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**Toolkit for Educators
2026-2027**



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Clever Crazes for Kids

TABLE OF CONTENTS

Chapter 1	Meet Carla C. Johnson, EdD, Professor, STEM Educator/Consultant
Chapter 2	Our Clever Crazes for Kids® Curriculum, National Associations, and Professional Organizations
Chapter 3	Professional Development Credit
Chapter 4	Clever Crazes for Kids® and STREAM
Chapter 5	Academic “Worlds,” Grades K-8
Chapter 6	Step It Up and Kickstart Your Brain®
Chapter 7	Curriculum Use for Individuals and Groups
Chapter 8	CCK Videos/Demos
Chapter 9	Using Clever Crazes Website with Limited Computer Access
Chapter 10	Prizes for Schools, After-School Programs, Homeschool Programs, and Kids
Chapter 11	Registration, Your Scoreboard Report, and Technical Support

The Toolkit containing all of the chapters in the Table of Contents is also available to read, download, and print from the Clever Crazes website.



Chapter 1

Meet Carla C. Johnson, EdD, Professor, STEM Educator/Consultant

Hello! I want to welcome you to CleverCrazes.com. My name is Dr. Carla C. Johnson, Executive Director of the Artificial Intelligence Academy, Faculty Research Fellow and Professor in the College of Education at North Carolina State University. I am the STEM Education Academic Advisor to CleverCrazes for Kids® (CCK), and I want to introduce you to the website and the ways in which you can integrate it into your K-8 classroom. First, let me tell you a bit about my background. I am a former science teacher and have served in many national leadership roles, including President of the National Middle Level Science Teachers Association, Council Member for the National Science Teachers Association, and most recently, Board Member of the School Science and Mathematics Association. I have also been the Editor of the School Science and Mathematics Journal. I have been involved as a professional development consultant nationally for many years and have published internationally-recognized research in the areas of effective professional development and improving teacher quality, as well as STEM policy and practice.



My role with CCK is to facilitate the use of the CleverCrazes.com resources within K-8 grades in traditional classrooms and after-school programs. The CCK website has been developed by a team of educators led by Dr. Kathy Hoover from the School of Education at the University of Cincinnati. We want you to be assured that CleverCrazes.com is a child-safe website, certified by [TRUSTe](#). We invite you to review our [Privacy Policy](#).

I will guide you through the website, curriculum, and student gaming in videos that you can watch [here](#).

CleverCrazes.com is an asset for K-8 educators, after-school program coordinators, parents, and guardians to boost academics and build strong minds, core ethics, and healthy bodies for kids and their families.



Chapter 2

Our CleverCrazes for Kids® Curriculum, National Associations, and Professional Organizations

CleverCrazes.com is always updating and adding new educational materials. For example, since I recorded my website video, CCK has added “You and the World of Art,” including visual art, dance, and music, further extending the concept of critical thinking for your students. The “Art” turns STEM into STEAM. CCK also added “You the Reader,” an extraordinary skill-building learn-to-read and literacy program. “Reading” turns STEAM into STREAM. CleverCrazes.com brings to K-8 classrooms and after-school programs across the country new and exciting ways to engage kids in learning about the STREAM disciplines. Students will see how Science, Technology, Reading, Engineering, Art, and Mathematics are integrated into their everyday lives. Watch your students’ confidence grow as they develop a fundamental love of learning.

In creating the website, the CCK curriculum team referenced many individual state standards/educational frameworks in science and social studies and significant concepts in mathematics and English, as well as 23 educational associations and professional organizations, when developing the grade-appropriate, scaffolded educational materials.

Our educational activities and games enhance and enrich the standards to which you are teaching. We also provide “specials” (extra-curricular subjects).

For example:

1. Step It Up and Kickstart Your Brain®

Our live-action personal trainer, Kimmie, takes students through 16 specific exercises. Kimmie explains how each activity is correctly performed and how the activities benefit physical health.

2. You and the World of Art

This “world” explores the Arts (visual art, dance, and music), providing the critical thinking needed to problem solve.

3. Safe Routes to School

In this “special,” our young scholars will learn about personal safety to and from school (and, of course, other destinations). This includes bike safety, walking safety, caring for the local environment, consideration of others, and much more.



Many national associations have now argued for the integration of technology, as well as 21st-century skills, such as problem solving and critical thinking, into the teaching of core content disciplines. CleverCrazes referenced the guidelines of those organizations in the development of content for the website. These include:

American Association for the Advancement of Science
American Association of Physics Teachers
Association for the Advancement of Computing in Education
Association for sTEm Teacher Education
Cable in the Classroom
Council for Economic Education
Games in Education
International Reading Association
International Society for Technology in Education
International Technology and Engineering Educators Association
National Association for the Education of Young Children
National Association for Sports and Physical Education
National Aeronautics and Space Administration
National Council for History Education
National Council for the Social Studies
National Council of Teachers of English
National Council for Teachers of Mathematics
National Education Association
National Middle School Association
National Oceanic and Atmospheric Association
National Science Teachers Association
North American Association for Environmental Education
US Geological Survey Education

[CCK Curriculum Guides](#)



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Chapter 3

Professional Development Credit

CleverCrazes for Kids® will sign documents for professional development hours for attendance of sessions at educational conferences. Engagement with CleverCrazes.com may also qualify you for professional development hours and/or credits. Follow the link below for more information.

[Professional Development](#)



Chapter 4

CleverCrazes for Kids® and STREAM

STREAM is the educational model of problem solving through the use of multiple disciplines, including Science, Technology, Reading, Engineering, Art, and Mathematics. Because the arts are fundamental to the development of critical thinking and problem solving, we created a curriculum in visual art, dance, and music, turning STEM into STEAM. When CCK added Reading to our curriculum, the term became STREAM. CleverCrazes believes that STREAM is more than the sum of its parts—it goes far beyond just Science, Technology, Reading, Engineering, Art, and Mathematics. STREAM teaching utilizes an integrated approach to how kids and adults encounter these disciplines in the real world.

CleverCrazes.com recognizes that not all children learn the same way. By providing multiple approaches to becoming familiar with materials and concepts, students will be engaged in education and therefore, be motivated to stay in school and pursue stimulating careers. Throughout the site, students will learn about exciting careers designed to provide launch pads for inquiry and discussion. Educators may choose to have students play CleverCrazes.com as a classroom or group. This STREAM teamwork approach to educational gaming naturally brings a variety of experiences and knowledge bases to problem solving.

[Student Video: "What Is STEM?"](#)



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Chapter 5

Academic “Worlds,” Grades K-8

The CleverCrazes curriculum integrates academic areas of focus that we call “worlds.” Students will learn STREAM content by adding Reading and Art to Science, Technology, Engineering, and Mathematics. Students will explore more than 50,000 interesting and exciting facts and questions and more than 150 educational games. Additional worlds may be added from time to time. The current features of the CleverCrazes curriculum are:

You the Reader

This extraordinary skill-building learn-to-read and literacy program engages emerging readers with nearly 3,000 fun hand-drawn pictures, the introduction of letters and their sounds, sight words, and short stories. More accomplished readers will explore parts of speech and sentence structure and continue practicing their reading skills.

You and the World of Art

In this world, students learn about visual art, dance, and music and how these disciplines interact with various aspects of their lives. This world expands students’ critical thinking and problem-solving skills by drawing connections between the arts and the principles of STEM.

You and How Things Work

In this world, students learn about physics, chemistry, and associated topics, such as heat, light, sound, electricity, and magnetism. Your students will also explore the properties and characteristics of matter and be introduced to scientific practices.

You and Outer Space

Your students will explore our solar system, our universe, and other galaxies. Some special points of focus are Earth, the sun and moon, and other objects in the sky, as well as how people observe and interact with outer space.

You and Our Home Planet

Here, students will learn about Earth's structure, the properties of Earth's materials, and our weather. This world also explores relationships between the populations, resources, and environments of the planet.

You and Biodiversity

In this world, students will learn about the diversity of life on Earth through exploration of living things, their life cycles, and the environments they inhabit. Kids will also see how living and nonliving things work together to form a healthy ecosystem.

You and Your Insides

In this world, your students will examine the human body, including the skeletal, digestive, respiratory, circulatory, and nervous systems. Kids will also learn about growth and development, life cycles, and strategies for learning.



You the Time Traveler

This world explores history and social studies. Students will learn how individual people and cultures of the past have helped shape today's world. Geography, timelines, and recognition of artifacts are also addressed in this curriculum.

You and Your Money

Here, students learn how money is earned, spent, saved, and donated to help others. This world also introduces students to the concepts of financial literacy, including supply and demand, career preparation, and fiscal responsibility.

You the Citizen

This world helps kids to understand the meaning of citizenship. Kids learn that being a good citizen is about helping others and their communities. This curriculum also teaches about the US government and the values and principles of democracy.

You the Athlete

Your students will learn to identify healthy behaviors, such as getting fit, eating smart, and being safe. Topics range from causes of disease to the physiology of nutrition. Kids also learn about self-esteem, ethics, bullying, appropriate social behavior, and how to be a good friend.

You and Safe Routes

This world teaches kids about pedestrian, bicycle, and personal safety. Kids learn how to utilize streets and sidewalks safely, to plan safe paths to their favorite destinations, and to recognize and appreciate the features of their communities and how to preserve them.



Chapter 6

Step It Up and Kickstart Your Brain®

Step It Up and Kickstart Your Brain® is our physical fitness component, complete with a live-action certified personal trainer.

According to famed neurosurgeon John Tew, MD, “The newest research shows that as important as exercise is for your body, it’s even more important for your brain. Twenty minutes of aerobic exercise stimulates growth of new synapses, facilitating the grasp of more complex material, and adds new nerve cells, which support recent memory acquisition.” CCK encourages kids to exercise with Step It Up and Kickstart Your Brain®, the physical fitness component of the website, led by our certified personal trainer, Kimmie. Kimmie instructs on the proper way for kids to get fit through live-action videos. She demonstrates 16 specific exercises, and after each video, students or educators have the opportunity to record on the website the number of repetitions that the students performed. Students are held accountable to the ethics pledge they took when they first entered the site, and they can earn points for their honest participation in the physical fitness activities.



If a student does not have access to a computer to record the number of reps as an individual, or if the students are performing the exercises as a classroom or group, a Step It Up and Kickstart Your Brain® Exercise Tracking Form is available to download and print. The registered adult can then enter the students’ recorded number of reps for each of the exercises. An adult must enter the information from the Exercise Tracking Form into the Enter My Kids’ Reps for the Week Form on the CCK website by Saturday, 11:59 pm EST. You can access the Enter My Kids’ Reps for the Week Form by logging in to your account and going to Manage Your Account.

You can download the Exercise Tracking Form [here](#).



Chapter 7

Curriculum Use for Individuals and Groups

Clever Crazes for Kids® offers a variety of engaging educational game experiences for students that can be used as a great way to motivate learning within the K-8 classroom. CCK can be used for enrichment, remediation, and differentiation of learning for students within the STREAM content areas: Science, Technology, Reading, Engineering, Art, and Mathematics.

There are three main ways that Clever Crazes can be used in the K-8 classroom:

1. Individual instruction

This program is well-suited for the instruction of individual students. CCK is easy to use and can meet the needs of a wide range of students across the entire spectrum of learning. It provides assistance to those who are in need of additional reinforcement to gain understanding of a concept while also offering greater challenges for those who have mastered the content and are ready to learn more.

2. Small group instruction

Clever Crazes offers a great opportunity for educators to set up learning centers where small groups of students can explore and use CCK for enrichment and remediation, enabling the lessons to reach many different types of learners on numerous levels.

3. Whole group instruction

Clever Crazes can be used as a way to bring inquiry into the classroom by engaging students in one or more of the “worlds” that align with concepts to be taught. The group leader can use a SmartBoard or other means of projecting the site onto a screen and guide students as a group through the educational games and activities.



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Chapter 8

CCK Videos/Demos

- [Meet Carla C. Johnson, EdD, CCK STEM Expert](#)
- [Integration of Technology with Interdisciplinary Content](#)
- [CCK and STEM](#)
- [Our Worlds \(Academic Areas of Content\)](#)
- [Physical Activity - Step It Up and Kickstart Your Brain®](#)
- [Using CCK in All Classroom Situations](#)
- [Using CCK with Limited Computer Access](#)



Chapter 9

Using CCK Website with Limited Computer Access

We realize that many educators and after-school program coordinators may not have access to multiple computers or tablets for students to use within their classrooms or programs. We suggest using the educator's computer to project the website onto a screen, or to gather a small group around a desk where the computer is located. There are many perks to "playing as a classroom" without having each student play as an individual. Playing together will still allow your classroom or group to accumulate points. Even if you are playing as a class, it is still possible for your students to play individually and also be able to earn points.



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Chapter 10

Prizes for Schools, After-School Programs, Homeschool Programs, and Kids

EVERY WEEK

➡ **72** \$10 Gift Cards to top scoring kids*

EVERY MONTH

➡ **216 TOP SCORING KIDS** can win great prizes like gym shoes, water bottles, hoodies, or backpacks*

➡ **\$500** AWARDED TO TWO SCHOOLS*

➡ **\$500** AWARDED TO TWO AFTER-SCHOOL PROGRAMS*

➡ **\$200** AWARDED TO ONE SCHOOL OR AFTER-SCHOOL PROGRAM PLAYING AS A CLASSROOM OR GROUP*

➡ **\$100** AWARDED TO A HOMESCHOOL*

*FOR DETAILED INFORMATION PLEASE SEE OFFICIAL RULES



Chapter 11

Registration, Your Scoreboard Report, and Technical Support

Registration

The online registration process is easy and user-friendly!

All students must be authorized to use the CleverCrazes for Kids® website by an adult (school or homeschool program educator, after-school program coordinator, parent, or guardian).

Registration should be completed online at CleverCrazes.com. Select the “Educators and Parents” button on the home page, then select the appropriate registration button. Follow the instructions to register your school, after-school program, or homeschool program.

If you don’t have time to add the names of the individual students in your class, school, or program site, we will be happy to help. Simply supply us with the following on an Excel spreadsheet:

- The first name and last name initial of each of your students
- Each student’s grade

Email your Excel file and contact information to kclark@clevercrazes.com or enter your students one at a time during the registration process.

The adult who registers must provide the official name, address, and phone number of the school or program on the registration form, as well as the best contact email address and phone number.

Once you have completed and submitted all of this information, you will receive an email to verify your registration.

When you register, you will create a username, password, and PIN. You will only need to provide the students with the username and password in order for them to play and earn points. To make it easy for you, all of your kids will use the same username and password.

Once students log in, they will see a list of student names. The list is arranged alphabetically by grade; the students may scroll down to their names or start typing a name into the box at the top and click on the name to select it.

A PIN will be required to update account information, enter students’ reps, add kids, view students’ scores, or play as a classroom or group. Please do not provide the PIN to students.

[Register](#)



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Your Scoreboard Report

To access your Scoreboard Report:

- Log in by entering Username and Password and select Manage Your Account.
- Enter your PIN and select "Your Scoreboard."
- You can either scroll down to view the list of your students' scores, or you can type in and search for a student's name.

The report will show results for the current week only. This report includes the scores earned in the academic "worlds" and the Step It Up and Kickstart Your Brain® fitness challenge.



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Technical Support

For Technical Support please complete our [Support Form](#)

Website Administrator:

Tel. 866-794-4636

support@clevercrazes.com

How to Contact Clever Crazes for Kids®

Our mailing address is as follows:

Clever Crazes for Kids
c/o Building Healthy Lives Foundation
625 Eden Park Drive, Suite 200
Cincinnati, Ohio 45202

For Information about Clever Crazes for Kids® or the Foundation
please contact Karen Clark at kclark@clevercrazes.com