



## PARENT ENGAGEMENT SESSION Facilitator Guide (Paper-Based)

### 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 represented in the activities.

### WHAT ARE WE TESTING?

We are testing a couple of factors on the design elements of the new report card tool's website: ease of understanding of the report card's layout and what users want to see in the tool's "compare" function. These activities were 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?

### ACTIVITIES

**Break the Ice.** We will begin each session with a "Pictionary" type icebreaker and introductions. For the icebreaker, hand attendees a blank sheet of paper and a pen, and ask them to draw a sketch of their favorite website without using words. Once everyone has finished their drawings, ask them to share their drawing with a partner and for the pairs to guess what has been drawn. Once all the pictures have been shown, ask attendees the question, "Is the website you sketched easy to use? Why or why not?" There is no need to collect icebreaker feedback and drawings — this exercise is simply meant to set the tone for the rest of the session.

**Study the Wireframes.** We are showing participants a series of "wireframes," or basic web page images, that demonstrate how the report card could be laid out. Each of the wireframes will be accompanied 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. At a minimum, we would like you to present attendees with the "School Profile" wireframe. There are three other wireframes you can gather feedback on should you choose — pick one, two, or all of them if you'd like.

**Build the Compare Function.** 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. Attendees will choose their top five most important categories by checking the boxes on a sheet of paper that correspond with their choices. This will allow us to learn what is most important to them when comparing two or more schools to each other.

**Demographics Survey.** To close the session out, we'll ask attendees to fill out a brief demographics survey to help us understand if 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

- If you need printouts for your session, please contact [buildDCsreportcard.osse@dc.gov](mailto:buildDCsreportcard.osse@dc.gov) Please send your request for printouts at least 72 hours before your meeting.
- Before your session, in addition to the School Profile wireframe, decide which of the other wireframes (if any) you want to include in your session.
- Have blank paper and pens available for the icebreaker activity. There is no need to gather feedback/drawings from the icebreaker.
- Make sure you have enough printouts of each of the wireframes for all participants.
- The session will take anywhere from a half an hour (if you are only using one wireframe) to an hour (if you are using all wireframes) to conduct.
- *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.
- All of the wireframe images are drafts — nothing has been finalized yet — and the responses and feedback we gather in these sessions and online survey opportunities will help inform the report card's final design.
- If someone is unsure how to answer a question, instruct them to choose the “Neutral” option.
- The session concludes with a brief and fully confidential demographics survey. This survey will allow us to learn if we are engaging with our target audiences.
- Feedback collection: Please collect all wireframe questions, “Build the Compare Function” worksheets, and demographics surveys from each participant. To submit the feedback, demographics surveys, and sign-in sheets, scan them and send to [mbarker@linksp.com](mailto:mbarker@linksp.com). If you would prefer that someone collect your feedback from you, contact [buildDCsreportcard.osse@dc.gov](mailto:buildDCsreportcard.osse@dc.gov).