

American Board Presentation Guide

Initial Greeting: Please greet presentation attendees as they enter the room, and direct them to the sign in sheet area. Build conversation by asking questions like, *“What interests you about teaching?”* or *“How did you hear about our program?”*

- Please encourage attendees to provide email on sign in sheet, as this is how we can set them up with a free trial after the presentation. This allows them to access the program for seven days as though they are enrolled and at no cost to them.

Introduction: At the beginning of event please introduce yourself and share how education and/or teaching have positively impacted your life, if applicable. It helps to build upon the rapport already set with your initial greeting.

Who we are:

- We are a non-profit organization that was funded with a \$40 million dollar grant in 2001 from the U.S. Department of Education to get career changers into the classroom as qualified teachers.
- The Department of Education saw the need to help get qualified teachers into the classroom due to attrition rates, baby boomers retiring, and a forecasted national teacher shortage which we are now experiencing.
- They saw how difficult it was to get teachers into classrooms, so they offered a flexible and cost effective program for qualified individuals to earn a teaching certificate and become highly effective teachers. Prior to this, the only way in which someone could transition into the classroom was by going back to school to receive a Master’s in Education.

What we do: American Board is a fully online, self-paced program that makes obtaining a teaching certificate faster, cheaper, and easier than any other route.

-If you need to take off for a week, only work weekends, nights only, you can! Candidates work at their own pace, as long as they finish in one year.

- Price- \$(promotional price at time of presentation) is much better than \$20,000+ to receive a Master’s in Education.
- Takes most students 7-10 months, but again you have one year to finish.
- Study habits vary for each person, but if you put in a solid 7-10 study hours a week you’ll be in a great spot to certify within the average amount of time.
 - **Biology, Chemistry, English, Elementary Education, History, Math, Physics, General Science, Special Education, and Reading Endorsement.**
 - No student teaching

How it works:

1. Bachelor’s degree in any area of study from nationally accredited college
2. Pass a background check
3. Pass 2 exams (American Board Professional Teaching Knowledge (PTK) exam + American Board subject area exam.
4. Complete state requirements (see Utah page for more details).

The American Board Exams:

1. Exam I is the Professional Teaching Knowledge Exam (PTK) pedagogy exam, covering the principles of teaching and classroom management.
2. Exam II is the subject area exam covering core content of the subject and grade range the student is certifying in.
3. Testing at a local Pearson VUE Testing Center once ready; initial testing fee is included in cost of program at Pearson. If exam is not passed on first attempt the candidate has up to two more attempts at a fee of \$195 per each exam retake. You'll have a great idea and understanding as to when you should take either exam, as practice exams you are working with reflect your overall grasp of what you'll be tested in.

Pricing:

Standard Program is offered in all areas, and Premium is offered in Biology, English Language Arts, and Mathematics. Premium provides a subject workbook, an additional quiz that builds upon all areas covered in Standard, and a job counseling workbook/ webinar.

- Added Endorsement (add-a-cert) areas can be added for \$850 (as long as the candidate completes the program, they can return and add a certification area at any time for \$850)
- Provide current promotional rate to audience.
- Note that American Board does provide financial assistance for qualified candidates. More information on this is available at americanboard.org/financial-aid-option.

Free Trial:

Before your information session:

1. **Log in as a current candidate:** the username is utah@americanboard.org, and the password is segolily
2. Familiarize yourself with the layout of the program and what is available
3. Email me with any questions so I can address those before you present

During your information session:

1. **Log in.**
2. Select **courses**.
3. Read the room. If you have several attendees interested in STEM fields, pull up a science or math page. If you have several elementary ed attendees, **pull up that section**.
4. **Show a study plan, standards, or study material.** The practice exams and webinars are not accessible through this free trial setup.
5. Emphasize that **attendees can sign up** for their own free trial online or through enrollment services to spend a week learning about our program.

Closing:

- In a study conducted by Drexel University's School of Education, 95% of public school principals rated our teachers as effective as those that had certified through the traditional route with a university. They can access this study at americanboard.org/Drexel.
- We are the fastest, cheapest, and easiest way to obtain a certificate.

- Discuss the free trial, as an Enrollment Specialist will be signing the attendee up with it prior to them following up.
- Welcome any questions that may come your way, and if there are any that you cannot answer at the presentation, let the attendee know that an American Board Enrollment Specialist will follow up shortly to answer those questions, or email those questions to our Ambassador Program Coordinator at representative@americanboard.org.