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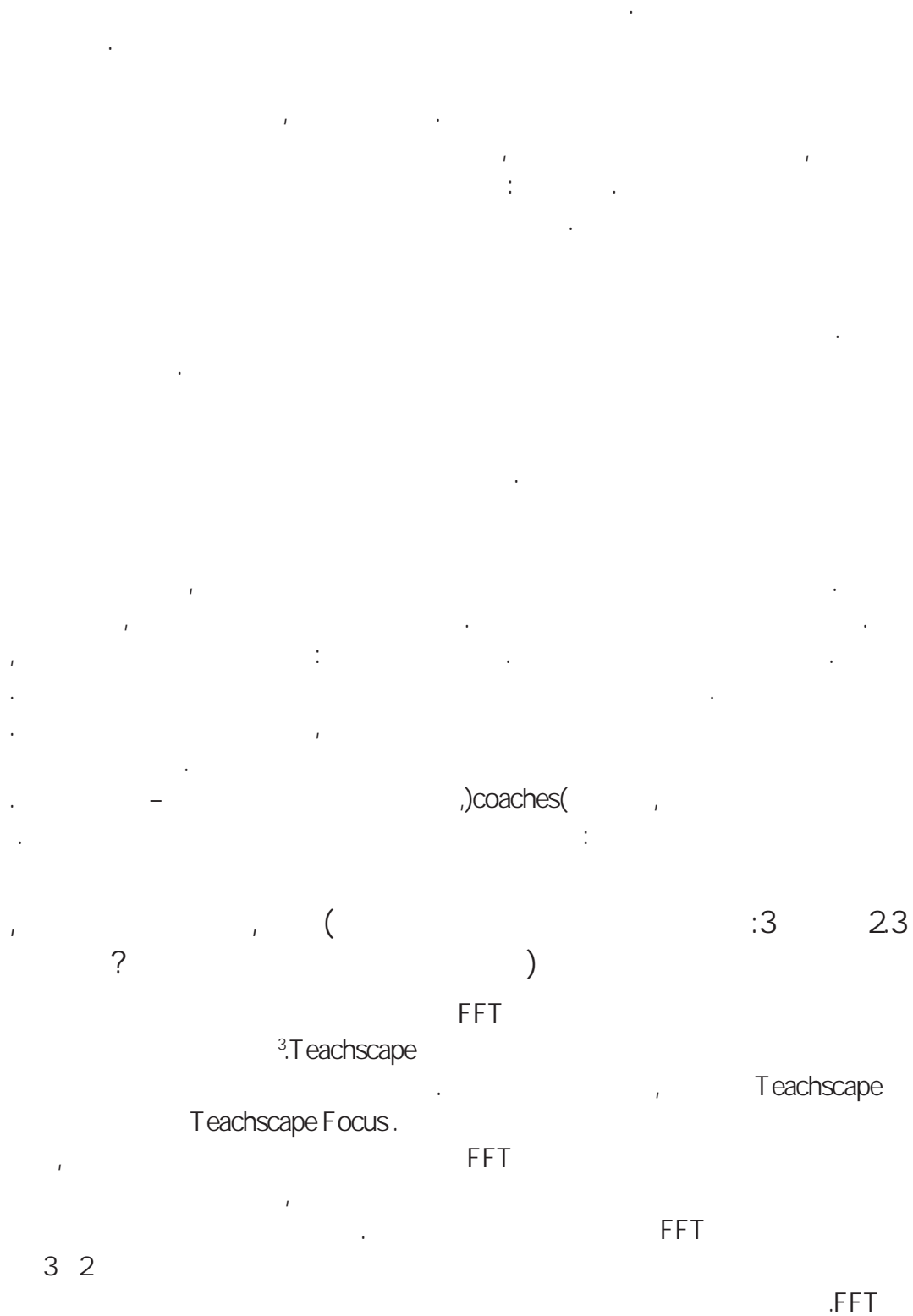
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<b>Day 1:</b>	
Opening remarks: <b>Prof. Bat-Sheva Eylon</b>	
<b>09:00–14:00</b>	<b>Session 1</b>
	<p>Chair: <b>Dr. Hagit Hartaf</b></p> <p>Video 1: Watch, discuss in small groups, report to plenum Conversation with <b>Prof. Danielson</b>: Clarity in defining good teaching for coaching and for evaluation</p> <p>Conversation with <b>Mr. Atkinson</b>: Teachscape tools to train for accuracy of judgment (FfTs) to inform conversation</p> <p>A walk through FfT's training for a single component (3c: Engaging students in learning)</p> <p>Video 2: Watch, discuss in small groups, report to plenum</p>



<b>14:00–17:00</b>	<b>Session 2</b>
	<p>Chair: <b>Mr. Yoav Selamon</b></p> <p>Using video for professional learning: Models and practical considerations</p> <p>Findings from the DG experience on teacher self–assessment, reflecting on practice and professional conversation to promote learning</p> <p>Conducting professional conversations</p> <p>Concluding discussion coordinated by <b>Dr. Adam Lefstein</b></p>
<b>Day 2:</b>	
<b>9:00–10:30</b>	Two parallel workshops, one run by <b>Mr. Atkinson</b> and one by <b>Prof. Danielson</b> with up to 10 participants. Atkinson will focus more on technological aspects and the use of Teachscape and video–based technologies in general and Danielson will focus more on professional development models, in particular the development of lead teachers and discipline–oriented development and evaluation .
<b>11:00–12:30</b>	Continuing the previous workshops
<b>13:30–15:00</b>	Personal sessions with two groups: <b>Prof. Danielson</b> with the Rama group and <b>Mr. Atkinson</b> with the Branco–Weiss group.

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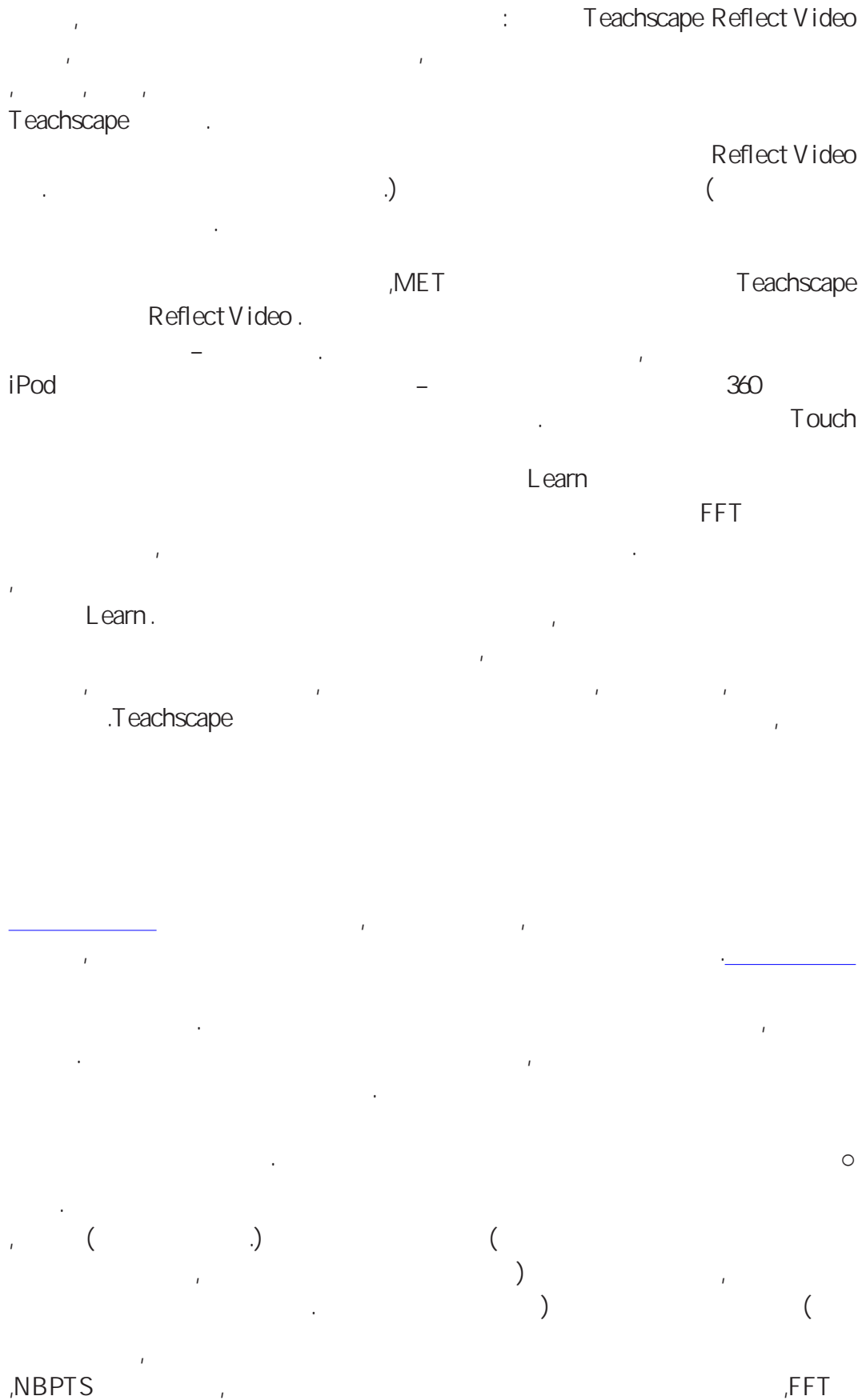
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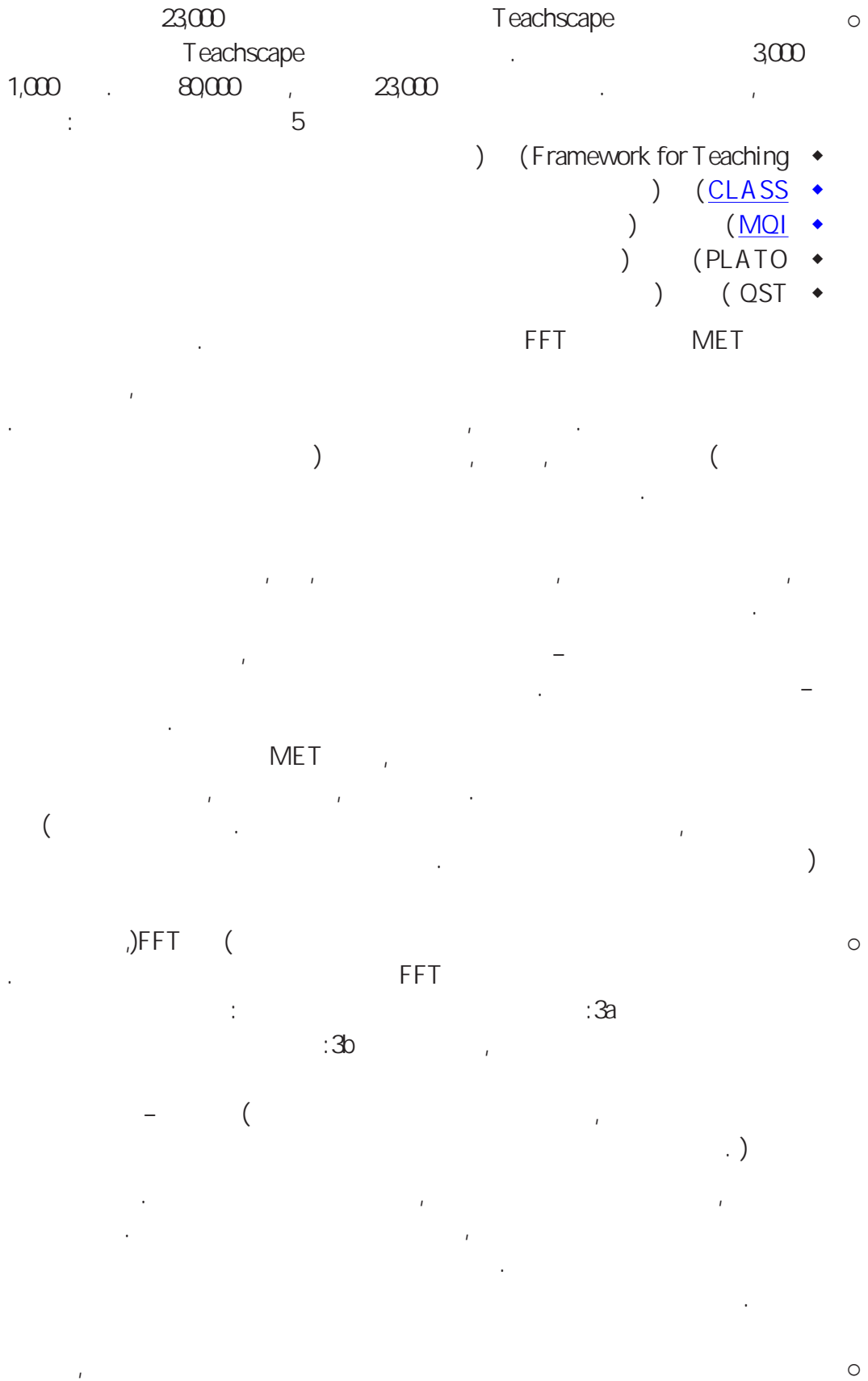
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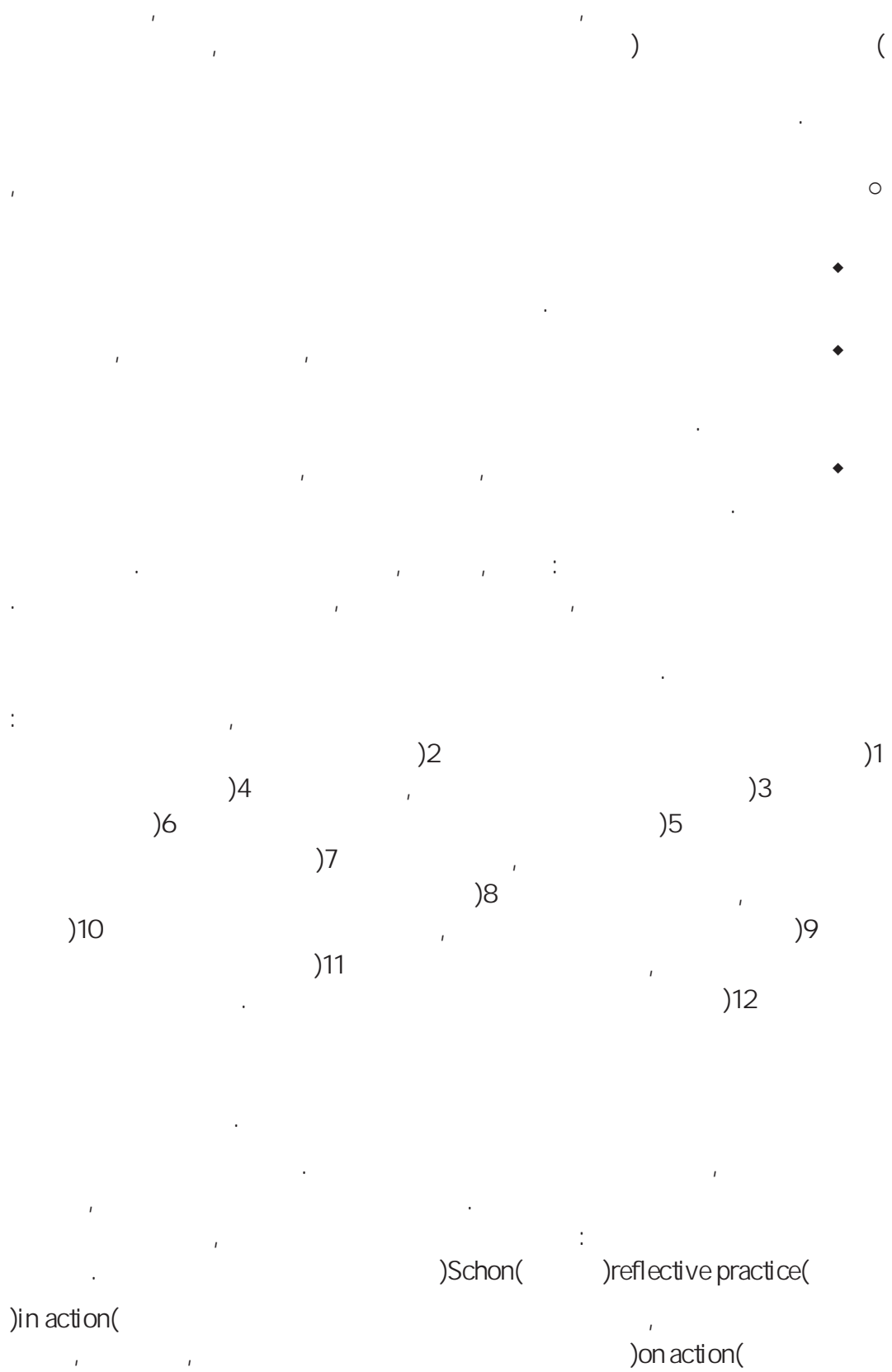
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**Mark Atkinson**, Mark Atkinson is the Founder of Teachscape, Inc., the leading provider of web-based solutions for enhancing the effectiveness of K-12 teachers. For eleven years, following Teachscape's inception in 1999, Mr. Atkinson served as the company's Chief Executive Officer. Mr. Atkinson has also served as an advisor to the Bill & Melinda Gates Foundation's Measures of Effective Teaching Project. Mr. Atkinson also advises federal, state and local policy-makers on new approaches to teacher evaluation and licensure. Mr. Atkinson has served on the Boards of Trustees of the Oracle Education Foundation, the Breakthrough Collaborative, and is a current Director of Presence Learning, Inc., the country's leading provider of on-line speech therapy services, and The Achievement Network, a Boston-based, education non-profit organization focused on improving the learning outcomes of K-12 students. Prior to founding Teachscape, Mr. Atkinson was the Senior Producer and Manager of New Markets for CBS News Productions in New York City and before that he served as a Producer for Peter Jennings Reporting, ABC News, where he produced a series of Emmy award winning network specials on U.S. foreign policy in Bosnia, Haiti and Iraq. He is a recipient of the Alfred I. Du Pont Columbia University "Gold Baton" for his work in Bosnia, considered the industry's most prestigious honor.

Mr. Atkinson is a graduate of Yale University.

**Charlotte Danielson**, a former economist, is an internationally-recognized expert in the area of teacher effectiveness, specializing in the design of teacher evaluation systems that, while ensuring teacher quality, also promote professional learning. She advises State Education Departments and National Ministries and Departments of Education, both in the United States and overseas. She is in demand as a keynote speaker at national and international conferences, and as a policy consultant to legislatures and administrative bodies.

Ms. Danielson's many publications range from defining good teaching ("Enhancing Professional Practice: a framework for teaching," 2007), to organizing schools for student success ("Enhancing Student Achievement: a framework for school improvement," 2002), to teacher leadership ("Teacher Leadership that Strengthens the Profession," 2006), to professional conversations ("Talk about Teaching! Conducting Professional Conversations," 2009), to numerous practical instruments and training programs (both onsite and online) to assist practitioners in implementing her ideas.

Ms Danielson is a graduate of Cornell University (history), Oxford University (philosophy, politics, and economics) and Rutgers University (educational administration and supervision.) She has taught at all levels, kindergarten through university), and has worked as a curriculum director and staff development director,



and is the founder of The Danielson Group. Her Framework for Teaching has become the most widely-used definition of teaching in the United States, and has been adopted as the single model, or one of several approved models, in over 20 states.

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