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Media Contacts:

Melissa McGrath  
Idaho State Department of Education  
(208) 332-6818  
[mrmcgrath@sde.idaho.gov](mailto:mrmcgrath@sde.idaho.gov)

Rod Gramer  
Idahoans for Excellence in Education  
(208) 343-4883 ext. 143  
[rgramer@idahobe.org](mailto:rgramer@idahobe.org)

## **Department, Idahoans for Excellence in Education Partner to Launch Awareness Campaign**

BOISE – The Idaho State Department of Education and Idahoans for Excellence in Education Coalition are partnering to launch a statewide awareness campaign to educate parents and families about the Idaho Core Standards.

“The Idaho Legislature voted to adopt the more rigorous Common Core State Standards as Idaho’s Core Standards in mathematics and English language arts three years ago. Today, I am proud to partner with a strong coalition of educators, parents, and the business community across Idaho to make sure every Idahoan is aware of the importance of higher academic standards and what these will mean for Idaho’s students,” Superintendent of Public Instruction Tom Luna said.

“Idahoans for Excellence in Education is pleased to partner with the Department of Education on this important campaign so that we can provide credible and accurate information to parents and the public about the Idaho Core Standards,” said Rod Gramer, President of Idaho Business for Education and chair of the IEE. “Our coalition represents teachers, school leaders, child advocates, concerned citizens and business leaders who believe the Core Standards are the best way to set our students up for success in school, work and life.”

The Idaho State Department of Education and Idahoans for Excellence in Education will use \$200,000 from the Foundation for Excellence in Education, funded by a grant from the GE Foundation, to launch the awareness campaign. The campaign will not utilize any taxpayer funding.

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The awareness campaign will include online advertising, public service announcements, and social media components through the 2014 calendar year to educate and inform Idahoans about the Idaho Core Standards, what they are and how they will affect Idaho's students.

To learn more about the Idaho Core Standards, visit <http://www.idahocorestandards.org/>.

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### **About Idahoans for Excellence in Education**

Idahoans for Excellence in Education is a statewide alliance of education, community, and business organizations in Idaho that support high academic standards in public education. Here is a current list of members of the coalition:

Idaho Business for Education	Meridian Chamber of Commerce
Idaho Education Association	Mountain Home Chamber of Commerce
Idaho Association of Commerce and Industry	Boise Metro Chamber of Commerce
Idaho School Boards Association	Caldwell Chamber of Commerce
Idaho Parents and Teachers Together	Idaho School Superintendents Association
Treasure Valley Education Partnership (representing all the school districts in the Treasure Valley)	Idaho Catholic Schools
Emmett School District	Idaho Charter School Network
Gooding School District	TransForm Idaho
Meridian Joint School District	Idaho Technology Council
Boise School District	Idaho Leads
Mountain Home School District	Association for the Education of Young Children
Idaho State Alliance of YMCA's	Idaho State Board of Education
Micron Technology	Idaho President's Council (Representing all Idaho's College and University Presidents)
Idaho Voices for Children	Idaho Digital Learning
	Idaho Department of Commerce