# CERA 2012, Monterey CA
# Communicating Research and
# Information for Results

Ron Dietel, CRESST
Barbara McKenna, SCOPE

*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.
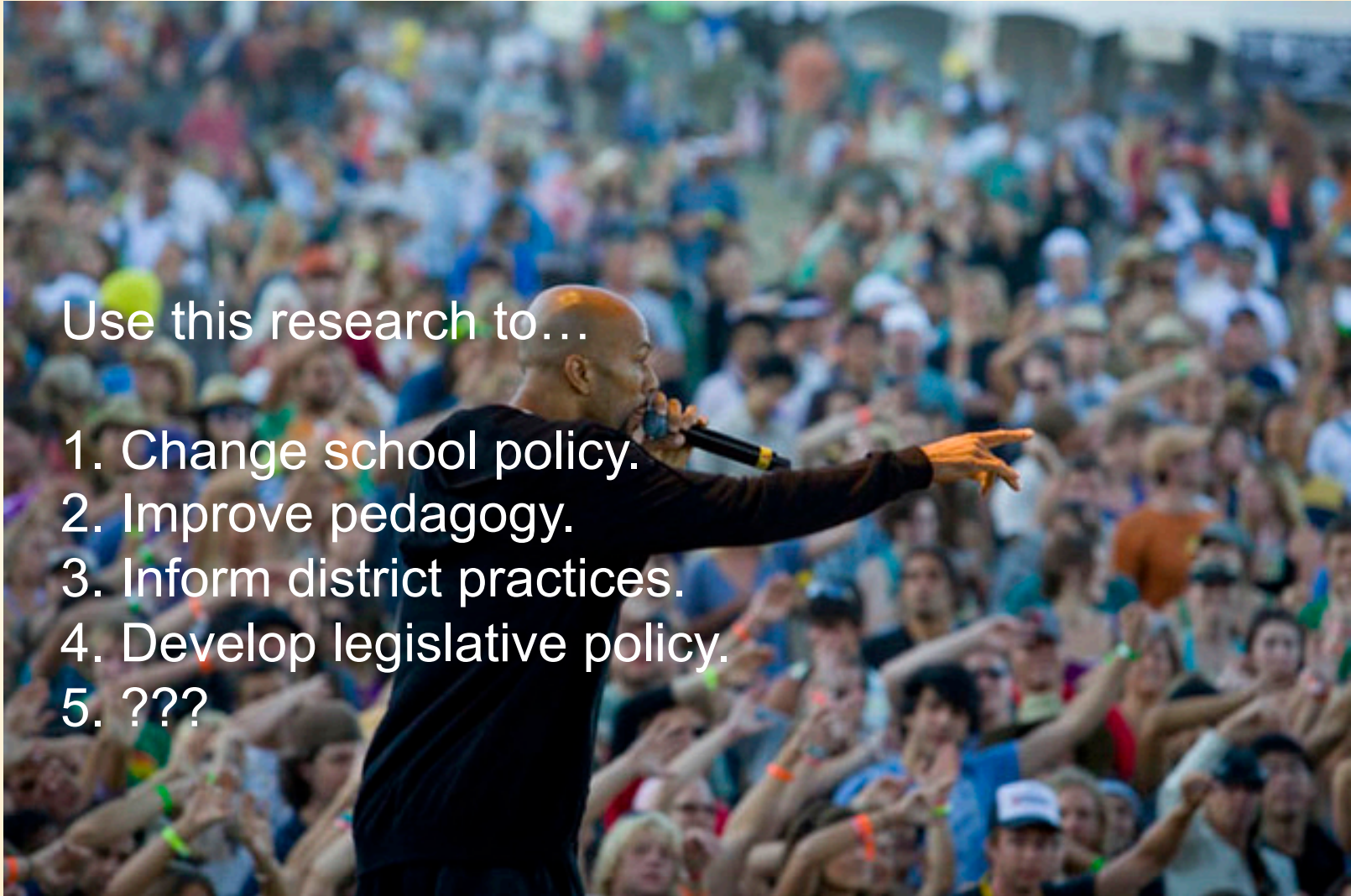
New study summarizes research and best practice on how to evaluate and improve teaching

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. ???

# 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

**National Center for Research**
**on Evaluation, Standards, & Student Testing**

CRESST

UCLA | Graduate School of Education & Information Studies | cresst.org

# Overview

1. Writing
2. Presentations
3. Copyright

# Writing

"Seeing yourself in print is such an amazing concept: you get so much attention without having to actually show up somewhere."

Anne Lamotte

# Writing Rule - Keep It Simple

"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."

# Hard Edit

"Specifically, we consider how the ABC program could support teachers in assessing and improving their own practice.

# Harder Edit

Does the ABC program improve teaching?

# APA Style Manual

"Short words and short sentences are easier to comprehend than long ones."

# Title for Journal Audience

Waist-to-hip Ratios Across Cultures: Trade-offs Between Androgen- and Estrogen-Dependent Traits

# Title for News Release Audience

## 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**
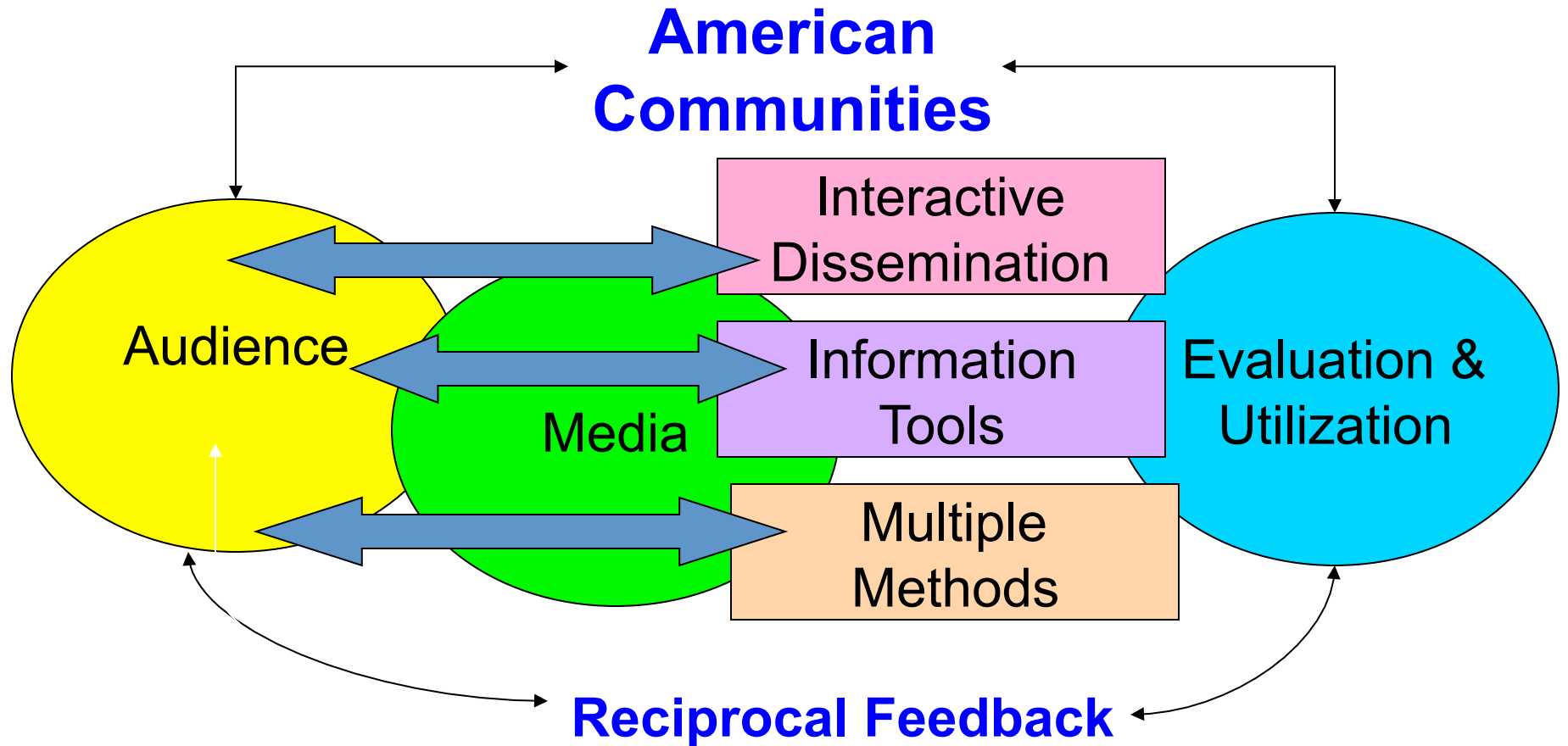  - **Study Results**

# Less content

- Reduce or skip literature review/background
- Cover one research question
- Limit and simplify charts and tables
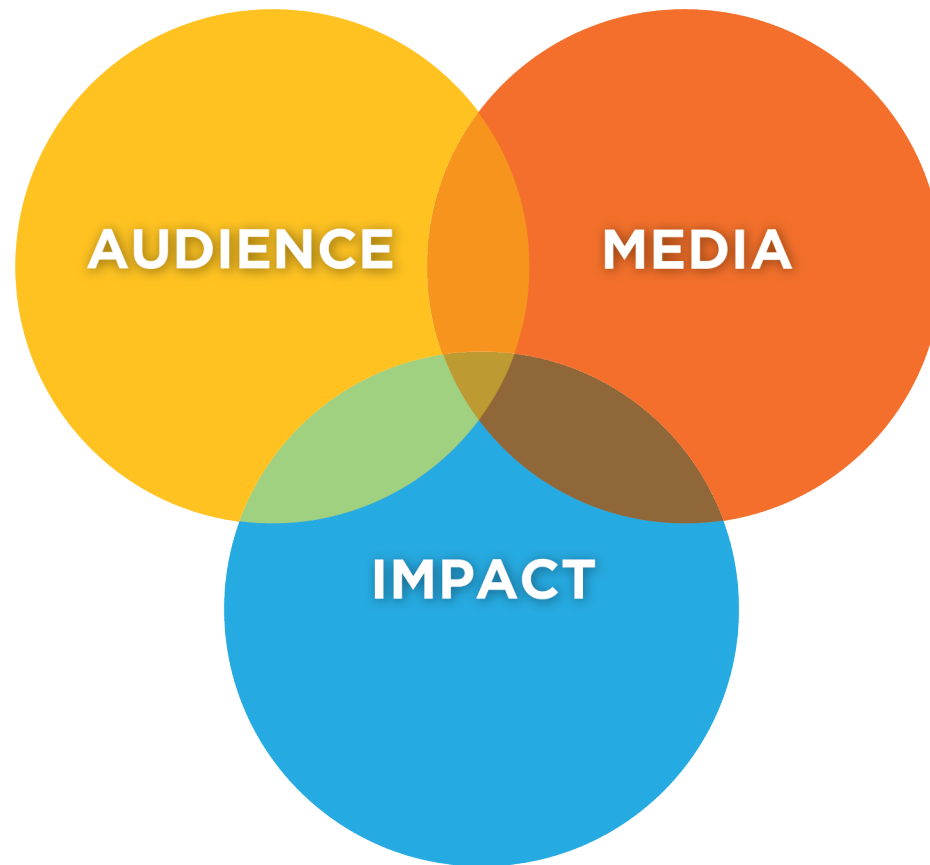- Estimate one minute per slide

# 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

Interactive Dissemination

Information Tools

Multiple Methods

Audience

Media

Evaluation & Utilization

Reciprocal Feedback

# Simple Model

# 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/

# National Center for Research
## on Evaluation, Standards, & Student Testing

UCLA | Graduate School of Education & Information Studies

**VISIT US ON THE WEB**

**cresst.org**

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# Communicating for Results
# Social Media

flickr

twitter

WORDPRESS

Constant Contact®

f

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

## scopealerts
### Stanford Center for Opportunity Policy in Education

### Hillsdale High School: "A victory for deep learning"

*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 longterm 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:

**SLC Study Visits**
Study Visits at

**SCOPE SLC Resources**

**Correction**
Guadalupe Valdès

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From: SmartBrief on EdTech <edtech@smartbrief.com>
Subject: **Final opportunity to subscribe**
Date: September 28, 2011 1:18:22 PM PDT
To: Barbara McKenna <bmckenna@stanford.edu>

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September 28, 2011
http://r.smartbrief.com/resp/dhcQCvbSgwdXpGvwfCofhQcNaNTx

TODAY'S HEADLINES

HEAD OF THE CLASS
* Digital lab prepares teachers for 21st-century classrooms
ELEARNING
* Ga. school follows Khan Academy model with lectures at home
* Is a personalized learning system possible?
SYSTEMS MANAGEMENT
* Students' hunger for data stresses college networks
PROFESSIONAL GROWTH OPPORTUNITIES FOR EDUCATORS
* Upcoming professional-development opportunities for educators
MANAGING BUDGETS
* Managing finances in a rural district
* Microsoft to offer discounted products to N.Y. state teachers
SCHOOLS AND SOCIAL MEDIA
* What's next for e-Rate users and social media?
* Employers struggle to set social media rules for workers
LAST BYTE
* Survey: Colleges use Facebook to find information on students
EDITOR'S NOTE
* SmartBrief app ranks No. 1 in the Free News App section

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http://r.smartbrief.com/resp/dhcQCvbSgwdXpGvwfCofhQcNaNTx

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# List Servs

| Monthly Cost | 0-2,000 = Free | 0-500 = $15 |
|---|---|---|
| | 10,000 – 25,000 = $240 | 10,000-25,000 = $150 |

~ 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 | Brazil | Indonesia | United States | Facebook | India | China |
|--------|--------|-----------|---------------|----------|-------|-------|
| 0.14 | 0.20 | 0.24 | 0.31 | 1.01 | 1.22 | 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
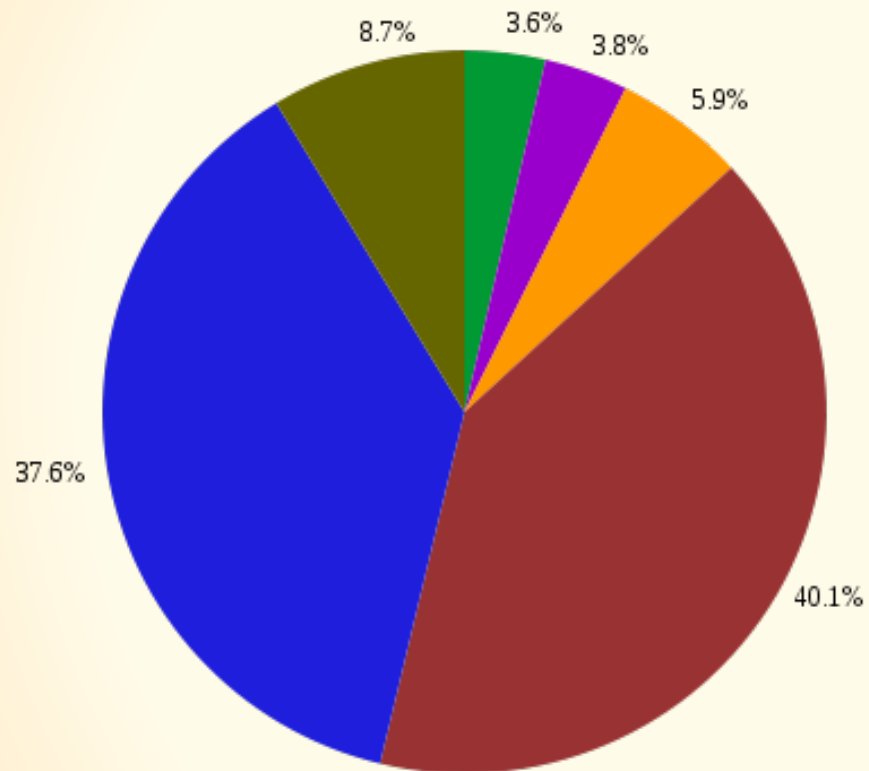


| | | |
|---|---|---|
| ■ (green) | News | 3.9% |
| ■ (magenta) | Spam | 3.75% |
| ■ (orange) | Self-promotion | 5.86% |
| ■ (brown) | Pointless babble | 40.54% |
| ■ (blue) | Conversational | 37.55% |
| ■ (olive) | Pass-along value | 8.70% |

Key

# 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

# Google Analytics

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