

What do we plan to do prior to, during and after the release of the TIMSS 2015 report?



Prior to the release

The most important step!

We need to clarify and identify:

- 1. Who are the stakeholders?
- 2. Which lasting impressions do we aim for?
- 3. What are our main communication goals?
- 4. What are the challenges?
- 5. What are our key messages?



1. Who are the main stakeholders?

Norwegian Directorate for Education and Training

Politicians

Ministry of Education and Research

School leader organizations

Teachers' organizations

Press

Local authorities

Teacher educational institutions



2. Which lasting impressions do we aim for?

- The international studies give us important information
- We have a bigger and more comprehensive picture than ever before



but

 The international studies only measure parts of the students performance



3. What are our main communication goals?

- Give people a correct picture of the results
- Correct misunderstandings
- Help people understand and sort out the essential information
- Give a wider perspective of what the studies convey





4. What are the challenges?

- Several results are released simultaneously
- The language of scientists and bureaucrats differs from the language of journalists



The focus on rankings



5. What are our key messages?

We key messaging documents!

- It captures the most crucial information, and helps us focus on the most important messages
- It helps us to reduce the many things we want to say into a few things, we must say
- It helps different spokespeople internalize the key messages
- It ensures that everyone talks with uniformity and in a common language



We have to be prepared!

- Media training
- A press meeting prior the release
- Internal communication activities (podcast, lunch meeting)



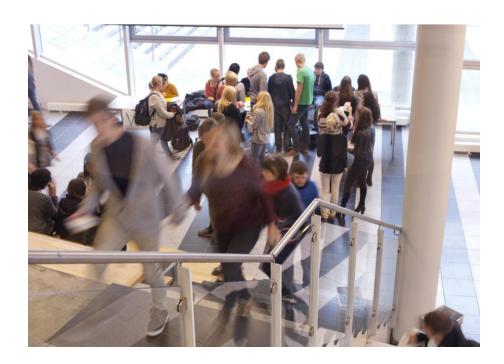


The release

- Press conference
 - at a school

- Press release
 - based on the key messages
- Website

Social media





After the release

- Regional conferences
- New secondary analysis
- National and Nordic reports



