



PARENT ENGAGEMENT SESSION Facilitator Script (Paper-Based)

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

Gather your Materials and Set Up

Prior to your session, please have the following materials ready and placed throughout the room accordingly. Materials from the toolkit are available at osse.dc.gov/designdcsreportcard. OSSE can also provide printed materials on request. Please contact buildDCsreportcard.osse@dc.gov to request materials at least 72 hours in advance of your meeting.

- Pens/pencils and markers
- Sheets of blank paper
- Facilitator Script (this document)
- PowerPoint (if using one)
- Printouts of the activities and feedback sheets
- Printouts of the Phase 2 overview document and Phase 1 update, as well as any other background documents desired (e.g., FAQ document)
- Sign-in sheet(s)
- Printouts of the demographics surveys

2 SCRIPT

Introduction (5 minutes)

Facilitator: My name is [say your name]. 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 (DCPS and charter), in ONE place, to make it easier for parents to access clear information. Another goal is to also prompt conversations between educators, administrators, and government officials about what is working across the city. The school report card will launch in December 2018.

The feedback you 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. During Fall 2017, 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 do a quick warm up activity and also introduce ourselves.

Ice Breaker (10 minutes)

You've been given a blank sheet of paper and a pen. Remember the game Pictionary? We're going to play a short version of that game. I want you to draw a picture of your favorite website — but don't use any words in your drawings. You have three minutes to draw your website. Once everyone is done, please turn to your neighbor, show your pictures and try to guess what website has been drawn. After everyone has made their guess as to what's been drawn, we will go around the room and ask a few folks to tell us why you chose the site you did and if you find the site easy to use or not.

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

Activity 1 (15 minutes)

Facilitator: In front of you, you will find a sheet/s of paper that has images (also known as wireframes) showing how information could be laid out in the new tool. Along with those images are a few questions we'd like you to answer about the wireframe. Study the wireframe and then answer the questions when you're ready.

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.

Please answer all the questions on each page before moving on to the next. If you're not sure how to answer, please check the box labeled "Neutral." If you have any questions, please don't hesitate to ask. Now, let's get started!

[Walk around the room and answer questions as participants fill out the questionnaire/s.]

Facilitator: Thank you for completing those tasks! [Collect sheets]

[Quick share out of feedback. Use feedback sheet to capture conversation.]

Thanks so much for your input!

Activity 2 (15 minutes)

Facilitator: The report card tool will have a feature that allows parents to compare key information about several schools at once. This next activity asks you what you might want to see when comparing schools to each other. In front of you, you'll find a sheet of paper that lists several categories that contain different data points. Please study the categories and then check the boxes next to the five that are most important to you when comparing schools to each other. It's that easy!

After everyone has had a chance to make their choices, I'll collect your sheets and then we'll regroup for a quick discussion before we end the meeting. Please let me know if you have any questions or need any help.

[Walk around the room and answer questions as participants fill out the questionnaire/s.]

Facilitator: Thank you for completing those tasks! [Collect sheets]

[Quick share out of feedback. Use feedback sheet to capture conversation.]

Thanks so much for your input!

Demographic Survey Completion (10 minutes)

Facilitator: Thank you so much for your time and feedback today.

[Handout demographic surveys]

Before you leave, I'd like to ask you to complete a brief and anonymous demographic survey to help OSSE understand who is providing feedback from across the city. This survey should take just a minute to fill out.

[Collect sheets]

Conclusion (2 minutes)

Facilitator: Thank you so much again for your participation today. The feedback we collected will be sent to OSSE for consideration. 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 haven't already, please use the sign-in sheet to provide us with your email address and/or mobile number to receive updates on the project.

That's all for today! Thank you for coming and have a great rest of your (day/evening).