

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

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

Michelle Sandrock

Georgia Department of Education  
Parent Engagement Program Manager



Dr. John D. Barge, State School Superintendent  
"Making Education Work for All Georgians"  
[www.gadoe.org](http://www.gadoe.org)

# Session Expectations

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

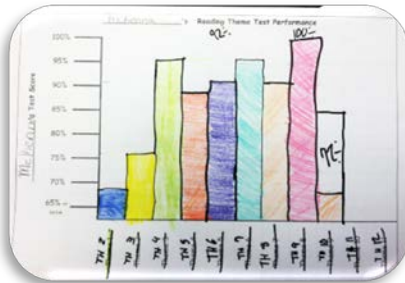


Walk away with helpful strategies to effectively share data with parents to enhance student achievement

1

2

3



Provide steps to make data relevant to families



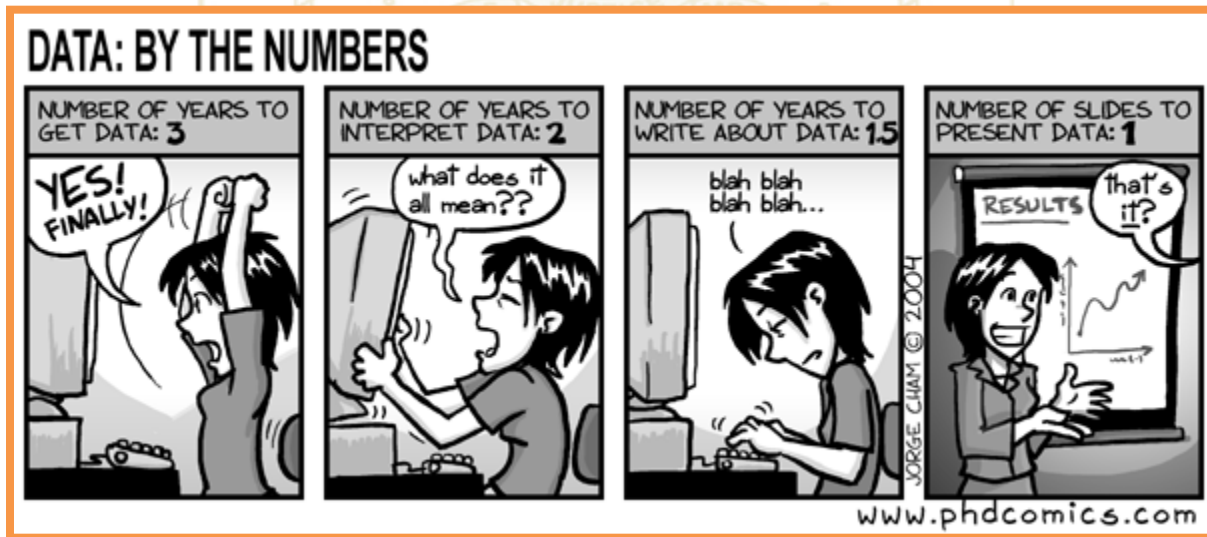
## How to Make Data a Tool For School – Parent Partnerships



Dr. John D. Barge, State School Superintendent  
"Making Education Work for All Georgians"  
[www.gadoe.org](http://www.gadoe.org)

# What are Data?

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





# What are Data?

College-Readiness Scores

Student Growth Data

Success in college

Demographics

Teacher impact on students

Student Attendance

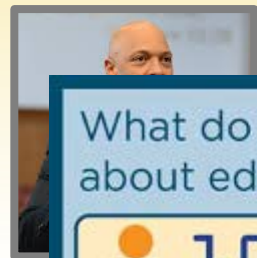
Student grades & test scores



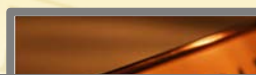
Dr. John D. Barge, State School Superintendent  
"Making Education Work for All Georgians"  
[www.gadoe.org](http://www.gadoe.org)

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

# How Do Data Help?



District  
Leaders



School  
Leaders

What do parents need to know about education data?



PARENTS



Classroom  
Teachers



Students



Dr. John D. Barge, State School Superintendent  
"Making Education Work for All Georgians"  
[www.gadoe.org](http://www.gadoe.org)

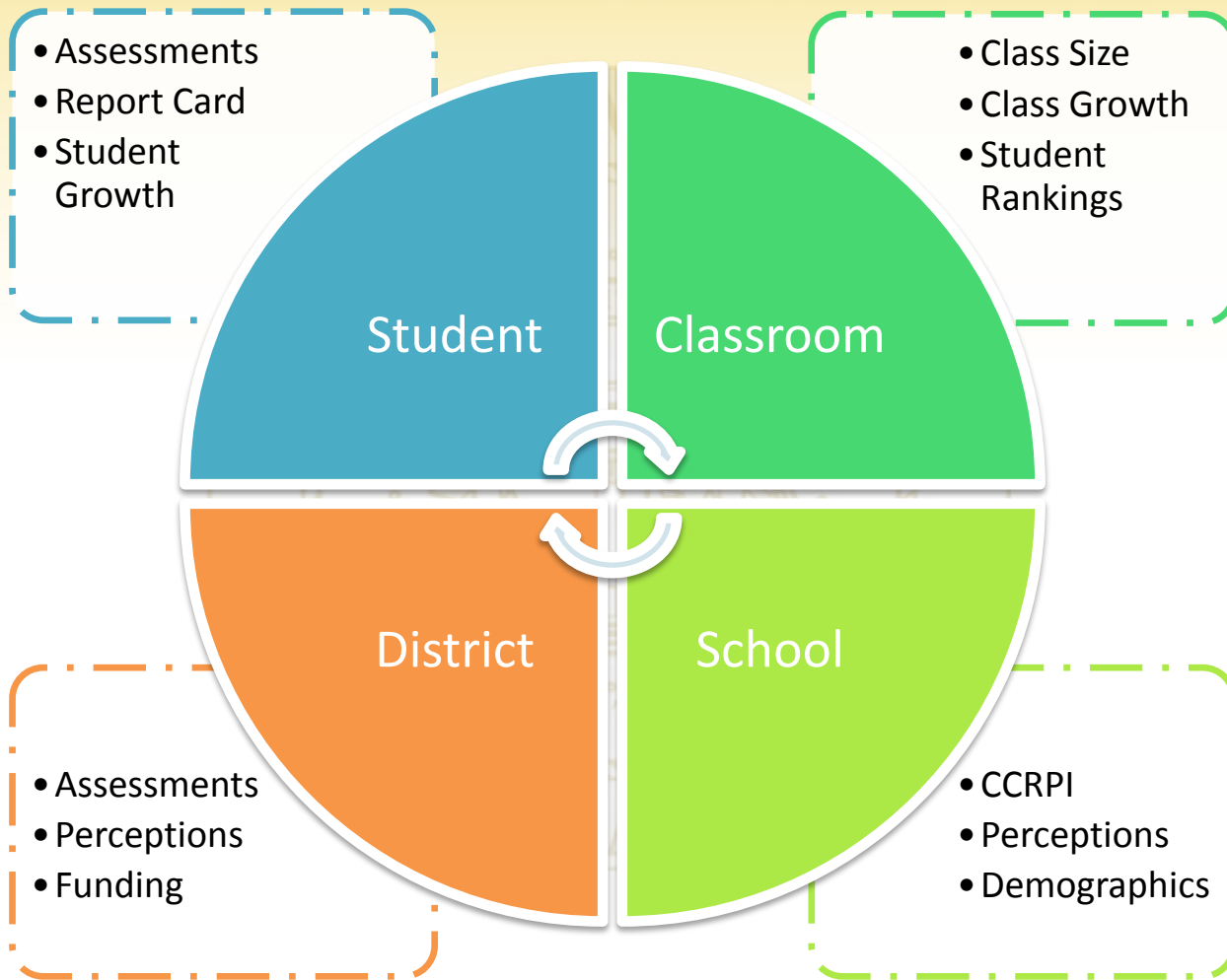
# Data Can...

- ✓ 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



Dr. John D. Barge, State School Superintendent  
"Making Education Work for All Georgians"  
[www.gadoe.org](http://www.gadoe.org)

# 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





# 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?



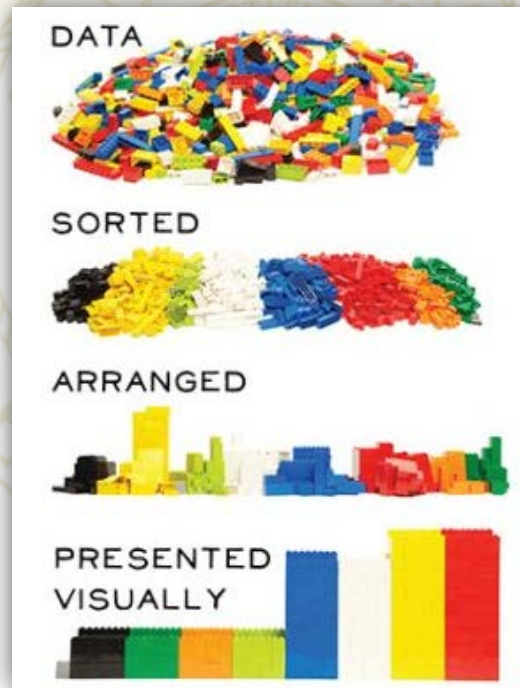
Dr. John D. Barge, State School Superintendent  
"Making Education Work for All Georgians"  
[www.gadoe.org](http://www.gadoe.org)

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**



Dr. John D. Barge, State School Superintendent  
"Making Education Work for All Georgians"  
[www.gadoe.org](http://www.gadoe.org)

# 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

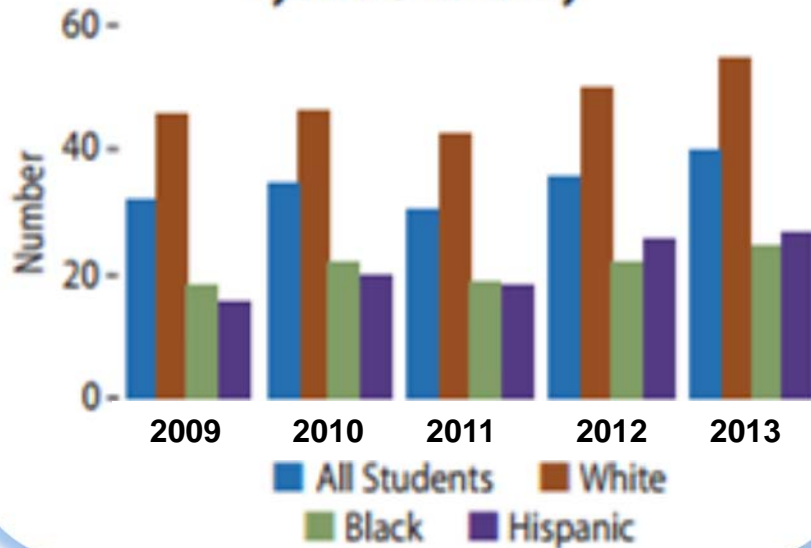




# Create a Context, Share a Story

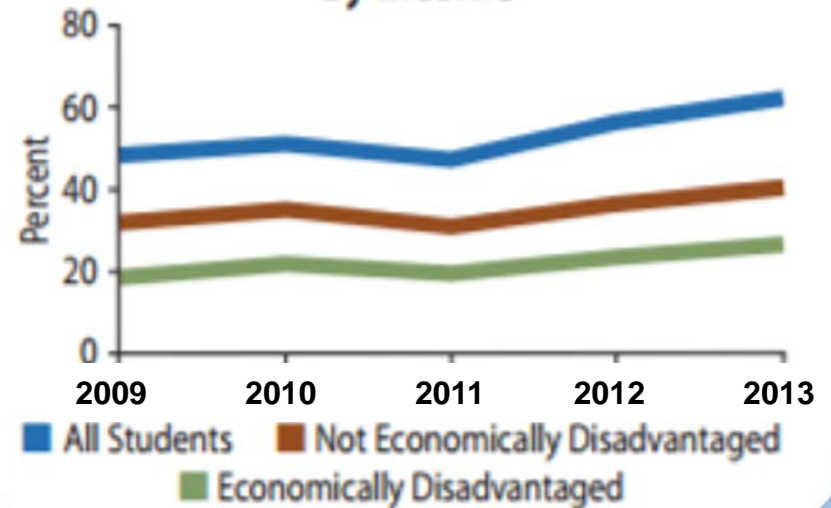
## Bar Graph

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



## Line Graph

Third-Grade Reading CRCT Scores  
Students Exceeding Standards  
By Income



Dr. John D. Barge, State School Superintendent  
"Making Education Work for All Georgians"  
[www.gadoe.org](http://www.gadoe.org)

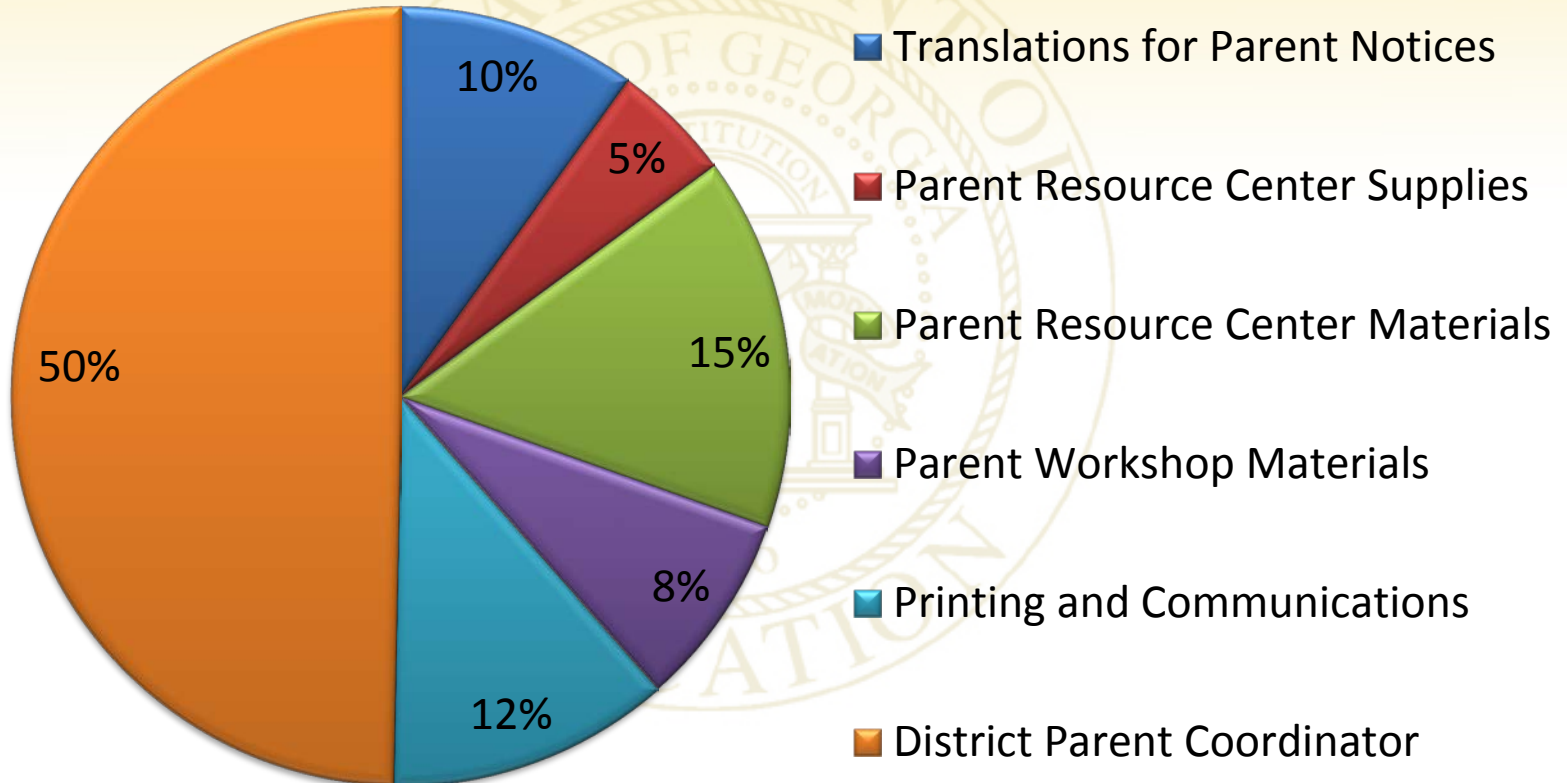
# Create a Context, Share a Story

## Parental Involvement Budget

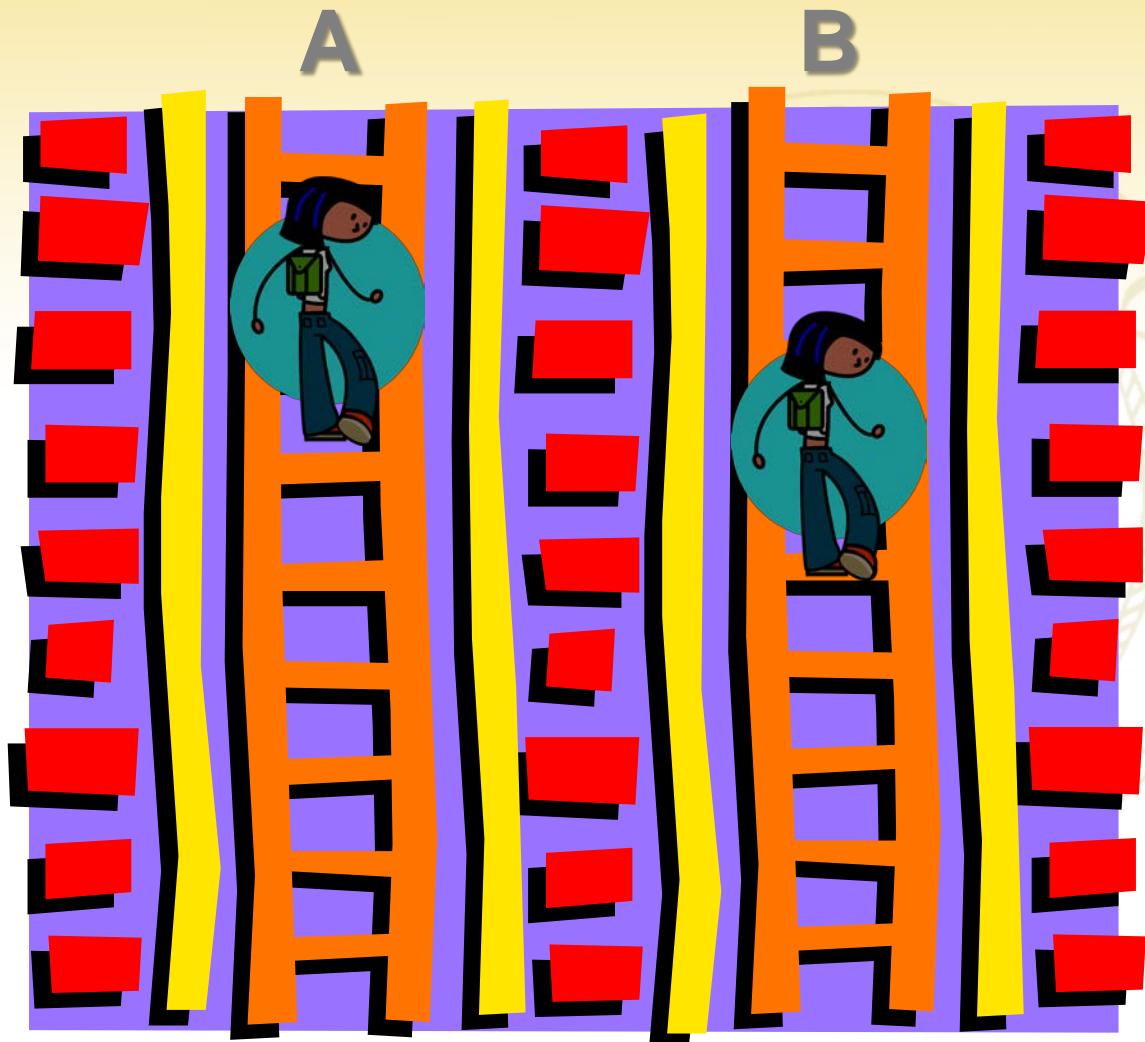
1% Set-Aside = \$10,000

Additional Set-Aside = \$20,000

Total = \$30,000



# Create a Context, Share a Story



*Who  
Had a  
Better  
Year?*

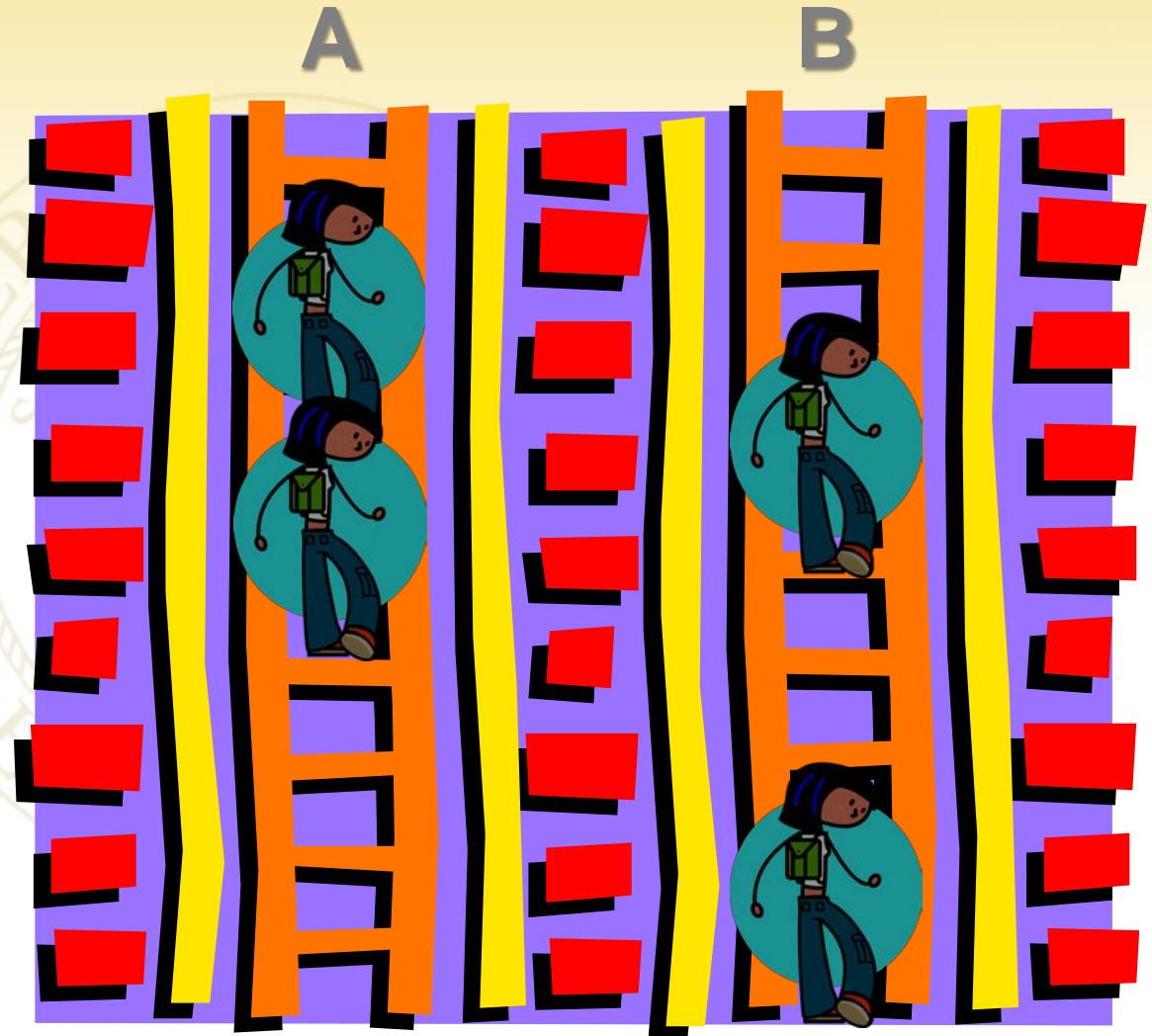


Dr. John D. Barge, State School Superintendent  
"Making Education Work for All Georgians"  
[www.gadoe.org](http://www.gadoe.org)

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?*



Dr. John D. Barge, State School Superintendent  
"Making Education Work for All Georgians"  
[www.gadoe.org](http://www.gadoe.org)

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.

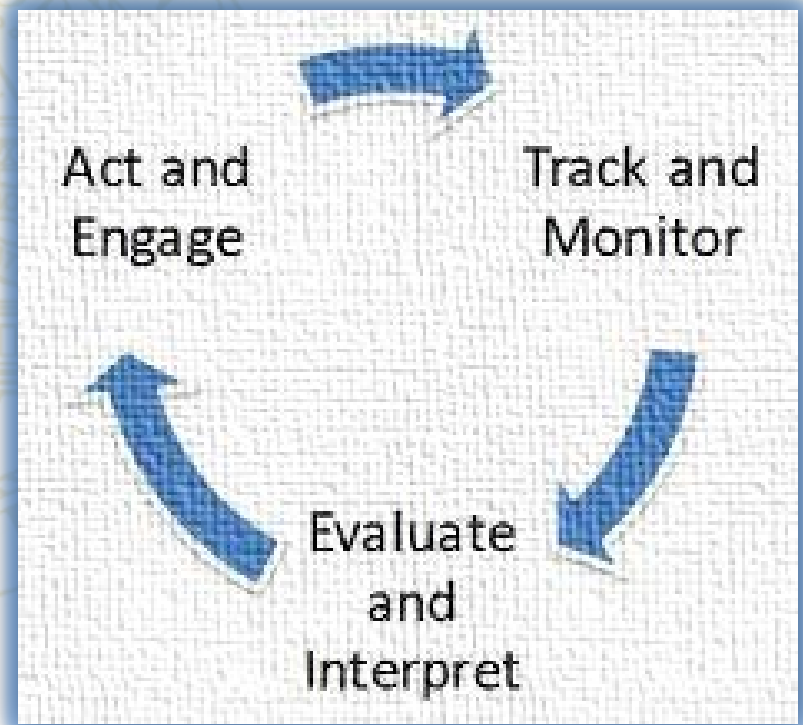


Dr. John D. Barge, State School Superintendent  
"Making Education Work for All Georgians"  
[www.gadoe.org](http://www.gadoe.org)

# Make Data an Ongoing Process

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

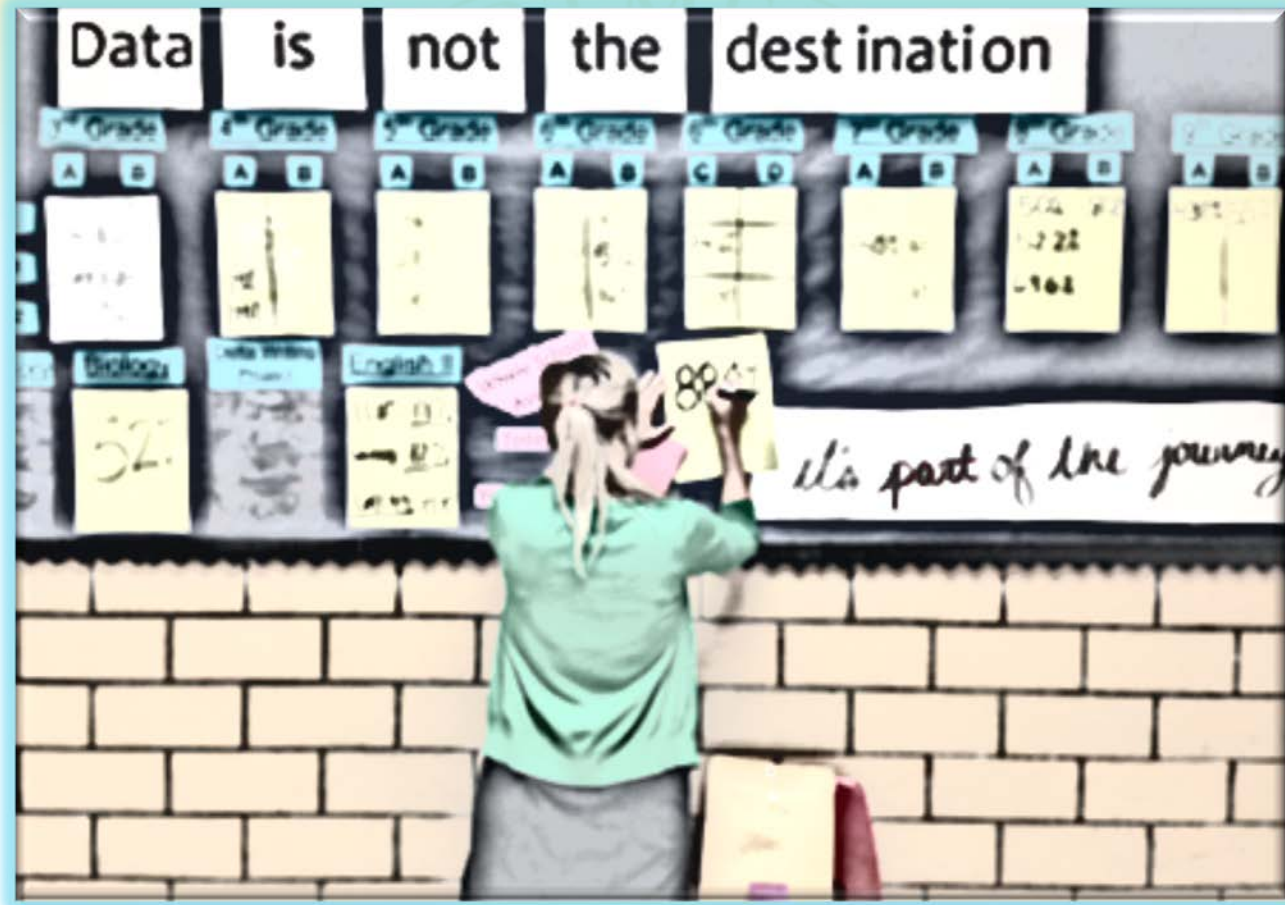
- ✓ Create data sharing as an ongoing partnership with families, not a discrete activity
- ✓ Identify additional data communication channels that are appropriate for each family



Dr. John D. Barge, State School Superintendent  
"Making Education Work for All Georgians"  
[www.gadoe.org](http://www.gadoe.org)

# Data Sharing

## Discuss and Brainstorm



Dr. John D. Barge, State School Superintendent  
"Making Education Work for All Georgians"  
[www.gadoe.org](http://www.gadoe.org)

# 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?

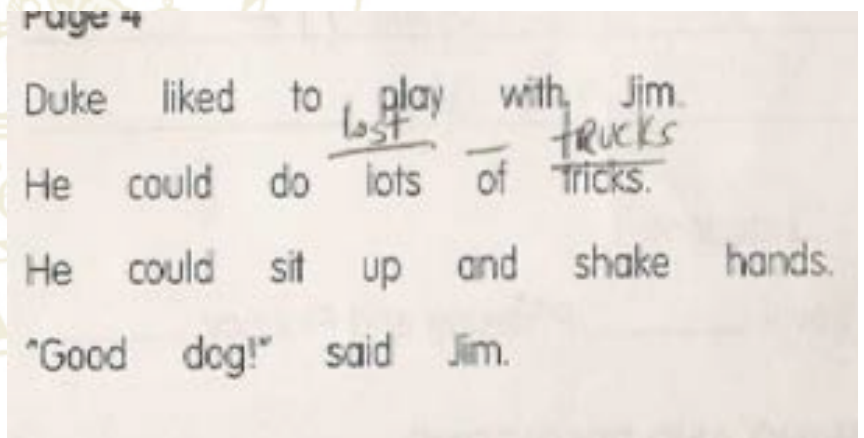
Student

## Sharing Data One-on-One Examples

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

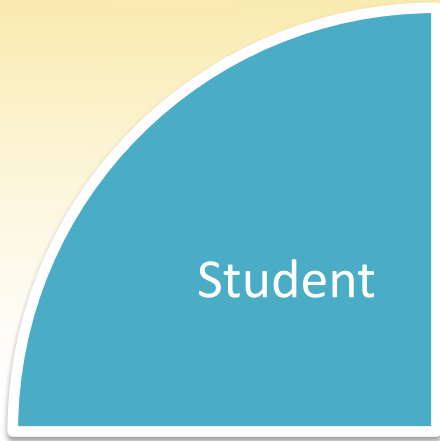
### Data Snippet 1:

Reviewing a Few  
Significant Miscues on a  
Record of Oral Reading



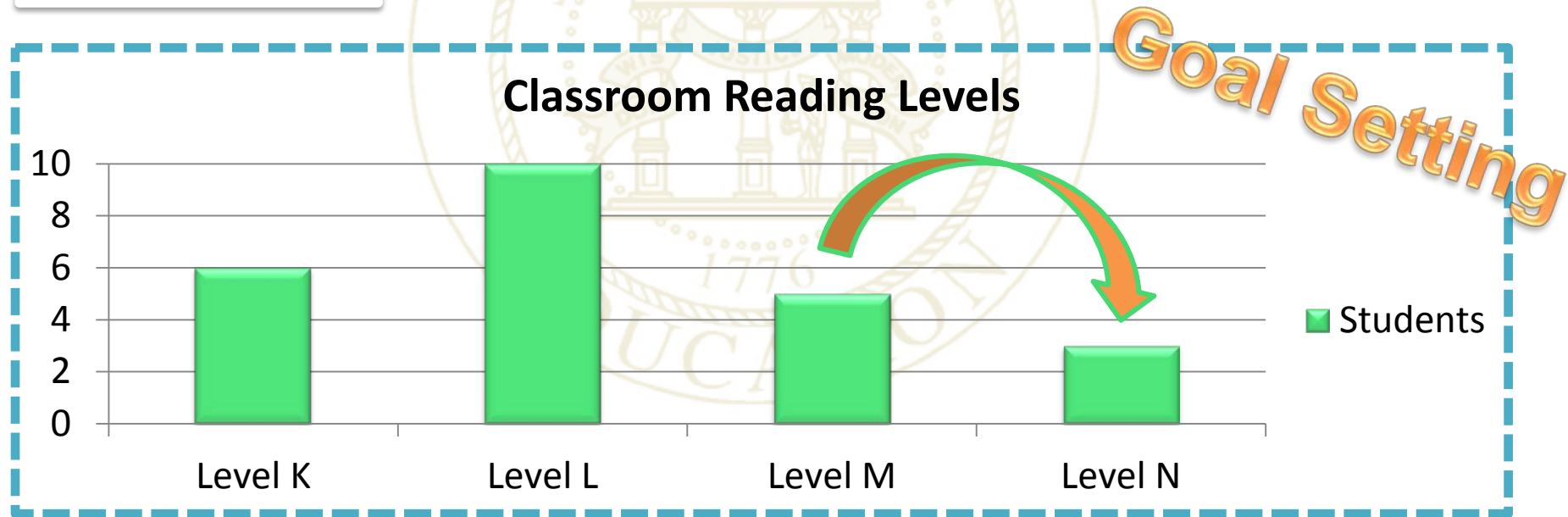
Dr. John D. Barge, State School Superintendent  
"Making Education Work for All Georgians"  
[www.gadoe.org](http://www.gadoe.org)

# What Are Data Sharing Strategies?



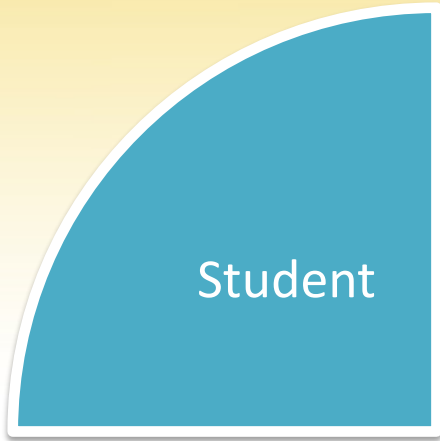
## Data Snippet 2:

### Sharing a Student's Book Log and Text Level



Dr. John D. Barge, State School Superintendent  
"Making Education Work for All Georgians"  
[www.gadoe.org](http://www.gadoe.org)

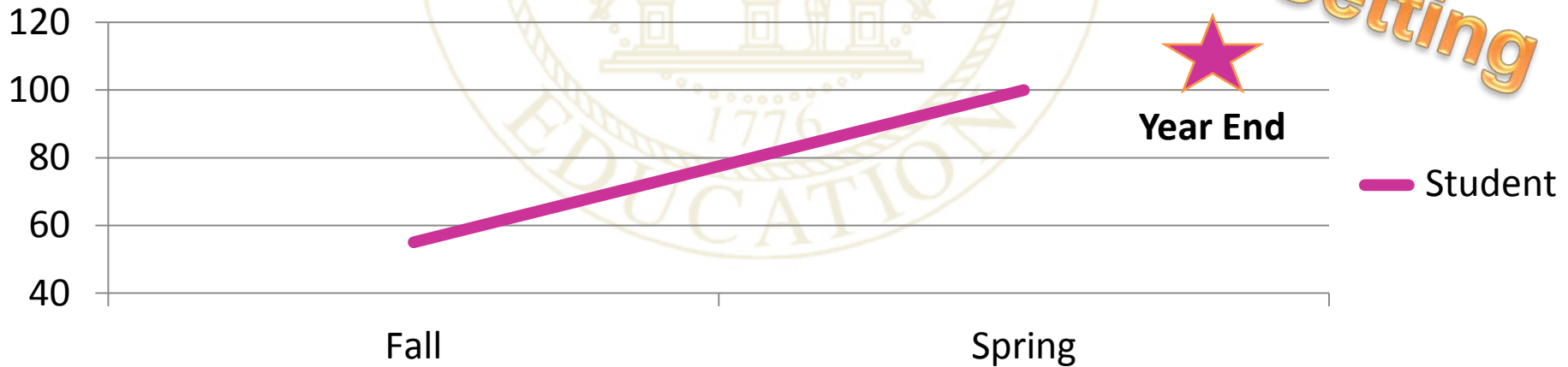
# What Are Data Sharing Strategies?



## Data Snippet 3:

Reviewing Timed  
Fluency Checks

Reading Fluency



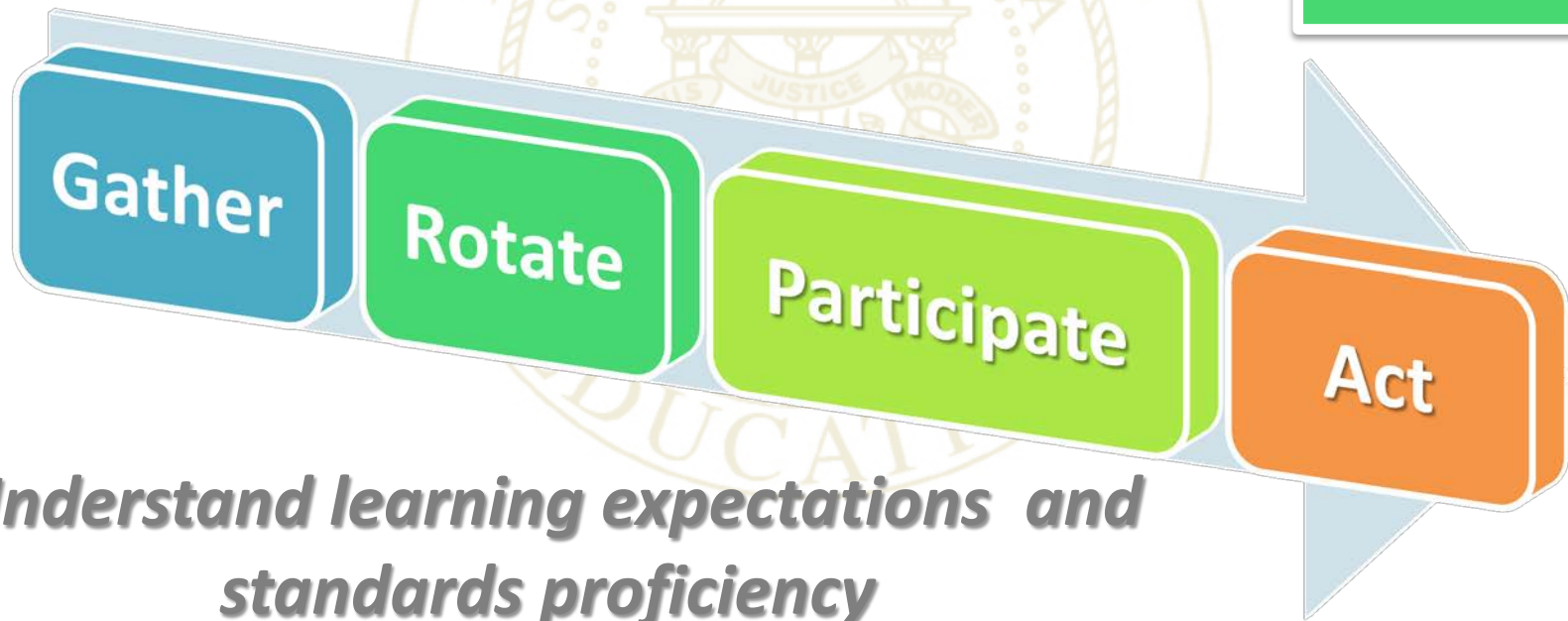
Dr. John D. Barge, State School Superintendent  
"Making Education Work for All Georgians"  
[www.gadoe.org](http://www.gadoe.org)

# What Are Data Sharing Strategies?

## *Sharing Data In Grade Level Examples*

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

Classroom



Dr. John D. Barge, State School Superintendent  
"Making Education Work for All Georgians"  
[www.gadoe.org](http://www.gadoe.org)



# What Are Data Sharing Strategies?

## Academic Parent-Teacher Teams

### Setting 60 Day Learning Goals

Classroom



Dr. John D. Barge, State School Superintendent  
"Making Education Work for All Georgians"  
[www.gadoe.org](http://www.gadoe.org)

# 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

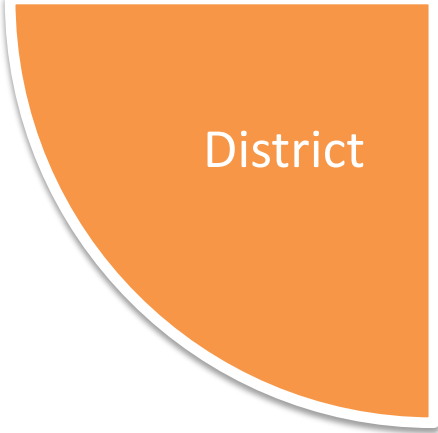
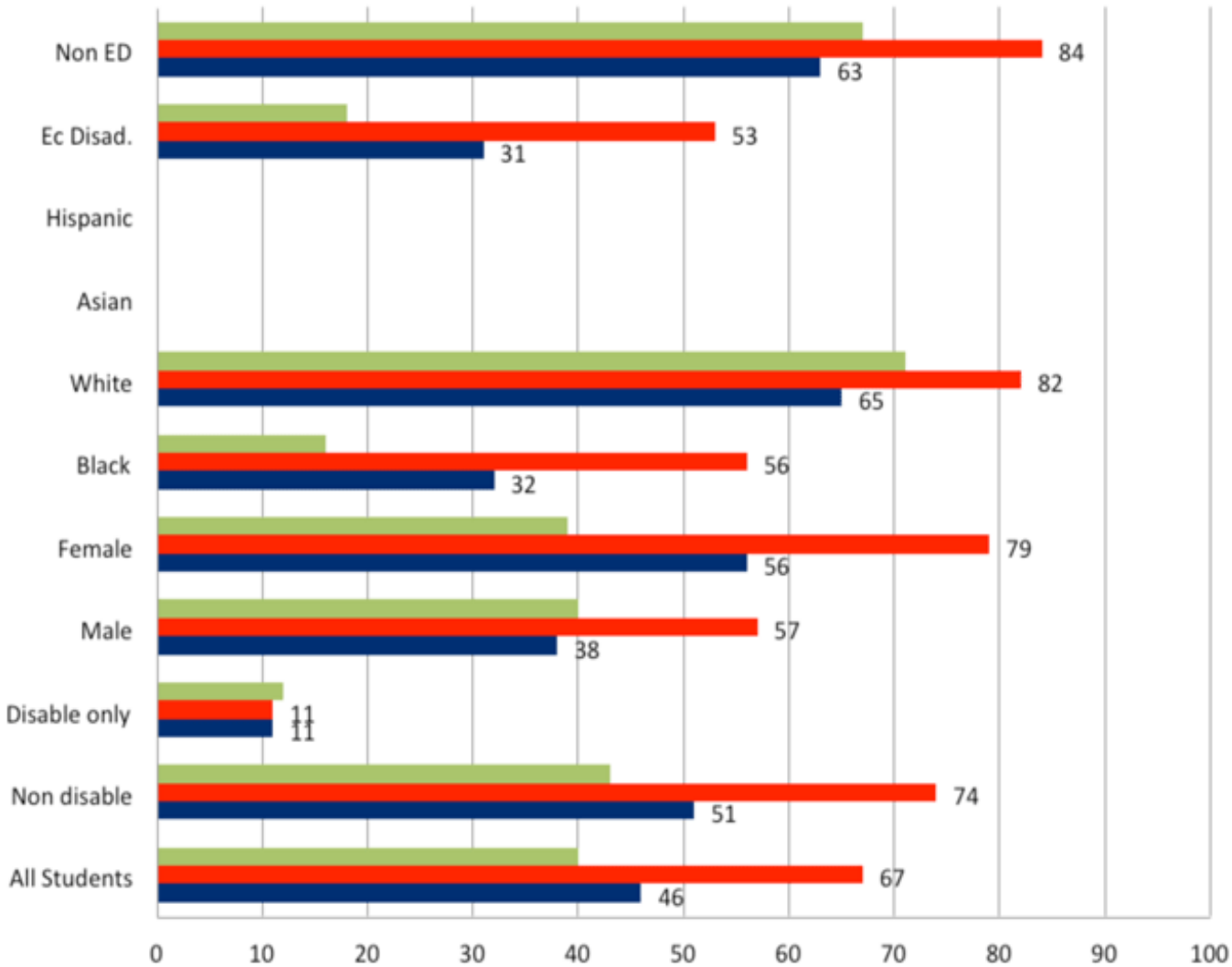
District



School



# Percent of Students Scoring Proficient and Above



	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	83.8	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)	NA	NA	NA	NA	NA	
	12	Student Attendance Rate (%)	NA	97.57	98.2	10	9.8	
	<b>Total Points</b>						<b>60</b>	<b>54.9</b>
	<b>Category Performance %</b>						<b>.915</b>	
	<b>Category Weight</b>						<b>30%</b>	
<b>Weighted Performance</b>						<b>.2745</b>		

		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 8 scoring at least 4 courses in 4 content areas (ELA, 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	
	<b>Total Points</b>						<b>20</b>	<b>16.7</b>
	<b>Category Performance %</b>						<b>.835</b>	
	<b>Category Weight</b>						<b>30%</b>	
<b>Weighted Performance</b>						<b>.2505</b>		



Dr. John D. Barge, State School Superintendent  
 "Making Education Work for All Georgians"  
[www.gadoe.org](http://www.gadoe.org)

What Other Data Do Parents Need?  
 What is Missing?  
 What Else Could Help?



# References

- Atlanta Heights Charter School (2014). Grade Level Town Hall Meetings, 2014 Georgia Family Engagement Conference Presentation

---
- Data Quality Campaign (2013). Why Education Data? <http://www.dataqualitycampaign.org/why-education-data>

---
- Georgia Family Connection Partnership (2013). KIDS COUNT ON US: Make Data Count for Kids.

---
- Harvard Family Research Project (2010). Data for Measuring Growth: Poway Unified School District, <http://www.hfrp.org/publications-resources/browse-our-publications/data-for-measuring-growth-poway-unified-school-district>

---
- Harvard Family Research Project (2013). TIPS for administrators, teachers, and families: How to Share Data Effectively, <http://www.hfrp.org/publications-resources/browse-our-publications/tips-for-administrators-teachers-and-families-how-to-share-data-effectively>



# References

- Landrigan, Clare and Mulligan, Tammy (2013). Sharing Data with Families at Parent/Teacher Conferences, Choice Literacy, <http://www.choiceliteracy.com/articles-detail-view.php?id=490>

---
- Lopez, Elena (2002). When Parents Assess Schools, Harvard Family Research Project, <http://www.hfrp.org/evaluation/the-evaluation-exchange/issue-archive/family-support/when-parents-assess-schools>

---
- Michael and Susan Dell Foundation (2011). Parent – Performance Driven Education in the Classroom, [http://www.youtube.com/watch?v=eI2Zm\\_rCNA](http://www.youtube.com/watch?v=eI2Zm_rCNA)

---
- New York State PIRC (2011). Sharing and Using School Data with Parents, [www.nyspirc.org](http://www.nyspirc.org)



# References

- Parents for Public Schools, (2011). Disaggregated Data Example, <http://www.parents4publicschools.com>

---
- Patton, Christine (2013). Making Data Meaningful. Harvard Family Research Project, <http://www.hfrp.org/publications-resources/browse-our-publications/making-data-meaningful>

---
- Rudy, Nita (2011). Holding Schools Accountable: Using Data to Engage Parents in School Improvement Efforts, Harvard Family Research Project, <http://www.hfrp.org/family-involvement/publications-resources/holding-schools-accountable-using-data-to-engage-parents-in-school-improvement-efforts>

---
- WestEd, (2013). Academic Parent Teacher Teams (APTT), <http://www.wested.org/service/academic-parent-teacher-teams-aptt-family-engagement-in-education>



# Contact Information

**Michelle Sandrock**  
Program Manager  
Parent Engagement Program  
404-232-1148  
msandrock@doe.k12.ga.us

---

**Nate Schult**  
Specialist  
Parent Engagement Program  
404-463-1956  
nschult@doe.k12.ga.us





# Questions



Dr. John D. Barge, State School Superintendent  
*"Making Education Work for All Georgians"*  
[www.gadoe.org](http://www.gadoe.org)