ESSA REPORT CARD DESIGN CHALLENGE
LESSONS LEARNED

COMBINED FEDERAL PROGRAMS MEETING
DECEMBER 6 – 7, 2018 | WASHINGTON, DC
OBJECTIVES

- Identify strategies for engaging key stakeholders in the design of state report cards (or on other topics)
- Articulate key considerations for the design of family-friendly report cards
AGENDA

- Design Challenge Overview
- Panel Discussion: The importance of report cards & key takeaways from the Design Challenge
- ESSA Report Card Design Challenge – 5 Key Considerations
PRESENTERS

▪ Sara Trettin, Office of Educational Technology, U.S. Department of Education

PANELISTS

▪ Brennan Parton, The Data Quality Campaign
▪ Frances Frost, Parent, Montgomery County Public Schools
▪ Tony Shivers, Parent, National PTA
▪ Local Design Challenge Team
Design Challenge Overview
The goal of this challenge point is to develop designs for school profile pages that are visually appealing, easy to interpret and navigate, and that encourage deeper exploration of the data.
The goal of this challenge point is to create solutions for visualizing school-level expenditure data in a way that is straightforward and easy to understand, while also incorporating important context and data limitations.
The importance of report cards &
key takeaways from the Design Challenge

BRENNAN PARTON, DATA QUALITY CAMPAIGN
FRANCES FROST, PARENT, MONTGOMERY COUNTY PUBLIC SCHOOLS
TONY SHIVERS, PARENT, NATIONAL PTA
LOCAL DESIGN CHALLENGE TEAM (TBD)
ESSA Report Card Design
5 Key Considerations
1. How will your website function when accessed via mobile? Will users be able to access the same depth of information?
2. Does your website present information using plain language that is meaningful to parents and families?
3. How might the information be prioritized for different users and scenarios?

**SCHOOL CHARACTERISTICS**

**TEACHER EXPERIENCE:** In SY2017-18, 1 in 5 teachers (21 percent) had less than 5-years experience at Paul MS. This is higher than the state average. At River View MS, 1 in 20 (5 percent) had less than 5-years experience.

**STUDENT ENROLLMENT:** Since 2016, the number of students attending Paul MS has increased. In SY2018-19, enrollment is 1044 students. At River View MS, enrollment has also increased. Current enrollment is 988 students.

**STUDENT ATTENDANCE:** In SY2017-18, 1 in 10 students (12 percent) missed more than 15-days of school. This is lower than the state average and neighboring schools. At River View MS, 1 in 3 students (33 percent) missed more than 15-days of school. This is the highest in the state.
4. How might your design empower schools to add more local information alongside the required data?

This school is very active in sports and the arts.

See how the 🏈 football, 🏀 basketball, 🏊 swimming and 🏖️, 🏀, 🏋️ athletics teams are doing, or find out more about the school’s local 🎵 music concerts, 🎭 shows and plays.

Go to this school’s calendar
5. How might your design move parents from awareness to action?

Explore how Scullen MS is:

**LEARNING & GROWTH**

**HELPING YOUR CHILD LEARN**

- How do students perform on tests?
- Do teachers hold required certifications?
- What are graduation rates?

**SAFETY & SECURITY**

**KEEPING YOUR CHILD SAFE**

- Are there active shooter drills and locks?
- What are bullying rates?
- What are fight occurrence rates?

**OPPORTUNITIES**

**PREPARING FOR THE FUTURE**
Prototypes

tech.ed.gov/essa-report-card-design-challenge/
Questions?

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U.S. Department of Education

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SESSION EVALUATION

PLEASE GIVE US YOUR FEEDBACK!

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