

2026 Convening Concurrent Learning Sessions

The following learning sessions will be offered during the publisher and professional learning provider work sessions. Participants not assigned to a work session can choose to attend one of the learning sessions listed below.

April 30, 9:45 am - 10:45 am

Learning Session D

Facilitator: Caryn Ward &
Robert Sheffield, Scale
Up Partners

 Holden 1140C

Making Bundled Curriculum and Professional Learning Easier for Districts to Buy

As partners work to develop bundled curriculum and professional learning offerings, an important step is ensuring districts can easily understand and purchase the combined solution. This session introduces a simple diagnostic to help partners assess the market readiness of their bundle. Participants will consider three questions: Who owns the district relationship? When does the bundle enter the district conversation? How will the bundle be purchased? Using this frame, participants will surface common coordination challenges and explore practical ways partners can align their efforts so integrated offerings are clearer and easier for districts to adopt.

Learning Session E

Facilitator: Michelle
Woods

 Holden 1140B

Journey Maps: From Mapping Tool to Scaling Engine

Mapping the experience of a district client is a critical driver of performance and scale. This session explores how to evolve your Journey Map into an operational playbook at the delivery site level for implementation of the bundled offering to achieve the intended impact. Participants will leave with a framework for assessing the maturity of their current map at the delivery site level and identify practical next steps to support more consistent and scalable execution.

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April 30, 9:45 am - 10:45 am

Learning Session F

Facilitator: Jignasha
Pandya, Scale Up
Partners

 Holden 1140A

Say Less, Win More: Crafting a Value Proposition Your K-12 Buyer Needs to Hear

Many organizations can clearly describe what they offer, but fewer can articulate what truly changes for a district if they adopt their solution. The gap between what organizations want to say and what K-12 decision-makers need to hear is often where deals stall. This session explores how K-12 buyers evaluate solutions and provides a buyer-first framework for assessing and strengthening your value proposition. Participants will leave with either a revised value proposition or a practical buyer-facing message, along with a repeatable framework they can continue using after the session.