



Dr. Renato Cataldo, CEO

Ed Mass, COO

# Expertise



Dr. Renato Cataldo  
CEO/Founder



Ed Mass  
COO

- Decades of experience in the educational, healthcare, publishing, technology, and on-line service markets.



# Ask Yourself

What's the Best Use of  
Classroom Time?



# Revolution in Education Inside Classroom

Change From Teacher-Centered  
To Student-Centered Classrooms





# Flip Learning Produces Significantly Better Outcomes

Classroom

Home

Lecture



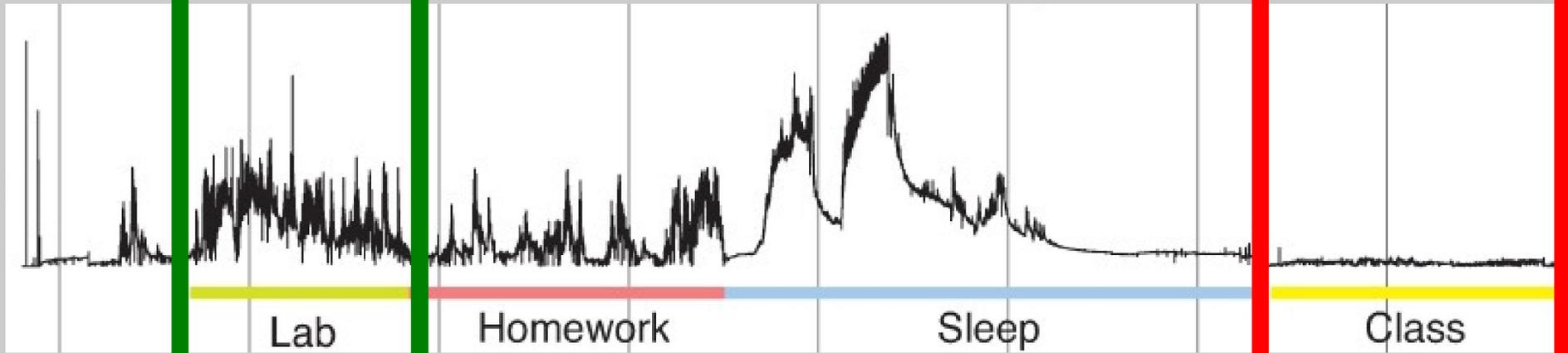
Replay as often  
as needed

100% plus  
20+% More



Homework  
0% - 75%?

# Brain Activity



Active Learning

Passive Learning



# Four Steps To Increasing Student Achievement

- Set Goals
- Assessment
- Accountability
- The Missing 4<sup>th</sup> Component:

## How?



# Educational Inequity

## Students Don't All Learn at the Same Rate

- Same Educational Opportunities at School
- Many Missing Educational Support at Home
- Need Greater Educational Support Within the *Framework* of the School



# Educational Support

- Extra Tutoring and Longer School Hours
- Increase Parental Involvement
- Increasing Discipline Problems
- Students Don't Do Homework
- Parent–Child Stress Over Homework

Support Inside The Classroom  
All Solved!



# Administrators Ask...

**Here's the question that school administrators should ask themselves:**

**What if every student, every day, does 5 - 6 hours of homework?**

**They do it in class with the teacher to help them immediately when they get stuck.**

**What would be the impact on student outcomes?**

# ●●● *Flip Teaching Outcomes*

- Teacher + Faster Students Help Slower
- Move Faster Through Work
- Students' Grades Increase
- Failure Rates Dramatically Decrease

# ●●● *Flip Teaching Outcomes*

- Time for Critical Thinking Activities
  - ❖ Inquiry Based Learning, Peer Instruction
- Students Learn Greater Socialization Skills
- Discipline Problems Dramatically Fall
- Homework Stress Eliminated from the Parent - Child Relationship



**What would it take for You  
to *believe* that Flip Teaching  
can achieve (and surpass) the  
current stated goals for  
education in MO?**



**If Flipped Classrooms are the Answer,**

***What Components are Necessary,***

**For Proper Implementation,**

**To Achieve *100% Compliance,***

***With Optimum Results?***

# ●●● Achievement To, Or Beyond, Current Goals for MO

## Two Options

- Require Flip Teaching –  
Example: Clintondale High School
  - ❖ Achieves Dramatic “All Subjects” Results  
(Data Shown Later in Presentation)
- Voluntary – Achieves Dramatic Individual  
Classroom Results

# ●●● Achievement To, Or Beyond, Current Goals for MO

## Options to Assist Teachers After Initial PD

### ➤ Ongoing Micro-PD

- ❖ After School Sessions Weekly or Bi-Weekly – Live or Online Webinar and Video Discussions
- ❖ Weekly Stats on Video Lessons Per Teacher
- ❖ Remediation with Slow Teachers
- ❖ Administration of Each School Must Support

# ●●● Achievement To, Or Beyond, Current Goals for MO

## Options to Assist Teachers After Initial PD

- Teachers Helping Teachers
  - ❖ PLC – Professional Learning Communities Supporting Flip Teaching
- Flip Teacher Coaches
  - ❖ Teaching and Innovation Coach – Especially Assisting Classroom Activity



# Why Have Every Teacher Create Video Lessons?

- Personalizes Relationship With Students
- Teacher's Personality
- Consistency of Teaching Technique
- Result: Increases Student Engagement

# ●●● What System Should Be Used For Flipped Classrooms?

- **System Specifically Designed for Flip Teaching**
- **Coaching of Teachers on Presentation**



# Enhanced Flipped Classroom Experience

- Teacher Recorded Video Lessons
- The Missing Link for “**Enhanced**” Experience - CrazyForEducation
- Homework In Class
  - ❖ Critical Thinking Activities
  - ❖ Inquiry Based Learning
  - ❖ Peer Instruction

# ●●● CrazyForEducation Platform

- Only Platform Specifically Designed by Flip Teachers, For Flip Teachers™
- Video Lessons with No Ads or Uncontrolled Content
- Extensive Feature Set



# CrazyForEducation Platform

Digital Notecard : 'Surface Area of Pyramids'

My Notes  
Write your text upto 1000 characters.  
My Notes

My Summary  
Write your text upto 1000 characters.  
My Summary

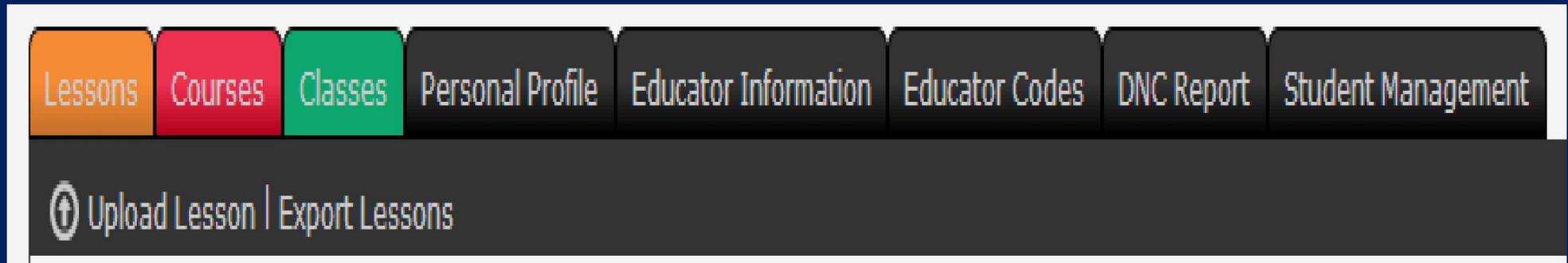
I don't understand  
Write your text upto 1000 characters.  
I Don't Understand

One Curiosity Question  
Write text notes upto 1000 characters.  
One Curiosity Question

✓ Save    ✗ Cancel

- “Know Your Students” Before Entering Class
- Student Digital Notecards
- Assessments for Learning
  - ❖ Multiple Choice
  - ❖ Short Answer

# ●●● CrazyForEducation Platform



- Lesson and Course Management
- Class/Section/Virtual Group Management
- Assignment, Due Dates, Reference Links
- Reports, Statistics
- In a Super Simple Interface



# CrazyForEducation Platform

- Fast Streaming Any Device
- Recognizes Bandwidth





***With All These Student Benefits  
Immediately Available,  
Why Would We Want to Withhold  
Them from Our Students?***

**Teachers tell us they often see  
changes in their students**

- within weeks,**
- with better outcomes, and**
- greater engagement and**
- enjoyment for learning.**



***With All These Student Benefits  
Immediately Available,  
Why Would We Want to Withhold  
Them from Our Students?***

**Teachers frequently tell us that  
C and D students move to  
A and B students.**



# CrazyForEducation Platform



Free

To Schools,

Teachers,

Their Students

# ●●● CrazyForEducation Platform

Free Online and Live PD for  
Schools and Districts

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Looking for 2 MS and 2 HS  
Who Want to Totally Flip  
With Additional Support



# Teachers and Schools Generate Revenue

- Real Lessons From Real Teachers™
- Teachers/Schools Get Paid on a Pay for Play Model



# CrazyForEducation Top Expertise in the U.S.

## Numerous Flip Teaching PD

- Schools Across the U.S.
- Education Plus (formerly CSD)
- Teach For America
- Conferences
- Over 15 Hours of Interviews for Video eBook “101 Flippin’ Teachers”

# CrazyForEducation

## Top Expertise in the U.S.

Missouri  
DEPARTMENT OF ELEMENTARY & SECONDARY  
EDUCATION™

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### Flipped Classroom Concept Coming to Normandy Schools Collaborative

Home

Monday, July 21, 2014

As part of the new beginning for the Normandy Schools Collaborative, the tradition of teachers giving classroom lectures and students doing homework at night is being turned on its head at Normandy High School. The school is adopting the flipped classroom concept in appropriate subjects beginning next school year. Training for

For more information  
**Sarah Potter**  
Communications  
Department of Ele

Teachers record their lessons through CrazyForEducation of St. Louis. Once a teacher uploads a video to the service, reviewers look for clarity and content. Teachers who lack compelling presentation or technical skills can receive coaching. CrazyForEducation is totally free for teachers and districts, and there is no cost to students to view videos of their own teachers.



# CrazyForEducation Top Expertise in the U.S.

Developing Graduate Course with  
UMSL College of Education

“Flipping Culture Through Flipped Classrooms”



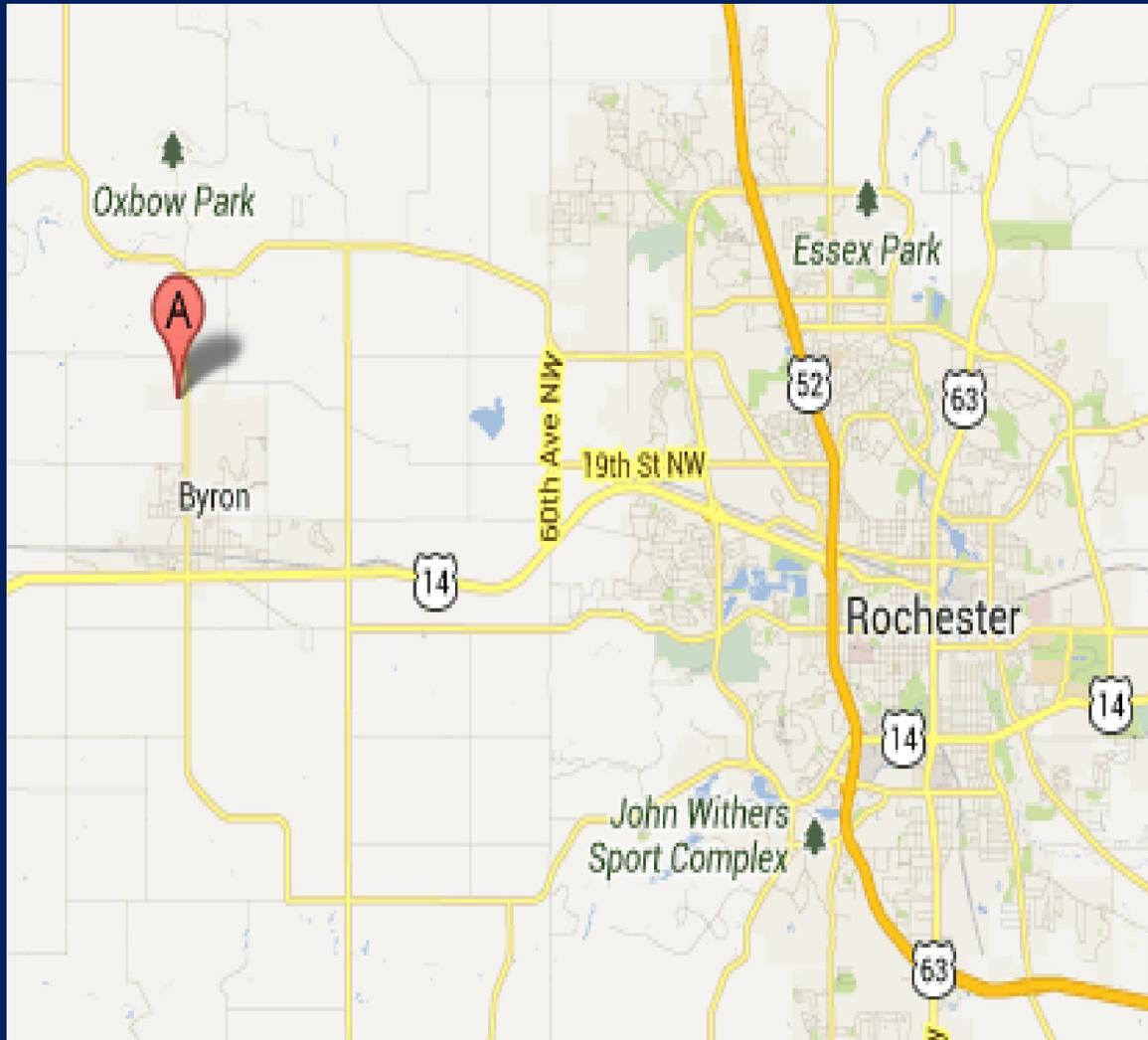
So...

Show Me the Data



# Case Study #1

## Byron High School



# Flipped Math Department

# Byron, MN



# Byron High School Flipped Math Department

	Before (2009)	After (2012)
MCA (State Exam) Pass Rate	29.9%	73.8%
ACT Score	21.2	24.5



## Case Study #2

# Clintondale High School



Fully Flipped  
High School

Clintondale, MI



# Clintondale High School Implementation Timeline

2009      Baseline

2010      Flipped 9th Grade

2011      Flipped All Grades

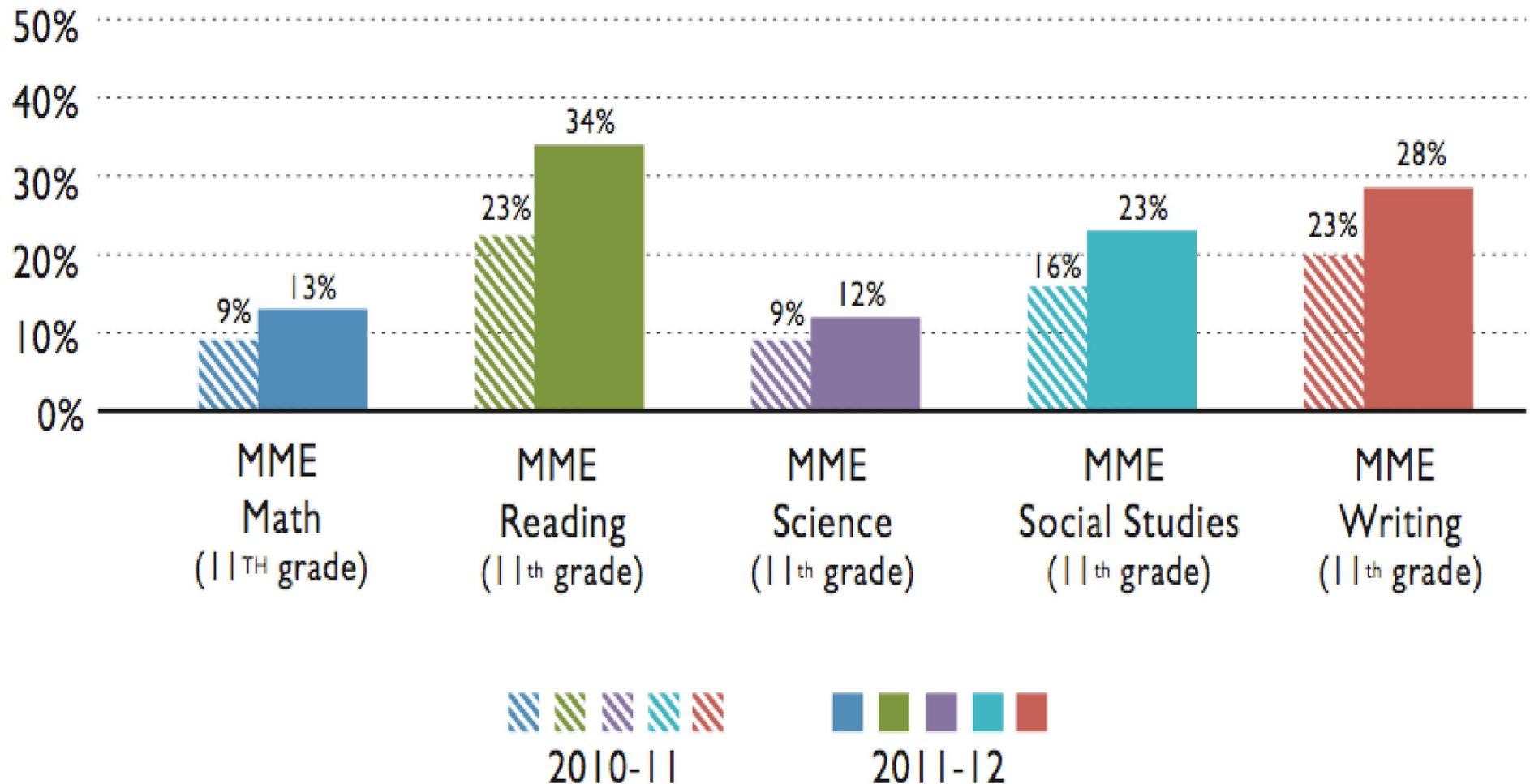


# Clintondale High School 9th Grade Failure Rates

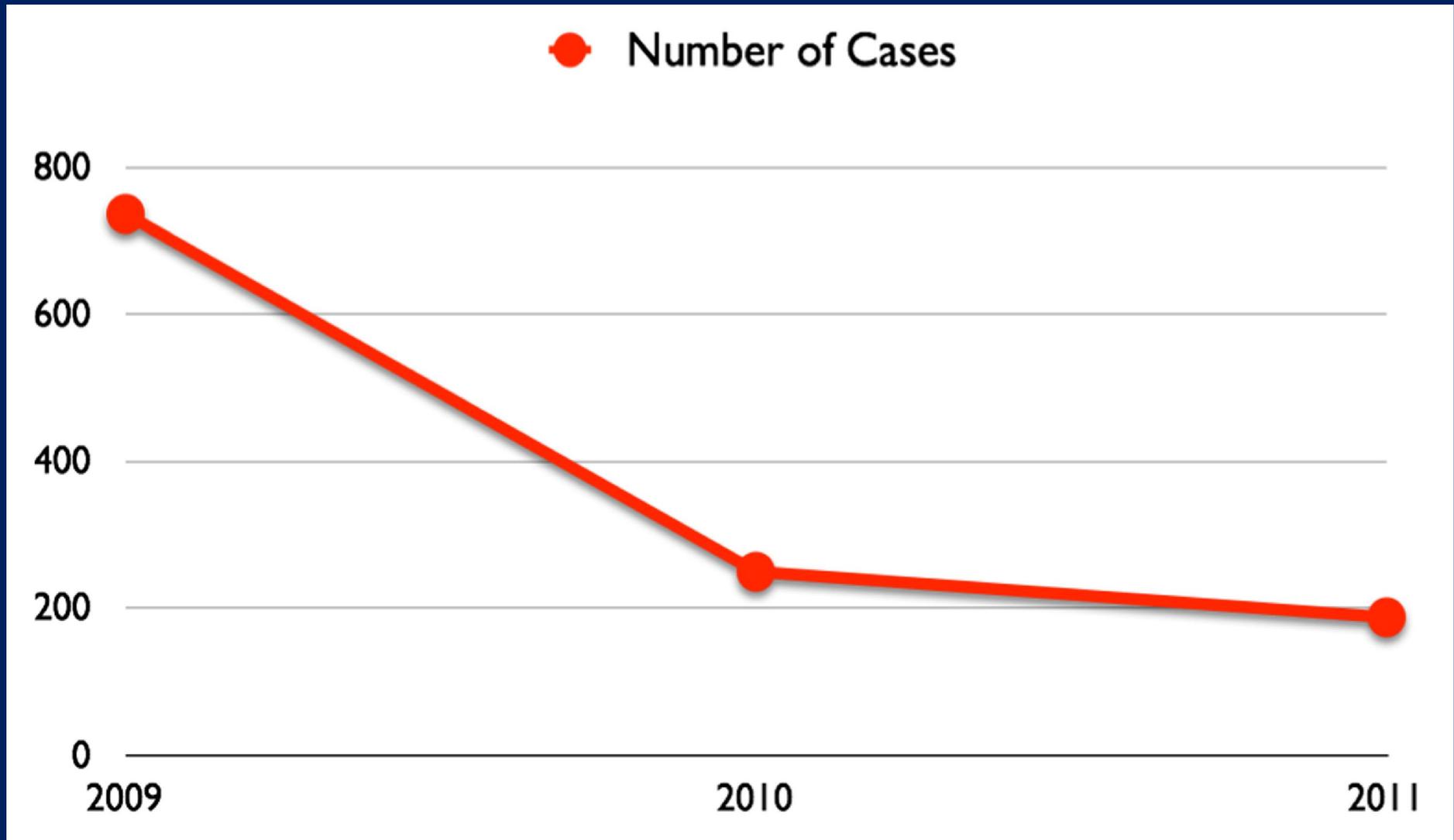
	Before (2009)	After (2010)
Math	44%	13%
Language Arts	52%	19%
Science	41%	19%
Social Studies	28%	9%

# Clintondale High School Michigan Merit Exam Scores

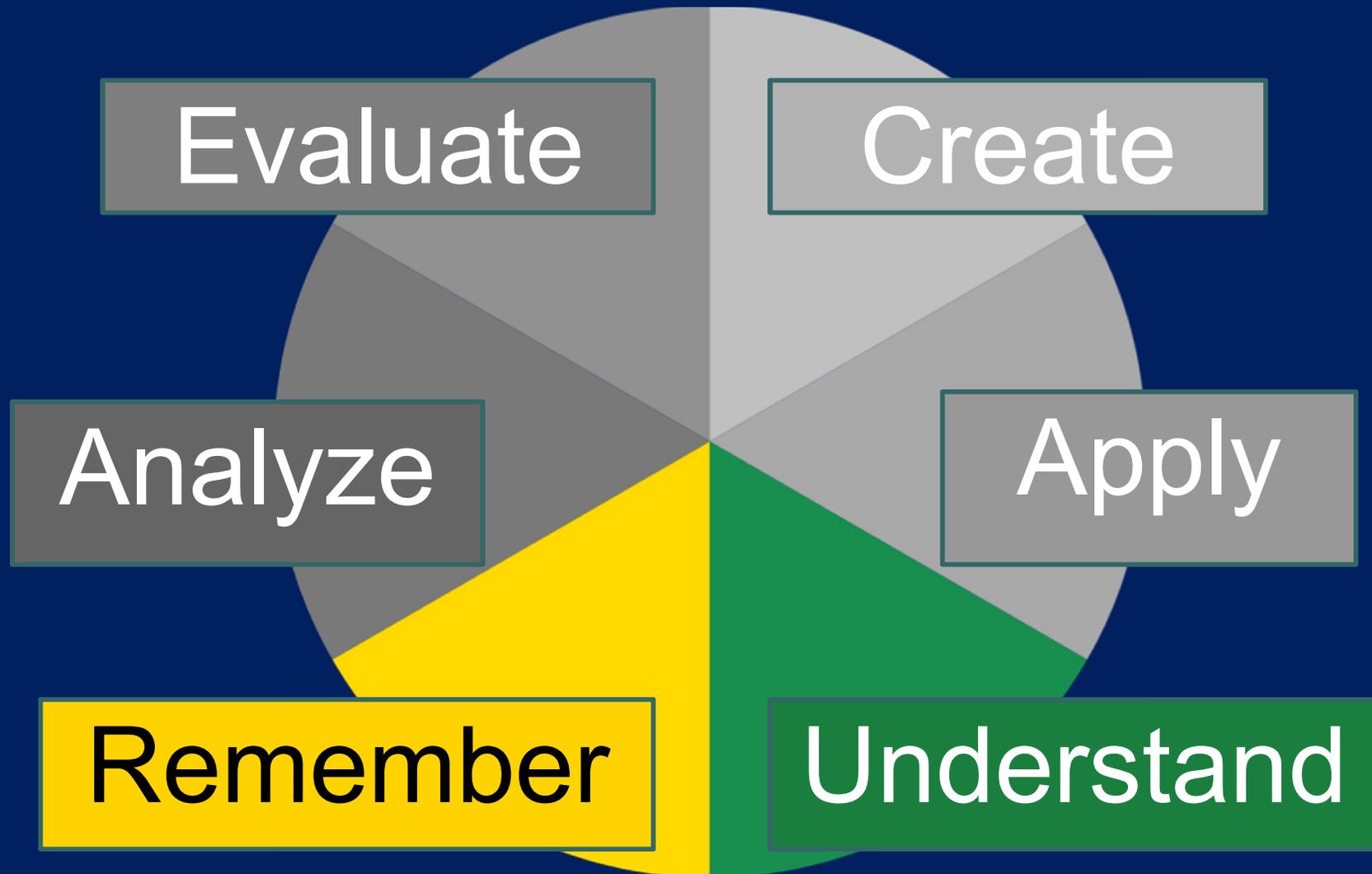
## MICHIGAN MERIT EXAM (MME) ACHIEVEMENT INCREASES



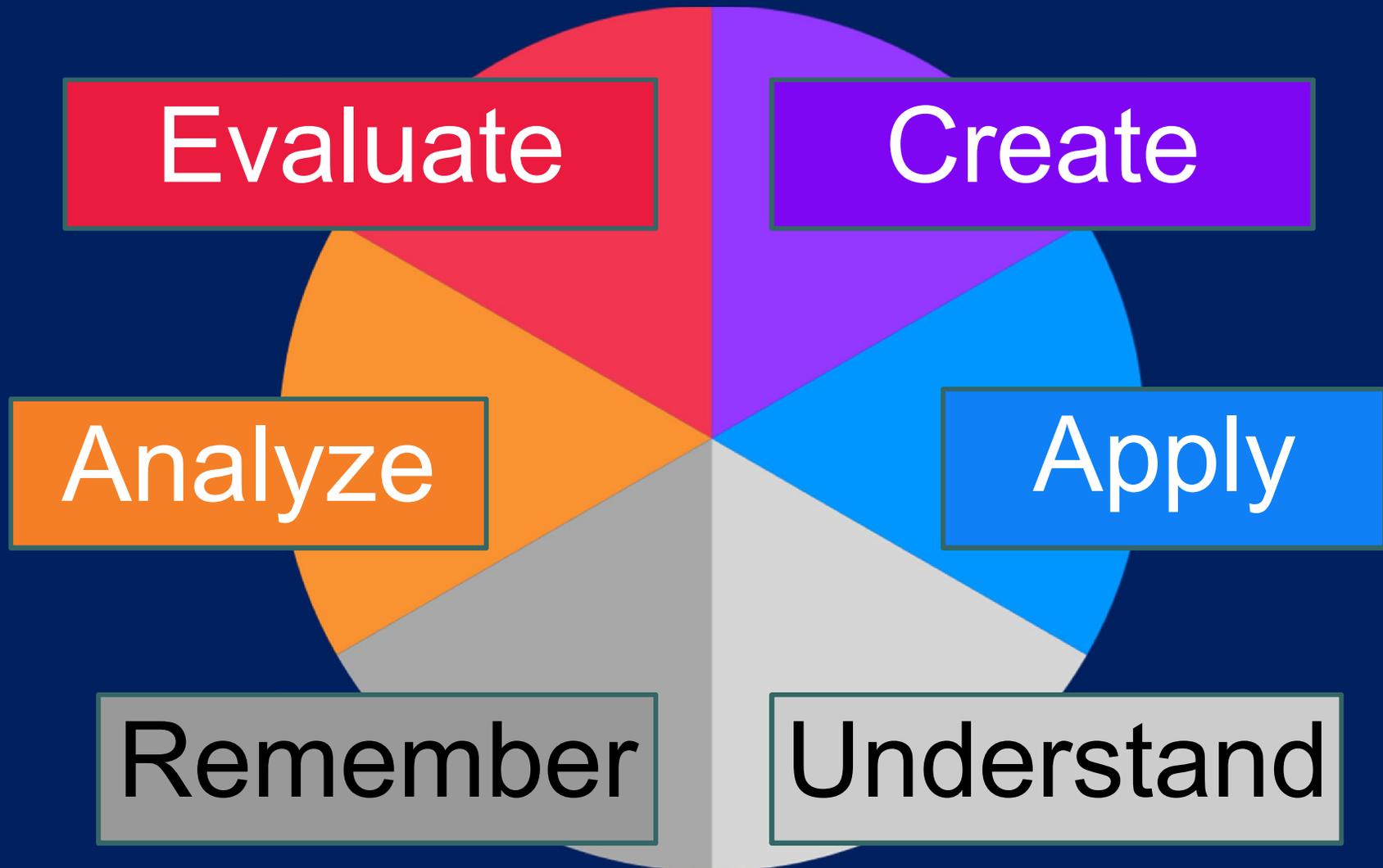
# Clintondale High School 9th Grade Discipline Cases



●●● Bloom's Taxonomy  
Traditional Classroom Emphasis



●●● Bloom's Taxonomy  
Flipped Classroom Emphasis





# Flipped Learning & Democratic Education Survey

## *Elements of Flipped Learning*

- Personalization Through Differentiation, Asynchronous Pacing, & Student Choice
- Social Interaction & Student Expression
- Equitable Access to Instruction



# Flipped Learning & Democratic Education Survey

## *Elements of Flipped Learning*

- Promotion of Student Initiative and Ownership of Learning
- Active & Experiential Learning
- Development of Critical Thinking & Collaborative Problem Solving

# ●●● Do Students Want Engagement?

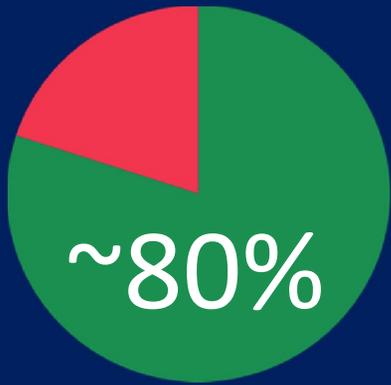
High School Survey of Student Engagement (2010)

Indiana U., School of Education

- 75% Students Want No, or Little, Lecture
  - ❖ Students Say They are Bored
- 60% Students Want Very Much, or Some,
  - ❖ Discussion and Debate
  - ❖ Group Projects, Plus Other Activities

# Flipped Learning & Democratic Education Survey

~ 80% of Students Agree they have...



- More constant and positive interactions
- Greater opportunities to work at own pace
- Greater access to course material & instruction
- More choice in how they demonstrate their learning, and
- View learning as a more active process

# Flipped Learning & Democratic Education Survey

~ 70% of Students Agree they are more likely to...



➤ Engage in collaborative decision making

➤ Engage in critical thinking and problem solving

➤ Have a choice in what learning tasks they engage, &

➤ Teacher is more likely to differentiate their interests, strengths, and weaknesses



# What Change Creates the Greatest Improvement in Learning?

- Teachers?
- Curriculum?
- Learning Process?

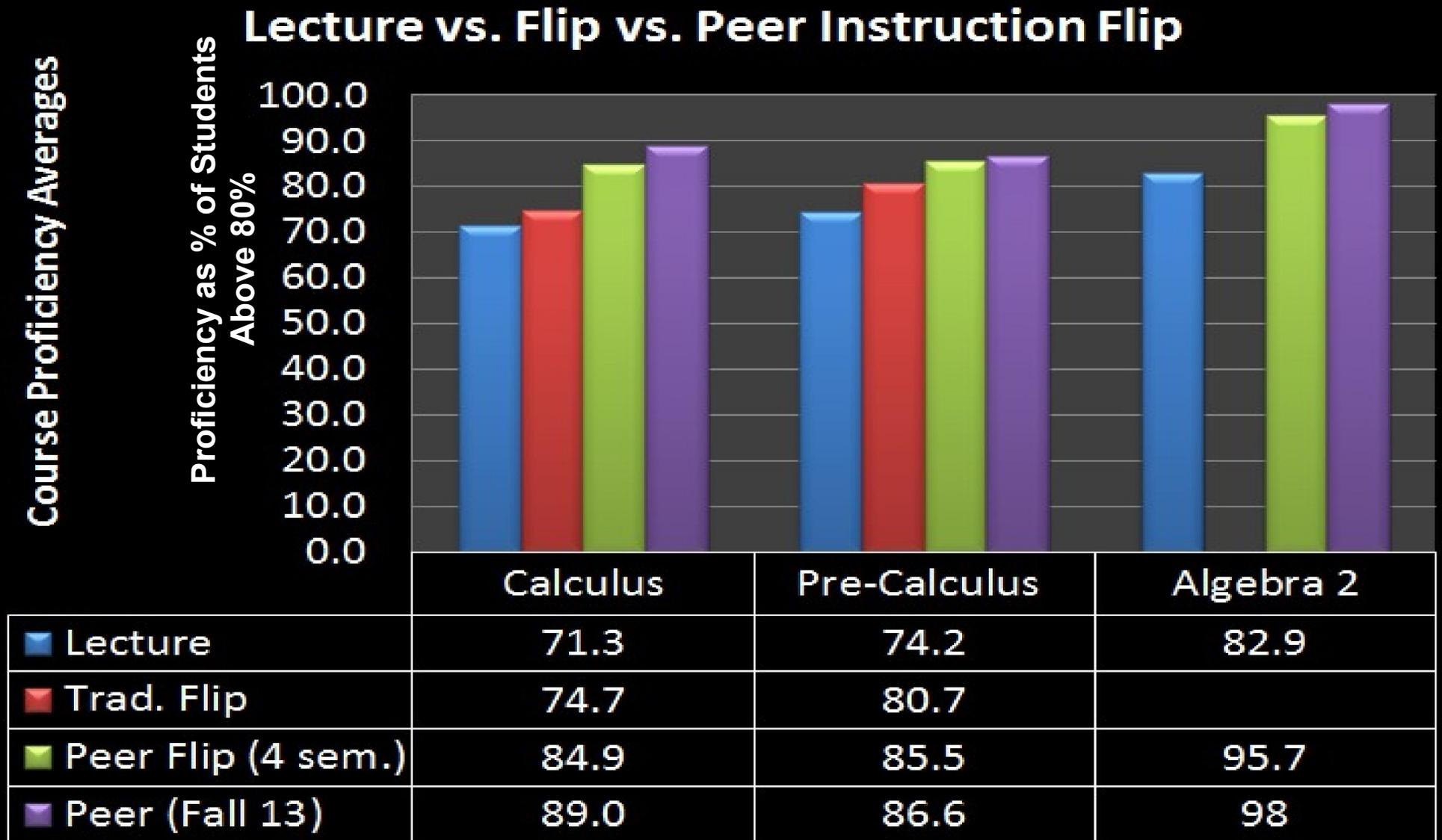


# Flipped Classrooms Produce Higher Outcomes

- Same Teachers
- Same Curriculum
- Change Learning Process

# Byron High School

## Peer Instruction Flipped Learning





# Flipped Classroom Basic Concept 1 of 2

Take Lecture,  
Knowledge Transfer,  
One Way Communication

Out of the Classroom



# Flipped Classroom Basic Concept 2 of 2

## Use All Classroom Time for Participatory Activities

- “Homework” In Class
- Peer Instruction Flip Learning
- Inquiry/Problem Based Learning



# Just-In-Time Flipping

- Some Teachers Hear a One Hour Presentation and Start Flipping Their Class Within a Week
- Does Not Require “Future” Planning
  - ❖ We Make Flipping Simple



**Crazy For Education** L.L.C.  
*Real Lessons From Real Teachers™*

**Ed Mass, COO**

**Ed@CrazyForEducation.com**

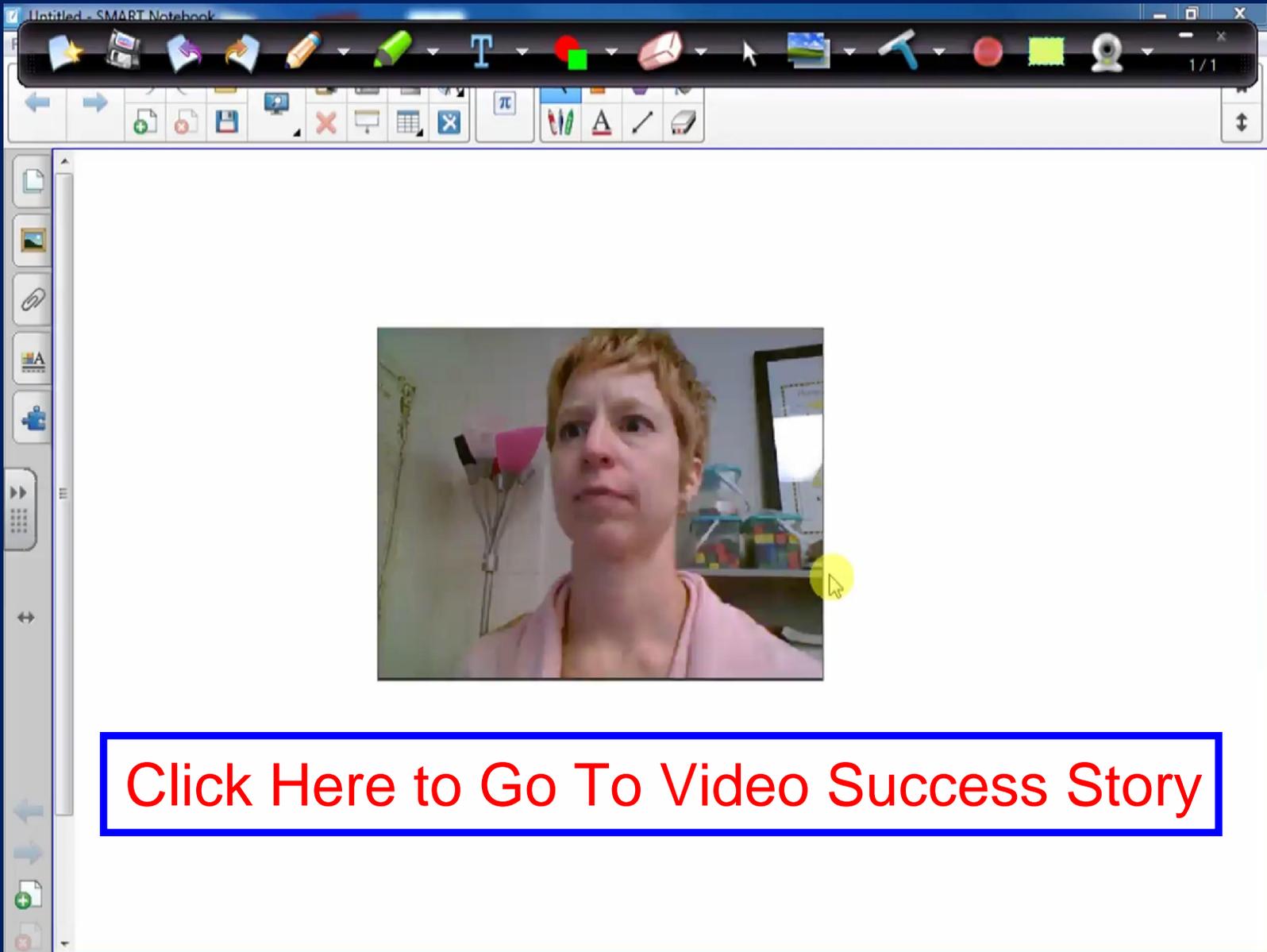
**Dr. Renato Cataldo, CEO**

**Renato@CrazyForEducation.com**

**Let Us Help You  
Succeed for Free**

# Amy Hall

## Rockwood Valley Middle School - Math



The image shows a screenshot of a SMART Notebook application window. The window title is "Untitled - SMART Notebook". The interface includes a top toolbar with various drawing and editing tools, a secondary toolbar with mathematical symbols like pi and infinity, and a vertical sidebar on the left with navigation and editing icons. In the center of the workspace, there is a video thumbnail of a woman with short red hair, identified as Amy Hall. A yellow mouse cursor is positioned over the bottom right corner of the video thumbnail. Below the video, there is a red text box with a blue border containing the text "Click Here to Go To Video Success Story".

[Click Here to Go To Video Success Story](#)

# ●●● Robyn McPherson, Math Lyon Academy at Blow, SLPS, Grades 3 – 5

