PARENT ENGAGEMENT SESSION
Facilitator Script (Online)

Building DC's School Report Card

Dear Community Partner,

Thank you for engaging your networks in creating a school report card tool that is helpful and easy to use for parents and families. We have created this script to help you facilitate individual and group conversations regarding layout and organization of the draft school report card.

There are two options for facilitating these discussions:

1. **Using our online survey.** This option is ideal if you have access to computers to complete the survey. You can also share the survey link with parents and families to complete at home or in a community-based computer lab (e.g., school or library).

2. **Using our paper-based tools**. If computer access is a challenge, you have the option to use our paper-based guide and tools to facilitate feedback discussions. Facilitators will guide participants through discussions that can be had anywhere and record and collect feedback to provide to OSSE. If you hosted a feedback session during the first phase of report card engagement, this process will sound familiar to you.

Hosting a report card feedback session is an exciting endeavor and we appreciate the time and care you're putting into it. Conversations like the one you are leading are happening all across the city, and they will contribute directly to an important educational resource for parents and families. We have developed the below script to aid you in moving through the feedback activity and having the most engaging discussion possible with your attendees.

This script is a guide. While we request that feedback be collected according to the instructions provided, have the conversation that feels most natural for the individual or group you are engaging.

Thanks again for your support!

– Team OSSE

1 FIRST THINGS FIRST

Organize your room: Before your participants arrive, turn on all of the computers and pull up the online surveys, which can be found here: **bit.ly/reportcarddesignsurvey**. Also, please have a written link to the survey, as well as the usernames and passwords for the computers handy in case people accidentally navigate to another page and/ or get locked out of the computers. This will help your session run more quickly and smoothly. If you plan to use a PowerPoint presentation, you should have that set up as well.

2 SCRIPT

Introduction (5 minutes)

Facilitator: My name is [say your name] and I thank you so much for joining me today. Our goal is to help DC build a school report card that is as useful as possible for parents and families. A school report card should provide us with information that we'd like to know about a school overall, and help you understand how well a school is doing or where it needs more support.

The goal of the Office of the State Superintendent of Education (OSSE) and many other education entities in DC is to have ONE report card for ALL schools (district and charter), in ONE place, to make it easier for parents to access clear information. Another goal is to prompt conversations between educators, administrators, and government officials about what is working across the city as well. The school report card tool will launch in December 2018.

The feedback you'll share today is critical to ensuring OSSE creates a tool that works for you — whether you are looking to engage more deeply with your child's current school or explore school options for your child. In the fall, we heard from nearly 1,900 people about what content they thought should be included in the new report card. The draft of the report card tool that you'll see today reflects that feedback.

Today, you will participate in exercises that will help guide the design, layout, and organization of the report card. The feedback gathered in meetings like this will help OSSE make decisions to build the most user-friendly tool possible. The goal is to allow you to quickly and easily access the information you want to know about a school.

After you complete the exercises, I'll also lead a brief wrap-up discussion. And now, before we jump in, let's introduce ourselves.

[Ask name, how many children, and children's ages.]

Now that we know each other a little better, let's begin the activities.

Activity (15 minutes)

Facilitator: On your computer, you'll find that we've already pulled up the online survey, which includes the tasks we'll be asking you to complete. As I just mentioned, these tasks have been designed to assess how user-friendly the current report card layout is. To complete the first exercises, you will be asked to study images of wireframes and then will be asked a few questions about each image.

Now you may be asking yourselves, "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.

Let's get started. Once you've finished the first set of questions, let's pause for a moment to discuss what you liked and didn't like about the images you saw before we move on to the next activity. And, please don't hesitate to ask for help if you need it or if you have any questions.

[Wait for everyone to complete the first task.]

Is everyone finished? Great!

I'd love to hear your thoughts about what you liked on the School Profile wireframe. Let's also talk about whether you thought that there was too much information there, if there wasn't enough information there, and if you thought there was information there that didn't belong there.

[Brief group discussion]

Thanks for sharing your thoughts!

Now, let's complete the next activity, in which you will be asked to "sort cards." OSSE is building the report card tool's "Compare" function, which will allow users to compare two or more schools to each other. We want to know what five pieces of information are most important to you when comparing schools. In this quick activity, you'll be given a set of cards containing different data points. Look through the list and once you've decided the five that are most important to you, drag each of those items and drop them into the box on the right.

Once you've completed that activity, you will be asked another set of questions that are designed to help us understand how most people might best understand the data we are presenting in the report card. These questions will be followed by a brief, confidential survey about your background. Again, please let me know if you have any questions as you're making your way through the activity and questions.

Survey Completion and Conclusion (10 minutes)

Facilitator: Thank you so much again for your participation today. All of the feedback we collected will be sent to OSSE. Over the next few months, OSSE will analyze all of the feedback from these sessions and an online survey and make decisions on the design of the school report card. A report detailing the feedback collected will be available soon. If you've provide your email or mobile number, you'll be contacted via email or text. That's all for today, everyone! Thank you for coming and have a great rest of your day/evening.

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