Dear [Name of School or District Leader],

Online learning isn’t effective without prepared teachers. My colleagues and I need professional development so we can ensure students receive an equitable, high-quality learning experience in online environments. In order to do this, we need to move beyond an understanding of how tools work and extend our knowledge and expertise to how to apply research-based principles for effective online and blended teaching practices.

That’s why I’m asking you to consider purchasing the Online Teaching Academy or the Online Teaching Bundle from The International Society for Technology in Education (ISTE). [OPTIONAL: I recently participated, along with more than 15,000 other educators from across the U.S. and the world, in ISTE’s three-week Summer Learning Academy, and I learned so much! I was excited to find out that all of the course material and select webinars from the academy have now been made available on-demand through these new online teaching bundles.]

* **Online Teaching Academy**: One streamlined learning experience that includes four asynchronous, 2-hour microcourses developed by expert practitioners who are leading this work at the national, state and district levels, plus the best of ISTE’s Summer Learning Academy webinars on demand. Course topics include assessing learning, creating community, designing learning experiences and ensuring equity in online learning environments. Participants will receive **one 15-hour certificate of completion** and this option is also eligible for one graduate-level credit for an additional fee.
  + Cost: $129 ($97 for ISTE members and groups of 10+)
* **The Online Teaching Bundle:** This bundle includes **eight hours of learning** — a package of four separate asynchronous 2-hour microcourses on assessing learning, creating community, designing learning experiences and ensuring equity in online learning environments. Participants receive a certificate of completion for two hours of learning for each microcourse they complete, for a total of eight hours.
  + Cost: $85 ($64 for ISTE members and individuals in groups of 10+)

It’s worth investing in this highly affordable professional development for me and my team so that we can meet the needs of our students during this very turbulent time. We will gain insights and skills that are immediately applicable to ensuring that our students have the best possible education under the current circumstance.

To learn more, visit: [iste.org/microcourses](http://iste.org/microcourses).

Thank you,

[Name of Educator]