



EDUCATION**SECTOR**

Independent Analysis, Innovative Ideas

Blogging the Think Tank Way

Kevin Carey
Education Sector



Education Sector

- A new independent education policy think tank, launched in January 2006
- Goal: Combine the best of policy and journalism
- Founders: Andy Rotherham, former advisor to President Clinton, PPI
- Tom Toch, education writer at U.S. News, author of “High Schools on a Human Scale”



Two Blogs: *Eduwonk* and *The Quick and the ED*

- One of multiple distribution outlets for ideas, content
- Real-time commentary
- Re-purpose / update previous reports
- Flexible space for smaller policy ideas, in-depth commentary
- Direct communication with influential audience of policymakers, journalists

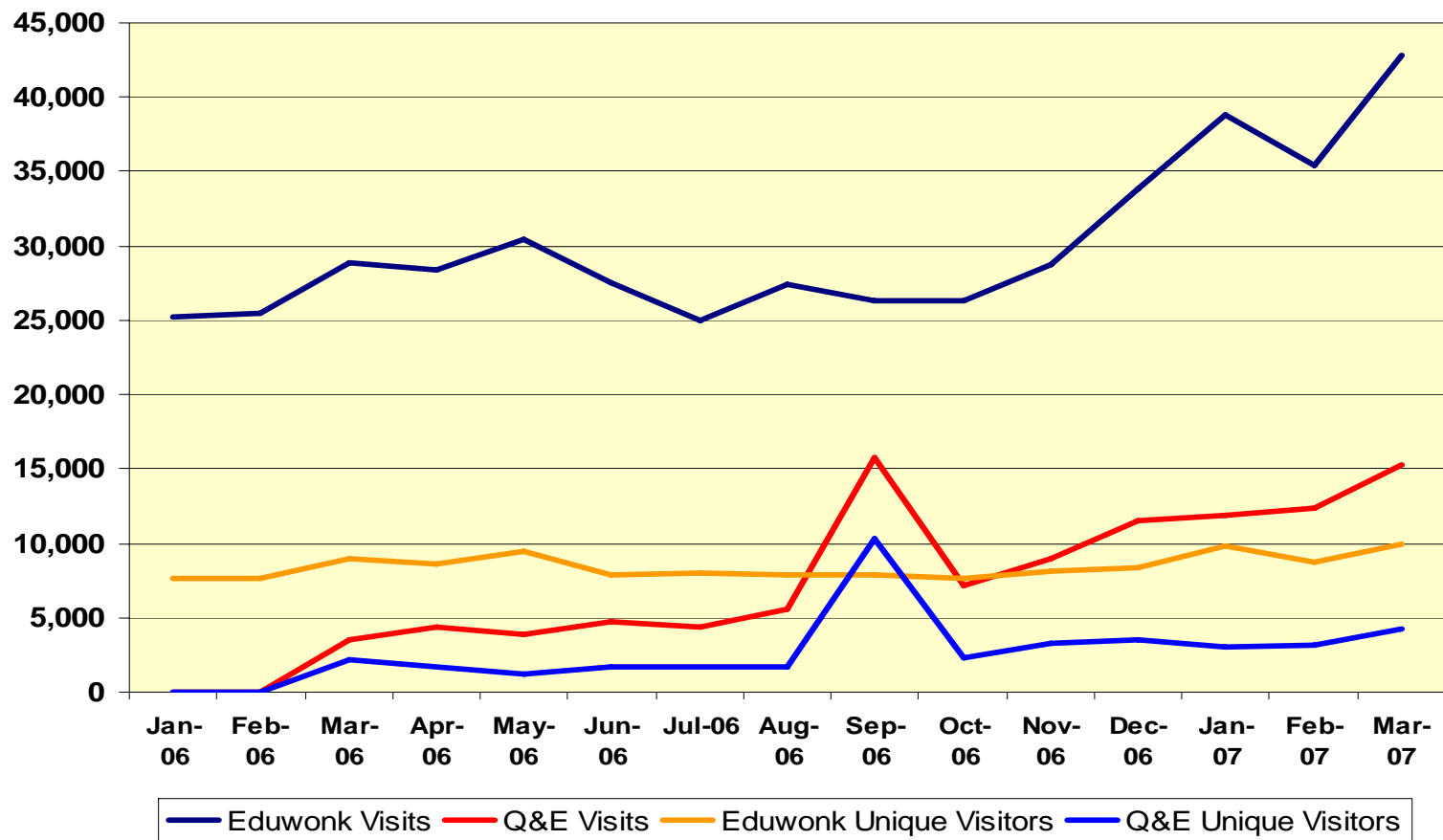


Issues to Resolve

- **Identity:** Organizational vs. individual voice, news vs. opinion
- **Diversity:** Each blog has different goals, format, voice, authors
- **Editorial standards:** Ensuring quality, integrity
- **Workload:** Prioritization vs. larger projects

Steady Growth in Readership

Education Sector Blog Statistics, 2006 - 2007





Impact – Small to Large

- **March 12** – *Quick and Ed* post on NCAA tournament, college graduation rates
- **March 25** – Education Sector and the New American Foundation collaborate on *Washington Post* Sunday Outlook Section Op-Chart and commentary



March 31 – *Washington Post* Editorial

Go, Georgetown

But when the tournament is over, the university should do more to graduate its players.

Saturday, March 31, 2007; A16

HEADED INTO the final weekend of March Madness, there's no doubt that the young men who play on the nation's top collegiate teams have served their schools well. What's questionable is how well the schools have served them. Too many college athletes are still leaving institutions of higher education without degrees, and that's nothing to cheer about.

A scorecard on graduation rates for the men's teams in the Sweet 16, published March 25 in The Post's Outlook section, showed a dismal graduation rate of 38.5 percent. Using NCAA data on players who entered college between 1996 and 1999, the researchers from the New America Foundation and [Education Sector](#) also showed that schools did a particularly poor job of graduating minority students. Georgetown University, which happily made the Final Four, posted poorly with a graduation rate for its basketball players of 47 percent. Contrast that with its overall graduation rate of 93.2 percent and one wonders about the university's priorities. Georgetown also showed some of the worst disparities between white and black men. Though a better picture of school performance emerges if estimates of transfer students are included in the numbers, the problem of poor achievement persists.

In recent years the NCAA, to its credit, has undertaken some academic reforms...