

Summit Program
July 6-8, 2026

SUMMER

THE 2026 VIRTUAL SUMMIT WHERE YOU

BUILD Your Instructional
Coaching Playbook

—simply—
COACHING
SUMMIT

Hey, Hey Coaches and Leaders!

I am so excited to welcome you to the **2026 Simply Coaching Summit!**

This summit was created because I know what it feels like to be in this work and still need a space to grow, think, learn, and be poured into. Instructional coaches, teacher leaders, and building and district leaders carry a lot. You are supporting teachers, strengthening instruction, solving problems, leading change, and keeping the work moving forward every single day.

That is a lot.

And there still are not many spaces created specifically for people doing this work.

The **Simply Coaching Summit** was created as a place where instructional coaches, teacher-leaders, and school and district leaders can come together to learn from those who truly understand the work. Not just people who can talk about it, but people who are living it right now in schools, with teachers, with teams, and with challenges.

This year, our focus is on **Building Your Instructional Coaching Playbook.**

Over these three days, you will hear from current practitioners, experienced leaders, and passionate educators who will share strategies, insights, and concrete examples you can take back and use. My hope is that you leave with fresh thinking, practical next steps, and a stronger sense of how to move your work forward.

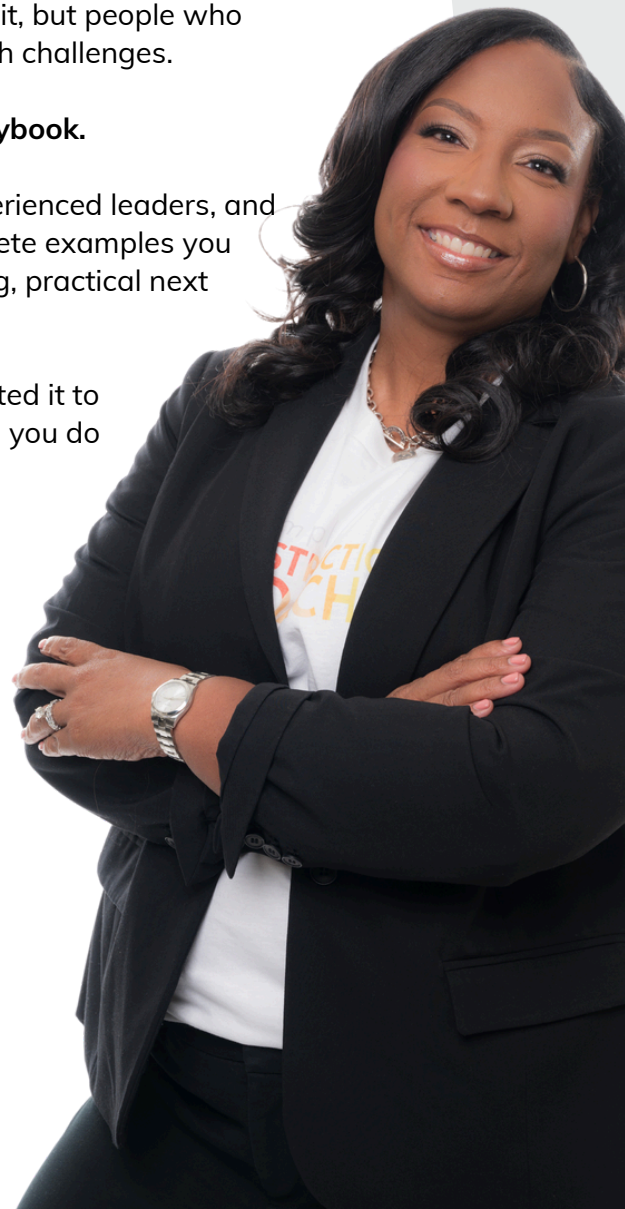
I want this summit to be more than just another virtual event. I wanted it to feel useful, relevant, and the kind of professional learning that helps you do your job is better.

And that is what we have worked to build.

I am truly honored to host this summit and to bring together such a strong group of presenters and leaders for this experience. Thank you for being here. Thank you for doing this work. And thank you for being part of this community.

Happy Coaching, Y'all!

Nicole



About Our Featured Keynotes

Nicole S. Turner

Founder, Simply Coaching Summit

Nicole S. Turner, founder & CEO of Simply Instructional Coaching Inc., is the force behind the virtual Simply Coaching Summit™. Her diverse roles, from classroom teaching to school improvement specialization, have shaped her holistic view of instructional coaching. Author, creator, and mentor, Nicole's passion is evident in her contributions to the SIMPLE Framework and her published works with Solution Tree Press. Nicole's expertise has guided educators nationwide, emphasizing simplicity & collaboration, sustainability in teaching and learning, and culture in coaching.



Jim Knight

Founder, Instructional Coaching Group

Dr. Jim Knight, Founder and Senior Partner of the Instructional Coaching Group (ICG), has spent more than three decades studying professional learning and instructional coaching and is celebrating 30 years of research in the field. Jim has written over 14 books, including his newest book, Data Rules, which is now available. He has written for multiple publications and is a columnist for Educational Leadership. Through the Instructional Coaching Group, Jim conducts coaching workshops, hosts his podcast, "Coaching Conversations with Jim Knight," and provides consulting for coaching programs around the world.



Keynote Coming Soon

Coming Soon

Coming Soon



Keynote Sessions

Nicole S. Turner

Founder, Simply Coaching Summit

When Coaching Feels Random: Build Coaching Clarity With the S.I.M.P.L.E. Blueprint

We're all here for kids, but lately the gap between effort and impact has gotten wider. Teachers are working hard, and many schools still lack a clear, consistent support program that strengthens instruction in real classrooms. In this keynote, Nicole introduces the S.I.M.P.L.E. Blueprint, a practical framework for building a Teacher Support Program that creates coaching clarity, alignment, and follow-through. Participants will leave with a simple roadmap for how leaders and coaches set the vision, identify the focus, map support, partner in learning, leverage impact, and equip everyone so coaching and professional learning lead to stronger Tier 1 instruction and better outcomes for students.



Jim Knight

Unpacking The Instructional Playbook

Unpacking The Instructional Playbook by Jim Knight reveals how schools and districts can build a clear, practical roadmap for high-impact teaching. In this session, Jim Knight outlines the essential elements of an instructional playbook—an aligned set of research-based strategies that define what effective instruction looks like across a system. He explains how playbooks turn big goals into specific, actionable practices by establishing shared language and providing tools such as one-page strategy guides and implementation checklists. Participants will leave with a clear understanding of how a strong instructional playbook improves coaching conversations, strengthens instructional alignment, and supports consistent use of evidence-based practices to improve student outcomes.



Keynote Coming Soon

Coming Soon

Session Description Coming Soon



July 6, 2026

Day One Sessions & Speakers

Allison Petersen

Track: Coaching Practice

Your First Coaching Cycle: What to Do Before, During and After

Session Description:

If you are a new Instructional Coach, someone has told you that your new job includes coaching cycles. But you're also wondering "What are coaching cycles?" and "How do I start coaching cycles with teachers?" This session will teach you how to prepare for your first coaching cycle way before it even starts. You'll learn how to identify the right teachers to begin with, create natural entry points for partnership, and confidently execute a coaching cycle from start to finish. Your first coaching cycle doesn't start with a form — it starts with trust and an invitation to partnership with the right teacher. You will walk away with practical steps in hand to start initiating coaching cycles right away in your new role!



About Allison:

Allison is the author of *Kickstart Your Coaching Cycles* and founder of the #NewtoCoaching Community, where new Instructional Coaches can learn, connect, and be encouraged as they transition from the classroom to coaching. Allison provides coaching and mentoring for new Instructional Coaches as they start their new jobs. She also consults with schools to design and start instructional coaching programs. She lives in North Georgia with her husband and three children. Learn more about Allison and the #NewtoCoaching Community at <http://newtocoaching.info>

The Math Coaching Collective

Track: Coaching Practice

Coaching Catalysts

Session Description:

In their session, Coaching Catalyst, this team shares how they reignited their own professional passion to become true agents of change on their campuses. Designed specifically for new coaches or those feeling stagnant in their current roles, they provide a roadmap for moving from "doing the work" to "driving the work." Attendees will learn how these four coaches acted as catalysts for growth, leveraging collaboration and reflective practice to transform their campus culture and inspire a renewed love for coaching.



About The Team:

This dynamic team of instructional coaches is dedicated to transforming mathematics instruction into a student-centered, engaging, and deeply meaningful experience. Bringing together over 50 years of combined expertise, Dana, Chantell, Christina, and Karis work side-by-side with educators to bridge the gap between pedagogy and practice.

July 6, 2026

Day One Sessions & Speakers

Rachel Robins

Track: Coaching Practice

I've Got My Eyes on You: Leveraging AI Tools for Data-Rich Teacher Observations

Session Description:

We all know the challenge—quick observations followed by hours of writing feedback. What if AI could help you capture more, analyze faster, and provide meaningful, data-driven insights? In this session, you'll explore a curated set of AI tools like Sibme, Observation Copilot, TeachFX, Classroom Mosaic, and Yoodli, each supporting a different part of the observation and coaching process—from tracking talk time to turning notes into clear, actionable feedback. You'll leave with a comparison chart, key insights, and ready-to-use reflection tools to support your coaching, all designed to help you work smarter and make feedback more efficient and impactful.

About Rachel:

Rachel Robins is an Instructional Coach at Crimson Cliffs High in Southern Utah, where she works with new teachers and veteran faculty. Additionally, she teaches concurrent enrollment English and the Utah K-12 Educator Pathway classes for aspiring educators! It is truly the perfect combination of teaching and coaching. As a Utah Teacher Fellow, Rachel is growing her practice by publishing her work with state and local newspapers as well as online on coaching blogs. Rachel's passion is preventing educator burnout and finding new and innovative ways to improve instructional coaching. In her free time, Rachel loves to travel with her husband, lounge in her pool with a book in hand, and crochet things for her toddler granddaughter.



Carla Demming

Track: Coaching Practice

From Agreement to Action: Leveraging Behavioral Science to Close the Knowing-Doing Gap in Coaching

Session Description:

Leverage behavioral science to close the knowing-doing gap in coaching to accelerate teacher growth and effectiveness. Participants will use the 3Cs framework to design human-first learning conditions that make behavior change possible and sustainable.

About Carla:

Inspired by the belief that every child deserves a champion—and every champion deserves a coach—Carla Demming has dedicated over 19 years to education as a teacher, instructional coach, and district leader. She has coached and mentored hundreds of educators, led professional learning, and supported instructional teams to improve outcomes for all students.

In her current consulting role, Carla partners with coaching leaders to strengthen teacher development practices by balancing both the technical and human side of coaching. She continues to share insights and resources through workshops, social media, and her newsletter, Beyond Coaching, with a focus on supporting those who support others.



July 6, 2026

Day One Sessions & Speakers

Eva Mireles

Coaching for Transfer

Track: Instructional Practice

Session Description:

Coaches will walk away with tangible tools that help them coach their teachers to teach for transfer. This will include tips for how to support teachers in how to intentionally plan for retrieval in their lessons.

About Eva:

Eva Mireles is a Reading Specialist, literacy coach, and doctoral scholar in Applied Learning Science with nearly 20 years in education. She helps educators turn the science of reading and learning research into effective classroom practice. Through her coaching, speaking, and podcast for elementary educators, Eva supports teachers, especially in grades 3–5, in navigating today's literacy shifts with clarity and confidence. She has taught grades 2, 3, and 5 and has been recognized as both New Teacher of the Year and Educator of the Year.



Nicole S. Turner

The Simple Strategy Notebook: Teach It, Try It, Track It

Track: Instructional Practice

Session Description:

Most coaches and teachers have access to strategies, yet implementation remains inconsistent because the strategies never become usable plans during actual lesson time. In this session, participants will build a Simple Strategy Notebook entry and walk out with a repeatable system for turning any strategy into clear instructions. You will learn the Simple Strategy Mapping process to map the moves, teacher language, timing, and checks for understanding, then connect it to lesson planning using a Coaching Sprint structure and the P.A.R. Coaching Cycle. Together, we will create a strategy implementation plan that supports Tier 1 instruction, includes reteach and adjustment pathways, and makes follow-through simple to coach, observe, and refine.

About Nicole:

Nicole S. Turner, founder & CEO of Simply Instructional Coaching Inc., is the force behind the virtual Simply Coaching Summit™. Her diverse roles, from classroom teaching to school improvement specialization, have shaped her holistic view of instructional coaching. Author, creator, and mentor, Nicole's passion is evident in her contributions to the SIMPLE Framework and her published works with Solution Tree Press. Nicole's expertise has guided educators nationwide, emphasizing simplicity & collaboration, sustainability in teaching and learning, and culture in coaching.



July 6, 2026

Day One Sessions & Speakers

Jeffrey Bradbury

Track: Leadership & Systems

Communication - Collaboration - Critical Planning

Session Description:

Do you find that your Coaching emails & newsletters are missing the mark and not getting you in the classroom door? In this session, we will look strategically at how to create effective coaching communications that support effective change inside the classroom.

About Jeffrey:

Jeff Bradbury is an ISTE+ASCD 20 to Watch Award winner, digital learning strategist, author, and creator of the TeacherCast Educational Network, an award-winning platform reaching educators in over 180 countries. His work supporting instructional coaches led to the creation of global communities like the TeacherCast Instructional Coaches Network and GEG Instructional Coaches.

Jeff serves as a Digital Media Teacher in Connecticut, where he teaches design thinking, coding, and animation, and as an adjunct instructor at Fort Hays State University, supporting graduate students in instructional coaching. He is also a contributing writer for NEA Today.

A sought-after speaker and co-founder of Edcamp New Jersey, Jeff is a Google Certified Innovator and Coach, Microsoft Innovative Educator, and ISTE+ASCD Community Leader.



Chrissy Beltran

Track: Leadership & Systems

Your Three-Tiered Action Plan: Supporting Teachers at All Levels

Session Description:

School leaders will walk away with an actionable plan to support teacher learning and implementation at three levels: across the school, in teams, and one-on-one coaching support. Replace once and done trainings with a thoughtful, ongoing plan!

About Chrissy:

Chrissy Beltran is an instructional coach and consultant who specializes in empowering instructional coaches to thrive in their roles. With years of experience as a teacher, and later as an instructional coach supporting teachers in their classrooms, Chrissy helps coaches and school leaders gain the confidence, knowledge, and strategies they need to make meaningful change on their campuses. Through her blog at buzzingwithmsb.com, online resources and courses, and her podcast Instructional Coaching with Ms. B, she provides actionable guidance that bridges the gap between research and real-world coaching. Her work centers on making coaching practical, sustainable, and realistic—whether it's through creating ready-to-go resources, facilitating professional learning, or mentoring coaches and schools. Chrissy's mission is to help every coach feel supported, skilled, and ready to lead change in their schools.



July 6, 2026

Day One Sessions & Speakers

Dr. Crystal Cersani

Track: Leadership & Systems

Strong Tier 1 First: Leadership Systems that Support Academic and Behavioral Success

Session Description:

Strong Tier 1 systems are the cornerstone of effective MTSS, yet many schools struggle to monitor and sustain universal supports for both academics and behavior. Without clear leadership systems, schools can quickly become intervention-heavy while foundational practices remain inconsistent. In this session, participants will examine leadership structures that support Tier 1 implementation, including defining core practices, aligning professional learning and coaching, and using data to monitor effectiveness. Practical strategies will help leaders strengthen Tier 1 systems and ensure supports reach the greatest number of students.



About Dr. Cersani:

Crystal Ceresani, EdD, is the Program Manager for Curriculum Development and School Climate Programming at an MTSS Technical Assistance Center, bringing extensive experience supporting schools and districts in strengthening MTSS-B frameworks. With a background that includes roles as a state-level MTSS specialist, regional MTSS education specialist, school administrator, PBIS/MTSS coordinator, instructional coach, and middle grades teacher, she brings a comprehensive understanding of systems change and sustainable implementation. Crystal partners with school and district teams to build capacity through professional learning, coaching, and data-driven problem-solving. Her work focuses on developing effective MTSS for behavior Tier 1 practices, improving school climate, and empowering educators to create positive, consistent, and inclusive learning environments where all students can succeed.

Christa Evans

Track: Relationships & Culture

The Relationship Playbook: Simple Systems for Building Trust With Every Teacher

Session Description:

Instructional coaching lives or dies on relationships. This session turns “build relationships” into a repeatable playbook with tracking systems, intentional check-ins, and conversation frameworks that build trust, visibility, and psychological safety with every teacher.

About Christa:

Christa Evans is a high school instructional coach in Southern California dedicated to advancing rigorous and engaging instruction across content areas. Drawing on her experience as a middle school ELA/ELD teacher and instructional coach, she supports teachers and teams through professional learning, coaching cycles, and data-driven reflection. Christa is passionate about building classrooms where students actively think, collaborate, and justify their learning.



July 7, 2026

Day Two Sessions & Speakers

Nicole S. Turner

Track: Coaching Practice

The Instructional Coaching Playbook: What Great Coaches Do on Purpose

Session Description:

Coaching can feel like a thousand jobs at once. This session brings it back to clarity. Participants learn the Simple CoachPath structure and how it helps coaches focus their time, protect their role, and move coaching from “helping” to measurable growth. Participants will identify the highest leverage coaching moves for their current season and draft a simple plan for how they will show up with teachers and leaders.

About Nicole:

Nicole S. Turner, founder & CEO of Simply Instructional Coaching Inc., is the force behind the virtual Simply Coaching Summit™. Her diverse roles, from classroom teaching to school improvement specialization, have shaped her holistic view of instructional coaching. Author, creator, and mentor, Nicole's passion is evident in her contributions to the SIMPLE Framework and her published works with Solution Tree Press. Nicole's expertise has guided educators nationwide, emphasizing simplicity & collaboration, sustainability in teaching and learning, and culture in coaching.



Katie Parker

Track: Coaching Practice

Work Smarter, Not Harder with AI: Leveraging Technology to Elevate Instructional Coaching

Session Description:

Instructional coaches manage notes, data, planning, and feedback while maintaining strong relationships with teachers. This session shows how AI can help streamline these tasks—organizing observations, drafting coaching plans, and supporting data analysis—so coaches can work more efficiently without sacrificing quality. Participants will explore practical strategies, real examples, and ready-to-use prompts and templates to integrate AI as a supportive thought partner. The goal is to reduce workload and allow coaches to focus on what matters most: building teacher capacity and improving student outcomes.

About Katie:

Katie Parker is an ELA instructional coach, curriculum specialist, and literacy advocate dedicated to helping teachers teach with intention and coach with impact. With 12+ years of experience across secondary and collegiate classrooms, she specializes in writing instruction, data-driven decision-making, and high-impact coaching practices. Through dynamic professional development and strategic support, Katie equips educators with the tools to elevate instruction and accelerate student growth.

Outside of her professional work, Katie is a busy wife and mom of three amazing children. Her life is a constant balance of work, family, and pursuing her doctoral degree, but she still makes time to enjoy a good book and experiment with new recipes in the kitchen.



July 7, 2026

Day Two Sessions & Speakers

Steve Ventura

Track: Coaching Practice

Top Five Instructional Coaching Moves That Actually Change Classroom Practice

Session Description:

Instructional coaching does not have to be a source of frustration or stress. When coaching is clear, focused, and intentionally designed, it becomes a powerful lever for improving classroom practice. In this session, participants will explore five high-impact instructional coaching moves selected for their proven ability to build clarity, reduce resistance, and translate feedback into meaningful instructional action that teachers can implement immediately.

About Steve:

Steve Ventura is the founder and president of Advanced Collaborative Solutions (ACS), where he supports educators through collaboration, innovation, and impactful professional learning. With experience as a teacher, principal, and superintendent, he brings practical, research-based strategies to improve teaching and leadership. A sought-after speaker and author of *Achievement Teams* (ASCD, 2022) and *Improving Instruction Together* (ASCD, 2025), Steve is known for helping educators implement meaningful change. He lives in Templeton, CA, and enjoys wakeboarding, mountain biking, and reading.



Nita Creekmore

Track: Instructional Practice

Multiplying Impact: Relational & Responsive Coaching That Transforms Literacy Practice

Session Description:

Instructional coaching should do more than support teachers. It should also transform practice and elevate student learning. In this engaging and practical session, Nita Creekmore introduces her R.E.A.C.H. Coaching Framework™, a relational, literacy-centered approach that moves coaching beyond compliance and surface feedback. Grounded in culturally responsive scholarship from Gloria Ladson-Billings, Zaretta Hammond, and Gholdy Muhammad, participants will learn how to anchor conversations in student evidence, build trust that strengthens instructional courage, and implement high-leverage shifts that multiply impact across classrooms and schools.

About Nita:

Nita Creekmore is a literacy educator, instructional coach, and consultant with over 22 years of experience. She is the founder of Love.Teach.Bless. and co-founder of Creekmore Conversations, where she supports educators through professional learning, coaching, and relationship-centered leadership.

Known for her engaging and honest approach, Nita helps educators build strong classroom communities and design instruction that supports all learners. She has presented at national conferences such as ASCD, ISTE Live, and NCTE, and is the author of *Read Outside Your Bubble* (2025) and co-author of *Every Connection Matters* (2024).



July 7, 2026

Day Two Sessions & Speakers

Gretchen Bridgers

Track: Instructional Practice

Stacking Success: How to Build Teacher Capacity One Brick at a Time

Session Description:

Teacher leaders—whether coaches, mentors, department chairs, or aspiring leaders—will leave this session with a practical coaching playbook centered on high-impact instructional practice. We'll dig into lesson design, classroom management, student engagement, and student ownership through the lens of the Teacher Success Pathway. Participants will identify key indicators of instructional proficiency, analyze what effective practice looks like in action, and walk away with concrete strategies for building and implementing a coaching plan that supports teacher growth and improves classroom outcomes.



About Gretchen:

Gretchen Bridgers is a two-time National Board Certified educator, instructional coach, and education consultant with over two decades of experience empowering teachers and school leaders nationwide. She is the author of multiple books for educators, the host of the Empowering Educators podcast, and a sought-after keynote speaker and conference presenter.

Passionate about professional growth and sustainability in education, Gretchen helps teachers build confidence, refine their practice, and find fulfillment throughout their careers. With a belief that there is "Always A Lesson," Gretchen challenges educators to grow boldly, lead authentically, and make lasting change in their classrooms and beyond.

Stephanie Howell

Track: Leadership & Systems

From Reactive to Ready

Session Description:

Move from putting out fires to building momentum. Learn playbook strategies that spark teacher excitement and align with the Simply Coaching Cycle. Walk away with ready-to-use moves, conversation tools, and implementation resources.



About Stephanie:

Stephanie Howell has been in education since 2014. She's now an education strategist who helps schools build coaching systems that actually stick. As the CEO of Gold EDU, she works with coaches and leaders to turn big ideas into real, day-to-day action.

Stephanie has spoken at conferences around the world and has earned some of the field's top honors — including being part of a team named an ISTE Distinguished District, being named an ISTE 20 to Watch, and a Google Innovator.

She holds a master's degree in Curriculum & Instruction and Educational Leadership. She's also a best-selling co-author of *Control the Chaos: Creating Order in the Classroom and Teaching Executive Functioning Skills*.

July 7, 2026

Day Two Sessions & Speakers

Erinn Cottman

Track: Leadership & Systems

From Coaching Moves to Coaching Systems: Building a Playbook That Scales

Session Description:

Instructional coaching is most effective when it aligns with schoolwide goals and systems. This session helps coaches and leaders build a shared coaching playbook focused on alignment, clarity, and impact. Participants will explore how to connect coaching cycles to instructional priorities, design supportive professional learning, and use data to guide decisions. Through real examples and practical tools, this session focuses on strengthening systems so coaching drives consistent, schoolwide improvement.

About Erinn:

Erinn Cottman is an experienced Education Consultant and School Leadership Coach with over a decade of expertise in instructional leadership and professional development. She specializes in helping school and district leaders build sustainable coaching systems that drive educator success and student achievement. Her work emphasizes equity, strategic leadership, and continuous growth.



Vernita Scarborough

Track: Leadership & Systems

The EPIC Instructional Coach: A Weekly Planning System for Sustainable Impact

Session Description:

Instructional coaches juggle constant priorities. This session introduces the EPIC Framework and a systematic weekly workflow to clarify coaching priorities, protect time, and plan high-impact support with confidence.

About Vernita:

Vernita Scarborough has been a dedicated force in education for nearly 15 years, serving as an early childhood educator and literacy coach with a passion for building strong readers and empowering teachers. She is the founder and owner of Literacy Lambs, an online education company that provides supplemental education, professional development, and local events designed to equip and inspire educators to be their very best. Her work bridges the classroom and the community, offering educators the tools, training, and support they need to thrive. Outside of her professional life, she enjoys spending quality time with family, getting lost in a good book, and rewatching her favorite 90's shows.



July 7, 2026

Day Two Sessions & Speakers

Nikki Porter

Track: Relationships & Culture

The Rookie Playbook: Your First 30 Days to Coaching Credibility

Session Description:

New to coaching? Master your first 30 days with a week-by-week structure for success. Build trust, clarify your role, and create a "Starter Kit" of must-do actions and must-have tools to move from peer to impactful coach with confidence.

About Nikki:

Nichole Porter is a District Lead Instructional Coach in Richland School District 2, in Columbia, SC, with over 10 years of experience dedicated to the coaching craft. In her current role, she oversees district regional coaching initiatives, providing the strategic coordination and professional learning necessary for school-level success. Nichole serves as a key connection between schools and district coaching priorities, ensuring that every educator has the support they need to thrive.

Whether she is leading district-wide PD, coaching a fellow coach or teacher, Nichole's mission is clear: empowering educators through evidence-based practices to create transformative student outcomes. She spends her time coordinating regional efforts and working side-by-side with teachers to master the instructional habits that truly move the needle for students.



July 8, 2026

Day Three Sessions & Speakers

Lindsay Deacon & Angela Harkness

Track: Coaching Practice

Coaching Survival Skills

Session Description:

Have you ever missed an observation because you were pulled in to substitute teach? Been asked to “fix” a struggling teacher? Had a teacher who cancels every meeting? Or worked in a school where even your principal isn’t quite sure what your job is? You are not alone! This session will explore strategies and tools for effective day-to-day instructional coaching practices, including overcoming obstacles, navigating common challenges, and building meaningful relationships with teachers.

About Angela:

Angela Scotto Harkness, co-author of *The Educoach Survival Guide*, is an instructional coach and professional developer in the Portland area with over 21 years of experience across multiple schools and districts. She holds a Master’s in Education from the University of Portland, along with Reading and ESOL endorsements.

Angela is passionate about empowering educators and creating supportive, collaborative environments where teachers can grow and refine their practice. Grounded in integrity and connection, her work centers on strengthening instruction and improving the student experience.

About Lindsay:

Lindsay Deacon is a full-time coach to educators of all levels and the co-author of *The EduCoach Survival Guide* books. Based in Las Vegas, Nevada, she has served on Dr. Jim Knight’s Instructional Coaching team and Professor John Hattie’s Visible Learning team at Corwin Press, and most recently led the design and implementation of an Instructional Coaching program for NWEA. Outside of her professional work, Lindsay spends her time riding horses and volunteering for the FBI Las Vegas Citizen’s Academy Alumni Association.



Nikki Porter

Track: Coaching Practice

The Data-Driven Playbook: Moving from “I Feel” to “I See”

Session Description:

Stop guessing and start growing! Learn to use data as objective evidence to drive factual coaching conversations and build teacher trust. Walk away with a playbook of simple tools to turn classroom evidence into student wins.

About Nikki:

Nichole Porter is a District Lead Instructional Coach in Richland School District 2, in Columbia, SC, with over 10 years of experience dedicated to the coaching craft. In her current role, she oversees district regional coaching initiatives, providing the strategic coordination and professional learning necessary for school-level success. Nichole serves as a key connection between schools and district coaching priorities, ensuring that every educator has the support they need to thrive.

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July 8, 2026

Day Three Sessions & Speakers

Guilianna McGinniss

Track: Coaching Practice

AI-Powered Differentiated Professional Development: How Instructional Coaches Can Personalize Teacher Learning

Session Description:

Discover how instructional coaches can use AI to create differentiated professional development. Learn practical strategies to personalize teacher learning, support implementation, and increase the impact of professional learning.

About Guilianna:

Guilianna McGinniss is an instructional leader and educator dedicated to helping teachers create engaging, impactful learning experiences for students. With experience as a classroom teacher, instructional coach, and school administrator, she works closely with educators to strengthen instructional practices and design professional learning that is practical, meaningful, and immediately applicable in the classroom. Guilianna is also the founder of Practically Perfect PD, where she develops innovative professional development resources that support schools in building strong instructional cultures and empowering teachers to thrive.



Sharon D. Hudgins

Track: Coaching Practice

When Coaching Conversations Stall: A 4-Step Framework for Action

Session Description:

Coaches need structures that lead to action. This session introduces a repeatable 4-step framework to organize coaching conversations, clarify instructional priorities, and generate practical next steps teachers can implement immediately.

About Sharon:

Sharon D. Hudgins is a passionate advocate for early childhood education. Originally from Philadelphia, she now resides in Atlanta, GA. After graduating from Spelman College with a degree in Child Development, Sharon's journey began with dreams of becoming a teacher, inspired by her exceptional fifth-grade teacher. However, her experiences in childcare left her feeling undervalued, prompting her to shift her focus toward supporting ECE professionals.

Transitioning into a trainer, coach, and consultant role, Sharon recognized the importance of empowering and equipping ECE professionals. Her goal is to impact the lives of 10,000 professionals, ensuring they receive the support, tools, and recognition they deserve. Through her training sessions, consultations, and advocacy work, Sharon strives to create a ripple effect, transforming ECE environments to foster optimal growth and development in children.

Driven by her compassionate nature and dedication to lifelong learning, Sharon seeks to foster collaboration and dialogue within the ECE field. Her ultimate vision is a future where all children can access high-quality early childhood education, leading them toward lifelong success.



July 8, 2026

Day Three Sessions & Speakers

Alexia Cruz

Track: Instructional Practice

High Expectations, High Support: Coaching for Cognitive Demand

Session Description:

There is a myth that rigor should be lowered if support is needed during instruction. This session equips coaches to help teachers increase cognitive demand while ensuring that all students have the necessary tools to engage during instruction without lowering expectations.

About Alexia:

With over ten years of experience in education and having leadership roles in the secondary education sector, and currently pursuing a Master's in Educational Leadership, Alexia Cruz possesses a profound understanding of instructional practices and adult learning. Through her company, Cruz ConnectED Consulting, she is on a mission to equip secondary schools with the targeted professional learning experiences and coaching to create responsive classrooms for neurodivergent students to increase engagement and achievement.



Dr. Jana Lee

Track: Instructional Practice

Strengthening Student Engagement Through High-Impact Instruction

Session Description:

In this session, Strengthening Student Engagement Through High-Impact Instruction, participants will explore how clear learning goals, purposeful instructional moves, and checks for understanding can help teachers increase engagement and respond to student needs in real time—without adding additional planning demands.

About Dr. Lee:

As Founder and CEO of Jana Lee Consulting and Associates, Dr. Jana Lee brings over 18 years of experience to K–12 education. She began her career as a founding special education teacher in a high-needs school in the South Bronx, where she built and led the school's special education department, developed curriculum, and served as a peer instructional coach.

Driven by her passion to close achievement gaps, empower teachers, and help leaders build sustainable systems that produce real results, Dr. Lee founded Jana Lee Consulting (JLC)—a national K–12 consulting firm that partners with schools and districts to improve academic performance, strengthen school culture, and ensure that every student receives the support they deserve. Her approach blends data, collaboration, and practical strategies that make meaningful change both achievable and lasting. Dr. Lee holds a Ph.D. in Leadership, specializing in Reading, Language, and Literacy, and master's degrees in Special Education and Educational Leadership.



July 8, 2026

Day Three Sessions & Speakers

Nicole S. Turner

Track: Leadership & Systems

Leader Moves That Make Coaching Work

Session Description:

Coaching thrives when leaders create the conditions for it. This session helps leaders clarify what to do, what to stop doing, and how to partner with coaches in ways that build trust with teachers. Participants learn practical leadership actions that strengthen coaching systems, protect coaching time, and align feedback, walkthroughs, and PD around a common instructional focus.



About Nicole:

Nicole S. Turner, founder & CEO of Simply Instructional Coaching Inc., is the force behind the virtual Simply Coaching Summit™. Her diverse roles, from classroom teaching to school improvement specialization, have shaped her holistic view of instructional coaching. Author, creator, and mentor, Nicole's passion is evident in her contributions to the SIMPLE Framework and her published works with Solution Tree Press. Nicole's expertise has guided educators nationwide, emphasizing simplicity & collaboration, sustainability in teaching and learning, and culture in coaching.

Jodie Wood

Track: Leadership & Systems

From Surviving to Strategic: Lessons Learned as a New Instructional Coach

Session Description:

Instructional coaching often fails not because of effort, but because of unclear systems. By sharing honest experiences, strategic adjustments, and practical frameworks, this session equips coaches to move from overwhelmed to impactful.

About Jodie:

Jodie is an instructional coach with 10 years of experience in education, including roles as a middle school English teacher and reading interventionist. Her diverse background supports a strong focus on improving instruction and student outcomes.

Before transitioning into education, Jodie earned degrees from Texas A&M University and Texas Tech University and worked as a Director of Human Resources and Marketing. This blend of business and education experience shapes her practical, results-driven approach to coaching and leadership.

Based in Seminole, TX, she has helped develop teacher mentoring programs and build instructional coaching systems that support educator growth. She will be presenting From Surviving to Strategic, focused on moving from day-to-day survival to intentional, impactful practice.

Outside of work, Jodie enjoys spending time with her husband, Michael, and their two daughters, Avery and Kaelyn.



July 8, 2026

Day Three Sessions & Speakers

Nicole S. Turner

Track: Leadership & Systems

The Culture Check: How Coaches Can Audit School Culture Before Trying to Change Instruction

Session Description:

Learn how to audit your school's coaching culture before making changes. Identify what's working, what's missing, and where to focus so you can build alignment, strengthen support for teachers, and create a clear path toward meaningful, sustainable change.



About Nicole:

Nicole S. Turner, founder & CEO of Simply Instructional Coaching Inc., is the force behind the virtual Simply Coaching Summit™. Her diverse roles, from classroom teaching to school improvement specialization, have shaped her holistic view of instructional coaching. Author, creator, and mentor, Nicole's passion is evident in her contributions to the SIMPLE Framework and her published works with Solution Tree Press. Nicole's expertise has guided educators nationwide, emphasizing simplicity & collaboration, sustainability in teaching and learning, and culture in coaching.

Reviews

“This was the best PD I have attended in years!”

I appreciate the passion, care and knowledge of the presenters. True coaches in every sense of the word. I cannot wait to make new goals for the upcoming school year!

—Eileen B. 2024 Summit Participant

“I feel I’ve learned more through this summit than I have through the 3 years I have had my coaching position. For that, I am truly grateful!”

—Catherine R. 2024 Summit Participant

“Thank you for another year of great instructional coaching learning. It’s wonderful to have a coaching summit (and community).”

—Briana S. 2024 Summit Participant

“This summit was AMAZING!”

As a first time instructional coach, I learned so much valuable information as well as tips and tricks to make coaching manageable. I left each session reflecting and action planning how to use the information this upcoming school year. There was clear and countless examples and models of what to do and I am energized to enter this upcoming school year as an instructional coach!

—Amanda M. 2023 Summit Participant

“Thank you, the summit was very thing that I expected and then some. I feel like I got the value for my money.”

—Luisa A. 2024 Summit Participant

“This is a great workshop with practical and applicable information. I recommend this no matter what year of coaching you are on!”

—Nancy B. 2022, 2023 & 2024 Summit Participant

“The Coaching Summit was a truly remarkable event that brought coaches together to foster growth, support coaching needs, shared tools for building relationships, and focused on student success.”

The exceptional sessions brought a variety of presenters together to share their knowledge and skills in a comfortable, supportive atmosphere. Each session provided an immersive experience for the attendees who left inspired and prepared for tomorrow.

—Diane M. 2023 Summit Participant

2026 PRICING

REGULAR SUMMIT PASS

INCLUDES:

- Admission to 3 Days of the Simply Coaching Summit
- 90 Day Replay Access
- Access to a Private Community (not on Facebook)
- Certificate of Completion
- Option to Apply for Continuing Education Units through Courses 4 Teachers

Launch Week \$47

March 22 - March 29

Early Bird Ticket - \$67

March 30 - May 31

Regular Ticket - \$87

June 1 - June 30

At the Door Ticket - \$127

July 1 - July 31

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- **EXCLUSIVE BONUS** - Volume 2 of the Simply Coaching Insights eBook released June 30, 2026

Launch Week \$67

March 22 - March 29

Early Bird Ticket - \$87

March 30 - May 31

Regular Ticket - \$107

June 1 - June 30

At the Door Ticket - \$147

July 1 - July 31

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Purchase Orders

The Simply Coaching Summit happily accepts purchase orders from schools and districts who would like to enroll their administrators, coaches and leaders in this virtual summit.

- 1 Purchase Orders can be processed for individuals and District Deals.**
- 2 Fill out the Purchase Order Request Form** that can be accessed [HERE](#). The following information will be needed:
 - Name of district
 - Billing contact person
 - Billing Address
 - Attendee's names AND email addresses
- 3 If needed, download the Simply Coaching Company W9**
- 4 Please email approved purchase orders to hello@simplycoaching.co**
- 5 Once the approved purchase order** (with a purchase order number) has been received, your registration will be completed and the attendee's listed on the PO will gain access to their Summit account.

[PO Request Form >](#)