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.

This fall, join parents from all over North America in sharing your voices and views about your children's education. Speak Up is the first survey designed to help parents share their ideas directly with schools. 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. By completing the short survey, you're also contributing to the national dialog about important educational issues. Survey results will be available for school officials as well as parents and will also be shared with local, state, and national policy makers.

Benefits of Participation

As key stakeholders, Speak Up provides parents with a mechanism for expressing their views to their school and district administrators about key issues impacting their children's education.

1. Parents will also have access to the school's aggregate data and national comparisons. * To access your school or district data in February, you must retrieve your school's admin password from your School Contact.
2. In addition, by participating in Speak Up, parents are expressing their views to a wider audience of local, state, and national policy makers as well as the business community -- and contributing to the national dialog about science, technology, and preparing students for the 21st century workforce.
3. Research shows a positive connection between parent involvement and student achievement.
4. As participants in the research project you will have free access to you 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 their communities.

What can we learn from the data?

- WHO are today's students?
- HOW are your schools supporting the teaching and learning of 21st century skills?
- WHERE are students and teachers accessing technology and learning technology skills?
- HOW are teachers using technology for professional activities, both for teaching and for their own learning?
- WHAT are students' ideas and concerns about technology use for their education?
- WHAT are teacher's ideas and concerns about technology use and their professional goals?
- WHAT are parent's ideas and concerns about technology use and their children's education?

How to Register Your School or District

In order to ensure confidentiality and data integrity, each school must register to participate in Speak Up and to retrieve their free online data.

1. To find out if your school is registered, go to www.netdayspeakup.org/speakup2008 and look up your school.
2. If your school is registered you are all set to take the survey.
3. If your school is NOT registered, download this two-page letter and deliver it to a principal or any teacher at your school. The letter describes how your school can register to participate in Speak Up. Once someone at your school has registered the school, you are ready to take the survey.

Remember, the higher the participation, the more representative your school's data will be.

How to Encourage Participation

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

- Post posters around the school with the Speak Up URL.
  2008 Speak Up School Flyer
- Get parents involved - have your PTA host a contest for the class with the greatest participation numbers
- Send a press release to your local paper about your school's participation in this national event
- Pick a day and designate it as your school or town's Speak Up Day
- Ask your school to post an announcement on your school and district website. Post our clickable banner on your website!
- Ask your school to send an email to all teachers and staff with instructions and the school passwords. Email teachers in your school or district.
- Ask your school to send flyers home with students so they can participate from home. **2008 Speak Up School Flyer**
- Announce the Speak Up survey on your school's daily broadcast announcements.

■ How to Take the Survey

Parents, students, and teachers can access the survey from any Internet computer - at school, at home, or at a library or community center.

1. Go to http://www.netdayspeakup.org/speakup2008
2. Find your school using the school name, your state, and the school's secret word.
3. Take the appropriate survey. (Surveys should only take 10-15 minutes to complete.)
4. To access your school and district data in February, you must retrieve your school's admin password from your School Contact.

■ How to Access Your Data

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

As a parent of participating Speak Up 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.

- Choose several key questions on the survey that are hot topics in your school or district.
- Schedule meetings with your parent-teacher organization to discuss specific results.
- Invite school faculty and school board members to review your school's data.
- Plan to share the data at school committee meetings, school board meetings, or city government meetings to discuss issues of concern to your children.

■ 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, you will be able to log on to the Project Tomorrow website to access your school and district data. To access the data, your school must be registered and must provide you with the admin password they selected when they registered.

To find out if your school is registered and to see who your school contact is, go to http://www.netdayspeakup.org/speakup2008 and look up your school.

Sign up for Speak Up News to be notified when the data is available.