

August 13, 2019

Colleagues,

Education is ever-evolving. And so are we.

As you may know, AdvancED and Measured Progress merged in 2018. Our missions, values, and capabilities came together in a joined vision for the future: to open doors of opportunity as we influence and support educational improvement on a grand scale. Today we're unveiling a new name and look to reflect this vision.

Our new name is Cognia. Adapted from the Latin word *Cognitio*, or knowledge, the name speaks to our belief that knowledge is key to reaching aspirations—no matter a person's circumstances or background. And as educators, the more knowledge we all have, the more we can do for students.

Although our name is new, Cognia remains committed to assisting you on your improvement journey, continuing to serve you through accreditation, student assessments, STEM certification, consulting, diagnostic services, and professional learning.

To keep you informed, we'll initiate a new monthly newsletter in the fall to share what's happening across the Cognia community of U.S. and international members and volunteers. Once the newsletter is underway, we will want to hear from you about your successes and challenges. And we'll continue to publish [The Source](#), bringing you insights and research on an array of education topics.

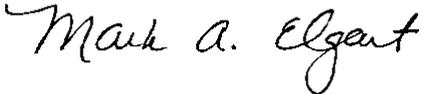
I want to personally assure you that you'll recognize the same dedication and drive in Cognia that you experienced working with AdvancED | Measured Progress. We remain true to our roots as a service-minded, nonprofit organization dedicated to helping the education community ensure that every learner is ready and prepared for their future. As the world's largest education improvement organization, our passion and expertise bring you an undeniable force for helping you enhance schools, engage students, and drive better outcomes for all.

Although Cognia is new, our long and valued relationships continue. Some of you have worked with us for many years as clients, network members, and volunteers. Cognia simply wouldn't exist without you. Thank you for your ongoing partnership and participation.

As you read this, almost all of our staff members are gathered to celebrate and launch our new identity. We'll be back in our offices on Monday, August 19 and look forward to sharing our excitement with you.

Welcome to Cognia! Please take a look at cognia.org.

Sincerely,

A handwritten signature in black ink that reads "Mark A. Elgart". The signature is written in a cursive style with a large, stylized 'M' and 'E'.

Mark A. Elgart, President/CEO