

# Release of 2010 Study – Results

## Goals

- Provide XYZ study to help communities measure the effectiveness and success of Texas public high schools in keeping students engaged in school until they graduate with a high school diploma.

## Strategy

- Release XYZ study by county to inform communities and point to tools for creating change.

## Process Objectives

- Release XYZ study and resources (book, portal, checklist) to more than 500 media, policymakers, community leaders and education leaders in late November. – **achieved**
  - √ **571** study packets were mailed to contacts and distributed to staff.
  - √ **55** individualized advisories were sent to Texas daily newspapers and other media contacts by e-mail.
  - √ For the first time, an overview of the study was printed in the newsletter while the full study was published online only. Hard copies were included in some of the mailed packets. Other resources including the supplemental analysis and the checklist were posted online as well.
- Provide XYZ study by county online, using relevant tools (including, IDRA Newsletter, IDRA web site, Graduation for All, social media networks) in late November. – **achieved**
  - √ A news release was posted online in English and Spanish along with a social media version (10/25-28)
  - √ The October issue of the *IDRA Newsletter* was posted online (10/25).
  - √ Seven home page news blurbs were posted during the two weeks of the release (10/25-29 and Nov 1-5).
  - √ XYZ study, information and updated related web pages were posted online (10/25).
  - √ IDRA Newsletter Plus for October was posted (11/4)
  - √ The October issue of Graduation for All was disseminated to **2,050 people** and posted online (10/27).
  - √ Staff posted notices on Twitter, Facebook and LinkedIn (10/25-29).
- Respond to and monitor requests for additional information and to feedback. – **achieved**
  - √ [Details private]

## Outcome Objectives

- At least **300 page views** of XYZ study landing page on IDRA web site during the three weeks following release of the study. – **achieved**
  - √ There were **1,036 visits** to the attrition landing page during the three weeks following release of our study. See below for other web site data.
- At least **200 page views** of IDRA OurSchool portal during two months following release of the study. – **achieved**

- √ There were **260 visits** to the portal in November and December (almost all in English).
- Coverage in at least **five Texas newspapers**. **–achieved**
  - √ [Details private]
- Response by at least **two policymakers** that leads to collaboration or relationship building. **–partially achieved**
  - √ [Details private]
- Use of XYZ study to inform or catalyze community-level taskforce work in at least **two communities**. **–achieved**
  - √ [Details private]

#### **Other notes**

- √ We received the following **comments** via Facebook.
  - [Details private]
- √ Many people **clicked on the links** to attrition information that we distributed (and others forwarded) via Twitter and Facebook.
  - Click-throughs to the attrition landing page: 1,091
  - Click-throughs to the supplemental analysis: 266
  - Click-throughs to the school holding power checklist: 152