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# Resource Guide for Education Outreach Professionals

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## **About DeHavilland Associates**

DeHavilland Associates is a consulting and communications firm that helps its corporate, nonprofit, and association clients understand and connect with the K-12 community. The company designs, manages, and evaluates outreach campaigns and partnership programs for its clients and creates original initiatives to help educators and education stakeholders establish and strengthen dialogue for the benefit of public education.

For more information, visit [www.dehavillandassociates.com](http://www.dehavillandassociates.com).

## **About the Business/Education Partnership Forum**

Created and managed by DeHavilland Associates, the Business/Education Partnership Forum is an online clearinghouse for anyone interested in learning how to build effective business/education partnerships. This clearinghouse offers news and announcements, links to resources, a directory of organizations involved in business/education partnerships, and a monthly newsletter.

For more information, visit [www.biz4ed.org](http://www.biz4ed.org).

## **About the Effective Education Partnerships Conference**

The Effective Education Partnerships Conference (EEPC) is an annual two-day meeting for the practitioners of business/education partnerships, including chambers, business coalitions, individual businesses, school and district leaders, and others interested in hearing case studies and effective practices from others in the field. EEPC will be held July 10-11, 2008 in Fairfax, VA.

For more information, visit [www.eepc2008.com](http://www.eepc2008.com).

# Resource Guide for Education Outreach Professionals

*Understanding the K-12 market and designing, marketing and evaluating effective K-12 outreach programs*

Education outreach professionals must have expertise in many areas: they not only need extensive knowledge of the K-12 market, but they also must be familiar with a wide range of disciplines, including strategy, planning, management, marketing, and evaluation. However, because K-12 outreach is a young (but growing) field, there are no dedicated associations or clearinghouses where practitioners can go to access the information they need.

This guide has been developed to help education outreach practitioners, offering a list of resources to help them quickly find authoritative information on the K-12 market and on the design, promotion, and evaluation of education outreach initiatives.

If you know of any resources that should be listed here, please email information to Brett Pawlowski of DeHavilland Associates ([brett@dehavillandassociates.com](mailto:brett@dehavillandassociates.com)) so that this resource guide can continue to grow.

## Resources for Understanding the K-12 Market

The Public Education Primer, Center on Education Policy  
The primer provides a complete picture of the nation's public schools with data about students, governance, funding, achievement, teachers, and non-instructional services. Free PDF file.

<http://www.cep-dc.org/pubs/publiceducationprimer/PublicEducationPrimer.pdf>

National Center for Education Statistics, US Department of Education  
NCES, a service of DoE's Institute of Education Sciences, is the primary federal entity for collecting and analyzing data related to education, and provides relevant information on almost every aspect of the market. Free website.

<http://nces.ed.gov/>

The Complete K12 Report, Education Market Research  
Offers original research on various facets of the education market, including sales and usage data, competitive information, and targeted market reports. Report, \$1,250.  
<http://www.ed-market.com>

Education Market Research Newsletter, Education Market Research

A monthly newsletter on the business of education, including market research, adoption cycles, industry news, and executive interviews. Newsletter, \$695/year.

<http://www.ed-market.com>

Business/Education Partnership Forum, DeHavilland Associates

Provides news, information, resources, and a directory of organizations for anyone interested in business/education partnerships. Free website.

<http://www.biz4ed.org>

Education Week, Editorial Projects in Education  
The newspaper of record for the education market. Newspaper with website, \$74.94/year.

<http://www.edweek.org>

Education Week Resource Center, Editorial Projects in Education

Offers research tools, special reports, a glossary, a comprehensive list of education organizations, and other valuable resources. Free website.

<http://www.edweek.org/rc/index.html?levelId=2300>

Partnerships 2000, National Assn. of Partners in Education  
Results of a survey regarding the status and characteristics of school-community partnerships. Free PDF file (32MB).

<http://www.napehq.org/survey%20book.pdf>

State and National Standards, Various

Standards define what is to be taught in the classroom, and should be reflected in any content- or skills-based programs developed for classroom use. Free websites.

<http://www.statestandards.com> (state)

<http://eduscapes.com/tap/topic28.htm> (national)

## Resources on Strategy and Program Planning

The How-To Guide for School-Business Partnerships, The Council for Corporate & School Partnerships  
Practical guide to establishing business/education partnerships. Includes worksheets. Free PDF file.  
[http://www.corpschoolpartners.org/pdf/coke\\_how\\_to\\_guide.pdf](http://www.corpschoolpartners.org/pdf/coke_how_to_guide.pdf)

Guiding Principles for School-Business Partnerships, The Council for Corporate & School Partnerships  
Principles, survey results, and case studies all related to effective business/education partnerships. Free PDF file.  
[http://www.corpschoolpartners.org/pdf/guiding\\_principles.pdf](http://www.corpschoolpartners.org/pdf/guiding_principles.pdf)

Cause Marketing Forum, Cause Marketing Forum  
Presents resources and information on all aspects of cause marketing. Free website.  
<http://www.causemarketingforum.com>

Business Education Network, US Chamber of Commerce  
Online resource offering an extensive directory of case studies, links to resources, and an original report on the state of partnerships in 2005. Free website.  
<http://www.businesseducationnetwork.com/bclc/ben>

Options in Education Outreach, DeHavilland Associates  
This white paper outlines various program models that organizations can use to make an impact on education. Free online article/PDF file.  
<http://www.dehavillandassociates.com/resources.html>

7 Steps to Building Your Education Outreach Campaign, DeHavilland Associates  
A step-by-step guide to building an outreach initiative that creates positive outcomes for schools and for the sponsoring organization. Free online article/PDF file.  
<http://www.dehavillandassociates.com/resources.html>

Making the Business Case, Center for Corporate Citizenship  
Presents research and case studies demonstrating the ways in which organizations benefit from their investment in public outreach. Free PDF file; registration required.  
<http://www.bccc.net/index.cfm?fuseaction=document.showDocumentByID&DocumentID=312>

Checklists for Education Outreach Campaign Design, DeHavilland Associates  
A series of checklists on designing, promoting, and evaluating education outreach campaigns. Free PDF file.  
<http://www.dehavillandassociates.com/resources.html>

## Resources on Marketing/Outreach

The Expert's Guide to the K-12 School Market, Internet Monitor  
A collection of articles on reaching the K-12 market from some of the top names in the industry. Includes a resource index. Book, \$114.  
[http://www.sellingtonschools.com/index2.php?lang=ENG&page=p\\_k12.html](http://www.sellingtonschools.com/index2.php?lang=ENG&page=p_k12.html)

Selling to Schools, Focus Marketing  
A website and monthly e-newsletter offering free tips, information, and resources for marketing and selling technology products to schools. Free website.  
<http://www.sellingtonschools.com>

School Marketing Newsletter, School Market Research Institute  
A monthly print newsletter devoted to all aspects of marketing to educators and schools. Newsletter, \$119/year.  
<http://www.school-market.com/newsletterpage.html>

Successful School Marketer, Market Data Retrieval  
Offers information on industry events, summarizes new research, and provides tips on marketing to schools. Free e-newsletter.  
<http://www.schooldata.com/esubscribe/>

Educator Buying Trends, Market Data Retrieval  
This report, based on a 2002 survey, presents information on educators' opinions and experiences with their classroom-related buying patterns and preferences. Report, \$159.  
<http://www.schooldata.com/mdrreports.asp#trends>

Tools for Marketing Your Education Outreach Program, DeHavilland Associates  
A white paper identifying primary channels for marketing to educators. Free online article/PDF file.  
<http://www.dehavillandassociates.com/resources.html>

### Communications Toolkit, Cause Communications

A thorough resource offering practical information in virtually every area of communications. Not education-specific, but valuable for anyone developing and implementing a communications plan. Free PDF file; requires registration.

[http://www.causecommunications.org/CC/CC\\_news06\\_1.html](http://www.causecommunications.org/CC/CC_news06_1.html)

## Resources on Evaluation

### Handbook of Practical Program Evaluation, Jossey-Bass

A comprehensive resource on evaluation, outlining multiple methods for assessing program results. Book, \$68.

<http://www.josseybass.com/WileyCDA/WileyTitle/productCd-0787967130.html>

### Guidelines and Standards for Measuring the Effectiveness of PR Programs and Activities, Institute for Public Relations

This guidebook helps to define standards in measuring and evaluating the effectiveness of PR efforts against pre-determined outputs, outtakes, and outcomes. Free PDF file.

[http://www.instituteforpr.org/index.php/IPR/research\\_single/measuring\\_activities/](http://www.instituteforpr.org/index.php/IPR/research_single/measuring_activities/)

### Considerations for Measuring Public Affairs' Value, Public Affairs Council

Provides insight on defining the value of public affairs, articulating its value proposition, and aligning cost with value. Paid report, \$30.

<http://www.pac.org/page/Publication-22903.shtml>

### How to Measure the Performance of Your Outreach Programs, DeHavilland Associates

A white paper outlining key concepts in tracking outcomes and measuring ROI. Free online article/PDF file.

<http://www.dehavillandassociates.com/resources.html>

### Public Relations Generally Accepted Practices (GAP) Study III, Council of Public Relations Firms

This 2005 report examines how organizations view, use, and organize their in-house public relations departments. Includes information on the frequency of measurement tool usage. Free PDF file.

[http://www.prfirms.org/docs/council\\_publications/2005/GAP\\_2005-08-10.pdf](http://www.prfirms.org/docs/council_publications/2005/GAP_2005-08-10.pdf)

*Brett Pawlowski is President of DeHavilland Associates, a consulting firm specializing in campaign design and communications and evaluation strategy in the education outreach market. He has spent several years working with organizations on their education outreach strategy and is a recognized voice in the industry.*



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