A Parent at Your School Wants to Share Their Ideas!

National Speak Up Survey
November 1 – 31, 2006
For K-12 students, teachers, and parents

Dear Educator,

Now in its fourth year, NetDay Speak Up is an annual national research project that collects the voices and views of key stakeholders in education on topics such as educational technology, science, math, and 21st century workforce skills. Over the past three years the project has collected the viewpoints of over 562,000 K-12 students from all 50 states, as well as 26,000 teachers. For the first time this year we've also added **Speak Up for Parents!**

Survey results are shared with participating school communities including parents, students, and school and district staff for use in planning and community discussion. In addition, the findings are used by local, state, and national organizations, government agencies, and the business community to inform new programs and polices.

To participate, simply register your school and then send the attached letters to your school's teachers and families. Depending on your school priorities, you might want to especially encourage parents, teachers, or students to participate. Remember you will have free access to aggregate data for all participants from your school and district.

Why Participate?

- PARENT INVOLVEMENT – You are receiving this letter because a parent at your school wishes to have your school participate. Join schools around the nation in involving parents in conversations about their children's education. Take advantage of this free service to receive direct input from parents about issues such as access to technology, school-to-parent communication strategies, workforce development concerns, and ideas about technology and science programs at their schools
- FREE DATA – Schools and districts that participate in the Speak Up survey have free online access to the aggregated data from their own students, teachers, and parents to use for planning purposes, program development and community discussions about students, education, and technology. Examples of how schools used their data include informing technology plans and budgets, assessing professional development needs, for communication with parents and the community about issues related to technology use, and as supplemental data for grant writing.

How to Register Your School for Participation

In order to ensure confidentiality, students, parents, and teachers participate in the online survey using a single school password. When you register your school, you

will become the School Contact. As the School Contact, your name will be associated with the school's name for communications about the Speak Up survey.

- Go to http://www.netdayspeakup.org anytime starting September 1, 2006.
- Follow the instructions to register your school(s).
- You will receive the following
  - A confirmation of your registration
  - The secret word that you chose
  - A link to download instructions to send to teachers and parents.

How to Take the Survey

1. **The survey will be open between November 1 and November 31.**
2. Students, parents, and teachers can access the survey from any Internet-connected computer – at school, at home, or at a library or community center.
3. Students and teachers will use your school's name and secret word to log on to the survey. Note: School Contacts must provide participants with the school secret words that were chosen during registration.
4. Surveys should only take 15 minutes to complete.
5. Explain to students, parents, and teachers that their responses are completely confidential. Only aggregate data will be accessible by your school and district. No names are collected at any time in the survey.

How to Encourage Participation

Here are some suggestions from our previous Speak Up events on how you can encourage participation:

- Remember to send the instructions home with students and teachers so they and their families can participate from home.
- Send a reminder home again during the last week of the survey.
- Post an announcement on your school and district website with the Speak Up URL: www.netdayspeakup.org
- Announce the Speak Up survey on your school's daily broadcast announcements.
- Post a link on Blackboard as an announcement.
- Send a press release to your local paper about your school's participation in this national event.

The NetDay Speak Up website (www.netday.org/speakup) offers convenient tools for helping make the Speak Up event a success at your school. You can find **Speak Up How-to Guides**, **fliers** for posting at your school, **lesson plans** for teachers, **previews of the surveys**, a **banner** to place on your website, **sample emails** for communicating with other educators, and more.

Sincerely,

The 2006 NetDay Speak Up Team

About Speak Up

NetDay Speak Up is a national initiative of Project Tomorrow, the new nonprofit organization formed with the merger of NetDay and Project Tomorrow in September 2005. The mission of the new combined organization is to support and promote the effective and appropriate use of science, math and technology resources in K–12 education so that every student has the opportunity to fully participate in today's global economy and community. We are dedicated to preparing today's students to be tomorrow's innovators, leaders and engaged citizens.