

Reporting and Dissemination Committee

November 15, 2019

Fitzgerald A



AGENDA

9:45 – 10:15 am	NAEP Day #2 Debrief <i>Stephaan Harris, Assistant Director for Communications</i>	<i>Attachment A</i>
10:15 – 10:45 am	Preparation for Presentation of Postsecondary Preparedness Work (SV #10) <i>Rebecca Gagnon, Chair</i> <i>Laura LoGerfo, Assistant Director for Reporting and Analysis</i>	<i>See plenary tab</i>
10:45 – 11:30 am	Strategic Vision 2.0: Accomplishments and Outstanding Priorities <i>Rebecca Gagnon</i> <i>Laura LoGerfo</i>	<i>Attachment B</i>
11:30 – 11:45 am	Information Items, Questions, Issues	

Debrief of NAEP Day #2

On October 30, the Governing Board hosted the initial release of the 2019 results from the National Assessment of Educational Progress in Reading and Mathematics, grades 4 and 8. The release event occurred between 1:30 pm and 3:30 pm at the National Press Club in Washington, DC. The release was live-streamed for an online audience.

The agenda for the event included opening remarks from Tonya Matthews, Vice Chair of the National Assessment Governing Board, and Lynn Woodworth, the Commissioner of the National Center for Education Statistics. Peggy Carr, Associate Commissioner for the Assessment Division at the National Center for Education Statistics, first presented the national and state-level NAEP results in reading and mathematics. She fielded questions from the audience, then turned to presenting results for the 27 large urban districts, which volunteer to participate in the Trial Urban District Assessment (TUDA). Michael Casserly, the Executive Director for the Council of the Great City Schools, provided remarks about the TUDA results. Secretary Betsy DeVos also offered remarks.

The event then shifted from presentation to panel discussion. The theme for the release focused on equity—over the last decade, higher-achieving students have improved, whereas lower-achieving students have stayed steady or declined. The invited panelists addressed how the education system can improve outcomes for all students, from their diverse perspectives as a classroom teacher, a principal, a state chief, and a state legislator. Caroline Hendrie, the Executive Director of the Education Writers' Association, moderated the lively panel discussion.

The Reporting and Dissemination Committee will learn about the impact of the release event and the report card.

Reflecting on the Past; Considering the Future

As the first Strategic Vision of the National Assessment Governing Board draws to a close, this committee meeting affords an opportunity to reflect on what the Reporting and Dissemination Committee accomplished, what remains incomplete, and what should be prioritized over the next nine months. This also marks the first chance to consider what activities and efforts to undertake as part of the next Strategic Vision.

The subsequent pages present the committee's accomplishments from the inception of the Strategic Vision until now. In reviewing these, consider (1) what worked most effectively; (2) what led the committee and the Board closest to its mission and goals; and (3) what should continue under the next Strategic Vision.

The committee fulfilled many of its plans from the first Strategic Vision but left others unfulfilled, a natural and inevitable consequence of an ambitious task list and finite time and resources. To propel—but not to limit—the committee's conversation, the following list presents activities planned, but not implemented. Do any of these merit revisiting in the next Strategic Vision?

- Develop strategic approach to identify what NAEP resources partners need to expand the use of NAEP
 - At least once annually, host stakeholder panel sessions during Board meetings to help identify ways to expand, deepen, and support partnerships.
- Coordinate with partner organizations and agencies to host and support events about NAEP data
 - Fulfilled, but perhaps not with the intended robustness?
- Develop innovative, user-friendly data tools and means to present NAEP results to public
 - Templates that support quick creation of infographics, especially ones based on contextual data
 - Teacher preparation toolkit to introduce preservice educators to NAEP
- Research when and how NAEP results are currently used to support appropriate use of NAEP results
 - Produced report on how national-only assessments used, but not how other subjects are analyzed and used
- Identify opportunities to promote the use of NAEP data with other federal data sets

Beyond deliberating on these known plans and accomplishments, the Committee should think broadly, deeply, and boldly. This is the moment for innovative strategizing and plans that depart from the mundane. What's next?

Summary of Notable Accomplishments to Date

- SV1: Expanded network of partners and colleagues through regular meetings and social media posts with relevant tags
- SV1: Maintain database of meetings and points of contacts among stakeholders and partner organizations (i.e., Salesforce)
- SV1: Drafted NAEP Achievement Levels interpretative guide to facilitate deeper, more accurate understanding of NAEP
- SV1: Promoted work of NCES secondary research grants, i.e., annual poster fair, video
- SV3: Developed social media toolkits for external partners to disseminate messaging about NAEP
- SV3: Innovated motion graphics and short videos highlighting NAEP data analyses, along with infographic featuring multiple data points to convey cohesive message about NAEP results (i.e., Focused Reporting)
- SV4: Increased avenues for outreach and dissemination, specifically through emailed newsletters, frequent posts on social media, new push on LinkedIn, and paid promotions on Facebook
- SV6: Produced graphics that feature contextual data at least twice per month
- SV6: Presented report on how stakeholders use which NAEP data
- SV10: Drafted conceptual framework for postsecondary preparedness and collaborated with NCES on prototype for postsecondary preparedness

Strategic Vision – Activities for Reporting and Dissemination Committee						
	Responsibility	Action	Measurable Outcomes	Start Date	Current Status	
Inform #1: Strengthen and expand partnerships by broadening stakeholders' awareness of NAEP and facilitating their use of NAEP resources						
1.	Develop and Sustain Partnerships // Identify What Partners Need to Expand Use and Utility of NAEP	Board staff	Meet with ongoing and new partners	Increased number of partners and meetings	Summer 2015 - ongoing	Governing Board staff meets with partners
		Board staff; Communications contractor	Send newsletters to partners	Newsletters opened by recipients; Increased website traffic	October 2016 - ongoing	Higher open rates, fewer bounces
		Communications contractor – Client Relationship Management tool (CRM)	Audit and maintain database of contacts	Contact lists of partners current and error free; Increased partnerships	October 2017 - ongoing	Weekly tracking of what posts elicit attention and shares, now using SalesForce, which guides subsequent work
2.	Work with Partners to Increase Awareness and Use of NAEP	Board members; Board staff; NCES staff; Communications contractor	Submit proposals to annual meetings	Increased representation at events/meetings; Increased number of conference presentations	August 2016 - ongoing	Increases in partners retweeting our work through social media
3.	Focused Reporting of NAEP Results	Board staff; CRP contractor; Communications contractor	Four tasks that will produce content to disseminate through partners	Increased traffic to website and social media; Views of artifacts; Numbers of posts and re-posts	October 2016 - ongoing	New graphics introduced biweekly; Motion graphics will be released soon

Strategic Vision – Activities for Reporting and Dissemination Committee						
		Responsibility	Action	Measurable Outcomes	Start Date	Current Status
4.		Board staff; Communications contractor	Produce quick graphics, videos, artifacts for dissemination	Traffic to web page; Views of artifacts; Number of posts and re-posts	January 2018 - ongoing	
	Highlight Contextual Data in Reporting	Board members; Board staff; NCES staff; Communications contractor; HumRRO technical support contract	Review contextual data for messaging / dissemination, including new indicators; Use contextual data in graphics, videos, toolkits	Increased number of artifacts with contextual data; Increased number of partners posting and re-posting artifacts; Traffic to social media posts with NAEP contextual data	Ongoing	Hatcher producing graphics with contextual data monthly; Process underway for second focused reporting contract, emphasizing data visualization
Inform #2: Increase opportunities to connect NAEP to administrative data and state, national, and international student assessments						
5.	Identify Opportunities to Promote Use of NAEP Data with Federal Datasets	Board members; Board staff; NCES staff	Determine what data would be feasible, useful, and of similar quality to NAEP to promote	Launch site with NAEP results and connections to other data; Traffic to website	November 2018	Discussed at November 2018 meeting of R&D and May 2019 R&D meeting
		Board members; Board staff; NCES staff	Collaborate with COSDAM about connecting NAEP with other data	Joint meeting of COSDAM and R&D to develop decisions to present to Board	August 2019	TBD
6.	Learn from Reporting of International Assessments (<i>Also, SV #8</i>)	Board members; Board staff; NCES staff;	Learn about international assessments			

Strategic Vision – Activities for Reporting and Dissemination Committee						
	Responsibility	Action	Measurable Outcomes	Start Date	Current Status	
	Communications contractor					
	Board members; Board staff; NCES staff	Invite OECD staff to present on reporting approaches	Discussions about what practices to apply to NAEP	2020 (?)	Future R&D meeting focused on international reporting	
		Meet with NCES staff to consider crossover of reporting approaches	Board meeting plenary session re: feasible options; Possible incorporation of elements of international work in 2019 Nation's Report Card	2019		

Inform #3: Expand the availability, utility, and use of NAEP resources, in part by creating new resources to inform education policy and practice						
7.	Add Meaning to NAEP Achievement Levels	Technical support contract with HumRRO (COSDAM lead)	Use findings from HumRRO study to develop guides	Graphic and/or video instructing how to use and interpret achievement levels	October 2017 - ongoing	Meeting with COSDAM in August 2019 to discuss progress of Achievement Levels Working Group
8.	Research Effective Uses of NAEP	Technical contract with HumRRO;	Learn where and how NAEP is used effectively	Report on best practices—where, what, under what conditions	October 2017 - ongoing	Results of paper used to inform decisions on assessment schedule
		Communications contractor	Develop graphics and/or videos to support correct interpretation of NAEP results	Review NAEP mentions in sampling of reports and in media; Fewer reports of mis-NAEPery compared to TBD baseline		
9.	Develop New Tools for Audiences	Board members; Board staff; NCES staff; Communications contractor	Ideas for tailored reports shared with NCES	Uses of new tool on website post-release; User feedback	August 2016; April 2018	
		Board members; Board staff; NCES staff; Communications contractor	Construct custom portals for different subjects and/or types of users	Uses of portals; User feedback	January 2019	Discussed at May 2019 R&D Committee meeting
10.	Identify More User-Friendly Approaches to Presenting NAEP Results	Board staff	Invite partners / stakeholders to Board meetings	Number of plenary and R&D sessions; Posts of	November 2016 - ongoing	New Executive Director meeting with partners;

11.			to share needs, interests for using NAEP data	panel summaries; Traffic to social media posts of summaries		Partners personally informed re: schedule changes
		Board members; Board staff; Communications contractor	Create “menu of engagement” list of speakers, graphics, videos, artifacts that Board staff can offer partners	Artifacts developed for and posted by partners; Number of requests by partners; Number of activities	January 2018 - ongoing	Graphics and videos shared online and tagged to partners who retweet
		Board members; Board staff	Develop interpretative guide for NAEP Achievement Levels, which will be accessed on report card	Number of hits; More accurate descriptions of achievement levels; Fewer instances of misinterpretation	March 2019 - ongoing	R&D and COSDAM held joint meetings twice to discuss
	Create “Brief Case” Studies	Board staff; Communications contractor	Learn how NAEP used effectively by states and districts to serve as guide via compelling narratives in graphics, videos, two-pagers	Increased social media traffic; Number of “brief case studies” posted and re-posted	January 2018 - ongoing	Wyoming case study released in time for August 2019 meeting and elicited substantial attention

12.	Facilitate Teacher Preparation Program Toolkit to Increase Access and Use of NAEP by Teachers	Board staff; Communications contractor	Meet with teacher educators to learn needs and interests	Develop tools and resources; Use of toolkits; User feedback	September 2018	Met with AACTE Executive Director to initiate this idea
		Communications contractor	Support development of toolkit by partners	Webpage on Governing Board website for teacher educators and preservice teachers	January 2019	
<p>Inform #4: Promote sustained dissemination and use of NAEP information beyond Report Card releases with consideration for multiple audiences and ever-changing multi-media technologies....</p> <p><i>Note: SV #4 permeates throughout the entire list of planned tasks and activities, so is not presented in separate rows.</i></p> <p>Innovate #6: Continue improving the content, analysis, and reporting of NAEP contextual data by considering the questions' relevance, sensitivity, and potential to provide meaningful context and insights for policy and practice</p>						
13.	Review Contextual Variables	Board members; Board staff	Review contextual variables to ensure relevance and importance	Greater use of contextual data; Updated variables	Ongoing	