Explain the importance of IA tests with advice for parents

 Helping parents help their students

*“In order for the test data to be as useful as possible, it is best if our students are able to do their best on these tests. I would like to emphasize four things parents can do to help maximize student performance.”*

 Monte Nystrom, Principal
 Paradise Adventist Academy

*“You can help your child do well on the test by doing the following things during test week.”*

 Cynthia Ackerman, Principal
 Galt Adventist Christian School

Here are two samples of great letters from your colleagues to the parents in their schools. Sharing tips for helping students do as well as possible (preferably in your weekly newsletter), helps communicate your interest in your students' educational well-being and reinforces that you are a source of expert and helpful information.

This week's printer-friendly version of this *Marketing Corner* will be a Word document so you can copy, paste and edit one or both of these messages as you create your own. Comments in green text and [brackets] are my own.

Message from Cynthia Ackerman (Galt, K-8)

The Iowa Assessments are not just a test for the students from the state of Iowa. It is an annual, nationally normed, standardized test that can be used to compare your child's scores to children across the country. [I would add that these are students in both private and public schools.] The test offers a diagnostic look at how students are progressing in the following key academic areas: reading, language skills, mathematics, science, social studies, and study skills.

You can help your child do well on the test by doing the following things during test week.

* Make sure she/he gets a good night's sleep.
* Have your child eat a healthy breakfast, avoiding heavy foods that may make him/her groggy and avoid sugar foods that may make him/her hyper.
* Remain positive. Staying calm will help your child stay calm. Encourage, but don't pressure.
* Make sure that your child gets up early enough that he/she will be on time to school.

Our school will be administering the Iowa Assessments to grades 3-8 the week of \_\_\_\_\_\_\_\_.

Message from Monte Nystrom (Paradise, K-12)

We are striving for academic excellence at PAA. For the next two weeks we will be conducting an academic excellence tournament (a.k.a. Iowa Assessments, which used to be called ITBS or ITED). This is a battery of standardized tests taken by millions of students in the U.S. The test results are used to inform decisions regarding our academic curricula. [If true, you can add that your teachers use test data to understand in which areas each student is strong or needs more focused help.] (Sometimes we are tempted to use the test results to brag about our school, because our students tend to compare quite favorably with students in the rest of the U.S.) In order for the test data to be as useful as possible, it is best if our students are able to do their best on these tests. I would like to emphasize four things parents can do to help maximize student performance. Our elementary students will be taking these tests during the next two weeks. During these next two weeks, please make sure your students come to school:

* Well Fed
* Well Rested
* Well Dressed
* Well Blessed

Well Fed: A substantial breakfast (low sugar) increases test performance.

Well Rested: Most students do better if they have at least 9 hours of sleep each night.

Well Dressed: Students tend to perform better on tests when they dress up for the occasion.

Well blessed: Students who are free of emotional anxiety have a tremendous advantage.

**Delegating:** You can delegate writing this message and putting it in your newsletter.

**Credits**:

Cynthia Ackerman:

Thank you for allowing me to share your message to your parents –– and bonus points for putting it in your weekly newsletter.

Monte Nystrom:

Thank you for allowing me to share your letter and your catchy four points for parents.

**Binder tab**: September

**School size:** All