

Ideas for Assessing and Documenting Your CMS Campaign Work

With the pressures of testing schools already face, the Campaign recognizes the value in using a variety of strategies to capture the success of your work in enhancing civic education, while also raising awareness about the work you are doing at your school. Some ideas:

A. Surveys

Pre- and Post Surveys - Let's say your school wants to increase the number of students involved in co-curricular clubs and activities. You could use a simple pre- and post-survey to record the increase in student participation.

Informal Evaluations - Marshall High School in Los Angeles held several professional development sessions for teachers and implemented a special project for multiple classes of students. They used a short, informal evaluation to find out what was learned, what was valuable, and what could be improved.

Additional Ideas for using surveys - Ask teachers and/or students a short set of questions that directly relate to the civic outcomes/promising approaches you are addressing through your strategy. The survey could be used as a pre- and post-test model, or just a post test.

Example for Promising Approach #2:

Create a 5-point scale ranging from "Never" to "A Lot" and ask:

In this class, we have discussions about current events and issues I am interested in.

Students express different points of view about current events and issues.

We learn about different points of view about current events and issues.

We learn facts (not just opinions) about current events and issues.

Resources:

The National Campaign has set up an item bank for civic learning:

http://www.ecs.org/QNA/splash_new.asp

B. Visual Displays

Hallway Display – Create a showcase or bulletin board display to document your Campaign activities. Use photos, examples of student work, quotes and other visuals to raise awareness and provide recognition of your work to enhance civic education.

Consider using phrases from your school or district mission statements about educating for the future, effective citizenship, democracy, etc.

Web Page – Create a web page for your school’s website to feature your school’s commitment to civic education. Use the permission form in the *Campaign Media Guide for Schools* to legally post photos of students and adults. Send the web page to the Campaign to include on their site.

C. Presentations & Publicity

Anytime you prepare a presentation or outreach piece, you are also documenting your activities. If you get press coverage, the articles or video become part of your documentary.

School Board Presentation – Gather CMS Leadership Team members and students to make a presentation to your school board about your efforts to enhance civic education. Create a PowerPoint presentation or other visuals to share. What you say and do during the presentation becomes documentation of your activities and successes. Take photos of your team presenting to include in visual displays.

School Paper – Ask students, teachers, parents, or CSM Leadership Team members to write articles to publish in your school newsletter or newspaper. A series of short articles or essays would provide documentation of your activities, while also raising awareness about the importance of civic education.

Local Media – Invite local media to cover Campaign activities that demonstrate high-quality civic education. The *Campaign Media Guide for Schools* provides tips for contacting and working with the media.

Additional Presentations to Consider – Raising awareness about civic education, as well as providing recognition of existing and new activities at your school that address the promising approaches can generate support and enthusiasm. A simple, low-cost way of doing this is to include the Civic Mission of Schools on the agendas of a variety of meetings that normally take place on campus and in the community. Meetings such as PTA, Student Government, Neighborhood Watch or Improvement meetings, or Open House/Back to School events can provide good forums.

Don't forget to send the Campaign photos, articles, and any other documentation we can share with others!

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