

National Assessment Governing Board

Reporting and Dissemination Committee

Report of May 17, 2013

Attendees: Acting Committee Chair – David Driscoll (Chairman of the Governing Board); Committee Members – Anitere Flores, Rebecca Gagnon, Terry Mazany, and Father Joseph O’Keefe; Governing Board Staff – Larry Feinberg and Stephaan Harris; NCES – Associate Commissioner Peggy Carr, Arnold Goldstein, Dan McGrath and Grady Wilburn; AIR – Cadelle Hemphill; California Department of Education – Julie Williams; ETS – Amy Drescher and Rebecca Moran; HagerSharp – David Hoff and Debra Silimeo; HumRRO – Steve Sellman; Kids Reading to Succeed – Michael Kravitz; Optimal Solutions Group – Robin Marion; Reingold – Amy Buckley; Westat – Rima Zobayan.

1. Review of Board Policy and Guidelines on Reporting, Release, and Dissemination of NAEP Results

The Committee began discussions on how the Board’s NAEP release policy, last revised in 2006, might be updated to address two important goals: (1) having the Committee and the Board provide more big-picture input much earlier in the development of NAEP reports, and (2) making NAEP data and Internet tools even more accessible to the public.

In regard to report development, member Anitere Flores said decision-making by members in the early stages would be more beneficial than suggesting report changes later near the finalization period. Ms. Flores also said one possible strategy would be to solicit early feedback from NAGB members not on the Reporting and Dissemination Committee who have expertise in the subject at hand. Acting Committee Chair David Driscoll, who is Chairman of the Governing Board, suggested looking at recent NAEP reports to provide ideas on what aspects can be presented better in future reports, especially in making them more user-friendly for the general public.

Stephaan Harris, of Governing Board staff, said that for the upcoming special NAEP report on black male achievement, NCES offered to have at least one Committee member on a conference call to discuss report content. Mr. Harris suggested this might be a future model of member input for NAEP Report Card releases. Grady Wilburn, of NCES staff, said this might be possible with input likely having to come 7-8 months ahead of an initial Report Card draft.

For making NAEP results more accessible and improving dissemination strategies, Committee members had several suggestions. Father Joseph O’Keefe said the goals of NAEP should be made clearer when reports are released. He also suggested producing videos and other multimedia to simplify results, and tailoring these for various audiences. Ms. Flores said the Board should take advantage of events like NBC’s Education Nation TV series and panels to reach a broad audience. Mr. Harris noted that Board staff and Reingold Communications, the Board contractor, have been in contact with producers of that series for the last two years to encourage including NAEP as a topic and having NAGB or NCES representatives as speakers. Committee member Rebecca Gagnon said that tailoring results to respond to trends seen and discussed in states and districts and using Board members more in dissemination efforts would also be effective strategies.

2. Configuration of Fall Releases: NAEP 2013 Reading and Mathematics Report Cards

The issue before the committee was whether to have a separate or joint release this fall of the Reading and Mathematics Report Cards for the 2013 NAEP. These are being issued in two reports with two separate web home pages—one for reading and one for math. In both cases the reports will have national and state results for grades 4 and 8.

NAGB staff recommended separate releases during October 2013 with mathematics first followed by reading two to three weeks later. Larry Feinberg, of the Governing Board staff, said the argument for this was that separate releases would focus more attention on each subject rather than on comparisons between the states, and would allow more detailed discussion of patterns, trends, and issues in each subject area. Separate releases would provide two occasions for news coverage and public discussion of NAEP results.

Peggy Carr, of NCES, said the Center favored having a combined release, which has been the usual practice since state participation in reading and math NAEP at grades 4 and 8 was required under No Child Left Behind ten years ago. She said a combined release would tie into the heightened interest in education issues at back-to-school time in early fall. It would also better show the totality of what students do in school and would save money and staff resources.

In discussion Committee members felt that having a combined release would have the most public impact. They felt it would allow NAEP to talk more authoritatively about the state of American education. Ms. Gagnon said the tools that accompany the release to help people make greater use of NAEP data would be more important in promoting interest in NAEP than having two separate releases.

The Committee voted unanimously to have a combined released of the 2013 Reading and Mathematics Report Cards. According to the schedule NCES provided in the briefing materials, the expected release date would be in October.

Results for the Trial Urban District Assessment (TUDA) would be released in December 2013 with the two subjects combined. Grade 12 NAEP results would be released in spring 2014 with the two subjects combined.

3. Parent Outreach Activities

Committee members Terry Mazany and Ms. Gagnon updated the committee on plans for the Board's parent summit, planned for late October or early November to capitalize on the publicity from the planned October release of the 2013 NAEP Reading and Math Report Cards. The theme of the event is asking the right questions. There will be a focus on providing good NAEP resources for parent leaders, including multimedia presentations. Ms. Gagnon said the parent leaders in attendance might be invited back at a later date to show how they used NAEP as a resource for their groups and constituents.

The Committee also discussed the updated parent outreach plan, which was revised based on feedback at the last Committee meeting in March 2013 and a conference call afterward. Mr. Harris asked members to think about which strategies they see as priorities for the next 6-9 months, with the goal to present a final plan with a timeline for approval by the Committee and the full Board in August 2013.

Ms. Gagnon said devising an app and making extensive updates to the website to make information and resources more accessible to parents were important priorities. Mr. Mazany said that with the significant attention the Common Core State Standards Initiative is receiving, there is a concern that NAEP messaging might be crowded out. He said it is important to frame NAEP in a compelling narrative that can attract the attention of parent leaders. Fr. O'Keefe added that the private school community is often overlooked in NAEP's public outreach efforts. He said organizations such as the Council for American Private Education (CAPE) and the Office of Nonpublic Education in the U.S. Education Department would be good partners to convince private school administrators and parents of NAEP's importance.

4. Release Plan for NAEP 2012 Long-Term Trend Report

Mr. Harris reviewed the release plan proposed by Board staff for the NAEP 2012 Long-Term Trend Report Card. The plan calls for a webinar release event in June 2013. Committee members requested that they review the report in order to suggest important points and trends they feel should be emphasized in release materials, including the main press release and panelist statements.

ACTION: The Committee voted unanimously to recommend Governing Board approval of the release plan for the NAEP 2012 Long-Term Trend report, as appended in Attachment A to this report.

5. Information Items

The briefing materials provided to the Committee included the projected release schedule for future NAEP reports and a detailed review of two recent releases: the Economics 2012 Report Card and an analysis report on the content covered in high school Algebra 1 and Geometry courses, based on the 2005 High School Transcript Study.

I certify the accuracy of these minutes.



David Driscoll, Acting Committee Chair

6-4-13

Date

**NATIONAL ASSESSMENT GOVERNING BOARD
RELEASE PLAN FOR
NAEP 2012 LONG TERM TREND REPORT**

The Nation's Report Card: Long Term Trend 2012

The 2012 Long Term Trend Report Card will be released to the general public during June 2013. Following a review and approval of the report's results, the release will be arranged as an online webinar. The release event will include a data presentation by the Commissioner of Education Statistics, with moderation and comments by at least one member of the National Assessment Governing Board. Full accompanying data will be posted on the Internet at the scheduled time of release.

The 2012 National Assessment of Educational Progress (NAEP) Long Term Trend Report Card describes trends in 9-, 13- and 17-year-olds' achievement in mathematics and reading over the last four decades. The Report Card presents findings from a representative sample of 50,000 public and private school students at the national level. There were 12 previous reading assessments dating back to 1971, and 11 previous mathematics assessments dating back to 1973. The report summarizes trends in average scale scores for all students and also by categories of gender and race/ethnicity, along with background variables.

DATE AND LOCATION

The release event for the media and the public will occur in June 2013. The release date will be determined by the Chair of the Reporting and Dissemination Committee, in accordance with Governing Board policy, following acceptance of the final report.

EVENT FORMAT

- Introductions and opening statement by a National Assessment Governing Board representative
- Data presentation by the Commissioner of Education Statistics
- Comments by at least one Governing Board member
- Comments by a representative of the reading community and a representative of the mathematics community
- Questions from the webinar audience
- Program will last approximately 75 minutes
- Event will be broadcast live over the Internet, and viewers will be able to submit questions electronically for panelists. An archived version of the webinar, with closed captioning, will be posted on the Governing Board website at www.nagb.org.

EMBARGOED ACTIVITIES BEFORE RELEASE

In the days preceding the release, the Governing Board and NCES will offer access to embargoed data via a special website to approved U.S. Congressional staff in Washington, DC; representatives of governors and state education agencies; and appropriate media as defined by the Governing Board's embargo policy. A conference call for journalists who signed embargo agreements will be held to give a brief overview of findings and data and to answer questions.

REPORT RELEASE

The Commissioner of Education Statistics will publicly release the report at the NAEP website—<http://nationsreportcard.gov>—at the scheduled time of the release event. An online copy of the report, along with data tools, questions, and other resources, will be available at the time of release on the NAEP site. An interactive version of the release with panelists' statements, a Governing Board press release, publications and related materials will be posted on the Board's web site at www.nagb.org. The site will also feature links to social networking sites and audio and/or video material related to the event.

ACTIVITIES AFTER THE RELEASE

The Governing Board's communications contractor, Reingold, will work with Board staff to coordinate a communications effort, which could include a webinar, seminar, commentary, or social media initiative, to extend the life of the results and provide value and relevance to stakeholders with an interest in student achievement and assessment.