Contributing to Communications

Goals

This session aims to (re)acquaint Governing Board members to the services provided by the Board's communications team to help all members explain, share, and present NAEP results to the constituencies they represent on the Board. Michelle Lerner of Lerner Communications, the Governing Board's lead communications contractor, will explain the process of contributing to the Governing Board's dissemination efforts.

Overview

Michelle Lerner, the lead communications contractor for the Governing Board, will explain how Governing Board members can become involved with the Board's communications activities. Board members will have an opportunity to ask questions and to express interest in engaging more deeply with these efforts.

Background

The Governing Board deploys a proactive communications strategy which relies on board members for its success. This strategy primarily comprises publications and presentations. This work accelerates when NAEP results are released but persists throughout the year. The communications team encourages and supports Board members who want to communicate about NAEP data and results in local or national media platforms, e.g., op-eds, and in person, e.g., conferences, panel participation. In this session, the communications contractor will explain how this support is structured and what resources Board members can tap to amplify Board messaging and activities.