

## MEMORANDUM

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To: Superintendents  
From: Ron Koehler, president  
Michigan School Public Relations Association  
Date: October 1, 2002  
Re: Take the Test Day: November 2002

I invite you to join your colleagues across the state to participate in **TAKE THE TEST: November 2002**. This campaign is being mounted to build public understanding about MEAP and Michigan's high standards for student achievement.

On November 12, MSPRA will kick off this statewide, public engagement effort with **TAKE THE TEST** Day in Lansing. State legislators and other governmental officials, business leaders, Lansing-area media, and others are expected to participate in the event.

We are encouraging all ISDs and local school districts to participate in this program by inviting school board members, key community leaders, business/chamber of commerce representatives, news reporters and other key opinion leaders to participate in a workshop that includes taking a sample MEAP test and an informative question-and-answer session. You are welcome to schedule your local **TAKE THE TEST** event anytime during or after the week of November 11.

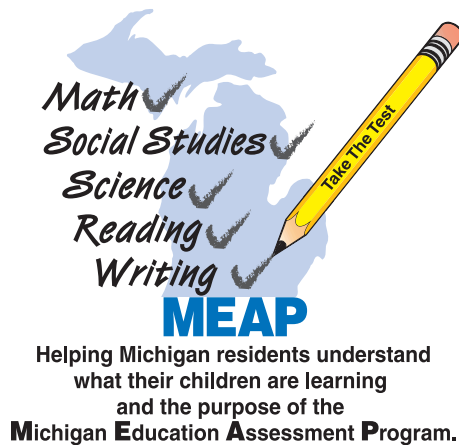
Included in this packet are materials you will need to conduct this workshop in your local community. Packet materials include:

- An overview of MEAP
- Helpful website links for parents and students
- A press release for use with your local media
- An event checklist
- An evaluation form to collect suggestions for improvement for next year

A sample test and a PowerPoint presentation will be made available via the Internet on [www.mspra.org](http://www.mspra.org), [www.masb.org](http://www.masb.org), and [www.gomasa.org](http://www.gomasa.org), in early October to download and use in your own local **TAKE THE TEST** event.

I encourage you to participate in **TAKE THE TEST** to help build community understanding about what students are expected to learn and how Michigan assesses what children know.

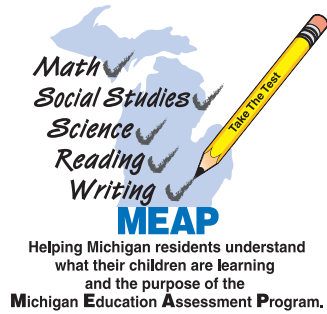
If you have any questions about **TAKE THE TEST** or the kit material, please contact me at 616.364.1333.



### **TAKE THE TEST Event Checklist**

1. Pick a date, time and place to host your **TAKE THE TEST** program.
2. Appoint an event coordinator(s).
3. Send an announcement to all your school board members, staff, EA leaders, parent booster groups, PTA/PTO, and community education directors/facilities about the event.
4. Send personal invitations, on school district letterhead, to your community “opinion leaders” – media representatives (editors/station managers/news directors); elected officials; business/industry council or Chamber of Commerce; clergy; and service clubs.
5. Send news release to local media announcing the event and extending invitations to the media who attend your school board meetings to participate in **TAKE THE TEST**.
6. Duplicate/print sufficient copies of the test booklet, answer sheet and other handouts using the materials downloaded from [www.mspra.org](http://www.mspra.org), [www.masb.org](http://www.masb.org) or [www.gomasa.org](http://www.gomasa.org).
7. Review the PowerPoint presentation and speakers’ notes for use with your groups. The PowerPoint presentation may be made into overheads.
8. Set aside time for questions and answers from participants.

*You may want to consider: your location for accessibility to building/parking; room set-up for a PowerPoint/slide presentation; room set-up for test taking; have light refreshments and pens and paper available. The event should take 1 to 1\_ hours, depending on the number of participants.*



**TAKE THE TEST Evaluation**

*Please take a few minutes to provide us feedback on the **TAKE THE TEST** program. Information you provide will help us evaluate the effectiveness of this activity at a state and local level.*

School District name: \_\_\_\_\_

Evaluator's name/phone: \_\_\_\_\_ (\_\_\_\_) \_\_\_\_\_-

Date of your local **TAKE THE TEST** event: \_\_\_\_\_

Number of participants: \_\_\_\_\_

Please answer the following questions based on a scale of 1-5 (5 being the highest ranking, and 1 the lowest):

	Highest 5	4	3	2	Lowest 1
How would you rate the <b>TAKE THE TEST</b> kit materials in total?					
How would you rate the PowerPoint presentation?					
How would you rate the MEAP test and answer sheet?					
How would you rate the question-and-answer sheet?					
How would you rate the event checklist?					
How would you rate your local event?					

Do you recommend we continue this project next year?     Yes     No

How could we improve this event? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Additional comments (what went right; what could be improved?)  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

***Please return via fax to Ron Koehler, Kent ISD, 616.364.1488.***