



# **EDTECH POLICY ONE-PAGER**

Edtech Advocacy Toolkit

**DECEMBER 2019**

## Purpose of a One-Pager

Policymakers seldom have time to read all the literature related to a specific policy question. To make well-informed decisions, they rely on succinctly-written documents referred to as “one-pagers.” With a one-pager in hand, you will be able to make your case quickly and efficiently when meeting with a policymaker or staffer and leave behind the document for them to reference in the future.

## Template 1: Policy Recommendation One-Pager

A strong one-pager briefly makes a specific policy recommendation, provides background on the issue and includes analysis, supported by evidence, on why the recommendation makes sense for the issue at hand. A one-pager should not include a lengthy narrative of all available research or list all possible arguments and counter-arguments.

### RECOMMENDATION

In 2-3 sentences, state your policy recommendation(s). If the policymaker or staffer reads nothing else, this section should clearly communicate your core message.

### INTRODUCTION/BACKGROUND

Begin with a brief overview of the issue and the objective you hope to achieve. Consider questions such as: What is the current state of this issue? What will happen if the status quo is maintained? What is necessary to break the status quo in a positive way that benefits students and teachers from all backgrounds?

### ANALYSIS

Persuasively outline why and how your policy recommendation(s) will achieve the objective you highlighted in the introduction. It is critical to support your recommendation(s) with evidence. Highlight literature aligned to your recommendation(s), such as peer-reviewed research or survey data/case studies from reputable sources. When using case studies, ensure that the state, district or other entities examined in the text are similar to yours.

If you will share your one-pager digitally, leverage hyperlinks for your sources. If the one-pager will be shared in print, ensure that sources are cited in the footnotes.

### VISUAL

The one-pager should be visually-pleasing and easy to read. Use bullets instead of lengthy paragraphs. When appropriate, use diagrams, charts or graphs in place of text.

### CONCLUSION

Summarize the points made in the one-pager. Conclude with a **specific action item**, such as “please vote for/against” or “come and visit our school/district.”

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## Template 2: Digital Learning Success Story

Sharing the story of successful digital learning in your classroom, school, district or state can help policymakers think about how to replicate this model throughout their communities and provide equitable teaching and learning opportunities. This type of one-pager should still make recommendations for navigating a specific issue.

### INTRODUCTION

What is the key message or idea you want to convey? Why does it matter? If the policymaker or staffer reads nothing else, this section should clearly communicate your core message.

### SETTING/CHARACTERS

Policymakers are more likely to be interested in the story if the circumstances are similar to their own communities. Is the story happening in an urban, suburban or rural school? Is there ample access to technology in this setting? Which stakeholders are important to the story — students, teachers, leaders or parents? Help the reader care about the individual(s).

### PLOT

What happened to the individual(s)? What was the specific challenge or barrier for them — policies, procedures or certain practices? What was the impetus for change (e.g. a project that motivated students, acquisition of technology that created new opportunities)?

### OUTCOME

What are some quantitative and qualitative outcomes? Improved graduation rates? Higher test scores? Collaboration among teachers that changed practice? Better community and/or parental engagement? Connections beyond the classroom? How will these outcomes be sustained?

### WHY IT MATTERS

What is the value of sharing this story? How does it relate to improved student learning? Give 2-3 action steps for leaders attempting to replicate this model.

## Example: Improving Student Outcomes through K-12 Edtech Policy

See ISTE's "[Improving Student Outcomes through K-12 Edtech Policy](#)" one-pager to see an example of a document that makes succinct recommendations. Although this one-pager does not strictly follow the above formats, it has been impactful in helping state policymakers think about strategies to promote the effective use of edtech.