

# School-Based SLPs: Enhancing Your Informal Assessment Practices To Best Identify and Target Student Needs



A Unique One-Day Live Online Seminar Presented by

## Gina England, MA, CCC-SLP

Outstanding Speech-Language Pathologist and National Presenter

Specifically Designed for Speech-Language Pathologists Serving  
Grades PreK-12

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**Options for expanding your assessment toolkit** with timesaving, high-impact informal measures to better identify and address PreK-12 student needs

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**Practical ways to use artificial intelligence and other emerging tools** to enhance how SLPs assess, document, and collaborate ... Smarter solutions for better outcomes

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**A multitude of informal assessment tools** for articulation, listening comprehension, verbal expression, social/pragmatic skills, and many other SLP domains!

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**Receive an extensive digital resource handbook** to support your immediate use of all the assessment measures and activities in this seminar – complete with clickable links

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**ASHA CEUs AVAILABLE**

### LIVE ONLINE SEMINAR

**May 5**

**9 AM Central**, 8 AM Mountain,  
7 AM Pacific, 10 AM Eastern

**May 11**

**9 AM Eastern**, 8 AM Central,  
7 AM Mountain, 6 AM Pacific

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### ASHA CEUs Available

CEUs and Graduate Credit Available  
See page 6 for details

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### CAN'T ATTEND?

Order the recorded version  
and take the seminar online at  
your convenience (see page 6)

*Gina's seminar was  
extremely helpful. I can  
use these resources right  
away with my students.*

— KATE FARAGO, SLP

# Ten Key Benefits of Attending

*"I love Gina's digital resource handbook! It's full of great information and I will use it frequently!"*

— ROBYN CRAWFORD, SLP



## Who Should Attend

Speech-Language Pathologists Serving Grades PreK-12

- 1. Save Time With Outstanding, Ready-to-Use Informal Assessment Tools**  
You need not start from scratch — Gina has done the hard work for you! ... Quickly access handpicked, readily available informal assessment measures with clickable URL links in your digital resource handbook
- 2. Discover Emerging Artificial Intelligence Assessment Tools and Resources – Applicable to School-Based SLPs**  
See firsthand how AI can support the creation of personalized, developmentally appropriate assessment materials ... Empower and engage students while streamlining your evaluation process
- 3. Strengthen Your Clinical Confidence in Using Informal Assessment Measures**  
Explore the benefits of incorporating informal assessment measures into your school-based practice ... Understand how IDEA law and ASHA support the use of informal assessment measures in your practice so you can make informed, defensible decisions
- 4. More Effectively Evaluate Challenging Students**  
Discover common antecedents to noncompliant behavior that can impede the evaluation process ... Select informal assessment measures that play to student strengths and interests to reduce resistance and facilitate more successful completion of your evaluations
- 5. Maximize Your Time and Efforts With a Personalized Diagnostic Toolbox**  
Receive a wealth of use-tomorrow informal assessment resources ... Create your own personalized informal assessment physical or digital binder to enhance your evaluation process
- 6. Quickly Adapt or Create Your Own Highly Effective Informal Assessments**  
Explore ready-made informal measures you can easily use to adapt or create your own assessment measures ... Get started with some of Gina's very favorite informal assessment measures she has created
- 7. Gather Richer, More Authentic Assessment Data From Multiple Settings**  
Discover low- and no-cost rating scales you can share with teachers and families to quickly acquire data from multiple environments ... Bridge data collection, capturing a more complete picture of student needs
- 8. Streamline Assessment Completion With Play-Based Assessment Tools**  
Learn how to gather multiple informal data points in a single session using engaging, developmentally appropriate play-based assessment tools ... Save valuable time while strengthening your evaluations
- 9. Individualize and Personalize Your Student Assessment Plans**  
Learn how targeted informal assessment activities tailored to your students' unique needs can yield more functional results ... Determine when additional probes are indicated to supplement standardized testing and strengthen your overall evaluation
- 10. Receive an Extensive Informal Assessments Digital Resource Handbook**  
Leave with a comprehensive digital resource handbook filled with use-tomorrow informal assessment tools, strategies, and examples featured throughout the seminar to enhance your assessment practices ... Click the embedded direct URL web links throughout to quickly access the assessments

# Outstanding Strategies You Can Use Immediately

## What You Will Learn ...

- **Specific informal assessment tools** in the areas of articulation, language comprehension, verbal expression, emerging language, phonological awareness, Autism, and social communication/pragmatics
- **Ready-to-use summary tables** to guide your clinical decisions regarding the use of specific informal assessment measures
- **Ways to keep students highly engaged** during the evaluation process, yielding better results
- **Useful strategies and activities** stemming from the "Authentic Assessment Approach" and key implications for school-based SLPs
- **Multidisciplinary rating scales** to both "share the load" and include teachers and school staff in the evaluation process
- **A comprehensive summary of numerous informal assessment** measures, including their cost, skills assessed, and target age ranges
- **A specific way to identify** language differences vs. a language disorder, especially with English language learners
- **Receive an easy-to-adapt template** to help you record intra-test observation data for inclusion in your evaluations
- **Keys to creating a personalized physical or digital informal assessment binder** to organize targeted measures aligned to the unique needs of students on your caseload



*"This seminar provided a wealth of practical information and resources for immediate application!  
Thank you!"*

— VANESSA DEGROOT, SLP

## Practical Ideas and Strategies

As school-based SLPs we've all faced numerous challenges in completing timely and informative speech-language evaluations. Often, the single greatest challenge is the time required to do so amidst increasing caseloads and demands on our time. In this **NEW** seminar with **GINA ENGLAND**, you'll explore a wealth of timesaving informal assessment resources, many of which are free! Discover quick assessment activities that target speech, comprehension, verbal expression, emerging language, fluency, and social communication/social pragmatics. Increase student engagement, while gathering more relevant information. See practical ways Artificial Intelligence can enhance your informal assessment efforts to quickly, easily create more personalized assessment activities based on student needs and interests. You'll receive Gina's comprehensive digital resource handbook, complete with clickable web links, and filled with numerous informal assessment measures perfect for grades PreK-12 students with a variety of speech and communication challenges. **Join Gina for a day full of use-tomorrow informal assessment measures you can use to better identify and target student needs.**



# A Message From Seminar Leader, Gina England



## Uniquely Qualified Instructor

**GINA ENGLAND** is a highly experienced school-based speech-language pathologist and outstanding national presenter. She brings years of PreK-12 experience working in a wide variety of schools and districts, supporting students with a broad range of communication and learning challenges. Gina is passionate about helping school-based SLPs strengthen their informal assessment practices to save time and better understand student needs, enhancing the overall evaluation process. Gina has presented across the country for many years and is known for her practical, engaging approach. She is the author of *School-Based SLPs: Enhancing Your Informal Assessment Practices to Best Identify and Target Student Needs*, the extensive digital resource handbook you will receive at the seminar. **Gina understands the real-world challenges school-based SLPs face when trying to balance quality evaluations with limited time. Join Gina for a highly practical seminar full of timesaving informal assessments you can use the very next day!**

Dear Colleague:

As a Speech-Language Pathologist with decades of experience, I've always appreciated both the challenges and the rewards of the evaluation process. In many ways, it's the most critical part of our role on the special education team because it allows us to create IEP goals and objectives that are truly informed, relevant, and functional.

Working with countless grades PreK-12 students, I have often asked myself: Why is learning such a challenge for this student? Over time, I've found that my observational data is often as valuable – if not more so – than the formal test scores I collect. And though we're well-versed in administering and interpreting standardized assessments in our day-to-day work, we don't always realize just how many other great assessment tools are available to us. That's what this seminar is all about!

During our time together, I'll introduce you to a wide range of informal assessment measures I've used and refined over the years – tools that are practical, timesaving, and tailored for school-based practice. These measures span grades PreK-12 and reflect the most common communication challenges we encounter. I'll also share real case studies that illustrate how informal testing can help you create more personalized, meaningful evaluations that highlight not just a student's challenges, but also their strengths.

Our students are so much more than a standardized score, and your evaluation process can better reflect that. I'm excited to equip you with a fresh perspective and new tools to greatly enhance your assessment of students in ways that are efficient, engaging, and impactful.

Sincerely,

*Gina England*

Gina England, MA, CCC-SLP

**P.S. Informal assessment measures are quick to administer, easy to score, and target very specific skills. Your students will also enjoy the fact that they are brief and easier to complete.**

*“During our time together, I'll introduce you to a wide range of informal assessment measures I've used and refined over the years – tools that are practical, timesaving, and tailored for school-based practice.”*

# What Your Colleagues Say About Gina England

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*"Gina is an engaging presenter who shared **the richest assessment resource I have ever seen** in my 30 years of practice. She is a true gem! I will use these resources starting tomorrow!"*

– Carolyn Mansour, SLP

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*"This was an **amazing day with loads of applicable and easy-to-use resources**, ready-made for us! I highly recommend this seminar to any SLP. Gina is a wealth of knowledge and explained things so well!"*

– Sarah Wolff, SLP

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*"Gina's organization of the information and **the way she provided direct links in the digital resource handbook – AMAZING!** I'm walking away with tons of information I can apply tomorrow."*

– Genie Stearns, SLP



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*"This was one of **the best seminars I've attended** in a long time. Gina provided SO much information and so many resources we can refer back to. I'm leaving with lots of great ideas."*

– Lauren Conrad, SLP

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*"Gina England is absolutely a gem! **What a wealth of helpful information!** I am so pleased with today's seminar!"*

– Mayra Cruz-Vazquez, SLP

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*"It is so refreshing to have **such good practical tools and resources** presented, and to have direct web links to everything."*

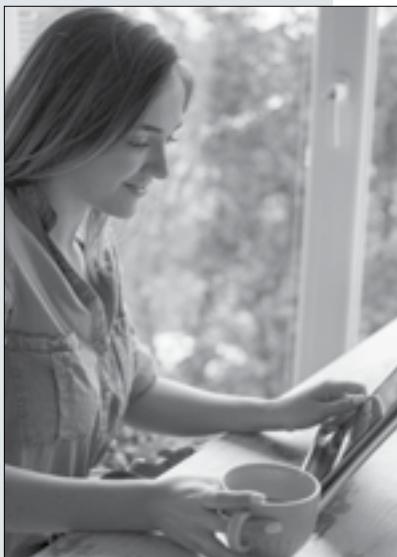
– Terri Barnett, SLP

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*"**Great resources all in one place!** And great presenter with the experience to back up the resources she presented."*

– Sherri Sullivan, SLP

# Special Benefits of Attending



## Extensive Informal Assessments Digital Resource Handbook

You will receive an extensive digital resource handbook specifically designed for this seminar. Included in the handbook are:

- A comprehensive summary of informal assessment measures, including their names, web links, cost, age ranges and targeted skills
- Informal assessment measures for articulation, speech, language comprehension, verbal expression, fluency, emerging language, play skills, phonological awareness and social communication/social pragmatics
- Resources for locating additional readily available informal measures online
- Advantages/disadvantages of both standardized assessments and informal assessment measures to inform your decision making regarding their use

## ASHA CEUs Available



**ASHA CE  
APPROVED PROVIDER**

Bureau of Education & Research

Intermediate Level  
0.50 ASHA CEUs

ASHA CE Provider approval does not imply endorsement of course content, specific products, or clinical procedures.

ASHA-Required Disclosure Statement for Gina England:

Presenter for the Bureau of Education & Research and receives honorarium compensation.

No relevant nonfinancial relationships exist.

You will be required to fully attend the program, actively participate, and complete a self-assessment and program evaluation.

## Meet Inservice Requirements / Earn State CEUs

Participants of Live Online Seminars, and those completing the Recorded Version online can receive a certificate of participation that may be used to verify five continuing education hours. For details about state CEUs available, visit [www.ber.org/ceus](http://www.ber.org/ceus)

## Earn One to Four Graduate Semester Credits



Up to four graduate-level professional development credits are available with an additional fee and completion of follow up practicum activities. Details may be found at [www.ber.org/credit](http://www.ber.org/credit)

## Can't Attend?

### Other Professional Development Options:

#### Recorded Version of the Seminar

Order the recorded version of this seminar to take online at your convenience. You'll have 90-day access to the entire course and to the extensive digital resource handbook. To enroll, see registration form on page 7, and for optional CEUs and graduate credit, please visit [www.ber.org/credit](http://www.ber.org/credit)

#### Related On-Demand Online Courses

Related On-Demand Video-Based Online Learning courses, *A Language Processing Disorder: What It Is and How to Treat It*, for Grades K-12, *SLP: Language Disorders vs Language Differences for ELL*, for Grades P-12, and other related courses are available for immediate registration. To enroll, visit [www.ber.org/online](http://www.ber.org/online)

## On-Site Training

Most BER seminars can be brought to your school or district in-person or online. See the options at [www.ber.org/onsite](http://www.ber.org/onsite) or call 877-857-8964 to speak to one of our On-Site Training Consultants.

# School-Based SLPs: Enhancing Your Informal Assessment Practices To Best Identify and Target Student Needs

## Registration (XBE6S1)

- 1. May 5, 2026** (Start time: 9 AM Central)
- 2. May 11, 2026** (Start time: 9 AM Eastern)
- or —
- 3. I'd like to order the recorded version of this seminar**

FIRST NAME  M.I.  LAST NAME

POSITION, SUBJECT TAUGHT  GRADE LEVEL

SEMINAR NUMBER:  (Please see list above)

*List additional registrants on a copy of this form*

SCHOOL NAME

SCHOOL MAILING ADDRESS

CITY & STATE  ZIP CODE

SCHOOL PHONE NUMBER  HOME PHONE NUMBER   
(      )      (      )

**Registration confirmations and login details are sent via e-mail**

E-MAIL ADDRESS (REQUIRED FOR EACH REGISTRANT)

HOME MAILING ADDRESS

CITY & STATE  ZIP CODE

## IMPORTANT – PRIORITY ID CODE: **EXBE6S1**

## METHOD OF PAYMENT – Team Discount Available

**The registration fee is \$295 per person,**

for teams of three or more registering at the same time, the fee is \$275 per person. **Payment is due prior to the program.** No cash, please.

- A check (payable to **Bureau of Education & Research**) is attached
- A purchase order is attached, P.O. #   
(Be sure to include priority ID code on the P.O.)

Cards accepted: MasterCard, VISA, Discover, AMEX

Account #  Exp. Date:  MO/YR

Billing Zip Code:  3 Digit CVV Code:   
(Found on back of card)

Please print name as it appears on card

## FIVE EASY WAYS TO REGISTER:



**SCAN QR code or visit:**  
[at.ber.org/regXBE](http://at.ber.org/regXBE)



**EMAIL this form to:** [register@ber.org](mailto:register@ber.org)



**PHONE toll-free: 1-800-735-3503**

(Weekdays 5:30 am - 5:00 pm Pacific Time)



**FAX this form to: 1-425-453-1134**



**MAIL this form to:** **Bureau of Education & Research**  
915 118th Avenue SE • PO Box 96068  
Bellevue, WA 98009-9668

## Program Hours

All **Live Online Seminars** are scheduled 9:00 AM – 3:30 PM in the time zone indicated. Check in 15 minutes prior. Registrants will be sent login information by email four days before their Live Online Seminar.

## Fee

The registration fee is \$295 per person, \$275 per person for groups of three or more registering at the same time. Call us at 1-800-735-3503 for groups of ten or more. **Payment is due prior to the program.**

Fee includes seminar registration, a certificate of participation and an extensive digital resource handbook. The fee is the same for Live Online Seminars or Recorded Seminars.

**WA residents:** visit [www.dor.wa.gov/TaxRateLookup](http://www.dor.wa.gov/TaxRateLookup) to find your required WA sales tax rate.

## Cancellation/Substitutions

100% of your paid registration fee will be refunded if you can't attend and notify us at least 10 days before the seminar. Late cancellations made prior to the event date will be refunded less a \$15 service fee. Substitutions may be made at any time without charge.

## Program Guarantee

We stand behind the high quality of our programs by providing the following unconditional guarantee: If you are not satisfied with this program, we'll give you a 100% refund of your registration fee.

## Further Questions

Call the Bureau of Education & Research (800) 735-3503 or visit us online at [www.ber.org](http://www.ber.org)



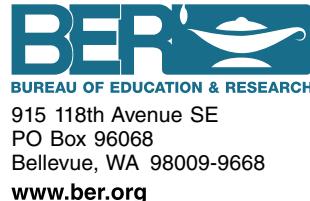
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## School-Based SLPs: Enhance Your Informal Assessment Practices ASHA CEUs Available

# School-Based SLPs: Enhancing Your Informal Assessment Practices To Best Identify and Target Student Needs



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Presented by

## Gina England, MA, CCC-SLP

Outstanding Speech-Language Pathologist and National Presenter

**Options for expanding your assessment toolkit** with timesaving, high-impact informal measures to better identify and address Prek-12 student needs

**Practical ways to use artificial intelligence and other emerging tools** to enhance how SLPs assess, document, and collaborate ... Smarter solutions for better outcomes

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