

## FACT SHEET

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## **‘unitedstreaming’ research rationale, districts and principal investigators**

### **No Child Left Behind**

“I think this legislation at least makes it possible for a consumer, a school principal, teachers, or superintendents to say to a model developer, ‘Prove to me that what you’ve got is workable,’ beyond just the rhetoric that we have wonderful stuff here. Evidence-based, research-based, is the catchword of the day.”

— Arthur Gosling, *National Clearinghouse  
for Comprehensive School Reform, George Washington University*

“Among the underlying causes for the poor performance of U.S. students in the areas of math and science, three problems must be addressed – too many teachers teaching out-of-field; too few students taking advanced coursework; and too few schools offering a challenging curriculum and textbooks.”

— *No Child Left Behind Act*

### **Districts**

- Amelia County Schools, Amelia, Virginia
- Brunswick County Schools, Lawrenceville, Virginia
- Charlotte County Schools, C.H., Virginia
- Danville City Schools, Danville, Virginia

### **Lead Researchers**

- The research was completed by Cometrika, an independent research firm, and led by Dr. Frank Boster and Dr. Gary Meyer.
- Franklin J. Boster (Ph.D., Michigan State University, 1978) is a professor in the Department of Communication at Michigan State University. Prior to taking this position he held an appointment in the Department of Communication at Arizona State University. He has also lectured at the Norwegian School of Management, at the College of Osteopathic Medicine at Michigan State University, and in the Michigan State University Executive Development Program. The foci of his academic research include data analysis, research methods, social influence, and group dynamics.

Dr. Boster has published more than 60 articles, chapters, and reviews to date, and has had more than 80 papers read at professional conferences. He has published work in psychology and law, as well as in communication. Dr. Boster has received top awards for 10 of his conference presentations plus several awards for his published research including the John E. Hunter Meta-Analysis Award from the International Communication Association (1998).

Dr. Boster has taught more than 20 courses in the areas of data analysis, research methods, social influence, and group dynamics. In 1981 he was awarded the College of Public Programs Outstanding Achievement Award for Teaching at Arizona State University. He has served on 97 graduate committees and directed 18 dissertations. He has served on the editorial boards of eight journals in the field of Communication. Presently, Dr. Boster is editor of *Communication Monographs*.

In addition to his academic work, Dr. Boster has done extensive work in the private sector. He has served as a consultant for numerous firms including Michigan Consolidated Gas, Yankelovich Partners, Gallup Corporation, Hispanic and Asian Marketing Communication Research, SHR-Perceptual Management, and Shook, Hardy and Bacon LLP, as well as United Learning.

- Dr. Gary Meyer (Ph.D. Michigan State University) is President of Baseline Research, LLC (Milwaukee, Wis.). As a consultant, Dr. Meyer has conducted research projects for numerous organizations including the American Lung Association, Junior Achievement, Michigan Department of Community Health, Michigan Public Health Institute, U.S. Agency for Health Care Policy and Research, U.S. Environmental Protection Agency, and United Learning.

Dr. Meyer is also assistant professor of communication studies at Marquette University (Milwaukee, Wis.). His primary research is in the area of health promotion and disease prevention. Much of Dr. Meyer's work focuses on the development, implementation, and evaluation of health-related programming. Dr. Meyer has made more than 50 academic and invited presentations over the past 10 years. An author or co-author of two books, two book chapters and 13 journal articles, his work has been published in *Communication Research*, *Communication Research Reports*, *Communication Studies*, *Criminal Justice Policy Review*, *Health Communication*, *Journal of Applied Communication Research*, *Journal of Communication*, *Journal of Health Communication*, *Science Communication*, and *Social Marketing Quarterly*. His co-authored book, *Effective Health Risk Messages: A step-by-step guide* (Sage 2001) was named Distinguished Book of the Year (2001) by the Applied Communication Division of the National Communication Association.

In addition to his research, Dr. Meyer has also been recognized for his teaching. In 1999, he was named Outstanding New Teacher by the Central States Communication Association, he received the Dean's Award for Outstanding Teaching in 2000, and in 2002, Dr. Meyer received the Marquette University Excellence in Teaching award.

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