

From: Patricia Levesque, Foundation for Excellence in Education  
Sent: 6/29/2015 5:20:07 PM  
To: Haley, Nikki  
Cc:  
Subject: This Impacts Every Child

To view this email as a web page, go here. <<http://click.cmdiemail.com/?ju=fe2411717365037f721179&ls=fdf613797766077e74117975&m=fe5d15707d67027a741c&l=fea211707464017d77&s=fdf41578746607787d107977&jb=ffcf14&t=>>

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Dear Friends,

Proficiency matters. When states set low expectations for proficiency, they lead parents and teachers to believe students are performing better than they actually are. The results of this are disastrous for students.

**Today, the Foundation for Excellence in Education (ExcelinEd) is introducing [WhyProficiencyMatters.com](http://click.cmdiemail.com/?ju=fe2c11717365037f721270&ls=fd613797766077e74117975&m=fe5d15707d67027a741c&l=fea211707464017d77&s=fd41578746607787d107977&jb=ffcf14&t=>) <<http://click.cmdiemail.com/?ju=fe2c11717365037f721270&ls=fd613797766077e74117975&m=fe5d15707d67027a741c&l=fea211707464017d77&s=fd41578746607787d107977&jb=ffcf14&t=>>>, a research-based tool to help parents understand what proficiency means in their state and how it impacts their children.** <<http://click.cmdiemail.com/?ju=fe2b11717365037f721271&ls=fd613797766077e74117975&m=fe5d15707d67027a741c&l=fea211707464017d77&s=fd41578746607787d107977&jb=ffcf14&t=>>>

We have the opportunity to close the proficiency gap. States across the nation are in the process of reviewing proficiency cut scores on their annual student assessments. Raising expectations will result in long-term improvement, but it will cause a temporary drop in student scores. Parents and stakeholders need to be prepared for this change.

[WhyProficiencyMatters.com <http://click.cmdiemail.com/?ju=fe2c11717365037f721270&ls=fdf613797766077e74117975&m=fe5d15707d67027a741c&l=fea211707464017d77&s=fdf41578746607787d107977&jb=ffcf14&t=>](http://click.cmdiemail.com/?ju=fe2c11717365037f721270&ls=fdf613797766077e74117975&m=fe5d15707d67027a741c&l=fea211707464017d77&s=fdf41578746607787d107977&jb=ffcf14&t=>) presents the facts, data and analyses on proficiency expectations in all 50 states, informing and engaging parents and education stakeholders on the importance of high proficiency expectations. This interactive site empowers parents to explore the gap created by the difference between their state and the National Assessment of Educational Progress' (NAEP) proficiency expectation.

Help us get the word out by sharing this email with your network and joining the

conversation on social media with #ProficiencyMatters.

Thank you for your continued work to give all students access to a high-quality education.

Sincerely,

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Patricia Levesque  
Chief Executive Officer  
Foundation for Excellence in Education

**Join the conversation online with #ProficiencyMatters, or use the sample tweets below to spread the word.**

- New interactive site from @ExcelinEd for facts, data and analyses on why #ProficiencyMatters: <http://bit.ly/1fCa9yX> <<http://click.cmdiemail.com/?ju=fe2a11717365037f721272&ls=fdf613797766077e74117975&m=fe5d15707d67027a741c&l=fea211707464017d77&s=fdf41578746607787d107977&jb=ffcf14&t=>>>
- Just launched from @ExcelinEd: #ProficiencyMatters tool for parents to learn about student proficiency levels state-by-state. <http://bit.ly/1fCa9yX> <<http://click.cmdiemail.com/?ju=fe2a11717365037f721272&ls=fdf613797766077e74117975&m=fe5d15707d67027a741c&l=fea211707464017d77&s=fdf41578746607787d107977&jb=ffcf14&t=>>>
- Get the facts on the proficiency gap in your state from @ExcelinEd #ProficiencyMatters <http://bit.ly/1fCa9yX> <<http://click.cmdiemail.com/?ju=fe2a11717365037f721272&ls=fdf613797766077e74117975&m=fe5d15707d67027a741c&l=fea211707464017d77&s=fdf41578746607787d107977&jb=ffcf14&t=>>>

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The **Foundation for Excellence in Education** is igniting a movement of reform, state by state, to transform education for the 21st century economy by working with lawmakers, policymakers, educators and parents to advance education reform across America. Learn more at [ExcelinEd.org](http://ExcelinEd.org) <<http://click.cmdiemail.com/?ju=fe2911717365037f721273&ls=fdf613797766077e74117975>>