**Communicate: Reach Assessments**

**SUGGESTED COPY FOR SCHOOL SOCIAL MEDIA**

Below are the suggested options of images and copy to inform parents about your school’s participation in Reach Assessments this year.

Depending on your school, there may be information you’d like to add or remove. Feel free to edit the template accordingly.

**Please note that all text in blue is for instructional purposes only.** This information will help you determine what content is relevant for your school’s circumstances.

Our friendly customer service team are ready to assist you with your queries.

Call us on: Australian Toll-Free Tel: 1800 931 775, New Zealand Toll-Free Tel: 0800 440 904, Pacific/International: +61 2 8267 8800 or email icasassessments@janison.com.au

**Supporting images are supplied with the files in the downloaded folder.**

**OPTION 1: IF YOU ARE USING REACH ASSESSMENTS FOR THE FIRST TIME**

**Graphical user interface

Description automatically generated**

CHOICE 1 – Introducing Reach Assessments

[Schools name] is partnering with ICAS Assessments to help students REACH their full potential. We’ll be introducing Reach Assessments this year to gain an independent insight into your child’s learning. Learn more by visiting [icasassessments.com/products-reach](https://www.icasassessments.com/products-reach/).

CHOICE 2 - Introducing Reach Assessments

We’re partnering with ICAS Assessments to implement a new assessment strategy. This year, students will be sitting Reach Assessments, an assessment tool that will provide teachers with an objective external benchmark of student progress.

Learn more by visiting [icasassessments.com/products-reach](https://www.icasassessments.com/products-reach/).

**OPTION 2: IF YOU USED REACH ASSESSMENTS PREVIOUSLY**

A picture containing text

Description automatically generated A picture containing text, person

Description automatically generated

CHOICE 1 – Continuing to use Reach Assessments

[School name] has previously partnered with ICAS Assessments to offer its annual Reach Assessments. We’re delighted to inform you that we will participate in Reach again this year, which will allow us to receive independent and objective diagnostic data, enabling us to track and measure student progress year-on-year.

Learn more by visiting [icasassessments.com/products-reach](https://www.icasassessments.com/products-reach/).

A group of boys posing for a picture

Description automatically generated with medium confidence

CHOICE 2 – Continuing to use Reach Assessments

[School Name] has previously partnered with ICAS Assessments to offer its annual Reach Assessments. These assessments provide us with the most comprehensive view of student learning, and are a valuable part of our assessment strategy. Learn more by visiting [icasassessments.com/products-reach](https://www.icasassessments.com/products-reach/).

**OPTION 3: IF YOU ARE USING ICAS ASSESSMENTS AND WILL START USING REACH ASSESSMENTS**

A child sitting in front of a red wall with white text

Description automatically generated with low confidence

CHOICE 1 – ICAS has changed

This year we will continue to partner with ICAS Assessments to offer the popular ICAS

competition and introduce the new Reach Assessments. Incorporating both types of assessment will allow us to receive independent benchmarking data and provide an opportunity to recognise and reward students’ academic achievement.

Learn more by visiting [icasassessments.com/products-reach](https://www.icasassessments.com/products-reach/).

CHOICE 2 – ICAS has changed

[School Name] has previously partnered with ICAS Assessments to offer its annual ICAS competition. With the introduction of Reach Assessments, we have identified that these assessments will provide us with the most comprehensive view of student learning, and will therefore replace ICAS in our assessment strategy. Learn more about Reach and ICAS here: [icasassessments.com/products](https://www.icasassessments.com/products/).