

From: Hunt Institute Info

Sent: 6/24/2015 11:00:55 AM

To:

Cc:

Subject: re:VISION - The Role of Strategic Communications in the Transition to New Academic Standards and Assessments: Case Studies of Tennessee and Kentucky

<<http://www.hunt-institute.org/>>

In American K-12 education, no single change in the last 10 years has been as ambitious as requiring that every student graduate prepared for college and career. Data show many students leaving American high schools are not, nor have been, truly prepared for life after graduating. In response, states established new, higher standards and are adopting assessments that measure those higher standards.

It is with this in mind that The Hunt Institute releases its latest issue of re:VISION, The Role of Strategic Communications in the Transition to New Academic Standards and Assessments: Case Studies of Tennessee and Kentucky. <<http://www.hunt-institute.org/resources/2015/06/the-role-of-strategic-communications-in-the-transition-to-new-academic-standards-and-assessments-case-studies-of-tennessee-and-kentucky/>> The two states considered – Tennessee and Kentucky – are by no means immune to challenges that come with raising expectations, neither in the recent past nor into the present; but their histories provide insight into what a well-organized communication and change management process has entailed in states with a clear vision and strong leadership. For more information, visit The Hunt Institute at <<http://www.hunt-institute.org/>>.

<<http://www.hunt-institute.org/resources/2015/06/the-role-of-strategic-communications-in-the-transition-to-new-academic-standards-and-assessments-case-studies-of-tennessee-and-kentucky/>>

The Hunt Institute

1000 Park Forty Plaza | Suite 280 | Durham, NC 27713

p: 919.962.4296

<http://www.hunt-institute.org/>

<<https://www.facebook.com/thehuntinstitute>> <[http://twitter.com/Hunt\\_Institute](http://twitter.com/Hunt_Institute)>  
<<http://www.youtube.com/user/TheHuntInstitute?feature=mhum>>