

National Assessment Governing Board

Reporting and Dissemination Committee

Report of November 19, 2010

Attendees: Committee Members – David Gordon (chair), Eileen Weiser (vice chair), David Alukonis, Mary Frances Taymans, and Eric Wearne (representing Governor Sonny Perdue). NAGB Staff – Larry Feinberg and Stephaan Harris. NCES – Associate Commissioner Peggy Carr, Janis Brown, Gina Broxterman, Jing Chen, Jamie Deaton, Angela Glymph, Kashka Kubzdela, Holly Spurlock, William Ward, and Brenda Wolff. IES – Tracy Dell’Angela. CRP – Jasmine Fletcher. ETS – Donnell Butler and Amy Dresher. HagerSharp – Debra Silimeo. HumRRO – Steve Sellman. NAEP ESSI – Cadille Hemphill and Pia Peltova. Reingold – Amy Buckley and Valerie Marrapodi. Westat – Chris Averett.

1. Review of Recent NAEP Release: 12th Grade Reading and Mathematics Report Card

Stephaan Harris, of the Governing Board staff, gave a brief overview of the release event for the NAEP 2009 Grade 12 Reading and Mathematics Report Card, which included results of the first-ever state-level pilot of 12th grade NAEP. The press conference was held Thursday, November 18, 2010 at the Community College of the District Columbia. The speakers’ panel included NCES commissioner Stuart Kerachsky; Board members Kathi King and Steven Paine; and former Mississippi Gov. Ronnie Musgrove, chair of the Board’s 12th Grade Preparedness Commission. David Gordon, chair of the Reporting and Dissemination Committee, served as moderator. Representatives of most of the 11 states in the 12th grade pilot, including several superintendents, listened in via teleconference and were available to answer press questions.

Mr. Harris said 61 people attended the event and 73 persons watched the webcast. He said initial media coverage was extensive, including Education Week, the New York Times, and the Washington Post. Amy Buckley, of Reingold, Inc., the Board’s communications contractor, showed a video clip of the segment on ABC World News Tonight that featured 12th grade NAEP results and an interview with Governing Board Chair David Driscoll. Mr. Harris said there were several new aspects to this release: Facebook and Twitter pages, and banner ads, enabling other websites that wished to use them to provide an easy link to release information.

Larry Feinberg, of the NAGB staff, noted that no journalists attended the release press conference and only two asked questions via telephone. The previous day ten reporters participated in a media pre-call, which provided background information but no assessment results. About an hour after the release event seven reporters took part in a conference call during which panel members and NCES and NAGB staff answered questions. Governing Board Vice Chair Mary Frances Taymans said that perhaps the Board should prepare a video clip of report findings ahead of a release that could be distributed for media use to provide accurate context and background. Ms. Buckley said the media typically find such resources useful.

Committee Chair David Gordon expressed concern about how to go beyond the results and increase a sense of urgency among stakeholders and the public, especially when many people tend to be satisfied with the academic performance of their local schools.

2. Projected Schedule for Future NAEP Reports

Angela Glymph, of NCES, reviewed a listing of nearly a dozen NAEP reports that should be ready for release during the first half of 2011. The reports include 2009 NAEP Science, Science TUDA, and two High School Transcript studies. All of these are scheduled to be completed before the next Governing Board meeting in early March 2011. Release plans have been prepared for Board consideration. Other upcoming releases include report cards on the 2010 assessments in Geography, U.S. History, and Civics, and special reports on the Hispanic-White achievement gap and on the Mega-States with the largest student enrollment.

Ms. Glymph said the web version of the Mega-States report will be finished soon, while the print highlights version is not far behind. She said there would be a month or two delay in the report on the 2009 Science Hands-On Tasks and Interactive Computer Tasks, originally scheduled for a May 2011. She said the NCES report on United States results on PISA, the Program in International Student Assessment, would be released on December 7, 2011. Mr. Feinberg noted that Board members and staff would be working with NCES to plan a forum or other discussion event to accompany the early spring release of the report on Hispanic-White achievement gaps.

3. Release Plans for NAEP Reports

Mr. Harris presented release plans for three upcoming NAEP reports – 2009 Science, 2009 Science TUDA, and 2009 High School Transcript Study. The staff draft plan for Science proposed a December release. Committee member David Alukonis thought January might be better in order to get the attention of newly-elected members of Congress and their staffs who would be in office by then.

Committee Vice Chair Eileen Weiser said it would be desirable to have the Science and Science TUDA releases close together to build momentum and sustain interest in NAEP's assessment of Science. Ms. Weiser suggested a span of a week or less between the two reports. However, Mr. Harris cautioned that logistics and planning required more time than that. Brenda Wolff, of NCES, said that there has to be time built-in for the briefing of NAEP coordinators and for states and the TUDA districts to prepare their own communications materials on the reports. Mr. Feinberg said release of the state and TUDA data has been kept separate, with the support of the Council of the Great City Schools, in order to encourage comparisons between TUDA districts around the country rather than between an individual district and its own state.

Gina Broxterman, of NCES, reported that during the Committee discussion, Associate Commissioner Peggy Carr had phoned Michael Casserly, executive director of the Great City Schools, about the tandem release idea. She said Mr. Casserly was comfortable with having the

two releases about two weeks apart. Mr. Alukonis suggested that NAGB staff look into holding the release event in the building of a private firm that works in the science field.

For the release of the 2009 NAEP High School Transcript Study, Chairman Gordon suggested that it might be paired with the special analytical report on the content of math courses, based on materials collected in the transcript study of 2005. He noted that both are scheduled to be ready in March 2011. Ms. Taymans expressed concern that putting the two reports together might be confusing. Mr. Harris said the course content report might receive little attention if released on its own because data from 2005 would be perceived as too old.

Ms. Carr said the course content report provides information on the textbooks, syllabi, and assignments in math courses with the same title that are taken by different groups of students. It may help explain the substantial differences in their average performance on NAEP. The issue remains relevant in the recently-released grade 12 NAEP results. Chairman Gordon said releasing the analytical report at the same time as the new transcript study would allow for more depth in the discussion of course-taking patterns and math achievement results.

ACTION: After further discussion, the Committee voted unanimously to recommend that the Governing Board approve the three release plans that are appended in attachments to this report:

- **Attachment 1—NAEP 2009 Science Report Card, to be released in January 2011. A decision will be made later on whether to have a traditional press conference or an interactive briefing for reporters via teleconference or online webinar.**
- **Attachment 2—NAEP 2009 TUDA Science Report Card, to be released in a TUDA city about two weeks after release of the national and state science results.**
- **Attachment 3—NAEP 2009 High School Transcript Study, to be released over the Internet during March 2011. It will be accompanied by release of the NAEP analytical report on the content of key math courses, based on materials collected in the transcript study of 2005. The exact method of release will be determined after review of results.**

4. NAEP and NAGB Communications Plan

Amy Buckley, of Reingold, Inc., presented the key action items and objectives in the Governing Board Communications Plan, first discussed at the August 2010 meeting of the Committee. The plan has been revised, with input from Board and NCES staff, to reflect comments by Committee members at that meeting.

Ms. Buckley said the overall goal of the plan is to enhance and elevate the NAEP brand and strengthen its relevance. She said the plan covered six main areas: stakeholder outreach and partnership development; traditional media; social media; Report Card release; website re-design; and coordination with NCES.

Chairman Gordon said that, in keeping with the plan, NAEP state and district coordinators should become more involved in NAEP releases and outreach and as a resource to the general public and the Governing Board. He said the Board and NCES should be pro-active in reaching out to new governors and state superintendents since there is a short window of time to get their attention focused on NAEP. Sister Mary Frances suggested having a full Board discussion at the March 2011 meeting of specific strategies for going beyond the NAEP releases to encouraging communities and stakeholders make sustained use of NAEP results.


ACTION: By a unanimous vote, the Committee recommended that the Governing Board approve the Strategic Communications Plan, as appended in Attachment 4 to this report. As noted in the plan, the Board will pursue a specific outreach strategy of going beyond the NAEP releases to what communities and stakeholders can do with NAEP results.

5. Review of NAEP Core Background Questions

With assistance from Holly Spurlock, of NCES, the Committee reviewed four draft sets of core background questions that will be tried out with small groups of respondents in cognitive laboratories during the winter of 2011 in preparation for the 2013 National Assessment. The questionnaires are for students, teachers, and schools participating in NAEP, plus a supplemental questionnaire for charter schools. They were drafted by NCES and its contractor, ETS, taking into account comments made by the Committee during its review of 2011 background questions during spring 2010.

ACTION: Under a standing delegation of authority from the full Governing Board, the Committee approved draft background questions for try-outs in cognitive laboratories, with modifications, deletions, and requests for new item development to be communicated separately in writing to NCES.

I certify the accuracy of these minutes.



David W. Gordon, Chairman

December 1, 2010

Date