



MY SCHOOL INFORMATION DESIGN CHALLENGE

#schoolinfo

MEDIA ADVISORY

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Public Urged to Vote in the My School Information Design Challenge

Competition to help redesign state level school report cards open for public voting

WASHINGTON (November 28, 2014) – [The Foundation for Excellence in Education](#) (ExcelinEd) and [Getting Smart](#), are asking parents, policymakers, and other stakeholders to participate in the [My School Information Design Challenge](#) (#SchoolInfo) by casting their vote in four categories:

- Best Summary
- Best Comparison
- Best User Experience
- Best Trend Data

To vote, visit www.myschoolinfochallenge.com. Winners will collect a total of \$10,000.

For more information about the challenge, read the [My School Information Design Challenge: Building a Better School Performance Report Card for Parents and Students](#) brief or visit www.myschoolinfochallenge.com.

Join the conversation with [#SchoolInfo](#) and follow ExcelinEd at Facebook.com/ExcelinEd and [@ExcelinEd](https://Twitter.com/ExcelinEd).

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About Getting Smart

[Getting Smart®](#) is an education advocacy firm passionate about innovations in learning. We help education organizations construct cohesive and forward-thinking strategies for branding, awareness, advancement and communication, and public and media relations. We are advocates for better K-12 education as well as early, post-secondary and informal learning opportunities for all students. We attempt to accelerate and improve the shift to digital learning. On [GettingSmart.com](#) we cover important events, trends, products, books and reports. Follow Getting Smart on [Facebook](#) and [Twitter](#).