

Grade 12 Reading and Math Release Debrief Report

The release of the 2019 National Assessment of Educational Progress results in Grade 12 Reading and Mathematics took place on October 28, 2020 for a nationwide online audience. Because of the ongoing COVID-19 pandemic, this Report Card release was planned from the onset as a virtual event.

At the Reporting and Dissemination Committee meeting prior to the July Board meeting, Laura LoGerfo presented a complete release plan, which the Reporting and Dissemination Committee approved. With that clear vision in place, planning proceeded smoothly, from developing content and message delivery to rehearsing and testing logistics.

The hour-long event was webcast live for a national audience with each presenter speaking remotely. Laura LoGerfo moderated the event. After opening remarks by Governing Board Chair Haley Barbour, National Center for Education Statistics (NCES) Commissioner Lynn Woodworth shared data that NCES collects about high school seniors, such as graduation rates and course taking. After which, NCES Associate Commissioner Peggy Carr presented the Grade 12 NAEP results until Grady Wilburn assumed the presenter role for technical reasons.

Audience members used the Q&A function to pose questions, which were presented by Laura LoGerfo. The data spotlighted by Commissioner Woodworth and Associate Commissioner Carr elicited a total of 19 substantive questions. The five-minute Q&A period allowed answers for more than half of the questions from the audience – six questions answered verbally and another four answered by NCES via the Q&A box.

Following the NCES presentations, three Governing Board members—Alberto Carvalho, Paul Gasparini, and Reginald McGregor—responded to questions video-recorded in advance by four representatives of stakeholder groups, specifically Lumina Foundation, Fordham Institute, Ed Trust-West, and the Siemens Foundation. Laura moderated a lively discussion, which concluded the program.

OUTREACH AND ATTENDANCE

Despite national-only data and close proximity to the election, nearly 800 people registered to attend the event, and about two-thirds (536 people) joined. A 67% conversion rate (from registered attendee to actual attendee) is high for a virtual event, which trends closer to 50% on average. A high of 464 attendees tuned in for the NCES data presentation; and around 400 were retained for the second half of the event featuring the three Governing Board members.

Outreach strategies included four email invitations, promotion of the event on social media, and a paid digital advertising campaign on Facebook. To ensure the best return on investment, the digital ad campaign focused on targeted audiences of groups and individuals likely to be interested in attending.

The Facebook ads to promote the event generated 2,837 clicks at a cost of \$0.53 per click, significantly lower than the estimate Facebook provided of \$0.73 cost per registration. The ads were seen 448,750 times by 249,597 people.

SOCIAL CONVERSATION

Prior to the event, the Governing Board sent eight tweets, earning 19 retweets, 101 engagements, and 9,517 impressions. During the event, The Hatcher Group live-tweeted from the Governing Board's account to send 20 tweets. A combination of designed quote cards for each speaker and stills from the presentations provided content for the audience. This live tweeting earned 258 engagements and 13,739 impressions.

SUMMARY

In sum, this event proved successful in highlighting the grade 12 NAEP results, connecting those data to practical policy implications, and sharing the expertise of Board members. This event will lead to additional productive outreach and dissemination. Already, the Board is planning a Twitter chat in November with two of the stakeholder groups from the release event—Ed Trust West and the Fordham Institute.