



A collaborative approach to student achievement

Customized professional development to cultivate well-equipped educators and staff who anticipate and meet the needs of each student.

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It takes a village.

PD by Design offers in-person and virtual professional development resources for school districts to advance their educators' competencies while empowering their students to reach their full academic potential. Through a collaborative approach, we utilize evidence-based practices to equip school leaders with the tools to:

- ✓ Interpret and adapt to curriculum requirements
- ✓ Assess and develop a plan to meet the needs of each student
- ✓ Prepare curricula and lesson plans tailored to the classroom
- ✓ Foster the growth of educators' proficiencies at each level of their career
- ✓ Develop an institution that functions by the partnership of staff, students, and families



Equipping through the power of connection

Our mission is to expand the capacity of educators and institutions to identify and meet the unique needs of their students to ensure their academic success.

Our vision is to realize every student's academic success and well-being by collaborating with well-equipped educators and empowered parents.



Meet the Founder

Fannie G. Williams, Ed. S

With over 35 years in education, Fannie Williams has devoted her career towards endowing school administrators with the tools for its educators and students to reach their full potential. Fannie knows it takes coaction to create a culture of rising leaders who are both knowledgeable and positioned to contribute to the world. Her customized solutions and education consulting produce classrooms that positively impact students' well-being, bolster educators' abilities, and transform parents' participation.

[Read Our Story](#) →

Our Approach

At PD by Design, we understand the challenges school districts face when working to improve school performance and meet the needs of their district and school leaders, students and families. Our comprehensive consulting services provide professional development resources for teachers to implement tailored educational strategies for students and their families. Here are a couple of case studies of how we have assisted districts in transforming their school's academic performance.



District Support

Our work with one school district included providing an Interim Human Resources Director. This enabled the district to continue serving employees while ensuring contracts, license renewals and other HR functions were kept up-to-date.

We also partnered with a school district to provide support by providing an interim principal. This resulted in the establishment of PLCs and a 70% decrease in discipline referrals.



Classroom Support

In the Spring of 2021, we provided professional development to school educators with the goal of creating targeted strategies to best support Exceptional Children and their families. The professional development focused on MTSS.

Our work with one school district included implementing and teaching educators to use North Carolina's literary assessment system *mClass*. We also developed center activities to support students' reading development.

Who we've partnered with





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