



Building State Capacity for Powerful School Information



Foundation for Excellence in Education

Our vision is to build an education system that maximizes every student's potential for learning and prepares all students for success in the 21st century.

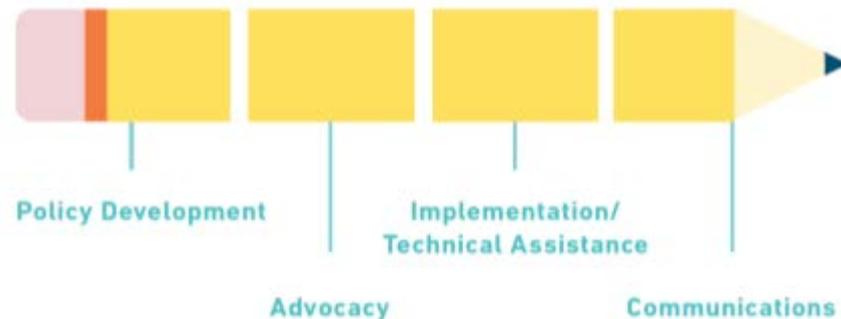
Our Guiding Principles

All children can learn.

All children should learn at least a year's worth of knowledge in a year's time.

All children will achieve when education is organized around the singular goal of student success.

What We Do



Our Board of Directors



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The Problem

Every day, parents, teachers, policymakers and community members seek information about their schools.

There is a greater need than ever for easy-to-understand information about school performance.

- Transitioning to more rigorous standards and assessments
- New accountability systems
- Growing array of options



“I’ll be honest, I really don’t understand all of the information. I don’t think a lot of parents where I’m from can understand it. All I want to know is how the kids are performing. Are they growing and exceling each year? Are the teachers doing what they are supposed to do? How does the school compare to other schools with the same type of children, who come from the same background and circumstances? I want to be educated and know what is going on in these schools.”

“I have known many parents that have moved so their children can attend a higher- performing school. A report card makes the information easily accessible and highlights performance.”

“[Report cards] matter because they keep everyone responsible accountable.”



The Problem

Research by the Education Commission of the States (ECS) found far too many states publish annual school report cards that are difficult to find on the Web, are poorly designed, are awkward to navigate, and lack key pieces of data—or they include so much information that parents are overwhelmed.

Alabama AYP Accountability Reports
School Status Report

Alabama Department of Education
Adequate Yearly Progress Status for 2012-2013
Based on School Year 2011-2012 Data
061 Talladega County - 0165 Lincoln Elementary School

This school met 21 goals out of 21 (100%).

2012-2013 AYP Status **Made AYP**
Not in School Improvement

Reading

Made AYP	Percent Participation Goal = 95%	Met Participation Goal	Proficiency Index Goal = 8.00	Met Proficiency
Not in School Improvement				
All Students	100	Yes	6.01	
Special Education	100	Yes	-10.05	
American Indian / Alaskan Native	~	N/A	~	
Asian / Pacific Islander	~	N/A	~	
Black	100	Yes	3.78	
Hispanic	100	N/A	3.82	
White	100	Yes	6.97	
Limited English Proficient	No Data	No Data	No Data	
Free / Reduced Meals	100	Yes	5.60	

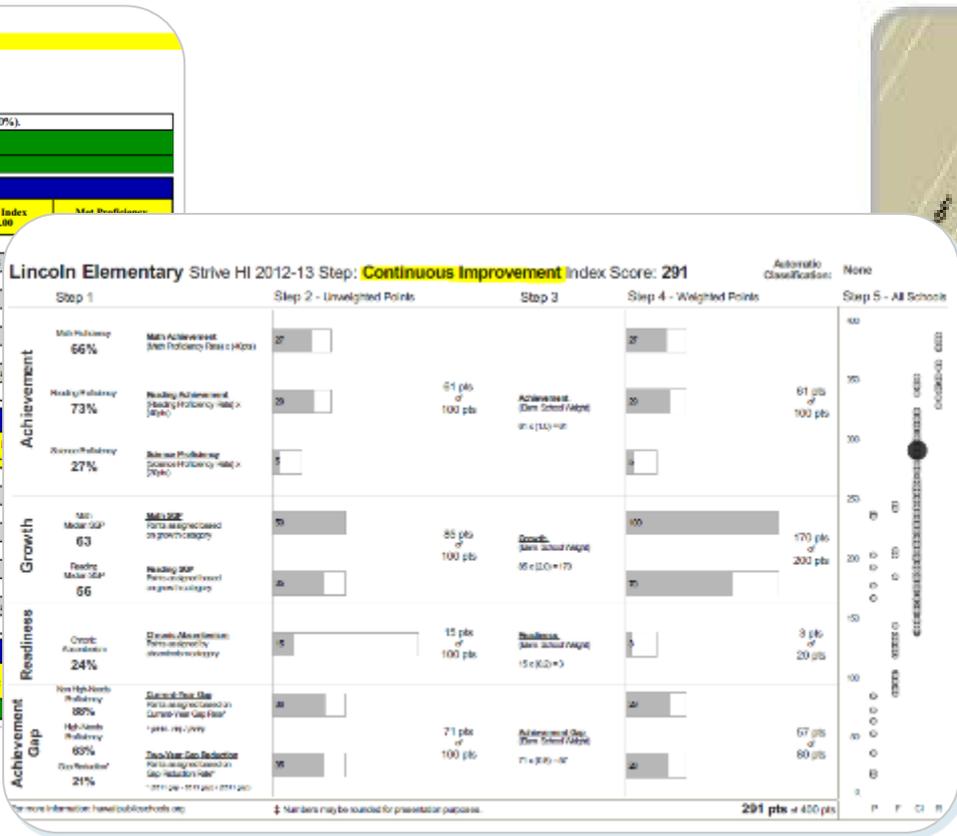
Mathematics

Made AYP	Percent Participation Goal = 95%	Met Participation Goal	Proficiency Goal = 8.00	Met Proficiency
Not in School Improvement				
All Students	100	Yes	11.02	
Special Education	100	Yes	-2.88	
American Indian / Alaskan Native	~	N/A	~	
Asian / Pacific Islander	~	N/A	~	
Black	100	Yes	7.66	
Hispanic	100	N/A	8.89	
White	100	Yes	12.46	
Limited English Proficient	No Data	No Data	No Data	
Free / Reduced Meals	100	Yes	9.76	

Additional Academic Indicator - Attendance Rate

Made AYP	Attendance Rate Goal = 95%	Met
Not in School Improvement		
All Students	97%	Yes

Alabama



Hawaii

JES W. DUVAL ELEMENTARY S	29	24	48	15	47	48
NILEY ELEMENTARY SCHOOL	71	61	57	84	74	70
EN FOSTER ELEMENTARY SCH	73	76	76	84	73	81
RY JONES/ROOP STUDENT C	11	14	20	13	56	54
FOREST ELEMENTARY SCHOOL	29	29	28	33	38	44
TAL HONORSOUND						
WOOD ELEMENTARY SCHOOL	61	62	67	58	54	51
METCALFE ELEMENTARY SCH	56	50	43	53	65	61
HI WILLIAMS ELEMENTARY SC	56	54	56	55	63	61
HAM LINCOLN MIDDLE SCHOOL	61	59	67	52	67	71
MRD W. BISHOP MIDDLE SCH	57	55	54	53	67	61
WOOD MIDDLE SCHOOL	60	58	58	46	66	71
WVILLE HIGH SCHOOL	61	71	55	71	72	61
HJA ELEMENTARY SCHOOL	48	45	27	39	60	51
OR ELEMENTARY	67	74	81	72	83	71
THORNE MIDDLE/HIGH SCH	32	21	28	16	55	51
ERANE MIDDLE SCHOOL	50	45	28	11	65	51

Florida



South Carolina: School Report Card

Lancaster, SC 29720

Grades PK-5 Elementary School
Enrollment 362 Students
Principal Rachel Ray 803-285-5395
Superintendent Dr. Richard E. Moore 803-286-6972
Board Chair Mr. Robert Parker 803-286-6972

THE STATE OF SOUTH CAROLINA 2014 ANNUAL SCHOOL REPORT CARD

RATINGS OVER 5-YEAR PERIOD

YEAR	ABSOLUTE RATING	GROWTH RATING
2014	At-Risk	Average
2013	At-Risk	Average
2012	Below Average	Average
2011	Below Average	Average
2010	Below Average	Below Average

DEFINITIONS OF SCHOOL RATING TERMS

- **Excellent** - School performance substantially exceeds the standards for progress toward the 2020 SC Performance Vision
- **Good** - School performance exceeds the standards for progress toward the 2020 SC Performance Vision
- **Average** - School performance meets the standards for progress toward the 2020 SC Performance Vision
- **Below Average** - School is in jeopardy of not meeting the standards for progress toward the 2020 SC Performance Vision
- **At-Risk** - School performance fails to meet the standards for progress toward the 2020 SC Performance Vision

Clinton Elementary School 4/27/2015 2901015

Percent of Student SC PASS Records Matched for Purpose of Computing Growth Rating

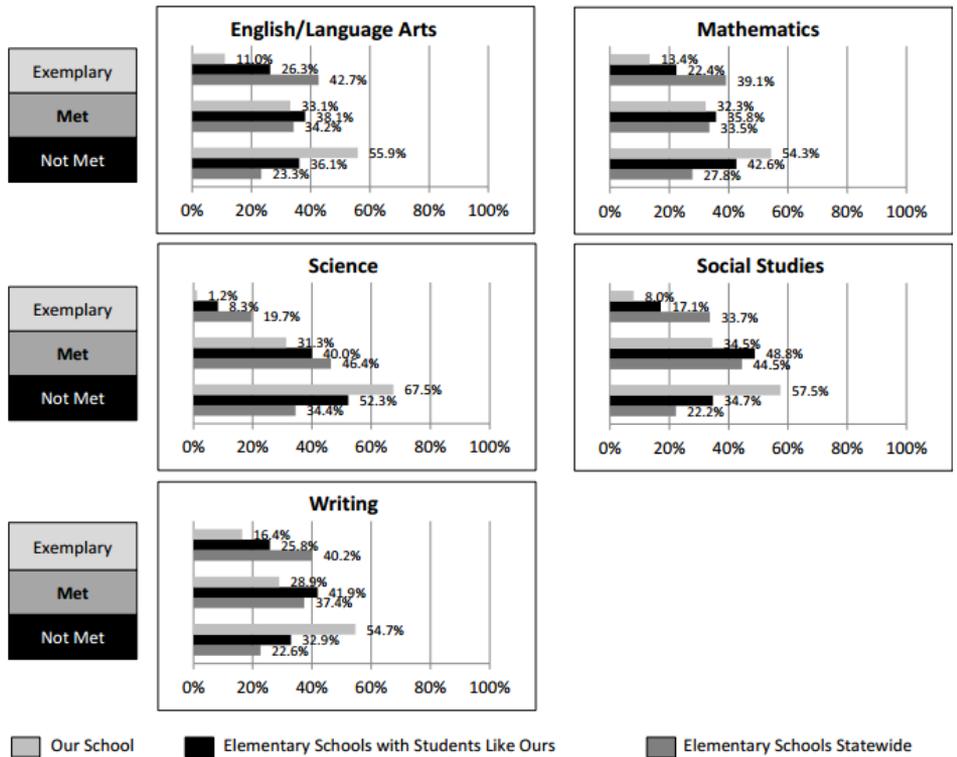
Percent of students tested in 2013-14 whose 2012-13 test scores were located 95.6%

ABSOLUTE RATINGS OF ELEMENTARY SCHOOLS WITH STUDENTS LIKE OURS*

Excellent	Good	Average	Below Average	At-Risk
1	6	106	47	16

* Ratings are calculated with data available by 04/27/2015.

South Carolina Palmetto Assessment of State Standards (SC PASS)





My School Information Design Challenge

\$35,000 in prizes for designers who employed the latest strategies in data visualization to effectively reimagine the appearance, presentation and usability of school report cards.



Judges scored each finalist using a rubric measuring general school information and data sets; visual appeal and design presentation; and usability and engagement.



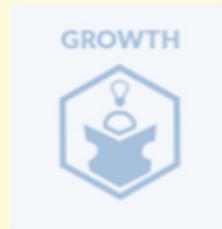
The judging panel selected the overall winner and runner up, while the public voted on their favorites in four categories: **best summary, best comparison, best user experience, and best trend data.**

	Genevieve Gorder Interior designer and HGTV host		Duncan Swain Creative Partner at Information is Beautiful Studio
	Jackson Wilkinson Founder of Kinsights		Bill Jackson Founder of GreatSchools
	Leslie Ziegler Designer, entrepreneur and health advocate		Chris Minnich Executive Director of the Council of Chief State School Officers
	Aimee Rogstad Guidera Executive Director of the Data Quality Campaign		Andy Rotherham Co-founder and Partner at Bellwether Education
	Sandy Speicher Associate Partner and Managing Director of IDEO's Education practice		Byron V. Garrett Director of Educational Leadership & Policy for Microsoft
	Dr. Terry Grier Superintendent of Houston Independent School District (TX)		Kenneth L. Campbell Founding Board Member & President of Black Alliance for Educational Options (BAEO)



My School Information Design Challenge

Five Components of the Report Card:



Student achievement

Postsecondary and career readiness

Student academic growth

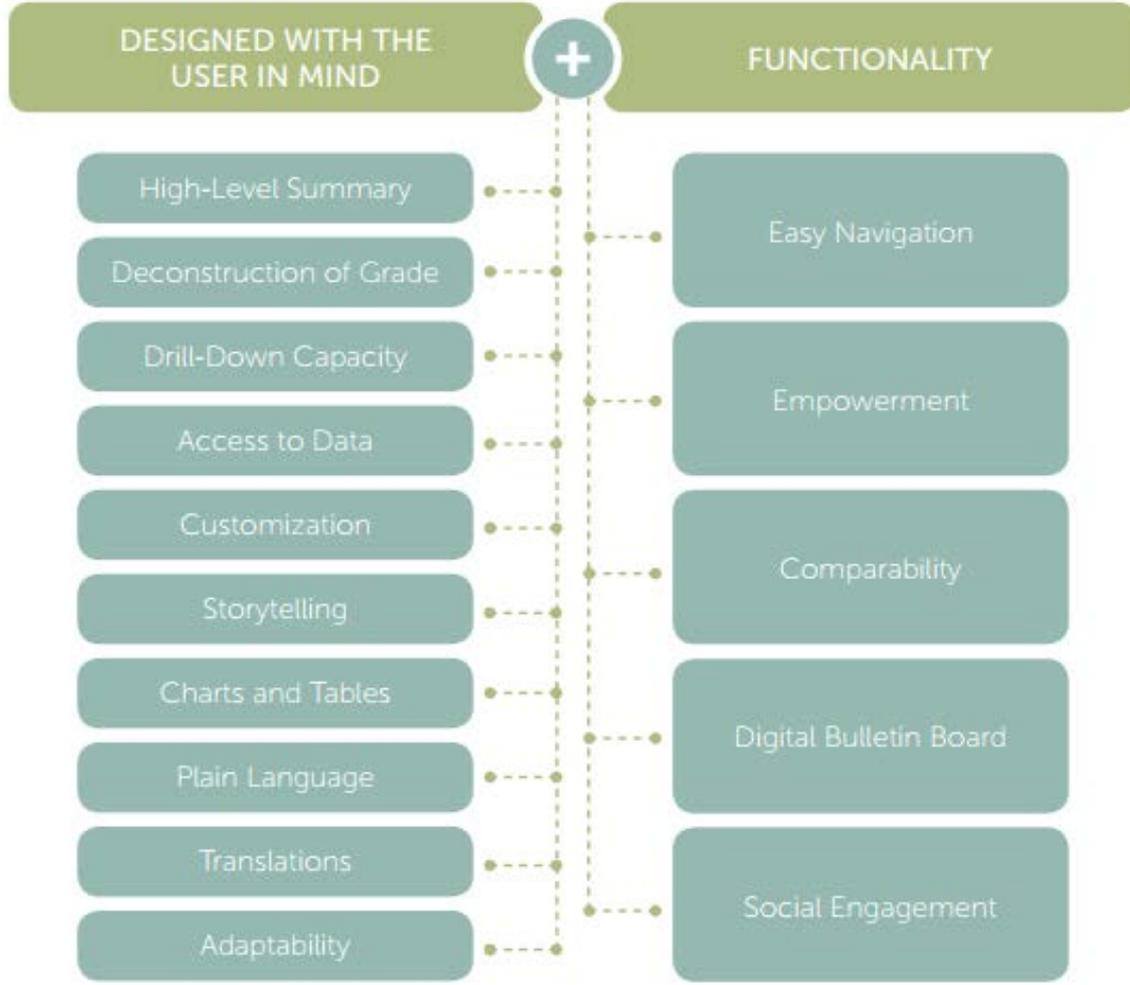


Graduation rates

Achievement gap closure



Findings: Design Elements of an Effective Report Card





High Level Summary

Report cards should be easily skimmable, clearly summarizing a school's performance by prominently displaying the school's overall grade.





Deconstruction of Grade

A school's grade should be plainly shown with a clear explanation of what the grade means and what performance measures were combined to calculate that grade.

Oak Grove School
Cedar School District | 123 Third Street, Franklin, USA | Grades K-12

Home | **Academic Success** | School Environment | Programs | Search

School Grade

B
58.76%

Grading Scale

A	60-100%	D	45-49%
B	50-59%	F	0-45%
C	50-54%		

Grade Distribution

Compare our school to the state

Grade	Percentage
F	6%
D	12%
C	50%
B	18%
A	6%

This school's grade is better than 93% of the schools in the state.

Grade History

Compare our grade to our past grades

Year	Grade
'06	A
'07	D
'08	C
'09	B
'10	C
'11	B
'12	B
'13	B

How did we get this grade?

Schools earn points toward the school grade based on the percent of students that are successful in each of the 10 equally weighted categories that make up the grade. The 2014 grade is based on results from the 2014 school year.

Metric	Percentage
Grade Average	58.76%
Measures that are boosting the school grade	
Graduation Rate	64.42%
Growth in English	62.59%
Growth in Math	62.17%
Measures that are lowering the school grade	
College and Career Readiness	62.12%
Proficiency in English	59.22%
Proficiency in Social Studies	59%
Gap Closing in Math	57.98%
Gap Closing in English	56.99%
Proficiency in Math	55.33%
Proficiency in Science	48.33%

62.17% of students made growth in mathematics

We track academic growth in order to understand how our schools are helping students improve from year to year. The percentage of students making growth shows us how many students are on track to reach grade level expectations and show continued improvement.

For a student to make growth, he or she must improve relative to grade level between years. A student who is not currently proficient must be on track to reach proficiency within three years. A student who is proficient should be on track to reach or remain at the advanced level of proficiency within three years.

Data organized for action
Grade components are sorted and grouped to identify strengths and weaknesses of the school.

More than just "what"
Descriptions explain **why** measure is an important component of the school's grade, emphasizing for users why it should matter to them.

A journey begins with a single step
Action buttons invite users to "explore" the data. By sequencing information complexity, users are eased into more and more powerful features, never overwhelmed with too much information at once.

Drill Down Capacity and Access to Data

Users interested in greater detail around a particular point should be able to drill down to see additional data or more detailed definitions of key terms.

Researchers, policymakers and parents should have access to the data sets behind the report card.

Lingo ate my baby
Key terms are linked to tooltips that provide quick, easy-to-understand definitions. Users are invited to "Learn More" at glossary pages, which provide encyclopedia-style entries.

If you liked this data
Pages suggest other exhibits containing related or relevant information, encouraging users to dig deeper and combine multiple metrics into a more complete picture.



Customization

Users should be able to customize report cards to highlight and refine the data most relevant to them.

Oak Grove School K-12 Principal John Johnson 123 Third Street, Franklin, USA (800) 555-1234 www.OakGroveSchool.gov

Current Grade
B
[What does this mean?](#)

Graduation & Readiness Rates

Demographics

Student Proficiencies

Growth Rates

Gap Closure for Low Performers

Tiffany Gagnon

School Demographics Total Students: 900

Student Subgroup: White (17.67%), Hispanic (1.44%), Black (0.33%), Asian, Native American

78.9% Students with Disabilities 9.22% English Language Learners 81.22% Free and Reduced Lunch

The user can compare proficiency rates by grade or by year.
Use Case: Jasmine wants to compare proficiency rates for black students across grade levels. She chooses the current year and the chart generates proficiency rates grouped by demographic. The grouping allows Jasmine to see an upward trend for this student subgroup. Hovering over the 3rd grade bar shows her that the rate is 50% for these students.

Can add subject-specific subnavigation (appearing on Student Proficiencies view) if other subject proficiency rates are added.

Proficiency Rates in Mathematics (by demographic)

Grade Comparison Year Comparison

2014 School Year Choose Year

% of Proficient Math Students

White Hispanic Black English Language Learners Free and Reduced Lunch Total Students Asian Native American Students with Disabilities

Grade: 3 4 5

Groups with no data are grouped separately and this is explained when the user hovers over the section.

Subgroup contains less than 10 students. Data not reported for this group due to size.



Storytelling

The report card should bring important narratives about the school to life.

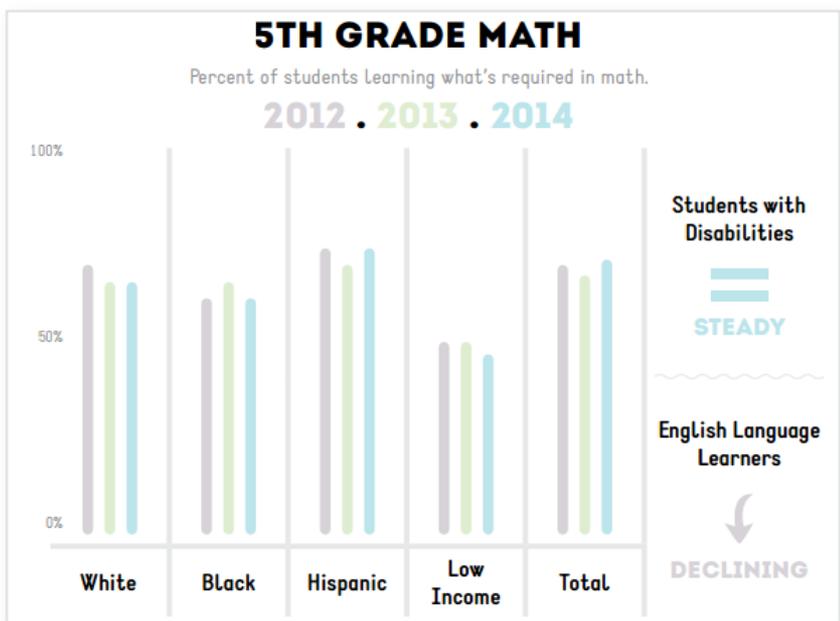
Performance Trends

The School Report Card provides a graphic interpretation of achievement in math for 5th graders over three years. The data is provided for all students and four subgroups of students – white, black, Hispanic and low income. The online School Report Card will generate trend data for all tested subjects.

Because there were less than ten students with disabilities and English language learners, the trend data was interpreted graphically as steady, declining or improving.

Required Information:

- ✓ Three years of data on math proficiency of students in one grade, organized by race/ethnicity, English language learner status, disability status and socio economic status.
 - ✓ A graphic depiction for students in subsets with less than 10 students.
- (Because only one student was in the subgroup, Native American and Asian subgroups were not depicted.)





Charts, Tables and Plain Language

Charts and tables should use color and interactive graphics to make complex data inherently easy to understand.

All terms and acronyms used within the report card should be defined and all components explained in plain language that is easily understood by a variety of users.

Oak Grove School K-12 Principal John Johnson 123 Third Street, Franklin, USA (800) 555-1234 www.OakGroveSchool.gov

Current Grade
B
[What does this mean?](#)

Students Making Growth [What does this mean?](#)

Growth expectation met if current test score is:

- 1 below proficient, but the student is on track to reach proficiency within 3 years.
- 2 at the proficient level, and the student is on track to reach advanced within 3 years.
- 3 at the advanced level, and the student is on track to remain advanced over the next 3 years.

Proficient

A student whose growth trajectory is negative is not meeting the state's growth expectation, regardless of the student's current proficient (or advanced) level.

This window shows the definition of "growth expectation" in a visual way for parents.

Graduation & Readiness Rates
Demographics
Student Proficiencies
Growth Rates
Gap Closure for Low Performers

Oak Grove School
Custom School Services | 123 Third Street, Franklin, USA | (800) 555-1234
www.oakgroveschool.gov

Lingo ate my baby
Key terms are linked to tooltips that provide quick, easy-to-understand definitions. Users are invited to "Learn More" at glossary pages, which provide encyclopedic-style entries.

State Test Achievement
This chart shows whether students meet minimum percentages of what they should score and be able to do on state tests. Students who do not meet minimum percentages are shown in red. This chart shows the percentage of students who are proficient in a given subject area.

Test Participation
This chart displays whether students meet minimum percentages of what they should score and be able to do on state tests. Students who do not meet minimum percentages are shown in red. This chart shows the percentage of students who are proficient in a given subject area.

Related Exhibits
This chart displays whether students meet minimum percentages of what they should score and be able to do on state tests. Students who do not meet minimum percentages are shown in red. This chart shows the percentage of students who are proficient in a given subject area.

If you liked this data
Pages suggest other exhibits containing related or relevant information, encouraging users to dig deeper and combine multiple metrics into a more complete picture.

Compare and conquer
Data displays enable users to compare school values to state averages, look across student subgroups and examine trends over time, all in one place.

Know it all
The report card encourages users to ask questions about what they see. Searchable responses not only serve to create a living and robust knowledge base of information about the school, they offer a built-in feedback mechanism that can inform future improvements to the tool.

Ask a Question

Questions About This Exhibit

Collaborative Communications + Social Driver



Translations and Adaptability

Every report card should have translation capabilities into multiple languages to accommodate a diverse array of parents and community members.

Report card designs should be consistent across multiple modalities, including print, online and mobile.

Oak Grove School 123 Third Street Franklin, USA (800) 555 - 1234 www.oakgroveschool.gov Grades Served: K - 12 Principal: John Johnson

Translate this site العربية বাংলা 中文 Espanol Français Deutsch Kreyòl ayisyen
हिन्दी नेपाली Kiswahili اردو Yorùbá ភ្នំពេញ ភ្នំពេញ

*GUIDE ME I'LL EXPLORE ONMY OWN CUSTOMIZED DATA

Tim Jones and Steven Flythe

Rennzer

100% Mobile
School accountability available whenever, wherever a user needs it, without compromises.

Location-based Searching

Collapsing Navigation & Panels

Optimized for Touch

Responsive to Zoom and Device Orientation

Available as downloadable apps in Google Play & App Store to improve reuse



Easy Navigation

The report card should be well organized, searchable and intuitively easy to navigate.

Side Navigation

- Home**
Return to the schoolsreports.gov homepage
- Saved Schools**
Access your list of saved schools
- School Snapshot**
- School Profile**
- Breakdown of Grade**
- Growth**
- Demographics**
- Contact**
Option to ask for more clarity or more data via email or chat

SchoolsReports.gov

Tiffany Gagnon

Only the ten main components are highlighted in this mobile experience.
Navigation takes the form of tabular drop-downs.

Current Grade: **B**
Oak Grove School K-12
Principal John Johnson
123 Third Street, Franklin, USA
(800) 555-1234
www.OakGroveSchool.gov

Graduation & Readiness Rates

Graduation Rate (2014)

Total Students	Graduates	Graduation Rate
104	67	64.42%

Percentage of students who earned a standard high school diploma in four years from ninth grade cohort (2014)

College and Career Readiness Rate (2014)

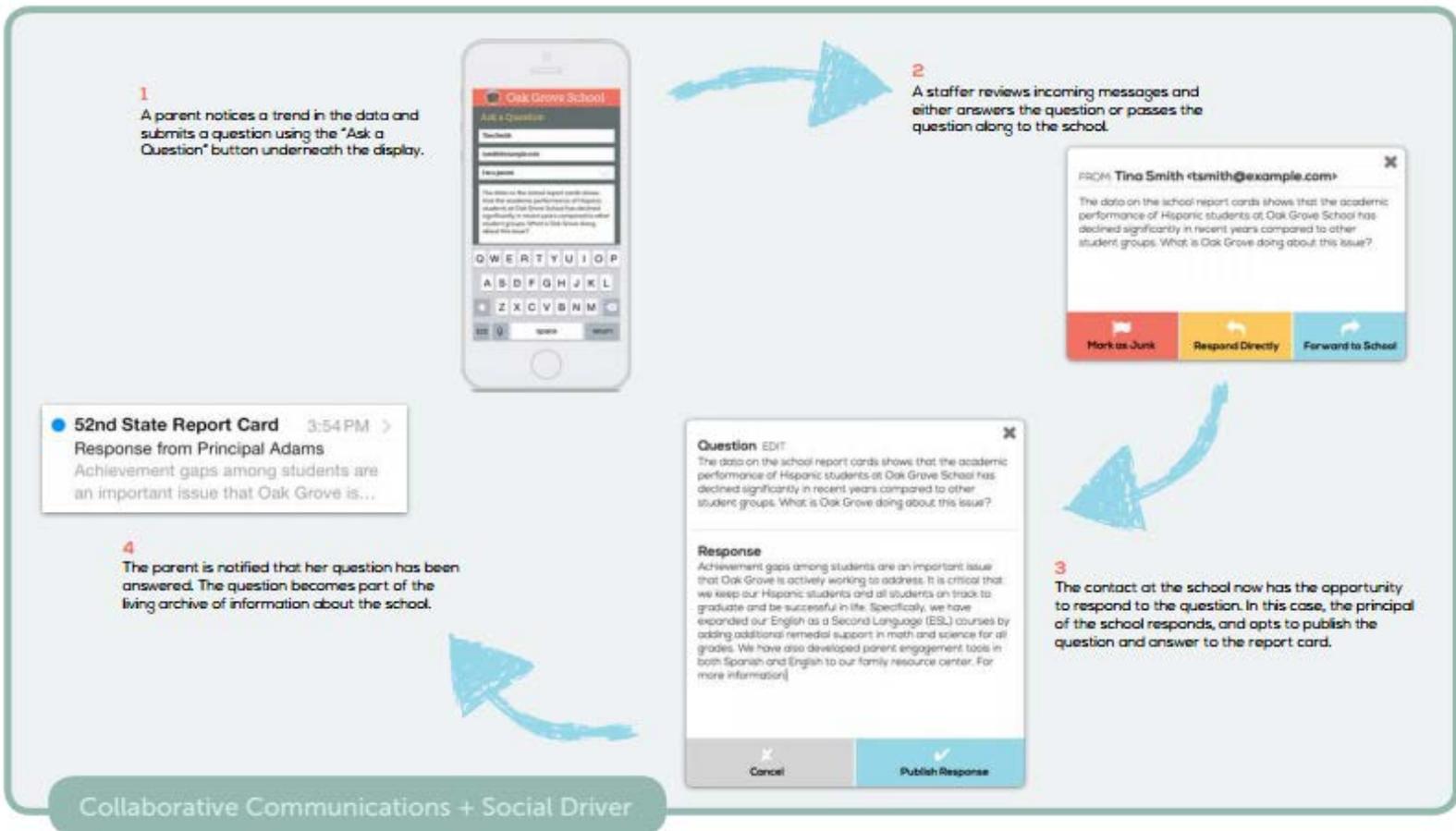
Total Students	Students Taking and Passing	Rate
198	123	62.12%

Percentage of students who passed:
 - Advanced Placement exam (with a 3 or higher)
 - International Baccalaureate exam (with a 4 or higher)
 or
 Percentage of students who earned:
 - C or higher on a dual enrollment course



Empowerment

Report cards should empower parents, teachers, administrators and other users to ask questions about the school and its performance.





Comparability

Using a variety of data visualization tools, report cards should clearly show year-to-year trends in performance across a variety of metrics and allow users to compare one school to others in the district or state.

Compare

See subtle differences in outcomes, funding, demographics and trend.

Initiate a comparison from any school or regional averages

Compare schools by location, type, or similar demographic profile

Compare Schools

2014 School Year

Oak Grove School

2013-2014 | Mathematics Grade 5 Public School

B

Student Trend: 97.52%
 Compared to Previous Years

Total Score: 58,755

2008 2009 2010 2011 2012 2013 2014
 A B C D E F

Tilden Middle School

2013-2014 | Mathematics Grade 6 Public School

B

Student Trend: 95.52%
 Compared to Previous Years

Total Score: 59,755

2008 2009 2010 2011 2012 2013 2014
 A A B B A A A

ASSESSED ACROSS 5 MAJOR INDICATORS

PROFICIENCY	English	Science	Math	Social Studies
	2014: 19.22% ▲	2014: 14.22% ▲	2014: 19.22% ▼	2014: 19.22% ▼
	2013: 18.22%	2013: 13.22%	2013: 18.22%	2013: 18.22%

GROWTH	English	Math
	2014: 14.22% ▲	2014: 14.22% ▲
	2013: 13.22%	2013: 13.22%

Print or share your comparison

See subtle differences in current or historical performance

Print Optimized

Interactions like tooltips are expanded, excess items are removed for clean printing. Colors are reduced because ...well, we all know what ink cartridges cost.

Rennzer

Foundation for Excellence in Education Copyright.2014

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Digital Bulletin Board and Social Engagement

Report cards should become the primary repository of information about the school.

Key school information should be shareable over a variety of social media channels.

DEMOGRAPHICS

61% White
18% Black
20% Hispanic
1% Asian
<1% Native America

Detailed information about online courses, college-preparatory courses such as Advanced Placement and International Baccalaureate Program, industry-based certifications, special focus programs such as STEM, dual enrollment, internships and apprenticeships will be available on the online School Report Card. These offerings will be uploaded by schools into a statewide searchable database.

School Grade

The School Report Card provides one grade for the overall performance of students in tested subjects across the school. In the print version, school grades for the current year and two previous years are emphasized to provide parents with the most recent and pertinent information about performance and trends.

Required Information:

- ✓ Current Year School Grade
- ✓ 10 Years of School Grades

The online School Report Card will provide information, including eligibility requirements, on school choice options, allowing parents to consider alternatives if they are dissatisfied with their school grade.

Papa/Finn

Social

Concerned parent, proud principal or active community organizer, deeply embed Oak Grove's indicators into popular online spaces.

Report card widget embedded on Oak Grove's website improves report card findability and backlinking for search optimization.

Rennzer



Additional Lessons for Policymakers

1. Harness the power of graphic designers.
2. Engage stakeholders to identify the kinds of school information they find most useful and how they would like to access it.
3. Engage educators as important users of schools information.
4. Build accompanying communication and outreach plans.





Resources and Materials

Visit us at <http://myschoolinfochallenge.com/>

- Full Design Submissions
- [Challenge Findings Brief](#)
- Examples of Existing Report Cards
- [Empowering Parents and Communities through Public Data Reporting](#), Data Quality Campaign
- [Rating States, Grading Schools: What Parents and Experts Say States Should Consider to Make School Accountability Systems Meaningful](#), Education Commission of the States



Executive Summary

Publicly reporting timely, actionable, and comprehensible data is one of the most powerful ways states can promote transparency, strengthen accountability, and ensure that everyone with an education—parents, educators, policymakers, researchers, and members of the public and has access to the information they need to make good decisions. It is also one of the most visible ways states can demonstrate the tremendous value of their data systems. Currently, however, reporting efforts in most states are geared toward compliance with state and federal laws, rather than being intentionally designed to meet people's needs. Consequently, most publicly reported data go unseen or unused, limiting their ability to promote and support improvements in student achievement and system performance.

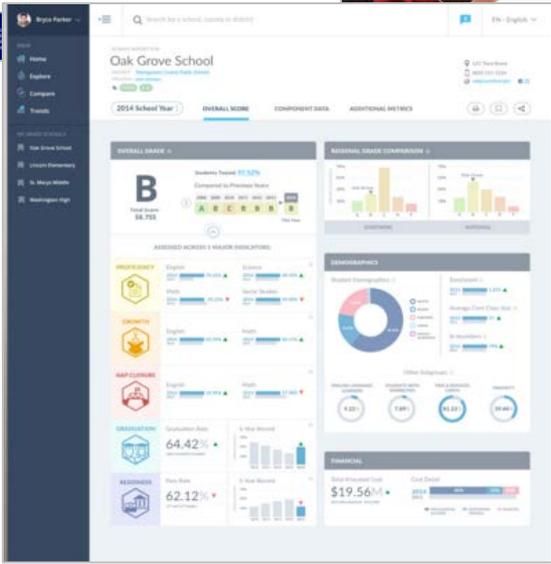
These are powerful tools for informing stakeholder decisions, but they are not likely to be used if they are not presented in actionable formats tailored to specific stakeholder needs. State policymakers must take a leadership role in promoting high-quality public reporting. They can support public reporting as a strategy for improving student performance by taking the following actions:

- ensuring that publicly reported data are accurate, trustworthy, and safeguarded
- maintaining coordination across P-20 workforce entities
- ensuring that publicly reported data meet the information needs of all stakeholders
- ensuring that information is easy to find, access, and understand

"Public Reporting" Define

Public reporting makes data available to inform those with an education about public schools and districts. Data can include enrollment and finance, student performance, teacher effect and more. Publicly reported data are typically aggregated but include individual-level data that have been de-identified to privacy. Data can be made available in myriad ways, including school report cards, kindergarten readiness reports, and high school reports through public-facing data portals, or as a set. Regardless of their format, publicly reported data never personally identifiable information (i.e., information that could identify an individual).

- 1 Aggregate-level data provide information about groups of students, but do not identify individual students.
- 2 De-identified data provide information about individual students, but do not identify individual students.



Thank You !

Foundation for Excellence in Education
P.O. Box 10691
Tallahassee, FL 32302

 (850) 391-4090

 (786) 664-1794

 info@excelined.org



Claire Voorhees
Director of K-12 Reform
Claire@ExcelinEd.org
(202) 470-5624

