



Measuring What Else Matters: Communicating Beyond the State Report Card

The Alliance for High Quality Education

Capital Conference and Trade Show
November 14, 2016

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



Fallon Research -Survey Results

Fall 2012

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

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 2013

In your opinion, how important is it for public school districts to offer programs such as student athletic teams, science fairs and academic competition and activities, in order to produce well-rounded students?

- ▶ **93%** **Total very important/somewhat important**
 - ▶ **6%** Total not very important/very unimportant
 - ▶ **1%** Unsure
-
- ▶ **95%** Public School Parents (very and somewhat important)

Fallon Research -Survey Results Fall 2014

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

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

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

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

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*

Fallon Research – Survey Results

Fall 2016

How accurately do you think the state report card measures the quality of Ohio's school districts? Do you think it does an excellent, good, only fair or poor job of providing an accurate measurement of the quality of Ohio's schools?

3.4%	Excellent
25.5%	Good
38.3%	Fair
22.0%	Poor
10.8%	Unsure/no answer

Fallon Research – Survey Results

Fall 2016

In addition to the state report card, local school districts have other indicators of school quality and many that are unique to each school system. If you could choose, would you prefer to receive information about...(rotated)...only the state report card ratings...or...the state report card ratings and the other indicators of school quality?

19.9%	Only state report card rating
63.6%	State report card ratings and individual indicators
4.8%	Neither (volunteered)
2.1%	Other (volunteered)
9.5%	Unsure/no answer

Fallon Research – Survey Results

Fall 2016

If you were able to set priorities for the school district that serves your community, which result would you consider most important? Is it...

4.7%	Performing well on state tests
27.0%	Developing excellent intellectual skills
19.3%	Gaining strong social, emotional and citizenship skills
36.6%	Ensuring college and career paths for future economic independence
7.5%	All/combination (volunteered)
.9%	Other (volunteered)
4.0%	Unsure/no answer

Alliance for High Quality Education



Components of Quality Profile

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



Guiding principles

Adhering to the reporting categories base on the survey data that would allow the document to have some standardization in terms of format.

Allowing districts to choose the information and data they felt was most important to their communities in the construction of their profiles.

When using data for comparison purposes, benchmarking that data against international, national, state and or local norms and thereby avoiding local comparisons or lists resulting in rankings. As a result, no other school districts' name should appear within your QP.

Incorporating school improvements efforts into the document in order that a more comprehensive view of the district's efforts in those areas can be highlighted.

Assess what matters?

- ▶ 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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