How to Operationalize Equity with Holistic Student Support

Madera Unified School District
Oakland Unified School District
Education Redesign Lab, Harvard Graduate School of Education
Salesforce.org
November 12, 2020
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Today’s Speakers

Jennifer Davis
Senior Advisor

Babatunde Ilori
Executive Director of Accountability & Communications

Andrea Bustamante
Executive Director of Community Schools Student Services

Germán Freiwald
K-12 Industry Solutions Director

Ashley Brown
Product Manager, K-12 Student Success
Today’s Topics

1. Overview & Nationwide Research
2. Panel Discussion
3. Live Demo: Student Success Hub
4. Q&A and Next Steps
We are the social impact center of Salesforce focused on partnering with the global community to tackle the world’s biggest problems.

Read Our Story: salesforce.org/about-us/
A Thriving & Engaged Education Community

50% faster response to learner needs*
Education Cloud for K-12
Become a Connected School System

Student Success
Fundraising & Grants Management
Admissions & Enrollment
Communications & Family Engagement
Education Cloud for K-12
Gain a 360° view of student progress
Jennifer Davis
Senior Advisor,
Education Redesign Lab
Harvard Graduate School of Education
Factors Outside the Classroom Lead to Opportunity Gaps

- **20%** of students live in poverty, over half qualify for free and reduced-priced lunch.
- **4x** more likely for students in poverty to be chronically absent, a leading indicator of dropout risk.
- **20%** of teacher time is lost helping students address problems outside the classroom (i.e., one day a week).
- **464:1** is the current average counselor caseload--185% of the ASCA recommended caseload of 250:1.
- **51%** of schools with early warning systems report a lack of coordination between early warning & services.
COVID-19 is Exacerbating Educational Inequities

NYC Education Dept. dismantles program that placed hundreds of guidance counselors at high-need schools as budget cuts set in

Research Shows Students Falling Months Behind During Virus Disruptions

The abrupt switch to remote learning wiped out academic gains for many students in America, and widened racial and economic gaps. Catching up in the fall won't be easy.

Schools Transform Into ‘Relief’ Kitchens, but Federal Aid Fails to Keep Up

Survey: Lower-income students struggling with remote learning

Academically Speaking, the 'COVID Slide' Could Be a Lot Worse Than You Think
The Pandemic’s Impact on Parent Sentiment

- **55%**
  - Our country has deprioritized education

- **39%**
  - Most children in the U.S. will have access to a quality education during the upcoming year

- **39%**
  - I’m confident that my school district can keep students safe at school at this time

Salesforce Research Profile: Snapshot Research Series on ‘Back to School’
The Need for Integrated Student Supports

- Needs Assessment
- Coordinated Student Support
- Data Tracking
- Integration within Schools
- Community Partnerships

Source: ChildTrends.org
Promising Research for Integrated Student Supports

**Academic Progress**
Increase in attendance & GPA; decrease in dropout rate

**Whole Child Alignment**
Health, safety, relationships, & social-emotional development

**Positive ROI**
ISS efforts lead to average of $10 ROI

Source: ChildTrends.org
Today’s Panelists

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K-12 Industry Solutions Director

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Executive Director of Accountability & Communications

Andrea Bustamante
Executive Director of Community Schools Student Services

Jennifer Davis
Senior Advisor

salesforce.org
What We Learned from Educators

How can technology help?

1. Develop Student Success Plans
2. Collaborate Across Support Teams
3. Log Interactions & Track Services Provided
How Schools are Using Salesforce to Operationalize Equity

600+ goals tracked/year to ensure that students stay on track

36% faster to match a student from referral to service*

20k+ students supported holistically and equitably

*Note: OUSD’s results are preliminary, based on a pilot during the 2019-2020 school year, which was disrupted by the COVID-19 pandemic.
Student Success Hub

Deliver equitable and holistic student support from anywhere

Support the Whole Student
View everything students need all in one place and quickly identify interventions required

Intervene Collaboratively
Collaborate securely with customizable alerts, success teams, and personalized success plans to provide holistic student support

Track Progress & Improve Outcomes
Track and measure student progress, services, and outcomes with customizable dashboards to prioritize the most effective support

360-Degree Student Profiles
Data-Informed Alerts
Student Success Plans
Ashley Brown
Product Manager,
K-12 Student Success
LIVE DEMO:
STUDENT SUCCESS HUB
Student Success Hub
Deliver equitable and holistic student support from anywhere

STAY UPDATED
sfdc.co/studentsuccesshub
Q&A
Coming Soon!

Additional Resources

Student Success Hub
sfdc.co/studentsuccesshub

Madera Unified Story
sfdc.co/musd

Oakland Unified Story
sfdc.co/ousd

An educator for Madera Unified School District reaches students remotely.

"We’re now able to leverage reports and dashboards that help us make data-driven decisions to mitigate the risk of COVID-19 spread and make learning as safe as possible for our community," says Dr. Lau. "Staff feel more supported and safe at work, and they are able to focus on providing an excellent learning experience for our students," he adds.

Madera Unified updates expectations regarding dress code and student in the school environment.
Thank You
MEET Sofia
Sofia is a student at Connected School District

MEET Carmen
Carmen is a counselor at Connected School District
Unified Student Record (Mobile)

MEET **Sofia**

Sofia is a student at Connected School District

MEET **Carmen**

Carmen is a counselor at Connected School District
MEET Sofia

Sofia is a student at Connected School District

MEET Carmen

Carmen is a counselor at Connected School District
Household

MEET Sofia
Sofia is a student at Connected School District

MEET Carmen
Carmen is a counselor at Connected School District
Log a Call

MEET Sofia
Sofia is a student at Connected School District

MEET Carmen
Carmen is a counselor at Connected School District

Log a Call

Call
Discussed Sofia’s move to distance learning. Needs a Chromebook and WiFi hotspot.

Name
Sofia Smith

Related To

Done

Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
Student Success Hub Home Page

- Performance & Engagement
  - AVG. OVERALL GPA: 3.1
  - AVG. TERM GPA: 2.7
  - STANDING: Good

- Attendance & Behavior by Class Year S20
  - Course of Records

- School Climate by Cohort
  - STUDENTS: 33%
  - Case: Good
  - Stakeholders: 87%

- My Tasks
  - Send Needs Questionnaire
  - Follow-up
  - Fall Semester Check-in

- Today's Events
  - Team Meeting
    - 8/25/2021 12:00 PM

- My Caseload
  - Case Number: 0001838
    - Owner Name: Carmen Converse
    - Status: Active Enrolled
  - Case Number: 0001839
    - Owner Name: Henry White
    - Status: Active Enrolled
  - Case Number: 0001840
    - Owner Name: Heather Spencer
    - Status: Active Enrolled
  - Case Number: 0001841
    - Owner Name: Jeffery Ross
    - Status: Active Enrolled
New Attribute: Student Characteristic

Information

* Attribute Name
  Tech Barrier
  Technology Barrier

Description
  Sofia needs laptop and WiFi hotspot set up

System Information

* Contact
  Sofia Smith

Agency
  Search Accounts...

Owner
  Carmen Converse

Cancel  Save & New  Save
Success Plans

Select a Success Plan Template

Browse the available Success Plan Templates and select one to apply to your advisee.

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<th>Record Type</th>
<th>Utilizations</th>
<th>Active Tasks</th>
<th>Owner</th>
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