

NDPS Certification Program Field Project Report

Professional Resources/Publications Analysis for NDPC/N

Dr. Patrick J. O'Connor

Kent, Ohio

(330) 672-0689

poconnor@kent.edu

Key words: NDPC publications

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Funding Sources

NDPC/N Fellows

Project Cost and Budget Narrative

N/A

Scope and Setting

This project will address the need to redesign the NDPC/N publications agenda and profile. The primary outcome is to prepare a publications agenda for NDPC/N to implement in the short term (2 years) and long term (5 years). The plan will include publications recommended for phase out, those recommended for update/revision, and new publications to be developed. Also, new delivery formats and a “contemporary look” for publications will be explored. The project will follow the principles of “design thinking” pioneered by the Henry Ford Learning Institute.

Staffing Pattern

Dr. O’Connor will coordinate with Ms. Cairen Withington, NDPC Assistant Academic Program Director for Research, Evaluation, and Public Relations; along with assistance from other NDPC/N Fellows, including Dr. Eurmon Hervey.

Population Served

- Number of students, subjects, or participants:
All NDPC/N members and readers of monographs and other publications produced by NDPC/N.
- Description of project participants (ages, grades, demographics, etc.):
Youth authors/subjects, researchers, policymakers, educators, and dropout prevention professionals.
- Participant selection criteria:
Knowledge of subject and reputation.

Project Origination

Dr. O’Connor approached NDPC/N leadership team and Fellows with need to redesign publications. He prepared drafts of a plan to redesign the publications profile with input from Dr. Sandy Addis, Director, NDPC/N; Ms. Cairen Withington; and NDPC/N Research Fellows.

Issues Addressed

Publications have historically been a primary outcome of the Center. The publications distinguish the Center as the leader in resources on dropout prevention. Approximately 100 research-based publications have been developed in the last 26 years and provided to numerous practitioners throughout the nation. In recent years, the available publications have declined in number and emphasis. A redesign of the publications will enable the Center to retain the national leadership role it has had since inception.

Desired Outcomes and Measurable Objectives

- Profile of existing publications/inventory including sales history and trends according to assessment criteria and evaluation metrics.
- Input from users and authors on valued added by publications, i.e., who is using what for what purpose and the resulting impact.
- Explore new topics, “look,” and delivery formats for publications.
- Two-year and five-year publication agenda.

Strategies and/or Interventions

A review of all publications was conducted to determine sales history and trends. Authors and customers were surveyed to determine their experiences with Center publications and solicit new topics for future publications and ideas for new formatting and style. Similar publications from other organizations were examined to determine new formats/style. Leadership from the Henry Ford Learning Institute was consulted for advice on the redesign.

Project Timeline

Dr. O’Connor developed drafts of the project plan in fall 2015 receiving feedback from Fellows, Ms. Withington, and Dr. Addis. This resulted in the following timeline for 2016:

- February - plan submitted to Board for input
- April - profile and input from customers and authors complete
- June - explore new topics, “look,” and formats complete
- July - draft of publications agenda reviewed by NDPC/N leadership team
- October - publications agenda shared with board for input.

Special Conditions and/or Expertise Required to Carry Out the Project

- Surveys developed for customers and authors
- Project team members interviewed customers and authors
- Data collection and analysis of past Center publications

Outcomes and Achievements

A plan, a timeline, and initial leadership consensus.

Outcomes Related to School Completion and Graduation Rates

Resources will be developed or updated to assist those who work with or on behalf of students at risk of dropping out of school.

Current Status of Project

The Project plan is being presented to NDPC/N board for input and approval at Myrtle Beach conference, February 2016.

Role in Project as a NDPS Certification Program Participant

Prepared drafts, solicited input and guidance from Fellows and NDPC/N leadership. Presented plan to board and conducted interviews.

Advice for Dropout Prevention Practitioners About the Project

None thus far.