2022 Comprehensive Literacy State Development (CLSD) Program National Convening

March 1–3, 2022

Mapping Our Progress: Advancing Literacy in the Face of COVID-19

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Using CLSD Data to Tell a Story

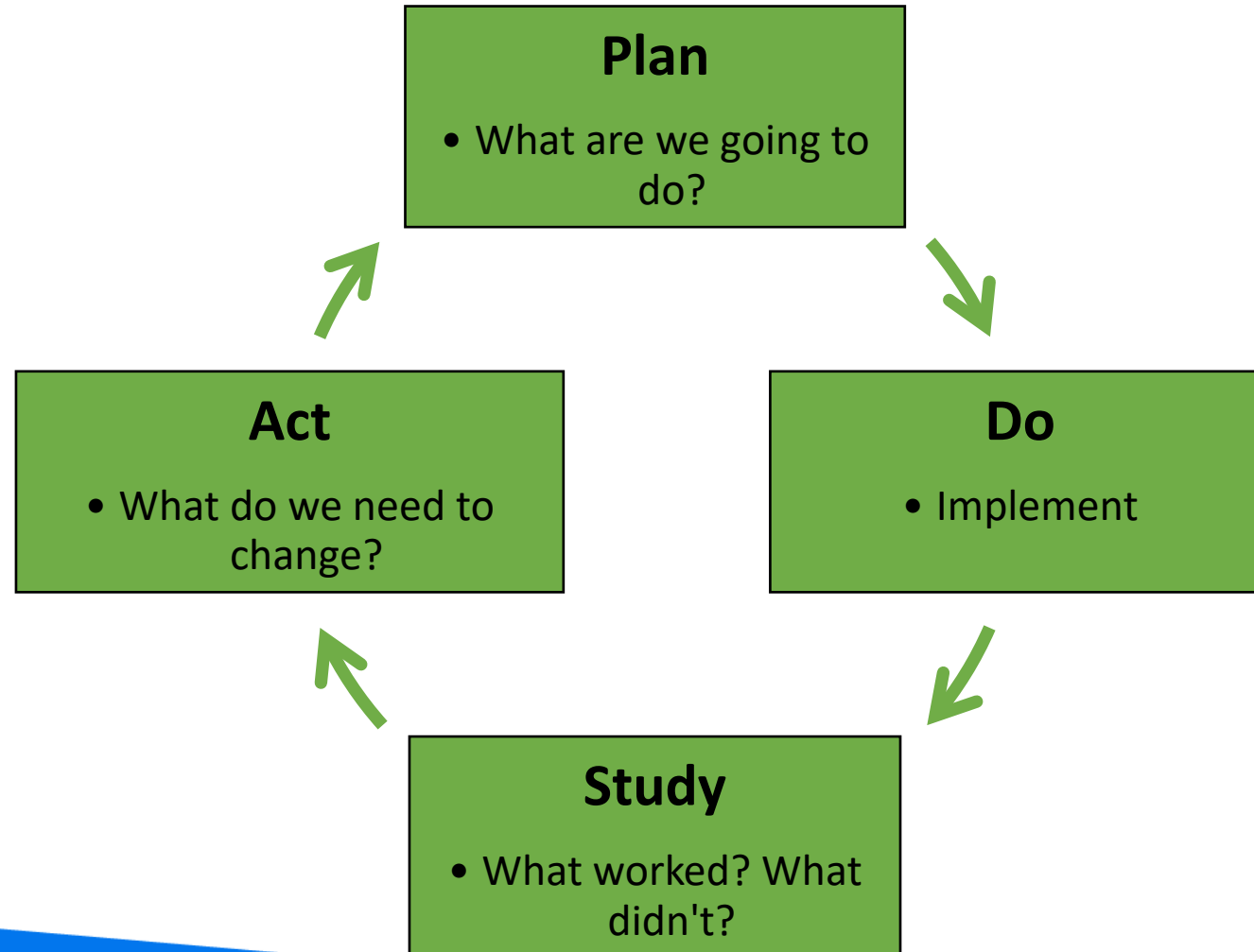Rebecca Bates and Bridget Humphries

March 3, 2022

Objectives

- Review current program evaluation toolkit.

- Consider steps to determine a data dissemination approach.

- Apply dissemination guidelines by working on a novel scenario.

Program Evaluation Toolkit Overview

- Released in December, 2021 by REL Central

- Designed specifically for education programs

- Contains step-by-step process in eight modules. Each module has:
  - Multiple chapters
  - Guided instructional videos with slide decks and transcripts
  - Companion handouts and templates

Where Does Data Dissemination Occur?

Plan
- What are we going to do?

Do
- Implement

Study
- What worked? What didn't?

Act
- What do we need to change?

Chatterfall

- List the audiences for whom you've had to write reports about CLSD
- List every data dissemination activity you can think of
- List the types of data requests you have received

Module 8: Dissemination: Telling our CLSD Story

- Five key questions:
  - Who is my **audience**?
  - What is the **message** I need to convey?
  - What **approach** should I use?
  - What is the **right time** to share the information?
  - Who is the **responsible party**?

Stewart, J ., Joyce, J ., Haines, M ., Yanoski, D ., Gagnon, D ., Luke, K ., Rhoads, C ., & Germeroth, C . (2021) . Program Evaluation Toolkit: Quick Start Guide (REL 2022–112) . U .S . Department of Education, Institute of Education Sciences, National Center for Education Evaluation and Regional Assistance, Regional Educational Laboratory Central . http://ies .ed .gov/ncee/edlabs

Sample Scenario

- Find the sample scenario in your resources.

- Our task: Help Dr. Triangle tell the right data story for her program.

Determining the Audience: Who Needs to Hear the Story?

- **Audience groups**: What are the large groups of people who need to hear about your findings?

- **Specific individuals or organizations**: Are there specific individuals or subgroups within the larger groups who you want to target? Are there organizations such as intermediaries that may be able to help you access the audience?

- **Purpose**: Why does the audience need to hear about your findings? What do you hope to gain by sharing the findings with them?

- **Use of findings**: How will the audience groups you identify use the findings? What will they learn from the findings?

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Determining Your Approach: How to Tell the Story

- How will you share your message with the audience?

- Balancing several factors:
  - The needs of the audience: What is the best way for the audience to receive the message?
  - The needs of the message: What is the best way to share the message?
  - The needs of the evaluator: What is the easiest, most cost-effective way to communicate the message?

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Task 1:
10 minutes

- Break into small groups.

- Read the scenario.

- Consider your assigned audience and use the "Pros and Cons" document to identify the right storytelling approach.

- Summarize your plan in a brief paragraph

Task 1:
Reporting Out

What approach did your group choose and why? What was your decision-making process like?

Determining the Message: The Story Itself

- What do you want to share from your findings?

- How might your findings be useful to your audience?

- What might your audience do with the findings?

- What questions might your audience have in trying to understand or use the findings?

- What do you want the audience to take away from your efforts?

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Task 2:
10 minutes

- Break into small groups.

- Read the scenario.

- Use the "Summary Template" handout to determine your message and write a relevant summary for your audience.

- Be prepared to share!

Task 2:
Reporting Out

Please share your audience, approach, and your message. How did you determine what to include in your message? What was the most challenging?

Plain Language and Accessibility

- Not everyone is a statistician; Use the federal plain language guidelines to assist in story writing.

- Ensure that whatever you produce is accessible for everyone. This is best practice and the law.

Task 3:
10 minutes

- Break into small groups.

- Use the "Plain Language Guidelines" and "Considerations for Accessibility" to determine whether your approach and summary meet these needs and how you might adjust your plan accordingly.

- Document what adjustments you might need to make.

- Be prepared to share!

Task 3:
Reporting Out

What is an adjustment you made based on plain language or accessibility guidelines? Did you spot a guideline that you inadvertently violate regularly?

Timing:
When do we tell the story?

- Is our message time sensitive?

- Will we share our story once or at multiple project milestones?

- How often will I need to update this document/post/website?

Responsible Party:
Who's the Storyteller?

- Is this something you can create or something to delegate?

- Do you have a communications team that can help?

- Consider dissemination tools that can be used with multiple audiences:
  - One-page summary of your program with key findings and nice graphics
  - "Elevator pitch" paragraph
  - Several charts or infographics that can be easily updated

- Consider dissemination tools that can reach a broad audience:
  - Press releases
  - Website or blog posts

Task 4:
5 minutes

- On your own!

- Put it all together in your [Dissemination Plan](). Remember to consider the timing and responsible party.

- Be prepared to share!

Task 4:
Reporting Out

Please share your dissemination plan.

Putting it All Together

- What did you learn?

- Think of a previous storytelling effort that you might have done differently based on today's information. What would you change?

- What is a storytelling approach you are excited to try in the future?

- What information do you still need?

Thanks!

Next Steps:
Data Visualization

- If you want to learn more about telling your data story, visit Module 8: Chapter 2 of the Program Evaluation Toolkit.

- It includes:
  - Guiding principles for data presentation
  - When to use different types of charts and graphs
  - A guidebook on data visualization for education agencies

Thank you

Please complete our feedback poll.