

The argument:
ONE SIZE DOESN'T FIT ALL

What's at the heart of it? Opponents say that one test can't possibly work for all kids, or capture regional and local nuances. They want parents to feel that their kids are too unique for testing.

FIRST FIND COMMON GROUND.

"I agree! All kids are unique. And every one of them, no matter how special they are, must must have reading, writing and math skills."

THEN PIVOT TO A HIGHER EMOTION: **WHAT'S BEST FOR MY KIDS.**

"Whatever your child wants to do later in life, and no matter how unique they may be, they've got to be solid in English and math. They're both essential to success in life. The new tests measure reading, writing and math skills only, nothing else, so you can know for sure how your kids are progressing in these critical areas."

DOs ↑

1 Do stress the critical nature of reading and math.

"There are many different kinds of dreams and aspirations, with one way to get there: reading and math."

"There isn't much you can do without reading and math. They're absolutely fundamental to everything. And in school, you can't learn science without math, and you can't learn history without reading. Without solid reading and math skills, you're stuck."

2 Do stress that the new tests are for English language arts and math only.

3 Do show how they work for all kids.

"These tests provide valuable, objective information for every kind of student. If your child is falling behind, the information will help the teacher provide more support. If your child is excelling, the information will help the teacher provide more challenge. They're designed to get your kids the help they need, or the advancement they've earned."

"It's not about standardization. Quite the opposite. It's about providing teachers with another tool, getting them the information they need so they can adapt their teaching and get your kids what they need to reach their full potential."

WHAT ABOUT EXTREME EXAMPLES?

"Some kids are not good at testing."

"That's true. Testing is a skill, and just like any skill some are better at it than others. But just because you're not "good" at tests, doesn't mean you'll bomb it. And the results will still reveal a lot about a student's skill level."



WATCH OUT FOR RABBIT HOLES!

Make sure you know exactly how your state is treating English Language Learners, gifted and talented students, and kids with special needs. Be ready with stories about kids who don't fit the norm.

AUDIENCE SHIFTS

BUSINESS

Talk about the difficulty of finding good candidates for specific jobs in specific industries, and the importance of basic skills like reading and math for every kind of job.

TEACHERS

The information gives teachers another tool they can use to help their students. They get useful information they can act on.