



# Quality Assurance for School Channel Programs

NTC  
Ed Talks





Pat Rowan, Vice President of Operations, shares his thoughts on the quality assurance process at NTC.



At NTC, we connect organizations with schools to engage students on many different topics.

We use a variety of communications platforms to

connect with them in ways that they understand. This works whether they are a first-grader learning to read or a senior in high school planning their career.

## Quality Assurance in School Programs

What exactly is quality assurance? Webster's Online Dictionary defines it as *"the maintenance of a desired level of quality of service or product, especially by means of attention to every stage of production."*

Based on our 40 years of experience with schools, I'm going to share with you how we use:

- Quality data to target the right schools
- Real-time evaluation of our events and curriculum
- Activation data for parent opt-in behavior at home

## Customized CRM

Let's start with schools, our most valued channel. In order to target the correct schools, it's necessary to have the most up-to-date data and demographics for every school in the country. We know the number of students at each school. We know the grade level breakdown of the school and the designations of public or private, rural or suburban and low to moderate to high income levels. And we know the number of teachers and their contact information.

In order to have this information available at all times, we enter real-time data into our customized CRM (customer relationship management) program. This gives us access to the participation history of each school; from shipments we've made to the live events we've performed. By doing this, we can guarantee that each presentation, and the supplemental materials arrive on time. And we know exactly when and with whom we've communicated with at each school.



## Real-Time Evaluation

Once we've targeted the correct schools, the best time to measure the quality of our programs is when we activate our field personnel.

At all live presentations and whole school events, we ask for, and subsequently receive, teacher evaluations in real-time of all of our communication platforms:

- Live presentations
- Print curriculum
- Professional training videos
- Online games
- Websites for parent opt-in

This real-time evaluation from every teacher guarantees our ability to quantify our effectiveness and the impact that we have on students and their families. We receive the evaluation

scores and teacher feedback from every school so that we can accurately assess and make corrections as needed – instantly.

Last year, we received **6,100** educator evaluations and an overall educational value rating of **6.5** out of **7**. In terms of a school grade, that's a solid A. Our field personnel were given **6.9** out of **7** for their professional and courteous manner. This is a critical measure of quality. When our representatives show up in person at a school, they represent not only NTC, but also the client who is funding the program.

In addition, **98.7%** of all the schools that we visit request to have the program back again the following year.



## Independent Third-Party Evaluations

Not only do we measure quality through teacher evaluations, but we also have years of pre- and post-test data conducted by independent third-parties that measure learning and behavior change. Through those peer-reviewed studies, we have discovered significant positive behavioral changes in students who work with our educational materials and view our presentations. It's very clear that engagement with our live presentation is the single largest determinant that results in improved knowledge, skills and behavior change. The data from multiple and continuous evaluation studies show that students actually do improve their score from pre-test to post-test compared to a control group.

## Quality Assurance at Home

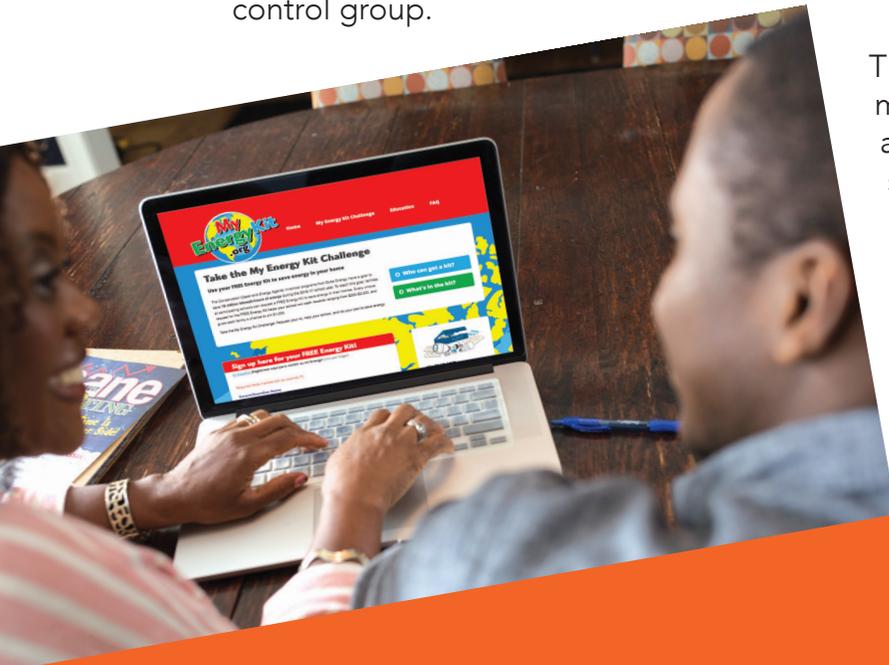
We continue to measure quality after the student leaves their school. We create custom websites that drive specific actions and behaviors in the home. Through analytics, we are able to track that data in real-time and measure our parent activation. This all starts with the skills taught at school through our live presentations.

## You Can Manage Only What You Can Measure

Therefore, to guarantee the success of our school programs, it is necessary to have the quality data and measures in place to:

- Target the right schools
- Measure and evaluate in real-time
- Track parent opt-in activation

The right quality assurance program makes for satisfied students, teachers and schools, which in turn, means satisfied clients.



NTC is a premium provider of educational programming with operations in the U.S., Australia and New Zealand. We work directly between schools and clients to promote beneficial behaviors and life skills to students in grades K-12 on a local, regional and national level.

Since 1978, we have formed connections and helped develop relationships between thousands of schools and corporations, nonprofits and governmental organizations. Our value is not just in the impact we create; our turnkey services also change the lives and trajectories of students, mobilize parents and entire families with beneficial messages, and cultivate community-wide goodwill for clients.

Our award-winning educational programs are provided free for schools and are customizable to accommodate specific messages and goals for clients. Through formats including live performance, in-class discussion, graphic novels, print curriculum, and digital games and activities, we present topics such as energy conservation, safety, financial literacy, STEM, water and environmental stewardship, and health and social responsibility in ways that engage and empower students. In doing so, we are helping our clients to be forces of change for students, parents and communities.

Everything  
Connects with

