

For Immediate Release

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NSTA-Phoenix Attendees Have Unique Opportunity to Meet Link, the Data-friendly Gnome

Apperson DataLink is inviting attendees to stop by their booth to meet Link and learn about collecting student test data quickly and affordably.

Phoenix, AZ – Is an NSTA-Phoenix attendee in need of an additional \$50? Apperson DataLink is giving all attendees a chance to win a \$50 Visa gift card when they strike a pose with Link the Gnome. All attendees need to do to participate is stop by Apperson's Booth #407 at the conference, take a CREATIVE picture with Link, post it on the Apperson DataLink Facebook wall and the picture with the most likes by 11:59 p.m. on Saturday, December 8th WINS!

In addition to the contest, Link, the data-friendly gnome, will also be walking booth visitors through an engaging presentation about how to collect student test data quickly and affordably by using Apperson's DataLink product line. "DataLink test scanners and software will easily read students' test sheets and can export the data in any format a school or educator chooses," said Link, at a former education conference in Gnome land. "The accuracy level of the data collection exceeds 99% and it requires very little human intervention, thereby reducing the overall costs."

Educators can use test results to guide their instruction and monitor student' learning of specific state or national standards. In addition, specific weaknesses in an individual student or class can be exposed though analysis of test results. "DataLink can provide an educator with a number of very useful reports such as a class proficiency report that shows how many students were considered proficient within each standard tested," said Nancy Sindelar, author of *Assessment-Powered Teaching*.

Test results tell educators what their student knows and doesn't know, but only if they take the time to analyze the test results. Test analysis tools dramatically increase a teacher's capacity to monitor learning and increase students' learning trajectories.

There are currently more than 40,000 DataLink solutions in-use that are providing educators with this capability.

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