirements / Earn State CEUs

Participants of both the Live Online Seminar and those completing the Recorded Version online can receive a certificate of participation that may be used to verify five continuing education hours. In addition, state CEUs are available for both versions of the course. For details, visit www.ber.org/ceus

Earn One to Four Graduate Semester Credits



Up to four graduate level professional development credits are available with an additional fee and completion of follow-up practicum activities. Details for direct enrollment with Brandman University, part of the Chapman University system, will be available at this program.

Can't Attend?

Other Professional Development Options:



Recorded Version of the Seminar

This course will be video recorded and available to take online at your convenience. You'll have access to the entire course and to the extensive digital resource handbook. Optional CEUs and graduate credit available. To enroll, see registration form on page 7.



Related On-Demand Online Courses

Related On Demand Video-Based Online Learning courses, *Strategies! Strategies! Significantly Increase Students' Writing Skills*, for Grades 6-12, *Strengthening Your Students' Writing Skills by Teaching Smarter, Not Harder*, for Grades 6-12, and other writing related courses, are available for immediate registration. To enroll, visit www.ber.org/online

Helping Your Unmotivated and Underperforming Writers Succeed Grades 6-12

Registration (WHL1F1)

1. **November 9, 2020** (Start time: 9 AM Central)
2. **November 10, 2020** (Start time: 9 AM Pacific)
3. **November 23, 2020** (Start time: 9 AM Mountain)
4. **November 24, 2020** (Start time: 9 AM Eastern)
- or —
5. **I'd like to order the recorded version of this seminar**

FIRST NAME _____ M.I. _____ LAST NAME _____

POSITION, SUBJECT TAUGHT _____ GRADE LEVEL _____

SEMINAR NUMBER: _____ (Please see list above)

List additional registrants on a copy of this form

SCHOOL NAME _____

SCHOOL MAILING ADDRESS _____

CITY & STATE _____ ZIP CODE _____

SCHOOL PHONE NUMBER _____ HOME PHONE NUMBER _____

() ()

Registration confirmations and login details are sent via e-mail

E-MAIL ADDRESS (REQUIRED FOR EACH REGISTRANT) _____

HOME MAILING ADDRESS _____

CITY & STATE _____ ZIP CODE _____

IMPORTANT: PRIORITY ID CODE: EWHL1F1

METHOD OF PAYMENT – Team Discount Available

The registration fee is \$279 per person,
for teams of three or more registering at the same time, the fee is \$259
per person. **Payment is due prior to the program.** No cash please.


- A check (payable to **Bureau of Education & Research**) is attached
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(Found on back of card)

Please print name as it appears on card


Signature (required for credit card purchases)

FOUR EASY WAYS TO REGISTER:

 **REGISTER ONLINE** at: www.ber.org

 **FAX this form to: 1-425-453-1134**

 **PHONE toll-free: 1-800-735-3503**
(Weekdays 5:30 am - 4 pm Pacific Time)

 **MAIL this form to: Bureau of Education & Research**
915 118th Avenue SE • PO Box 96068
Bellevue, WA 98009-9668

Program Hours

- All Live Online seminars start times are described on the cover
- Check-in 15 minutes prior to the seminar
- Live Online seminars are five hours in length plus breaks
- Registrants will receive login information by email four days before their Live Online seminar

Fee

The registration fee is \$279 per person, \$259 per person for groups of three or more registering at the same time. Call us at 1-800-735-3503 for groups of ten or more. **Payment is due prior to the program.** Fee includes seminar registration, a certificate of participation and an extensive digital resource handbook. The fee is the same for Live Online Seminars or Recorded Seminars.

Cancellation/Substitutions:

100% of your paid registration fee will be refunded if you can't attend and notify us at least 10 days before the seminar. Late cancellations made prior to the event date will be refunded less a \$15 service fee. Substitutions may be made at any time without charge.

Program Guarantee

We stand behind the high quality of our programs by providing the following unconditional guarantee: If you are not satisfied with this program, we'll give you a 100% refund of your registration fee.

Further Questions

Call the Bureau of Education & Research (800) 735-3503 or visit us online at www.ber.org. The Bureau is North America's leading presenter of PD training for professional educators. Programs are based on sound research, are highly practical in content and consistently receive excellent evaluations.



WHL1F1

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An outstanding one-day Live Online Seminar

Includes an extensive Resource Handbook

Can't Attend? A Recorded Version is available to use online at your convenience



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Strategies to Help Your Underperforming Writers SUCCEED (Grades 6-12)

Practical PD, No Travel

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Helping Your Unmotivated and Underperforming Writers Succeed Grades 6-12



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Live Online Seminar
or Recorded Version



A Unique One-Day Live Online Seminar
(Also available as a Recorded Online Version
to Use at Your Convenience)

Presented by

Mary Ellen Ledbetter

Outstanding Educator and Presenter

Practical strategies to decrease disengaged behavior and help your underperforming writers become more productive whether they are learning in your classroom or online

Dozens of ideas designed to help your underachieving writers develop a growth mindset and a more positive attitude about writing

Increase your students' internal motivation and personal accountability and generate greater student interest in the writing process