

ASCD Welcomes CTB/McGraw-Hill as Premier Sponsor

Alexandria, VA (03/02/10)—ASCD announced today that it has entered into a one-year agreement under which CTB/McGraw-Hill will become a Premier Sponsor of the association. The agreement was made in advance of ASCD's 2010 Annual Conference and Exhibit Show, which will be held March 6–8 in San Antonio, Tex. At the conference, CTB will sponsor the President's Reception, as well as Whole Child Central, an on-site resource for educators interested in implementing a whole child approach to teaching and learning.

As a Premier Sponsor, CTB will be a year-round partner with ASCD, providing support to ASCD's Whole Child Initiative and participating as a top sponsor of the association's annual, summer, and fall conferences. The partnership also includes high-level recognition on the ASCD Web site, www.ascd.org, and in several ASCD publications.

CTB will be showcasing the company's award-winning Acuity® InFormative Assessment™ solution. Acuity is a comprehensive assessment system that delivers a unique integration of interim and formative assessments, reports, instruction, and customization opportunities. Aligned to state standards, Acuity helps educators diagnose, predict, measure, report, communicate, and instruct—all in one powerful solution. Acuity is a highly scalable online system that supports both online and paper-and-pencil assessments. Acuity UnWired™ also allows educators to assess students using clickers—a method that engages students and preserves computer lab time for instruction.

ASCD Executive Director Gene R. Carter said that he was pleased to welcome CTB as a Premier Sponsor. "CTB is dedicated to providing the highest quality assessment products and services for classrooms nationwide," Carter said. "The company's goal has always been to improve student achievement in every classroom—building on an 82-year tradition of its core mission to help the teacher help the child."

"We are very pleased to partner with ASCD as a Premier Sponsor," said Ellen Haley, president of CTB. "We appreciate the value and leadership ASCD brings to education as we share a common goal of improving curriculum and instruction through high-quality assessments that help shape decision-making at the classroom, school, and district levels. We look forward to the benefits both organizations will continue to deliver to educators nationwide."

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About CTB/McGraw-Hill

As the nation's leading publisher of standardized and standards-based achievement tests and interim and formative assessments for pre-school, elementary, middle, high school, and adult education, CTB/McGraw-Hill LLC offers a broad range of assessments, software and services. CTB/McGraw-Hill LLC is part of McGraw-Hill Education, a division of The McGraw-Hill Companies (NYSE: MHP). McGraw-Hill Education is a leading global provider of instructional, assessment and reference solutions that empower professionals and students of all ages. Additional information is available at www.CTB.com.

About ASCD

Founded in 1943, ASCD is a nonprofit educational leadership association that develops programs, products, and services essential to the way educators learn, teach, and lead. We provide expert and innovative solutions in professional development, capacity building, and educational leadership. ASCD's membership comprises more than 170,000 principals, teachers, superintendents, professors of education, and other educators from 136 countries. Our association also has nearly 60 affiliates throughout the world.