SESSION 7
Strategies to ensure effective uses of assessment information

Student Assessment Workshop
HD Learning Week

Washington, DC
February 6-7, 2013
Strategies to communicate

Products and Activities

- Presentations
- Meetings
- Workshops/ training
- Courses
- Brochures
- Radio broadcast
- Policy reports
- School report cards
- Pedagogical guides
- Newspaper supplements
- Flyers
- Posters
- Videos
- Online results
Evaluating communication products

• At your table, you have reports, flyers, and brochures from different countries. Analyze these products in terms of:
  – Objective
  – Audience
  – Message
  – Costs
• Which one do you like the most?
Communication plan should lead assessment design

Assessment design (what, how, when, and who to assess)

Communication plan (what, how, when, and to whom to communicate)
Communication plan should lead assessment design

Assessment design (what, how, when, and who to assess)

Communication plan (what, how, when, and to whom to communicate)