



***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



The background features a complex network of light blue lines and nodes, resembling a molecular structure or a data network. The nodes are small circles of varying sizes, and the lines connect them in a web-like pattern. The overall aesthetic is clean and modern, with a focus on connectivity and structure.

# Design Challenge Overview





CHALLENGE

# School Landing Page

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.

A silhouette of a person standing and looking down, holding a bag. The background is a dark gradient.

CHALLENGE

# Per Pupil Expenditure (PPE)

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)

The background features a dark blue field with a complex network of light blue lines and nodes. The nodes are small circles of varying sizes, and the lines connect them in a way that creates a sense of depth and movement, resembling a data visualization or a stylized map. The overall aesthetic is modern and technological.

# **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?

## Elementary School 3



**This school's current rating is 5 out of 5.**

School ratings like these are a **very rough guide**, calculated from a [wide range of factors](#).



2. Does your website present information using plain language that is meaningful to parents and families?

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This school has left **1** comment. See below for more details



Are all **learners progressing?**



What is the **teaching & learning** experience I will have?



3. How might the information be prioritized for different users and scenarios?

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## 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?
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## **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?

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### 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

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[tech.ed.gov/essa-report-card-design-challenge/](https://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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- Articulate key considerations for the design of family-friendly report cards



