



Equipping Educators | Empowering Students | Elevating Language & Literacy

An instructional model transforming classrooms nationwide



A Professional Development Model for Language Acquisition, Literacy & Equity

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Marcia Brechtel
and Linnea Haley,
co-creators of
Project GLAD®.



WHAT IS BE GLAD®?

THE GUIDED LANGUAGE ACQUISITION DESIGN MODEL

Be GLAD® is a nationally recognized professional development system that equips educators with practical, research-based strategies to build academic language, increase literacy, and engage all learners - especially multilingual students.

Originally developed and field-tested over nine years by the U.S. Department of Education, the model has consistently shown results in improving student outcomes, classroom engagement, and teacher efficacy.

Be GLAD® is the only organization officially endorsed by co-creators Marcia Brechtel and Linnea Haley to deliver this model to educators nationwide. [CLICK HERE](#) to see their official endorsement and learn the history of how Project GLAD® began.

Project GLAD® recognized
for Academic Excellence
by the U.S. Department
of Education in 1991.



WHY BE GLAD® WORKS

A RESEARCH-BASED SYSTEM WITH REAL CLASSROOM RESULTS

Be GLAD® is more than a set of strategies - it's an instructional system that transforms how students learn and how teachers teach. Grounded in research and designed for immediate classroom use, Be GLAD® provides educators with practical tools to:

- Scaffold language and literacy development for all learners
- Create engaging, student-centered classrooms
- Integrate the Gradual Release of Responsibility framework
- Build academic confidence and critical thinking skills
- Align with grade level standards (including: ELA, ELD, NGSS, HSS, 21st Century Skills, and state standards)

Educators leave Be GLAD® training energized and equipped, ready to implement strategies that meet the needs of every learner.

Click to learn more:
begladtraining.com

BENEFITS OF BE GLAD®

FOR CLASSROOMS, STUDENTS, AND TEACHERS

CLASSROOM CULTURE

- Honors culturally and linguistically diverse experiences
- Encourages open dialogue and shared perspectives
- Promotes high expectations and excitement for learning



Building background knowledge with a Be GLAD Input Chart.

TEACHER GROWTH

- Confident in delivering rigorous, inclusive instruction
- Equipped with tools that integrate into any curriculum
- Aligned with schoolwide goals for equity, engagement, and academic success



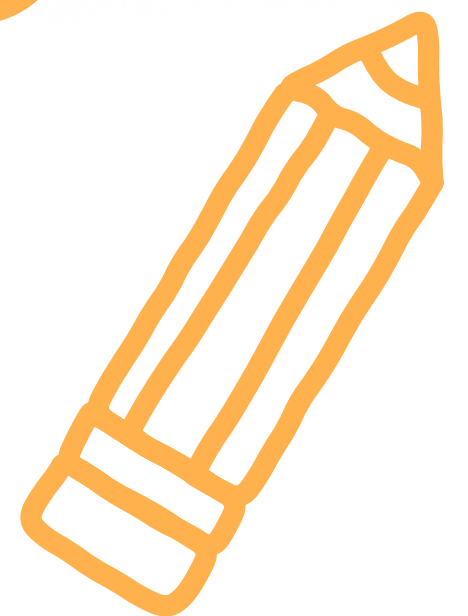
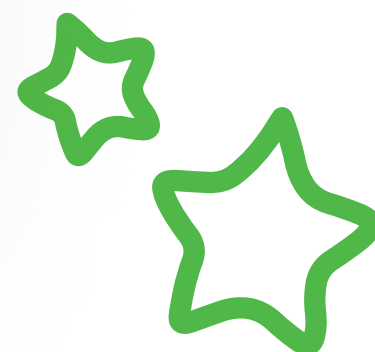
Educators collaborate during Be GLAD® professional development, gaining practical, research-based strategies to support multilingual learners.

STUDENT OUTCOMES

- Increased academic language and literacy
- Greater engagement and improvement in reading, writing, speaking and listening
- Improved comprehension, critical thinking, and communication



Collaboration and language in action with Be GLAD®.



PROVEN. SCALABLE. TRANSFORMATIVE.

- The Be GLAD® instructional model has been successfully implemented across 50 states.
- Be GLAD® Core Sites across the country serve as powerful models of long-term sustainability, demonstrating how consistent strategy use leads to lasting academic success.
- Approved for RFPs in over 1,000 districts across the U.S.



“Be GLAD aligns with my philosophy of welcoming students and creating a safe environment for learning. I would tell any administrator to invest in their teachers with the Be GLAD program because students receiving Be GLAD strategies daily are able to access content on all different levels. Teachers are providing the supports they need to access academic language in order to be successful.”

— Amy O'Hehir, Elementary School Principal



“GLAD strategies are impactful for English Learners and effective for all students. They create an inclusive classroom where students feel comfortable practicing language, interacting with visuals, and taking ownership of their learning. My students have built confidence and literacy through chants, songs, and meaningful engagement with content.”

— Wendy Olsen, 4th grade teacher



“When I started teaching, I quickly realized that lecturing and worksheets weren't enough —my students disengaged, and I felt unprepared. After completing the Be GLAD training, I saw immediate results: my students' self-esteem, confidence, and academic achievement grew dramatically. Be GLAD has empowered me as an educator, and I know it can empower teachers everywhere.”

— Jeff Francis, Special Education Secondary Teacher



“GLAD is simply good teaching for all students. It engages every learner, no matter where they are in their academic journey, and allows me to teach grade-level curriculum to all. Every student is involved, supported, and able to take something meaningful away.”

— Courtney Hammett, 1st grade teacher

WATCH TESTIMONIALS!

Watch Here



ACCELERATING STUDENT SUCCESS WITH BE GLAD®

THE CHALLENGE

Schools face urgent pressure to close learning gaps, especially for English Learners & students in poverty.

Post-pandemic data shows these groups often fall further behind due to inconsistent instruction & limited professional development.



THE SOLUTION

- ✓ Evidence-based professional development model
- ✓ Focuses on academic language, literacy, & equity
- ✓ Recognized by the U.S. Department of Education with the Model of Academic Excellence Award

CASE STUDY:

ROCKETSHIP PUBLIC SCHOOLS

- Named a “gap-busting” network in Stanford’s 2023 CREDO study
- Serving underserved students in **CA, WI, TN, & DC**
- Trained **1,600+** teachers in Be GLAD strategies

RESULTS:

+96

DAYS

of learning in Reading

+138

DAYS

of learning in Math

Equal to 5–7 extra months of learning in one year!

WHY IT WORKS:

01 Academic Language Development

builds oral & written communication

02 Culturally Responsive Teaching

engages all learners with scaffolding & interaction

03 Ongoing Teacher Support

coaching & mentorship for lasting impact

TAKEAWAY:

Be GLAD empowers teachers with proven strategies to close achievement gaps and accelerate learning. Schools using Be GLAD show **measurable, research-backed success** for all students.

BE GLAD® PROFESSIONAL DEVELOPMENT PATHWAYS

FLEXIBLE OPTIONS TO MEET YOUR SCHOOL OR DISTRICT'S NEEDS

1. Initial Be GLAD® Training

Start with foundational training that equips educators with over 70 research-based strategies to support language development, literacy, and content learning.

Teachers gain tools they can implement immediately through modeling, classroom demonstrations, and downloadable resources.



Be GLAD® training equips educators with practical, research-based strategies.

- Format options:
 - Online – \$1,400/participant
 - Webinar – \$1,800/participant
 - In-person – \$2,200/ participant
- Training types available:
 - Elementary
 - Premium Elementary
 - Secondary
 - Spanish
 - PreK

- Great for individuals, teams, or onboarding new staff
- Includes printable classroom tools
- Aligned to standards (including ELA, NGSS, HSS, and ELD)

2. Cognitive Coaching Support Take your Be GLAD® implementation further

After the initial training, educators receive follow-up coaching to refine their use of GLAD® strategies. Support includes:

- Co-teaching and modeling by certified trainers
- Classroom visits with feedback and encouragement
- Unit planning with school standards or curriculum with trainer support
- Review of student work to guide instruction



Cognitive Coaching helps teachers deepen and refine Be GLAD® strategies.



BE GLAD® PROFESSIONAL DEVELOPMENT PATHWAYS (CONT.)



ACE training prepares educators to lead and coach with Be GLAD®.

4. CAT (Certified Agency Trainer) Train others. Lead implementation.

The CAT Program is the final step for experienced educators ready to lead Be GLAD® trainings in their school, district, or agency.

- Prepares educators to conduct a 6 day training and coach others in Be GLAD® strategies
- Builds in-house leadership and professional development capacity
- Supports large-scale implementation and sustainability



CAT Program graduates lead Be GLAD® training and implementation.

3. ACE (Advanced Coaching for Educators) Empower your site-based leaders.

ACE is a 3-day training designed for educators who have completed Be GLAD® training and are ready to take on a coaching role. Participants deepen their expertise and develop the leadership skills needed to:

- Mentor and support colleagues during their initial Be GLAD® training
- Provide site-based support through co-teaching, walkthroughs, and collaborative planning
- Build in-house capacity to sustain and scale Be GLAD® implementation



MAXIMIZING YOUR INVESTMENT

SUSTAINABLE, HIGH-IMPACT PROFESSIONAL DEVELOPMENT

Be GLAD® provides long-term value with research-based strategies that continue to serve teachers and students year after year-no new curriculum required.

Our model is:

- Curriculum-neutral: Integrates into any existing program or initiative
- Sustainable: Builds site-based leadership through coaching and certification options
- Flexible: Available online, virtually or in-person to meet your budget and scheduling needs
- Scalable: Suitable for a single school, a district-wide rollout, or everything in between

Schools consistently report improved student outcomes, increased teacher retention, and stronger instructional alignment - all from one cohesive system.



Be GLAD® fosters lasting student success.

READY TO BRING BE GLAD® TO YOUR SITE?

JOIN 1,000+ DISTRICTS NATIONWIDE ALREADY IMPLEMENTING BE GLAD.

HERE'S HOW TO TAKE THE NEXT STEP:

Book a Discovery Call

Let's talk about your school or district goals and how Be GLAD® can support your learners and staff.

Request a Quote

Get a customized proposal based on your training needs, number of participants, and timeline.

Contact Us

Need help choosing a path? We'll work with you to design a custom implementation plan that fits your goals, timeline, and budget.

Visit www.begladtraining.com or email us at hello@begladtraining.com to learn more.



Sustainable strategies that build confident, engaged learners.

