

Reporting and disseminating large-scale assessment results to a variety of stakeholders (pt.3)

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Interpretation

Promoting appropriate and effective use of assessment results

- Help stakeholders to understand the meaning and relevance of the assessment results
- Support stakeholders to use the information gathered from the assessment appropriately and effectively
- A clear description and meaningful interpretation of the findings will improve the reception and use of the data



Quality



Equity



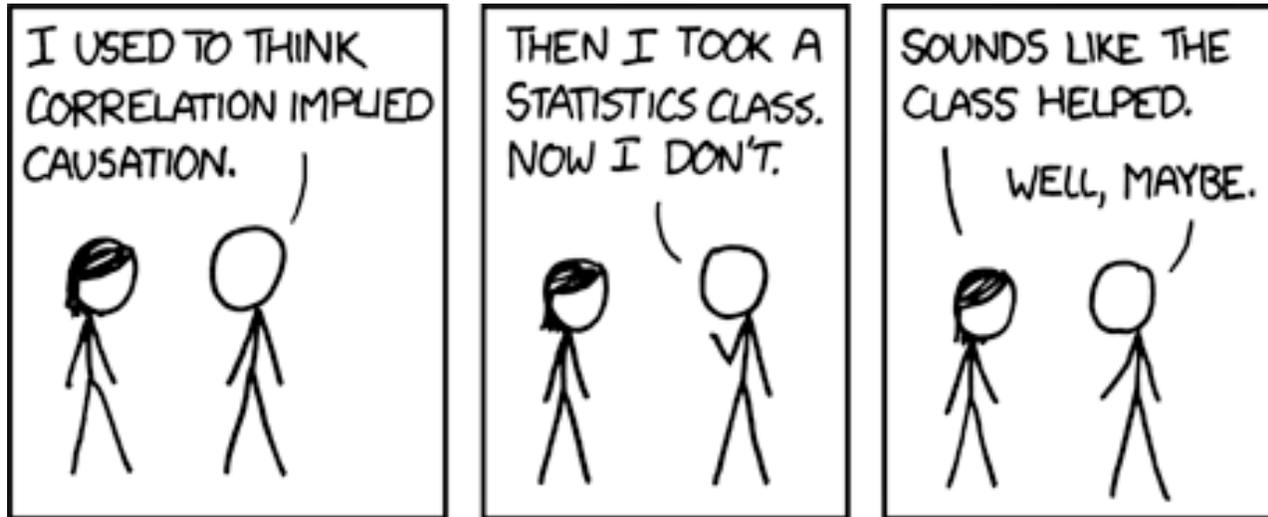
Accountability

Provide background information to support interpretation

WHY	Aim, purpose and context of the assessment
WHO	is responsible for what; organisations involved
WHEN	Assessment cycle, timeframe
WHAT	Assessment framework and instruments (cognitive and contextual), proficiency scales and levels
HOW	Methodology and procedures

Describing and interpreting the results

- The level of detail to include will depend on: the publication type, the audience and the importance of the information
- Back up statements with evidence
- Explain graphs and tables in the text
- Reiterate key messages
- Explain technical terms
- Provide readers with information on how to interpret the results
- Be wary of over-interpreting the results



Acknowledge limitations

- Be careful about over-interpreting the results.
- What can the assessment tell us? What can't it tell us?
- Conclusions drawn from the assessment should be based on the reported findings

Forming conclusions and recommendations

- Assessment results may not readily suggest specific policy options or strategies that decision-makers should adopt in response to identified issues
- Consider other research findings to support evidence and greater understanding
- Involve stakeholders when forming recommendations

Reporting and dissemination: Summary

- Reporting and dissemination should be guided by an effective strategy, and incorporate a range of approaches to cater for a diversity of audiences
- Availability of quality information and data that address a diverse audience is the key to successful dissemination
- The main aim of all reporting should be to support an understanding of the assessment and its findings, in response to the policy goals defined for the assessment program

Introduction to activities

Activity 1

Information is included on activity sheet:

- Develop a dissemination strategy for your own assessment program

Developing a dissemination strategy

1. Review past reporting and dissemination efforts

2. Devise objectives

3. Determine audiences

4. Identify audience needs

5. Decide on dissemination approaches/products

6. Determine dissemination channels

7. Review available resources

8. Consider timing and windows of opportunity

9. Evaluate efforts

Step 1

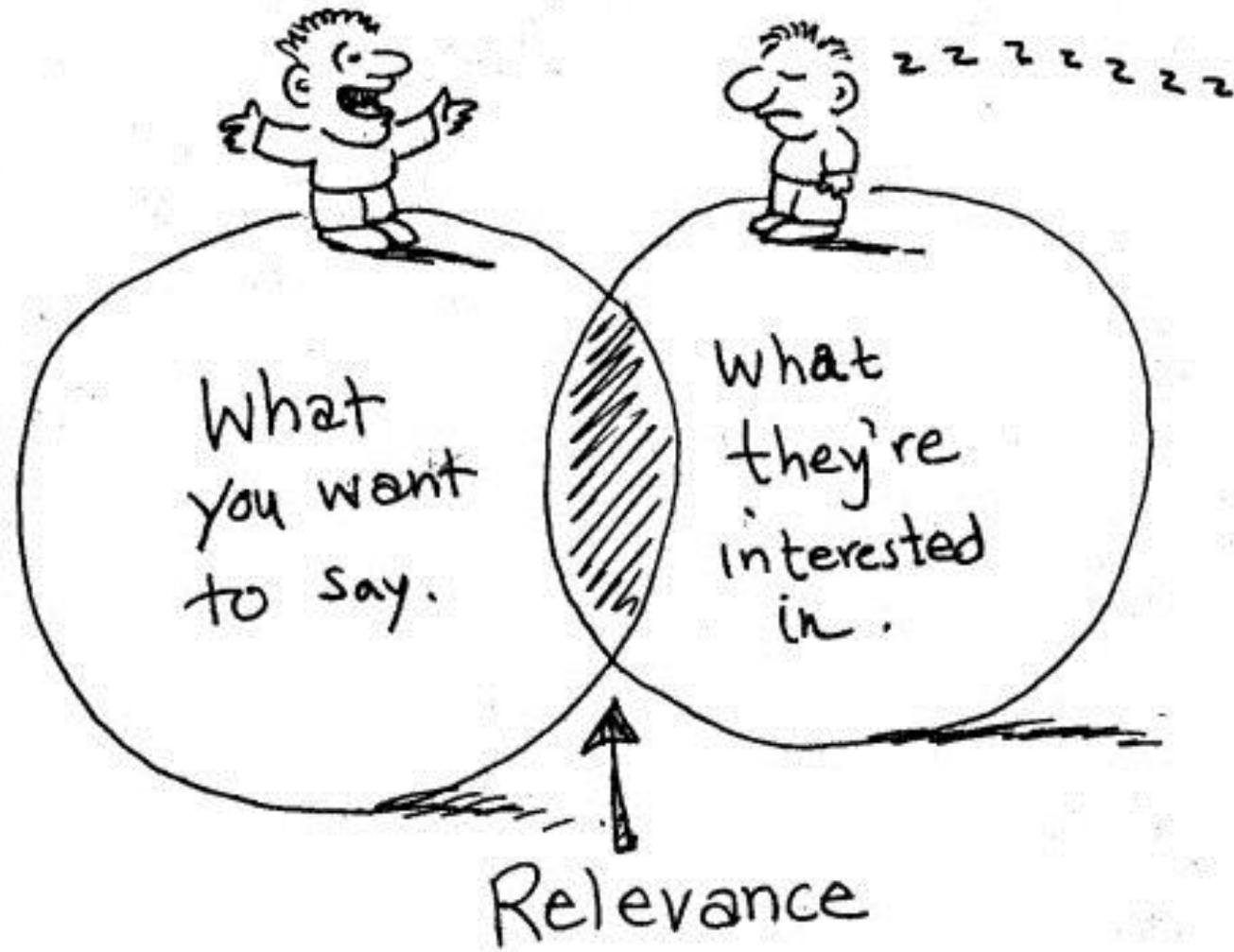
- What dissemination approaches were used in the past?
- What worked well about this approach?
- What didn't work well about this approach and what would you do differently?

Step 2

- What are the overall purposes of the assessment program?
- Examples:
 - Provide information on trends in achievement outcomes over time within Grades
 - Provide information on the growth in achievement between Grades 4 and 8
 - Provide information on the equity of outcomes between sub-groups of interest.

Steps 3, 4 and 5

- Who are the different stakeholders who you want to communicate the results of the assessment program with?
- What are the interests and needs of these stakeholders?
- What dissemination approaches and products are appropriate to meet the needs of stakeholders?



Steps 5, 6, 7 and 8

- What dissemination products/activities will be used for what audiences?
- What dissemination channels will you use and why?
- What resources will be needed for this dissemination approach/product?
- When will this be developed and distributed?
- How will you know whether this approach has been successful?
(What are your success criteria?)

Activity 1 reflection

- What did you find challenging about developing the dissemination strategy?
- What was helpful about completing this activity?
- How will you further develop and use this dissemination strategy?

Activity 2

Information is included on activity sheet:

- Develop a dissemination product (a summary pamphlet) based on an existing report provided

Activity 2 instructions

- Work in groups of 3
- Look at the following report:
PASEC. (2015). PASEC 2014: Education System Performance in Francophone Sub-Saharan Africa: Competencies and learning factors in primary education. PASEC, CONFEMEN: Dakar.
- Choose one of the countries in the report to focus on.
- Focus on Chapters 1 and 2 only

Activity 2 instructions

Develop a summary pamphlet which:

- focuses on the findings for your one selected country, and provides relevant cross-country comparisons.
- Communicates the findings to the general public (i.e. a non-technical audience)
- Is brief – maximum of four A4 pages
- Provides some brief background information (Chapter 1) about the assessment and highlights some of the key findings from Chapter 2.

Activity 2 (Part 2)

- Exchange your pamphlet with another group and provide feedback on strengths and areas for improvement
- Revise your pamphlet based on this feedback

PASEC's summary pamphlet and executive summary reports

English

- http://www.pasec.confemen.org/wp-content/uploads/2016/09/PASEC2014_plaquette_ENG.pdf
- http://www.pasec.confemen.org/wp-content/uploads/2015/12/RE_Pasec2014_GB_web21.pdf

French

- http://www.pasec.confemen.org/wp-content/uploads/2016/09/PASEC2014_plaquette_FR.pdf
- http://www.pasec.confemen.org/wp-content/uploads/2015/12/Resume_Pasec2014_FR_BD1.pdf

Summary: Reporting and dissemination goals

- A variety of products and approaches to reporting and dissemination should be used that are tailored to the different stakeholder groups
- Reporting and dissemination should promote the appropriate and effective use of the assessment results by those groups.
- The reporting and dissemination should be designed to address the policy issues identified for the assessment program.

Summary: Reporting and dissemination steps

1. Identify stakeholder needs (e.g. teachers, policy makers, general public)
2. Confirm dissemination strategy:
 - take a planned, but adaptable approach to reporting and dissemination
 - the timing of dissemination activities should be included in the strategy – successful dissemination will include communication before, during and after the assessment
3. Develop dissemination products:
 - consider the type of product that is appropriate for stakeholders
 - report cognitive data, contextual data, relationships between cognitive and contextual data, ensuring information is presented accurately and clearly
 - work closely with the data analysts in your team
4. Monitor how different dissemination products and assessment data are used over time

- Assessment and reporting provide information about where students are in their learning.
- Learning is enhanced by the ability to monitor learning so that appropriate actions can be identified.



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