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## **NSDC is Learning Forward**

*New name reflects commitment to advancing educator learning for student success*

DALLAS—September 1, 2010—The National Staff Development Council (NSDC) today announced its new name, Learning Forward. The name change reflects not only the organization’s growth over its 41-year history, but also better represents the vision of the organization as a powerful advocate for teacher and student learning, according to Executive Director Stephanie Hirsh.

“For several years our trustees, state and provincial affiliate leaders, and advisors have encouraged us to consider a name change that more accurately reflects our purpose and the concerns of our members,” added Hirsh. “NSDC is no longer national; we have members from around the world; staff development is an outdated term that no longer reflects our field; and we are a vibrant association rather than the small council that began in 1969. Learning Forward foregrounds the element essential to moving all schools forward — learning for both educators and students.”

The name Learning Forward is a call to action to advocate, both in practice and policy, for effective professional learning that results in student achievement. Learning Forward expresses the organization’s commitment to ensure that every educator engages in effective professional learning every day so every student achieves. The new name distinguishes the organization as both a membership association and an advocacy organization that marries practice, policy, and research.

“By changing our name to Learning Forward, NSDC is proving to be an adaptive organization that is working to meet the needs of its ever-growing membership and sphere of influence,” said President Ingrid Carney. “Our association has become an international leader in the education sector. We have outgrown and outperformed our national council designation. However, with our new name, we will continue our mission to advance professional learning for student success.”

Learning Forward will continue to be the source of information and learning for its members and the field by offering conferences, publications, and services that provide valuable resources and explore the link between educator learning and student achievement. Visit [www.learningforward.org](http://www.learningforward.org) to learn more and join a community of committed learning educators.

“The name change signifies that the organization is proactive, committed to shaping what professional development should be, rather than merely reflecting what it has been,” said Hayes Mizell, Learning Forward’s Distinguished Senior Fellow. “The name not only emphasizes learning but also signals that it must be continuous to propel educators to higher levels of performance. The challenge now is to translate the name and the vision into an ethic and a pattern of practice.”

### ***About Learning Forward (formerly National Staff Development Council)***

Learning Forward’s purpose is ensuring that every educator engages in effective professional learning every day so every student achieves. Learning Forward is an international association of learning educators focused on increasing student achievement through more effective professional development. To learn more about the impact of high-quality professional learning, visit [www.learningforward.org](http://www.learningforward.org).

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