



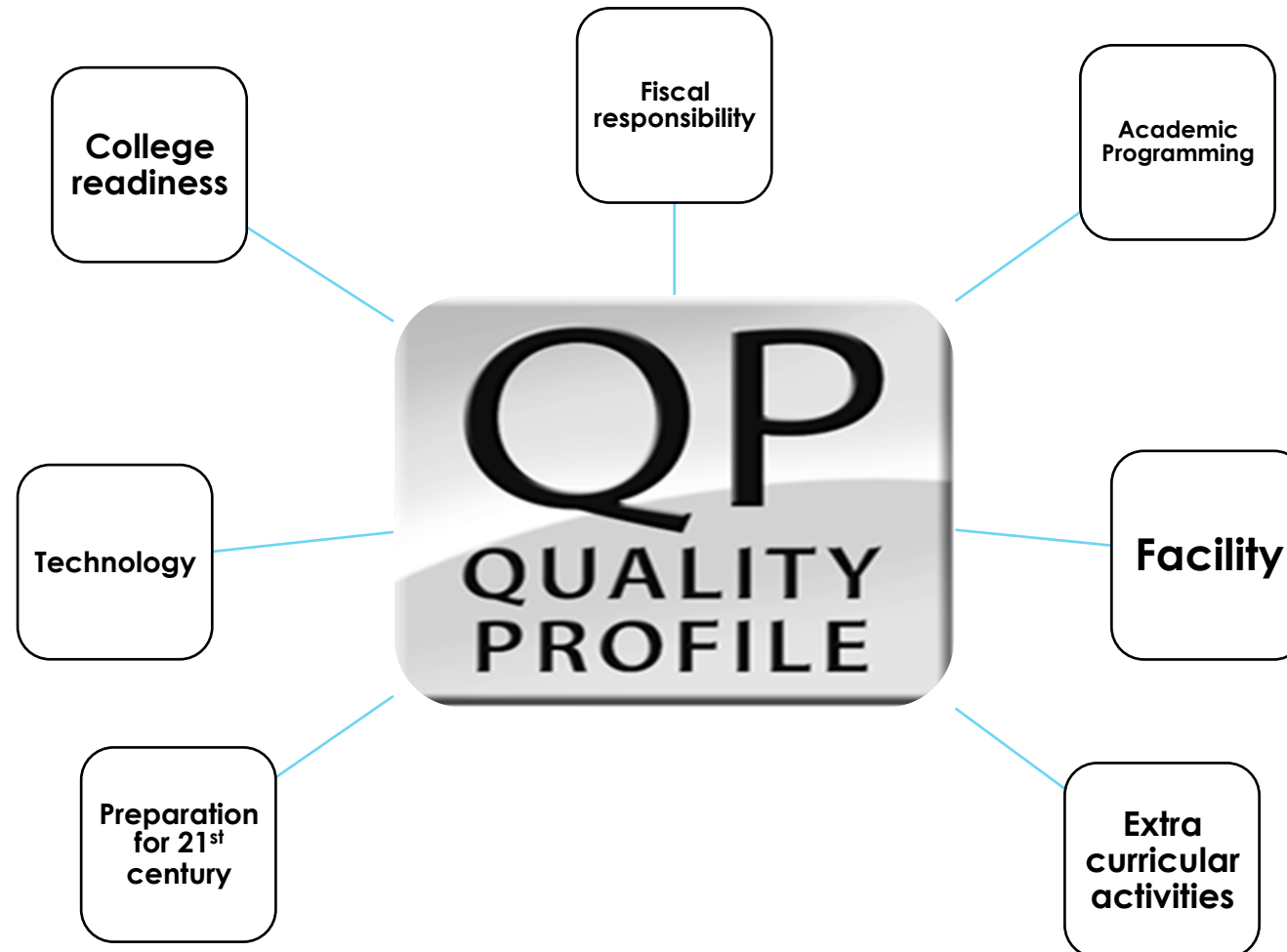
# Measuring What Else Matters: Communicating Beyond the State Report Card

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The Alliance for High Quality Education  
November 9, 2015  
Capital Conference and Trade Show

Dr. Anthony Podojil, Executive Director  
James E. Betts, Consultant

# What does our community want to know about their investment in your school district? How do we define quality, effectiveness?



# Fallon Research -Survey Results

## Fall 2012

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**If you were evaluating the success of public school districts, which of the following factors would be the most important to you? Is it... (randomly rotated)**

- ▶ 22% Graduates' success at college admissions
- ▶ 17.9 Elementary students performing above grade level
- ▶ **28.4 Good job placement rates for graduates**
- ▶ 11.7 Scores on standardized tests and state report cards...or...
- ▶ 7.4 Scholarships and honors won by students
- ▶ 1 Other (volunteered)
- ▶ 6.1 All/combination (volunteered)
- ▶ 5.6 Unsure/no answer

# Fallon Research – Survey Results

## Fall 2012

**Which of the following characteristics do you think is the best sign of a high quality school district? Is it a school district that... (randomly rotated)**

- ▶ 22.6 Attracts and keeps high quality teachers
- ▶ **26.9 Has comprehensive education so each student can succeed**
- ▶ 13.7 Provides technology skills needed in today's world
- ▶ 13.5 Engages and involves parents as fully as possible...or...
- ▶ 3.5 Offers many activities like sports and cultural activities
- ▶ .9 Other (volunteered)
- ▶ 16 All/combination (volunteered)
- ▶ 2.8 Unsure/no answer

# Fallon Research -Survey Results

## Fall 2013

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***Which of the following characteristics do you think is the best indication that a school district is providing students with a high quality education?***

- ▶ **33% Having high quality teachers**
- ▶ 27% Getting parents involved
- ▶ 15% Offering a comprehensive curriculum
- ▶ 7% Emphasizing technology skills
- ▶ 2% Providing sports and extra-curricular activities
- ▶ 13% All/combination
- ▶ 1% Other
- ▶ 3% Unsure

# Fallon Research -Survey Results Fall 2014

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*Many people agree that having good teachers, using a comprehensive curriculum and preparing students for good jobs and college are the most important characteristics of a high quality education. Which of the following do you consider to be the next most important.*

- ▶ 9% Knowing about diverse ideas and cultures
- ▶ 26% Experience, leadership, volunteer or community service
- ▶ **30% Ability to take college-level courses while in high school**
- ▶ 9% Performing up to grade level on state tests
- ▶ 3% Obtaining a lot of college scholarship money
- ▶ 8% Participation in cultural, club, student government or athletic activities.
- ▶ 15% All/other/unsure

# Fallon Research – Survey Results

## Fall 2015

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**Which of the following characteristics do you think is the best sign of a high quality school district? Is it a school district that... (randomly rotated)**

- ▶ **21.9%** *Attracts and keeps high quality teachers*
- ▶ **23.8** *Has comprehensive education so each student can succeed*
- ▶ **15.3** *Provides technology skills needed in today's world*
- ▶ **10.5** *Engages and involves parents as fully as possible...or...*
- ▶ **4.9** *Offers many activities like sports and cultural activities*
- ▶ **16.9** *All/combination (volunteered)*
- ▶ **1.6** *None of them (volunteered)*
- ▶ **5.3** *Unsure/no answer*

# Fallon Research – Survey Results

## Fall 2015

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*If you were evaluating the success of public school districts, which of the following factors would be the most important to you? Is it... (randomly rotated)*

- ▶ **21%**    **Graduates' success at college admissions**
- ▶ 16.4    *Elementary schools performing above grade level*
- ▶ **24.8**    **Good job placement rates for graduates**
- ▶ 5.3    *Scores on state tests and report cards*
- ▶ 11.4    *Scores on other standardized tests, like the ACT or SAT... or...*
- ▶ 6.9    *Scholarships and honors won by students*
- ▶ 5.1    *All/combination (volunteered)*
- ▶ 1.9    *None of them (volunteered)*
- ▶ 7.4    *Unsure/no answer*



# Fallon Research – Survey Results

## Fall 2015

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*Thinking more about how the State of Ohio rates education performance, supposing that you could decide, would you prefer that students, teachers, schools and school districts should be rated on...(rotated)...just on their state test scores...or...a combination of state test scores and other*

- ▶ 11.1%      *State test scores*
- ▶ 82.5      *Combination of test scores/other measures*
- ▶ 1.5      *Neither of them (volunteered)*
- ▶ 4.9      *Unsure/no answer*

# Fallon Research – Survey Results

## Fall 2015

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*As you may know, state testing programs have been in effect for many years in Ohio. Based on what you have seen, heard or experienced, which grade would you give the state testing program for its performance assessing students, teachers, schools and school districts? Would it be an A for excellent, a B for good, a C for adequate, a D for barely acceptable, or an F for failing?*

3.8%    A

21.9    B

33.9    C

20.5    D

12.3    F

7.8    *Unsure/no answer*

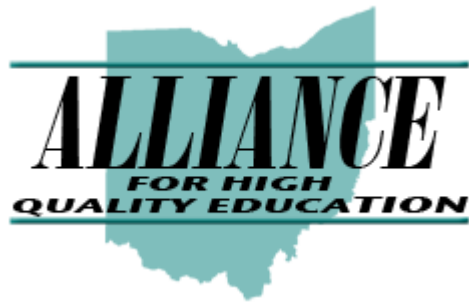
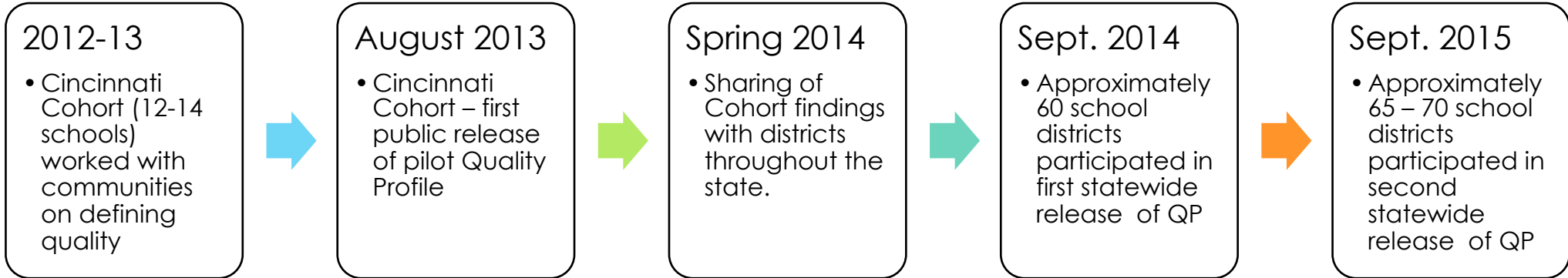
# Fallon Research – Survey Results

## Fall 2015

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*Based on what you have seen, heard or experienced, which if the following is your biggest concern or misgiving about the State of Ohio's student testing. Is it that the tests... (randomly rotated)*

- ▶ 16.6% *May not measure what is taught in local schools*
- ▶ 6.8 *Are used to judge the whole state's educational performance*
- ▶ 10.4 *Take a long time to prepare for and administer*
- ▶ **22.6** ***Have too much influence in evaluating students and their school districts***
- ▶ **23.1** ***Are too focused on Common Core curriculum***
- ▶ 2.3 *Could have data breaches that end up violating privacy*
- ▶ 4.6 *All/combination (volunteered)*
- ▶ 1.3 *None of them (volunteered)*
- ▶ 12.4 *Unsure/no answer*



# Components of Quality Profile

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- ▶ Academics
- ▶ Arts
- ▶ Student Leadership and Activities
- ▶ Fiscal Stewardship
- ▶ Parent and Community Involvement
- ▶ Student Services
- ▶ District School Improvement Efforts/Awards / Accolades



# Assess what matters?

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- ▶ An interest and desire in communities to assess schools on elements beyond what can be measured on standardized and state test scores.
- ▶ An opportunity for local engagement on what the community values in our school district.
- ▶ Improving communication and transparency with your stakeholders.



# Questions



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