**Title:** The Formative 5

**Subtitle:** Everyday Assessment Techniques for Every Math Classroom

**Author(s):** Francis (Skip) Fennell, Beth McCord Kobett, Jonathan A. Wray

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**Subject Line:** Assessing While You Teach—It’s What You Do!

**Teaser Line:** Move the needle on math instruction with these 5 assessment techniques!

**Headline:** A message from the authors of The Formative 5

**Body Copy:** (Book cover image right-side of copy)

Dear [first name]

Our efforts for the past few years at the *Elementary Mathematics Specialists and Teacher Leaders Project* have been dedicated to addressing the important role of formative assessment and its everyday connection to planning and instruction. Far too many of our respondents indicated that assessment, to them, was a “special moment” often defined by others, as in end-of-year external assessments, rather than regularly connected to their planning and teaching. That’s where The Formative 5 can guide daily instruction – it’s all about assessment to inform teaching and learning – every day.

*The Formative 5* represents a distillation and validation of classroom-based formative assessment techniques that teachers can use on a regular basis. We think of the Formative 5 techniques as a palette of five “colors” that teachers can use, sometimes mixing the colors to find the best way to formatively assess as well as guide planning, teaching, and learning every day. The book offers five of the most impactful, proven assessment techniques—Observations, Interviews, “Show Me,” Hinge Questions, and Exit Tasks. Tried and tested by teachers just like you, you’ll find that this palette of classroom-based techniques will truly assess learning and inform teaching.

It is our goal to make this important process feel like a natural, every day, part of your lesson preparation instead of an extra thing to do.

Sincerely,

Francis “Skip” Fennell, Beth McCord Kobett, and Jonathan A. Wray