



**Addressing Our Long Tail Learners:
Findings from the Speak Up
National Research Project**

**13th Annual CoSN K-12 School Networking
Conference**

March 11, 2008

Julie Evans

Chief Executive Officer

Project Tomorrow



Project Tomorrow (formerly known as NetDay)
- a national education nonprofit organization

Our strengths:

- Provide **national leadership** to improve education
- **Incubate and replicate science, math and technology** that engage K-12 students
- **Leverage online tools and resources** to build local capacities
- Conduct **national research to inform and stimulate** new discussions around education topics
 - the **Speak Up Project**



What is Speak Up?

- **Annual national research project**
 - Online surveys
 - Open for all K-12 schools
 - Schools/districts get their own data for planning and budgeting
- **Collect data ↔ Stimulate conversations**
 - Students, Teachers, Parents and School Leaders
- **Inform policies & programs**
 - Analysis and reporting – national reports
 - Services: custom reports, consulting with schools, Speak Up Your Way!
- **5 years of empowering authentic voices – since 2003:**
 - **1.1 million K-12 students**
 - **74,000 teachers**
 - **34,000 parents**
 - **3,200 school leaders**
 - **14,000 schools – from all 50 states, DC, American military base schools, Canada, Mexico, Australia**
 - **1/3 urban/rural/suburban schools – 41% Title 1**

What is Speak Up?

Speak Up survey question themes:

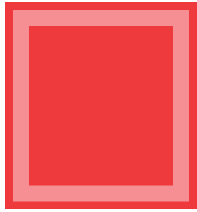
- Learning & Teaching with Technology
- Web 2.0 / Web 3.0 in education
- 21st Century Skills
- Science Instruction & Global Competitiveness
- Online Learning
- Emerging Technologies in the Classroom
- Designing the Ultimate School for 21st Century Learners

Speak Up 2007

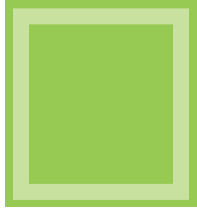


Big thank you to our Sponsors:

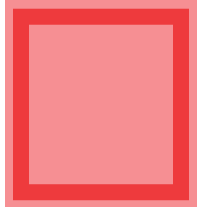




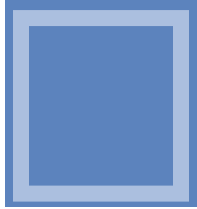
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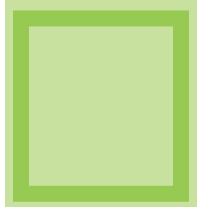
And to our National Outreach Partners:



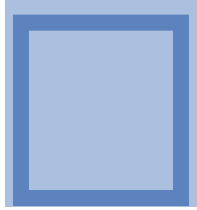
**State Education Technology Directors'
Association (SETDA)**



National School Boards Association (NSBA)



Consortium for School Networking (CoSN)



***+ 100 other education and
business nonprofits***

Long Tail Learners – Speak Up Findings

Two Big Questions:

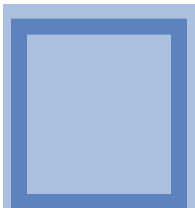
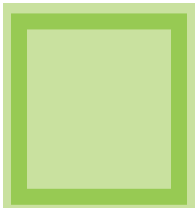
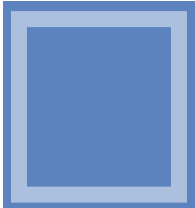
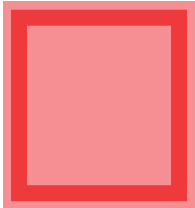
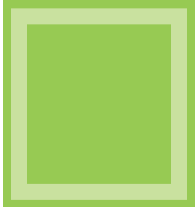
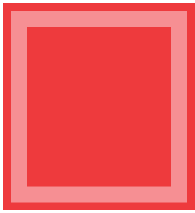
1. Who are these “Long Tail Learners?”

2. What can we do to better address their needs?

Long Tail Learners – Speak Up Findings

About today's Long Tail Learners

70% say their tech skills are average



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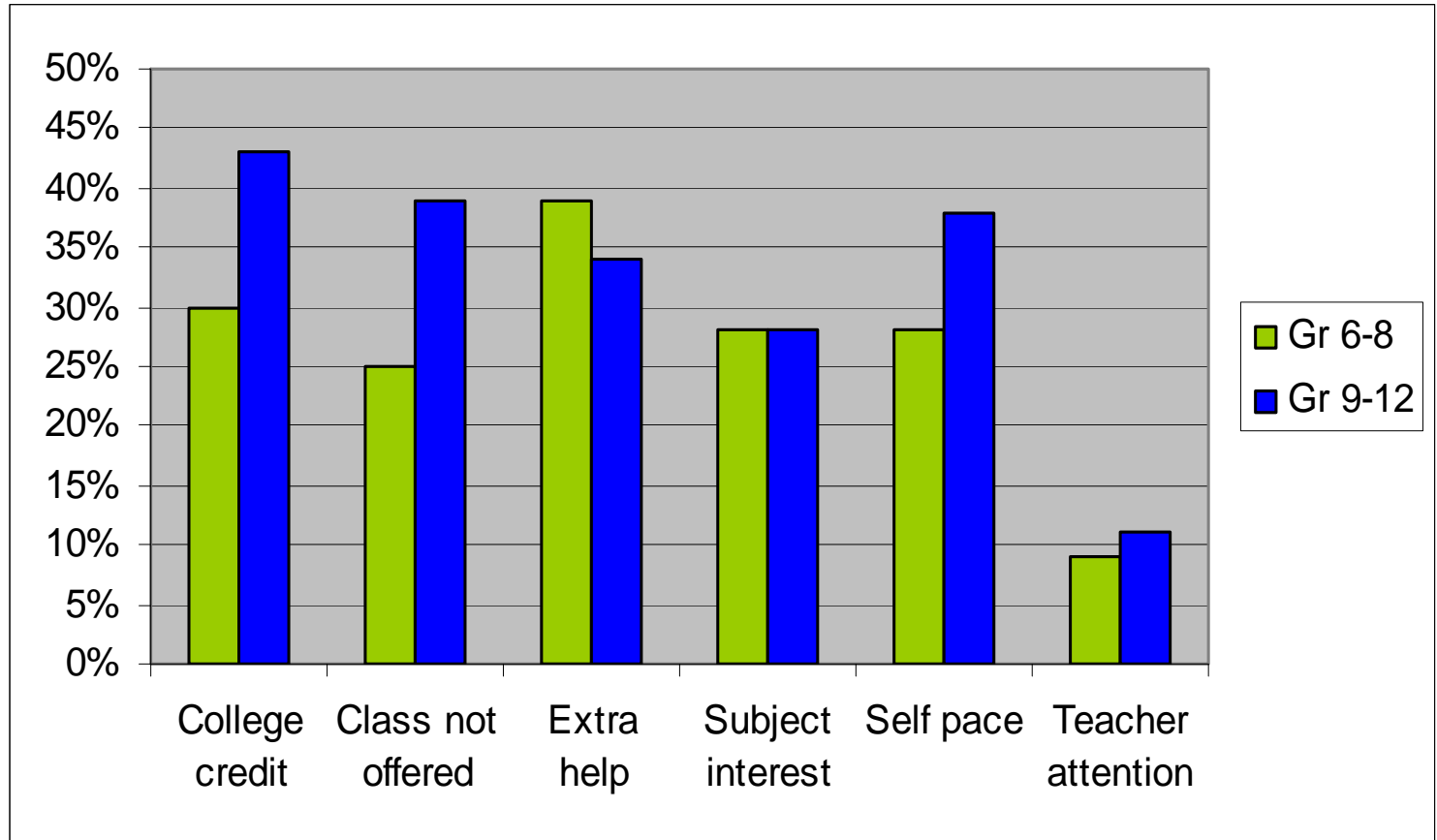
**Result: Continued disconnect
between “in school” and
“out of school” digital lives**

About today's Long Tail Learners

Creating content – personalizing learning

	Gr 6-8	Gr 9-12
Creating slideshows	52%	61%
Personal websites	40%	67%
Blog / Wiki	23%	24%
Remix content	21%	19%
Making videos	15%	20%
Online class interest	53%	69%

Why take an online class?

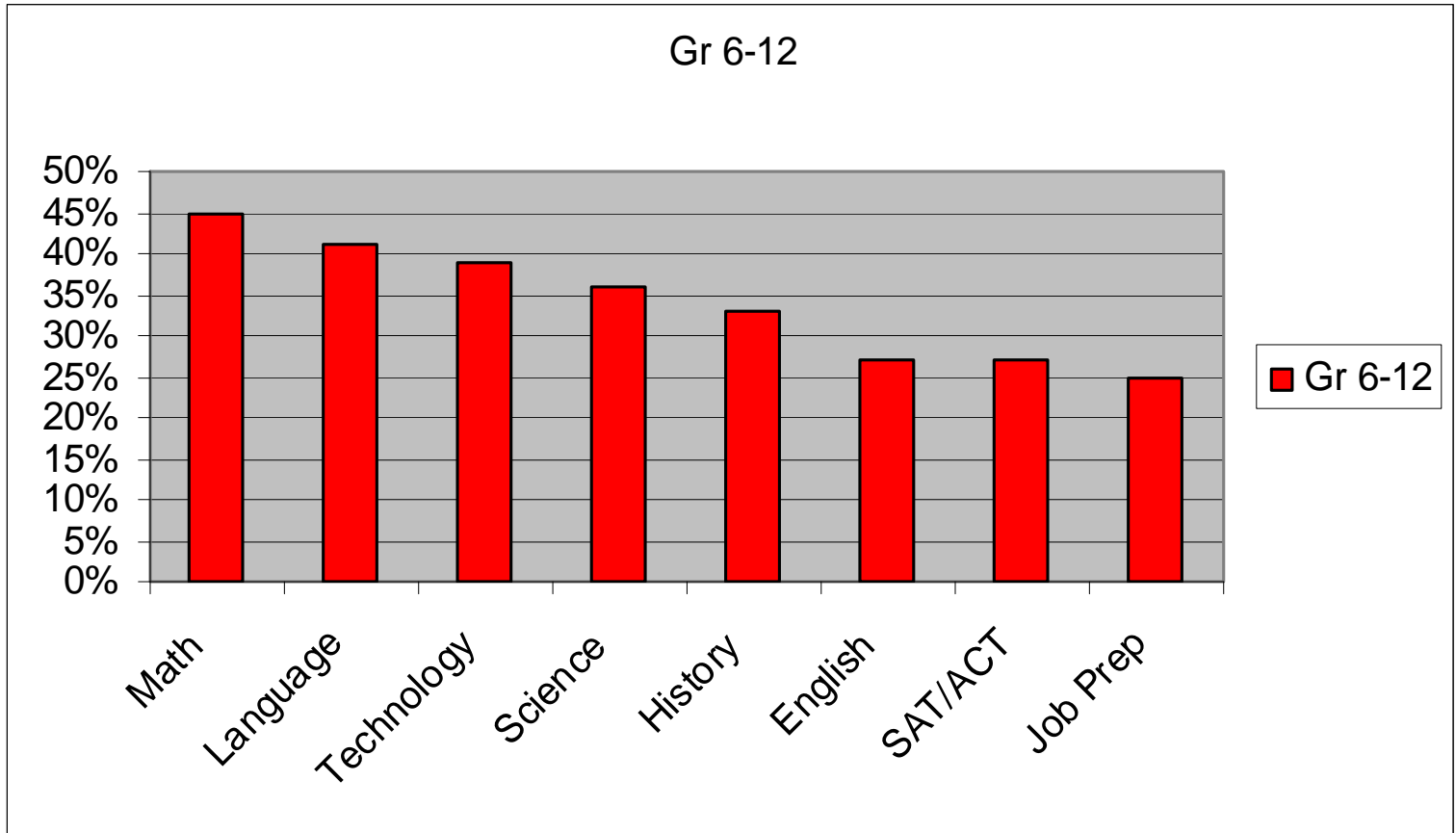


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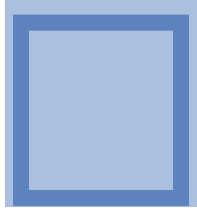
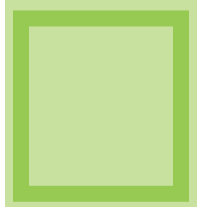
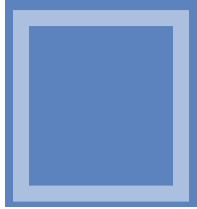
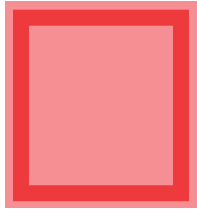
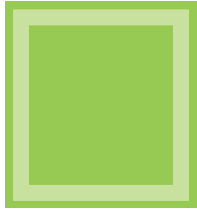
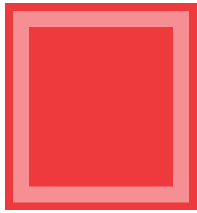


In what subject areas?



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Educational gaming - it's more than just winning for the students!



Long Tail Learners – Speak Up Findings

Educational gaming - it's more than just winning for the students!

Customizing to my interests – 35%

Making decisions that affect outcome – 34%

Ability to take risks – 29%



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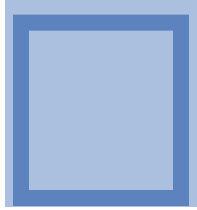
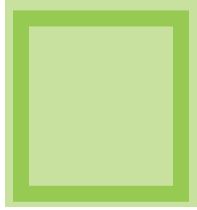
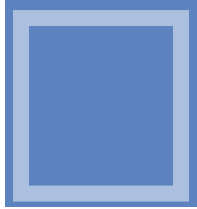
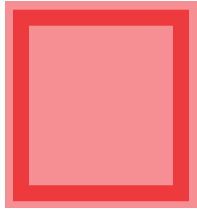
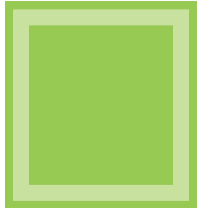
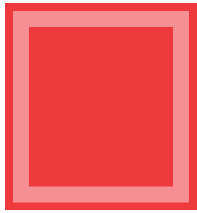
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Benefit:

“I would be directing my own learning”

What can schools do to better address this Long Tail Learner?



What can schools do to better address this Long Tail Learner?

Students say . . .

➤ Let me use my own tech devices

What can schools do to better address this Long Tail Learner?

Students say . . .

- Let me use my own tech devices
- Give me greater access at school

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- Give me greater access at school
- Provide me with tools
- **Ask me what I need!**

Speak Up Resources



**Briefings & Conferences including
podcast of the 2007 Congressional
Briefing – visit www.tomorrow.org**

New report:

***Learning in the 21st Century:
A National Report of
Online Learning
(done in conjunction with Blackboard Inc.)***



What's Next for Speak Up?



Schools & districts using their Speak Up data

Share national data findings with federal and state - [Congressional Briefing on April 8](#)

National, state and local briefings and conference presentations

New special reports

Planning for Speak Up 2008 – October 2008

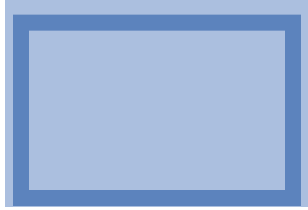
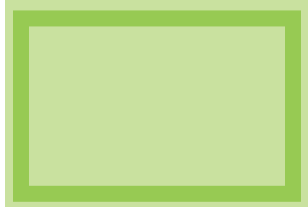
- *New Questions / New Themes*
- *Sign up to receive Speak Up News & Updates*



*How are you addressing the needs of
your Long Tail Learners?*

CoSN Conference – March 2008

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Speak Up 2007

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