



FOR IMMEDIATE RELEASE

eScholar Connects with Educators in Austin, TX

eScholar hosts "Educator Connection" to engage education stakeholders.

White Plains, New York, February 25, 2014 — [eScholar](#)[®], the leader in data solutions for personalized education, will host [Educator Connection](#) on March 3, 2014, as thousands of education stakeholders, thought-leaders and innovators converge in Austin, Texas to discuss the future of learning and teaching.

The eScholar *Educator Connection* is open to conference attendees, as well as educators and stakeholders from local school districts, institutions of higher education, state agencies and other organizations involved in education. This complimentary networking event will take place at the Moonshine Patio Bar & Grill in Austin, TX, from 5:30pm – 7:30pm.

"Innovation and change require a great deal of collaboration and effort from all stakeholders," says Shawn Bay, CEO and Founder of eScholar. "Our relationships with our customers and their stakeholders are key to shaping data solutions that improve education for all students. When we take the time to listen and collaborate with educators and other stakeholders, our solutions are better equipped to help students achieve their goals."

Since 1997, eScholar has helped education agencies securely manage and leverage data in many ways, including the Texas Student Data System (TSDS), developed by the Texas Education Agency (TEA).

"It's important for us to be continuously engaged with educators in the field," says Lisa McNicholas, eScholar's Customer Education Manager and a former teacher. "We want to learn their challenges and concerns, but we also want to hear their success stories too. Being engaged helps us be a better advocate for both the teachers and students in the classrooms."

eScholar's innovation and vision have long been driven by what matters most to educators and students. The company sponsored a contest last year called "Make My Education Matter," which asked students if they believed their education mattered to them and why. eScholar will bring back a similar student contest this year to give students another opportunity to voice their opinions.

For more information about the eScholar *Educator Connection* and to register to attend, visit <http://conta.cc/M6MMyd>.

About eScholar

eScholar is the nation's leading innovator in education data solutions to support personalized education. Its award-winning products simplify reporting and data management, and transform the way educators use data to help Pre-K through postsecondary students maximize their own individual success. eScholar enables 13 State Education Agencies and 5,000 districts to better serve the needs of over 20 million students nationwide. To learn more, join the conversation on [LinkedIn](#), [Facebook](#) and [Twitter](#).

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eScholar Content Creation Guideline

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| Content Project Manager: Ann T. |
| Content Type (Highlight one): <ul style="list-style-type: none">• Press Release: SXSWedu 2014 eScholar Educator Connection Event• eScholar Blog Post• Contributed Article• Op-Ed/Letter to the Editor• Media/Analyst Pitch• Other _____ |
| Publication (If applicable): |
| Key messages, statistics, sources for content (2-5 bullets): <ul style="list-style-type: none">• eScholar will be attending SXSWedu an education conference in Austin• eScholar is hosting Educator Connection, a complimentary networking event.• Why: Advocate for teachers & students; we want to hear from educators on the ground; students contest; TSDS' eScholar has been in this industry• Event info: what, when, where (Monday, March 3, 5:30pm, Moonshine Patio Bar & Grill)• NOTE: DO NOT USE SXSWEDU |
| Goals: <ul style="list-style-type: none">• Local and industry media to be aware of this event (local examples: Austin Statesman; Tribune; TVKXAN, KVUE)• Get more people to want to attend 25 additional ppl |
| Target audience and media pickups: <ul style="list-style-type: none">• Registered & non-registered media/press contacts SXSWedu attendees• Educators & Administrators: registered and attending SXSWedu• Educators & Administrators: non-SXSWedu attendees |
| Author team (Will lead the content creation): <ul style="list-style-type: none">• Marketing: Ann, Elissa, Nisa Contributor team (Will provide high-level feedback): <ul style="list-style-type: none">• Brian R. and Elaine R. |

Creation completion timeline: Target release date Tuesday Feb 25

| | Date | Notes |
|--------------------------------------|-------------|--------------|
| Draft | 2/18/14 | |
| Author Team Edits | 2/19/14 | |
| Contributor Team Edits | 2/20/14 | |
| Grammar, Diction, Style Check | 2/21/14 | |
| Final Review | 2/21/14 | |

Does this fulfill original messages and goals?
Will this engage our target audience?

Promotion tactics: