



FOR IMMEDIATE RELEASE:

**Evans Newton Incorporated
Exhibiting at AASA's National Conference on Education
and Featuring In-Depth Analysis Process, TargetALIGN®**

***ENI is seeing a frighteningly low level of CCSS alignment – even in
new textbooks and curriculum products.***

Scottsdale, Ariz. — Feb. 12, 2014 — Evans Newton Incorporated will be featuring TargetALIGN® at AASA's National Conference on Education, February 13 – 15 in Nashville, TN at Music City Center.

Districts need to know if textbooks align with state standards- whether that district's state has implemented the CCSS or not. Alignment – how well curriculum resources (e.g., textbooks, reading basals) address the standards being taught and *tested*, such as the Common Core State Standards – is integral to improving student achievement. Correlation of standards – both art and science – is predicated on previous knowledge, experience, and established criteria. A large part of completing a correlation depends on judgment, interpretation, and analysis. These attributes are subjective and open to interpretation. ENI is seeing a frighteningly low level of CCSS alignment – even in new textbooks and curriculum products. ENI's team uses their TargetALIGN guided process to compare a district's curriculum materials through multiple levels of correlation evaluation.

“We are so thankful for our partnership with ENI. With assistance in aligning curriculum, setting up processes, coaching of teachers, and assessment, we have been able to make incredible gains in student achievement and teacher growth. We look forward to continuing our work with ENI”, said Michelle Lesser, Former Principal, Clifton Elementary School, Colorado.

Bernice Stafford, Vice President of Implementation, Vice President Jim Mays, and Regional Education Managers, Garry Jackson and Jeri Ball will be on hand to demonstrate how TargetALIGN improves student achievement. AASA attendees will also be able to learn about other innovative products and services. ENI can be located at booth #1013 in the NCE Market Place.

“AASA's National Conference on Education is the absolute best place for ENI to feature TargetALIGN. This forum enables us to literally meet thousands of educators from all over the United States and to have valuable conversations with them about their needs and our products and services that can help them meet their goals,” said Jamie Piotti, CEO and President of Evans Newton Incorporated.

About Evans Newton Incorporated

[Evans Newton Incorporated](#) (ENI) is a company of educators who are experts in school transformation. Since 1973, ENI has partnered with K–12 schools, districts, and state

departments of education to create dramatic improvements in student performance. Through a highly collaborative process of goal-setting, standards alignment, curriculum and assessment development, professional development and coaching, ENI empowers teachers and school leaders to transform their schools and get results.

The company has been headquartered in Scottsdale, Arizona, in the Scottsdale Airpark, since 1978. Visit ENI at: www.evansnewton.com.

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