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FOR IMMEDIATE RELEASE

Veteran educator returns to Harcourt Achieve

Massie described as passionate innovator committed to education of youths

AUSTIN, Texas – Harcourt Achieve announced today that Dr. Elfreda Massie, one of the country's most passionate and accomplished educators, has been named the company's new Vice President, Strategic Alliances.

Massie, Harcourt Achieve's vice president for professional development from February 2000 to June 2003, most recently was superintendent of schools for the District of Columbia Public Schools.

"I felt compelled to return to Harcourt Achieve because of my strong belief that this company's programs and services can help every child demonstrate adequate yearly progress (AYP) – and succeed in education and life," Massie said.

Harcourt Achieve President and CEO Tim McEwen welcomed her return to the Austin-based publishing company. "Elfreda is one of this country's most passionate and accomplished educators," McEwen said. "She has experience at the highest levels of education and has demonstrated a lifelong commitment and track record to driving quality instruction and results in the classroom, especially in large urban school districts."

A veteran of more than 30 years' experience in school administration, curriculum and instruction, Massie has gained accolades within both the private and public sectors for her lifelong work to improve the education and lives of the nation's young people.

Originally from Pittsburgh, Pennsylvania, Massie received her doctorate in philosophy – with an emphasis on education policy, planning and administration – from the University of Maryland. She received a master's degree in education at John Hopkins University in Baltimore and a bachelor's degree in elementary education from the University of Pittsburgh.

Massie began her career as an elementary school teacher in Baltimore County, Md. Since then, she has held key positions in the field of education, including District of Columbia interim superintendent, District of Columbia Public Schools (DCPS) chief of staff, Baltimore County Public Schools (BCPS) deputy superintendent, Montgomery County Public Schools associate superintendent for personal services and BCPS personnel director.

She has directed comprehensive human resources and staff development programs for up to 14,000 full-time and 6,000 part-time employees, and has provided leadership and direction for school administration; human resources; curriculum and instruction; professional development and business, parent and community relations.

As a member of the District of Columbia Board of Education, Massie dealt with important issues facing the D.C. school system and the community.

Massie will be a vital asset to Harcourt Achieve as the company continues toward its goal to support “learning that changes lives,” McEwen said.

“In her new role, Elfreda and her team will work very closely with school districts to help them address the many challenges presented by today’s tight budgets, high expectations and accountability,” McEwen said. “She is a positive and creative innovator and problem-solver, and gets results through positive actions, teamwork and collaboration.”

About Harcourt Achieve

Harcourt Achieve produces learning solutions and content that fundamentally and positively changes the lives of young and adult learners. Published under the Rigby and Steck-Vaughn imprints, its products are based on a developmental philosophy that assesses learners’ skills, matches them to appropriate content and accelerates them to meet and exceed expectations. The Steck-Vaughn imprint offers easy-to-use, innovative learning solutions that accelerate content-area knowledge and reading skills, allowing learners to meet and exceed expectations. The Rigby imprint offers progressive learning solutions for reading instruction that provide differentiated instruction to match students’ instructional levels. For more information, please visit www.HarcourtAchieve.com.

Harcourt Achieve is part of Harcourt Education, a global education provider serving students and teachers in PreK through grade 12, adult learners and readers of all ages. The Harcourt Education companies are Harcourt School Publishers; Holt, Rinehart and Winston; Harcourt Achieve; Harcourt Assessment; Classroom Connect; Harcourt Canada; Harcourt Religion Publishers; Harcourt Trade Publishers; Greenwood/Heinemann and Heinemann Global Library. For more information, please visit www.harcourt.com.

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