



Family Market Initiative

Listening. Learning. Leading.



They've been playing for hours.

We've learned enough to help them for a lifetime.

An extraordinary opportunity for your organization

Connecting learning and life

Experienced teachers know success in the classroom depends on understanding what makes individual students “tick” — recognizing their strengths, aptitudes and proficiencies in order to unlock their learning and achievement potential.

That’s also true for parents, counselors, tutors and, ultimately, employers.

The challenge, until now, was a lack of valid and reliable tools that could “get inside a student’s head” to take a snapshot of how they think and learn — and add depth and meaning to the information as they progress personally, socially and academically.

ETS’s Family Market Initiative (FMI) is the answer to this challenge

An individual learning platform, the FMI has been created by ETS to deliver products that combine the best educational research with world-class design directly to families — in their homes.

Learning begins at home

Parents and guardians are their children’s first teachers. But their role as educators does not end on the first day of kindergarten. It continues as they work with teachers to address issues, structure a home learning environment and support their children’s academic and personal growth.

FMI uses video and computer games, handheld devices, textbooks and other enrichment materials to deliver performance data to the **FMI Learner Snapshot**. The information delivered to the Learner Snapshot identifies a student’s aptitudes and proficiencies, but even more importantly, how they think and learn.

Housed online, the Learner Snapshot creates an individual, dynamic learning profile that:

- **Empowers the end-user** (parent, teacher, student) to understand how a student learns and progresses over time
- **Measures** learners’ strengths, aptitudes and weaknesses
- **Engages the entire family** by helping parents understand their child’s learning process
- **Creates a repository** for fact-based dialogue between parent and school
- **Advances** as the learner advances

It’s a family matter

When it comes to education, family participation is critical to student success.

The FMI data is owned by students and their parents. Parents can put the data to a wide variety of uses — from structuring the time and place for studying or homework to informing parent-teacher conferences.

The data also provides parents with valid and credible information about the strategies their children use to learn concepts and skills.



IMAGINE

— a child who, while playing a video game, simultaneously delivers information about how he or she learns to an online data bank

IMAGINE

— a parent who, upon seeing their child's data, is able to understand how he or she thinks and learns

Getting a good head start

The best teachers “unlock” their students’ potential. The FMI application can be used as the key to connect, motivate and encourage students to learn and succeed.

And when families share FMI results with teachers, they reduce the time it takes to discover the particular approach that works for each individual student. Armed with an individual student’s Learner Snapshot, an educator can start with a successful strategy and achieve results much more quickly.

IMAGINE — an opportunity to change the lives of America’s students

No product brings together all of the stakeholders in a child’s education the way ETS’s FMI does.

- ETS, a company that has the research assets, assessment capabilities and credibility to create a high-quality, leading-edge product
- Corporations and foundations like yours, which can bring the promise of this product to the nation’s homes and schools, and join us in the effort to improve school performance and increase student achievement

Join ETS on its mission to advance learning worldwide

Because ETS is a nonprofit organization, your funding and support associate you with an organization dedicated to advancing quality and equity in education worldwide.

Shaped by more than half a century of experience, ETS offers products and services that measure knowledge and skills, promote learning, and support education and development. ETS helps teachers teach, learners learn and parents measure the academic progress of their children.

Research and development are at the heart of everything we do, including the Family Market Initiative. Our research professionals investigate, develop and discover new ways to measure academic skills. New research is under way on student learning today. It will inform teaching techniques and curricula tomorrow and for decades to come.

Now is your opportunity to join us and support this important initiative.

For more information, e-mail fmi@ets.org or call 000.000.0000.

IMAGINE

— a teacher who, upon receiving data on how a student learns, can use it to target instruction



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