



ABRIDGED

# Messaging Platform 2019

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## Mission Statement

To empower a community of educators with real-time, comprehensive student data no matter which technologies are used, so that every learner is better served.

## Our Vision

- In **every classroom**, every teacher can see all of the data related to every student in real-time.
- In **every school district**, every superintendent and school board instantly understand how their schools, students, and teachers are performing.
- In **every state education agency**, education leaders gather district-level data reports regularly, efficiently, and accurately.
- For **education technology providers**, we envision a future where technology platforms all speak the same language while retaining the unique product features that make them valuable.

## Guiding Principles

- Collaboration
- Transparency
- Responsibility
- Community-Defined
- Free and Open
- Continuous Improvement

## Benefits

- Connect Student Data—Safely and in Real Time
- Gain Complete Insight into Each Student
- Make Better Decisions Based on Accurate Data
- Standardize Education Data Reporting
- Allow Ed-Tech Vendors to Offer Better Products
- Empower Educators to Choose the Best Tools Available

## How We're Different

- We are a not-for-profit organization.
- We are a community of educators, technologists, and data advocates.
- We offer the most robust, secure, and sophisticated way of standardizing data.
- Our products are free.

## Brand Tone

- Collaborative
- Visionary
- Practical
- Transparent

## Our Audiences

- Educators
- Local Education Agencies (LEAs)
- State Education Agencies (SEAs)
- Vendors
- Collaborative Partners

## “About the Ed-Fi Alliance”

The Ed-Fi Alliance is a nationwide community of leading educators, technologists, and data advocates connecting student data systems in order to transform education. A not-for-profit organization founded in 2012, by the Michael & Susan Dell Foundation, Ed-Fi aims to boost student achievement by empowering educators with real-time, comprehensive insight into every student.

Ed-Fi technologies streamline data management in school districts and states across the country. By allowing schools to integrate data previously siloed within disconnected tools and software—and organizing it through a single, secure data standard—Ed-Fi solves one of the country’s most perplexing educational challenges: how to get a complete, accurate view of individual student achievement, so that every student can receive the support they need when they need it most.