

SESSION 7

Strategies to ensure effective uses of assessment information

Student Assessment Workshop HD Learning Week

Washington, DC
February 6-7, 2013



Key Audiences

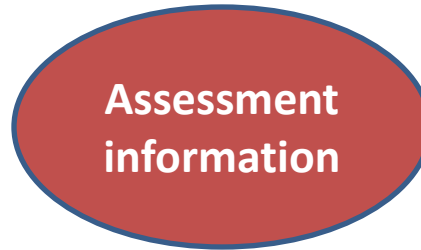


Community

Media



Teachers



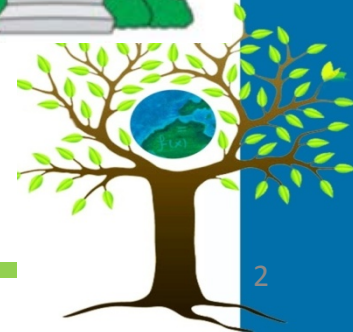
Ministry of Education



Training



Schools



Strategies to communicate Products and Activities

Presentations

Policy reports

Meetings

School report cards

Workshops/ training

Pedagogical guides

Courses

Brochures

Flyers

**Newspaper
supplements**

Radio broadcast

Posters

Videos

Online results



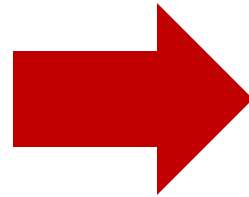
Evaluating communication products

- 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)

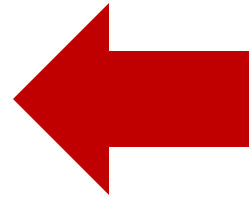


**Communication
plan** (what, how,
when, and to
whom to
communicate)



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