

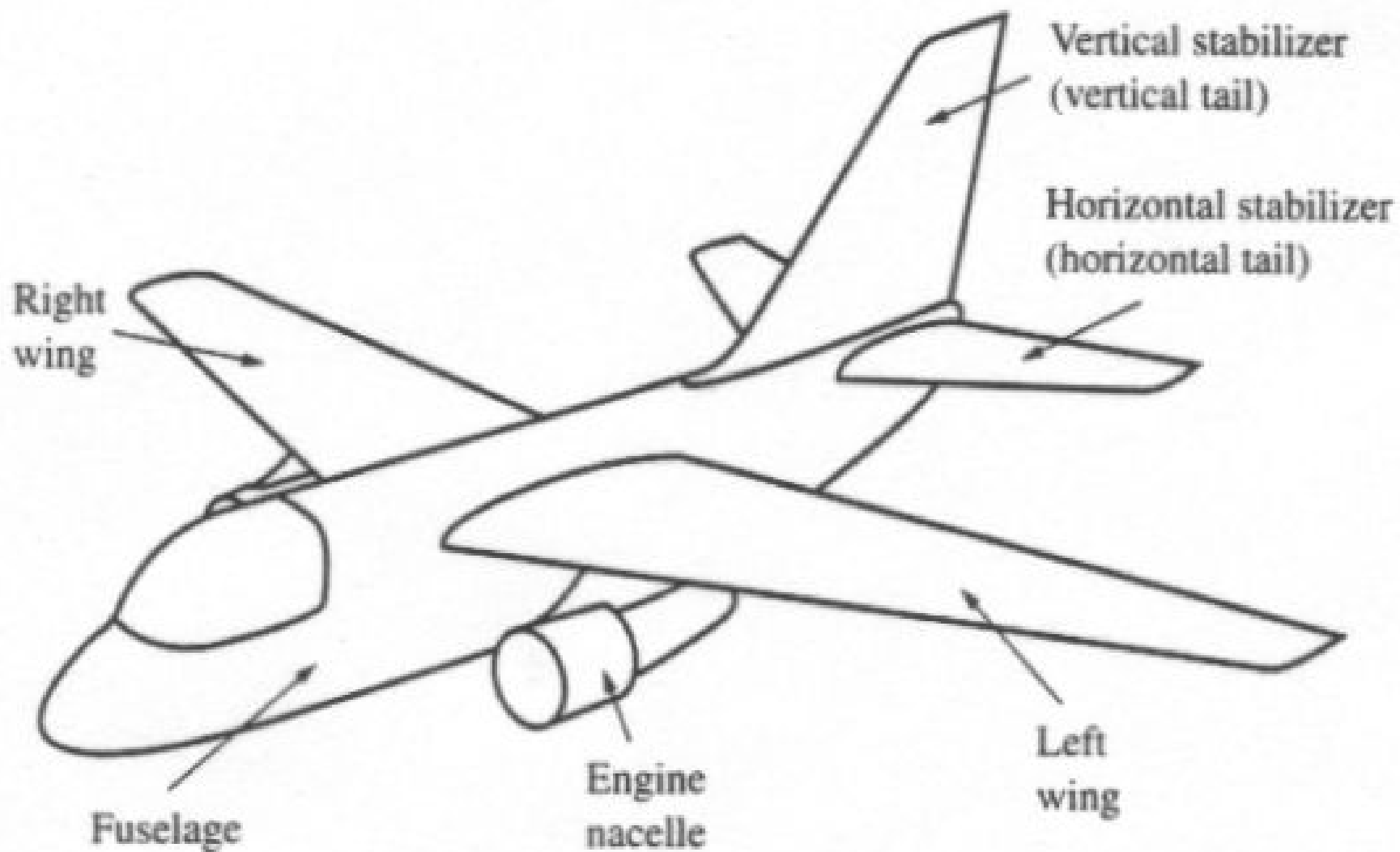
# **SESSION 3**

## **How Can We Communicate Assessment Information Effectively?**

**READ Regional Workshop**

**Maputo, Mozambique  
December 3-5, 2012**

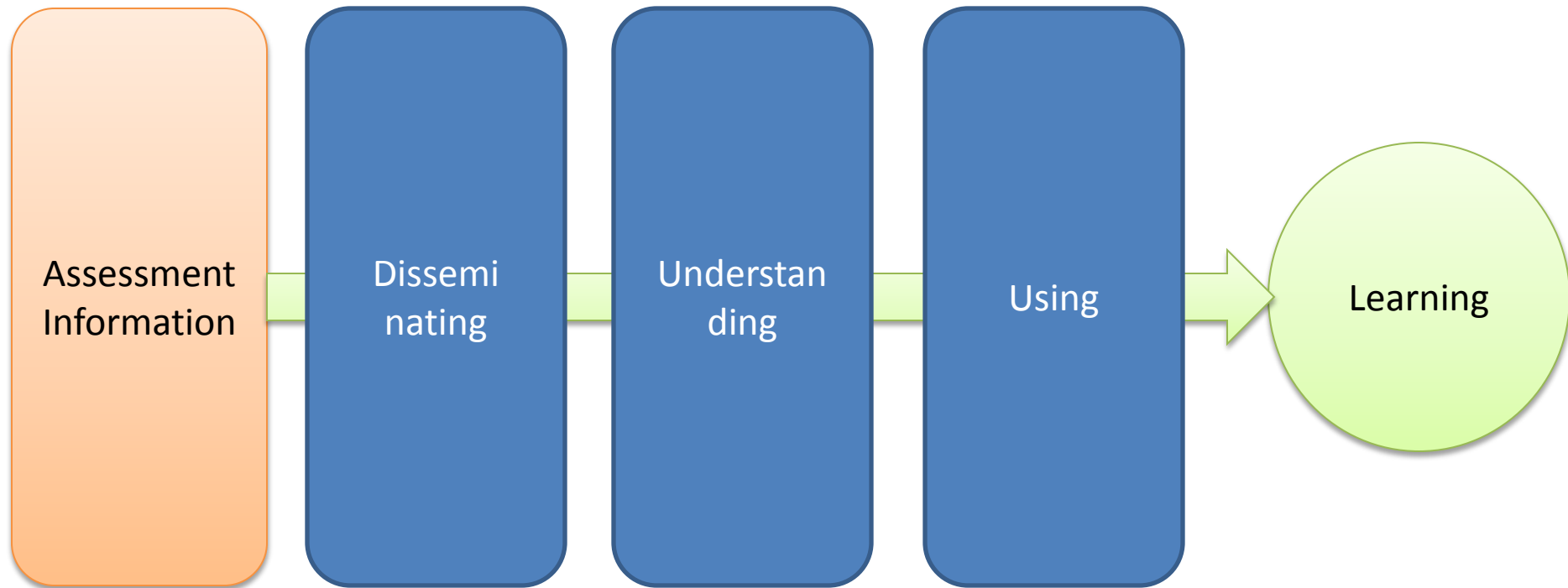
# **READ country presentation Mozambique**



# How to ensure an effective communication chain?



# Communication chain



# Why is it so hard to communicate effectively?

- Poor assessment culture
- Hostile political context
- “Bad results”
- Results not trusted
- Poor capacity to communicate
- Poor planning
- Lack of funding

# How to ensure effective communication

## Communication plan

- Context analysis
- Communication goal and objectives
- Audiences
- Messages
- Products and activities
- Budget
- Timeline

# Communication plan

## Context analysis

Policy environment

Infrastructure

Technology



Institutional capacity

External resources



# Communication Plan

## Messages

Objective	MESSAGE / INFORMATION
Monitor quality	% students that reach a standard
Monitor equity	Achievement difference among groups
Monitor school performance	School mean score
Support pedagogy	Test questions Student responses Learning expectations Pedagogical guidelines Assessment framework
Inform parents	Guidelines to support student learning Guidelines to support and put pressure on schools Learning expectations

# Communication Plan

## Key Audiences

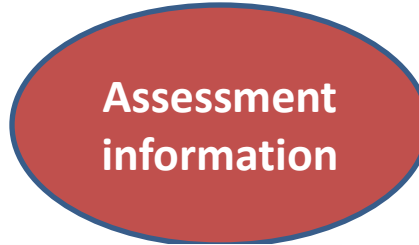


Community

Media



Teachers



Ministry of Education



Teacher training



Schools

# Communication Plan: Products and Activities

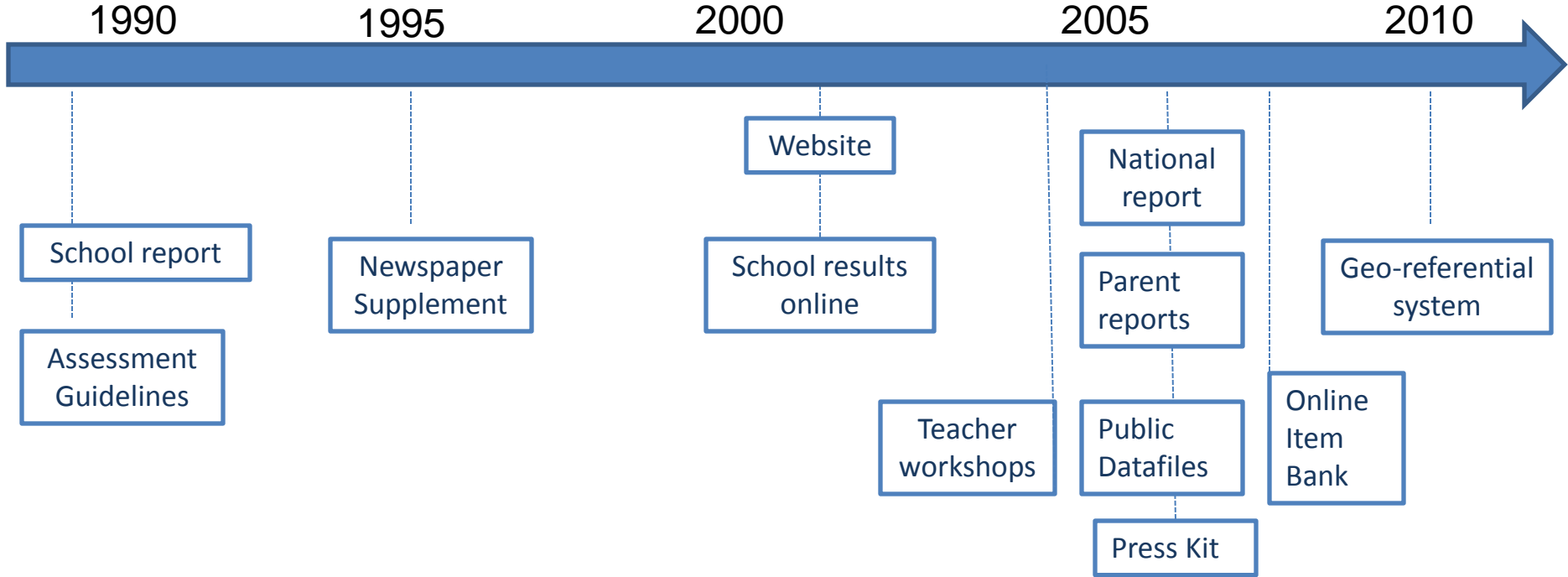


# Example of a communication plan

## Large-Scale Assessment Program in Chile (SIMCE)

Dimension	Description
Communication goal and objectives	<p>GOAL: Effectively communicate SIMCE information so that its intended audiences can understand and use it in ways that contribute to improve education quality.</p> <p><u>Objective 1</u>: Effectively communicate with <u>parents</u> so that they (a) know their school results, (b) know how to support their child learning, (c) are aware of other school options.</p>
Context analysis	<ul style="list-style-type: none"> <li>-Political support to release results</li> <li>-The media and the political opposition will focus on the negative results.</li> <li>-Need to be ready to answer what the MOE is doing to improve</li> <li>-Teacher union and the academia may oppose release of school results</li> </ul>
Audiences	-Teachers, parents and broad community, MOE, academia
Messages/ information	<ul style="list-style-type: none"> <li>-Country results and school level results, compared to previous year</li> <li>-Example questions from tests; analysis of student responses</li> <li>-How to support learning</li> </ul>
Products and activities	<ul style="list-style-type: none"> <li>-National report (1,000), School report (10,000), Parent report (100,000), Pedagogical guide (10,000), posters (30,000), newspaper supplement, online results, geo-referential system, online item-bank.</li> <li>-Press release</li> <li>- Teacher workshops to be held at each school</li> </ul>
Timeline	<p>Before test administration: pedagogical guides</p> <p>After test administration: national report, school report, parent report</p>
Budget	US\$2 million (10% of the yearly budget of assessment program)

# Example of gradual implementation of communication plan Large-Scale Assessment Program in Chile (SIMCE)



# Activity 1: Communication plan

- At your table, discuss the communication plan for an assessment program in your country. Write the plan on the Communication Plan Sheet.
- A representative from each table shares their table discussion with the room.

Communication Goal	
Communication Objectives	
Context Analysis	
Audiences	
Messages	
Products and activities	
Timeframe (before, during, after the assessment)	
Budget	

# Communication Plan

## Products and Activities



# Activity 2:

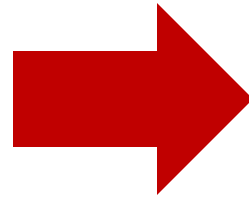
## Evaluating communication products

- At your table, you have communication products (e.g., reports, flyers) from different countries. Analyze these products in terms of:
  - Communication Objective
  - Audience
  - Message
  - Appeal
  - Costs
  - Timeframe
- If your country only had resources for publishing one type of report, which one would you recommend?



# Communication plan should lead assessment design

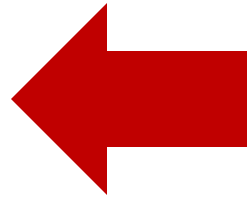
**Assessment design**  
(what, how, when,  
and who to assess)



**Communication  
plan** (what, how,  
when, and to  
whom to  
communicate)

# Communication plan should lead assessment design

**Assessment design**  
(what, how, when,  
and who to assess)



**Communication  
plan** (what, how,  
when, and to  
whom to  
communicate)

# **Issues to consider when communicating assessment information**

# Issues to consider

- Is there a communication plan?
- Are there different communication products for different audiences?
- Were different stakeholders consulted about the information they need?
- Is the plan sustainable in time?
- Is the plan being gradually implemented?