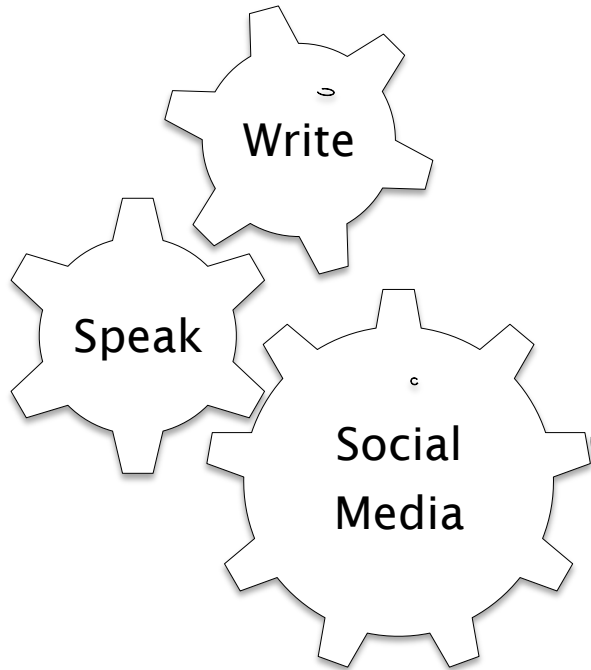


Communications 101

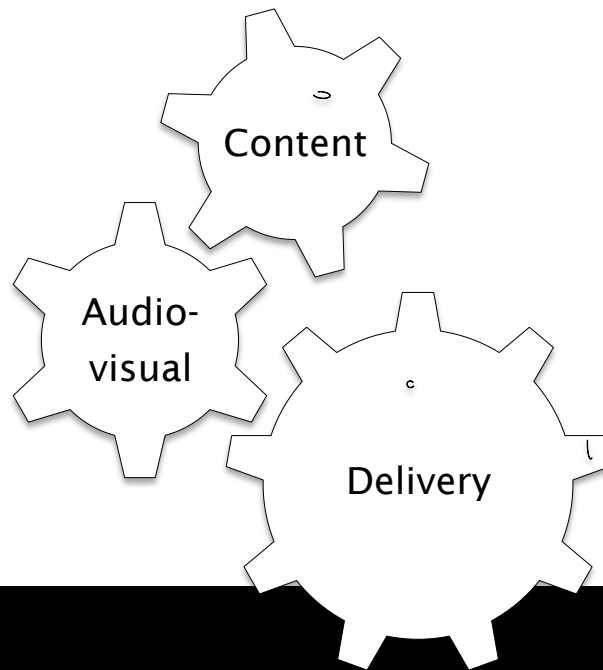
**Making an Impact With Your Research Through Effective
Presentations, Social Media, and Writing**



Ron Dietel
Barbara McKenna
Paul Baker

communicateresearch.wordpress.com

Impact Through Presentations



Ronald J. Dietel

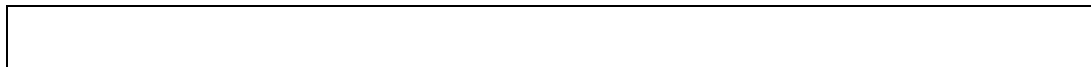
National Center for Research
on Evaluation, Standards, & Student Testing

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



Content-Creating Value

- Think audience



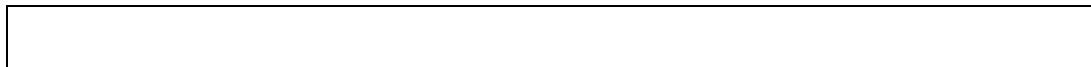
Content-Creating Value

- Your Mom



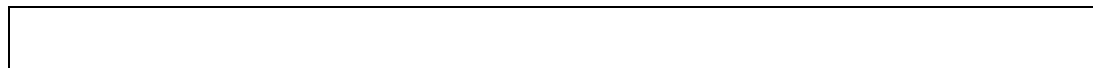
Content - Organization

- Introduction
- Body
- Conclusion



Attention Getting Introduction

- Humor
- Ask a question
- Provocative fact or visual
- Personal or local anecdote



Crafting Content - Length

- Limit background information
- 1-2 research questions
- Edit, edit, edit



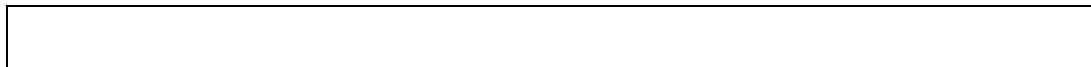
Content - Strong Closing

- Restate big point
- Avoid “more research” needed
- Encourage action



Delivery Tips - Verbal

- Audible
- Voice Variation



Delivery Tips - Non-verbal

- Eye-contact
- Smile
- Hands
- Movement



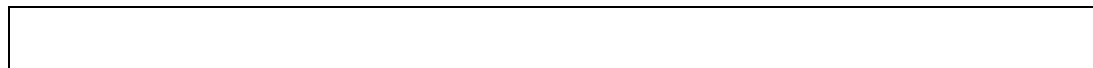
Other Delivery Tips

- Slow down
- Videotape your presentation
- Practice in actual location
- Try new ideas
- Bring business cards



Audiovisual – Tips

- Content supported by audiovisual
- Expect naked room
- Make sure technology works
- Simplify slides, models, tables, figures



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*

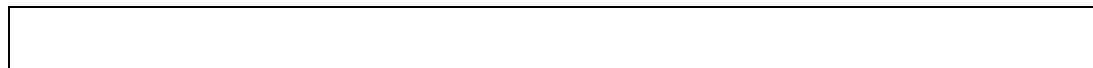
Formative Assessment Study

- Research Question-
 - ✓ *Did the formative assessments improve learning?*
- Methods
 - ✓ *Random selection - treatment and control groups*
- Results
 - ✓ *Treatment group had small achievement gains*

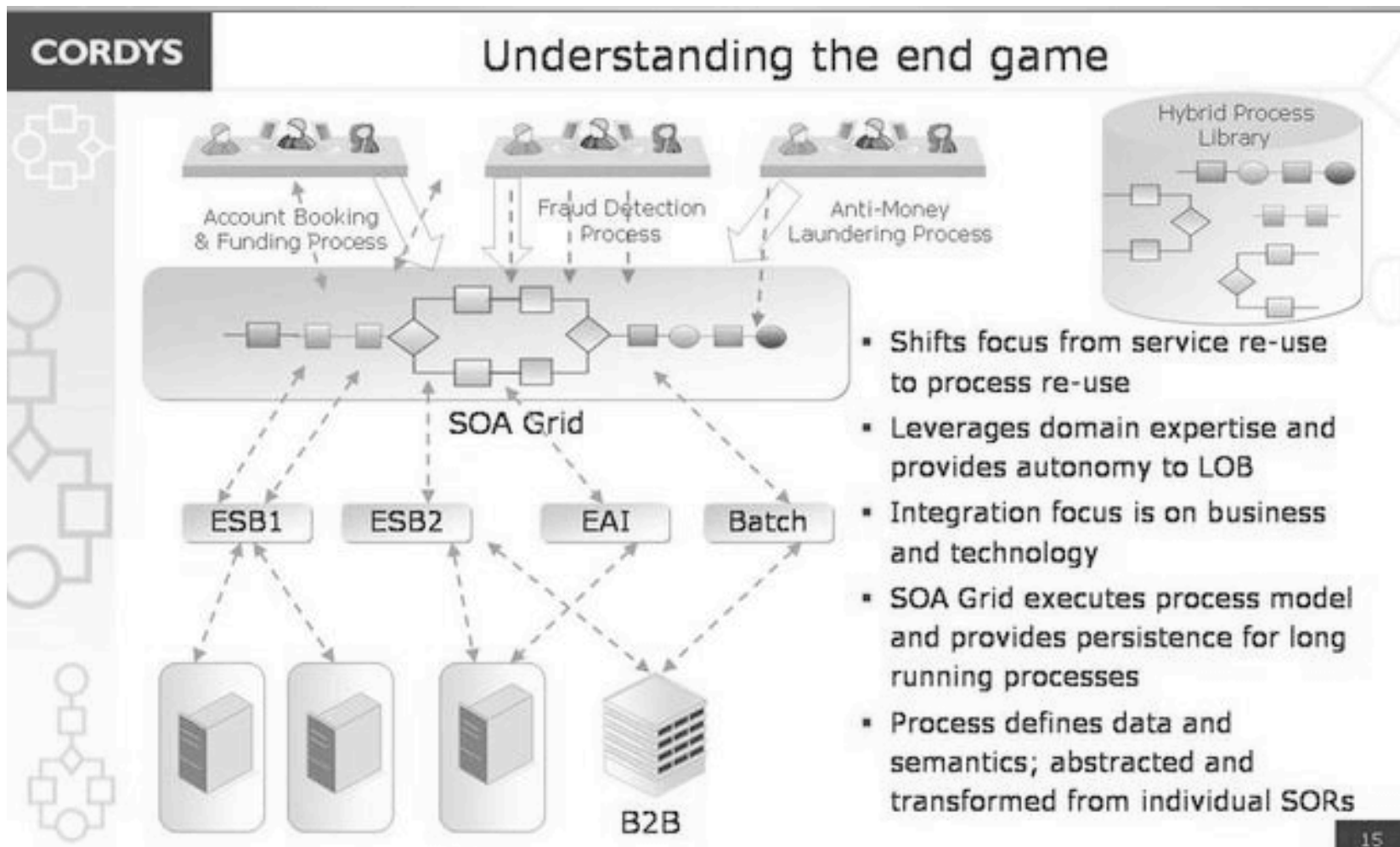


666 Rule for Better PowerPoints

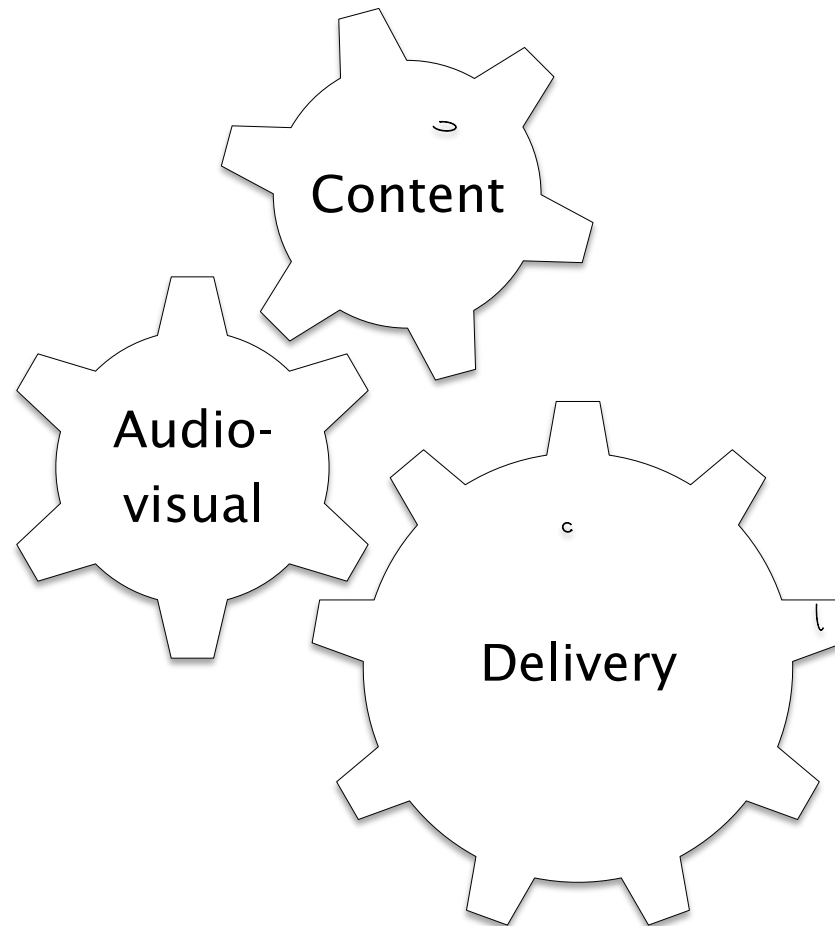
- 6 bullets per page - max
- 6 words per bullet
- 6 information points on graphics



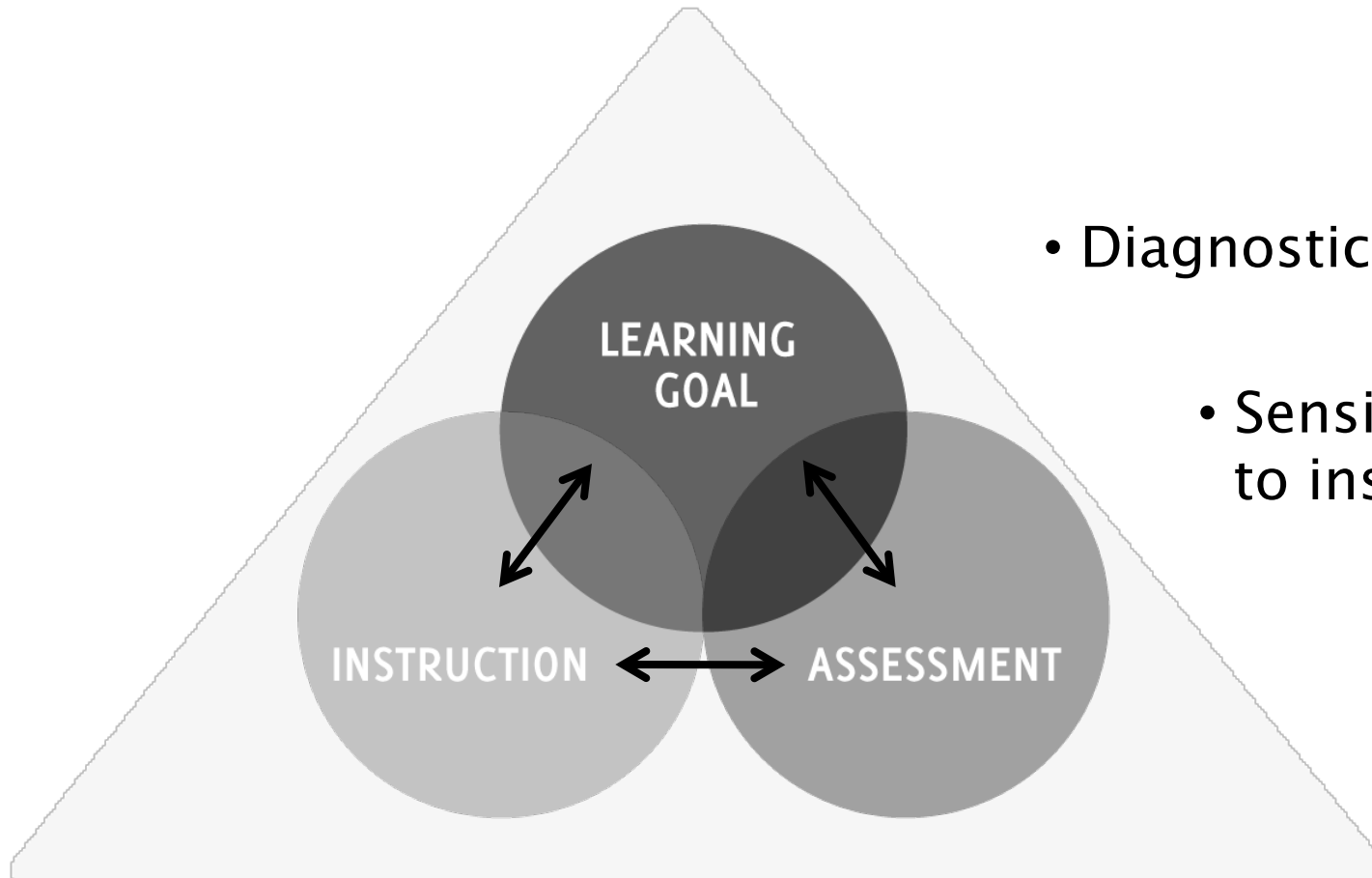
Avoid Complex Models



Use Simple Models

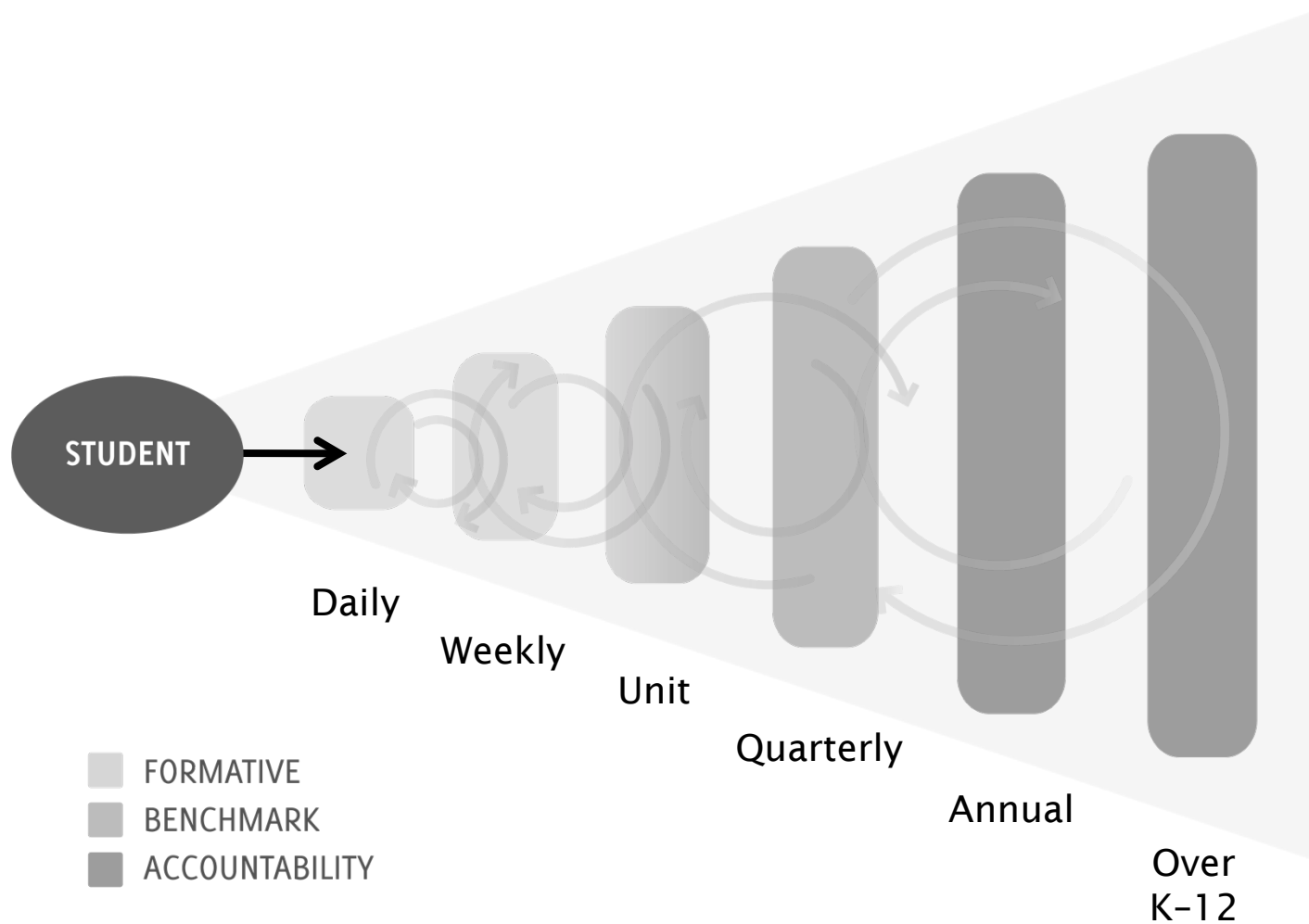


Horizontal Coherence



- Diagnostic value
- Sensitive to instruction

Developmental Coherence Learning Goals/Progression



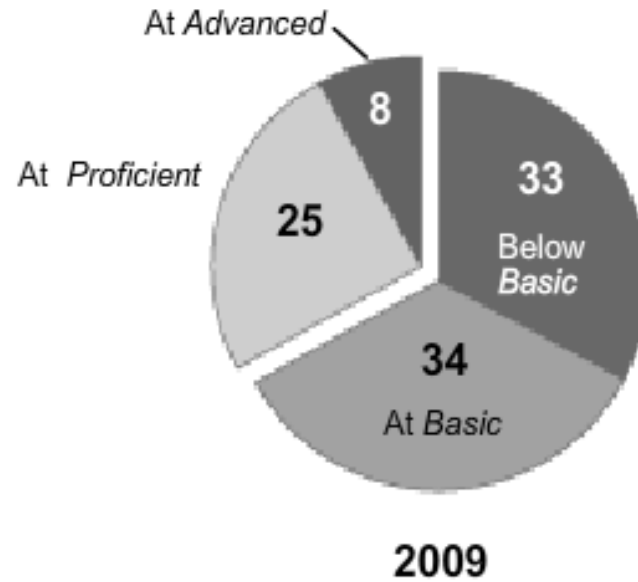
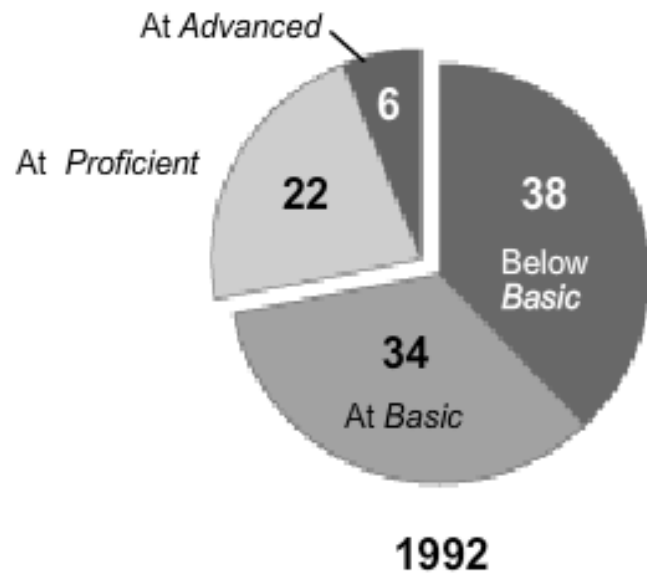
Grade 4 National NAEP Reading Results-Achievement Levels

Percentages at or above each achievement level for reading, grade 4, by year, jurisdiction, and ALL students (TOTAL): 1992, 1994, 1998, 2000, 2002, 2003, 2005, 2007, and 2009 (adjusted data)

Year	Jurisdiction	Below basic	SE	Basic	SE	Proficient	SE	Advanced	SE
2009	National	33	(.3)	34	(.3)	25	(.4)	8	(.2)
2007	National	33	(.3)	35	(.3)	24	(.3)	8	(.2)
2005	National	36	(.3)	33	(.3)	23	(.2)	8	(.1)
2003	National	35	(.3)	36	(.3)	21	(.3)	8	(.1)
2002	National	36	(.5)	33	(.5)	24	(.4)	7	(.2)
2000	National	36	(1.4)	36	(1.4)	21	(1.1)	7	(.6)
2000 ¹	National	37	(.8)	35	(.8)	21	(.9)	7	(.5)
1998	National	34	(1.2)	33	(1.2)	26	(.9)	7	(.5)
1998 ¹	National	35	(.9)	33	(.9)	25	(.9)	7	(.5)
1994 ¹	National	35	(1.0)	34	(1.0)	24	(1.1)	7	(.7)
1992 ¹	National	38	(1.1)	34	(1.1)	22	(1.2)	6	(.6)

NAEP Reading Achievement Levels Grade 4

Grade 4, All Students



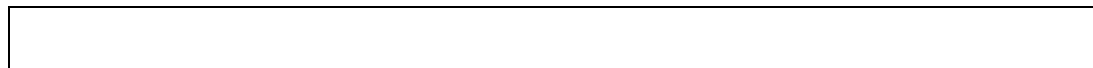
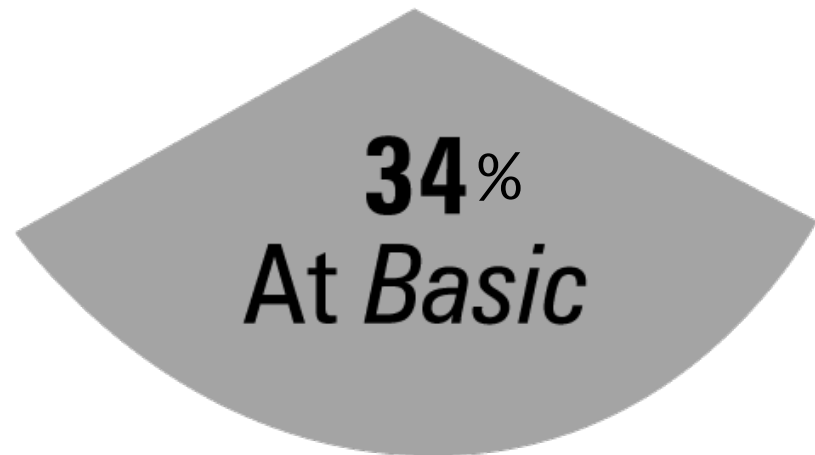
NAEP 2009 Reading Achievement Levels

Grade 4

1992

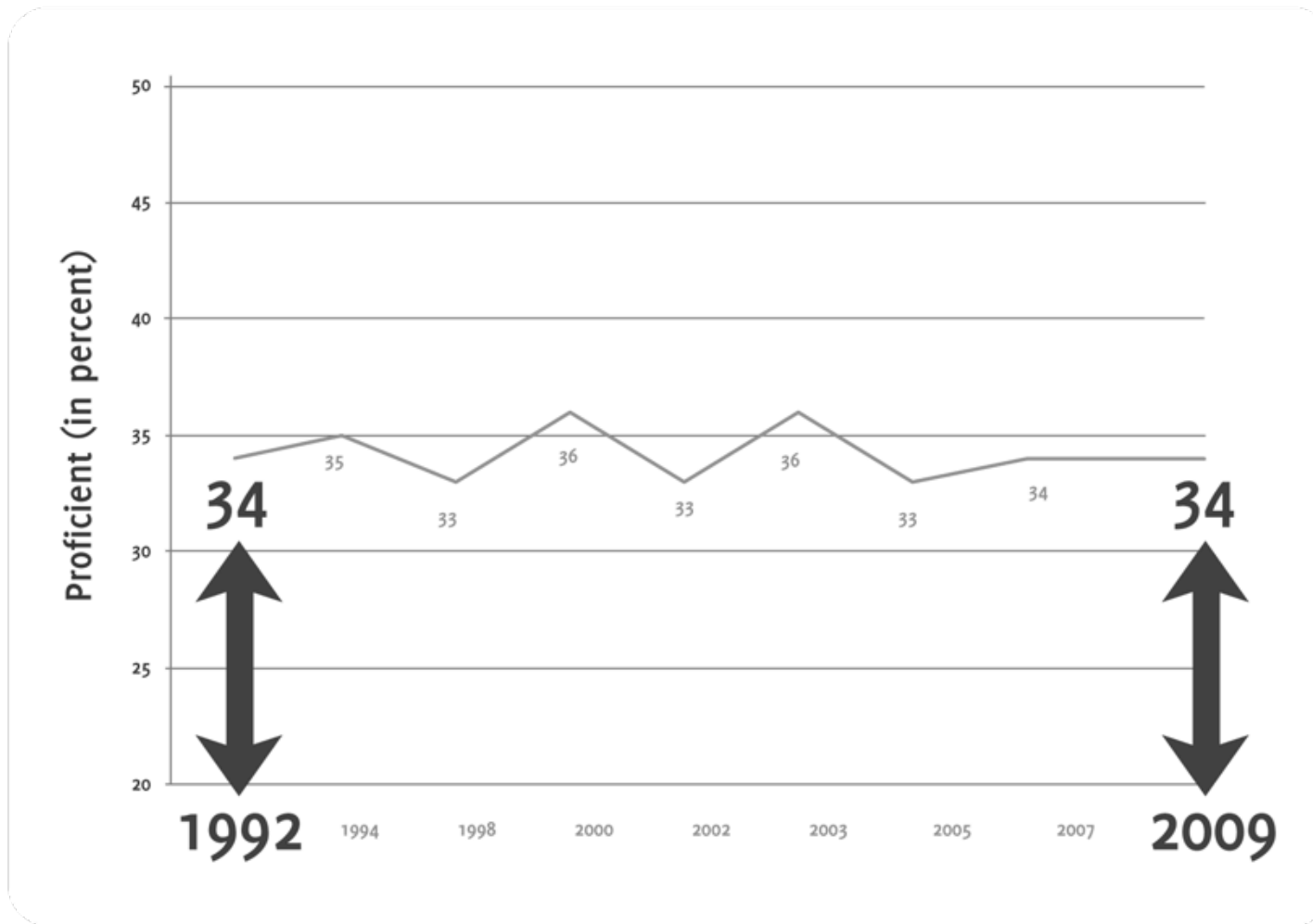


2009



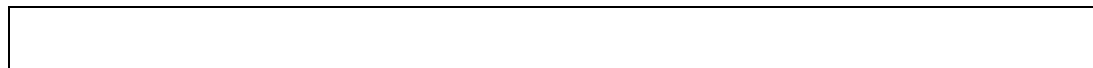
Percent of Students At Proficient Level

NAEP 4th Grade Reading, 1992-2009

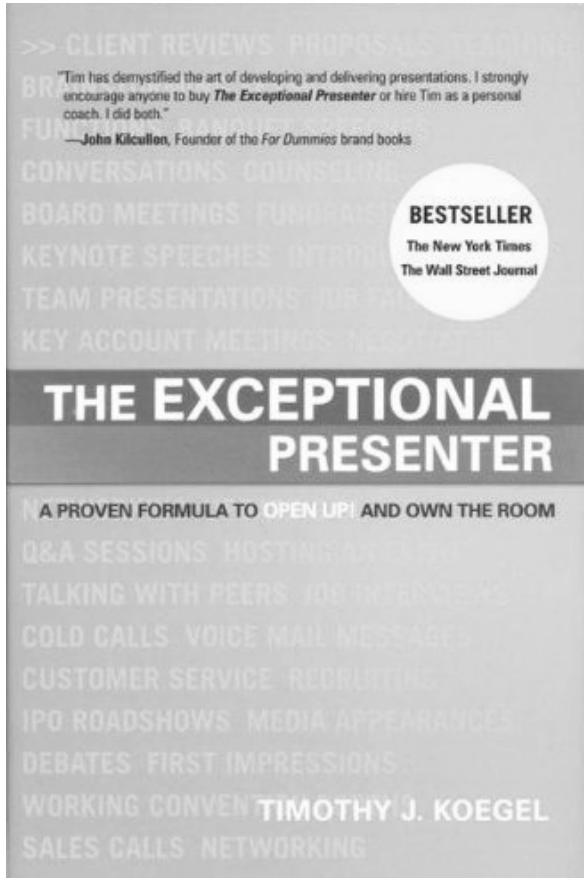


More Tips for Better PowerPoints

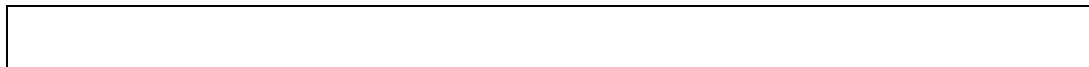
- Minimum font size – 18 points
- One minute per slide
- Handouts
- Use Standard Templates
- Start early
- Have backup



Presentation Resources



EducationPr.org/
by Paul Baker
Social media for communicators
in education



Nothing is better than ???

**Practice is where a
championship is won.**

John Wooden, UCLA

10 NCAA Basketball Championships





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

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