

# Data Literacy and Federal Programs:

How being smart with data can improve  
your program and student outcomes



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# Your vision of a better district.





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**The Office of School  
Improvement is working to  
turn your vision into reality.**





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**We need your help to  
make it happen.**





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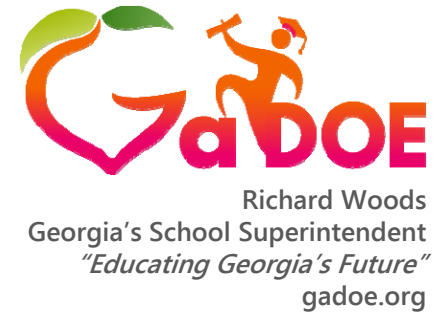
# Welcome to your new role as a Data Literacy Evangelist.



# What is Data Literacy?

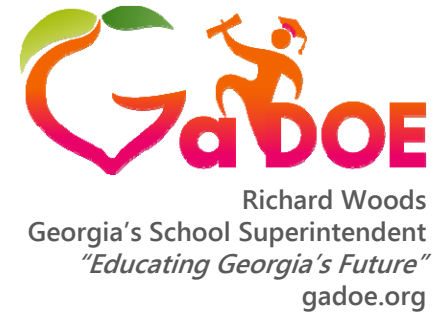
"Data-literate educators **continuously, effectively, and ethically** access, **interpret, act on, and communicate** multiple types of data from state, local, classroom, and other sources to **improve outcomes** for students in a manner appropriate to educators' professional roles and responsibilities."

# What is a Data Evangelist?



- Two types: technical expert and generalist
- Advocate for the integration of data use throughout the organization's essential operations
- Promoter of the belief that data is a valuable organizational resource
- Builder of critical mass of support among organizational leaders, staff, and various stakeholders

# Why is there a Need for This Work?



- Greater focus on assessment and accountability in education
- Uncertainties in local, state, and federal funding – the need to do more with less
- Growing expectations for personalized learning experiences for students and their families
- Increase in data generation among students and educators

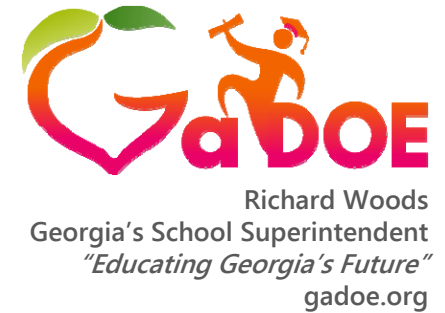


# Three Essential Roles of a District Data Literacy Evangelist

## Role #1

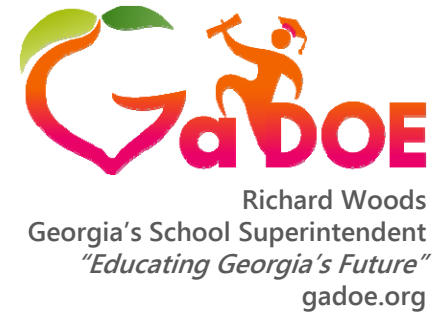
**Promoter of a Culture of District  
Data Use and Data-Informed  
Decision Making**

# Promoting Data Use and DIDM



- **Vision** for data use within your district
- **Expectations** and leadership
- **Training** and professional development
- Utilize district expertise in analysis
- Ask analytical questions, seek analytical answers

# Potential Value of Your Data vs. Actual Value of Your Data



- **Data** - Exist in a raw state, lacks value or meaning
- **Information** - Data that is given value and meaning after being connected to a context
- **Knowledge** - The collection of useful information, used to guide decision making and action
- Is your district data rich but information and knowledge poor?



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Old model = data for compliance

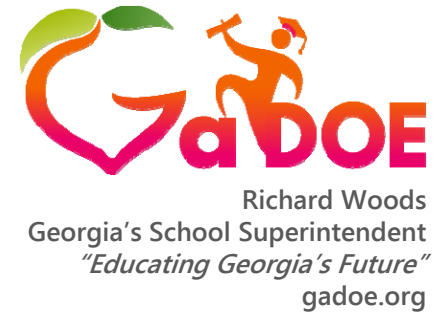
New model = data for continuous improvement

"Data are no longer just to hold people and schools accountable. Instead, data are to be used to stimulate and inform continuous improvement. The new message is a positive one, and one that should resonate with educators, rather than the old message that caused some uneasiness among practitioners. The philosophical shift gives educators the license to use data to help all students by identifying the cognitive and affective strengths and weaknesses, thereby making individualized instruction possible."

## Role #2

**Seeker of Opportunities to Increase the Effectiveness and the Efficiency of District Policies, Practices, and Programs**

# Effectiveness and Efficiency



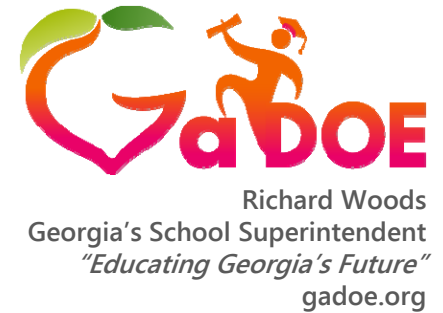
- Measuring effectiveness
- Determining efficiency, making optimal decisions
- Return on Investment (ROI)
- Doing more with less – counteracting the effects of decreased resources
- What is working? For whom? How do we share best practices?

## Role #3

**Advocate of the Belief that Every Child is Your Most Important Student and Data is Necessary to Meet Their Needs**



# Personalizing Education for Every Student



- Act as if the success of your mission is dependent upon the college and career readiness of every single child in your district
- Data in the world of business is about personalizing customer experience, in education this is an even greater imperative
- Build your capacity for analysis over time – from basic annual lagging data to predictive data



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“States must expand their data efforts to focus not only on compliance and accountability but also on continuous improvement, and they cannot do it alone. By working together, states and districts can change the culture in education so that data are not only collected but also used at all levels to improve student achievement and system performance.”



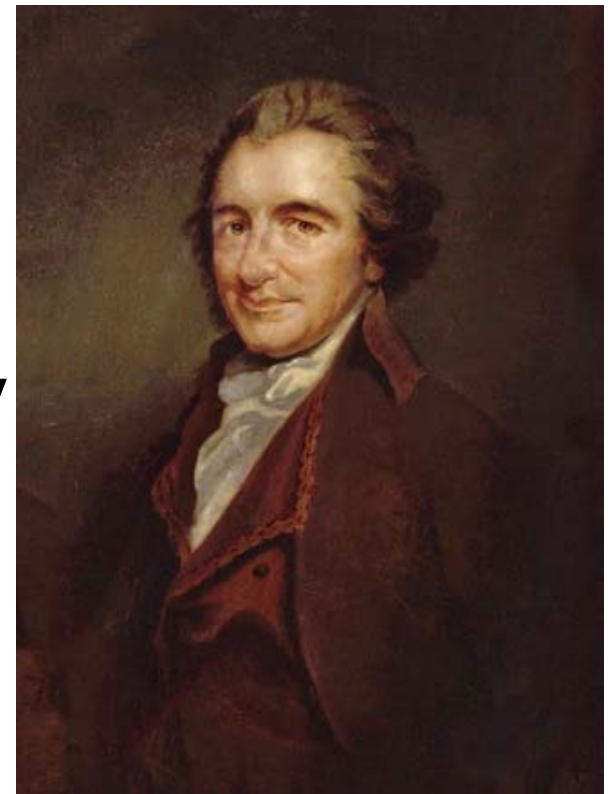
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**What will the Office of  
School Improvement be  
doing at the state level  
to support your work  
with data?**



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# Why Should You Become a Data Literacy Evangelist?





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