



Speak Up Guide for Superintendents

Dear District Administrator:

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 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!**

The results of the surveys are shared with participating schools and districts so that they can use the data for planning and community discussion. In addition, the findings and data are used by local, state, and national organizations, business groups, and government agencies to inform new programs and policies.

Why Your District Should Participate

- **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 districts used their data include informing district technology plans and budgets, assessing professional development needs, high school reform efforts, and as supplemental data for grant writing. And if your schools participated in previous Speak Up surveys, they will have access to all sets of data for comparative analysis.
- **CUSTOMIZED REPORTS** In addition to the free data available online, NetDay Speak Up offers customized reports for your district including spreadsheets of aggregate data, year-to-year comparative data, and comparative national data. (There is a nominal processing fee for these additional services.) Please contact us to discuss our customized reports and how we can provide meaningful data to your district.
- **A VOICE IN NATIONAL DIALOGUE** NetDay Speak Up reports have influenced federal, state and local policy discussions on education and technology. At the national level this includes Congressional briefings, reports for members of Congress, presentations to federal agencies and participation in national conferences. By encouraging schools in your district to participate, your district will gain a voice in this national dialog along with other innovating and forward-looking districts. With all of the funding and policy issues at stake around

technology today, don't let your district's views be left out of this national advocacy effort.

ABOUT THE SURVEY

This year's survey will follow up on many of the technology issues addressed in the 2003-2005 student and teacher surveys. Questions cover hot topics in education such as **online learning, one-to-one computer initiatives, professional development, science and innovation, and 21st century workforce skills.**

- The survey only takes 15 minutes to complete and all responses are 100% confidential. We do not collect any identification information from your students with the exception of gender and grade; we do not collect any email addresses from any survey participants.
- No individual data will be shared with anyone. To participate, a school or district simply registers their site online and then provides their students with the URL and secret password to access the survey. Register at www.netdayspeakup.org
- The survey will be open for participation at www.netdayspeakup.org between November 1 and November 30. Students and teachers can take the survey anytime, anywhere, anyplace with an Internet connection and their school password.

YOUR HELP REQUESTED FOR ENCOURAGING PARTICIPATION

We would like to ask you to use your direct link to all of the schools in your district. Here are some ideas that have really worked for our big participation districts:

- Post a message on your district listserv
- Send an email to every school and/or district principal, technology coordinator, and/or media specialist
- Put a link on your district web page (Use our clickable banner: http://www.netday.org/speak_up_logo.htm)
- Send notice to your district partners – school board groups, PTAs, community groups
- Issue a press release about your district's involvement in the national Speak Up event
- Publicize Speak Up on your district's calendar of education events
- Designate a day between November 1 and November 30 as your district's Speak Up Day
- Offer prizes to the school with the highest participation

WHAT SPEAK UP TOOLS ARE AVAILABLE

The NetDay Speak Up website (www.netday.org/speakup) offers convenient tools for helping make the Speak Up event a success in your school or district. You can find **Speak Up How-to Guides** for educators, parents, and students, **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.

Let us know how else we can help you promote this event in your district. You can contact us via email at SpeakUpDay@NetDay.org or by calling our national office, 949-609-4660.

Sincerely,

The NetDay 2006 Speak Up Team