

SESSION 5

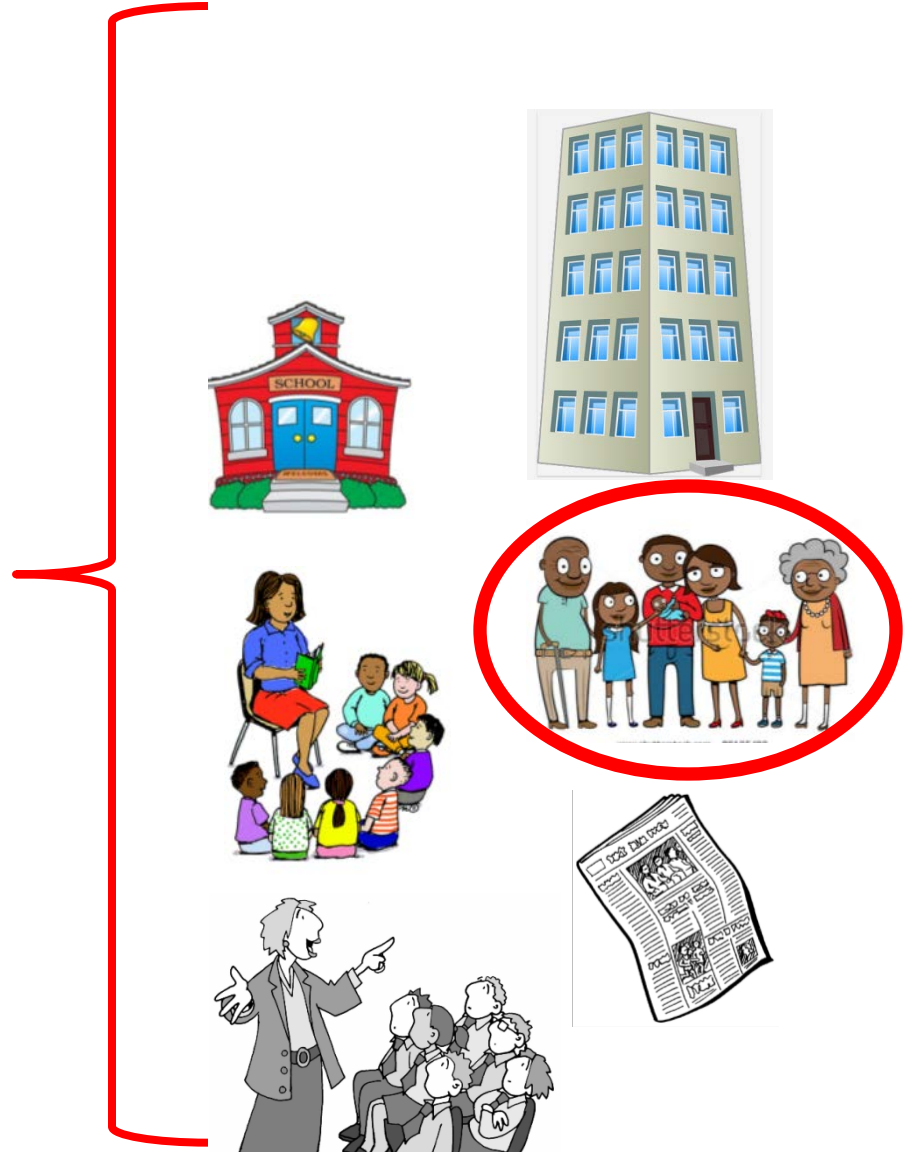
How Should We Communicate Assessment Information to Parents?

READ Regional Workshop

Maputo, Mozambique

December 3-5, 2012

How to ensure an effective communication chain?



Why is it important to communicate to parents and community?

- Parents can
 - support their child to learn
 - put pressure on the teachers and school
 - choose a better school for their child
- Transparency and accountability

Parental involvement in school is key
to improving quality

Challenges in communicating to parents and community

- Difficulties in reaching parents
- Low education level
- Lack of “school community” culture
- Lack of an “assessment culture”
- Low expectations

Video

Video

Table or Whole Group discussion

Discuss the following:

- Would it work to produce a video for parents in your country?
- Would another medium be more appropriate? (e.g. radio broadcast)
- What could be the objectives and key messages?

Activity 1: Creating a communication product for parents

In pairs, think about a communication product that could be used to communicate assessment information to parents. Fill in the Communication Product Sheet:

- Objective
- Audience: Parents
- Messages
- Type of communication product or activity: report, video, radio, workshop?
- Timeframe
- Budget
- Distribution
- Contracts
- Feasibility in your country

Communication product sheet

Product or Activity: _____

Communication objective	
Audience	
Messages	
Timeframe (before, during, after the assessment administration)	
Budget (e.g., any reference of how much it would cost?)	
Distribution	
Contracts (e.g., for design, production, distribution, training)	
Feasibility in your country	

Issues to consider

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- Do parents have access to assessment information?
- Do parents understand, value, and use the information?
- Are we using the best approach to reach parents?
- Is our approach sustainable?
- How can we communicate better with parents?

My School Website - Australia

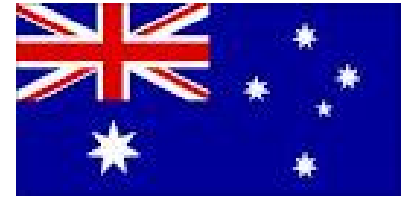
The screenshot shows the My School website in a Windows Internet Explorer browser window. The address bar displays <http://www.myschool.edu.au/>. The page header includes the text "ACARA | Australian Curriculum | NAP | My School" and a "Contact us" link. The main navigation bar features "My School" in a large blue font, the ACARA logo (AUSTRALIAN CURRICULUM, ASSESSMENT AND REPORTING AUTHORITY), and a search bar with the placeholder text "Search by school, suburb, town or postcode" and a "GO" button. Below the navigation bar, there are four menu items: "Find a school", "Glossary", "More information", and "Contact us".

The main content area is divided into several sections:

- Welcome:** A text block stating "My School enables you to search the profiles of almost 10,000 Australian schools. You can quickly locate statistical and contextual information about schools in your community and compare them with statistically similar schools across the country."
- A note from ACARA:** A section featuring a small portrait of a man and text: "The third release of the My School website provides further information with which schools and their communities can monitor their effectiveness. A clear picture of progress over time can be seen with data over four years from 2008 to 2011. As before, schools can compare themselves with other schools that serve similar students and can compare their progress over the years with those schools. In the new version of the website, they can also compare their progress against that of others with the same starting point in 2008."
- Find a school:** A search interface with two input fields: "Search by school name" and "Search by suburb, town or postcode". Below these fields are checkboxes for "Sector" with "Government" and "Non-government" options, and a "SEARCH" button.
- My School overview:** A section with a large blue header "Introducing the" and a grid of images below it.

The browser's status bar at the bottom shows "Waiting for http://www.myschool.edu.au/...", "Unknown Zone | Protected Mode: On", and "100%". The Windows taskbar at the very bottom displays the system tray with the time "3:24 PM", date "Tuesday 3/6/2012", and several open application windows including "Using the Results of ...", "australia my schools...", "Inbox - Windows Int...", and "My School Home | ...".

Australia - NAPLAN



- *National Assessment Program: Literacy and Numeracy*
- All Australian students in years 3, 5, 7 and 9
- Results reported to individual schools and parents and through public *MySchool* website
- *MySchool* site provides average scores achieved by schools in the five test domains: reading, writing, grammar and punctuation, spelling and numeracy