

**2022 Leadership Institute**

**ACTIVATE**  
*the* **VALUE**  
*of* **CEC**

Council for  
Exceptional  
Children  
1922-2022

**100 Years**  
of Leading  
Special Education

# 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



**RethinkEd**

Together We Power Potential



## 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**

Vice President

Special Education Services

[khulett@letsgolearn.com](mailto:khulett@letsgolearn.com)

804-441-5035



# 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

# LGL And the Special Education Process

## 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



**Internal Consistency and  
Compliance Achieved**

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

Educators monitor and adjust progress to inform next steps



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

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



## Step 3: Customized Courses (SDI)

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



# 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*

**Dr. Kurt E. Hulett**

Vice President

Special Education Services

[khulett@letsgolearn.com](mailto:khulett@letsgolearn.com)

804-441-5035



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



**2022 Leadership Institute**

**ACTIVATE**  
*the* **VALUE**  
*of* **CEC**

Council for  
Exceptional  
Children  
1922-2022

**100 Years**  
of Leading  
Special Education