

Reporting and Dissemination Committee

May 10, 2021

10:00 am – 12:00 pm



Zoom:

https://us02web.zoom.us/webinar/register/WN_uUHhJhKfQWiJ9j255DKnCA

AGENDA

10:00 – 10:15 am	Strategic Vision 2025 <i>Tonya Matthews, Chair</i> <i>Laura LoGerfo, Assistant Director</i>	
10:15 – 11:00 am	Board Outreach: Accomplishments and Plans <i>Stephaan Harris, Assistant Director for Communications</i> <i>Robert Johnson, The Hatcher Group</i>	<i>Attachment A</i>
11:00 – 11:55 am	Discussing Socioeconomic Status and NAEP <i>Martin West, Vice Chair</i> <i>Daniel McGrath, National Center for Education Statistics</i> <i>Ebony Walton, National Center for Education Statistics</i> <i>William Ward, National Center for Education Statistics</i>	
11:55 am – 12:00 pm	Updates / Queries	<i>Attachment B</i>

COMMUNICATIONS PLAN SUMMARY

APRIL 2021



PRIORITY AUDIENCES

Education Administrators	Researchers	Advocates for...	Policymakers
<ul style="list-style-type: none"> School district superintendents Assessment directors at the district and state levels 	<ul style="list-style-type: none"> Who study student achievement data Who work at think tanks 	<ul style="list-style-type: none"> Improving student achievement Education and opportunity equity 	<ul style="list-style-type: none"> Chief state school officers and their policy staff State legislators and their staffs

COLLECTING STAKEHOLDER INPUT

- Conduct a focus group with superintendents to better understand how the Governing Board can build relationships with them and convey the relevance of NAEP to their work.
- Build interest and understanding of NAEP among policymakers and better understand how NAEP can be most useful to them through hosting a NAEP 101 and two-way Q&A sessions with new education staffers on Capitol Hill, state lawmakers who serve on education committees, and new state chiefs and their key staff members.
- Conduct interviews or have one-on-one meetings with national education and opportunity equity advocates and researchers who study K-12 education and student achievement at think tanks.

CORE MESSAGING THEMES

These core messages will continue to ground Governing Board communications:

- The Governing Board will continue to fulfill its Congressional mandate to answer: “How are our nation’s students doing?”
- NAEP is the gold standard for student assessment.
- NAEP results are a catalyst for action to improve student achievement.
- Understanding what students know and can do is critical to effective and equitable education policy and practice.

Overarching themes and messages that will be addressed and/or used in 2021 communications:

- Guided by a new strategic vision, the Governing Board will disseminate NAEP resources to inform the work of education stakeholders and promote high-quality uses of NAEP that support improvements in policy and practice; ensure NAEP remains at the forefront of assessment design and technology; and strengthen partnerships and communications with stakeholder organizations.
- At a time of significant disruption to our nation's schools and students, NAEP provides trusted and objective information about the status and progress of American education.
- The Governing Board will continue to monitor and use NAEP to inform growing concerns about widening performance gaps.
- NAEP is informing efforts to address equity in state and urban school systems.
- NAEP data, including the 2019 NAEP Reading and Mathematics grade 12 release and the upcoming 2019 NAEP Science release, are one of few ways for the nation to understand student progress over time.
- NAEP will advance the nation's understanding of performance over time of student subgroups such as students with disabilities, English learners, and by family economic background, race, and ethnicity.

STRATEGIES AND TACTICS

Social Media

- Use social media to amplify 2019 NAEP Science results and contextual data and highlight upcoming Governing Board NAEP and TUDA use cases.
- Deepen stakeholder targeting and engagement by coordinating social posts with organizations directly.
- More frequently engage with other social media accounts and followers.
- Diversify Twitter content to include polls and questions.
- Expand the Governing Board's LinkedIn presence by increasing content about individual Board members and increasing Board member and staff engagement with the content.
- Host more Twitter chats.
- Expand use of social media advertising.

Email Outreach

- Complete an analysis of newsletter subscribers to better understand the current newsletter audience and segment the subscriber list to further reach subscribers with other relevant emails.
- Reactivate disengaged newsletter subscribers through a targeted email campaign.
- Grow the newsletter audience through a Facebook advertising campaign that links to the newsletter sign-up form.
- Survey highly engaged Governing Board audiences, such as newsletter subscribers and NAEP release attendees, to understand what they want to know more about.
- Improve the subscriber experience with a welcome email.
- Expand the Governing Board's email strategy to get resources such as videos, narratives, and frameworks in front of target audiences.
- Conduct a Hatcher-led training session for Governing Board staff on email outreach best practices.

Media Outreach and Placement

- Board members are underutilized spokespersons for the Governing Board. One of the most effective ways to build visibility is to start local. Raise the profile of Board members in their local media markets by:
 - Developing a short questionnaire for Board members exploring their interest in being sources for education stories in their local markets.
 - Drafting a media tip sheet about each Board member and distributing it to media outlets in local markets proposing a story on the respective member's participation on the Governing Board.
 - Providing a virtual media training for Board members.
 - Conducting outreach to local media on Board members' behalf.
- Identify podcast and blog opportunities for Board members and staff.
- Offer and set up annual big-picture check-in meetings with select education trade outlets.
- Offer background briefings to select reporters on Governing Board news developments and priority issues.
- Identify opportunities to present at journalism conferences or training sessions.
- Expand outreach in non-English language media.

Conference Strategy

We recommend these themes for conference presentations:

- NAEP data and materials are used to inform and develop state learning standards and assessments, and to understand student achievement trends—both recent and long-term.
- Expand and deepen audience understanding of NAEP, related tools and resources, and how NAEP data can be used to meet a target audience’s specific needs.
- TUDA school districts are leaders in the use of NAEP data, with many using NAEP data to advance equity initiatives.
- NAEP data that show growing gaps in student achievement are just one example of how NAEP data and materials can help understand and track inequity in learning across student groups.
- A deep dive into 2019 NAEP Science results.

Events

Release Events

- Use video to elevate and illustrate NAEP assessments.
- Explore alternate themes for NAEP Day 2021, shifting the focus to achievement trends and equity or other themes that use NAEP data to generate timely and meaningful conversations.
- Leverage an upcoming event to elevate TUDA districts’ role in supporting NAEP. Content could feature how TUDA districts are using NAEP to improve equity or feature TUDA districts that are making NAEP gains and how they are doing it.
- Pre-record questions asked by high-profile figures in the field for a Q&A segment or other form of outside participation for virtual events.
- Use Webex for release events because it provides the right capacity and options for a large, national event.
- Limit virtual events to 75 minutes to avoid audience fatigue and drop-off.
- Integrate surveys into release events to learn from attendees about what they enjoyed, learned, and would want to see done differently in future events.
- Continue to include virtual components to NAEP release events, even when the Governing Board is able to hold events in-person again.

Post-Release Activities

- Partner with the Southern Regional Education Board on a Twitter chat on science education and equity.
- Create a NAEP Day “post-release event” that continues a conversation about equity with an audience that is not a typical Governing Board primary target but could help expand the conversation and awareness about NAEP.
- Host a discussion about how NAEP data can help inform the broader national conversation on equity, race, and how achievement gaps are reported.
- Begin post-release activity planning during report card release event planning.
- Create post-release activities that go beyond NAEP results.

Creating Tools and Resources

Data Graphics

- Create simple data graphics with content relevant to priority audiences.
- Continue to experiment with animation in data graphics.
- Produce dissemination plans for each set of data graphics.
- Develop graphics that connect NAEP results and contextual data with equity themes.

Video

- Create at least one video in 2021 that communicates NAEP data.
- Use Facebook advertising more frequently to promote videos.
- Leverage the interest of state chiefs to share their stories.

Narratives

- Expand narrative content to include pieces that go beyond NAEP results.
- Create a dissemination plan and package with graphics and social toolkits for partners.
- Experiment with pairing narrative and video products to cover topics with greater depth and breadth and to allow for more dissemination opportunities.

Upcoming NCES Reports as of April 2021

Report Cards / Initial NAEP Releases

Expected Release Date

<i>2019 NAEP Science Report Cards at Grades 4, 8, 12</i>	May 25, 2021
<i>2019 High School Transcript Study</i>	Fall 2021
<i>2020 NAEP Long-term Trend Mathematics and Reading, Ages 9 and 13</i>	Fall 2021
<i>2021 NAEP School and Teacher Questionnaires</i>	Fall 2021

Other IES/NAEP Reports

Expected Release Date

<i>The 2018 NAEP Oral Reading Fluency Study</i>	April 27, 2021
<i>Updates to the NAEP 2021 Monthly School Survey Dashboard</i>	May 5, June 10, July 8, 2021
<i>National Indian Education Study 2019: American Indian and Alaska Native Students at Grades 4 and 8</i>	May 18, 2021
<i>Mapping State Proficiency Standards onto NAEP Scales: Results from the 2019 NAEP Mathematics and Reading Assessments</i>	June 2021
<i>Summary Report on the NAEP 2021 Monthly School Survey</i>	Fall 2021