

# **Making the Invisible, Visible: Engaging Families Through School and Student Data**

***2014 GCEL Conference  
Inspire, Ignite, Innovate!  
February 24-26, 2014***

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"Making Education Work for All Georgians"  
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# Session Expectations

Understand the benefits of sharing data with parents as well as the various types of data that are important to share

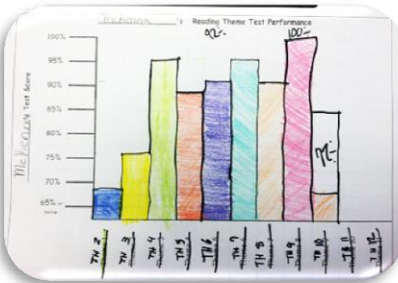


Walk away with helpful strategies to effectively share data with parents to enhance student achievement

1

2

3



Provide steps to make data relevant to families



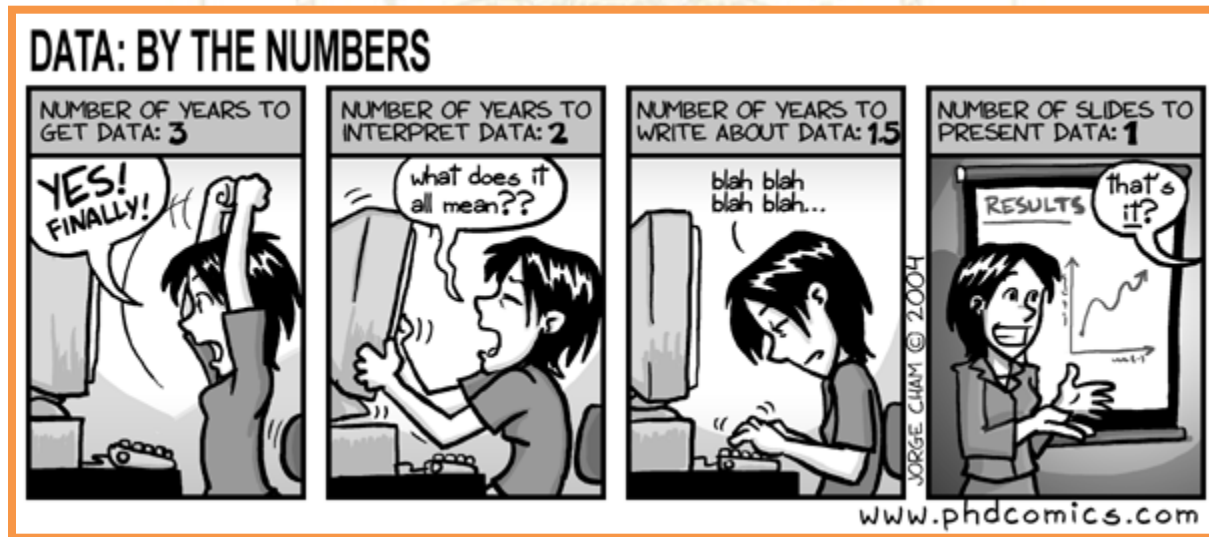
## How to Make Data a Tool For School – Parent Partnerships



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# What are Data?

Education data are simply *information* that can help parents, teachers, policymakers and other stakeholders make *informed decisions* to improve *student achievement*.



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# What are Data?

College-Readiness Scores

Student Growth Data

Success in college

Demographics

Teacher impact on students

Student Attendance

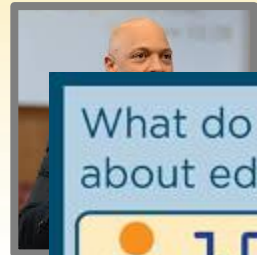
Student grades & test scores



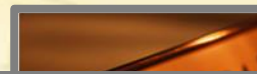
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Data Quality Campaign, 2013  
<http://www.dataqualitycampaign.org/why-education-data>

# How Do Data Help?



District  
rs



School

What do parents need to know about education data?



PARENTS

Classroom  
Teachers



Students



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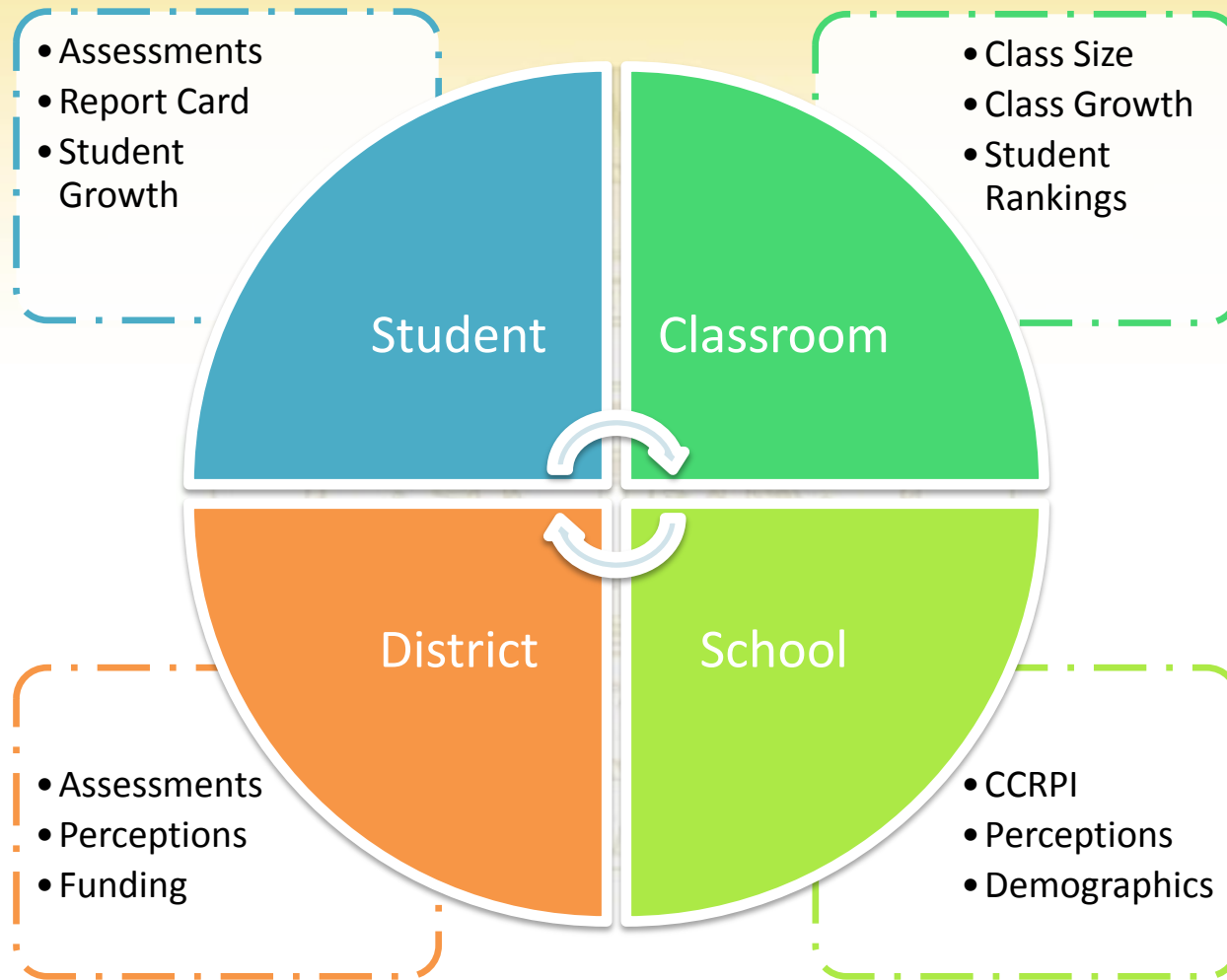
# Data Can...

- ✓ Enlighten parents about school-related issues and performance
- ✓ Equip parents to participate in decision-making at the school and district levels
- ✓ Help parents form a stronger relationship and improve communication with the school
- ✓ Assist parents in framing goals and generating educational strategies to ensure their child's achievement and success



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# What are the Data Parents Care About?





# How Do You Make Data Relevant?

**Make It  
Personal**



**Make It  
Easy to  
Understand**



**Make It an  
Ongoing  
Process**



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# Make Data Personal

How Does This Effect **MY** Child?  
What is in it for **ME**?

- ✓ Create a sense of **urgency** by providing precise information about how their child is doing in school
- ✓ Help parents understand “**what**” it means
- ✓ Guide parents in determining their **role** for maintaining and improving their child’s academic growth
- ✓ Emphasize parent and student **goal setting** based on data and individualized student learning



# Make Data Personal



*What Does This Look Like?*



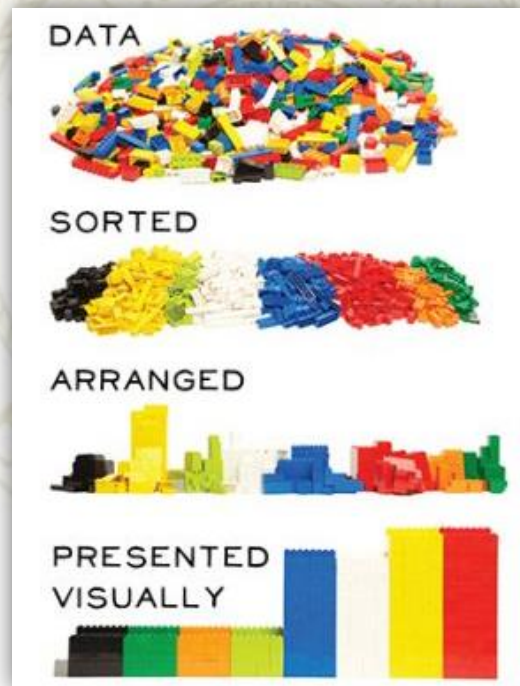
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Michael and Susan Dell Foundation, 2011  
[http://www.youtube.com/watch?v=el2Zm\\_-rCNA](http://www.youtube.com/watch?v=el2Zm_-rCNA)

# Make Data Easy to Understand

Is it a **VISUALLY APPEALING** Story?  
Is it shared in a **FAMILY FRIENDLY** Context?

- ✓ Use **words** and **graphics**
- ✓ Create a **context** for sharing data
- ✓ Utilize **social math** for easy understanding



- ✓ Start a **discussion**
- ✓ Recruit others to **carry the message**
- ✓ Develop recommendations for **action**



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# Create a Context, Share a Story

## ☐ Start with a Question

- ✓ What do parents want to know?
- ✓ What do you want to share?
- ✓ Where do you need to gather input?

How many third grade students **exceeded** standards on the CRCT last year (2013)?

## ☐ Utilize charts and graphs with:

- |            |                    |          |
|------------|--------------------|----------|
| ✓ Colors   | ✓ Symbols          | ✓ Fonts  |
| ✓ Pictures | ✓ Shading/Patterns | ✓ Titles |



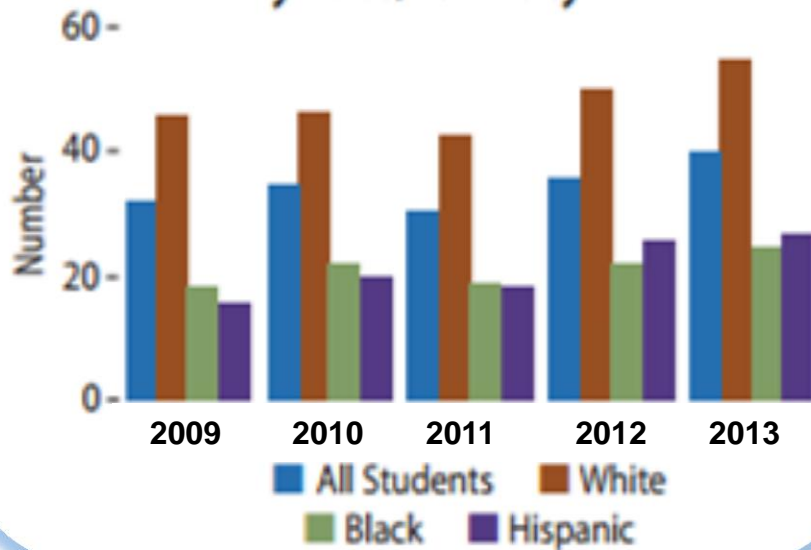
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# Create a Context, Share a Story

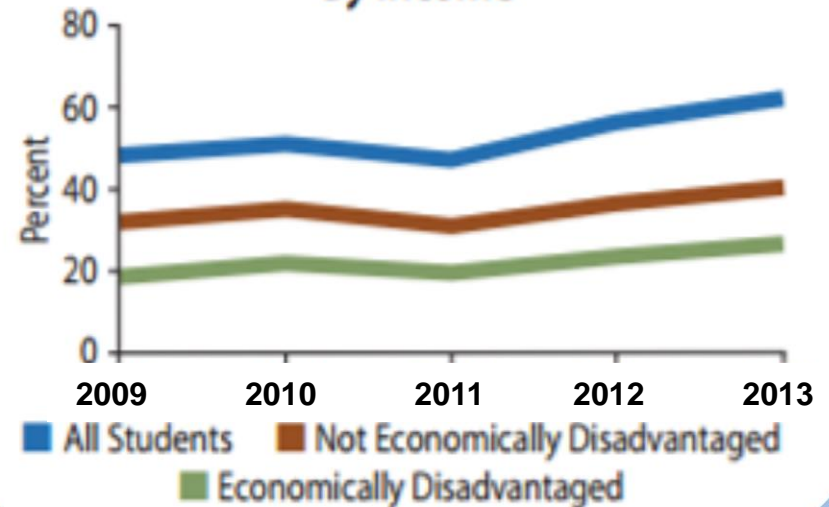
## Bar Graph

Third-Grade Reading CRCT Scores  
Students Exceeding Standards  
By Race/Ethnicity



## Line Graph

Third-Grade Reading CRCT Scores  
Students Exceeding Standards  
By Income



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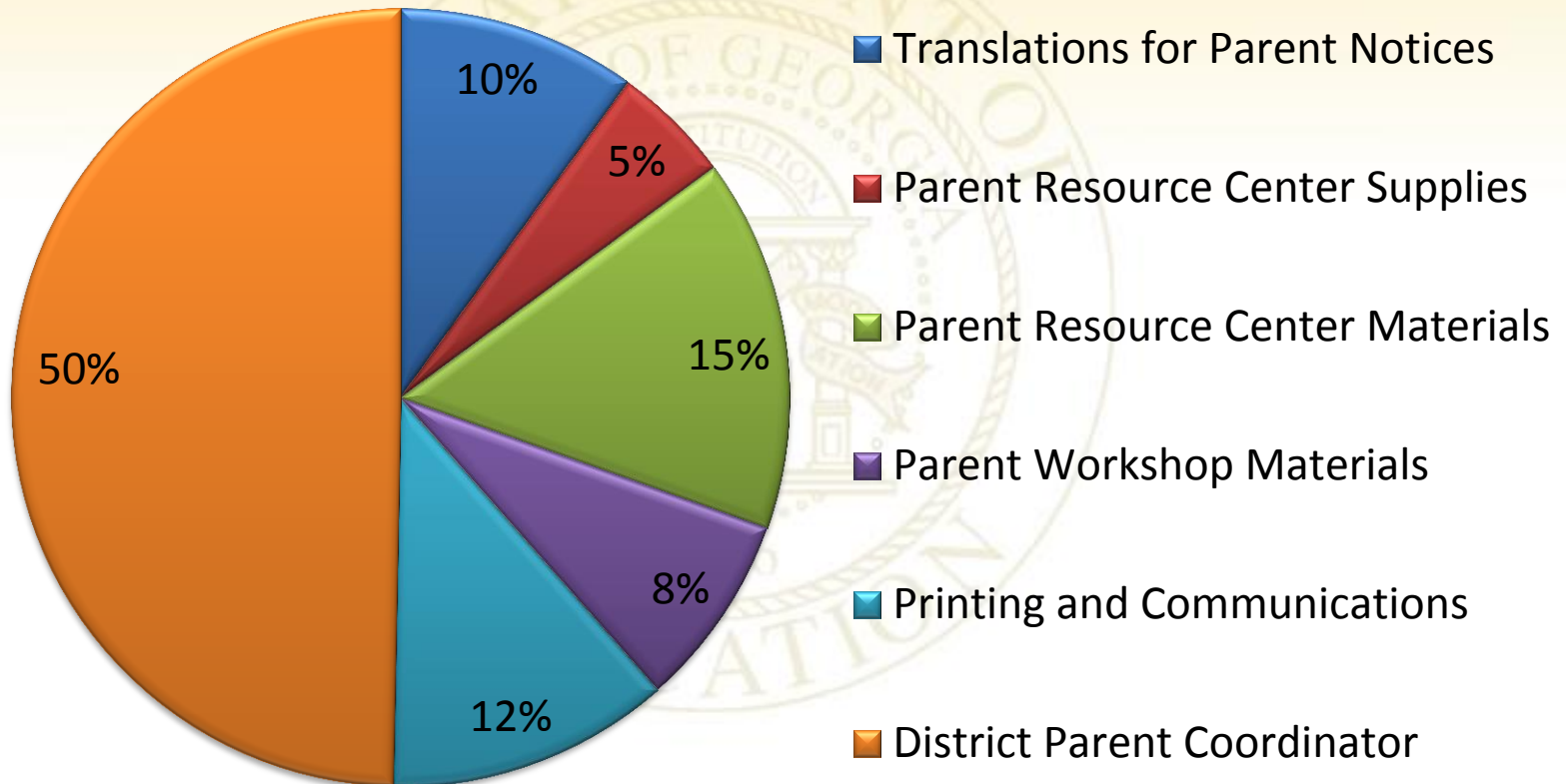
# Create a Context, Share a Story

## Parental Involvement Budget

**1% Set-Aside = \$10,000**

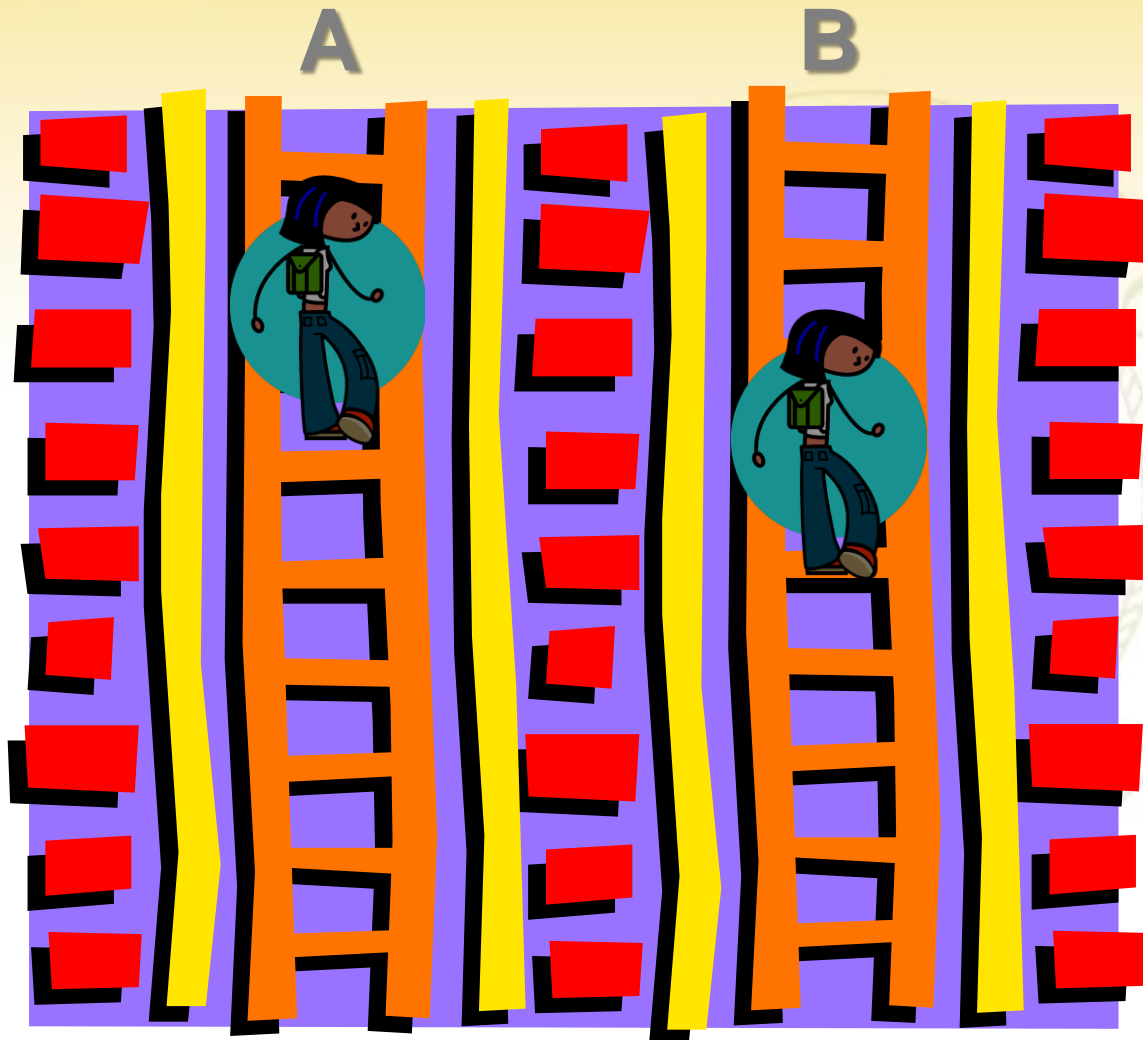
**Additional Set-Aside = \$20,000**

**Total = \$30,000**



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# Create a Context, Share a Story



*Who  
Had a  
Better  
Year?*

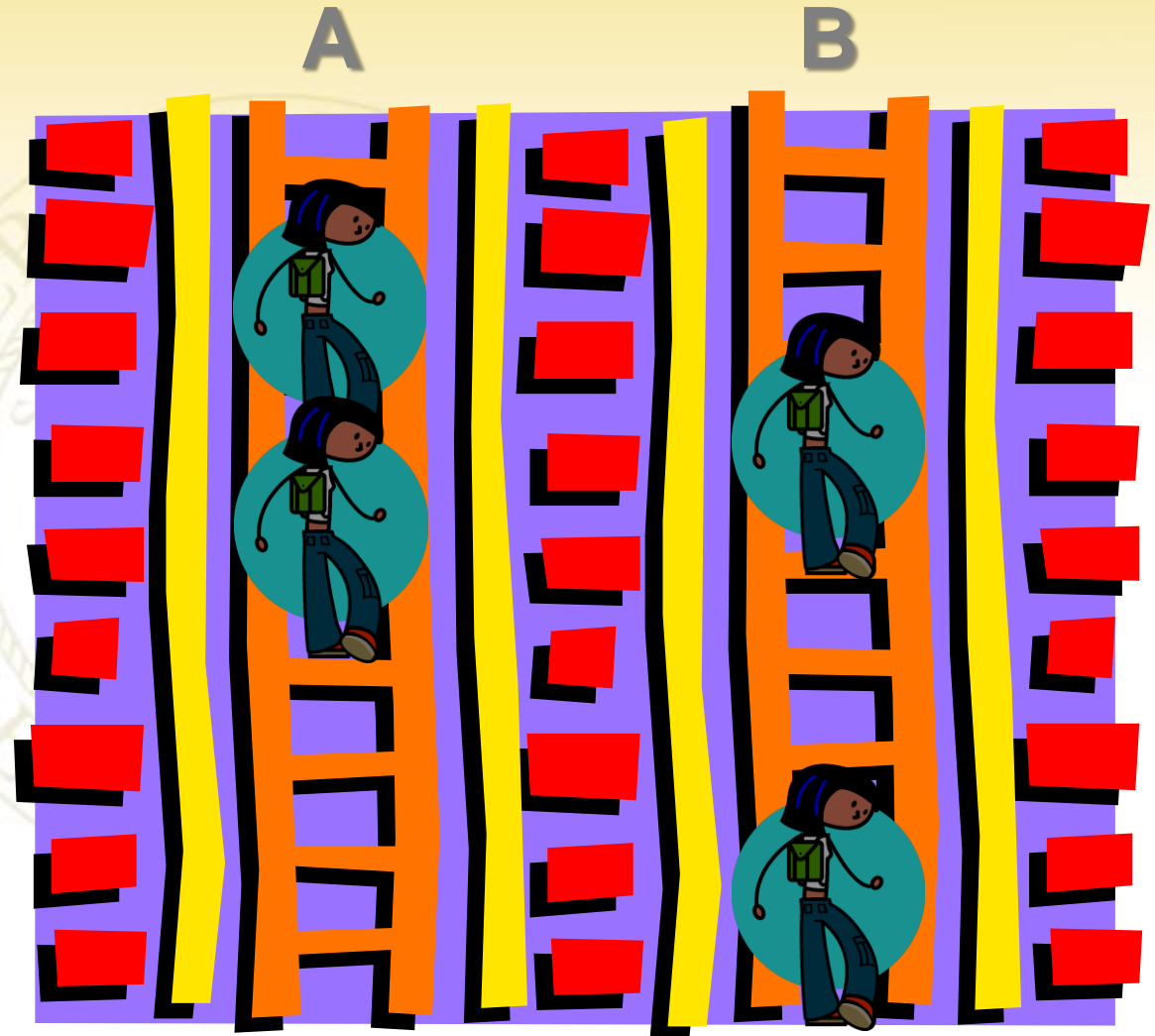


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Poway's Way: Student and Teachers "Owning"  
Assessments that Truly Measure the Growth of Learning

# Create a Context, Share a Story

*Does  
this  
Change  
Your  
Mind?*



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Poway's Way: Student and Teachers "Owning"  
Assessments that Truly Measure the Growth of Learning



# Create a Context, Share a Story

## *Social Math*

### Example

The 2013 high-school graduation rate for ABC County was 85 percent, with 300 students not finishing high school on time.

### Better Example

The 300 ABC County students who did not graduate from high-school on time in 2013 could fill a little over four school buses.

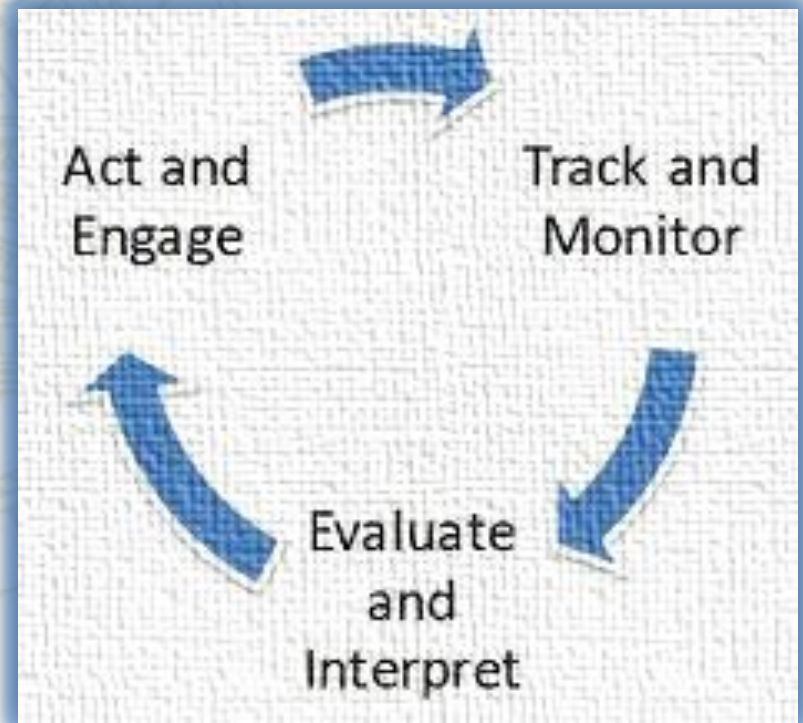


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# Make Data an Ongoing Process

What are the **CONSISTENT** occasions to share data?  
How can we best utilize **DATA SHARING FORUMS**?

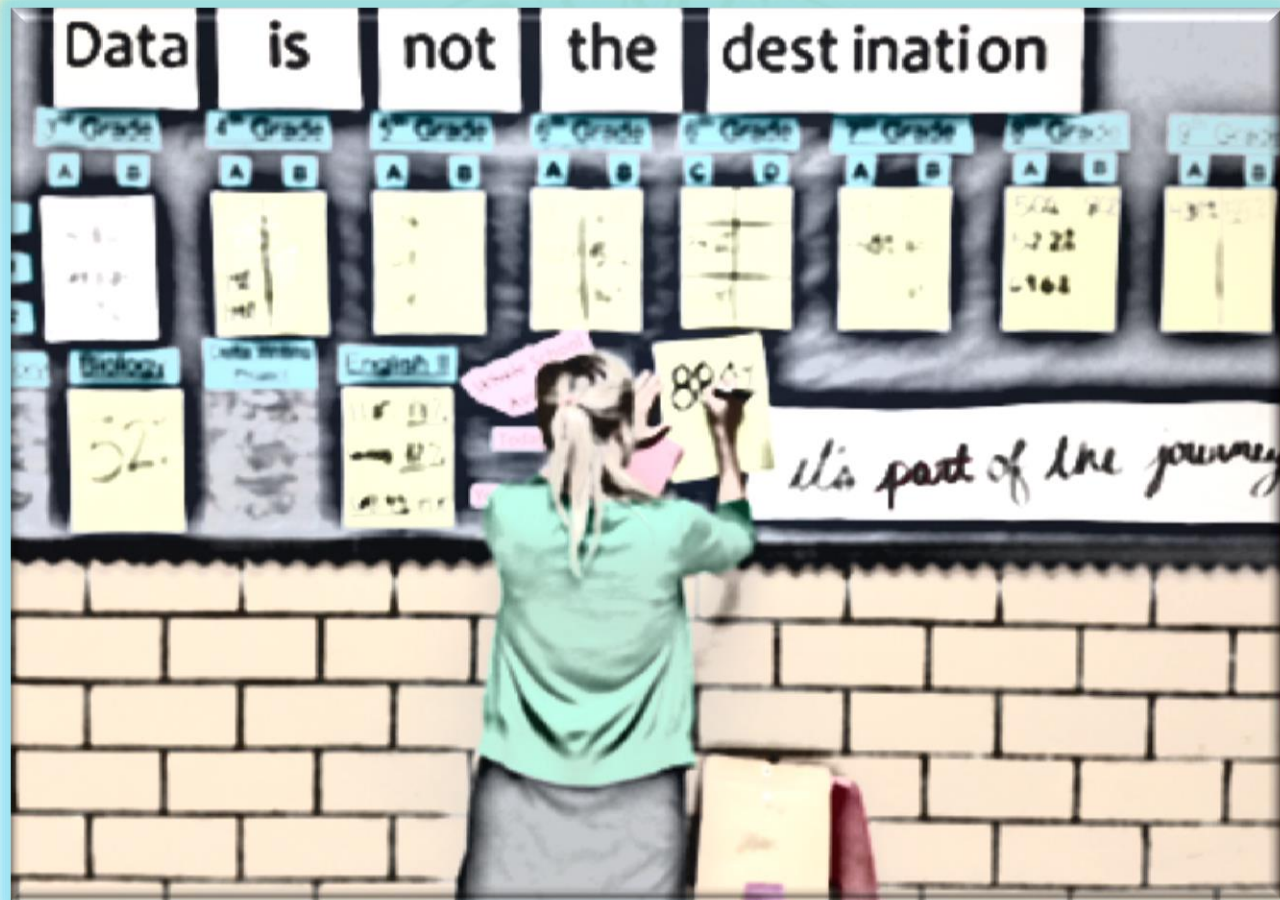
- ✓ Create data sharing as an ongoing partnership with families, not a discrete activity
- ✓ Identify additional data communication channels that are appropriate for each family



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# Data Sharing

## *Discuss and Brainstorm*



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# What Are Data Sharing Strategies?

## *Help families make use of data by:*

- ✓ Providing an orientation about student data
- ✓ Explaining how teachers and others in the school use student data and why this information is valuable
- ✓ Asking families if the student progress notes or school-wide data reports they receive are easy to understand
- ✓ Involving the larger community in reaching out to families to help them access, understand, and act on student data





# What Are Data Sharing Strategies?

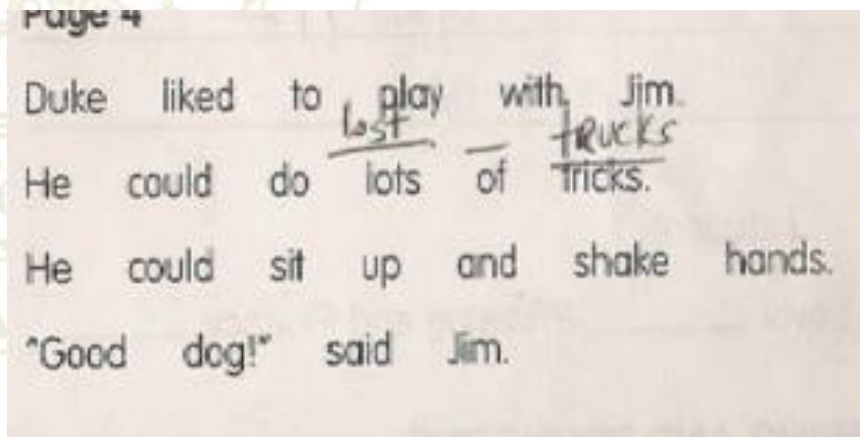
Student

## *Sharing Data One-on-One Examples*

- ✓ Share student work examples
- ✓ Engage students to assess and share progress

### Data Snippet 1:

Reviewing a Few  
Significant Miscues on a  
Record of Oral Reading



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Sharing Data with Families at Parent/Teacher Conferences,  
Landrigan and Mulligan, Choice Literacy

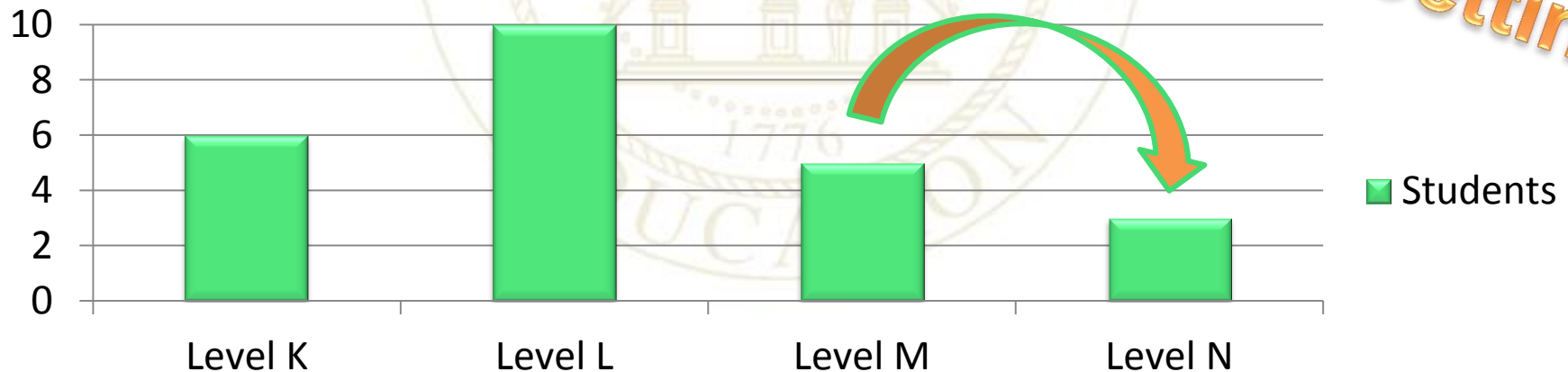
# What Are Data Sharing Strategies?

Student

## Data Snippet 2:

Sharing a Student's  
Book Log and Text Level

Classroom Reading Levels



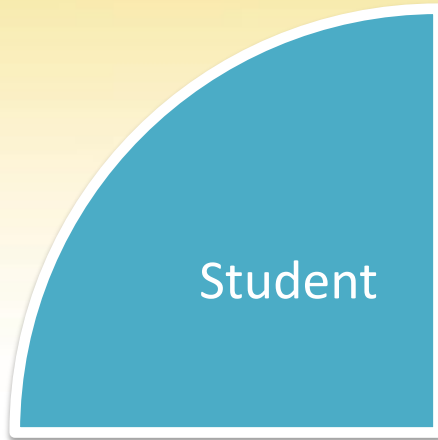
Goal Setting



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Sharing Data with Families at Parent/Teacher Conferences,  
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# What Are Data Sharing Strategies?



## Data Snippet 3:

Reviewing Timed  
Fluency Checks

Reading Fluency



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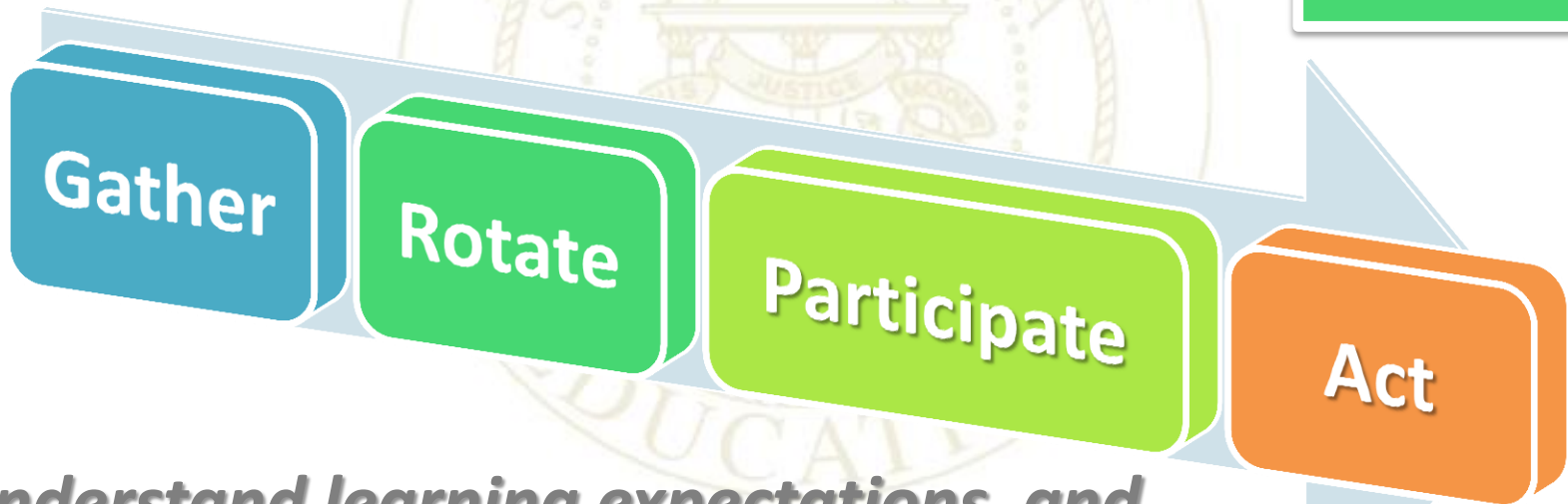
Sharing Data with Families at Parent/Teacher Conferences,  
Landrigan and Mulligan, Choice Literacy

# What Are Data Sharing Strategies?

## *Sharing Data In Grade Level Examples*

- ✓ Town Hall Meetings
- ✓ Academic Parent-Teacher Teams

Classroom



*Understand learning expectations and standards proficiency*



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# What Are Data Sharing Strategies?

## Academic Parent-Teacher Teams

### Setting 60 Day Learning Goals

Classroom



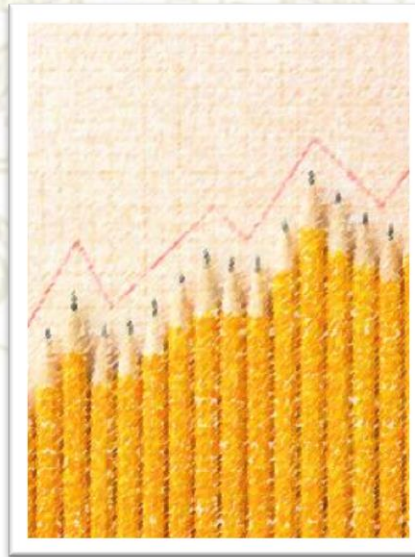
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# What Are Data Sharing Strategies?

## *Sharing Data At School and District Level Examples*

- ✓ Parent Values and Priorities
- ✓ Parent Leadership Trainings
- ✓ Decision-Making Committees
- ✓ Policy and Budget Review/Input Meetings

District

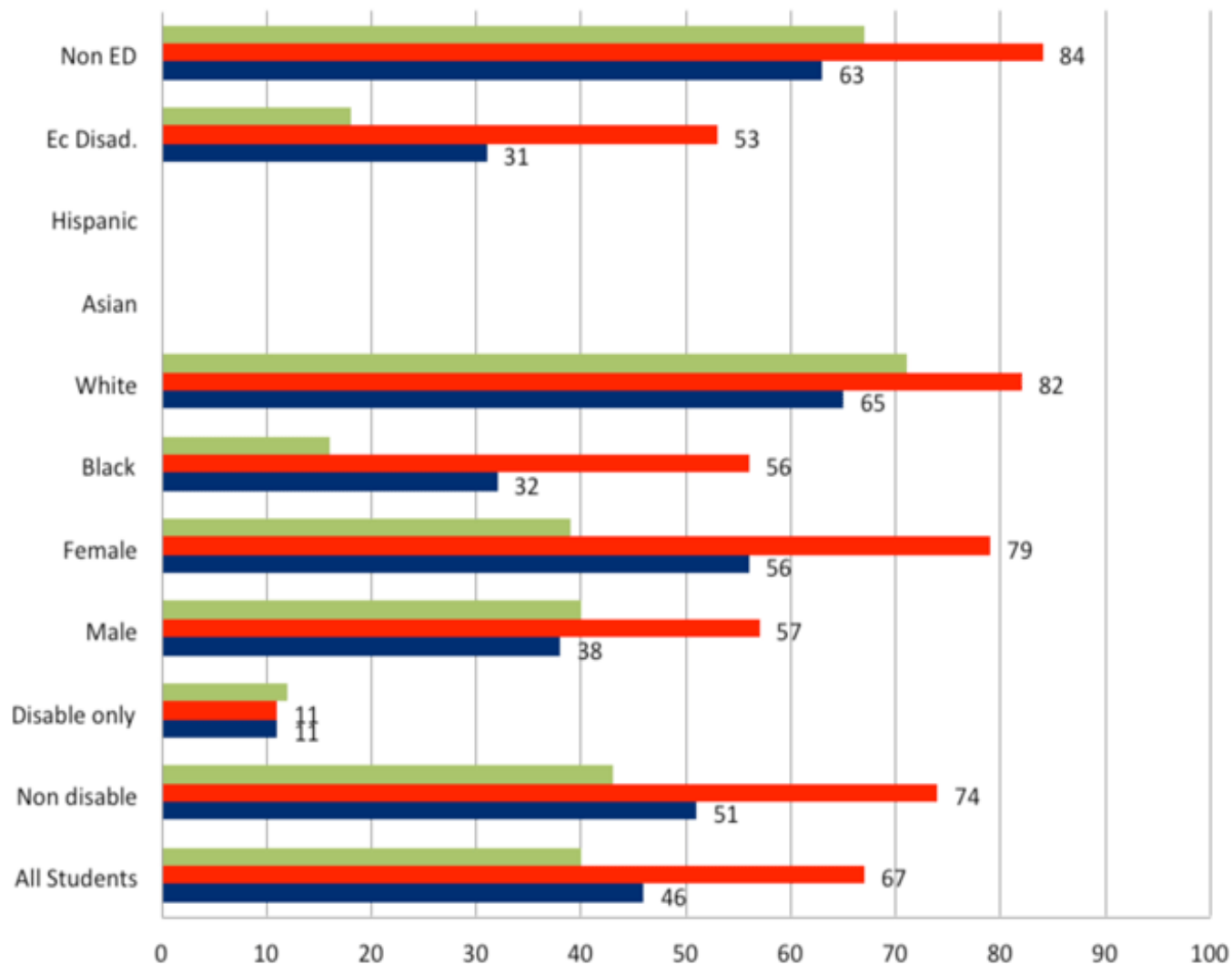


School



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# Percent of Students Scoring Proficient and Above



School

District

	All Students	Non disable	Disable only	Male	Female	Black	White	Asian	Hispanic	Ec Disad.	Non ED
Science	40	43	12	40	39	16	71			18	67
Math	67	74	11	57	79	56	82			53	84
Lang arts	46	51	11	38	56	32	65			31	63

		Elementary School Indicators	Benchmark for Indicator (%)	Performance on Indicator (%)	Adjusted Performance on Indicator (%)	Points Possible for Indicator	Points Earned on Indicator
POST ELEMENTARY SCHOOL READINESS	6	Percent of English Learners with positive movement from one Performance Band to a higher Performance Band as measured by the ACCESS for ELLs	100	89.9		10	9
	7	Percent of Students With Disabilities served in general education environments greater than 80% of the school day	65	63.6	97.8		9.8
	8	Percent of students scoring at Meets or Exceeds on the Grade Five Writing Assessment (required participation rate >= 95%)	100	93.9		10	9.4
	9	Percent of students in grade 3 achieving a Lexile measure equal to or greater than 650	86.4	85.8	83.1	10	8.3
	10	Percent of students in grade 5 achieving a Lexile measure equal to or greater than 850	87.8	75.6	86.1	10	8.6
	11	Percent of students in grades 1-5 completing the identified number of grade specific career awareness lessons aligned to Georgia Career Clusters (operational in 2012; 2013 and beyond)	NA	NA	NA	NA	NA
	12	Student Attendance Rate (%)		97.57	98.2	10	9.8
	Total Points					60	54.9
	Category Performance %						.915
	Category Weight						30%
Weighted Performance						.2745	
		Elementary School Indicators	Benchmark for Indicator (%)	Performance on Indicator (%)	Adjusted Performance on Indicator (%)	Points Possible for Indicator	Points Earned on Indicator
PREDICTOR FOR HIGH SCHOOL GRADUATION	13	Percent of students in Grade 5 scoring at least 4 courses in 4 content areas: reading, mathematics, science, social studies (optional in 2012; required 2013 and beyond)	100	93.1		10	9.3
	14	Percent of CRCT assessments scoring at the Exceeds level	65.7	48.9	74.4	10	7.4
	Total Points					20	16.7
	Category Performance %						.835
	Category Weight						30%
Weighted Performance						.2505	





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# Questions



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