



Project Tomorrow's goal is to make it as easy as possible for your schools to participate in the Speak Up survey. This How-to Guide offers tips and tools.

■ **Benefits of Participation**

Don't take our word for it! Read what Speak Up schools have to say:

1. Free access to your school and district aggregated data.

Participating schools and districts receive free access to their aggregated data. Past participants have used their data to inform technology decisions and purchases, to learn how to best provide instruction to today's tech-savvy students, to plan for teacher training, and to stimulate discussion about key technology issues in their communities.

Although we had a good sense of our need before completing the surveys, having the results tabulated clearly and concisely (and compared to national %) has given us the hard data we needed to support our mission.

-- Whitehorse Middle School, WI

Data has also been used to help support grants written for technology. Last year, McPherson implemented a student-owned laptop program at the middle school level. The data helped parents understand the value of technology supporting the educational program at school.

-- McPherson Magnet School

In addition to the free aggregated data for all participants, districts, regions, and states might be interested in additional data services offered by Project Tomorrow. Click to learn more about Speak Up's [data services and personalized reports](#).

2. Improve the learning environment by giving students a voice.

By participating, students, teachers, administrators and parents take part in the national dialog about key educational issues in our nation's schools. Because you will have access to your aggregated school and district data, this is an excellent opportunity for students, parents, and educators to share their ideas and opinions locally.

Many students lack the confidence or the vocabulary to articulate their concerns directly to the school administration; the NetDay survey helps to create a bridge between the students who use the technology and the adults who manage it, creating a better learning environment for all.

-- Fordham Preparatory School, NY

The survey provides information about the attitudes and ideas that both teachers and students have about technology. One of the most important pieces of information the survey has allowed us to explore is the different ways that teachers and students look at and use technology.

-- Daniel Wright Elementary, OH



Project Tomorrow reports the Speak Up results to state and national policy makers to contribute to the K-12 educational dialogue. Over the past five years the project has collected and reported out the viewpoints of over 1.2 million students, teachers, and parents from all 50 states, as well as Canada, Mexico, and Australia.

■ **Registration**

In order to ensure confidentiality, students and teachers participate in the online survey using a single school password.

- When you register your school, you will become the School Contact.
- As the School Contact, your name will be associated with the school's name for communications about Speak Up and for announcements about retrieving your data.
- Our new registration system allows a district point-person to register all schools in a district with only a few clicks!
- Download this two-page guide to [tell your Superintendent about Speak Up](#).

How to register your school or district:

- Go to <http://www.netdayspeakup.org/speakup2008> anytime during the survey period.
- Follow the instructions to register your school(s).
- You will receive the following
 - ✓ A confirmation email of your registration
 - ✓ The secret word and admin password that you chose
 - ✓ A participation goal
- To be sure you receive messages from us regarding your Speak Up participation, please add tomorrow.org to your district's safe list/white list. Not sure how to do that? Email speakup@tomorrow.org for more information.

■ **Participation**

There is a real benefit for schools and districts with high Speak Up participation. Your data is more representative of your students, teachers, and schools. Here are some suggestions from tech leaders around the country on how you can encourage participation in the Speak Up event:

How to Encourage Participation:

- Post posters around the school with the Speak Up URL. [Speak Up School Flyer](#).
- Post an announcement on your school and district website. [Post our clickable banner on your website!](#)



- Send an email to all teachers and staff with instructions and the school passwords. [Email teachers in your school](#) or [your district](#). Remember, the higher the participation, the more representative your school's data will be.
- Put a shortcut to the Speak Up website on the desktops in your computer labs.
- Send flyers home with students so they can participate from home.
- Announce the Speak Up survey on your school's daily broadcast announcements.
- Use the provided [lessons](#) to prepare students and to expand the learning event.
- Post a link on Blackboard as an announcement.
- Send a press release to your local paper about your school's participation in this national event.
- Introduce Speak Up during your school's Back-to-School night.
- Get parents involved – have your PTA start an email contact tree or host a contest for the class with the greatest participation numbers.
- Pick a day and designate it as your school or town's Speak Up Day.
- Give incentives for Site Tech Coordinators with the highest participation in their school. In 2007, one of our participating districts offered an iPod Nano to the winner!

■ **How to Prepare for the Survey**

1. [Preview the surveys](#)
2. Use the [Speak Up Lesson Plans](#) to engage students before and after they take the survey. The lessons plans are helpful for introducing any new terminology and for sharing with them the purpose of the survey activity.
3. Make sure students have your school's secret word.
4. Explain to students that their responses are completely confidential. Only aggregate data will be delivered to schools and districts. No names are collected at any time in the survey.

■ **How to Take the Survey**

1. Students, teachers, and parents can access the survey online from any Internet-connected computer – at school, at home, or at a library or community center.
2. Participants will access the survey using the school's name and state, and the secret word you have provided to them.
3. Surveys should only take 15 minutes to complete.
4. * If you are submitting a group survey for grades K-2, [print out the survey](#) and distribute a copy to each student. Then select a representative to tally the results for each question. Or, print out one survey and complete the tally as a class discussion with students raising their hands to collect answers to each survey question. For some questions, such as



number 3, you may want to receive written responses to protect students' privacy.

The last two questions are open-ended responses. We recommend that you facilitate a 5-minute class discussion to select your group's favorite answers to these questions.

You or a student representative then uses your school's name and state and secret word to enter your group responses at <http://www.netdayspeakup.org/speakup2008>.

■ **Planning**

Start Planning Now – Plan now to make the most of your data

As a Speak Up participating school, you will have access to school and district aggregated data. Past participants have used their data to inform technology decisions and purchases, to learn how to best provide instruction to today's tech-savvy students, to plan for teacher training, and to stimulate discussion about key technology issues in the community.

- Alert all schools in your district about your participation in the Speak Up survey so they can help spread the word to other schools in your district.
- Schedule meetings early to invite school faculty and school board members to review your school's data.
- Coordinate the use of the data with your school's or district's technology planning and purchasing schedules.

■ **Accessing Your Data**

Aggregate data is available at no cost for schools and districts that register and participate in the events. When the data has been released, the school or district contact will receive an email, and will be able to log on to the Project Tomorrow website and use the previously-selected admin password to access their school and district data. [Sign up for Speak Up News](#) to make sure you are notified!

■ **Additional Data Services from Project Tomorrow**

In addition to the free aggregated data, districts, regions, and states might be interested in the following data services:

- A summary narrative **report with comparative state data from 2003, 2004, 2005, 2006 and 2007** and national data.
- An Excel workbook containing your **aggregated totals of the 2003, 2004, 2005, 2006 and 2007 survey data**, plus the national summaries for your own analysis work.
- An Excel workbook containing your **students' free responses to your open-ended questions**
- A **listing of the schools in your district, region, or state** that participated in Speak Up Day



Educators' Speak Up How-to Guide

- A personalized **hard copy of the documents including a CD-ROM** plus the data sent electronically via email
- **Permission to use the Speak Up data and findings** in your proposals and planning documents.

Please contact Project Tomorrow at SpeakUp@tomorrow.org with your requests. There is a nominal data processing fee associated with these services.