



Defined Academy 3-Year Professional Learning Sample Rollout Plan

**A Strategic
Implementation Guide
for Maximum Impact**

Transform Your District's Learning Culture with Defined Academy

In today's rapidly evolving educational landscape, districts need more than just curriculum—they need a comprehensive professional learning ecosystem that empowers educators to deliver authentic, career-connected learning experiences. [Defined Academy](#) offers the most robust professional learning platform designed specifically to maximize your investment in Defined Learning and Defined Careers.

Important Note: This rollout plan represents a *sample framework* assuming full implementation of both Defined Learning and Defined Careers. Every district is unique, and we work closely with our partners to customize professional learning plans based on your specific products purchased, district goals, implementation timeline, and educator needs.

Why a Strategic 3-Year Rollout?

Research shows that sustainable educational transformation requires systematic, long-term professional development. Our 3-year rollout plan ensures:

- **Deep Implementation:** Educators don't just learn about our tools—they master them to improve their instruction of students
- **Cultural Transformation:** Gradual shift from traditional teaching to deeper learning approaches through sustained professional growth
- **Maximum ROI:** Strategic sequencing and comprehensive tracking ensure every professional learning dollar delivers measurable impact, with detailed analytics on self-paced completion rates, professional learning hours, and progress across all educators
- **Sustainable Change:** Built-in coaching, leadership development, and support creates lasting transformation

The Defined Academy Advantage

- **Comprehensive Ecosystem:** From foundational platform navigation to advanced deeper learning, we support every step of your journey
- **Measurable Impact:** Our micro-credential system provides concrete evidence of professional growth and implementation success
- **Flexible Delivery:** Perfect blend of asynchronous self-paced learning and high-impact synchronous experiences
- **Differentiated Pathways:** Customized learning tracks for every role—from classroom teachers to district leaders
- **Continuous Support:** Ongoing coaching, PLCs, and extended support ensure no educator is left behind

Your Investment, Amplified

This strategic rollout transforms your Defined Ecosystem purchase into a district-wide transformation initiative. Every component is designed to:

- Increase educator confidence and competency with Defined tools
- Improve student engagement through authentic, career-connected learning
- Build internal capacity for sustained implementation
- Create a culture of innovation and deeper learning

Customization is Key: The sample plan below assumes full implementation of both Defined Learning and Defined Careers. However, we understand that every district's journey is different. Whether you're implementing just Defined Learning, focusing primarily on Defined Careers, or taking a phased approach to product adoption, we'll work with you to create a customized professional learning pathway that aligns with your specific purchases, timeline, and strategic goals.

What Sets This Apart

Unlike traditional professional development, our 3-year plan creates a professional learning *environment*:

- **Progressive Skill Building:** Each quarter builds on the previous, ensuring mastery
- **Just-in-Time Application:** Micro-credentials follow courses for quick implementation
- **Peer Collaboration:** PLCs and cohorts create powerful learning communities
- **Leadership Development:** Coaching and advanced programs build internal expertise
- **Sustainability Focus:** Year 3 ensures your transformation continues beyond our partnership

Designed to Fit Your Schedule

Self-Paced Professional Learning (*Asynchronous, Educator-Friendly*)

Our online courses and micro-credentials are specifically designed for busy educators:

- **Micro-Learning Modules:** Each course consists of 10-15 minute modules that educators can complete during prep periods, lunch breaks, before or after school, at home, or any other time there is a short break
- **Self-Paced Progress:** Educators learn on their own schedule—no required meeting times or rigid deadlines
- **Just-in-Time Application:** Micro-credentials follow courses, allowing educators to apply learning while the concepts are still fresh and solidify understanding through immediate practice
- **Flexible Completion:** Courses can be paused and resumed, fitting around classroom demands and personal schedules

Facilitated Group Professional Learning Sessions (*Synchronous, Collaborative*)

Our facilitated sessions are designed to maximize existing professional development time:

- **Built for PD Days:** Half-day and full-day sessions align perfectly with your existing professional development calendar
- **Role-Based Sessions:** Sessions tailored by subject area and role ensure relevant, targeted content for each educator
- **Flexible Scheduling:** Virtual and in-person sessions can be scheduled during early release days, faculty meetings, summer planning time, and more
- **Cohort-Based Learning:** PLCs and coaching programs distribute learning across weeks, breaking content into manageable sessions rather than intensive blocks

Time Investment Reality: Most educators complete 1-2 hours of self-paced learning per month, with group sessions scheduled during existing PD time. All learning activities are automatically tracked in each educator's professional portfolio within Defined Academy, making it simple to document continuing education units and maintain professional certification requirements. This strategic approach ensures professional growth without overwhelming educator schedules while providing seamless documentation for continuing education units.

Sample Implementation Journey: Three Years to Transformation

This timeline assumes full implementation of both Defined Learning and Defined Careers.

YEAR 1: FOUNDATION & IMPLEMENTATION	
SEMESTER 1 QUARTER 1: GETTING STARTED FOUNDATION	
<p>Self-Paced:</p> <ul style="list-style-type: none"> Getting Started with Defined (Course) - All educators Getting Started with Defined (Micro-credential) - All educators Getting Started with Defined Careers (Course) - All educators implementing Defined Careers Getting Started with Defined Careers (Micro-credential) - All educators implementing Defined Careers <p>Group Sessions:</p> <ul style="list-style-type: none"> Face-to-Face Session: Launchpad: Supporting Learner Success Through Defined Learning (Full Day) - Sessions offered by role/subject area Face-to-Face Session: Full-Day Defined Careers - Sessions offered by role/subject area 	
SEMESTER 1 QUARTER 2: SKILLS DEVELOPMENT & SPECIALIZATION	
<p>Self-Paced:</p> <ul style="list-style-type: none"> Critical Thinking (Future-Ready Skills Course) - All educators Critical Thinking (Micro-credential) - All educators Content Connections Course (subject-specific) - Content area teachers <ul style="list-style-type: none"> <i>Example: Secondary Math teacher completes Secondary Math Content Connections</i> Content Connections (Micro-credential) - Content area teachers <p>Group Sessions:</p> <ul style="list-style-type: none"> Virtual Overview of Defined Learning (2 hours) - For educators who missed in-person sessions and/or need a refresher Virtual Overview of Defined Careers (2 hours) - For educators who missed in-person sessions and/or need a refresher 	
SEMESTER 2 QUARTER 3: COLLABORATION & IMPLEMENTATION	
<p>Self-Paced:</p> <ul style="list-style-type: none"> Problem Solving (Future-Ready Skills Course) - All educators Problem Solving (Micro-credential) - All educators 	

Group Sessions:

- Deeper Learning Professional Learning Community (PLC) - Begins (10-12 weeks)
 - Meeting 1: Face-to-face (Half or Full Day)
- Extended Instructional Support Hours (as needed)
- Portrait of a Graduate/Portrait of a Learner Focus Session (Half Day) - Leadership team

SEMESTER 2 QUARTER 4: COMMUNICATION & ASSESSMENT**Self-Paced:**

- Communication (Future-Ready Skills Course) - All educators
- Communication (Micro-credential) - All educators

Group Sessions:

- Deeper Learning PLC continues
 - Meeting 2: Virtual (60-90 minutes)
 - Meeting 3: Virtual/Face-to-face (Final Reflection)
- Extended Instructional Support Hours (as needed)

YEAR 2: ADVANCING SKILLS & COACHING**SEMESTER 1 QUARTER 1: COLLABORATION & ADVANCED SKILLS****Self-Paced:**

- Collaboration (Future-Ready Skills Course) - All educators
- Collaboration (Micro-credential) - All educators
- HQPBL Micro-credentials begin with HQPBL Cohort:
 - Using GRASP to Frame a Task
 - Infusing Future-Ready Skills
 - Creating an Environment of Sustained Inquiry

Group Sessions:

- Face-to-Face Session: Half-Day Defined Learning - Sessions offered by role/subject area, for new staff/refreshers training
- Face-to-Face Session: Half-Day Defined Careers - Sessions offered by role/subject area, for new staff/refreshers training
- High-Quality Project-Based Learning (HQPBL) Cohort - Begins (10-12 weeks)
 - Day 1: Face-to-face (5 hours)
- Extended Instructional Support Hours (as needed)

SEMESTER 1 QUARTER 2: CREATIVITY & PLC DEVELOPMENT

Self-Paced:

- Creativity & Innovation (Future-Ready Skills Course) - All educators
- Creativity & Innovation (Micro-credential) - All educators
- Additional HQPBL Micro-credentials:
 - Designing Authentic Tasks
 - Aligning to Standards
 - Creating a Culture of Reflection

Group Sessions:

- HQPBL Cohort continues
 - Day 2: Face-to-face (5 hours) - Presentations & reflections
- Virtual Coaching: Essential Career-Connected PBL Teaching Practices - Begins (8-10 weeks)
 - For select teacher cohort (4-5 educators)

SEMESTER 2 QUARTER 3: STUDENT AGENCY & EXPANDED SKILLS

Self-Paced:

- Student Agency (Future-Ready Skills Course) - All educators
- Student Agency (Micro-credential) - All educators
- Continued HQPBL Micro-credentials for ongoing participants:
 - Effective Facilitation & Coaching
 - Providing Scaffolding

Group Sessions:

- Virtual Coaching continues
- Defined Careers Professional Learning Community (PLC) - Begins (8-12 weeks)
 - For career-focused educators

SEMESTER 2 QUARTER 4: CIVIC CITIZENSHIP & LEADERSHIP DEVELOPMENT

Self-Paced:

- Civic Citizenship (Future-Ready Skills Course) - All educators
- Civic Citizenship (Micro-credential) - All educators
- Final HQPBL Micro-credentials complete:
 - Critique & Revision
 - Public Product

Group Sessions:

- Defined Careers PLC continues
- Portrait of a Graduate/Portrait of a Learner Focus Session (Full Day) - Expanded team

YEAR 3: LEADERSHIP & SUSTAINABILITY

SEMESTER 1 QUARTER 1: EMPATHY & ADVANCED COACHING

Self-Paced:

- Empathy (Future-Ready Skills Course) - All educators
- Empathy (Micro-credential) - All educators

Group Sessions:

- Virtual Overview of Defined Learning (2 hours) - For new staff/refresher training
- Virtual Overview of Defined Careers (2 hours) - For new staff/refresher training

SEMESTER 1 QUARTER 2: ADAPTABILITY & PERSONALIZED LEARNING

Self-Paced:

- Adaptability (Future-Ready Skills Course) - All educators
- Adaptability (Micro-credential) - All educators

Group sessions:

- Coaching Model for Supporting Teachers Using Defined - Begins (10-20 weeks)
 - Blended/Face-to-face model for teacher leaders

SEMESTER 2 QUARTER 3: STUDENT LEADERSHIP & ADVANCED DEVELOPMENT

Self-Paced:

- Leadership (Future-Ready Skills Course) - All educators
- Leadership (Micro-credential) - All educators

Group Sessions:

- Coaching Model continues

SEMESTER 2 QUARTER 4: FORTITUDE & REFLECTIVE THINKING

Self-Paced:

- Fortitude (Future-Ready Skills Course) - All educators
- Fortitude (Micro-credential) - All educators
- Reflective Thinking (Future-Ready Skills Course) - All educators
- Reflective Thinking (Micro-credential) - All educators

Group Sessions:

- Coaching Model concludes
- Sustainability Planning Session - Leadership team
- Celebration & Recognition Event

Building for Long-Term Success: Beyond Year 3

The 3-year rollout establishes your foundation, but true transformation requires extending professional learning beyond the initial implementation period. Defined Academy supports your district's continuous growth in years 4, 5, and beyond through:

Sustainable Professional Development Systems

- **New Educator Onboarding:** Every new hire receives foundational Getting Started courses and role-specific training, ensuring consistent implementation across your district
- **Annual Refresher Programs:** Keep skills sharp with updated content, new feature training, and best practice sharing sessions
- **Internal Capacity Building:** Your teacher leaders participate in train-the-trainer programs, reducing dependence on external training while maintaining quality implementation across your district

Adapting to Changing Needs

- **Curriculum Updates:** As standards evolve and new educational priorities emerge, additional training can be added
- **Technology Enhancements:** Training on new platform features and tools ensures educators maximize their investment
- **Leadership Transitions:** New administrators receive specialized onboarding to support and sustain deeper learning initiatives
- **Data-Driven Adjustments:** Regular assessment of implementation effectiveness informs ongoing professional learning priorities

This ongoing partnership ensures your investment in deeper learning continues to grow and adapt, supporting both veteran educators and new team members while maintaining momentum for district-wide transformation.

The image shows a screenshot of the Defined Academy Catalog Library. The header includes the Defined Academy logo and the text 'Catalog Library'. Below the header, there are four course cards in a row:

- Future-Ready Skills Courses:** 7 Courses, 55 Modules. Courses designed to support educators in building students' future-ready skills and competencies with Defined.
- Micro-credentials:** 22 Courses, 20 Modules. Micro-credentials offer educators a flexible, personalized pathway to certify their skills and demonstrate proven competency. Each micro-credential combines targeted learning with...
- Content Connections Courses:** 2 Courses, 22 Modules. Courses designed to equip educators with the tools to effectively supplement core instruction with Defined.
- Getting Started with Defined Course & Micro-credential:** 4 Courses, 20 Modules.

Below these cards, there is a larger section titled 'Getting Started with Defined Course & Micro-credential'. This section includes a description of asynchronous professional learning for Defined Learning & Defined Careers, followed by three numbered steps:

- 1. Getting Started with Defined Micro-learning Course:** In just 15-minute modules, this course introduces you to the essential features and instructional strategies for using Defined Learning and Defined Careers effectively in your classroom. A certification will be received upon completion.
- 2. Getting Started with Defined Careers Micro-learning Course:** This short course offers practical guidance—through 15-minute modules—for integrating Defined Careers into your instruction and supporting student exploration of career pathways. A certification will be received upon completion.
- 3. Getting Started with Defined Micro-credential:** Apply what you've learned to earn a micro-credential that demonstrates your readiness to implement Defined Learning and/or Defined Careers with confidence. A Badge will be received upon completion.

At the bottom, there are four more course cards:

- Getting Started With Defined Course:** Modules: 14. This course is designed to empower you with the knowledge and skills to effectively utilize Defined Learning and Defined Careers in your classroom.
- Getting Started with Defined Careers Course:** Modules: 4. This supplementary course is designed to equip you with the knowledge and practical skills needed to confidently integrate Defined Careers' unique features into your classroom...
- Optional: Getting Started With Defined Micro-credential:** Modules: 1. Apply what you learned in the Getting Started with Defined course to earn this micro-credential.
- Optional: Getting Started with Defined Careers Micro-Credential:** Modules: 1. Apply what you learned in the Getting Started with Defined Careers course to earn this micro-credential.

Key Implementation Notes

Micro-credential Sequencing:

- Each Future-Ready Skills course is immediately followed by its corresponding micro-credential
- Participants complete the course, then apply learning through the micro-credential

Content Connections Strategy:

- Teachers select Content Connections course(s) based on their subject area:
 - Elementary Math, Secondary Math, Elementary Science, Secondary Science, Elementary ELA, Secondary ELA, Elementary Social Studies, Secondary Social Studies, Elementary Computer Science, Secondary Computer Science
 - Course completion followed immediately by subject-specific Content Connections micro-credential(s)

Differentiated Pathways:

- **All Educators:** Getting Started, Future-Ready Skills courses/micro-credentials
- **Content Teachers:** Subject-specific Content Connections
- **CTE, Counseling/Advising, WBL, and any other educators using Defined Careers:** Defined Careers focus
- **Teacher Leaders:** Advanced cohorts and coaching
- **Leadership:** Strategic planning and sustainability sessions

Ongoing Support:

- Extended Instructional Support Hours available throughout all 3 years
- Flexible scheduling for group sessions based on school calendar
- Virtual options for accessibility and scheduling flexibility

Assessment & Progress Monitoring:

- Quarterly check-ins on implementation
- Micro-credential portfolios demonstrate professional growth
- Student engagement and achievement data collection
- Educator feedback surveys after each major component and/or dedicated research studies as determined utilizing Defined Insights

This comprehensive plan ensures systematic professional development while allowing for customization based on educator roles and student needs.



Ready to Transform Your District?

The Defined Academy 3-Year Rollout Plan isn't just professional development—it's a strategic investment in your district's future. Our comprehensive approach ensures that your investment in the Defined Ecosystem delivers maximum impact on student learning, educator confidence, and district-wide transformation.

Implementation Support Included:

- **Dedicated Account Management:** Your partnership manager guides implementation throughout all 3 years and beyond
- **Flexible Scheduling:** We work with your district calendar and priorities
- **Progress Monitoring:** Regular check-ins and data collection to measure success
- **Complete Customization:** Adapt the plan to fit your unique district needs, product purchases, and implementation goals

Customization Examples:

- **Defined Learning Only Districts:** Focus on Getting Started, Future-Ready Skills, Content Connections, and PBL coaching—eliminating Defined Careers components
- **Defined Careers Focus:** Emphasize career exploration, workforce preparation, and college/career readiness professional learning
- **Defined Goals Integration:** Add specialized training on Portrait of a Graduate implementation, goal-setting frameworks, and competency-based assessment aligned with your district's specific goals
- **Phased Implementation:** Start with pilot groups and expand gradually based on your comfort level and capacity
- **Subject-Specific Rollouts:** Begin with specific departments (STEM, CTE, etc.) before district-wide expansion
- **Accelerated Timeline:** Compress to 18-24 months for districts ready for rapid implementation

The Bottom Line:

This sample demonstrates our comprehensive approach, but your actual plan will be:

- **Tailored** to your specific product purchases
- **Aligned** with your district's strategic goals
- **Customized** for your implementation timeline and capacity
- **Flexible** to accommodate your unique needs and constraints

Ready to discuss how a customized professional learning plan can transform your district's approach to deeper learning?

Contact your Defined partnership manager today to design a plan specifically tailored to your district's products, needs, and goals. This sample is just the beginning of our conversation about what's possible for your educators and students.