



New Classrooms Intro Language for Board Members

Contents (to be adapted and customized as desired):

- Version 1 – general focus
- Version 2 – math/learning loss/equity
- Version 3 – Innovation/equity

Version 1 – general focus

Dear [Name]-

[Insert personal language.]

I'm writing to let you know I'm on the board of an organization I think is doing important work. New Classrooms has a truly unique approach to addressing the deep challenges our country faces in educating young people today.

New Classrooms is finding its moment, ironically enough, during the pandemic, as millions of children in this country are learning at home, and continue to fall behind, especially in math. And since Covid hit, New Classrooms' co-founders Joel Rose and Chris Rush, have pivoted their efforts in important ways to develop a suite of vital new products.

A September 2020 [New York Times](#) piece highlights how New Classrooms is leveraging innovation and technology to help educators meet the needs of each student, particularly those who have been underserved by the traditional model.

I'd love to share more on a call, and bring Joel into the conversation, if you're interested in learning more. Even if you don't eventually become a supporter, it's work I feel you'd want to know about.

Best,

Version 2 – math/learning loss/equity

Dear [Name]-

[Insert personal note]

I'm writing to let you know I'm on the board of an organization I think is doing important work. New Classrooms has a truly unique approach to addressing the deep challenges our country faces in educating young people today. I thought you might be interested in learning more, given your commitment to education and improving opportunities for kids.

A primary focus of New Classrooms' work is to fill learning gaps so that students who are behind can get back on track. Prior to the pandemic, only a third of our nation's 8th grade students were proficient in math. While this number by itself is already staggering, today's crisis has set



students across the country even further behind. If we don't respond immediately, many students will not have the foundation they need to complete college and compete for some of our country's fastest growing and highest paying jobs.

To meet this challenge, New Classrooms integrates instruction and technology to provide each student with an individualized plan to learn new math skills and remediate learning gaps from prior years. They've designed an innovative learning model that delivers individualized instruction and has a powerful track record of improving student outcomes.

The team is committed to making math a driver of equity and opportunity, rather than a barrier as it has historically been, which is even more vital today given the impact of Covid. They have developed a suite of offerings to address learning loss for students who are now learning in school, at home, or both, highlighted by the [New York Times](#) in a September 2020 feature story.

If you're open to it, I'd love to schedule a conversation with us and New Classrooms' co-founder and CEO, Joel Rose, to share more of their vision and approach. I think you'll find it fascinating.

Best,

Version 3 – Innovation/equity

Dear [Name]-

[Insert personal note]

I'm writing to let you know I'm on the board of an organization I think is doing important and groundbreaking work. New Classrooms has a truly unique approach to addressing the deep challenges our country faces in educating young people today.

Over the past decade, New Classrooms has focused on fundamentally rethinking the basic notion of one-size-fits-all education, as far too many students were falling through the cracks with this traditional approach. New Classrooms integrates instruction and technology to provide each student with an individualized plan to learn new math skills and remediate learning gaps from prior years. Using over 100 million data points gathered over the past decade, they've designed an innovative learning model that delivers individualized math instruction and has a powerful track record of improving student outcomes.

The team is committed to making math a driver of equity and opportunity, rather than a barrier as it's historically been, which is even more vital today given the impact of Covid. They have developed a suite of offerings to address learning loss for students who are now learning in school, at home, or both, highlighted by the [New York Times](#) in a September 2020 feature story.

New Classrooms is on the front lines in harnessing innovation and technology to transform opportunities and outcomes for our nation's young people.

If you're open to it, I'd love to schedule a conversation with us and New Classrooms' co-founder and CEO, Joel Rose, to share more of their vision and approach. I think you'll find it fascinating.

Best,