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Learning First Alliance Issues Back-to-School Communications Tools for Educators


LFA is a coalition of 14 national education groups that collectively represent more than 10 million educators and parents.

The toolkit contains advice for helping local school leaders and other educators publicize and explain their successes in implementing college- and career-ready standards. The document is designed to help shore up support for public education across the country by showcasing innovative and effective programs in schools as well as the myriad of school staff members who help students on their paths to graduation.

“We are proud to offer a toolkit that will help school leaders and other educators strategize back-to-school communications,” said Richard M. Long, executive director of the Learning First Alliance. “We know that there are many good programs and examples of schools preparing students for post-graduation success, and we hope this guide gives superintendents, principals, PTA leaders and other educators ideas and inspiration to show the good work that is happening in their schools.”

The toolkit is designed to be a starting point for communications, with sample communications and ideas to help show school success. Access the guide online at:
http://www.learningfirst.org/backtoschooltoolkit

About The Learning First Alliance

The Learning First Alliance is a partnership of leading education organizations with more than 10 million members dedicated to improving student learning in America's public schools. Alliance members include: American Association of Colleges for Teacher Education; AASA: The School Superintendents Association; American Federation of Teachers; American School Counselor Association; Consortium for School Networking; International Society for
Technology in Education; Learning Forward; National Association of Elementary School Principals; National Association of Secondary School Principals; National Education Association; National PTA; National School Boards Association; National School Public Relations Association; and Phi Delta Kappa International. To learn more about LFA, visit www.learningfirst.org.

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