



IEA Communications

Katie Zuber, Head of Communications

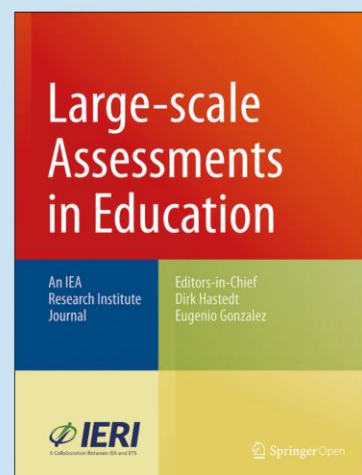
66th IEA General Assembly, Madrid, October 2025

Topics Covered Today

- Overview and some highlights across IEA publications, events, and social media activities
- Update on wider communications developments:
 - Study visual identity
 - IEA Style Guide
 - European Accessibility Act (EAA)
 - IEA website redesign
- What's coming up in 2026

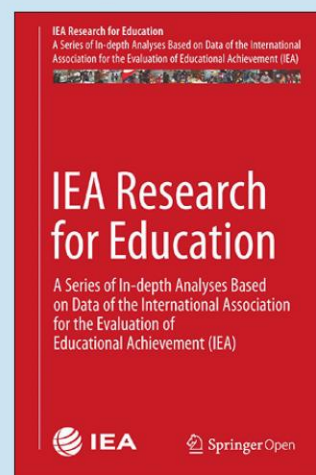
Publications Overview

Large-scale Assessments in Education Journal



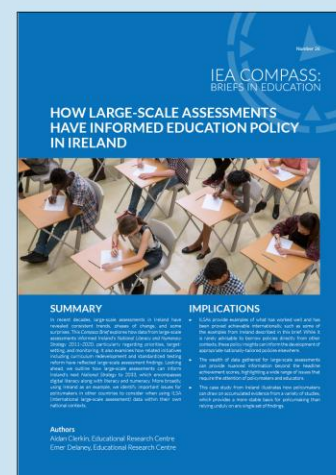
Launched in 2013

IEA Research for Education



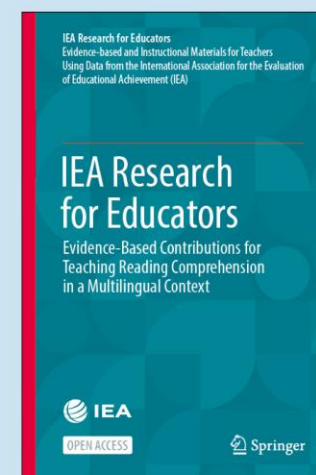
Launched in 2016

IEA Compass: Briefs in Education



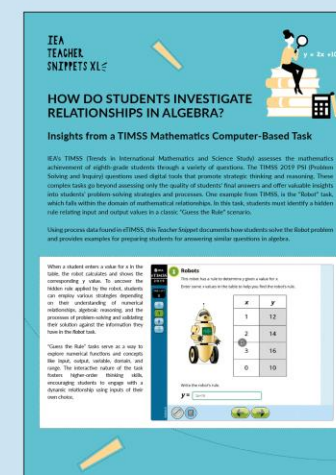
Launched in 2016

IEA Research for Educators



Launched in 2022

IEA Teacher Snippets



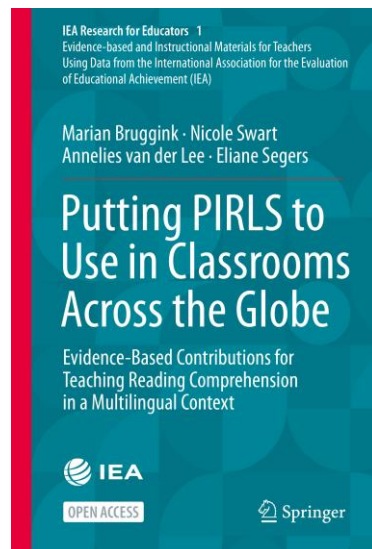
Launched in 2022

IEA Insights

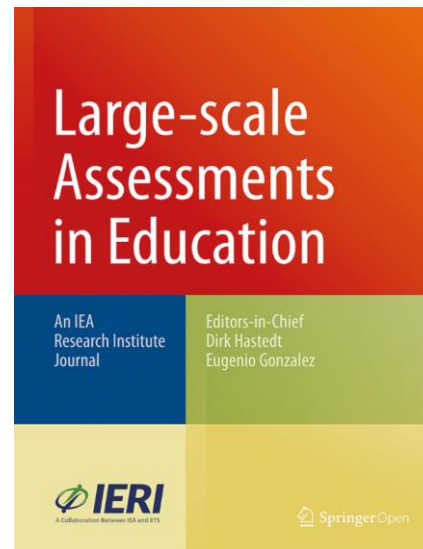


Launched in 2024

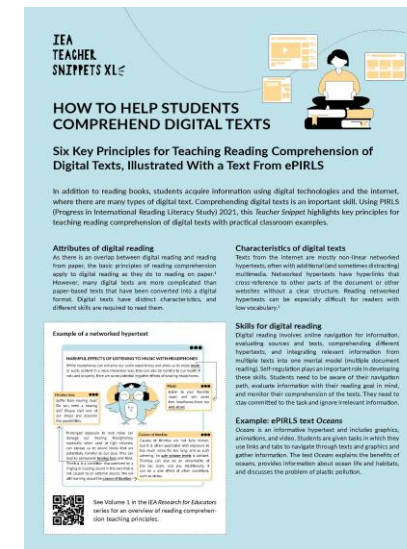
Publications Metrics Highlight



+156,000 downloads
of volume 1 via
Springer since 2022



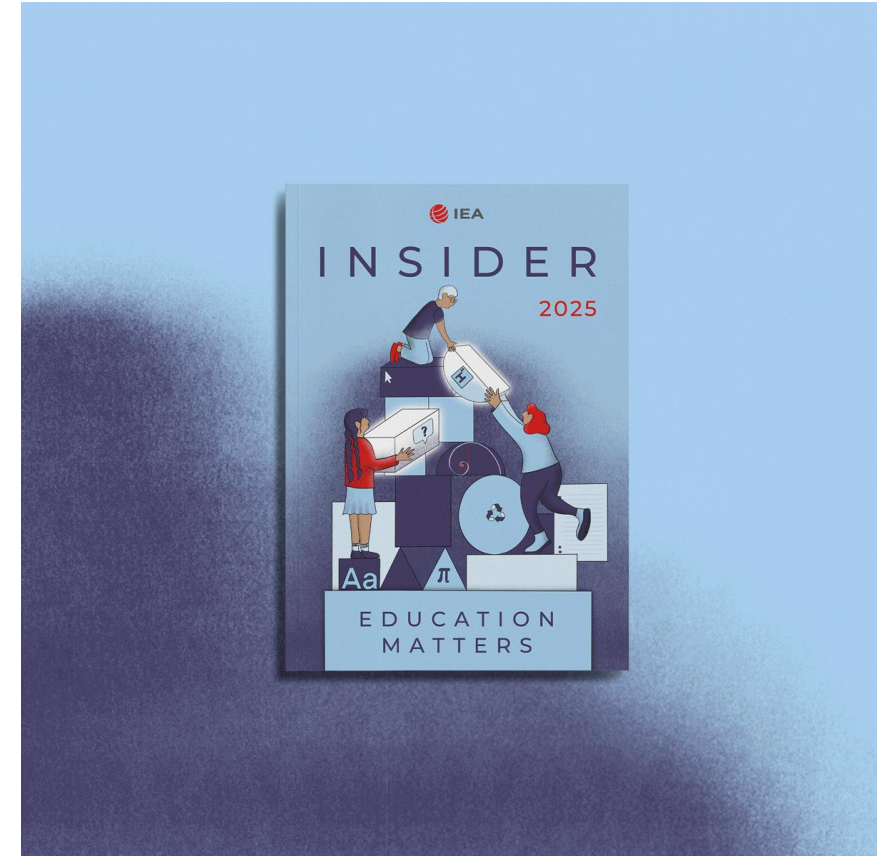
CiteScore of 4.3
345,865 downloads
in 2024



48 national
versions available
based on
international Snippets

IEA Insider 2025

- On the USB stick on your desk, you will find the latest *IEA Insider*.
- The theme is *Education Matters* which highlights our continued commitment to improve teaching and learning by providing high-quality data that supports informed decision-making.
- This year's edition is our largest yet, in terms of contributors and page numbers.
- Thanks to contributors, including European Commission and General Assembly representatives.
- There are still a few printed copies outside if you want to take one home with you!



Events Overview



November 2024



December 2024



February 2025



March 2025



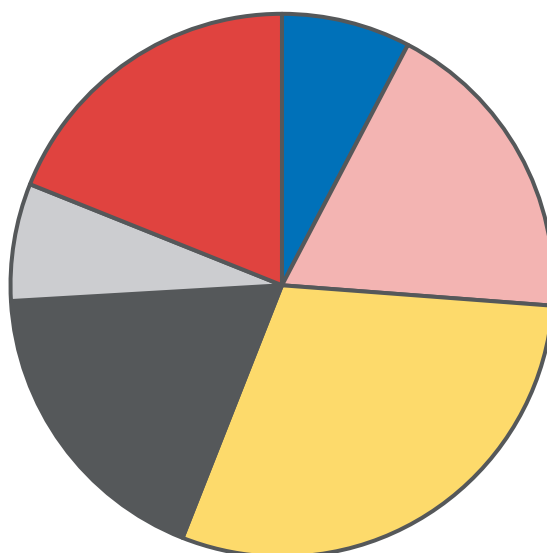
April 2025

Events Metrics by Audience

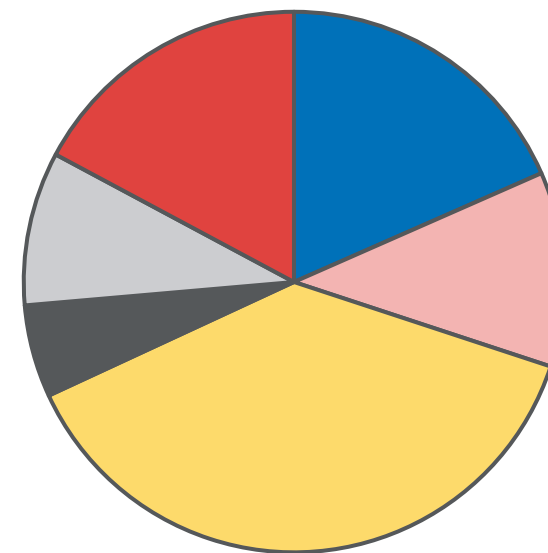
ICILS 2023 International Release
Livestream Registrants by
Profession (488 registrants total)



TIMSS 2023 International Release
Livestream Registrants by
Profession (769 registrants total)



LaNA International Release
Livestream Registrants by
Profession (165 registrants total)

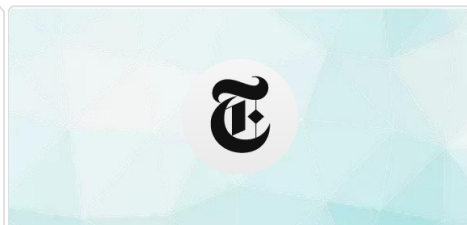


■ IEA staff ■ NRC ■ Researcher ■ Teacher ■ Policymaker ■ Other

TIMSS 2023 Press Activity – Some Examples



 The University of Sydney News | AU | Dec 6, 2024 · 1:59 PM
[Why are boys outperforming girls in maths?](#)
214k Views 1 Social Echo



 The New York Times Premium | US | Dec 4, 2024 · 8:05 PM
[U.S. Students Posted Dire Math Declines on an International Test](#)
180k Views 123 Engagement



 TES News | GB | Dec 4, 2024 · 6:28 PM
[Timss: 3 maths issues revealed that schools need to tackle](#)
152k Views 10 Social Echo



 TES News | GB | Dec 4, 2024 · 10:00 AM
[Timss 2023: Year 5 maths declines for first time but science scores surge](#)
152k Views 28 Social Echo



 TES News | GB | Dec 8, 2024 · 7:00 AM
[Timss: could a focus on spatial reasoning improve maths scores?](#)
152k Views 7 Social Echo



 TES News | GB | Dec 4, 2024 · 10:00 AM



 Gov.uk Department for Education News | GB | Dec 4, 2024 · 10:29 AM



 Fox News Channel | US | Dec 4, 2024 · 2:50 PM



 Onet.pl News | PL | Dec 6, 2024 · 8:24 AM



 Onet.pl | Piotr Pacewicz News | PL | Dec 6, 2024 · 9:20 AM

ICILS 2023 Press activity – Most Viewed Content

Featured Mentions

 Politiken - Politiken.dk News DK Nov 12 · 6:26 PM 8. klasseelever er blevet dårligere til at arbejde med IT 204k Views 0 Social Echo	 Novinky.cz News CZ Nov 12 · 1:34 PM Čeští žáci na špici v IT gramotnosti. Nezaostávají ani ti ze sociálně slabších 74.9k Views 1 Social Echo	 VG • NTB News NO Nov 12 · 10:16 AM Undersøkelse: Norske elever dårligere enn før på databruk 69.1k Views 5 Social Echo	 TV2 • Mads Oxlund Petersen News DK Nov 12 · 11:28 PM 8. klasseelevers manglende it-evner er en utfordring for samfundet, siger professor 29.7k Views 1 Social Echo	 Tgcom24 - Mediaset.it • News IT Nov 12 · 12:12 PM Competenze digitali, le ragazze superano i ragazzi. Il segreto delle abilità 29.1k Views 58 Social Echo
 El País • Ignacio Zafra News ES Nov 12 · 10:02 AM Los estudiantes españoles superan en habilidades digitales el promedio de la UE 29.1k Views 10 Social Echo	 TV 2 News NO Nov 13 · 5:32 AM Kunnskapsministeren: Digitaliseringen av norsk skole har feilet 26.2k Views 0 Social Echo	 El Mundo.es • María Alcántara News ES Nov 12 · 9:59 AM Éxito escolar: los estudiantes españoles están por encima de la media europea en 25.5k Views 26 Social Echo	 Tagesschau News DE Nov 12 · 5:17 PM "Klicken und wischen" statt digitaler Kompetenz 24.6k Views 71 Social Echo	 NRK News NO Nov 12 · 10:13 AM Undersøking: Norske elevar dårlegare enn før på bruk av data 22.6k Views 0 Social Echo

LaNA Linking Study – Example Activities

IEA (International Association for the Evaluation of Educ...
7.276 seguidores
1 semana • 🌐

🌐 LaNA, now linked to #TIMSS and #PIRLS through the LaNA 2023 Linking Study, introduces new Basic International Benchmarks for Mathematics and Reading!

🎯 With these benchmarks, countries can contextualize their data alongside TIMSS and PIRLS participants, gaining a better understanding into students' characteristics.

💡 Want to learn more about #LaNA? Don't miss our livestream release next week: https://lnkd.in/dRQWV_fD

Mostrar traducción

LaNA 2023 Linking Study – What is it
The LaNA 2023 Linking Study was conducted in six participating countries and established new basic international benchmarks for mathematics and reading on the TIMSS and PIRLS scales.

IEA LaNA

Colm Brennan y 34 personas más

4 veces compartido

IEA - Education @iea_education

📖 In the #LaNA 2023 Linking Study, although there wasn't always a noticeable difference between boys' and girls' achievement in reading in the 6 participating countries, there was a tendency for girls to perform better.

🔢 Mathematics achievement did not appear to be different when looking at gender groups. This is different from #TIMSS2023, where the gender gap tended to favor boys.

"This definitely deserves some further exploration: Why was this the case in the LaNA Linking Study? It's an achievement of these participating countries to get boys and girls on the same level in mathematics" — @DirkJEA said.

Read the full report ➡ iea.nl/news-events/ne...

Traducir post

Reading Achievement Scale Score Distributions for Girls and Boys

Mathematics Achievement Scale Score Distributions for Girls and Boys

1:25 p. m. · 27 feb. 2025 · 218 Visualizaciones



IEA on Social Media



Connect with us!

Bluesky Metrics

- From the launch of Bluesky on 6 June to the IRC on 23 June, we gained 23 followers
- Between 23 and 30 June, during IRC 2025, we grew by another 185 followers, reaching 200 followers
- We have now reached 441 followers
- We had an average of about 130 new followers per month



Continued Improvements to IEA Communications

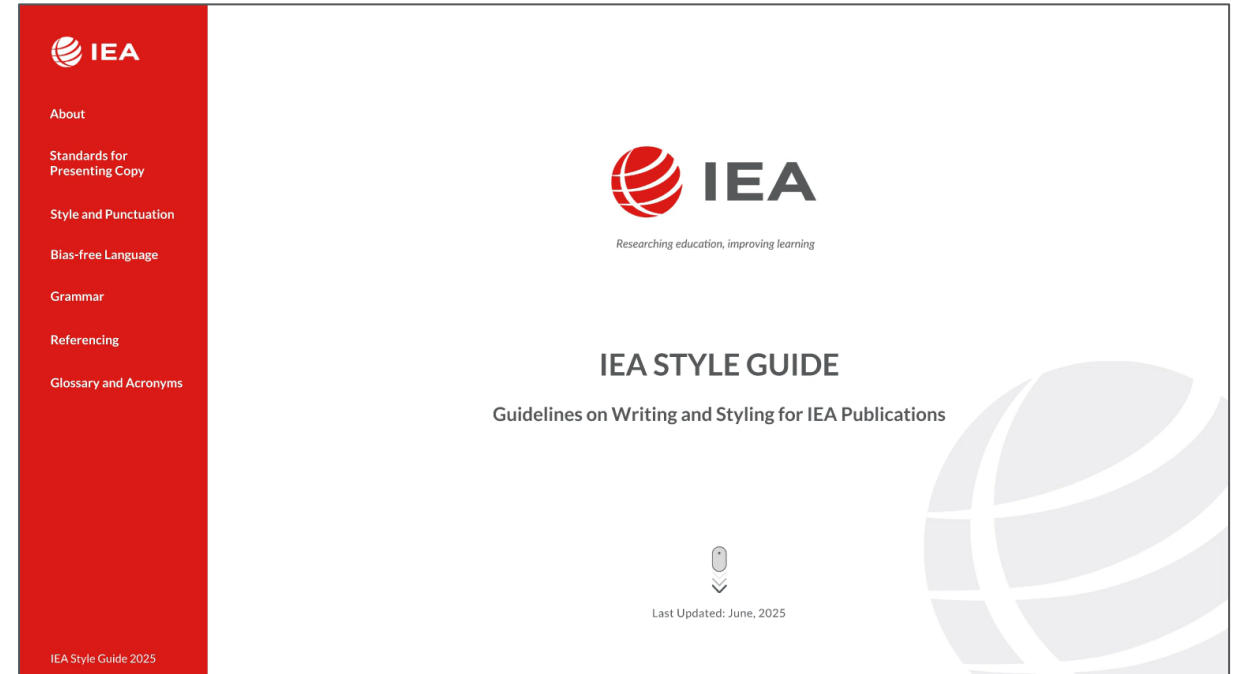
Study Visual Identity

- **Objective:** Ensure consistent, recognizable branding across all study materials
- **Actions Taken:**
 - Developed core design assets (logos, templates, color palette, fonts)
 - Coordinated with study teams for integration
 - Updated digital and print materials
- **Impact:** Responsive design, clearer guidelines for using and sharing, and consistency across studies



IEA Style Guide

- **Purpose:** Provide a unified reference for language, tone, and structure—helping to present IEA’s work clearly and professionally
- **Content Includes:** Writing style and punctuation, language choices, referencing, and a glossary of key terms
- **Next steps:** Training sessions for staff and more sections to be added, for example a Research Integrity Policy

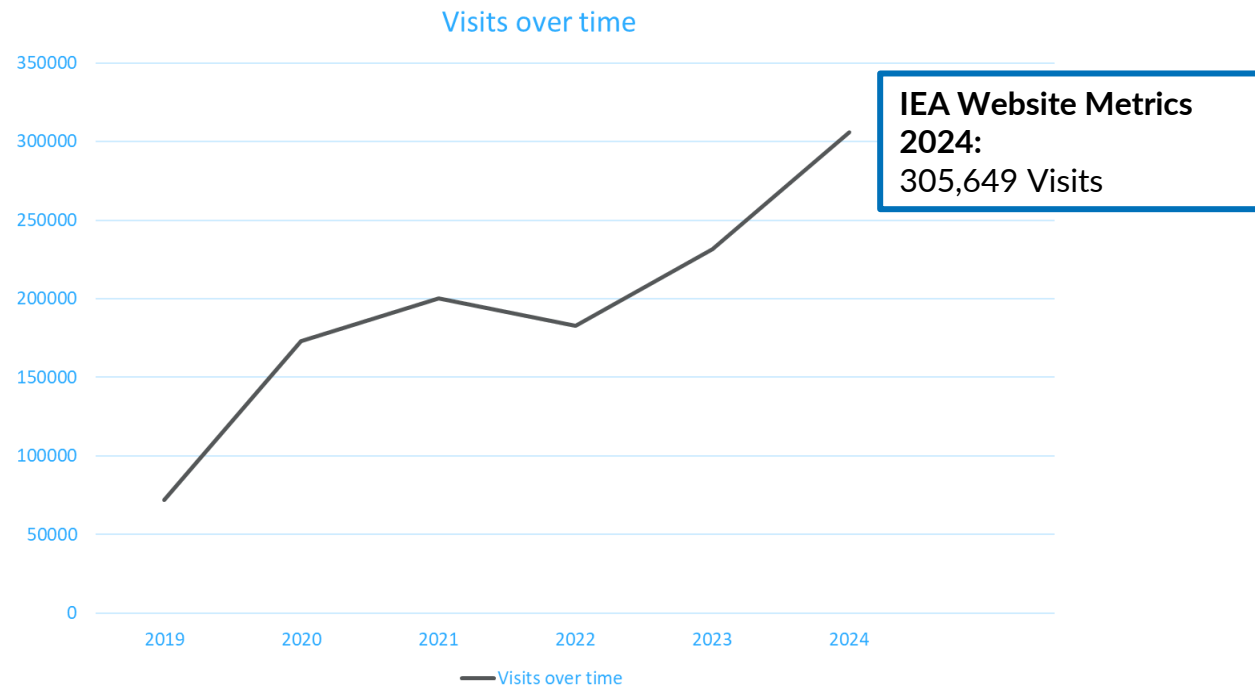


European Accessibility Act

- **Objective:** Ensure relevant communications and study materials are inclusive, accessible, and compliant with EAA standards
- **Key Activities:**
 - Conducted an audit of our digital channels and materials
 - Adapted some materials (e.g., IEA stationary, IEA publication templates) to meet accessibility requirements (contrast, font size, alt text, responsive layouts)
 - Applied accessibility statements across our digital platforms and materials
 - Developing internal accessibility guidelines
- **Next steps:** Training sessions for staff, further work with ISCs and IEA staff to cover more materials, IEA website redesign

IEA Website Redesign

- **Objective:** Deliver a modern, mobile-friendly, and accessible website that reflects new study visual identity and enhanced web reporting of study results
- **Thank you to those who completed and gave input via the stakeholder questionnaire!**
- **Next steps:** Internal website working group is analyzing the input to identify common themes, priorities, and pain points. A scoping document and timeline are underway.



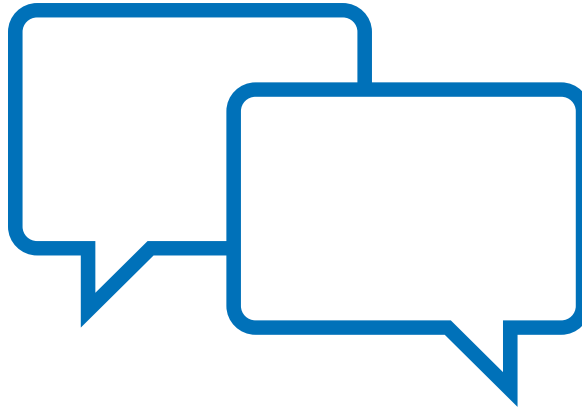
Coming up in 2026...

- First year with no IEA international study releases
- Continuing to support ICILS 2028 and LaNA study enrollment
- Focus on website redesign and continuing to develop the communications ecosystem
- RfEducation, RfEducators, Compass Briefs, Snippets, and TIMSS and ICILS Insights all planned for publication next year and we plan some events attached to these
- Communications plan to attend conference booths again next year
- Submissions and registration opens for IRC 2027



We Welcome Your Feedback!

- Are there other priorities or focus areas that we could consider?
- Are there other needs or directions that we should keep in mind?
- Your input is welcome.





Thank you!

Katie Zuber

k.zuber@iea.nl

www.iea.nl