



Building Capacity for High-Quality *IDEA* Data

**Early Childhood Conference:  
Improving Data, Improving Outcomes  
Big B Add-on Day**

September 10-11, 2014    New Orleans, LA

# Helping IDC Work for You

**Thursday, September 11, 2014**

***Kay Gallagher***  
IDEA Data Center

***Linda Lynch***  
IDEA Data Center

# Session Agenda

- Background on IDC Communication and Dissemination Activities
- IDC Communication Strategies
- Using Social Media
- Let's Learn to Tweet
- Next Steps and Wrap-Up

# Session Goals

- Understand the role of IDC's Communication and Dissemination team
- Understand how you can contribute to IDC
- Learn how to use social media to interact with IDC
- Invite you to keep in touch

# Purpose of Communication and Dissemination Activities

- Develop and implement a website for:
  - 1) communicating about IDC and its products and services
  - 2) supporting IDC's provision of universal/general TA related to *IDEA* data quality to a broad audience
- Support the Part B and Part C listserves

# Purpose of Communication and Dissemination Activities (cont.)

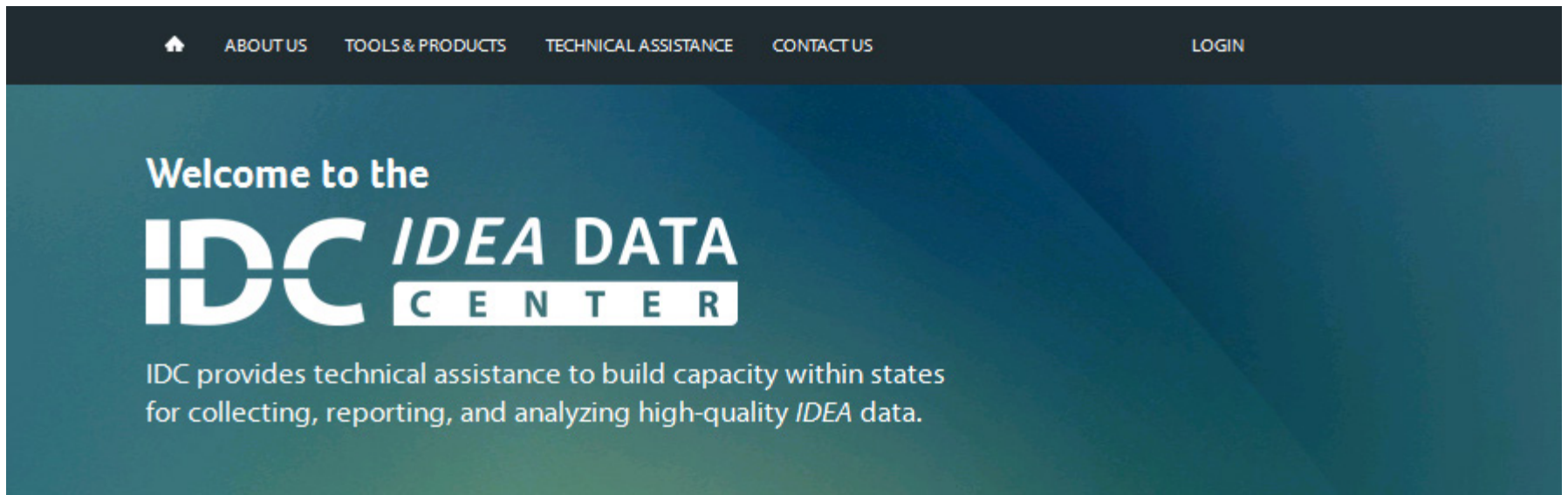
- Create, build, and support a social media network
- Support all IDC activities in general and the specific activities of IDC's four other activity areas

# Purpose of Communication and Dissemination Activities (cont.)

- Help IDC produce products and tools for dissemination through the IDC website and activity area activities
- Support consistent branding of all IDC tools, products, and other project materials

# Website

- ideadata.org
  - Public Site
  - Registered User Login





# Public Website

- About Us
- Tools and Products
- Technical Assistance
- Contact Us
- To Come – Events, Links

# Website – Registered Users

- Registered users are:
  - state and local data managers
  - state and local special education directors
  - 619 coordinators
  - other related state and district personnel
  - *IDEA* data-related TA providers
  - ED staff
  - IDC project staff

# Website – Registered User Login (cont.)

Main areas will include:

- Learning Communities for collaboration, discussion, and sharing of ideas
- State Data Quality Profiles – An interactive tool for storing and reporting out by state and across states information that reflects data quality (i.e., timeliness, accuracy, and completeness)
- Resource Library – compilation of relevant resources collected from the field

# Resource Library

- IDC Resources
- Other Resources
- Establishing Policies and Procedures for Identifying Appropriate Resources
- Public Site and Registered User Site

# Learning Communities

- Possible IDC Communities
  - Assessment
  - Data Quality/Data Use
  - Discipline
  - Educational Environments – Online Learning
  - MOE and CEIS
  - Part C Exiting
  - Preschool Environments
  - Public Reporting of 618 Data

# Learning Communities (cont.)

- Possible IDC communities (cont.)
  - Data Quality Profiles
  - Privacy and Confidentiality
  - SSIP
  
- Your suggestions?

# Listserve

- Listserve members
  - Communicate about *IDEA* data quality, collection, and reporting
  - Discuss ideas, problems, and solutions
  - Share helpful tools and products in a semi-private environment that encourages open and honest dialogue
- The listserve provides instructions for
  - Replying to discussions/topics
  - Creating new discussions/topics
  - Unsubscribing

# Social Media

- Follow us on Twitter: @ideadatacenter
- Join our LinkedIn Group: search Idea Data Center on LinkedIn to join



# Learn to use Twitter



## IDEAdataCenter

@IDEAdatacenter

IDC provides technical assistance to build capacity within states for collecting, reporting, and analyzing high-quality IDEA data.

[ideadata.org](http://ideadata.org)

TWEETS 13 FOLLOWING 6 FOLLOWERS 8 More ▾

Edit profile

Tweets Tweets & replies

 **IDEAdataCenter** @IDEAdatacenter · 21h  
Meet the IDC team that provides leadership & ensures successful & timely completion of IDC activities! [ideadata.org/meet-the-team](http://ideadata.org/meet-the-team)

 **IDEAdataCenter** @IDEAdatacenter · Aug 27  
Learn how [@usedgov](http://usedgov) is changing the way it holds states accountable for the education of students with disabilities: [ed.gov/blog/2014/06/h ...](http://ed.gov/blog/2014/06/h...)

 **IDEAdataCenter** @IDEAdatacenter · Aug 26  
Looking for technical assistance in your state? Find the IDC Part B & Part C liaison for each state here: [ideadata.org/technical-assi...](http://ideadata.org/technical-assi...)

Who to follow · Refresh · View all

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# Some Twitter Basics


- It's an open public network and unless you protect your tweets (that is, make your account private) everything you say can be seen by anyone, right from the start.
- Twitter has some really strange jargon.
- The maximum length of your username is 15 characters.
- It's okay to lurk.
- The maximum number of characters in a tweet is 140.
- Any link you share on Twitter will automatically be shortened.
- You can only send a direct message to somebody if they are following you.
- You don't have to follow people back.
- If you start a tweet with @username, it's a reply.
- If you tag a username anywhere but at the start of the tweet, everybody following you will see that message.

# Anatomy of a tweet



- 140 characters max
- Include links
- Include pictures and videos
- Establish your brand voice – be personable not personal

# Retweets and Hashtags

 Retweeted by IDEAdataCenter



**DaSy Center** @DaSyCenter · Aug 15

Use our new conference hashtag [#ECIDEA14](#) to tweet or post about Improving Data, Improving Outcomes 2014 [ht.ly/Amtqg](http://ht.ly/Amtqg)

  3  

# Favorite



IDEAdataCenter @IDEAdatascener - Aug 27

Learn how @usedgov is changing the way it holds states accountable for the education of students with disabilities: [ed.gov/blog/2014/06/h ...](http://ed.gov/blog/2014/06/h...)



# Next Steps and Wrap Up

- Think about how you can provide input to IDC activities.
- Think about how you can get the most out of IDC services, tools and products, and other activities.

# Contact Us!

Kay Gallagher

[kaygallagher@westat.com](mailto:kaygallagher@westat.com)

Linda Lynch

[lindalynch@westat.com](mailto:lindalynch@westat.com)

# Visit the IDC Website

<http://ideadata.org/>

# Follow us on Twitter

[@IDEAdataCenter](https://twitter.com/IDEAdataCenter)



# Thank You!

***We appreciate your time and participation!***

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