



The Art of the One Pager

WCER Project & Community Learning Series

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What I've Learned

One pagers provide:

- ✓ Clarity
 - ✓ Accessibility
 - ✓ Transparency
- for an **external** audience

BUT...

They can also be a wildly powerful **internal** strategic tool.

My Journey



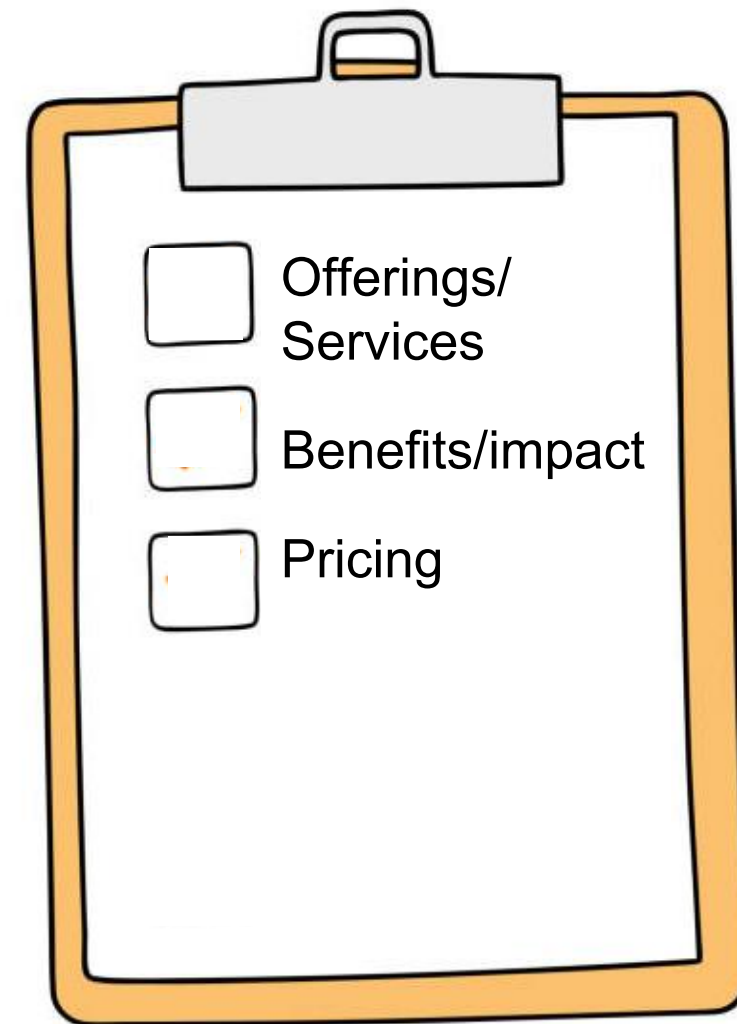
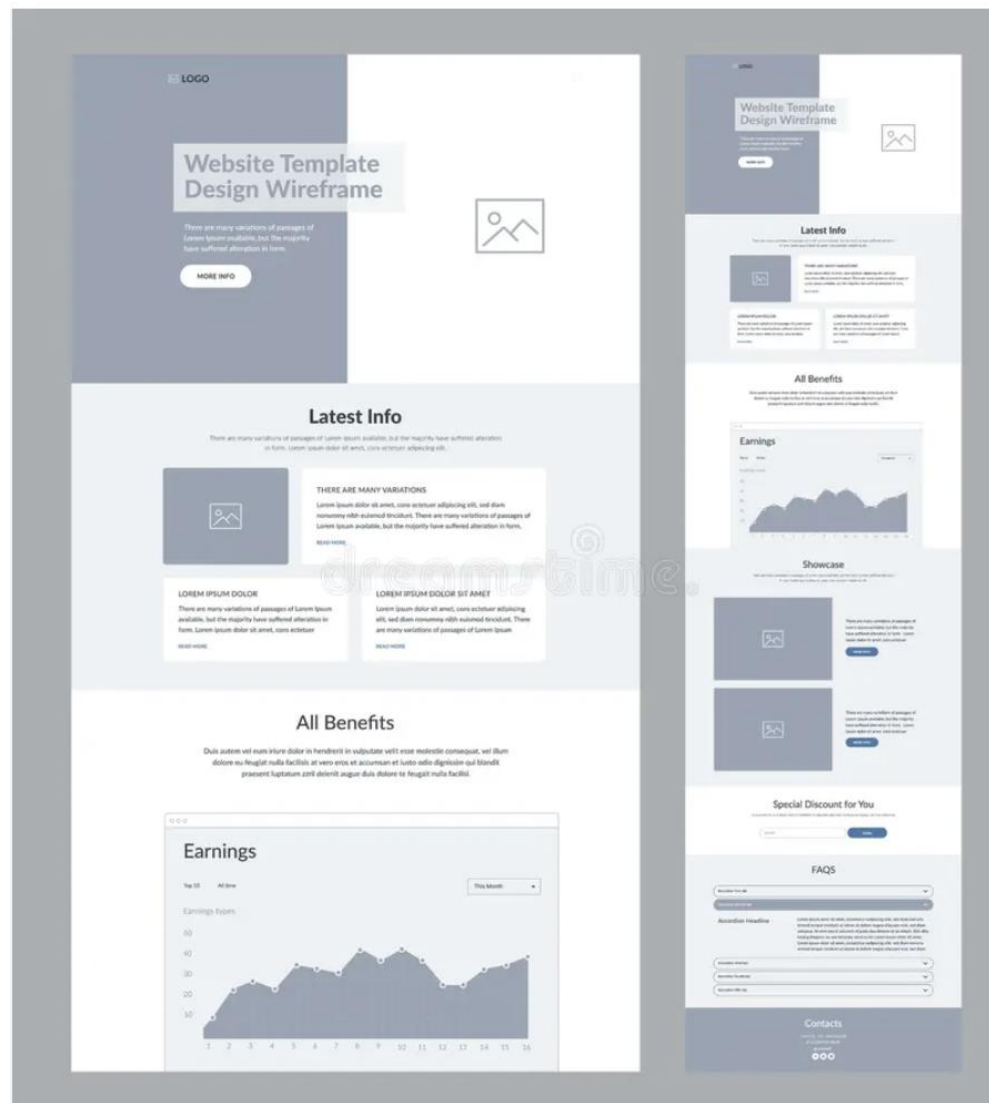
My Journey



a.k.a How and why I fell for one pagers



Let's Make a One Pager!





Define Our Offerings

What are our offerings?

We need to clearly describe what we offer and why someone would want to buy it.



Math Theory of Action



At Bank Street Education Center we believe...

IF



THEN



What we stand for

Joy

We embrace joy through a commitment to freedom, equity, and creating a vibrant and reflective environment where everyone can thrive

Continuous Growth

We pursue excellence through continuous growth in order to drive exceptional results and inspires greatness.

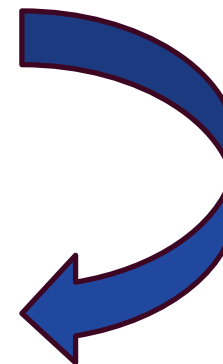
Community

We build a thriving community by forging responsive partnerships and fostering collaboration through inclusive and supportive connections,



At Bank Street Education Center we believe...

IF math educators are provided with professional learning experiences that view math through the lens of big ideas and strategies, and build content knowledge by engaging in math tasks;



THEN all children engage with rich grade-level math content and become confident and capable math learners.



Team Feedback

- In the Then statements, does that include giving teachers a broader lens to be able to think mathematically if we are using Big Ideas as an anchor? Do they gain experiences that invite them to think about the math that comes before their grade/grade band and how it connects to where they are and what comes next (like breaking out of the silo we often find ourselves in, consumed by the grade we teach)?
- In the "If statement" remove the reference to math task and bring back "build content knowledge by doing math". Thd doing language is aligned to the Bank Street belief that children and adults learn by doing
- The "which then" section is the first mention of disparities and educational inequity. Can we be more explicit about that earlier on in the TOA?
- Not all math tasks are created equal; do we mean rich math learning opportunities (to include routines, games, etc). Rich/High-level/Open etc/Doing mathematics (as per Smith)
- "build content knowledge by engaging in math tasks" - I wonder if this accurately captures the experience or if it's about building content knowledge by experiencing facilitation of math tasks that invites us to think differently/be open to new ways of thinking about math strategies?
- Thinking about promoting a "sense of belonging"--wondering how we might support that in the "then" section connected to shifting teachers mindset
- Concrete examples to help teachers ensure that all students engage in rich, grade-level

Math Leadership Feedback - 9.19.24	
Group's Revision (9.19.24)	Revision (7.12.24)
<p>IF math educators are provided with professional learning experiences that build community and content knowledge by engaging in rich math learning experiences and view math through the lens of big ideas</p> <p>Pedagogy?</p> <p>THEN those educators will shift their mindsets in ways that allow them to:</p> <ul style="list-style-type: none"> • Act as a facilitator of math learning • Cultivate critical thinking and problem-solving through progressive mathematics instruction • Ensure that all students engage in rich, grade-level math content • Create joyful cultures of learning <p>WHICH THEN will transform the systems and behaviors that historically sustained disparities and increased educational inequity in students' math engagement and achievement;</p> <p>SO THAT all children gain a strong math foundation, enhance their achievement, agency, and sense of belonging, and become confident, capable learners prepared to adapt and excel in an ever-changing world with access to diverse career opportunities.</p>	<p>IF math educators are provided with professional learning experiences that view math through the lens of big ideas, and build content knowledge by engaging in math tasks;</p> <p>THEN those educators will shift their mindsets in ways that allow them to:</p> <ul style="list-style-type: none"> • Act as a facilitator of math learning • Cultivate critical thinking and problem-solving through progressive mathematics instruction • Ensure that all students engage in rich, grade-level math content <p>WHICH THEN will transform the systems and behaviors that historically sustained disparities and increased educational inequity in students' math engagement and achievement;</p> <p>SO THAT all children gain a strong math foundation, enhance their achievement, agency, and sense of belonging, and become confident, capable learners prepared to adapt and excel in an ever-changing world with access to diverse career opportunities.</p>



At Bank Street Education Center we believe...

IF math educators are provided with professional learning experiences that view math through the lens of big ideas and strategies, and build content knowledge by engaging in math tasks;

THEN those educators will shift their mindsets in ways that allow them to:

- Understand that all students are capable of engaging in rich, grade level math content
- See their role as a facilitator of math learning

WHICH THEN will strengthen math educators' capacities for transforming the systems and perspectives which historically have widened disparity gaps and increased educational inequity in students' math engagement and achievement;

SO THAT all children engage with rich grade-level math content and become confident and capable math learners.

*Fuzzy math:
A one pager
can be two
sides of one
piece of
paper. It still
fits cleanly
into a folder
or as a
handout at a
meeting,
event, or
conference.

At Long Last, the One Pager*



K-12 MATH EDUCATION OUR WORK

In partnership with K-12 public school systems, we assess the unique strengths and challenges of leaders, teachers, and students to develop customized supports that strengthen school structures and practices in math. Through tailored professional learning, coaching, ongoing research, and a commitment to centering student voices, we create meaningful change in schools, promoting deeper learning, eliminating disparities in student outcomes, and building equitable math learning environments.

Our Beliefs & Approach

At Bank Street Education Center, we believe:

- Deep math learning is dependent on the interactions among students, teachers, and content
- Teachers build content knowledge the same way students do - by doing
- Math must be experienced through the lens of big ideas, strategies, and models

By shifting teacher mindsets, deepening their content knowledge, and enhancing their instructional approaches, we work to provide equitable math opportunities for all children and create inclusive math learning environments designed to cultivate confident and capable math learners.

"I have an entirely different view of math and how to teach it. I've since shared some of what I've learned with my grade team in attempt to integrate some of the math routines and practices the [Bank Street] coach shared."

- New York City K-2 Teacher

Past Partnerships



K-12 MATH EDUCATION OFFERINGS

K-12 Math Education provides adult learning opportunities for districts, educators, school communities, non-profit organizations, cultural institutions and educators.

Math Practices Collaborative Review

Gather evidence and reflect collaboratively and intentionally to shape organizational learning priorities.

Math Coaching

Work collaboratively with teachers using an instructional coaching model to plan, co-teach, and debrief.

Curriculum Implementation Support

Enhance the implementation of high-quality instructional materials with professional learning and coaching.

Math Professional Learning Series

Co-construct tailored engagements designed to support educators and leaders with new insights in key areas.

Continuous Improvement Networks

Support cohorts to use continuous learning and improvement methodologies to address inequitable student outcomes.

Strategic Planning & Change Management

Facilitate structured processes for vision setting, resource allocation, and system-wide support to drive organizational change.

Partnership Example


High 5's Math Program: Bank Street is partnering with 20 Next Generation Community Schools in New York City to implement High 5s, a game-based supplemental kindergarten math program designed to build on children's natural developmental progression in math skills. Developed by the University of Michigan, High 5s provides instructors with curriculum and resources, professional development, coaching support, the scope and sequence of activities, and weekly family notes.



MORE INFORMATION



<http://www.bankstreet.edu/educationcenter>
edcenter.math@bankstreet.edu



One Pager: Concise, visually engaging, and easily digestible snapshot of an organization, project, or idea.

30 Seconds



- We live in an era of information overload.
- You have 30 seconds to make sure the reader knows why your thing matters.
- Clarity is your competitive advantage.

A white paper can be about comprehensiveness. A one pager is about [connection](#).



The Framework: What, Who, Why

WHAT

Clarity

Define the problem and solution—without jargon

WITH WHOM

Ecosystem

Show partners, collaboration, and social proof

WHY

Impact

Explain why it matters (the So what?)

The Jargon Filter

This is one of the most challenging parts because it addresses the "Expert's Dilemma:" the fear that simplifying language makes the work less serious.

The Jargon Translator Game

~~"We leverage our core competencies to facilitate a paradigm shift in our service delivery model."~~



"We use our strengths to completely change how we serve customers."



How a Reader Scans

Color-coded eye-tracking data illustrate how users scan content.

1. Horizontally across the top
2. Lower, shorter horizontal scan
3. A final, fast vertical scan down the left side.

(red = high attention, blue = low),

ages written by those who don't understand the importance of web friendly layout and formatting. But in a blog, social media post, webstore product descriptions, and even on website category pages, a single sentence for that content's engagement. I briefly considered writing this article as a wall of text, but if I had you wouldn't be reading this. Walls of text are profoundly intimidating to users on the web. Walls of text are visually uninteresting. Lengthy chunks of block text don't play well with mobile formatting. Walls of text are often the result of ranting, spam, or otherwise low-quality content. Lack of headings or structure makes skimming for key information difficult. Walls of text make content look longer than it is. All of this together leads to a dramatically higher bounce rate for websites that don't use web-friendly formatting. The solution is to use web-friendly formatting to make valuable and insightful content. Fortunately, the problem is easily corrected with a few web-friendly formatting tricks.

No

Fixing up Walls of Text. A wall of text is a wall of text. It's not artistic. When words are packed together without any white space and prevents the reader from getting any relief, so it's away from clear headings and formatting. Without a time consuming effort, the content is doomed as a block can be so easily avoided. The solution is to use web-friendly formatting to make valuable and insightful content. Fortunately, the problem is easily corrected with a few web-friendly formatting tricks: Increasing the length of paragraphs. Breaking up long paragraphs into smaller ones. Writing and formatting webstore content is a challenge. It's a challenge to write content that is both engaging and informative. Ideas move faster and paragraphs are shorter. Frequent paragraph breaks help to keep the reader's attention. Headings are available in WordPress, Word, and other programs. Heading styles in Word and other programs can be used to format headings differently, or color them. These ↑ ↓. Bullet Points are another solution. Bullet points are an excellent replacement for long sentences and make it easy to digest information while providing them with extra context. The internet loves lists. They're easy to digest, easy to build in logic and structure, include a lot of information in a small space, and the format lets the reader know ahead of time just how long the article will take. Images in a listing, website page, blog, or other article should include at least one appropriate and relevant image. Images draw eyes and boost engagement, strengthening and being strengthened by the text they accompany. Visual relief. No WOTs, No Exceptions. These principles apply to digital content regardless of the platform, the format, or the nature of the content being used. From social media posts to deep political analysis, non-friendly formatting makes content that much easier to approach, absorb, and digest. And it's important to remember that using large text blocks does not mean shortening or dumbing down content. Good content locked into a wall of text is a wall of text.

The importance of white space.

- 30% of your page should be empty. Air creates focus; clutter creates anxiety.
- White space does not have to be white. It can be any color, as long as it is free of text, images, or other visual elements.



Visual Elements

Visual elements (graphs, photos, maps) make your one pager more engaging and easier to understand.

Design Do's

- ✓ Choose only high-quality images, readable graphs, or simple maps that reinforce your message.
- ✓ Every visual should have a descriptive caption.
- ✓ Keep the design clean so that visuals support, rather than compete with, your content.



Design

Build Trust: If a claim is presented in pure words or numbers, 68% of people will believe the information is accurate and truthful.

- But if you put a simple graph with the same claim, the number rises to 97%.

Make it sticky: Pairing relevant images with information helps retain 65% of the information three days later.

Human brains process visuals up to
600 times faster than they do text.

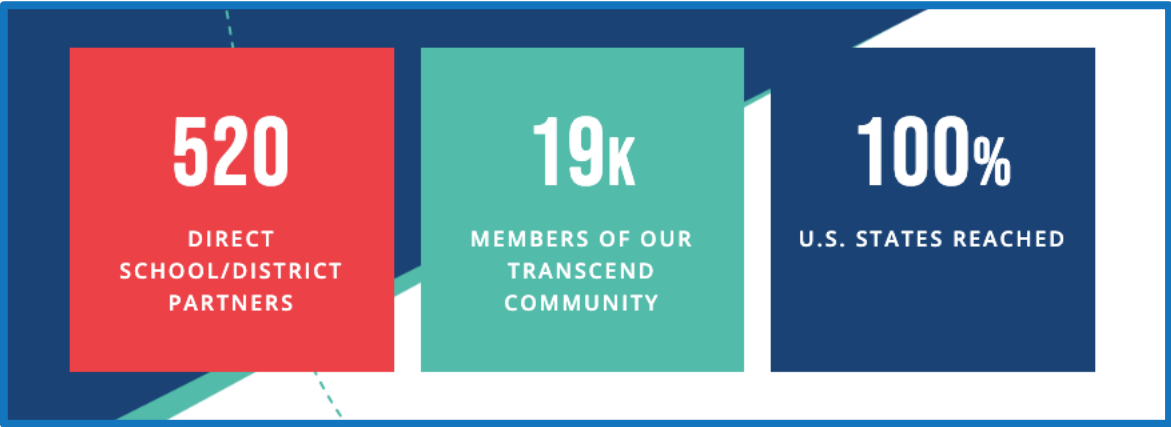


Social Proof

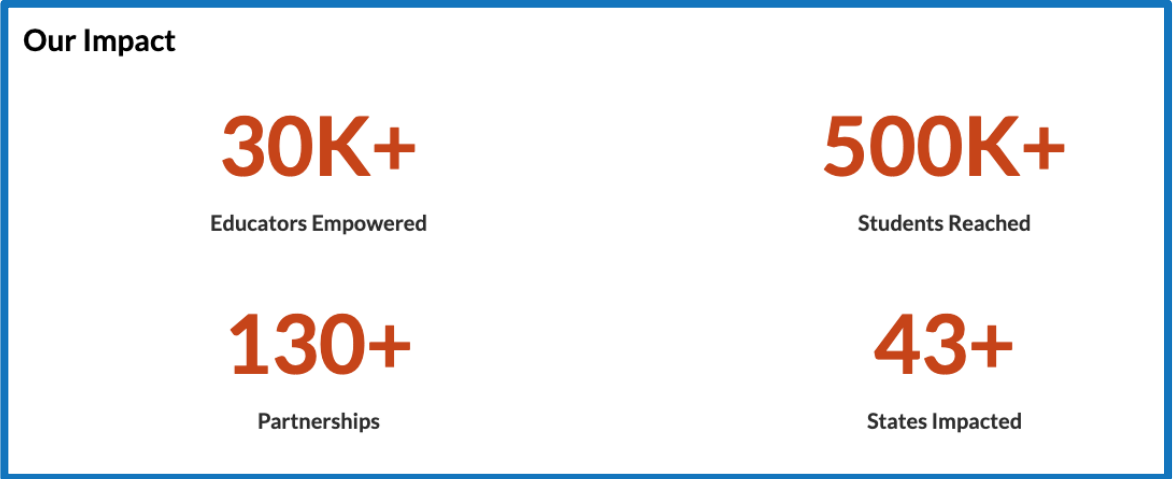
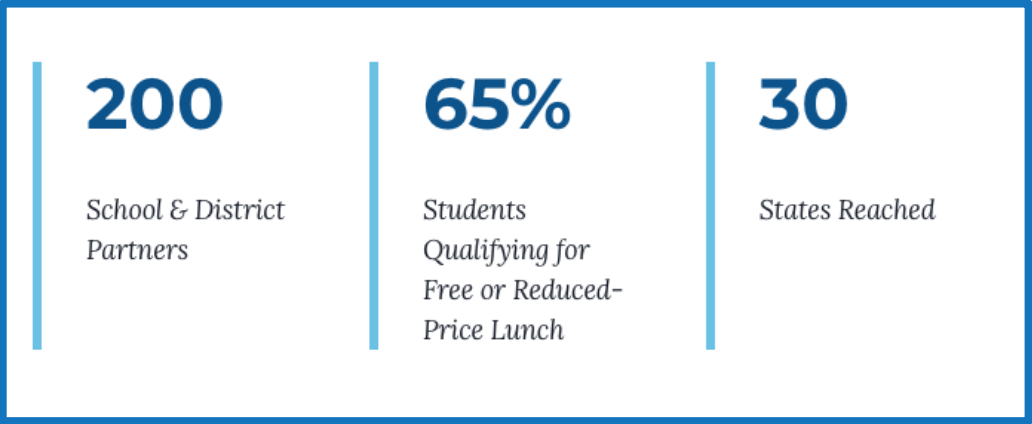
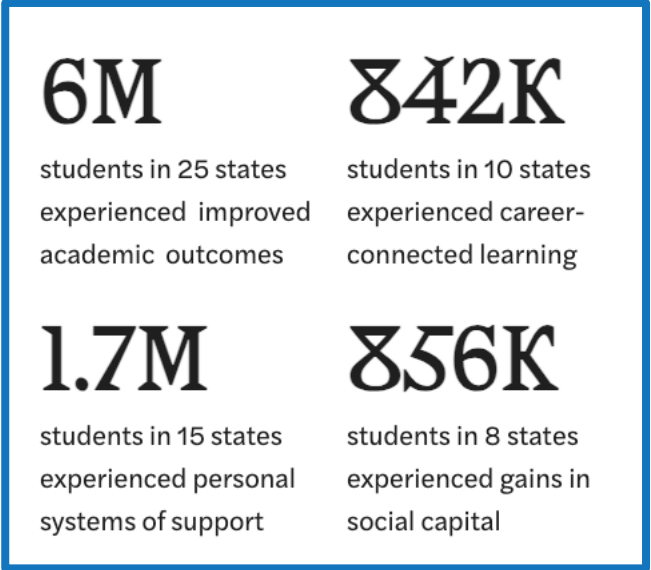
Social Proof is evidence that other people have purchased and found value in your product or service.

Common types:

- Logos of previous partners
- “Reach” statistics (that can double as “impact” stats)
- Customer reviews & testimonials
- Case studies



Reach + Logos



Testimonials + Case Studies

Client Success Stories & Testimonials

“Teaching Lab was one of the best PD’s I’ve had in my 31 years of teaching. It presented systemic changes that could be made in mathematics instruction that work. It wasn’t focused on quick fixes or cute lesson ideas.”

Teacher in Strive/Cincinatti Public Schools



Kansas State University Successfully Implements SchoolSims Into Their Educational Leadership Courses

Dr. Kellen Adams, a professor of practice at Kansas State University, has been very pleased with the reaction of students following the recent addition of SchoolSims to their educational leadership courses. Dr. Adams aligned the leadership development simulations to each of their classes so that the students would benefit from the additional experience with decision making. The results were so positive that he plans to continue using these learning tools in future courses.

Simply enter your email address for immediate access!

Email*

[Download Now](#)



SchoolSims Enhances Educational Leadership Courses at the University of South Carolina

Dr. Suzy Hardie, an educational leadership professor at the University of South Carolina, first integrated SchoolSims into her program in 2020 to address the experiential gaps caused by the pandemic. What began as a temporary solution has become a lasting instructional tool. Suzy continues to use the simulations because they provide immersive, real-world leadership scenarios that case studies alone cannot replicate. Her students engage with the sims through reflection posts, video responses, and role play, gaining insight into the complexities of school leadership and decision-making. Students consistently report that the simulations build confidence, sharpen critical thinking, and offer a safe environment to learn from challenging situations. As Suzy notes, SchoolSims fosters shared learning experiences and equips aspiring leaders with practical tools to manage real-life stressors in educational settings.

Simply enter your email address for immediate access!

Email*

[Download Now](#)



Cultivating Reflective and Visionary Education Leaders at the Institute for Citizens & Scholars with SchoolSims

For over 75 years, the Institute for Citizens & Scholars has been at the forefront of supporting individuals tackling pressing societal issues. In recent years, the organization has shifted its focus to equipping young people with the civic knowledge, skills, and engagement necessary for a thriving democracy. As part of this mission, the Institute launched the Indiana Education Leaders Fellowship Program, a year-long initiative designed to strengthen the leadership capacity of educators across the state. To enrich the fellowship experience and provide a structured, immersive learning opportunity, the Institute turned to SchoolSims, integrating its simulation-based learning model into professional development for educational leaders.

[Read More](#)



SUNY Cortland Equips Future Leaders with Simulations for Real-World Success

SUNY Cortland enhanced its Building Leadership course by integrating SchoolSims simulations, allowing students to practice real-world decision-making in a safe, engaging environment. Led by Gary Astles, the program helps future school leaders build confidence and develop critical skills through realistic scenarios, from managing difficult conversations to addressing cultural competency. Despite time constraints in the five-week summer course, the simulations have significantly improved student engagement and leadership development.

[Read More](#)



A Call To Action

- Convert interest into action: A one pager is designed to be quick and impactful.
- Clarifies the next step: Without a CTA, readers may not know what to do with the information provided.
- Avoid non-descriptive CTAs: “Learn More” is not descriptive enough to drive action.

CTA Examples

JOIN THE TRANSCEND COMMUNITY!

The Transcend Community is a free, vibrant network of leaders, educators, and designers of innovative schools and learning environments.

JOIN THE COMMUNITY

Coaching & professional learning — for teachers by teachers.

We deliver research-driven, curriculum-aligned, customized professional learning, because when teachers thrive, students thrive.

Partner with us

Will you shape the future or be shaped by it?

With EY-Parthenon and EY's full spectrum of services, skills and ecosystem partners, we're all in to create new value across sectors.

Find out how we can help you shape what's next



SchoolSims™
EXPERIENCE IS THE BEST TEACHER

The video on the right shows
simulation demonstration led by
the President and Co-Founder

Get a Live Demo



Let's test it out.



BIRCH AQUARIUM

TRANSFORMING UNDERSTANDING

Sharing world-class research

Birch Aquarium at Scripps Institution of Oceanography is a vital portal to marine education, serving as the public-facing component of Scripps Oceanography for decades. Now, with a revitalization of Birch Aquarium on the horizon, we aim to connect understanding of our ocean planet to protecting it.

As we face unprecedented environmental changes, realizing critical climate goals is essential. Successfully meeting those goals depends on public commitment to dramatic reform, a pledge that can be difficult to uphold when the consequences of climate change still seem largely abstract. The plucked-from-real-life atmospheric, earth and marine science exhibits housed within Birch Aquarium serve as tangible reminders of the environmental crisis playing out and galvanizing our visitors into action.

Welcoming students

To better connect the public to the planet, Birch Aquarium also offers dynamic K-12 education programs, including tours of our facility, instruction featuring aquarium animals, traveling exhibits and summer camps on our beautiful La Jolla coast. These innovative programs enhance students' formal education by reinforcing concepts that cut across both STEM and the arts and humanities, expanding children's minds and forming a new generation of planetary stewards.

Protecting our ocean planet

We invite members of our community passionate about the future of our planet to join us in revealing the oceans' wonders to all of Birch Aquarium's visitors. As Scripps Oceanography expands its research initiatives, Birch Aquarium will serve as a conduit for converting new insights into inspiration for change, led by learners of all ages.

TOP 15 AQUARIUM

Birch Aquarium was named among the best in the nation (U.S. News & World Report, 2023)

MORE THAN 500,000 VISITORS

Explore Birch Aquarium each year

54,000 PRE-K-12 STUDENTS

Experience marine science annually through a combination of aquarium visits and outreach

2 MILLION LEARNERS

Reached through online programming including UCSD-TV

At UC San Diego, we believe that what we don't know today will forever change our tomorrows. Empowered by generosity and fueled by curiosity, we are unafraid to chase the unknown — to ask the questions no one has asked before and to push the boundaries of possibility. Together, we unite diverse people and unconventional perspectives to propel limitless impact. Because we know that when we come together, nothing is beyond us.



Together with your philanthropic support, we can successfully share Scripps Oceanography's vibrant research with the community, influencing generations of our planet's future stewards.

Learn more at aquarium.ucsd.edu/giving.

BIRCH AQUARIUM PRIORITIES

STUDENT SUPPORT AND SUCCESS

» Birch Aquarium's extensive **Beach Science** program brings hands-on science education to students in San Diego's underserved communities through our expanding on-site resources and creative mobile options, helping to ensure equity in access to science education.

OUR CAMPUS AND COMMUNITY

Birch Aquarium is embarking on a **physical and thematic renovation** to lead the field in translating scientific research into immersive and accessible experiences designed to inspire action on behalf of our planet.

» Through **WOW! Experiences** — one-of-a-kind live animal interactions and other memorable exhibits — and **The Black Box Climate Science Theater**, our guests engage in critical thinking and apply Scripps Oceanography research relevant to everyday life.

» Through careful collaboration with area experts, our **refreshed narrative pathway** will connect visitors to the environment. New design will offer spaces for interaction, while providing a comfortable environment for our guests.

RESEARCH AND INNOVATION

» Through Birch Aquarium's **Coral Propagation Program**, our talented aquarists grow coral colonies in captivity for aquarium displays around the world including our own Indo-Pacific reef habitat, reducing collection pressure on natural reefs.

» Our renowned seahorse and seadragon collection is one of the largest in the world. Through our **Seadragon Breeding Program**, we have raised and shared hundreds of these creatures with other aquariums, lessening the collection toll on wild populations.





Thank you.

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