Public Awareness of Assessment Results

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Public awareness of assessment results

What is public awareness?

The strategic deployment of media to tell a story or disseminate a message

For learning assessment programmes: It’s important to make results and reports on the assessments easy to find and understand.
Public awareness of assessment results

Public awareness

Organization

Target audience

Media
Public awareness of assessment results

First steps

1. Define your audience
   Who do you want to hear your message?

2. Define your media
   How do you want to say it?

3. Define your message
   What do you want to say?
Types of Media:

Traditional Media Tools

- Press kit
- Media contacts
- Press release
- Press conference/launch event
- Media advisory
“Old” Media Tools

Press kit

• What is a press kit?

A press kit is **a package of promotional material provided to members of the press to brief them about a product.**

Traditionally print materials and a list of contacts. Today press kits are usually delivered digital if at all. Many “press kits” have been replaced by advisories and promotional material sent out via email as they become available.
UNESCO
Press kit example

Even our workshop page has the essential elements of a press kit!

“Old” Media Tools
Press kit

- When to use a press kit?

Use a press kit when you have a big report/product launch.

If your report has many events and sub reports attached to it, your launch merits a press kit. This can be as simple as putting together a list of media contacts and relevant materials (press release, articles, FAQs, etc.) in one place for journalists to easily access.
“Old” Media Tools

Media Contacts

- What are **media contacts**?

Media contacts are a list of names and contact information for relevant media contacts or experts related to the product being promoted.

Traditionally media contacts were a part of the press kit sent to journalists. Now they are often listed online, in the press release, on relevant news articles or in media advisories.
“Old” Media Tools
Media Contacts

• When to use media contacts?

Use media contacts when you have a release that you want to be featured in the press as much as possible.

Make it easy for journalists to contact your organization and relevant experts on your product to conduct interviews, etc. by making your contacts as visible as possible on print and online materials related to your product.
What is a press release?

A press release is an official statement issued to journalists on a specific product, theme, event. Press releases provide basic facts the organization wants to promote - the newsworthy information for journalists to write about.

In the case of learning assessment programs - press releases general contain information about the latest reports from assessments and the report findings.
Asian countries top OECD’s latest PISA survey on state of global education

03/12/2013 - Asian countries outperform the rest of the world in the OECD’s latest PISA survey, which evaluates the knowledge and skills of the world’s 15-year-olds.

The OECD’s PISA 2012 tested more than 510,000 students in 65 countries and economies on maths, reading and science. The main focus was on maths. Math proficiency is a strong predictor of positive outcomes for young adults. It influences their ability to participate in post-secondary education and their expected future earnings.

Shanghai-China, and Singapore were top in maths, with students in Shanghai scoring the equivalent of nearly three years of schooling above most OECD countries. Hong Kong-China, Chinese Taipei, Korea, Macao-China, Japan, Liechtenstein, Switzerland and the Netherlands were also in the group of top-performing countries.

"With high levels of youth unemployment, rising inequality and a pressing need to boost growth in many countries, it’s more urgent than ever that young people learn the skills they need to succeed," said OECD Secretary-General Angel Gurría during the launch in Washington D.C. "In a global economy, competitiveness and future job prospects will depend on what people can do with what they know. Young people are the future, so every country must do everything it can to improve its education system and the prospects of future generations."

The survey reveals several features of the best education systems. Top performers, notably in Asia, place great emphasis on selecting and training teachers; encourage them to work together and prioritise investment in teacher quality, not classroom sizes. They also set clear targets and give teachers autonomy in the classroom to achieve them.

Example press release from the OECD on latest PISA survey
“Old” Media Tools
Press release

• When to use a press release?

Use a press release when you want journalists to write about your latest learning assessment product/report and you have a summary of findings to share.

Press releases are usually written for report and product launches - yearly assessment reports for example.
“Old” Media Tools
Press conference/launch event

• What is a press conference?

A press conference is a planned public announcement followed by an interview session given to journalists.

During a press conference, the press are invited to ask questions about the launch product (e.g. a report) and the organizers generally give a speech or several speeches describing the product and major key points.
OECD’s PISA survey shows some countries making significant gains in learning outcomes

04/12/2007 - OECD’s latest PISA survey of the knowledge and skills of 15-year-olds shows that some countries have seen significant improvements in student performance since 2000. Korea further increased its strong reading performance between 2000 and 2006 by 31 score points, the equivalent of almost a school year, mainly by raising the proportion of top-performers. Poland increased its reading performance by 29 score points over the same period. Mexico and Greece saw significant improvements in mathematics performance between 2003 and 2006. However, across the OECD area as a whole learning outcomes have generally remained flat, while expenditure on education in OECD countries rose by an average of 39% between 1995 and 2004.

The survey also revealed widespread pessimism among secondary school students about environmental challenges and limited enthusiasm for scientific careers.

Based on tests carried out among 400,000 students in 57 countries in 2006, the latest PISA survey focuses particularly on students’ abilities in comprehending and tackling scientific problems. It also provides an update on performance in reading and mathematics compared with surveys in 2000 and 2003.

Launching the report at a press conference in Tokyo, OECD Secretary-General Angel Gurria emphasized the importance of education for the development of people and society. "Effective and innovative education policies open enormous opportunities for individuals," he said. "They also underpin healthy and vibrant economies." In the highly competitive globalised economy of today, quality education is one of the most valuable assets that a society and an individual can have. (read his speech)

While most students polled said they were motivated to learn science, only a minority aspired to a career involving science: 72% said it was important for them to do well in science; 67% enjoyed acquiring new knowledge in science; 56% said science was useful for further studies; but only 37% said they would like to work in a career involving science and 21% said they would like...
2016 GEM Report launch events

To find out more about any of these events, or to attend, please contact gemevents@unesco.org

Global launch

6 September: Launch of 2016 GEM Report Education for people and planet: Creating sustainable futures for all

2016 GEM Report Launch Events

Digital launch of the 2016 GEM Report!

https://plus.google.com/u/0/events/c847h412ii1b28371l81hrv064g
Press conference/launch event

• When to have a press conference/launch event?

Press conferences and launch events are usually held for big product and report launches only. These events are usually reserved for flagship report and publication launches and not for smaller report launches.
What is a media advisory?

A media advisory is used to invite reporters to cover some kind of event, such as a press conference, forum, or rally.

A media advisory should be short and sweet. Your goal is to make the event sound interesting and newsworthy and make it easy for reporters to quickly figure out the details.
Media Advisory 101

Your media advisory should alert journalists about an event or launch ahead of time and include the most important details about the product launch/event.

The winners of the Happy Schools Art Contest will present their images at the event as part of an award ceremony to coincide with the launch of the Happy Schools report and art exhibition. UNESCO Bangkok will sponsor the travel of the three top entrants to attend the event and to receive prizes. The artwork on display reflect the breadth of the entries received, ranging from hand-drawn illustrations and bright photos capturing what a happy school means to them.

**WHAT:**
Launch of the report - *Happy Schools: A Framework for Learner Well-Being in the Asia-Pacific*, as well as of the Art Exhibition showcasing the top 30 images submitted to the Happy Schools Art Contest.

**WHO:**
UNESCO Bangkok Director Mr Gwang-Jo Kim will open the launch ceremony, followed by a brief presentation of the key messages of the report by the Happy Schools Project Team. This will be followed by a special award ceremony inviting 1st place winner Yejoon (Jennifer) Yoo from the Republic of Korea, 2nd place winner Estiawati Subair from Indonesia, and 3rd place winner Debdatta Chakraborty from India who will each present their winning images and receive their prizes.

**WHEN:**
Launch: 25 March 2016 13:00-16:00
Registration: 13:00 – 13:30
Opening ceremony: 13:30 – 13:45
Presentation of the Key Messages: 13:45 – 14:00
Award ceremony with the winners of the Happy Schools Art Contest: 14:00 – 14:30
Reception and viewing of the exhibition: 14:30 – 16:00
Exhibition: 25 March – 3 April 2016

**WHERE:**
The Commons, Sukhumvit 55, 335 Thong Lo Soi 17, Khlong Tan Nuea, Watthana, Bangkok 10110, Thailand.

**CONTACT:**
For further information on the report and to RSVP for the launch, please contact: Aliénor Salmon, Programme Officer at UNESCO’s Section for Inclusive and Quality Education, a.salmon@unesco.org.

Resources:
- Executive Summary
- Shortlisted Entries to the Happy Schools Art Contest

“Old” Media Tools
Media Advisory

• When to use a media advisory?

Media advisories should be used for reports and launch events ahead of the launch date to inform journalists about your launch product and event ahead of time.

Use a media advisory if you have a WHAT, WHEN, and (especially) a WHERE launch event.
Tying it all together

Traditional Media

BIG REPORT

Press kit

• Press release
• Media contacts
• Media advisory

Press conference

Small study

Press release/news article
What is “New” Media?

**new • media**: means of mass communication using digital technologies such as the Internet.

“New” media commonly refers to content available online, accessible on a digital device, usually involving user participation and feedback.

Common examples of new media include websites such as online newspapers, blogs, wikis, videos, video games and social media. Defining characteristics of new media are “2D”: 1.) Digital; 2.) Dialogue
Types of Media:

“New” Media Tools

- Blogs
- Social Media:
  - Twitter
  - Facebook
  - LinkedIn
  - YouTube (Video)
- E-Newsletters (MailChimp)
- Infographics
What is a blog?

A “blog” is an abbreviation of the original term “web log” which eventually was shortened to blog.

Blogs are online posts that differ from articles, press releases and other forms of content because they are generally:

- **informal** or conversational in style
- **regularly updated** on a specific theme or topic
- **participatory** - allows feedback and comments directly from readers; generates a conversation
Complex mathematics isn’t for everyone (but maybe it should be)

by Marilyn Achiron
Editor, Directorate for Education and Skills

Put a complicated algebraic equation or geometry problem in front of a 15-year-old student (or, for that matter, just about anyone) and you can almost see the brain at work: I Can’t. Do. This.

Most of us have found ourselves in this situation at one point or another. But many students, particularly students from disadvantaged backgrounds, have never seen these kinds of mathematics problems; their teachers have decided they’re not up to the challenge. Some might call these students “lucky”; but this month’s PISA in

...
Promoting Quality Education in Kazakhstan

http://learningportal.iiep.unesco.org/en/blog/
Elements of a good blog

A good blog has focus, personality and lots of reader comments. These elements are key to building an audience.

A good blog post picks the right blog for dissemination and will ‘fit’ the blog’s theme, focus, and personality and therefore generate lots of reader comments because it is a good fit for the audience.
Elements of a good blog: Comments

Reader comments are a significant factor in blog popularity — People who leave comments build the community aspect that really helps a blog become more than just one blogger writing into space. Comments also let you know what’s working and what’s not, so you can keep building awareness.

That being said, there are many successful blogs out there that don’t generate a lot of onsite comments but go viral on social media and have a ton of emailed shares and clicks. Comments aren’t everything. But a conversation developing around your blog is.
Public awareness of assessment results

Finding your blog

If you are creating a blog, you have a lot of work cut out for you. A new blog platforms requires you to build an audience, personality and theme - and to commit to regular posts around this theme.

If you are creating just one post, try to find a blog platform that already fits your focus and audience.
Public awareness of assessment results

Finding the right blog for your message

Look for blogs that focus on your theme and have the audience you’re looking for.

For example, an education policy blog might be great for you, but might not be niche enough. You might want to find a blog that focuses on your country's education policies instead of on education policy in general (for example).
Public awareness of assessment results

Education blogs

Some examples of different types of education blogs:

- Global Partnership for Education’s Education for All Blog: http://www.globalpartnership.org/blog
- OECD’s Education & Skills Today Blog: http://oecdeducationtoday.blogspot.com/
- Education Week’s Blogs: http://www.edweek.org/ew/section/blogs/
Public awareness of assessment results

When to use a blog?

Writing a blog post for an existing blog is a great idea when you have a lot of content and you want to share key messages or a “deep dive” into one segment of your product/report with a specific audience (such as education policy experts, policy makers, or researchers).

Finding a blog that already caters to this audience is a great idea to disseminate more about your report.
Public awareness of assessment results

When to create your own blog network?

As some big name large-scale learning assessments have done (OECD PISA: http://oecdeducationtoday.blogspot.com/) - this might be right for you if you have a lot of content (material from your reports alone) that a large audience might be interested in reading about.

Another great example is ASER’s blog (http://asercentre.blogspot.com/) which caters to the citizen-led assessment community in India, Pakistan and the PAL Network (Africa) - so the audience is large and ASER has become the true leader in this field - an ASER blog makes a lot of sense.
Public awareness of assessment results

What is Twitter?

**Twitter** is a social media platform where users can engage with each other in real time, using short messages, images, video and famously: hashtags.

Twitter’s popularity is largely due to it’s effectiveness in communicating and sharing quick and to-the-point messages to the masses.
Public awareness of assessment results

What is a hashtag? #

• **Hashtags** are topics or themes denoted by # (a hashtag) that allow users to follow a trending topic. Hashtags are used for **events** like the Olympics - which had an official hashtag: #Rio2016. Hashtags are also used for topics such as #climatechange or #learningassessment 😊 so users can follow issues they care about. Typically, hashtags are kept short to allow more room for the message (which are limited to 140 characters).
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How to use Twitter for disseminating your message

- Twitter is a great, effective way to share (quick) updates about your program or reports.

- Some large assessment programs like OECD’s PISA use the hashtag #OECDPISA for users to follow all updates related to the PISA assessment.

- Twitter also a great network to expand your audience because of its reach.
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Twitter: Best Practices

- **Visibility**: Twitter is highly public - every post is visible to everyone online - so keep this in mind when crafting your message.

- **Character count**: The number characters you use are limited, especially when you add links, #hashtags, and images - so choose what you use wisely and look to other posts for what to include and what not to include.

- **Followers**: For your Twitter experience to be effective, you have to have followers.
Public awareness of assessment results

Twitter: Best Practices

- **@Know the difference** between a @reply and a @mention.
- **You are what you tweet** - keep your brand, your organization, your product and your report in mind whenever you post anything to Twitter.
- **Vary your tweet types** - there are five basic “tweet types:” links, images, quotes, retweets, and original comments - make sure you’re not over-using any of these media - too many retweets will make your account unoriginal and too many quotes and images will also start to feel oversaturated - make sure you include a healthy dose of original content tweets to stay relevant, but also mix in other types of tweets to engage.
Public awareness of assessment results

When to use Twitter?

• Just use it. Use it now. Use it in coordination with your organization’s main account to promote product launches and reports.

• Use hashtags relevant to networks and related groups (#NEQMAP #ASER)

• And use it on your personal account to disseminate work and work you’re interested in to like-minded colleagues and networks.
ACER @acereduau · Aug 30
PISA-D means developing countries can compare their results with other countries that undertake #OECDPISA –[rd]

International assessments in developing countries
Many countries now participate in PISA, and developing countries recognise the value of participation, but using PISA in the developing wor...
rd.acer.edu.au

ACER @acereduau · Aug 30
Developing countries will better assess 15-year-olds’ achievement through #OECDPISA PISA-D – Discover with [rd] edu.acer.ac/2byhfSX

ACER @acereduau · Aug 29
With more developing countries participating in #OECDPISA there is now demand for #PISA for Development – [rd] edu.acer.ac/2bxDQ1K
OECD Education @OECDeduSkills - Aug 25
Get all of our #OECDPISA in Focus briefs in multiple languages free on line
bit.ly/2biCCYw #BackToSchool

OECD Education @OECDeduSkills - Aug 23
Reflections on PISA in the US: Where We’ve Been & Where We’re Heading
bit.ly/2bLnTqB via @All4Ed #OECDPISA

Where students are both happy and high-achieving

Source: OECD, PISA 2012 Database, Table L2.3a and Figure III.1.2.
Which brings us to…

FACEBOOK! And cross-platform promotion - it’s important because often your audience is using multiple platforms - and some are better at engaging than others
**What is Facebook?**

**Facebook** is a social network where - like Twitter - users can engage with each other in real time, using short messages, images, and video - but unlike Twitter, messages on Facebook tend to be longer and more customized to certain groups and subsets of “friends” - Because of this Facebook can be seen as *more personal* than Twitter, but also because of this, Facebook has a *much larger audience* (Facebook: 1.59 billion users! Twitter: 320 million; LinkedIn: 100 million)
Facebook excels in rich media and long engagement times with its audience.

“Pages” for organizations are a perfect way for people to engage with causes they care about in the same “feed” of information they read about their friends. Like Twitter, Facebook allows users to quickly get the latest ‘bits’ of news from the friends and organizations they care about.
Unlike Twitter, Facebook has a longer ‘shelf life’ where its algorithm is aware of the news you care about from the people and organizations you care about - where Twitter’s real-time stream is always changing, Facebook shows you posts as they might be relevant to you - so that even if you haven’t logged into Facebook in 15 days - your favorite organization’s latest news will still show up at the top of your Feed when you do.
In India, % of children age 6-14 not enrolled in school has reduced from 6.6% in 2006, to 3.3% in 2014. This percentage for girls has reduced from 7.5% to 3.7%. However, learning continues to remain a challenge.

Each year from 2006 to 2014, ASER has collected data for a representative sample of children from every state and almost every rural district in India. On average ASER has reached over 560 districts each year, surveying an average of 650,000 children in more than 16,00... See More
Some examples

Australian Council for Educational Research (ACER)

September 5 at 12:20pm

Discover with [rc]: ACER’s contribution to a study into the relationship between early years education and school performance in the Philippines reveals the positive difference made by attending preschool.

Studying early childhood education in the Philippines | Research Developments

A recent ACER research report highlights the importance of preschool education for children in the Philippines. Amanda Taylor explains.

Like · Comment · Share
Some examples
"Since the Industrial Revolution, in India and around the world, the tradition of home or community schooling—often centered on the teacher—has gradually been t...

The state of education in India

The money, time and focus it will take to get our primary education working and to create globally competitive institutions is no small matter

LIVEMINT.COM | BY NARAYAN RAMACHANDRAN
The 2016 @GEM Report UNESCO, shows that, on current trends, contrary to global commitments for 2030, universal primary education will be achieved in 2042; universal lower secondary completion in 2059; and universal upper secondary completion in 2084. #SDG4all Bit.ly/sdg4all
About 70% of students attend schools where teachers believe that it is best to adapt academic standards to students' capacities and needs. Teachers in disadvantaged schools are more likely than those in advantaged schools to agree that the content of instruction should be adapted to what students can do.

In Germany, for example, 51% of principals of disadvantaged schools reported that teachers are willing to adapt their standards, while only 13% of principals of advantaged ... See More

Education & Skills Today: Complex mathematics isn’t for everyone (but maybe it should be)

OECDEDUCATIONTODAY.BLOGSPOT.COM
When to use Facebook?

• Use it. 1.59 billion users are not something you want to miss out on.

• Use Facebook to promote your organization’s latest report findings, educational goals, and learning assessment stats.

• Share with the world what you agency or ministry is doing to help students learn. It’s not too late to start posting now. The only rule: Don’t post too much or too little. Stay relevant without bombarding your followers with too many posts.
What is LinkedIn?

LinkedIn is a social network aimed at connecting *professionals* and helping them build their profiles and connect with other professionals online.

LinkedIn’s stated mission is to “connect the world's professionals to make them more productive and successful.”

LinkedIn is a great network to use to stay in touch with people you’ve met at *workshops*, conferences, meetings and also a platform to share updates related to your work.

*Cue: Connect with everyone at your table on LinkedIn during the coffee break!*
ACER's mission is to create and promote research-based knowledge, products and services that can be used to improve learning across the lifespan.

ACER is one of the world’s leading educational research centres. Our goal is to support every learner, every learning professional, every learning institution and our learning society through our work.

ACER has built a strong reputation as a provider of reliable support and expertise to education policymakers and professional practitioners since it was established in 1930.

As an independent organisation, ACER generates its entire income through contracted research and development projects, and through developing and distributing products and services, with operating surplus directed back into research and development.

ACER has experienced significant growth in recent years and now has more than 380 staff located in Melbourne, Adelaide, Brisbane, Dubai, Jakarta, London, New Delhi, Perth and Sydney.

Recent Updates

**Australian Council for Educational Research** Have you visited the new ACER Online Shop? Throughout September, ACER customers can save up to 50% on assessments and resources in the Speech and Language category. Visit the ACER Online Shop and enjoy discounts on a large range of products for teachers, parents, speech pathologists, linguistics professionals and psychologists!

**Speech and Language Sale | ACER Online Shop**
edu.acere.au · Visit the ACER Online Shop and save up to 50% on assessments and resources in our Speech and Language section until Friday 30 September!

Like (1) · Comment · Share · 10 days ago

Amanda McCue

**Australian Council for Educational Research** Don’t miss the opportunity to learn from an ACER expert on PAT data at our upcoming professional learning event ‘Using PAT Reading Comprehension for Action Research’. This event will help you progress to the next stage of your use of PAT data.

**Go Further with PAT | Professional Learning**
edu.acere.au · Register now for an event in Sydney, Melbourne, Brisbane, Perth or Hobart!

Like · Comment · Share · 2 hours ago

**Australian Council for Educational Research** On behalf of the Tasmanian Minister for Education and Training, ACER is conducting an independent review of the Years 9 to 12 education sector to identify successful pathways to tertiary education for all students. We are seeking feedback from colleges, universities and other stakeholders. Please complete our survey by Friday 31 July 2020.

Like (1) · Comment · Share · 2 days ago

Amanda McCue
Using LinkedIn for updates & recruitment

**Recent Updates**

**ASER Centre** is hiring: Web Developer

Careers at ASER Centre  ·  See more jobs  ·  3 months ago

**ASER Centre** is hiring: Android Developer

Careers at ASER Centre  ·  See more jobs  ·  4 months ago

**ASER Centre** is hiring! Apply now for the position of Research Associate

Like (2)  ·  Comment  ·  Share  ·  6 months ago

Neeti Sibal and Chandramouli T
What is YouTube?

YouTube is a video-sharing service and social media network created in 2005. It has since been acquired by Google and is the #1 video sharing site in the world.

How can you use YouTube? Upload your video to YouTube instead of embedding it directly on your site for maximum impact. Your video can be found more easily on YouTube and can be shared more easily too.
What is YouTube?
What is MailChimp?

MailChimp is an email marketing service and the trading name of its operator, a United States company, founded in 2001. By June 2014 it was sending over 10 billion emails per month on behalf of its users.

Organizations like the OECD, UNESCO are using MailChimp as a service to create and disseminate custom-curated e-newsletters to their news subscribers all over the world.
You don’t have to use MailChimp. There are hundreds of online e-newsletter services *and* homegrown services you can use to create e-newsletters. But MailChimp is popular because it’s known as the easiest to use, quickest to setup and is free for up to 2000 subscribers/12,000 emails per month*.

For these reasons, we recommend using MailChimp to quickly create an e-newsletter campaign for your organization and your organization’s followers - if you have the content and following to support a newsletter. If not, consider contributing to an existing newsletter.

*As of September 2016
Why use a newsletter?

Newsletters are great new media tools for dissemination because they reach an *audience that is already interested and invested in your products* - right in their inbox.

**Visibility** and **awareness** of your assessment product is therefore much higher than using other dissemination tools since the message is delivered *directly* and *personally* to those who have already requested this type of information (subscription or membership).
Welcome to the inaugural newsletter of the Network on Education Quality Monitoring in the Asia-Pacific (NEQMAP)! NEQMAP is a regional network on learning assessment coordinated by UNESCO Bangkok. In the newsletter, which will be issued twice a year, you can find news and articles from the NEQMAP Secretariat and our network members as well as information about upcoming events and recent publications. Enjoy this first edition!

**Events**

**WORKSHOP:** The [Network on Education Quality Monitoring in the Asia-Pacific (NEQMAP)](https://www.unesco.org) Secretariat at UNESCO Bangkok, in collaboration with the [Australian Council for Education Research (ACER)](https://www.acer.edu.au) and with the generous support of the [Global Partnership for Education (GPE)](https://www.gpe.org), is organizing a four-day workshop 13-16 September 2016 in Bangkok, Thailand. [Learn more.](https://www.unesco.org/newsroom/programmes/education)
Public awareness of assessment results

What are infographics?

- **Infographics** are print or online dissemination tools that visualize key concepts, themes and data in a concise package.

- An infographic is typically a visual image or collection of images, such as a chart or diagram used to represent information or data.
Are all children going to school in India?

**Enrollment in school**

96.7% of children (in the age group 6-14 years) are enrolled in school in rural India.

This is the 6th year in a row that enrollment rates have been 96% or above.

**Attendance in school**

Visit to a government school on any random day in September, October or November shows that about 71% of enrolled children are attending school on that day.

However there is a lot of variation in daily attendance across states.
Public awareness of assessment results

Why use Infographics?

- Infographics can easily **capture your audience’s attention**
- Infographics are a great way to concisely **summarize key messages**
- Infographics are more likely to be **shared on social networks** and so their reach is potentially greater than other dissemination products
- Infographics have the potential to **increase brand/organization awareness** and product awareness
- Infographics can make your content **more easily understood**
Infographics

**There’s No Homework In Finland**

Finland’s school system accomplishes some impressive feats:

- Their high school graduation rate is at 93%, compared to 78% in Canada, and 75% in the US.
- About 2 in 3 students in Finland will go on to college. That's the highest rate in all of Europe.

**The ABC of Gender Equality in Education**

- At age 15, 60% of the lowest achievers in mathematics, reading, and science are boys, 40% are girls.
- Around 75% of girls report reading for enjoyment vs 50% of boys.
- 20% of boys play on collaborative online games every day vs 2% of girls.
- In 6 out of 10 countries, boys continue to perform better in mathematics than their female peers.
- Girls – even high achievers - lack confidence in mathematics.
- 2 in 3 girls vs 1 in 2 boys report often worrying that it will be difficult for them in mathematics classes.
- Four times the number of boys as girls consider a career in engineering and computing.

Girls’ attitudes vary hugely between countries though.

In science, girls in Finland outperform girls in Estonia, and yet only 1 in 50 girls pursue a career in science.
## Education in Asia

### Regions

<table>
<thead>
<tr>
<th>Country</th>
<th>Population</th>
<th>Main Language of Instruction</th>
<th>Compulsory Education</th>
<th>Number of Teachers</th>
<th>Number of Primary Schools</th>
<th>Number of Secondary Schools</th>
<th>Number of International K-12 Schools</th>
<th>Number of Tertiary Institutions</th>
<th>Literacy Rate</th>
<th>Education Expenditure</th>
<th>Higher Ed Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cambodia</td>
<td>15.8 million</td>
<td>Khmer</td>
<td>9 years</td>
<td>80,833 K-12 teachers</td>
<td>1,635</td>
<td>5,665</td>
<td>1,555</td>
<td>117</td>
<td>77.2%</td>
<td>USD $251 million</td>
<td>9%</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>7.3 million</td>
<td>English and Cantonese Chinese</td>
<td>12 years</td>
<td>53,180 K-12 teachers</td>
<td>1,001</td>
<td>572</td>
<td>506</td>
<td>20</td>
<td>95.7%</td>
<td>USD $10 billion</td>
<td>-10%</td>
</tr>
<tr>
<td>Indonesia</td>
<td>260 million</td>
<td>Bahasa Indonesia</td>
<td>26 years</td>
<td>2.6 million</td>
<td>49,000</td>
<td>170,000</td>
<td>66,000</td>
<td>64</td>
<td>92.81%</td>
<td>USD $23.7 million</td>
<td>23%</td>
</tr>
<tr>
<td>Malaysia</td>
<td>30.75 million</td>
<td>Bahasa Malay</td>
<td>11 years</td>
<td>405,700 K-12 teachers</td>
<td>328</td>
<td>7789</td>
<td>2404</td>
<td>398</td>
<td>94.6%</td>
<td>USD $110 million</td>
<td>-10%</td>
</tr>
<tr>
<td>Myanmar</td>
<td>54.36 million</td>
<td>Burmese, English</td>
<td>6 years</td>
<td>265,370 K-12 teachers</td>
<td>12,000</td>
<td>28,967</td>
<td>12,025</td>
<td>10</td>
<td>93.1%</td>
<td>USD $57.7 million</td>
<td>36%</td>
</tr>
<tr>
<td>Philippines</td>
<td>107 million</td>
<td>English and Tagalog</td>
<td>6 years</td>
<td>743,400 K-12 teachers</td>
<td>56,000</td>
<td>80,000</td>
<td>30,000</td>
<td>43</td>
<td>96.3%</td>
<td>USD $267.2 million</td>
<td>-10%</td>
</tr>
<tr>
<td>Singapore</td>
<td>5.54 million</td>
<td>English, Chinese, Malay, Tamil</td>
<td>9 years</td>
<td>33,000 K-12 teachers</td>
<td>200</td>
<td>187</td>
<td>164</td>
<td>39</td>
<td>96.8%</td>
<td>USD $19 billion</td>
<td>51%</td>
</tr>
<tr>
<td>Thailand</td>
<td>68 million</td>
<td>Thai</td>
<td>9 years</td>
<td>500,000 K-12 teachers</td>
<td>44,903</td>
<td>31,129</td>
<td>14,518</td>
<td>42</td>
<td>96.43%</td>
<td>USD $16 billion</td>
<td>35%</td>
</tr>
<tr>
<td>Vietnam</td>
<td>94.44 million</td>
<td>Vietnamese</td>
<td>9 years</td>
<td>966,600 K-12 teachers</td>
<td>16,000</td>
<td>14,518</td>
<td>12,299</td>
<td>11</td>
<td>94.5%</td>
<td>USD $268 million</td>
<td>30%</td>
</tr>
</tbody>
</table>

- Only about 1.6 million students graduate from secondary education but the investment to higher education is only around 300 thousand.
- Only about 2% actually go to some form of higher education.
7 out of 10 NYC 3rd to 8th grade students do not pass state reading tests.

New York Cares helps students improve their test scores and learn to love reading.

Source: UNESCO Institute for Statistics (UIS), EFA Global Monitoring Report
The Network on Education Quality Monitoring in the Asia-Pacific (NEQMAP) Secretariat at UNESCO Bangkok surveyed 13 countries in the region in order to learn more about their participation in national, regional and international assessments, the nature of these assessments, analysis of assessment data, and the policy environment. This infographic reflects the survey responses on matters of particular interest. The NEQMAP Secretariat is now working to collect this information for all countries in the region.

### Infographics

#### Learning Assessment in the Asia-Pacific

**What is measured by national assessment?**

- **Knowledge of curriculum**: 95%
- **Application of knowledge in practice**: 76%
- **Non-cognitive abilities of students**: 52%
- **Student interest & attitudes towards subject area**: 5%
- **Knowledge beyond curriculum**: 5%

**How assessment results are shared**

- **Reports distributed to stakeholders**: 12/13
- **Seminar/conferences for policy-makers**: 12/13
- **Feedback to students/teachers/parents, etc.**: 7/13
- **Seminars for unions and professional bodies**: 6/13
- **Results are issued in a press release**: 4/13
- **Reports are distributed to stakeholders**: 2/13
- **There is a report available online**: 2/13
- **Other activities**: 2/13

**National assessment results used for**

- **Professional policy review and reform**
- **Professional development of teachers**
- **Curriculum review and reform**
- **Intervention programmes for specific type or cluster of schools**
- **Intervention programmes on specific learning areas**

**Is funding available for the national assessment programmes?**

- **Yes, there is regular funding allocated by the government**: 9/13
- **Yes, there is regular funding allocated by non-government sources**: 2/13
- **Yes, there is irregular funding from non-government sources**: 1/13
- **Yes, there is irregular government funding**: 2/13
- **Other funding available**: 2/13
- **No funding available**: 2/13

**National assessment background survey responses by category**

- **80% administered background surveys to teachers**
- **70% administered background surveys to schools**
- **25% administered background surveys to parents**
- **90% administered background surveys to students**
- **10% conducted no background surveys**

**Purpose of quantitative analysis on national assessment**

- **To identify the factors affecting student performance**
- **To understand the variations among students’ cognitive abilities with regard to literacy and numeracy from socio-economic, regional, and gender dimensions**
- **To monitor the progress of implementation of policies/programmes related to student outcomes and education quality**
School Finance in the Asia-Pacific

**Objective and scope of the project**
UNESCO Asia-Pacific Regional Office conducted a regional review consisting of analyses of the state of school financing in 10 selected countries in order to provide policy options and evidence to strengthen management and performance of finance at the school level. This infographic reflects the key findings from the Regional Report on School Finance in the Asia-Pacific Region.

**What is school finance?**
Adequate, efficient and equitable financing is vital at the school-level. School finance, concerned with the mobilization and allocation of resources to formal schools and the management and use of budget funds at school-level, can include the regular government education expenditure and, if any, additional grants from governments or donors schools receive (collectively referred to as school grants), tuition fees, other school fees and community funding. This creates complex responsibilities that schools must manage in addition to providing basic education.

**Best practices in strengthening school finance**
Role of traditional community association
In Uzbekistan, Mahalla is a traditional community association where local people work together to solve issues of living and farming in their community. A board of trustees, which is mainly composed of pupils’ parents and representatives from Mahalla, is well established to ensure public control in every school.

**Community initiative for establishing working group**
In the Rawalpindi District of Pakistan, a group of community leaders and school principals established a working group in association with Executive District Officer (EDO) to examine budget and staffing challenges across the district. A working group has managed to increase Non-Salary Budget (NSB) grants from $0 to $4,500 to $4,500.

**Expenditure on Education as Percentage of Government Expenditure**
The education expenditure in relation to total government expenditure varied a great deal year to year.
Infographics

Do’s & Don’ts

- **DO**: Mix text and charts in one united visual
- **DON’T**: Use too much text or overcrowd your canvas with too many charts or images
- **DO**: Stick to a color theme - preferably one that goes with your organization’s branding or the theme of your topic
- **DON’T Forget**: Your infographic is meant to simplify big concepts - not make them harder to understand. Make sure your graphics help explain rather than confuse readers!
Twitter + video

TIMSS & PIRLS @TIMSSandPIRLS · Aug 3
New to IEA's #BostonCollege's TIMSS or PIRLS? Our video makes a good intro: youtu.be/k4PlIVwW69Y #k12tech #mathed # SciEd

Introduction to TIMSS & PIRLS
youtube.com

IEA’s TIMSS assesses trends in mathematics and science achievement every four years in countries around the world.

**TIMSS 2015**
- 57 Countries
- 7 Benchmarking Participants
  - Grades 4 and 8
  - Mathematics and Science

**TIMSS Advanced 2015**
- 9 Countries
- Final Year of Secondary School
- Advanced Mathematics and Physics

**20 Years of Achievement Trends**
- 630,000 Students assessed around the world in 2015

TIMSS 2015/TIMSS Advanced 2015 will report:

- Country comparisons in mathematics and science achievement
- Trend results over time for each country
- Comprehensive data on the home and school contexts for learning mathematics and science

Twitter + infographic
Teaching isn’t just about focusing on the final grade; it’s about equipping students with the skills to cope with life’s challenges. Watch how Mdm Pua’s support and guidance taught 15 year old Shirley to embrace and learn from failure, inspiring her to write her own success story.

Keen to make this kind of a difference? Join us! moe.gov.sg/teach
Tying it all together

**BIG REPORT**

Social media blitz
- Blog post
- Twitter, Facebook, LinkedIn posts with dedicated #hashtag
- YouTube video
- E-newsletter post
- Infographic

**Small study**

Selected social promotion
- Blog post
- Tweets
- Facebook post
Your organization’s website is a hub - in which all of these traditional and new media tools can live and connect with each other.

Don’t underestimate the power of a simple, easy-to-use website in which all of your key messages and content can be found.
Your website can host and connect your:
- Press Kit,
- Your Press Releases,
- Your Media Advisories and Contact Info,
- As well as your Blog,
- your videos,
- your newsletter archive,
- Your infographics
- And links to all of your social media pages
- And buttons to share your website on social media too!

Your most essential dissemination tool….is your website!
Thank you!

Please email me at: k.sullivan@unesco.org if you have any questions

You can also follow me on Twitter: @ksulli