



NEWS STATEMENT

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Achieve Announces Staffing Changes

Promotions and New Hire Will Allow Growing Non-Profit to Advance College- and Career- Ready Agenda for All Students

Michael Cohen, president of Achieve, announced today several staff changes that will position the Washington-based non-profit organization for success as it continues its efforts to make college and career readiness a national priority.

In the coming year, Achieve will be working in several areas to further its mission, including managing the 35-state American Diploma Project Network; serving as the project manager for the Partnership for Assessment of Readiness for College and Careers (PARCC) consortium; coordinating the state-led development of next-generation science standards; assisting states and districts with the implementation of the Common Core State Standards; and stepping up its advocacy and collaboration with states and other partners to ensure public support for the college and career-ready agenda.

The staff changes announced today are:

- **Sandra Boyd** has been promoted to Senior Vice President, Strategic Initiatives. Ms. Boyd, who joined Achieve in September, 2006, will be responsible for positioning Achieve's initiatives and major programs for success, directly managing Achieve's strategic alliances and partnerships, and overseeing external affairs and communications efforts. Before joining Achieve, Ms. Boyd was vice president of human resources policy for the National Association of Manufacturers, where she directed a number of coalitions and served as a senior advocate before Congress and federal agencies on workplace issues, including education, training, competitiveness and immigration. [Learn more about Sandra Boyd](#)
- **Margaret Horn** has been promoted to Vice President, State Leadership and Policy Development. Ms. Horn, who joined Achieve in February, 2010, will oversee its state leadership team work including the 35-state American Diploma Project Network. Prior to joining Achieve, Ms. Horn was the chief education policy advisor to Governor Phil Bredesen, of Tennessee, and coordinated the

development and submission of Tennessee's successful Race to the Top proposal. [Learn more about Margaret Horn](#)

- **Alissa Peltzman** has been promoted to Director of State Leadership and Policy Development. Ms. Peltzman, who joined Achieve in September, 2005, will work with states to adopt, implement and sustain college- and career-ready policies and will lead the planning and execution for the transition to next-generation assessments being developed PARCC. Prior to joining Achieve, Ms. Peltzman was an elementary school teacher in Washington D.C. through Teach for America. [Learn more about Alissa Peltzman](#)
- **Dana Tofig** has joined Achieve as the Director of Strategic Communications and Outreach. In his new role, Mr. Tofig will work with states and districts to communicate Achieve initiatives, programs and projects and will work with local and national media to advocate Achieve's college- and career-ready agenda and raise the national profile of Achieve. Prior to joining Achieve, Mr. Tofig was the Director of Public Information and Web Services for the Montgomery County (Md.) Public Schools (2009-2011) and the Communications Director for the Georgia Department of Education (2005-2009). He also was a reporter for 16 years at two metropolitan daily newspapers. [Learn more about Dana Tofig](#)

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Created in 1996 by the nation's governors and corporate leaders, Achieve is an independent, bipartisan, nonprofit education reform organization based in Washington D.C. that helps states raise academic standards and graduation requirements, improve assessments, and strengthen accountability. Achieve is leading the effort to make college and career readiness a national priority so that the transition from high school graduation to postsecondary education and careers is seamless. In 2005 Achieve launched the American Diploma Project Network. Starting with 13 original states, the Network has now grown to include 35 states educating nearly 85 percent of all U.S. public school students. Through the ADP Network, governors, state education officials, postsecondary leaders and business executives work together to improve postsecondary preparation by aligning high school standards, assessments, graduation requirements and accountability systems with the demands of college and careers. For more information about the work of Achieve, visit www.achieve.org