Communications Foundations
Good research is a terrible thing to waste.

- Audience
- Message
- Actionable Goal
Know your audience....
Audiences

1. Researchers
2. Educators and administrators
3. Legislators, policymakers
4. Education advocacy organizations
5. General public
6. Media
Finding the Message
Her work on "third spaces" examines the affordances of syncretic approaches to literacy learning and re-mediation of functional systems of learning.
New study summarizes research and best practice on how to evaluate and improve teaching

Using test scores to evaluate teachers hurts students
Actionable Goals

Use this research to…

1. Change school policy.
2. Improve pedagogy.
3. Inform district practices.
4. Develop legislative policy.
5. ???
Use this research to...

1. Change school policy.
2. Improve pedagogy.
3. Inform district practices.
4. Develop legislative policy.
5. ???
Exercise: Action Plan

• Audience: Who needs the information I have?

• Message: What need will my message meet for that audience?

• Call to action: What is the outcome? What will your audience do? What change will occur?

• Select an effective writing media

• Make the most of resources

• Action steps and timeline
Communicating Research and Information for Results

Ronald J. Dietel

California Educational Research Association
Annual Meeting

November 29, 2012
Overview

1. Writing
2. Presentations
3. Copyright
“Seeing yourself in print is such an amazing concept: you get so much attention without having to actually show up somewhere.”

Anne Lamotte
“Specifically, we consider how the ABC program could support teachers in assessing and improving their own practice,
highlighting features that are directly relevant to use of the program for professional development purposes
by drawing on what we learned from training educators unfamiliar with the program in an intensive Assessment Basic Cognitive Rater Training Program
during a pilot study in the spring of 2011.”
“Specifically, we consider how the ABC program could support teachers in assessing and improving their own practice.
Does the ABC program improve teaching?
“Short words and short sentences are easier to comprehend than long ones.”
Waist-to-hip Ratios Across Cultures: Trade-offs Between Androgen- and Estrogen-Dependent Traits
Why the Perfect Body Isn’t Always Perfect

Study Explains How Hormones Interact with Waist-to-Hip Ratios in Women
Headline for General Audience

Why the Perfect Body Isn’t Always Perfect
Writing Tips

• Sentences < 25 words
• Paragraphs - 5 lines or less
• Simplify titles
APA Says…

The author who is frugal with words not only writes a more readable manuscript but also increases the chances that the manuscript will be accepted for publication.
Simplify Education Words

- Differentiation - different
- Cognition - learning
- Practice - teaching
- Robust - strong, reliable
- Capacity - resources
Which journal is best for me?

- Journal Lists (ERIC and others)
- Journal rankings
  - Journal Citation Rankings (Thomson Reuters)
  - Eigenfactor
  - SCIMago Journal Rank
- Best match to your work
Tips For A Great Presentation

• Reduce content
• Effective design
• Practice delivery
Baegel District Formative Assessment Study: Alignment, Achievement, and Analysis in the 2008/2009 School Year

• Research Questions
  – Are the district’s formative assessments aligned to state and school district content standards?
  – Do the district formative assessments improve learning in mathematics?
  – What is the correlation between performance on the district assessments and performance on the state test?

• Formative assessments that are not aligned to standards are not useful in guiding and informing instruction, Garcia and Wilson, 2008

• Random selection of 400 students who received different types of math instruction (ten lessons each) before taking the district mathematics assessment:
  – Data on mathematics alignment
  – Evidence collected in mathematics formative assessment using different mathematics curricula and instruction
  – Learning experts analysis of data
  – Triangulation of data
  – Study Results
Less content

• Reduce or skip literature review/background
• Cover one research question
• Limit and simplify charts and tables
• Estimate one minute per slide
Baegel Alignment Study Results

- Are the district’s formative assessments aligned?
- Random selection to treatment and control groups
- Key Finding- 54% alignment to state standards
- Recommendations
Complex Model

American Communities

Audience

Media

Interactive Dissemination

Information Tools

Multiple Methods

Evaluation & Utilization

Reciprocal Feedback
Simple Model

AUDIENCE

MEDIA

IMPACT
666 Rule for Effective PowerPoints

• 6 bullets per page - max
• 6 words per bullet
• 6 information points on graphics
• Minimum Font Size – 18 points
Avoid…

- The Great Apology
- The Speeding Bullet
- Reading the Paper
The Cure

• Practice
  – 3-4 times minimum
• Techniques
  – Go first, not last
  – Pause
  – Eye contact
  – Smile
Review Logistics

- Room
- Audio
- Visual
Copyright

• What is copyrighted and when?
• Who holds the copyright?
• Length of copyright protection?
• U.S. Government sources
• Copyright Notice ©
More on Copyright

• Journals move toward Open Source
• Creative Commons
• http://creativecommons.org/
Communicating for Results
Social Media

flickr
twitter
WordPress
Constant Contact
scope
Stanford Center for Opportunity Policy in Education
Social Media Resources

- List servs
- Facebook
- Twitter
- Web site (WordPress)
- Analytics
And why

• List servs: Active news feed
• Facebook: Passive news feed, community building
• Twitter: Buzz building, networking
• Web site: A virtual home
• Analytics: Listening and adapting
List Servs

Washington Post columnist writes about SCOPE partner Hillsdale High School

In today’s Washington Post, Jay Matthews focuses his column on the success of Hillsdale High School in San Mateo, CA. The school has received national recognition as an exemplary high school that has built teacher capacity and dramatically increased college-going rates for its students. Hillsdale is a longstanding partner of the School Redesign Network (SRN), a SCOPE-sponsored center, and currently collaborates with us to host study tours in which visiting school teams get an up-close look at the school’s successful smaller learning communities model. Quoting from an earlier article he wrote about Hillsdale, Matthews says:

“..."A victory for deep learning"
List Servs

<table>
<thead>
<tr>
<th>Monthly Cost</th>
<th>0-2,000 = Free</th>
<th>0-500 = $15</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>10,000 – 25,000 = $240</td>
<td>10,000-25,000 = $150</td>
</tr>
</tbody>
</table>

~ Standard and customizable templates

~ User friendliness

~ Analytics

~ List management
Strategies

• Grow your audience
  • “Join mailing list” link on all other social media
  • Invite non-members to join

• Be consistent and constant
  • Establish a production schedule and stick to it
  • Don’t inundate

• Use analytics
  • What’s being clicked on? What’s being ignored?
  • Who’s clicking?
Facebook Nation

2012 Country Populations in Billions

Russia 0.14  Brazil 0.20  Indonesia 0.24  United States 0.31  Facebook 1.01  India 1.22  China 1.34
Types of Facebook Pages

Profile: For personal use.

Page: For organizations, businesses, celebrities and brands. Posts are public.

Group: A closed space for people to communicate about shared interests. Groups can be created by anyone. Posts can be public or private.
Strategies

• Start a page, profile or group!
• Be consistent and constant
  • Post regularly
  • Post appropriately (don’t be an annoyance or invisible)
• Be responsive
  • Check the page regularly or set alerts
  • Reply
  • Track use through analytics
Twitter

**Key**

- News: 3.9%
- Spam: 3.75%
- Self-promotion: 5.86%
- Pointless babble: 40.54%
- Conversational: 37.55%
- Pass-along value: 8.70%
To Tweet or Not to Tweet

Lady Gaga 31.6 m
Justin Bieber 30.7 m
Katy Perry 29.5 m
Rhianna 26.9 m
Barack Obama 23.9 m
Strategies

• Know your audience
  • Be interesting
  • Share what’s relevant to them, not you

• Be consistent and constant
  • Tweet regularly so people know to look for you
  • Tweet more than once a week. The squeaky wheel gets the followers

• Be responsive
  • Reply to or retweet comments mentioning you
  • Track mentions through TweetDeck, HootSuite, etc.
Web Presence: WordPress

California Educational Research Association
Public Communications 101: Write, Present, and Use Social Media to Share Your Research with Everyone

Tips Just Added
Posted on April 10, 2011 | Leave a comment

Here is the Final Agenda for our communications gathering on November 30th. We will be meeting in the Monorail A room of the lower floor of the Disneyland Hotel. The CERA program has a map, CERA 2011 Conference Program Final 11-16-11

Here are Barbara McKenna’s Writing Tips from her AERA Presentation, McKenna AERA 2011 Commo1

Ron Dletel’s Presentation Tips RonAERA 2011

Paul Baker’s Social Media Resources and Links PBaker 2011 AERA
### Google Analytics

#### Audience Overview

**Period:** Oct 28, 2012 - Nov 27, 2012

- **Visits:** 400
- **Unique Visitors:** 2,476
- **Pageviews:** 8,505
- **Pages / Visit:** 2.66
- **Avg. Visit Duration:** 00:02:35
- **Bounce Rate:** 55.53%
- **% New Visits:** 70.47%

**Graph:**
- **Thursday, November 1, 2012:** Visits: 282

**Summary:**
- **2,476 people visited this site**
- **70.47% New Visitor**
- **29.53% Returning Visitor**

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**Additional Metrics:**

- **Visits:** 3,200
- **Unique Visitors:** 2,476
- **Pageviews:** 8,505
- **Pages / Visit:** 2.66
- **Avg. Visit Duration:** 00:02:35
- **Bounce Rate:** 55.53%
- **% New Visits:** 70.47%
Ron Dietel
Assistant Director, Research Use & Communications
National Center for Research on Evaluation, Standards, and Student Testing
dietel@cse.ucla.edu
http://www.cse.ucla.edu/index.php

Barbara McKenna
Communications Director
Stanford Center for Opportunity Policy in Education
bmckenna@stanford.edu
http://edpolicy.stanford.edu
@scope_stanford
Facebook: SCOPE.Stanford