



# West Long Branch Public Schools

Betty McElmon Elementary - Frank Antonides School

**- For Immediate Release -**

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**WEST LONG BRANCH SCHOOL DISTRICT ANNOUNCES PLAN TO BOOST  
STUDENT ACHIEVEMENT TO EVEN HIGHER LEVELS**

West Long Branch, NJ, December 6, 2006 – West Long Branch Public Schools has selected assessment tools from Evans Newton Incorporated (ENI) to elevate test scores from good to great in their fourth, fifth, and sixth grades. Historically a high-performing district, West Long Branch will begin using ENI’s diagnostic assessments early in 2007 to focus teaching on the concepts that will propel students to greater learning and help them achieve higher levels on state-mandated tests.

West Long Branch Superintendent, Dr. Elizabeth Keshish, brought the ENI tools to the district after seeing improvements of over 200% in scores of underperforming students at her previous position in Red Bank Borough Public Schools. “We are doing well in West Long Branch, but we want to do even better. The same program and strategy that worked well in Red Bank will help us reach new levels of achievement,” Keshish stated. “Too often, teachers don’t know what students already know. Giving

teachers data on what students already know ahead of time allows them to amplify the basic concepts covered in state standards and then raise concepts to even higher levels.”

Diagnostic tests in Reading and Mathematics are scheduled to begin after the holiday break for grades four, five, and six. The district’s goal is to raise the percentage of students in the district who score at the state’s highest test level, Advanced, on the NJ ASK test.

“Dr. Keshish brings a powerful and unique vision of how to use assessments to improve instruction,” says ENI CEO Jamie Piotti. “We look forward to partnering with West Long Branch in their commendable journey toward improved student achievement.”

### **About West Long Branch Public Schools**

West Long Branch Public Schools serves the Borough of West Long Branch, a residential suburb of approximately 3 square miles with a population of approximately 8,000. The district is located about 50 miles from midtown Manhattan, 80 miles from Philadelphia, and less than two miles from the Atlantic Ocean. The district consists of two school buildings, one Pre-K through 3 and the other grades 4-8, serving 725 students. The district has a long-standing reputation for high-quality education and consistently exhibits test scores that exceed state and national averages. The district supports comprehensive and diversified instructional programs to meet the needs and learning styles of all students.

### **About ENI ([www.evansnewton.com](http://www.evansnewton.com))**

Evans Newton Incorporated is the nation’s leading developer of focused instructional strategies and teacher planning tools aligned to state standards for primary and secondary schools. ENI partners with school districts around the country to develop

a research-based approach for implementing standards-based instruction and promoting teacher effectiveness. The majority of ENI employees are former educators who possess expertise in developing curriculum tools designed to promote student proficiency as measured by state tests. Since its founding in 1973, ENI's mission has been to develop district-specific, customized instructional solutions based on proven teaching methods.

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