



PARENT ENGAGEMENT SESSION Background Information

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 HAVE WE HEARD SO FAR?

DC families and education stakeholders are helping to build the new school report card from the ground up. During Fall 2017, OSSE engaged nearly 1,900 parents, families, and community members from across the city to learn what content they want to see in a school report card. That feedback informed the content development for the report card tool.

Proposed content for the tool can be viewed online at osse.dc.gov/buildDCsreportcard. In the proposal, you can also learn how feedback from the first phase of engagement was used, including how we are balancing the needs and preferences of parents and families with the resources available to schools and city agencies to track information needed to produce the report card.

WHAT DO WE WANT TO LEARN NOW?

The next phase of engagement is currently underway, and will continue through the first half of 2018. OSSE will continue its work with project partners to hear from a diverse cross-section of the city's population to develop the tool by gathering feedback about design elements such as layout, data visualization, and the types of language parents and families find easiest to understand. OSSE will provide opportunities for feedback in online and in-person settings. We will seek input on the following 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?
- What **training resources and promotional tools** should be made available when the tool launches in December 2018?

Our technological partner, Tembo Inc., is a leading developer of report card tools, having worked with several states on similar projects. We've drawn on Tembo's industry-leading insights and best practices to develop a user experience survey and other tools to collect feedback from the community. Using the feedback collected during this phase of engagement, and building on the robust insights on content gathered during Phase 1, OSSE will work with Tembo and community partners to produce the most user-friendly report card possible.

The school report card tool will launch in December 2018. During the second half of 2018 we will engage DC parents and education stakeholders to help raise citywide awareness of the new tool and prepare for launch.

WHAT SHOULD I DO NEXT?

As of April 2018, our user experience survey to test the layout and organizational elements of the tool is available online. We have also created a short script and other toolkit elements to help community partners engage their networks in taking the survey online or through a facilitated, in-person experience.

To participate in the user experience survey, please visit

bit.ly/reportcarddesignsurvey.

To find materials for planning and hosting your own report card feedback session, visit osse.dc.gov/designDCsreportcard

We look forward to learning new insights on the design and layout of the report card. Please don't hesitate to reach out to buildDCsreportcard.osse@dc.gov with any questions, comments, or concerns.