Meet Our Speakers

Megan Hartman
Vice President, East Sales
RethinkEd

Dr. Kurt E. Hulett
Vice President, Special Education Services
LetsGoLearn

Moderator
Sharyn Weiss
Director of Strategic Partnerships
CEC
Our Story

At RethinkEd, we believe learning should bring out the best in everyone.

We bring cutting-edge strategies to administrators, educators, students, parents, and caregivers to support effective, high-quality education of the whole child.

RethinkEd was founded on a simple, yet powerful idea:

• To literally re-think education.
• To make it better and easier.
• To unburden school districts and empower educators.
• To improve outcomes and elevate accountability.
• To promote collaboration and inspire learning.
• And, most importantly, to make a difference in the school day for everyone – administrators, educators, and students.
Let’s Make a Difference Together

**Wellness Solutions**
Promote and support the social emotional, mental, and behavioral wellness of your students, families, staff, and educators.

[Learn More →](#)

**Special Education**
Support every student’s journey with individualized, defensible and evidence-based supports for all learners.

[Learn More →](#)

**Professional Development**
Improve engagement, increase retention, and empower educators to reach their goals with training and support through on-demand, self-paced courses that put their learning first.

[Learn More →](#)

**MTSS**
Optimize and standardize interventions for every tier of learner across academics, social emotional skills, and behavior.

[Learn More →](#)
Megan Hartman
Data-Driven Individualized Learning – Facilitating Corporate Partnerships

CEC Leadership Institute – July 8-10, 2022

Dr. Kurt E. Hulett
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Corporate Partnerships

Equals

Relationship Building
Linking Corporate Solutions to Sponsorships
Our Mission and Commitment

To develop a solution that creates the substantive requirements of the IEP in order to:

1. Ensure educational quality and internal consistency of all major substantive elements of the IEP
2. Require minimal effort and training from special educators to develop high quality, legally-compliant IEPs
3. Ensure every element of the IEP is data-driven and tied to diagnostic data
Assessment identifies each student’s learning gaps and present levels.

**Step 1: Diagnostic Assessment**

- Assessment identifies each student’s learning gaps and present levels.

**Step 2: Data-based PLAAFP and Baseline-embedded Annual Goal Creation**

**Step 3: Customized Courses (SDI)**

- Data-driven individualized instruction to address skill gaps and deficit areas.

**Step 4: Built-in, Instruction-Embedded Formative Assessment**

- Teachers easily queue up monthly & quarterly assessments at lesson or unit level.

**Step 5: One-click, Formative Assessment Progress Monitoring**

- Educators monitor and adjust progress to inform next steps.

Internal Consistency and Compliance Achieved
So, who would be a good partner for Let’s Go Learn?

Factors to Consider When Evaluating Potential Partners:

- Special education-specific
- Works closely with special education directors and teachers in K-12 public schools
- Addresses all disabilities
- Addresses legal compliance and educational quality of the IEP
Let’s Go Learn – Case Study

Our Goals:

- Product advancement
- Branding
- Relationships

Who we Partner/Sponsor:
CEC and select divisions (90%) at National and State Levels (Laser vs. Shotgun Approach)
Strategies for Sponsorship Building

- Reach out to companies in your state, province, or territory that address special education needs

- Understand their goals (branding, meeting admins, meeting experts, etc.)

- Build relationships with companies that sponsor at the national level with leading nonprofits in the special education space

- Understand your value and collect the data that will be of interest to potential sponsors; help companies connect the dots
Strategies (Cont.)

- Offer creative opportunities that facilitate relationship building (board retreats, HH, dinners, fun outings, etc.)

- Seek out and partner with companies with a major focus in special education who employ experts and licensed specialists

- All companies need to partner with experts in the field and build brand recognition

- Look for the win/win – let companies help you advance your cause
Thank You!

**Linking Academic Needs to Specialized Instruction**

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Curious on future sponsorships?  
Schedule to meet with us here!