



U.S. Release Plans for TIMSS 2015

IEA General Assembly 2016

Oslo, Norway

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Overview

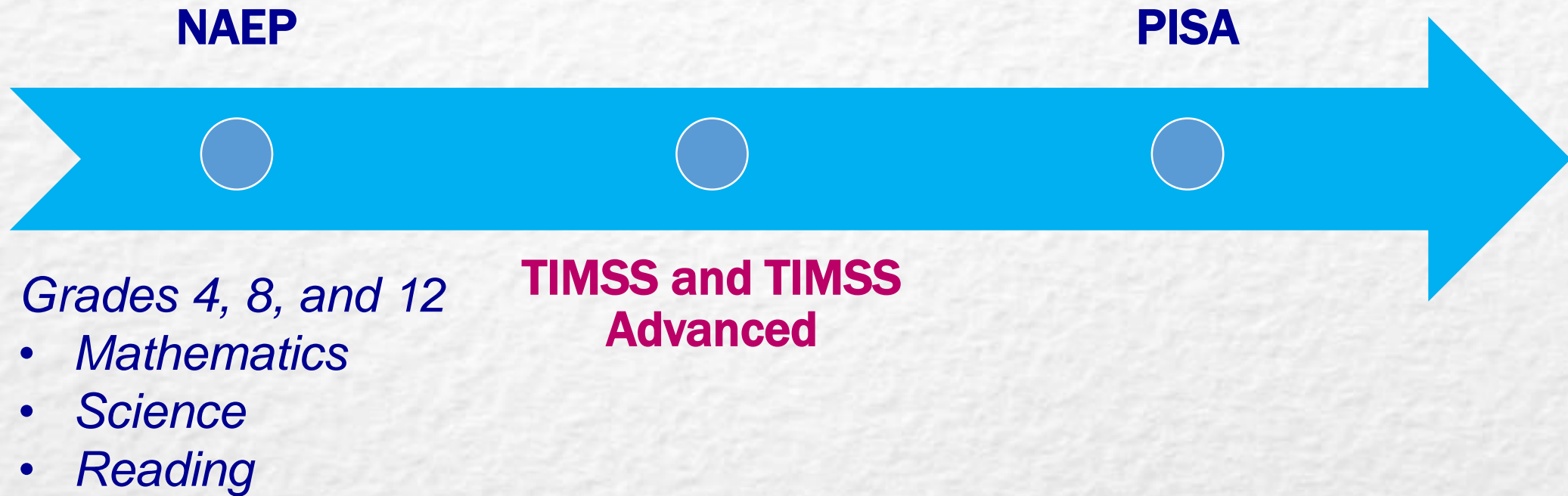
- **U.S. Context**
- **Audiences**
- **Primary Goals**
- **Release Materials**
- **Briefings**
- **Timeline**

Context: Role of the National Center for Education Statistics (NCES)

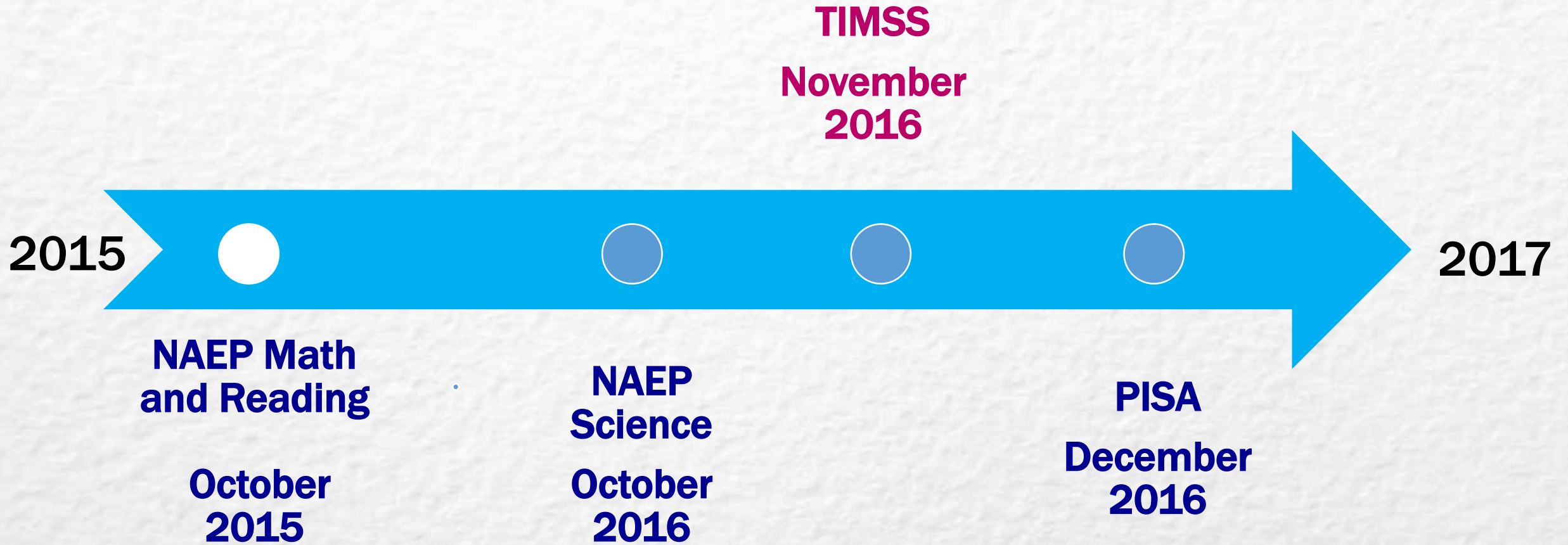
- NCES is independent statistical agency of the U.S. Department of Education
 - Conduct TIMSS and other international studies in United States
 - Conduct U.S. National Assessment of Educational Progress (NAEP)
 - Report descriptive results



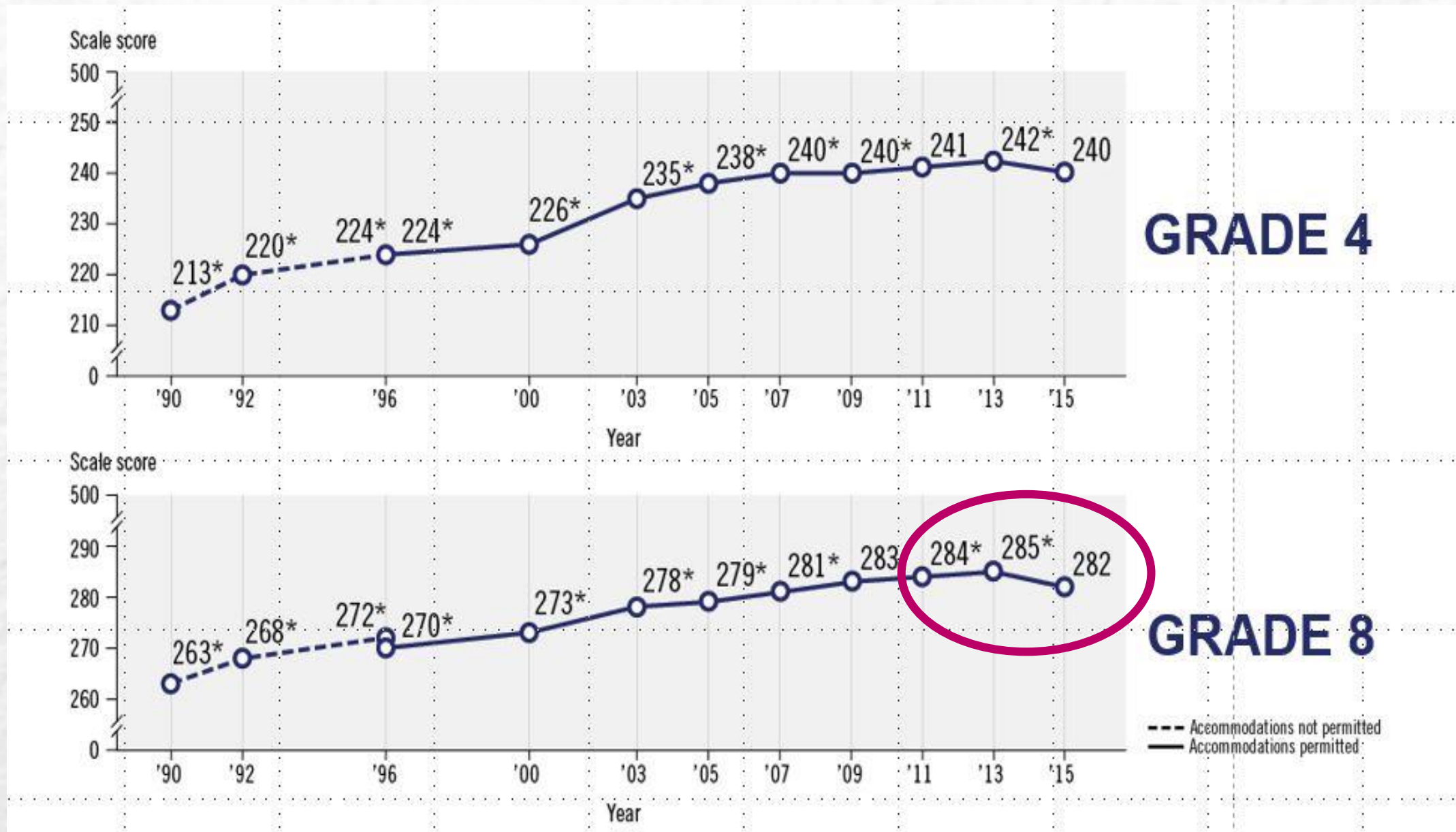
Context: 2015 a Big Year for Student Performance Data



Context: Reporting Results from 2015 Assessments



NAEP 2015 Mathematics Results



Audiences for TIMSS Release

- **Internal**
 - **Senior Department officials, federal policymakers**
- **External**
 - **Media, state policymakers, researchers and other stakeholders**

NCES's Primary Goals for TIMSS Release

- **Report TIMSS and TIMSS Advanced from U.S. perspective**
 - **How U.S. students compare with peers around the world**
 - **Performance over time**
 - **Average scores, percentiles, international benchmarks**

NCES's Primary Goals for Release

- Generate accurate media coverage of U.S. results
 - Beyond the rankings
 - Beyond average scores



U.S. schools moving up international rankings

The CHRISTIAN SCIENCE
MONITOR.

How does US compare in math, science, reading? Younger students do better.

THE WALL STREET JOURNAL.
Competitors Still Beat U.S. in Tests

AP Associated Press

Global study of student scores a mixed bag for US

HUFF POST **EDUCATION**

International Tests Show East Asian Students Outperform World As U.S. Holds Steady

Main “stories”

- 20 years of trends in mathematics and science
- TIMSS Advanced
 - First time since 1995
 - No other source for data on advanced mathematics and science students



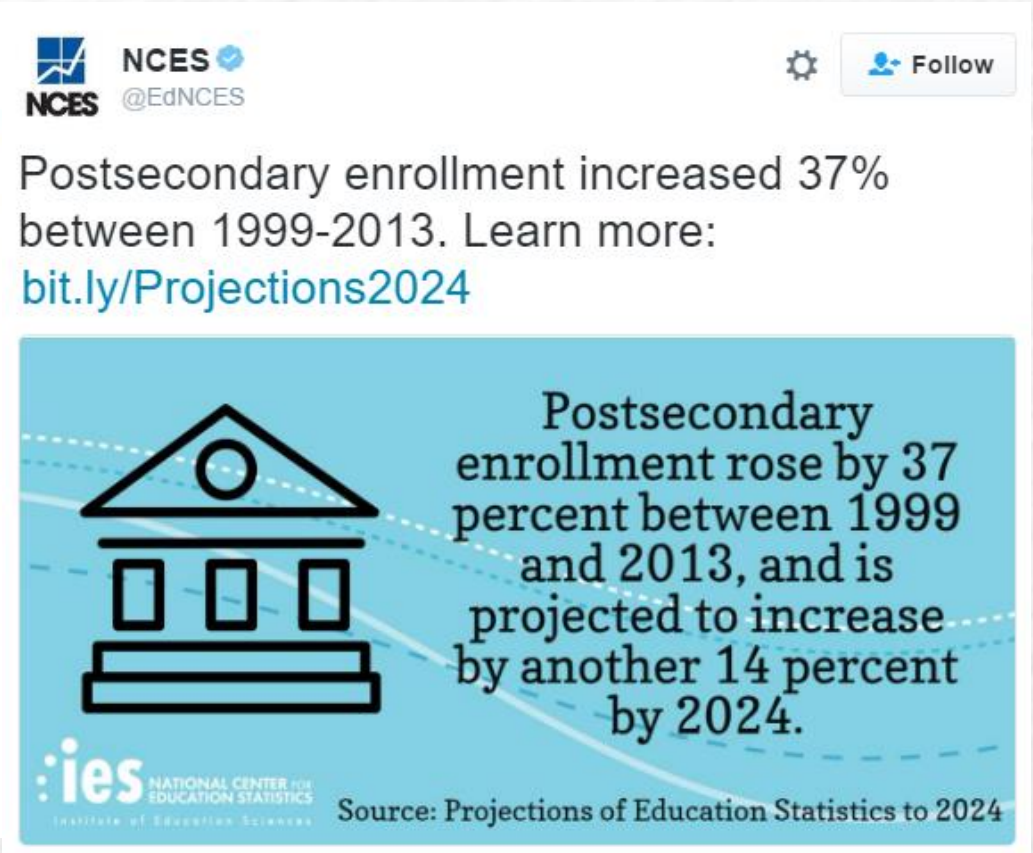
Release Materials

- *Highlights* report
 - plus extensive set of tables and figures on NCES website
- Traditional materials
 - Press release
 - NCES Commissioner's Statement
 - Frequently Asked Questions (FAQs), including information on TIMSS, NAEP, and PISA



Release Materials

- Social media – Tweets, Facebook posts
- “Share-able” content for social channels
 - Executive summary video
 - Infocards



Briefings

- **Senior officials**
 - **US Department of Education senior staff**
 - **White House domestic policy staff**
- **On-the-record, embargoed briefing for select reporters ahead of international embargo lift time**

Release Timeline

November 2016

Monday	Tuesday	Wednesday	Thursday	Friday
21 Embargoed materials to media	22 Social media posts begin teasing release	23	24 Thanksgiving (US Bank Holiday)	25
28 Embargoed media briefing (call)	29 Day of Release - Report/press release distributed - Social media posts highlight results - Executive summary video posted	30	1	2



Other Possible Events

- **Public briefing for stakeholders on or shortly after TIMSS release date**
- **Early 2017 event to examine and discuss implications**
 - **What do TIMSS and TIMSS Advanced results mean for U.S. mathematics and science education?**
 - **What can we learn from other countries?**
 - **How do we make sense of U.S. performance on different assessments (TIMSS, NAEP, PISA)?**

Additional Products

- **TIMSS International Data Explorer – January 2017**
- **U.S. public-use and restricted-use data files**
- **TIMSS Advanced “diagnostic report” – March 2017**

For more information:
<https://nces.ed.gov/timss>