



RELEASE PLAN FOR THE NATIONAL ASSESSMENT OF EDUCATIONAL PROGRESS (NAEP)

The Nation's Report Card: 2019 Reading and Mathematics – Grade 12

The national results of the 2019 National Assessment of Educational Progress (NAEP) Reading and Mathematics assessments for grade 12 students will be released to the public in late October 2020. Typically, results from these assessments are released a year after administration, however, the shift to digital-based assessment required additional quality control processes and statistical checks. The release will be held virtually to comply with public health norms in response to the COVID-19 crisis.

The event will be webcast live for a national audience and last approximately 60 minutes. It will include data presentations by both the Commissioner and Associate Commissioner of the National Center for Education Statistics (NCES). The Commissioner will share other grade 12 data that NCES collects through other vehicles, such as longitudinal surveys and statistical programs. The Associate Commissioner will release and present the grade 12 NAEP results.

Following the data presentations, the focus will shift to two Governing Board members who will respond to comments and/or questions from stakeholders invested in reading and mathematics, secondary education, the workforce, and higher education. The stakeholders will submit their comments and/or questions in advance, whether by video or in only text. If by text only, a voiceover will read their submitted comments while their photo appears on screen. The solicited comments/questions will serve as springboards for the featured Governing Board members to elaborate on the results and connect the results to policy. Board staff will collaborate with the communications contractor to identify stakeholders to submit questions or comments along with a twelfth-grade student and a high school teacher or administrator. This will be a relatively short segment, about 20 minutes in duration. The session should offer opportunities for dynamic and informative conversation about NAEP Grade 12 and spotlight the expertise on the Board.

Note that Board members are welcome to recommend colleagues and/or acquaintances to submit a question or comment. Ideally, staff will receive a considerable number of comments or questions to feature at the release event itself and in social media promotion after the event.

DATE AND LOCATION

The release event will occur in late October 2020 via virtual platform. The Chair of the Reporting and Dissemination Committee will set the release date, in accordance with Governing Board policy, in collaboration with the National Center for Education Statistics, and following Committee acceptance of the final report card.

ACTIVITIES BEFORE THE RELEASE

In the weeks before the release event, the Governing Board will mount a social media campaign to build interest in the release, with special focus on stakeholders involved in secondary education and the transition from secondary education to postsecondary life courses, whether workforce or higher education. The Board's [website](#) will dedicate a webpage to release events.

Shortly before the release, NCES will host a call for members of the media, during which NCES will present highlights and answer questions. NCES will oversee an embargoed website with results available to stakeholders approved for access by NCES, including Congressional staff and media. The goal of these activities is to provide a comprehensive overview of the findings, to deepen understanding of the results, and to help ensure accurate reporting to the public.

REPORT RELEASE

The Commissioner of the National Center for Education Statistics will release the report card on the [NAEP website](#)—at 12:01am the day of the release event. The Governing Board press release, the full and abridged versions of the 2019 NAEP Reading and Mathematics Assessment Frameworks, and related materials will be posted on the Board's web site. The site will feature links to social networking sites and multimedia material related to the event.

CENTRAL MESSAGES

Activities before and after the release, as well as the release itself, will promote several critical messages. First, data from NAEP provide invaluable information about the knowledge and skills that twelfth-graders have. Second, data from other NCES collections offer rich insight into the postsecondary choices and pathways grade 12 students pursue. Third, the discussion will connect results for grade 12 to results for grades 4 and 8, which have inspired national, state, and local efforts to narrow subgroup differences in performance across both subjects.

ACTIVITIES AFTER THE RELEASE

The Governing Board's communications contractor will work with Board staff to coordinate additional post-release communications efforts—which could include such strategies as a social media chat or major presentation—to target communities and audiences. Video clips of the release event will be publicized on social media. The goal of these activities is to extend the life of the results and provide value and relevance to stakeholders.