

# Leveraging Digital Outreach to Promote Agency Goals

National Conference on Health Statistics

August 2015

Washington, DC

# Objectives

- Background
- NCES Digital Outreach Goals
- Digital Outreach Platforms

# Background

- National Center for Education Statistics (NCES)
  - primary federal entity for collecting and analyzing data related to education in the U.S. and other nations
- Products:
  - Data sets, data tools, publications, indicators, tables, maps, etc.
- Audience:
  - Data providers (schools, governments, households, teachers, etc.)
  - Data users (researchers, students, parents, policy makers, media, etc.)
- Website:
  - Each program office has its own page
  - Data and publications are released through each program office
  - Stable numbers of PDF downloads
  - Larger numbers for HTML pages
  - 6 percent of web traffic originate from mobile devices

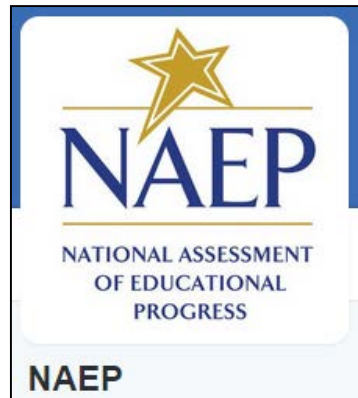
# NCES Digital Outreach Goals


- Why do we use digital media?
  - Improve our dissemination process
  - Communicate to a wider audience
  - Stimulate engagement and participation



# Platforms: Twitter

- Pre-tweets and tweets for publication releases
- Highlight NCES data related to emerging news
- Announce trainings and opportunities for collaboration
- Share resources, updates, and information
- Strengthen digital community outreach





**ies** NATIONAL CENTER FOR EDUCATION STATISTICS

**3,576** was the number of bachelor's degrees conferred by U.S. Service Academies in 2012-13

SOURCE: NCES, Digest of Education Statistics 2014



# Coming July 9

## Indicators of School Crime and Safety, 2014

**ies** NATIONAL CENTER FOR EDUCATION STATISTICS




“Scores are rising for both black & white 8th-graders in math & the gap between them is narrowing.”

Dr. Peggy Carr, acting commissioner of NCES

**ies** NATIONAL CENTER FOR EDUCATION STATISTICS  
Institute of Education Sciences

The Nation's Report Card

In 2014, of the **7,440** Title-IV colleges, universities, and technical and vocational schools

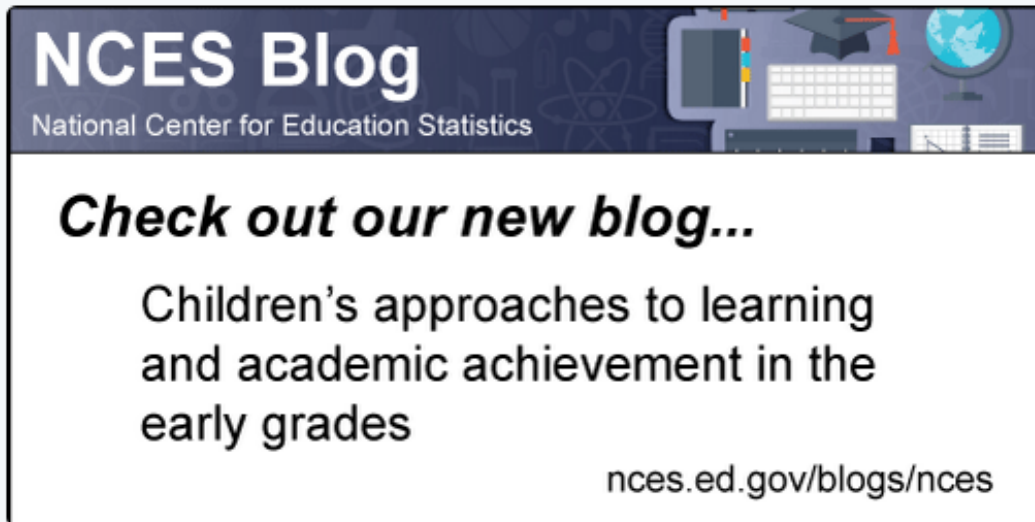


43% Offered Distance Ed To <b>UNDERGRADS</b>	21% Offered Distance Ed To <b>GRADUATE</b> Students	49% Did <b>NOT</b> Offer Distance Ed at All
--	---	---

Source: U.S. Department of Education, National Center for Education Statistics, IPEDS, Fall 2014 Institutional Characteristics component (preliminary data)

# Platforms: Blogs

- Aligns with Twitter in report releases
- More in-depth discussion of topics that interest the research community and general audiences
- Format is mobile-friendly

A banner for the NCES Blog. The top part is a dark blue header with the text "NCES Blog" in white, followed by "National Center for Education Statistics" in a smaller font. To the right of the text are icons for a computer monitor, a graduation cap, and a globe. Below the header, the main text reads "Check out our new blog..." in a bold, italicized font. Underneath that, it says "Children's approaches to learning and academic achievement in the early grades" in a standard font. At the bottom right, the URL "nces.ed.gov/blogs/nces" is provided.

**NCES Blog**  
National Center for Education Statistics

***Check out our new blog...***

Children's approaches to learning  
and academic achievement in the  
early grades

[nces.ed.gov/blogs/nces](https://nces.ed.gov/blogs/nces)

# NCES Blog

National Center for Education Statistics



## Recent Posts

---

[Learning at all ages: Examining education though the lens of the American people](#)

---

[My Brother's Keeper: Using data to measure the educational progress of boys and young men of color](#)

---

[Educational attainment differences by students' socioeconomic status](#)


---



# Platforms: Facebook

- One-stop-shop for videos, photos, and posts
  - Much higher character limit on posts (~63k)
  - Videos can be embedded directly
  - Demographics difference: women and older (compared to Twitter)




 Please post the questions at the end of the test that are about the student and their families.  
August 5 at 8:57am

 **National Assessment of Educational Progress (NAEP)** Apologies for the late reply. The questionnaires for each assessment can be reviewed here: <http://1.usa.gov/1TvsIHg>


**NAEP Nations Report Card - Questionnaires for Students, Teachers, and Schools**  
NAEP Nations Report Card - Questionnaires for Students, Teachers, and Schools  
NCES.ED.GOV

August 13 at 7:07am

VISITOR POSTS >

 **The Global Search for Education**  
April 2 at 6:14pm

Why are the US and Finnish education systems so admired globally? Ho... See More

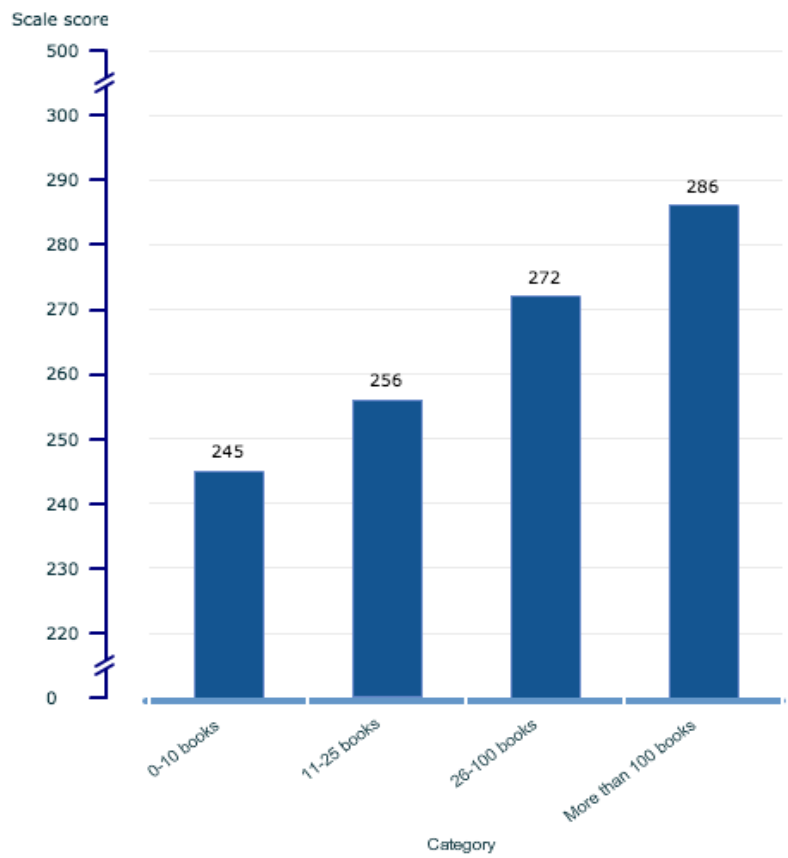
Like · Comment · Share  1



**National Assessment of Educational Progress (NAEP)**  
August 9 at 4:30pm

On average, the more books 8th-graders have in their homes, the higher they score in reading. #NationalBookLoversDay

Average scale scores for reading, grade 8 by books in home [B013801] for year and jurisdiction: 2003, 2005, 2007, 2009, 2011, and 2013  
2013, National



# Platforms: Videos

- Short topical videos of 2-4 minutes
- Add more visuals to publications
- Content is mobile-friendly; on YouTube



# U.S. DEPARTMENT OF EDUCATION'S SOCIAL MEDIA OUTLETS

<http://www2.ed.gov/about/overview/focus/social-media.html>

Questions?

[Bao.Le@Ed.gov](mailto:Bao.Le@Ed.gov)

National Center for Education Statistics

U.S. Department of Education