Six Keys to Building A Data Culture
Building a District Data Culture: Six Key Actions

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#DataCultureKeys
Why build a data culture?
We All Need to Get Smarter About Testing

Assessment literacy is a low-cost solution to improving America’s public schools

—Getty

By W. James Popham

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There are several big-budget fixes we could make to improve America’s schools. We could substantially reduce the number of students each teacher must teach. Similarly, we could boost the talent level in our teaching force by seriously increasing teachers’ salaries to attract our brightest graduates.
“Assessment literacy is a low-cost solution to improving America’s public schools”
Assessment literacy describes a person’s understanding of what education tests can do—and what they can’t
Defining Assessment Literacy

*Educators will be able to:*

- Explain the purpose and use of student assessments
- Match assessments to specific uses
- Make appropriate inferences using assessment data
- Improve assessment practices
- Effectively communicate results to all stakeholders
About Sarasota County School District

- 53 Schools
- 43,000 Students
- 2,750 Teachers
- Urban Metro Location
- 50% Economically Disadvantaged
- 6.2% English Learners

#DataCultureKeys
Sarasota: The Data Stars

At the district level:
“A” rating from the state of Florida since 2010.

At the school level:
Highest growth of any school in the district.

“Laurel Nokomis has a rich history of being a high performing school. . . . The school performs at the level it does because we’re keeping an eye on data.”
—Ray Wilson, Principal, Laurel Nokomis

#DataCultureKeys
Hallmarks of a Strong Data Culture

• Be transparent.
• Involve all stakeholders in striving for growth.
• Schedule time for regular data use.
• Take an intentional, structured approach to differentiation.
• Infuse a data-driven mindset into school practices.
• Provide support and professional development.

#DataCultureKeys
Hallmark: Be transparent.

• Data belongs to everyone.
• Share “what,” “why,” and “how.”
• Leaders create transparency through communication and expectations, and support teachers in communicating to their students.
Hallmark:

Be transparent
Hallmark:
Be transparent
Hallmark:
Involve all stakeholders in striving for growth.

• Actively discuss growth as the measure of success and make it visible.

• Get teachers, students, families, and the community invested in the process through communication.

• Leaders promote a shared sense of community in which everyone works together to foster growth.
Hallmark: Involve all stakeholders in striving for growth
**Hallmark:**

Involve all stakeholders in striving for growth
Hallmark: Involve all stakeholders in striving for growth
Hallmark: Schedule time for regular data use.

• Make time for regular data use in the schedule, including:
  – Administering assessments
  – Data analysis
  – Monitoring progress and growth
  – Adjusting instructional practices
**Hallmark:**

Schedule time for regular data use

- **AMPed to Monitor**
  - Alerts (Red alerts, meaning a domain is shut off)
  - Minutes (Need minimum of 45 per week, per subject)
  - Pass Rate (Ideal 75% or higher overall pass rate)

- **Online Instruction Action Plan**
  - After you’ve viewed all of your data, create an action plan to speak to students who have low pass rates, low minutes, or have failed a few lessons
  - Always have a discussion with the student to identify what is going on
  - Follow the flow chart to support students with online lessons

#DataCultureKeys
Questions?
Hallmark:

Take an intentional, structured approach to differentiation.

- Use a data-driven approach to differentiation and develop corresponding instructional plans.
- Leaders should implement assessment and instruction programs with a specific purpose in mind and clearly communicate that purpose to instructional staff.
Hallmark:
Take an intentional, structured approach to differentiation
Hallmark:

Infuse a data-driven mindset into school practices.

• Use data to guide decisions between leaders and teachers and teachers to students.

• Structure day-to-day policies and practices to align with data-driven instructional goals.

• Leaders model a data-driven mindset in their own decision making.

#DataCultureKeys
Hallmark:
Infuse a data-driven mindset into school practices
Hallmark:
Provide support and professional development.

• Use data to target staff support and resources.
• Continuously strengthen data practice and data-driven instruction.
• Leaders support teachers in learning how to use data to make instructional decisions.
Hallmark:
Provide support and professional development.

- Used data to inform curriculum changes for the classroom: 54% received support, 26% did not receive support.
- Estimated whether students would make adequate yearly progress: 36% received support, 19% did not receive support.
- Identified individual skills gaps for individual students to customize instruction: 57% received support, 32% did not receive support.

Insights from the American Educator Panels, Rand, 2019

#DataCultureKeys
Hallmark:
Provide support and professional development.
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Questions?
Learn more at
i-Ready.com/DataWebinar