



LEXILE FRAMEWORK®
FOR READING



QUANTILE FRAMEWORK®
FOR MATHEMATICS



COMMUNICATIONS GUIDE

FOR STATE LEADERS

About This Guide

Our Communications Guide provides an overview of strategies, communications resources, as well as key messages, fact sheets and online resources to use by audience. As a valued partner of MetaMetrics®, we are readily available to provide the support you need to communicate and implement the full benefits of the **Lexile Framework® for Reading** and the **Quantile Framework® for Mathematics**.

This communications guide is part of a toolkit that provides your teams with resources they can use to communicate with parents and educators across your state. To access the rest of the toolkit, including the resources referenced in this communications guide, please visit [MetaMetricsInc.com/state-toolkit](https://metametricsinc.com/state-toolkit).



ONLINE TOOLKIT

You can access all of this information online at:
metametricsinc.com/state-toolkit.

*A guide to communications for
educators and parents.*

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READ THE INTRODUCTORY GUIDE

Still learning about Lexile® measures and Quantile® measures? Be sure to first read *An Introductory Guide for State Leaders* at metametricsinc.com/state-toolkit.

Communicating the Lexile & Quantile Frameworks to Educators & Parents

New to Lexile & Quantile measures?

These key first steps of communication will help you get started.

Key First Steps

As we've partnered with dozens of State Education Agencies, we've seen the greatest impact resulting from three communication actions:

- ➔ Announcing the availability of Lexile and Quantile measures.
- ➔ Including descriptive language on score reports.
- ➔ Adding information on Lexile and Quantile measures to your website.



Learn More About These Communications Resources

Access the online toolkit at metametricsinc.com/state-communications.

Suggested Language for Key First Steps

For News Announcements & Press Releases

Announcing that Lexile and Quantile measures are available alongside state assessment results is a vital step to ensure their successful implementation. Two templates are available: one to use for an announcement when you are reporting the measures for the

first time and another to use when continuing to report the metrics. View *Sample Press Release & Social Media (Initial Announcement)* and *Sample Press Release & Social Media (Renewal)* at metametricsinc.com/state-communications/#firststeps.

For Student Score Reports

Adding Lexile and Quantile measures to student-level score reports are the primary way the metrics reach parents. As you work to incorporate the measures in your reporting efforts,

we provide suggested language we've created in collaboration with our existing partners. View *Descriptive Text for Score Reports* at metametricsinc.com/state-communications/#firststeps.

For Your Website

Adding information about Lexile and Quantile measures to your website should be as easy as possible. We're happy to draft customized language to help populate text on a Lexile

and Quantile page or pages of your state education agency website. View *Descriptive Text for Your Website* at metametricsinc.com/state-communications/#firststeps.

Suggested Language for Email/Newsletter Campaigns

We also offer customizable text for emails/listservs and newsletters for specific audiences on high-interest topics. To access templates for the following topics, visit metametricsinc.com/state-communications/#campaigns.

Descriptive Text for Use With Educators

- Reading & Math Tools for Educators
- Fluctuation in Test Scores
- College and Career Readiness
- Early Reading
- Summer Learning

Descriptive Text for Use With Parents

- Reading & Math Tools for Parents
- Summer Learning

Social Media Sample Posts

We have developed sample social media posts you can use in your communications to educators and parents throughout the year. View ***Social Media Sample Posts*** at metametricsinc.com/state-communications/#social.

Communications Resources

Access all of the templates and suggested language referenced in this guide at metametricsinc.com/state-communications.

Additional Resources to Inform & Support Outreach

- ➔ Key Messages by Audience
- ➔ Fact Sheets & Resources for Educators
- ➔ Fact Sheets & Resources for Parents
- ➔ FAQs
- ➔ Glossary
- ➔ Logos & Trademark Guidelines



ONLINE TOOLKIT

You can access all of this information online at:
metametricsinc.com/state-toolkit.

Key Messages by Audience

Here are key messages to use with educators in your state. Feel free to incorporate any of this language in your rollout and ongoing communications.

FOR EDUCATORS

Lexile Messaging

- Educators use Lexile measures to match students with text, putting them on the path to success in school, college and careers.
- It is easy for educators to use Lexile measures to personalize learning. More than 100 million, articles, books and websites have Lexile measures.
- Lexile measures offer educators a way to communicate with parents about their children's progress.

Quantile Messaging

- Quantile measures offer educators a developmental tool for improving their students' proficiency in math.
- With Quantile measures, educators can match students with math resources to support their path to college and career readiness.
- Quantiles.com offers educators a collection of free math learning tools and resources for personalizing student learning.

Key Messages by Audience

Here are key messages to use with parents and students in your state. Feel free to incorporate any of this language in your rollout and ongoing communications.

FOR PARENTS & STUDENTS

Lexile Messaging

- ➔ Lexile measures help parents keep their children on the path to academic success.
- ➔ When a parent has their child's Lexile measure, they can easily match them with books from the free Find a Book on Lexile.com.
- ➔ By using Lexile measures to match their children to books during the summer, parents can help stop learning loss.

Quantile Messaging

- ➔ Quantile measures help parents keep their children on the path to college and career readiness.
- ➔ When a parent has their child's Quantile measure, they can easily match them with learning resources from Quantiles.com.
- ➔ By using Quantile measures to match their child to learning resources during the summer, parents can help stop learning loss.

Fact Sheets & Resources for Educators

Access Lexile & Quantile Fact Sheets & Resources

To access these resources, visit metametricsinc.com/state-communications/#resources.

LEXILE RESOURCES

- ➔ **Lexile Educator & Librarian Guides.** These guides provide an overview of the uses and benefits of Lexile measures in the classroom and library.
- ➔ **Lexile Infographic.** Everything you need to know about the Lexile Framework for Reading in one easy to understand, print-friendly graphic.
- ➔ **Lexile Map.** This resource helps provide an understanding of what a Lexile measure is by showing examples of popular books and sample text at various points on the Lexile scale.
- ➔ **Managing Multiple Measures Resource Center.** Variation in test scores is completely normal but leaves many educators wondering how to work with these differing measures. Access our Lexile Resource Center at Lexile.com/managing-multiple-measures.
- ➔ **Lexile Grade Range Webpage.** See typical Lexile measures for students by grade level and also see suggested text complexity bands for grade levels by visiting Lexile.com/educators/grade-range.

QUANTILE RESOURCES

- ➔ **Quantile Educator Guide.** This guide provides an overview of the uses and benefits of Quantile measures in the classroom.
- ➔ **Quantile Infographic.** Everything you need to know about the Quantile Framework for Mathematics in one easy to understand, print-friendly graphic.
- ➔ **Quantile Map.** This resource helps provide an understanding of what a Quantile measure is by showing examples of skills and concepts at various points on the Quantile scale and how they relate to one another.
- ➔ **Managing Multiple Measures Resource Center.** Variation in test scores is completely normal but leaves many educators wondering how to work with these differing measures. Access our Quantile Resource Center at Quantiles.com/managing-multiple-measures.
- ➔ **Quantile Grade Range Webpage.** See typical Quantile measures for students by grade level by visiting Quantiles.com/educators/grade-range.

Lexile & Quantile Hub Flyer. This informational flyer offers an overview of the reading and math tools in the platform and how to access them.

** Many of these fact sheets are available as ADA accessible PDFs.*

Fact Sheets & Resources for Parents

Access Lexile & Quantile Fact Sheets & Resources

To access these resources, visit metametricsinc.com/state-communications/#resources.

LEXILE RESOURCES

- ➔ **Lexile Parent Guide.** This guide provides an overview of the uses and benefits of Lexile measures at home.
- ➔ **Lexile Infographic.** Everything you need to know about the Lexile Framework for Reading in one easy to understand, print-friendly graphic.
- ➔ **Lexile Map.** This resource helps provide an understanding of what a Lexile measure is by showing examples of popular books and sample text at various points on the Lexile scale.
- ➔ **Interpreting Test Results Resource Center.** Provide parents resources for interpreting test results and using Lexile measures at home by visiting Lexile.com/test-results.
- ➔ **Lexile Grade Range Webpage.** See typical Lexile measures for students by grade level and also see suggested text complexity bands for grade levels by visiting Lexile.com/parents/grade-range.

QUANTILE RESOURCES

- ➔ **Quantile Parent Guide.** This guide provides an overview of the uses and benefits of Quantile measures at home.
- ➔ **Quantile Infographic.** Everything you need to know about the Quantile Framework for Mathematics in one easy to understand, print-friendly graphic.
- ➔ **Quantile Map.** This resource helps provide an understanding of what a Quantile measure is by showing examples of skills and concepts at various points on the Quantile scale and how they relate to one another.
- ➔ **Interpreting Test Results Resource Center.** Provide parents resources for interpreting test results and using Quantile measures at home by visiting Quantiles.com/test-results.
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Lexile & Quantile Hub Flyer. This informational flyer offers an overview of the reading and math tools in the platform and how to access them.

** Many of these fact sheets are available as ADA accessible PDFs.*

Frequently Asked Questions

We provide answers to Frequently Asked Questions for educators and parents in our online Support Center and more. Go to support.lexile.com to access:

- ➔ LEXILE & QUANTILE FAQs
- ➔ QUICK START GUIDES FOR TOOLS
- ➔ VIDEO TUTORIALS FOR TOOLS

Submit a Question

Educators and parents can also submit any questions they have about Lexile and Quantile measures to us via this support center.

THE SUPPORT CENTER OFFERS ANSWERS TO QUESTIONS LIKE:

- What is a Lexile measure?
- What can I do with my Lexile measure?
- How is the Lexile measure of a text determined?
- What is the relationship between grade equivalents and Lexile measures?
- How do Lexile measures compare with Fountas & Pinnell text gradient?
- What is the Quantile Framework for Mathematics?
- How does a student get a Quantile measure?
- What does a Quantile measure on a particular math skill mean?
- How can I use Quantile measures in the classroom?
- What resources are available for families to help their child in mathematics?

Glossary

The glossary contains definitions and appropriate branding of common terms, tools and resources. In the Glossary, you'll find things like:

Beginning Reader (BR) Codes are Lexile codes given to both texts and student scores below OL. A Lexile measure of BR100L indicates that the Lexile measure is 100 units below OL.

Lexile Scale ranges from below OL for beginner level readers and texts to above 2000L for more advanced level readers and texts.

Emerging Mathematician (EM) denotes “Emerging Mathematician” for material and student measures at the early grade levels below OQ.

Quantile Scale spans a developmental continuum from kindergarten mathematics to Pre-calculus, from below OQ (Emerging Mathematician) to above 1600Q.

View the Glossary

To access the glossary, visit metametricsinc.com/glossary.

Logos & Trademark Guidelines

Our Trademark Guidelines describe the core elements of MetaMetrics' identity system and provide direction on how to apply them correctly. The guidelines describe the proper use of MetaMetrics' trademarks, logos, tools

and product and service descriptions. To access our logos and trademark guidelines, please visit our online Partner and Media Kit at metametricsinc.com/logos-and-trademarks.



Contact Your Support Team

Our team at MetaMetrics shares your vision for each student being ready for and succeeding in college and career. As partners in that work, we are here to support your efforts in understanding and using the Lexile and Quantile Frameworks to help meet your goals.

Two of our MetaMetrics team members will serve as your primary support team. Please reach out to them with any questions and feedback you have.

See something missing or want to help us make this toolkit better? Please send us an email!

And stay up-to-date on all things Lexile and Quantile by signing up for our States Brief at eepurl.com/nybY1.

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Our team of experienced educators and researchers are here to help.



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