



KNOW YOUR  
**SCHOOL**

**INFORMED PARENTS. BETTER SCHOOLS.**



## Reinvent School Report Cards to Empower Families

It is more important than ever before for states to create transparent online school report card tools that clearly communicate vital information about public schools to parents and community members. When done well, school report cards can empower families by helping parents understand complex school data, make informed choices about the school that is right for their child, and offer strategies to engage with schools to discuss academic achievement. *ExcelinEd* offers extensive resources to assist states in creating public reporting tools that reflect state priorities and serve as parent-friendly communications and engagement tools.

Several years ago, *ExcelinEd* sponsored a design competition to bring creative ideas to address an ongoing opportunity—and challenge—for states across the nation: improving access to powerful school accountability data. Following the competition,

*ExcelinEd* worked with winners Collaborative Communications and Social Driver, as well as community data partner Jacksonville Public Education Fund, to bring the winning design to life.

The project team developed and launched the Know Your School Project, an exemplar online school report card tool featuring real data from the state of Florida. The tool and related supporting resources for states showcase best practices for building user-friendly report cards, from a mobile-first interface to parent-friendly content and design.

*ExcelinEd* is excited to make the tool's open-source code and implementation resources publicly available to provide states with everything they need to enhance their own public reporting tools.

Get started by visiting our website at  
[www.ExcelinEd.org/quality/school-report-cards](http://www.ExcelinEd.org/quality/school-report-cards)



## Resources for States

ExcelinEd has created a series of actionable resources for states that outline lessons learned during the development of the Know Your School Project and lift up best practices for creating parent-friendly online report card tools.

A series of three case studies focus on the processes and challenges associated with data, technology, content and stakeholder engagement that are essential to creating effective public reporting tools. Together with the Council of Chief State School Officers, Data Quality Campaign, Learning Heroes, and the National PTA, ExcelinEd co-created a 12-month development to launch guide. The complete suite of resources are available at [www.ExcelinEd.org/quality/school-report-cards](http://www.ExcelinEd.org/quality/school-report-cards).

For more information about how your state can use the Know Your School resources to enhance public reporting efforts in your state, email us at [Info@ExcelinEd.org](mailto:Info@ExcelinEd.org).

The Know Your School Project gives states a roadmap for achieving excellence in public reporting.

## Learn More About the Exemplar Tool

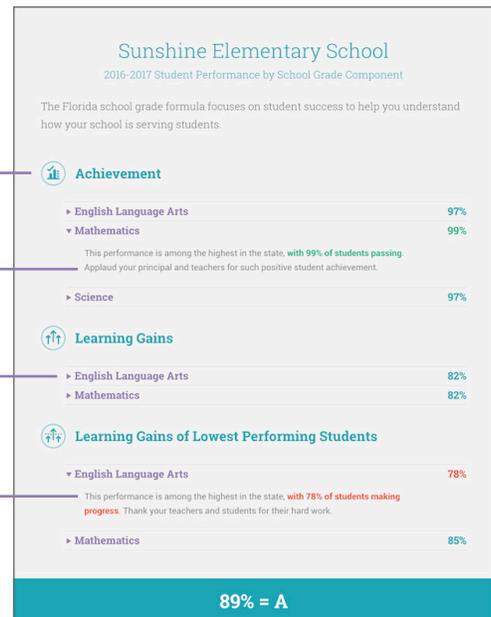
The Know Your School Project supports compliance with state requirements under ESSA and demonstrates best practices for visualizing multiple measures of student learning such as grade level proficiency; growth; graduation rates; college and career readiness; demographic information; and trends in performance over time.

Icons represent visually what the different components that make up the school's grade mean.

Parent empowerment statement for highest indicator highlights school's strengths for parents.

Content explains how each data point compares to other schools in the state.

Parent empowerment statement for lowest indicator offers parents suggestions for how to get involved.



The tool's open-source code is available for free as a resource for developers working to help states advance their efforts to reimagine online school report cards. The code includes:

- Dynamic search, sort and filtering by district, address and name
- Side-by-side comparison feature
- School level report cards for elementary, middle, high, and combination schools
- Parent empowerment statements that provide human-friendly context and next steps based on relative performance scores
- Consolidated state level report of critical metrics

View documentation of the open-source code at [www.ExcelinEd.org/quality/school-report-cards](http://www.ExcelinEd.org/quality/school-report-cards)