



Understanding Annual Tests: Making the Most of Your Parent Postcards

As we approach testing season, it's important to communicate early and often with parents about the value of annual assessments. These postcards are designed for parents specifically, but provide information that can be of interest for all community members.

The postcards are an easy way of engaging parents in their day-to-day lives to share key points on the value of assessments, as well as to direct parents to where they can learn more.

Customize to Suit Your Needs. The attached file is completely editable and can be tailored to your district's needs. There is a space to insert your district's logo, as well as room for website and social media information. This is a Word file with two "postcards" per page to make it easy to print, cut and use – no need to send to a print shop.

Distribute through School and Community Channels. We encourage you to consider using these postcards to reach parents in their day-to-day lives. In addition to sending the postcards home with students, build partnerships with local businesses and community organizations that can help disseminate the postcards to parents. For example:

- **Grocery stores** can place postcards in shopping bags
- **Doctors' offices** can distribute postcards to parents as part of children's annual check-up
- **Libraries** can post them on announcement boards and place them on tables
- **Real estate agents** can have them in their offices
- **Fast food restaurants** can include in customers bags and/or on their trays

It's important to communicate with parents year-round, but we encourage schools to make sure parents are informed of the value of annual assessments leading up to the testing window.

Preparing Students for a Bright Future

Did you know that the Idaho Standards Achievement Tests (ISAT) by Smarter Balanced (SBAC) replaced our previous test and helps students by:

- Providing teachers and parents information about student progress that can improve instruction.
- Identifying specific strengths and areas of growth for students.
- Identifying achievement gaps to help ensure all students receive the support and resources they need to succeed.
- Serving as an academic check-up to make sure students are on track for the next grade.



LEARN MORE:

Visit

<http://www.sde.idaho.gov>

for more information
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