

# BUILD A CARING, EQUITABLE AND COLLABORATIVE CULTURE OF LEARNING

Make a last longing impact on student learning by improving  
teacher wellbeing, competencies and motivation.



For Schools and Districts





# OUR VISION

## A cost-effective social, caring, equitable and collaborative learning platform

We believe that one of the most impactful ways to improve Education in the world is to focus on **building capacity in teachers** and improving their **wellbeing, competencies** and **motivation**.

**TeacherWit** is committed to creating a global community that facilitates interactions and collaborations between educators and the diffusion of inspiring educational resources in a safe, welcoming and authentic environment.

On LinkedIn, teachers share with thousands of people they don't know. On Facebook, they share with a limited circle of friends.

On **TeacherWit**, they connect with educators who share the same interests!

*"The most valuable resource that all teachers have is each other. Without collaboration, our growth is limited to our own perspectives."*

Robert John Meehan





# EDUCATIONAL INSTITUTIONS CHALLENGE #1: FOCUS ON TEACHERS

## Teachers wellness and mental health have a direct impact on student learning

Perceived **lack of institutional support** and unenforced mitigation strategies are cited as a factors for teachers who mention quitting or changing careers and one of the key factors influencing teacher mental health \*\*

*'Access to employer-provided mental health supports is linked to lower levels of job-related stress and higher levels of **resilience** for both principals and teachers' \**

**53%** of teachers are considering **leaving** the field or retiring more now than they were before the pandemic\*\*

**27%** of teachers self-reported symptoms consistent with clinical depression\*\*

*'Stress on the job can negatively affect educators' physical health, and poor teacher wellness and mental health are linked with **lower-quality student learning environments** and with poorer academic and nonacademic student outcomes' \**

**37%** self reported symptoms consistent with generalized **anxiety**\*\*



\*Findings from the 2022 State of the American Teacher (SoT) and State of the American Principal (SoP) surveys\* [https://www.rand.org/pubs/research\\_reports/RRA1108-4.html](https://www.rand.org/pubs/research_reports/RRA1108-4.html)

\*\* CDC Foundation, Mental Health Impact of the COVID-19 Pandemic on Teachers and Parents of K-12 Students, <https://www.cdcfoundation.org/mental-health-triangulated-report?inline>



# EDUCATIONAL INSTITUTIONS CHALLENGE #2: FOCUS ON PROFESSIONAL LEARNING

Make Professional Learning cost-effective, teacher-driven and collaborative

‘Even though we spend **\$18 billion a year on professional development** for teachers in the United States, teachers usually don’t get to pick their own programs. Instead, professional-development products and services are purchased by schools and districts. This investment might **not be leading to better student outcomes, though.**’\*\*\*

Education funding generally is **inadequate and inequitable**\*\*

“Overall about 70 percent of principals said they had **minimal access** to almost all the areas considered key to high-quality principal prep, the report says.”

The highest-poverty districts are spending about **30%** less than what would be required to deliver an adequate level of education to their students.\*\*



\*<https://www.nea.org/advocating-for-change/new-from-nea/10-challenges-facing-public-education-today>

\*\*<https://www.epi.org/publication/public-education-funding-in-the-us-needs-an-overhaul/>

\*\*\* <https://www.educationnext.org/edstat-18-billion-year-spent-professional-development-u-s-teachers/>

## Ensure that every teacher can learn and grow as a valued educator



- ✔ – Make your teachers consider **new perspectives and different ideas** by connecting with educators from 50+ countries they would certainly never meet.
- ✔ – **Attract** new teachers and improve **teacher retention** by offering them a modern and meaningful tool that highlights the most **trendy topics** in Education.
- ✔ – Make **PD more equitable and affordable** by giving all your teachers access to qualified coaches and a variety of resources to implement the most effective practices. School districts can save money on PD and training costs.
- ✔ – Build a positive, inclusive and equitable **culture** in your district.
- ✔ – Enhance **student learning** by supporting teachers' well-being and professional learning.
- ✔ – Improve **mental health** with a safe, supportive and friendly environment and peer-to-peer learning opportunities and ongoing coaching.
- ✔ – Have an **exclusive group** for all your teachers to enhance collaboration and communication across the district.





# Well-Being, Diversity + Collaborative Learning = TeacherWit





# WHY SHOULD EDUCATORS JOIN?

*An inspiring community to socialize and learn*

Some of the most inspiring educators have been on **TeacherWit**. Not only can teachers **socialize**, but they also have access to a valuable **library of resources**, including past and live learning opportunities.

Shane Safir



Katie Martin



Yong Zhao



Kath Murdoch



Jeff Utecht



Tricia Friedman



John Mikton



Esther Wojcicki



Tania Lattanzio



Nancy Squicciarini

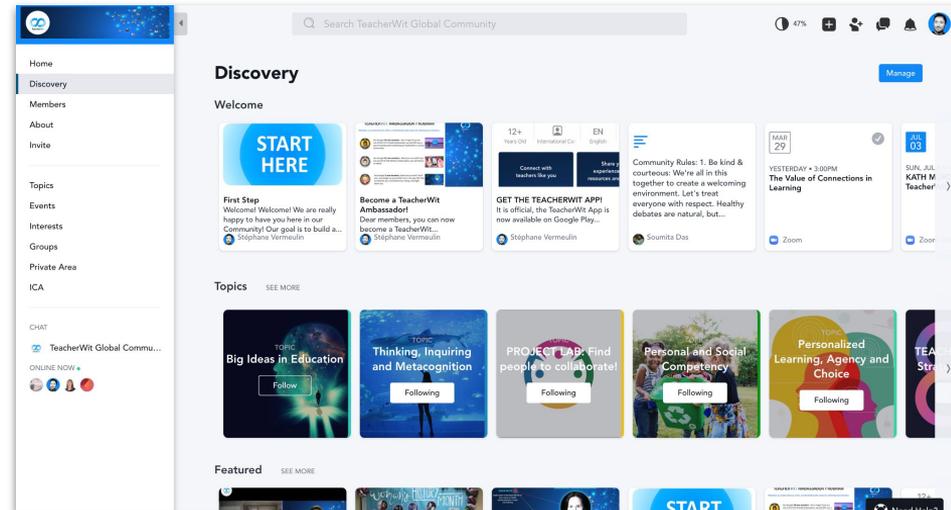




## Building capacity for one another

Together, we leverage the power of the community to improve Education!

By joining **TeacherWit**, you get access to useful educational resources and benefit from the experience of many educators across the globe so that you can learn from and with your peers. It is an **affordable** opportunity to belong to a **community** of like-minded educators. TeacherWit is a **safe and teacher wellbeing-oriented environment where members** share their own stories, anecdotes, comments, strategies and resources. They can also find **partners to collaborate** on local or global projects and attend live sessions with **inspirational guest speakers**.





# HOW DOES IT WORK?

## A User-friendly and Powerful Platform

In your School/District space, you can offer a unique experience to your members with the following exclusive features:

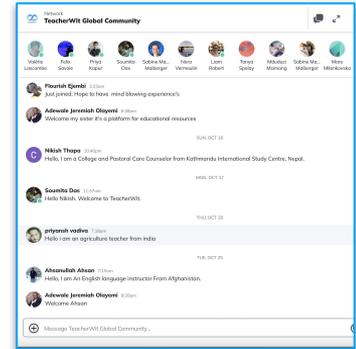
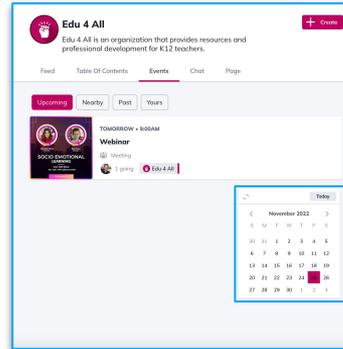
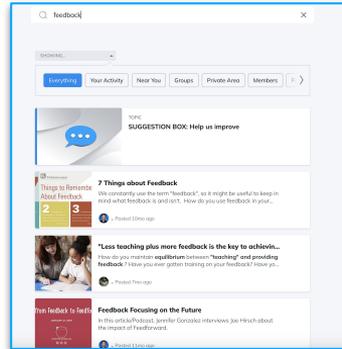
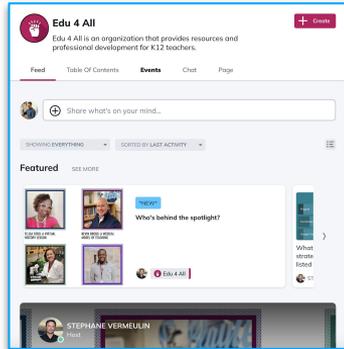
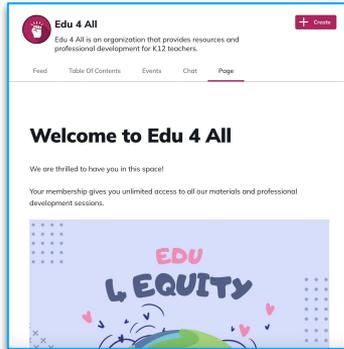
A **Page** to provide information or just welcome everyone

A **Feed** where everyone can see the latest activity

A **Search Bar** is always visible at the top of the page to easily find any post, event, member or resource.

An **Event** page to schedule and manage all types of live events

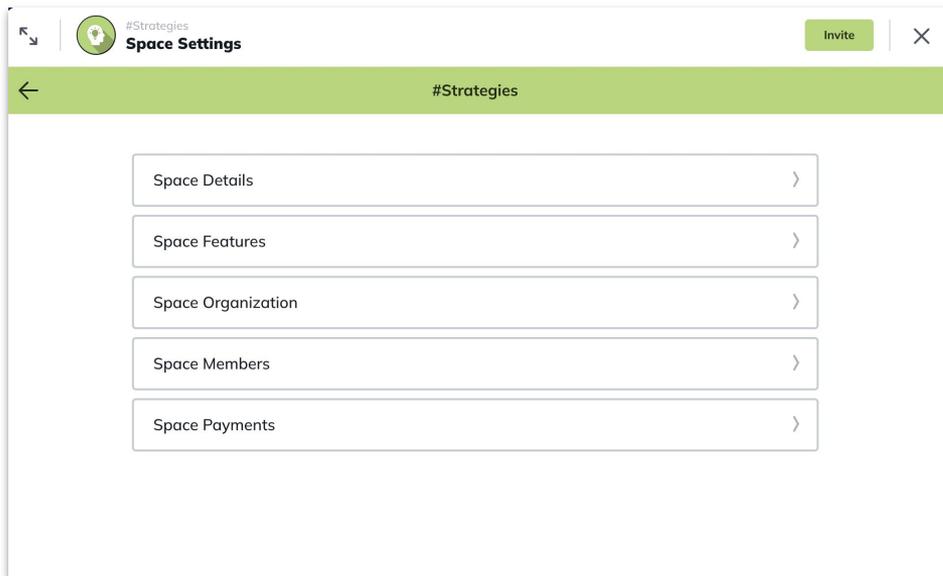
A **Chat** to provide information or just welcome everyone





# GET THE PROFESSIONAL TOOLS YOU NEED

A welcoming, effective, and safe place, only for your faculty



You have **direct control** over the **settings** of your space to create personalized and effective communication with your faculty.

You can **decide** what your members are entitled to do and what features you want to offer in your space. When you change a setting, it is **immediately effective**.

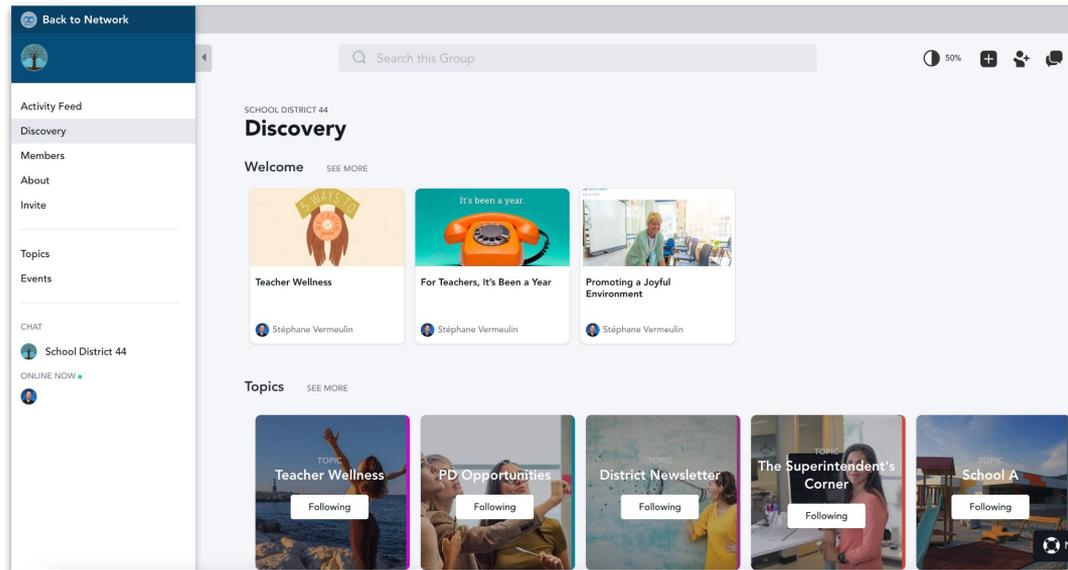
You can also share an unlimited number of **digital items**, including videos, presentations, pdfs to name just a few.



# SCHOOL DISTRICT PRIVATE GROUPS

A welcoming, safe and inspiring place, only for your teachers

Districts have a total **ownership** of their space so they can build it to promote social interactions, well-being and peer-to-peer learning.



**Spaces** provide organizations with a **personalized** and effective way to communicate with their members, share specific resources, host live events and develop their own topics, organized by themes, subjects or grade levels. **Space members** can participate in discussions, connect with others, share ideas, questions and resources. Your faculty feel like they belong to the community, which will increase both their wellbeing and motivation. They also have access to the global platform and educators from all around the world.



EVERYONE

SCHOOLS  
OR SCHOOL DISTRICTS



**Membership** - Can join for free



**App** - Download for free



**Connection** - Connect with other educators from all around the world to exchange ideas, resources and practices



**Discussions** - Access and participate in Topic discussions



**Resources** - Access resources shared in Topic threads



**Webinars and Live Events** - Attend inspiring webinars from a selection of prestigious guest speakers and other live events.



**Your own Branded Space** - Up to 5 branded spaces with full ownership and ongoing support from the TeacherWit team.



**Features**- Full features, including members only area, customization of the space and hashtags, live events and chats, unlimited uploads and downloads, unlimited live events.





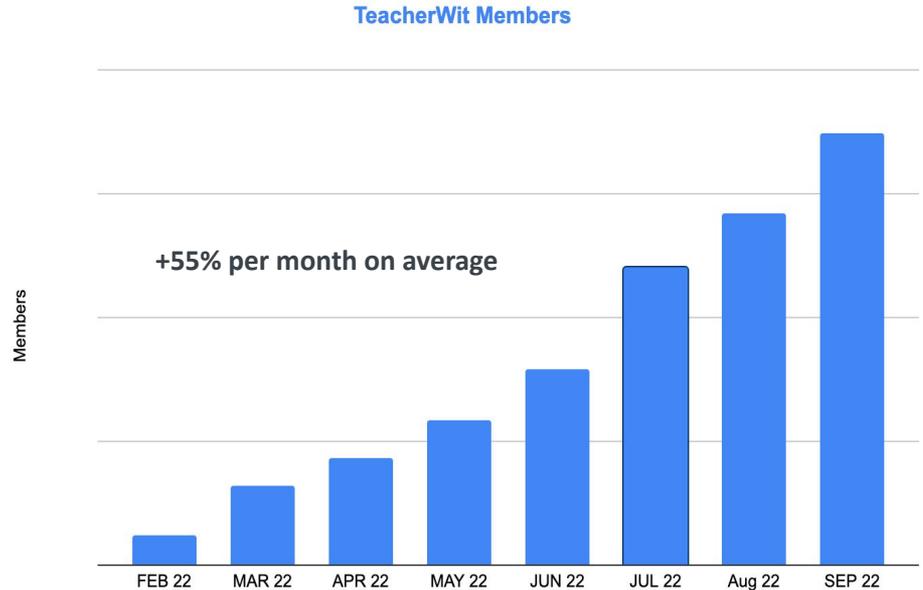
# OUR COMMUNITY

A fast-growing community of educators from 92 countries

Since its launch in February 2022, TeacherWit has experienced a 55% monthly increase in the number of users.

Members are from 92 countries, and teach all subjects and grade levels.

While most members are teachers, we also have some authors, education consultants, edutech specialists, researchers and school leaders.



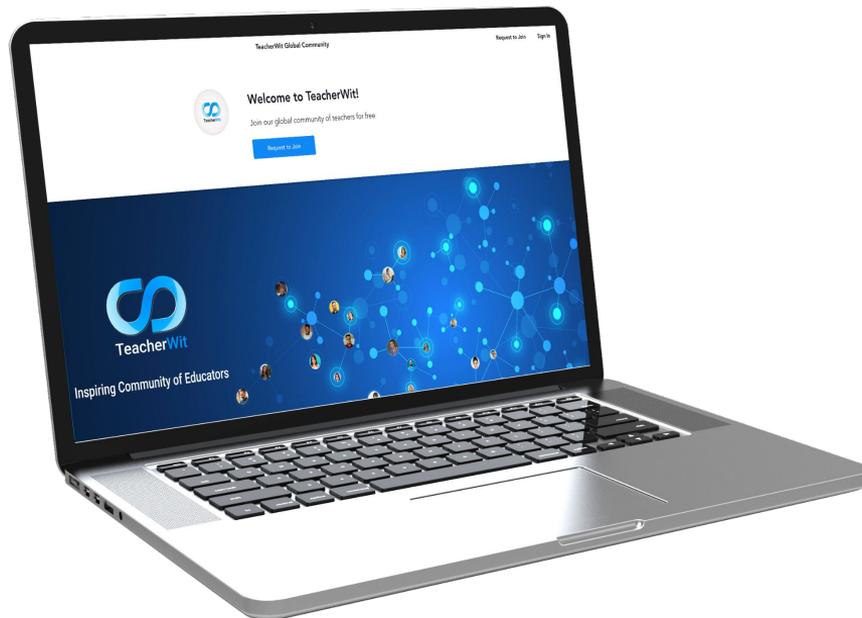


# HOW DOES IT WORK?

Easy access on all devices with your School District email

The Community platform is available on any web browser at [teacherwit.com](https://teacherwit.com)

TeacherWit is also available as an **App** on Android, Apple Store and Google Play.



# SUBSCRIPTION PLANS FOR SCHOOLS AND DISTRICTS



Create a more supportive and connected learning environment for your teachers

**Up to 50 teachers**

**From \$6.99/month\***

1 branded space - full features

Full features, including live events

1 educational institution

**51 - 100 teachers**

**From \$3.99/month\***

42% Bonus

3 branded spaces

Full features, including live events

Access to the Pro Space

Ongoing and personalized support

**101 - 150 teachers**

**From \$2.49/month\***

58% Bonus

5 branded spaces

Full features, including live events

Access to the Pro Space

Ongoing and personalized support

**150+ teachers**

**From \$1.49/month\***

75% Bonus

Contact us for more information



# OUR STORY

## An Education Organization Committed to Improving Education

**TeacherWit** is the newest entity of a larger Canadian group of companies in education that has been operating for several years. This group includes well-established companies like Digital Media Academy which was founded in 1999 on the campus of Stanford University to provide technology education to K12 teachers and develop technology immersion courses for students.

**TeacherWit** was originally developed by International Canadian Academy (ICA) to meet the needs of their network of schools around the globe. Our dedicated online professional learning community for educators offers significant impact on continual teacher and administrator development, especially when designed to be flexible and customizable to both private groups for schools and districts, as well as open to all educators.

**TeacherWit** is the result of this successful experience, combined with an immovable commitment to reshape education.



ICA



International  
Comprehensive



Digital Media  
Academy



[Join the Community](#)