**Email to transmit Principals Toolkit regarding AQuESTT Needs Improvement Classification**

TO: Principals of Schools Classified as Needs Improvement

FROM: XXXXXXX

SUBJECT: Tools for engaging with stakeholders

The new AQuESTT classification system is designed to promote educational equity—helping NDE target funds and resources to schools that need them most, so that all students have meaningful access to the educational resources they need at the right moment, at the right level and with the right intensity.

As you work to engage with stakeholders—parents, community members, business owners, to name a few—around your school’s AQuESTT classification as Needs Improvement, we thought you might find it helpful to have some communications tools. These include:

* Sample letter/email to parents
* Sample website copy
* Talking points for engaging parents
* Talking points for engaging teachers and other school staff
* Suggested social media posts

The materials are meant to be examples, a starting place for you to tell your story about how you and your team will be using this AQuESTT classification to promote educational equity for your students. You should feel free, in fact, are encouraged, to use the tools that are most useful and to adapt them as you see fit.

We’ve also included a brief guide to responding to social media comments—we thought this might prove helpful as you engage with your audiences via social media.

Thank you for all you are doing to deliver quality educational experiences to your students. Please contact XXXXX with any questions or if we can provide any additional support.