

# FLORIDA DEPARTMENT OF EDUCATION



Pam Stewart  
Commissioner of Education



## Public Broadcasting Research and Reporting Criteria

### Public broadcasting proviso language - 2012-13

Prior to July 31, 2012, the Department of Education shall establish research and reporting criteria to measure the learning gains, as defined in section 1008.34 (3) (b), Florida Statutes, of students with school-day contact with public broadcasting educational material. Each public broadcasting station and district school superintendent shall cooperate with the Florida Department of Education in providing a report by June 30, 2013, to the Chair of the House of Representatives PreK-12 Appropriations Subcommittee, the chair of the Senate Budget Subcommittee on Education PreK-12 Appropriations, and the Executive Office of the Governor comparing student learning gains for those receiving instruction using such educational materials to similarly situated students who do not receive such instruction. The data shall be aggregated by subgroup appropriately so as to maintain privacy of individuals and shall include usage rates by district, school, and grade level by month, and subject area.

### Objective

Determine whether students with school-day contact with public broadcasting educational material make learning gains and whether those learning gains are greater than similarly situated students who do not have school day contact with public broadcasting educational materials.

### Program to be Evaluated

Florida public television stations have recommended the Martha Speaks Program and the Martha Speaks Reading Buddies (MSRB) training as the program to be evaluated in compliance with this proviso language. Martha Speaks is a 10 week program in which kindergarten students are paired with fourth grade students as reading buddies. Florida public television stations will partner with 24 school districts to implement the program. The evaluation will measure the learning gains of the students that participate in the program as well as a demographically similar comparison group of students at the school or a neighboring school that does not participate in the program. The evaluation will determine whether there are differences in learning gains between the Martha Speaks students and the comparison group. Florida public television stations have contracted with researchers at Florida State University and the University of Maryland to will consult on the training of teachers, project liaisons, and research assistants; design assessments; and analyze the data for the evaluation. Attachment A provides the Florida public television research plan.

### Identification of students participating in the program

- Districts included in the evaluation in conjunction with Florida public television stations will identify students participating in the program and a demographically similar comparison group. This information will be provided to the Department of Education through the Bureau of Education and Information Services (EIAS) as needed.

## **Measures of student performance and learning gains for students participating in the Martha Speaks program**

- Martha Speaks' educational goal is to improve children's oral vocabulary using research-based instructional methods. Assessments around this program measure performance in the reading subject area. These assessments will include the Peabody Picture Vocabulary Test 4 in kindergarten and the Gates MacGinitie Reading Test Vocabulary Subtest in fourth grade. In addition, Florida Assessments for Instruction in Reading (FAIR) and FCAT data will be used to assess performance. Finally, surveys of teachers and students will be used to collect data on teacher and students views about the program and student motivation and learning in the program.
- Evaluators will analyze data gathered from pre and post-test assessments to measure performance and learning growth. Analyses will investigate pre- to -post test differences to determine the effect of Martha Speaks Reading Buddies on students' vocabulary learning and growth. Differences in effect by level of pre-test vocabulary knowledge and demographic background characteristics (e.g., racial/ethnic, language, and socioeconomic status) will also be investigated. Finally, survey data will be analyzed to evaluate teacher and student views on the program and student motivation and learning in the program.

## **Comparison of learning gains of students in participating in the Martha Speaks program with other demographically similar students**

- A comparison group of students will be selected to be as demographically similar to the group participating in the Martha Speaks program using the following characteristics, age, free or reduced lunch status, exceptional student education status, race/ethnicity, and prior assessment performance.
- Assessments used to compare performance may include FAIR for kindergarten students and FCAT 2.0 for fourth grade students. Other assessments, may be identified in districts where FAIR is not available for measuring kindergarten student performance. These assessments will be used to compare students who did and did not receive Florida Martha Speaks Reading Buddies programming exposure.

## **Reporting information**

- Florida public television stations and their researchers will produce a written report and presentation before June 30, 2013 on the quantitative and qualitative findings of the study that discusses the effects of the program on kindergarten and fourth grade student outcomes, teacher and student views on the program, and student motivation in the program. The report will provide information on whether the research finds statistically and/or practically significant differences for students receiving the program and those not receiving the program after controlling for demographic characteristics. The report will specifically indicate whether kindergarten and fourth grade students participating in the program made reading comprehension and vocabulary gains while participating in the program. In addition, the report will indicate whether the students participating made more, less, or similar gains to comparable students based on the districts FAIR and FCAT 2.0 reading assessments.

## **District Assessments**

The following assessments are used by the districts expected to participate in the study. The Florida Kindergarten Readiness Screener (FLKRS) and FAIR assessments are available for use in all districts for comparison purposes for students not participating in the Martha Speaks program.

- **Alachua–FLKRS/FAIR**
- **Broward –FLKRS/FAIR**
- **Collier – FLKRS/FAIR**
- **Duval – FLKRS/FAIR**
- **Escambia – FLKRS/FAIR**
- **Flagler–FLKRS/FAIR**
- **Gadsden–FLKRS/FAIR**
- **Hillsborough –FLKRS/FAIR/SAT10**

- **Lee – FLKRS/FAIR/CCE**
- **Leon – FLKRS/FAIR/ITBS**
- **Marion – FLKRS/FAIR**
- **Martin–FLKRS/FAIR**
- **Miami-Dade – FLKRS/FAIR**
- **Orange – FLKRS/FAIR**
- **Palm Beach – FLKRS/FAIR/DAR/SRI/Other diagnostic tests**
- **Pinellas–FLKRS/FAIR**
- **Polk – FLKRS/FAIR**
- **Santa Rosa – FLKRS/FAIR/STAR/DEA**
- **Seminole – FLKRS/FAIR/DIBELS**
- **St. Johns – FLKRS/FAIR/DE (Thinklink)**
- **Volusia – FLKRS/FAIR**

### **PBS Administered Assessment**

The assessments administered by the Florida public television researchers will collect the following information and will assess reading comprehension and vocabulary.

- **Common Data Elements on Both Assessments**
  - Student First Name
  - Student Last Name
  - Race/Ethnicity
  - Home Language
  - Mother’s Educational Level
  - Father’s Educational Level
  - Free or Reduced-Price Lunch Status
- **Peabody Picture Vocabulary Test 4 (Kindergarten Assessment)**
  - Pre-test vocabulary score
  - Post-test vocabulary score
  - Florida State Assessment Data
  - Standard score
- **Gates MacGinitie Reading Comprehension and Vocabulary Test**
  - Pre-test vocabulary score
  - Post-test vocabulary score
  - Oral reading fluency measure
  - Maze task measure
  - Florida State Assessment Data