



## PARENT ENGAGEMENT SESSION Facilitator Guide (Online)

### Building DC's School Report Card

The Office of the State Superintendent of Education, working with community partners and city agencies, is building a new school report card tool. The tool will give parents and families one place where they can get the information they need about our city's public schools, both traditional and charter. Last year, we asked families from across the city to tell us what was most meaningful to know about a school, and almost 1,900 responded. Along with some federally required information, that's what you will see in the graphics in this survey.

### WHAT ARE WE TESTING?

We are testing a number of factors on the design elements of the new report card tool's website: ease of understanding of the report card layout, what users want to see in the tool's "compare" function, and the clarity of graphic visualizations of some of the elements in the report card. The survey was designed to help us answer these questions:

- How can we make the report card as **user-friendly as possible**?
- How can we best help parents, families, education stakeholders, and the community at-large **understand and make use of the information** contained in the report card?
- How can the report card be structured and presented to help parents and family members to **make schooling and educational decisions** most effectively?

### SURVEY COMPONENTS

We are showing participants four wireframes that demonstrate how the report card could be laid out. Each of the wireframes in the survey will be followed by a series of three questions. At the end of the day, we want to know if the website's proposed layout makes sense to those who will use it.

Next, we want to know what data points users want to see in the report card's "compare" function. We have put together an activity that lists 18 possible items that could be included in this function. By allowing survey takers to choose their top five most important categories, we will learn what is most important to them when comparing two or more schools to each other.

The new report card will include visual representation of certain data elements. In showing a series of images about how this data could be shown on the report card and asking about clarity, we will learn how most people best understand the data that will be presented in the report card.

To close the survey out, we'll ask a series of demographics questions, which helps us understand who took the survey and whether we are reaching our target audiences.

## WHAT WILL WE DO WITH THE FEEDBACK?

The feedback we gather through feedback sessions and responses to the online survey will help inform the report card's design and technological development. Once we have analyzed the feedback, we will work with our technological partner to implement what we've heard to help us build the most user-friendly tool possible.

## HELPFUL TIPS

- The survey should take no more than 20 minutes to complete.
- Please be available to answer any questions participants may have if you are allowing them to take the survey at your office/location.
- All of the images in the survey are drafts — nothing has been finalized yet — and the responses and feedback we gather in this survey and in other in-person opportunities will help inform the report card's final design.
- *What's a wireframe?* A wireframe is a basic image of a website page that shows how content could be laid out on the page. Wireframes help web developers learn if the way that the content is laid out makes sense to people visiting their websites. It allows us to get feedback on content organization without thinking about design, style, and language.
- Most of the survey questions are required, meaning that participants won't be able to continue the survey until they have answered all of the required questions.
- If someone is unsure how to answer a question, instruct them to choose the "Neutral" option when it's available.
- In the comparison activity, participants will need to drag and drop their five choices into the box on the left. The activity won't allow participants to choose more than five items.
- The survey concludes with a brief and fully confidential demographics survey. This survey will allow us to learn if we are engaging with our target audiences.

**Questions?** Please contact [buildDCsreportcard.osse@dc.gov](mailto:buildDCsreportcard.osse@dc.gov).

