NCME’s Got Talent! How to Write, Present, and Tweet Like a Star

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National Council on Measurement in Education

April 26, 2013
Crafting an Effective Presentation

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*National Council on Measurement in Education*

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Overview

LESS is MORE

PRACTICE

GREAT Presentation
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
666 Rule for Better PowerPoints

• **6** bullets per page

• **6** words per bullet

• **6** information points on graphics

• **18** Point minimum font size
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
Understanding the end game

- Shifts focus from service re-use to process re-use
- Leverages domain expertise and provides autonomy to LOB
- Integration focus is on business and technology
- SOA Grid executes process model and provides persistence for long running processes
- Process defines data and semantics; abstracted and transformed from individual SORs
Complex Model

American Communities

Audience

Media

Evaluation & Utilization

Interactive Dissemination

Information Tools

Multiple Methods

Reciprocal Feedback
Simple Model

AUDIENCE

MEDIA

IMPACT
NAEP Reading Achievement
Grade 4

1992
34% At Basic

2009
34% At Basic
# Factor Analysis

## Teacher and Student Reports of Opportunity to Learn

<table>
<thead>
<tr>
<th>Question</th>
<th>Score Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>S</td>
</tr>
<tr>
<td>1. How often did you read literature?</td>
<td>3%</td>
</tr>
<tr>
<td>2. How often did your teacher read aloud to you?</td>
<td>6%</td>
</tr>
<tr>
<td>3. How often did you write compositions?</td>
<td>3%</td>
</tr>
<tr>
<td>4. How often did you take notes on your ideas before beginning to write a composition?</td>
<td>11%</td>
</tr>
<tr>
<td>5. How often did you use information from books to support ideas in your compositions?</td>
<td>9%</td>
</tr>
<tr>
<td>6. How often did you rewrite your compositions to make them better?</td>
<td>6%</td>
</tr>
<tr>
<td>7. How often did your teacher explain how your compositions would be scored?</td>
<td>8%</td>
</tr>
</tbody>
</table>
How to Make A Table - *if you must*

- Use the least number of possible cells
- Round numbers - two digits maximum
- No decimal points
## NAEP Reading Achievement
### Grade 4

<table>
<thead>
<tr>
<th>Proficiency Level</th>
<th>1992</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below Basic</td>
<td>38%</td>
<td>32%</td>
</tr>
<tr>
<td>Basic</td>
<td>34%</td>
<td>34%</td>
</tr>
<tr>
<td>Proficient or Above</td>
<td>28%</td>
<td>33%</td>
</tr>
</tbody>
</table>
Get Attention

• Ask a question
• Provocative fact or visual
• Have audience “do” something
Keep Attention

- Eye-contact
- Smile
- Hands
- Movement
Practice

Practice is where a championship is won.

John Wooden, UCLA
10 NCAA Basketball Championships
How to Practice

• Practice at least 3-4 times…
• In office before you leave
• In hotel
• In actual presentation room
• Videotape
Logistics

- Expect naked room
- Audible
- Check technology
- Avoid being last presenter
Verbal

- Slow down
- Restate big point
- Avoid “more research” needed
More Tips

- Bring your stuff
- No excuses
- Avoid PowerPoint notes
- Try new ideas
Remember – Two BIG Tips

- PRACTICE
- LESS is MORE
- GREAT Presentation
Ron’s 12 Top Media Tips

1. Become an expert in your field
2. Take proactive steps to reach media
3. Make reporter calls a high priority
4. Prepare in advance
5. Listen first, then talk
Media Tips

6. Don’t go beyond your expertise
7. Use local angle
8. Limits of study; balance
9. On the record
10. Quotes are short; sometimes nothing
Media Tips - After the Interview

11. Give thanks

12. Be proactive