

## A Parent at Your School Wants to Share Their Ideas!

Dear Educator,

Speak Up, an online national research project facilitated by Project Tomorrow, is a suite of tools that enables you to collect the views of your stakeholders, such as parents, students, teachers or librarians, and receive free, online access to the survey results with national comparisons at the end of the survey period. The surveys will help you answer questions, such as:



- How are my students using technology for learning in and out of school?
- What do my students think about online learning? How would they like to use their mobile devices to learn?
- How important is the use of technology to my teachers and the parents of my students? What types of technology would my teachers like and how would they use it in the classroom? Do our ideas about technology align with our students' parents?
- What are the hot trends in emerging technologies (e.g. mobile devices, online learning, gaming, simulations)

Speak Up provides an easy way for students, parents and educators to participate in your local decisions about technology, as well as contribute to the state and national dialogue about educational technology. Since 2003, Project Tomorrow has collected the viewpoints of over 2.2 million students, educators and parents – the Speak Up dataset represents the largest collection of authentic feedback from these key educational stakeholders.

As a participant in Speak Up, your district will receive free, online access to the aggregated results with national comparisons. Providing you with valuable data, which can be used for your strategic planning, professional development and budgeting plans during the school year.

Additionally, we will share the aggregated Speak Up results with congressional members and staff from youth-serving organizations across the nation to help them inform their programs and policies.

### Why participate?

- **Strengthen Parent Involvement** – Most likely, a parent has given you this letter because they are interested in your school participating in Speak Up. You can use Speak Up to include your parents' views into your ongoing discussions school-wide.
- **Ensure that your students, parents and educators are included in the national dialogue on K-12 education** as we release the **Speak Up** results at Congressional Briefings, through special reports, and presentations to staff at federal agencies and at key educational conferences.
- **Free survey results** – All participating schools and districts will have free, online access to the survey and results with national benchmarks.

### About the survey

- Questions cover hot topics in education such as online learning, one-to-one computer initiatives, professional development, science and innovation, and 21st century workforce skills.
- The survey is online, available 24/7 from any Internet connected computer and takes **20 minutes** to complete.

- All responses are 100% confidential. We do not collect any identification information (with the exception of gender and grade) or email addresses from any of the survey participants.
- It's easy to get started – simply register your school or district and then provide your students with the URL and secret password to access the survey. Register today at: <http://www.speakup4schools.org/speakup2011>
- The survey will be open October 10<sup>th</sup>-December 23<sup>rd</sup>, 2011 and accessible from any Internet-connected computer at home, school or other location.

### It's easy to encourage participation

Here are just a few ideas that you can use to encourage participation:

- Post a message on your district listserv.
- Assign a primary contact responsible for facilitating Speak Up in your district.
- Send an email to everyone you know encouraging them to promote Speak Up.
- Put a link to the survey on your district web page (Use our clickable banner: [http://www.tomorrow.org/speakup/speak\\_up\\_banner.html](http://www.tomorrow.org/speakup/speak_up_banner.html))
- Encourage your partners (school board members, PTA liaisons, community groups) to get the word out about the importance of participating in Speak Up.
- Issue a press release about your involvement in the national Speak Up survey.
- Publicize Speak Up on your calendar.
- Designate a day between October 10th and December 23<sup>rd</sup> as Speak Up Day and encourage as many people as possible to take the survey.
- Include Speak Up in your back-to-school activities.

### Speak Up tools are available to help you facilitate participation

The Speak Up website (<http://www.tomorrow.org/speakup/promo.html>) offers a variety of tools to help you make Speak Up a success! You will find promotion flyers for posting in your school, lesson plans for teachers, copies of the survey, a banner ad to place on your website, sample emails for encouraging participation and more.

We hope you will join Speak Up!! Please let us know how if there is anything we can do to assist your efforts. You can contact us via email at [SpeakUp@tomorrow.org](mailto:SpeakUp@tomorrow.org) or by calling our national office, 949-609-4660.

Sincerely,

The Speak Up Team

#### About Project Tomorrow

Project Tomorrow®, is the national education nonprofit organization dedicated to empowering student voices in education discussions. Project Tomorrow® has over 12 years experience in the K-12 education sector and regularly provides consulting and research support to school districts, government agencies, business and higher education about key trends in K-12 science, math and technology education.