



Speak Up Resource Guide

Getting Started with Speak Up

Thank you for registering for the Speak Up Research Project for Digital Learning! Your school/district is about to learn a lot from your key stakeholders - and perhaps uncover some surprises! Please use this resource guide to help get started with Speak Up, or to improve on what you are already doing. This guide includes some of the best practices from your colleagues around the country who have been using Speak Up to collect authentic feedback from their staff, students and community AND who have been using the resulting data to inform their work.

Speak Up 2017 will be open for participation October 16th through January 19, 2018 with results released in February 2018.

Speak Up is as easy as 1-2-3. Follow these three steps to get started with Speak Up:



**#1 Establish
purpose**



**#2 Encourage
Participation**



**#3 Make
Sense of your
data**

If you have questions about Speak Up or the contents of this packet, please contact the Speak Up team at speakup@tomorrow.org.

#1 Establish purpose

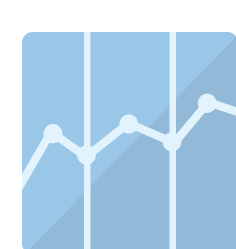
“Why is this worth my time and what is it going to do for me?”

Many of your stakeholders want to know why they are being asked to take the survey, so share a “why” statement as part of your promotional efforts!

We recommend writing a short explanation that best fits your school/district culture and provides some context for how you will use the survey findings. This can include:



Sharing how you plan to use the data:



To make more informed technology and curriculum decisions



To demonstrate the return on investment (ROI) of your technology improvements



To inform your professional development plans



To be sure students, parents and the community have their voices included in local planning



To build a case for why additional funding is needed to prepare students effectively for the jobs of the future



Share how you plan to share the data in 2018. So many people take surveys and never know where that information is going. Let your stakeholders know you value their time and plan to share the results with them next year. Some ways to do that:

- Reinforce that all school leaders will be given access to their individual results with district and national comparisons for their own use.
- Share how you will distribute the data. For example, some districts publish the reports online, create data fact sheets or infographics, create themed PowerPoint presentations, and/or share specific data points as part of school board, PTA or town hall meetings.
- Let your stakeholders know they are a part of a bigger movement to share the voices of educators, parents and students to state and national policymakers via findings shared by Project Tomorrow and our national partners.



Speak Up Resource

Take advantage of our [data templates](#). Updated in February and March.

[Testimonials](#) see how other districts have used the data and promoted the surveys.

Share our [Speak Up Infographics](#) to show how the data can be used.



Here are some sample statements:

- We appreciate the time it takes you to participate in Speak Up. We look forward to hearing from you via this survey and in sharing the results with our community in 2018.
- After you share your views with us via Speak Up, please keep an eye out for the data results! We will be sharing some of what we learn on the website and at upcoming school board meetings.
- We want all of our teachers to participate in Speak Up to help inform our professional development plans. You will see your input directly reflected in upcoming programming!

#2 Encourage Participation:

To get the best results from Speak Up, you must get the word out, and get all your surveys in before the January 19th deadline! Here are some tips from other districts.

✓ School competitions: Encourage friendly intra-school competitions

Offer some sort of prize to the school with the most surveys submitted (could be total number of all surveys, or could focus on one audience (like parents)).



Conference registration



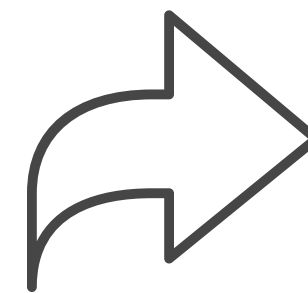
Bragging rights



Recognition at school board meetings and on the district marquee



Ice cream social (organized with a partner, like the PTA)



🔍 Speak Up Resource

Leverage Speak Up existing promotions [Speak Up America](#) (Dec. 4-8th) and [Speak Up Appreciation](#) (Jan 8-12th). Have your teachers incorporate digital learning themes into their lessons with our [lesson plans](#).

✓ A Concentrated Effort

Surveys are open October through January; this is a long survey window and we all know people will wait until the last minute to take the survey. Instead of promoting the survey throughout the survey period, concentrate your effort by hosting a:

- **Speak Up Day** (promote out to all audiences or a select one for the day, such as #SUTeacherTuesday)
- **Speak Up Week** – pick a week that works well with your district schedule



Build a media outreach effort out of it. Make it an event! Use messaging like:



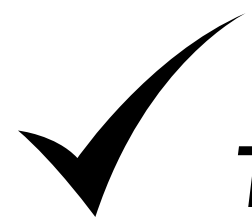
We want to hear from [district name]'s parents and community members. Please share your views on technology and learning (and more!)



Don't miss the chance to share your opinions with [district name]! Speak Up Week is [DATES]. Take 20 minutes and tell us your views to inform our efforts to improve teaching and learning in [COMMUNITY NAME].



Participate in our Speak Up Week to share your views with local school leaders, and be part of the national dialogue on digital learning in schools.

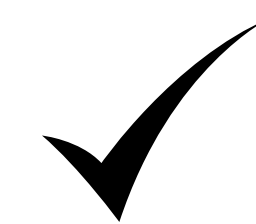
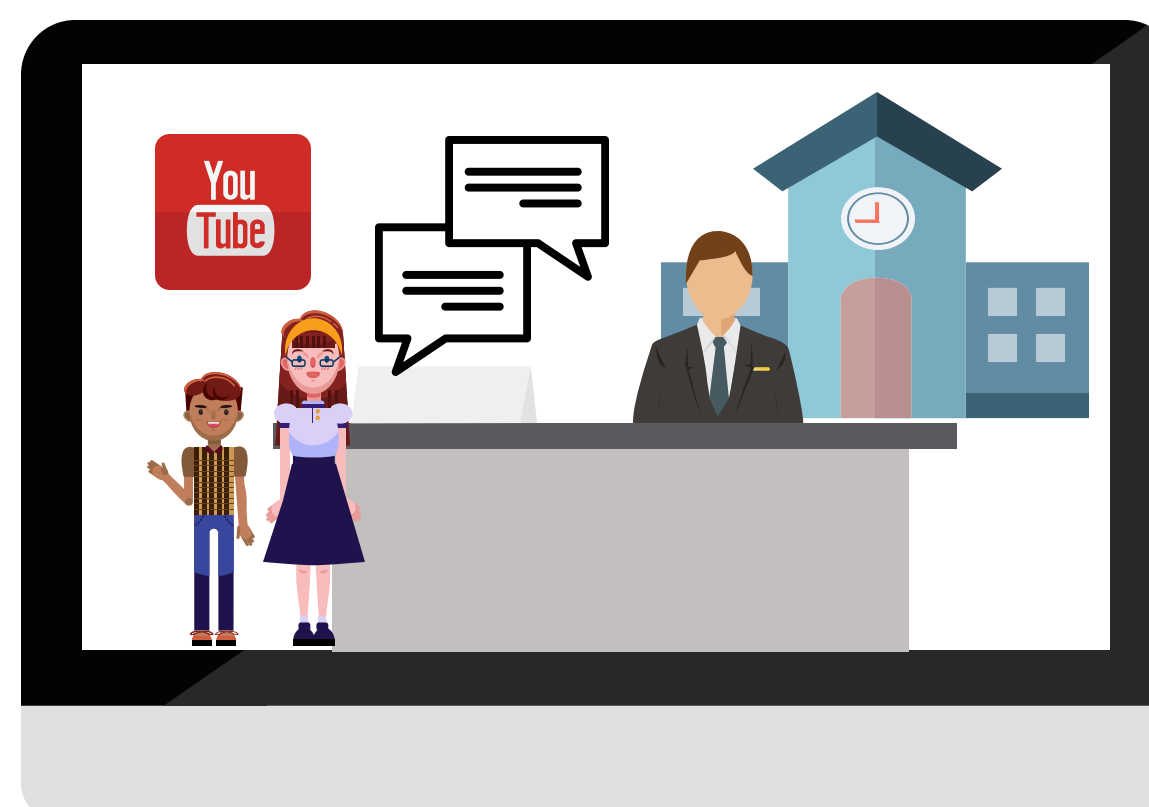


This is your opportunity to reinforce your message on why you are participating and re-state your purpose



Video Messaging

Help Speak Up come to life with a video message. Use this opportunity to share your purpose.



Message from superintendent



Messages from students

🔍 Speak Up Resource

[Sample Tweets and Social Images](#)
Follow @SpeakUpEd for more ideas.

[View video messages shared by other districts here.](#)

[View video messages shared by students here.](#)



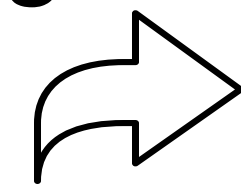
Utilize proven promotional techniques deployed by Speak Up districts

Our best resource for promotional materials comes from our district contacts. See a few of the tools and tips our Speak Up districts have used to promote Speak Up



Custom survey landing page on district and school websites:

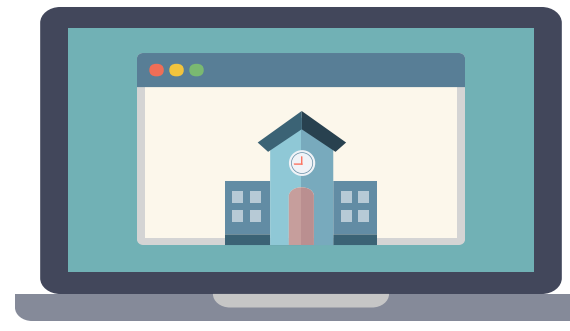
[San Marcos Unified](#), CA set up a custom district landing page using the direct start links provided to every district contact via the admin portal. These survey links allow your participants to bypass school look up and survey selection through the customary survey login path at speakup.tomorrow.org and instead start right at the beginning of their appropriate survey. You can find instructions and sample templates for direct links [here](#).



Many districts have featured the survey on their websites.

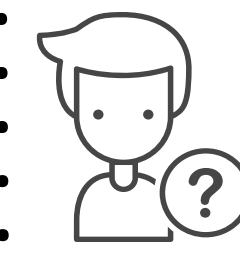
Here are a few examples of how districts are showcasing Speak Up on their websites for this year's survey:

- [Elizabeth City Pasquotank Schools, NC](#) ([direct links](#))
- [Weslaco ISD](#) ([great ex. of establishing purpose and sharing results](#))
- [Randleman Middle, NC](#)
- [North Bridge Elementary, TX](#)



Google form to track teacher participation or set a school level password:

This year, we assisted a TX district with setting up a google form as the first step for participants in the survey taking process. By adding the google form and utilizing the direct start links, the school librarians at this district are able to keep track of teachers taking the survey. Learn more [here](#).



On the flip-side to make the survey more anonymous, a district in VA used the district level survey links instead of individual schools links to group all their teachers together in to one report.

Tools for parents



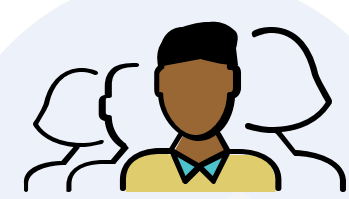
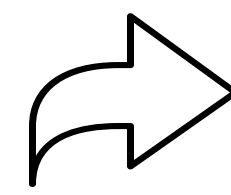
Take advantage of group surveys.

A CA district set up focus groups with Spanish speaking parents to have them complete the survey as a group. This feature allows group facilitators to input group survey responses as one survey entry for surveys taken as a class or group. We offer group surveys for students Grade K-5, parents (English and Spanish) and Community members. Templates with instructions on how to collect and tally group or class responses can be found [here](#).



Paper version + group survey entry.

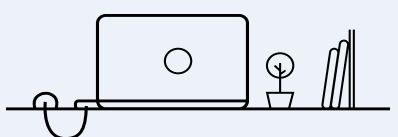
A district PA took the group survey approach but by providing hard copies of the survey to send home to parents. The survey included a personalized letter from the Superintendent.



Technology night for parents and working with PTA

A GA district introduced the survey at their Technology Night and made their computer labs available for parents to complete the survey on-line.

A Texas district found great success working with campus PTAs and Council of PTAs to get the word out to parents.



Set up a Kiosk in the front office for parents to take survey

A district in CA set up a couple of devices in their front office with the survey. We even heard about a district passing around tablets in the pick-up line as parents waited for their children!



Custom survey app

A CA district developed an app to load on their students' Chromebooks. The app included their school's custom direct start links for students and parents. The main goal of this approach was to encourage the students to take their device home to have their parents complete the survey as well.



Speak Up Resource

[Group Instructions](#): Download these group survey question printouts to collect and tally group or class responses.

[Direct start link templates](#): Easily direct your stakeholders to their school specific surveys with these sample emails for students, educators, and parents.

Tools for School level participation



Speak Up Professional Development Days.

Use professional development days to have your teachers take the survey. Or provide time for staff members to complete the survey in a weekly staff meeting or training sessions, an approach taken by districts in OH and IN.



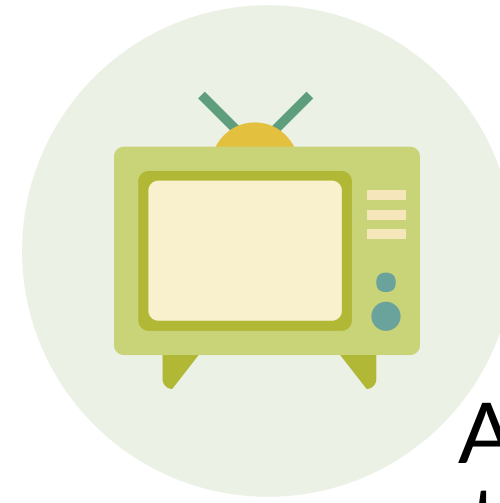
Get older students involved!

A GA district incorporated their 5th grade students (peer leaders) to help assist Kindergarten and 1st grade students with the survey.



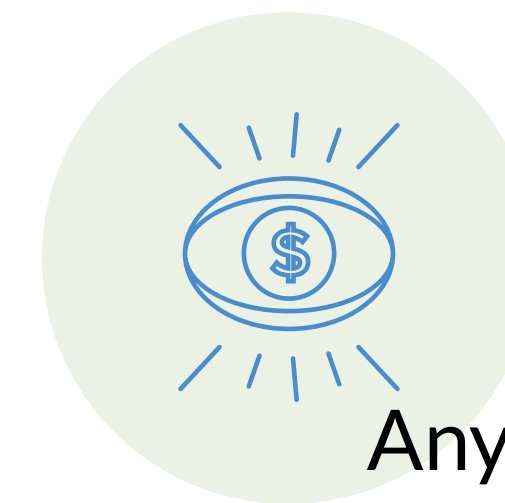
Recognition at Ceremonies

A NC district recognizes high participating schools at their yearly district award ceremonies and principal meetings.



Broadcast on local television station or include in local new sources

A PA district shared information regarding participation in the survey via broadcast on their local television station. DODEA had a publicity campaign via a very popular morning radio show. A VA district informs local media outlets of their participation. Other districts have told us they have had information included in their local newspapers or local Patch postings.

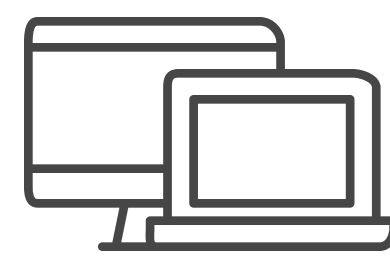


Provide Incentives

Any of these could also be used as prizes for district-wide competitions mentioned above.



A district in OH provided their teachers a 16GB flash drive or a presentation clicker device for completion of the survey.



An Indiana district offered hardware incentives to the top schools by percentage.



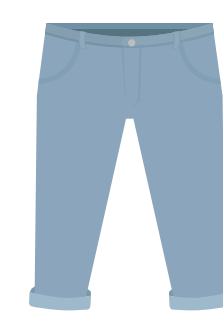
A district in CA provided a \$1,000 incentive to the highest participating school.



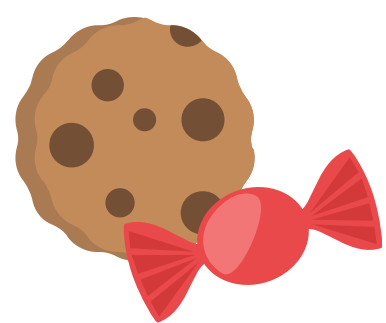
A GA district had gift card drawings for teachers.



A NC district used Speak Up value in applying for classroom grants as a selling point.



TX district: 100% participation = jeans day, or various "free" ways to encourage participation.



A WI district provided snacks to students who completed the survey.



A private school in NY created stickers out of the [Speak Up participant logo](#) to give out to students who participated.



Encouragement and follow up

Many of our districts found that continuous follow up and use of multiple platforms such as emails, phone calls, newsletters, PTA agendas, social media, and reminders in bulletins helped them be successful with the survey. Please take advantage of our sample emails and promotional text listed in Speak Up Resources.



Speak Up Resource

Download Speak Up emails and promotional Text [here](#).

Download Speak Up Participant Badge and certificates [here](#).

#3 Make Sense of your data

Take advantage of the free tools as well as paid services that Project Tomorrow offers. Get the most out of the effort! While Speak Up is a free service, we know it takes a lot of work to generate community-wide participation. Be sure you **use your data** to get the best return on the investment of your time (and your stakeholders' time!).



Free Resources:

Beginning in late February and updated frequently we will release free templates and resources for you to use to help make sense of the data.

Speak Up data templates: To help you make sense of your data reports we provide updated templates for your use. These include:

- **A formatted excel workbook to copy and paste your reports into.**
- **A master thematic template.** This provides an easy way to view your data across audiences and themes. This breaks your data in spreadsheets by themes as well as by audience.
- **PowerPoint templates:** Interested in sharing your Speak Up data as a presentation? Download a copy of our customizable PowerPoint template. Instructions are provided in the "note" sections of each page to help guide you through the process.
- **Infographic templates:** New this year, we will provide infographic templates for you to customize with your local data. These will also include step by step instructions on how to pull your data. These will be available in late March.
- **Longitudinal templates:** Year to Year formatted template to drop your data into.

Discussion Guides: To spark conversations based on data, we will be providing free professional learning discussion guides along with infographics and reports. These help answer the "what do we do with the data" questions and add value to your staff's participation.

Speak Up workshop with Julie Evans, CEO of Project Tomorrow, save the date now for this free workshop with the Speak Up lead researcher. We will be offering 2 workshops for a limited number of participants. [Sign up here for updates.](#)

Speak Up webinar on key national findings. We will be hosting a Speak Up webinar in March and April on key Speak Up national findings. This is a great resource to help you start digging into your data.

Speak Up Congressional Briefing: Each year, Speak Up hosts at least one Congressional Briefing in Washington, D.C. to share the national findings from our research. We bring the voices of all the students, parents, educators and community members to the Hill to be sure our policymakers are hearing directly from those most impacted by national education policy. All participating districts are invited to attend in person or online through our livestream.



Speak Up services

Project Tomorrow staff is available to help you effectively use your data, here are just a few of the services we can provide you:

- Identify the top 5 trends in your school, district or state with national benchmarks
- Create a Speak Up presentation that you can use to share your Speak Up results in your school or district
- Provide Speak Up fast facts that can be used on your website, newsletters or promotional material
- Present your Speak Up data in person or via a webinar
- Prepare a summary of your specific Speak Up findings (school, district or state) that can be distributed to your stakeholders
- Write a case statement, using the Speak Up data, highlighting the benefits of investing in technology (school, district, state or national)
- Prepare a customized narrative report about your Speak Up data (school, district or state)
- Prepare cleaned up raw data for your own analysis
- Build longitudinal reports
- Pull custom disaggregated data report
- Build customized surveys for a future survey period or custom survey dates

Contact the Speak Up Team at speakup@tomorrow.org to learn more about our consulting services and fees.