

# The Reporting Problem

---

- Over \$15B spent on education data collection annually (K12 only)
- 53% of teachers: Data is the #1 reason we are overworked (TES, 2016)
- Fewer than half of teachers actually use typical portals & data dashboards; teachers of low-income students are less technically savvy than their peers (NYCDE, LAUSD, Green Dot Public Schools; NAEP)
- “Very few if any” parents ever log onto information portals; parents of low-income students even less likely to do so (NPR, January 2018)
- Typical large district spends at least \$1M on data analysis & reporting (SFUSD, LAUSD, OUSD)

*“Overwhelmed by data? I feel assaulted by data.”* – Oakland Unified Teacher

How do we *know* a parent understands the information on a score report?

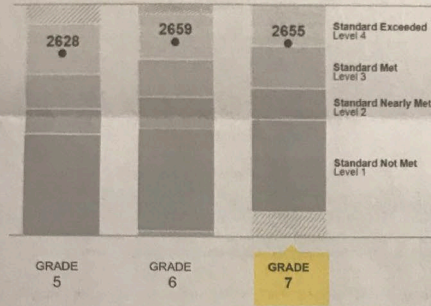
How do we *know* a parent understands the information on a score report – or even views it in the first place?

**ENGLISH LANGUAGE ARTS/LITERACY (ELA)**

Declan's overall score for 2018:

**2655**  
Standard Exceeded (Level 4)

Declan's score decreased from last year, and is the same level.



2018 Area Performance	Below Standard	Near Standard	Above Standard
<b>Reading:</b> How well does your child understand stories and information that he or she reads?			✓
<b>Writing:</b> How well does your child communicate in writing?			✓
<b>Listening:</b> How well does your child understand spoken information?		✓	
<b>Research/Inquiry:</b> How well can your child find and present information about a topic?			✓

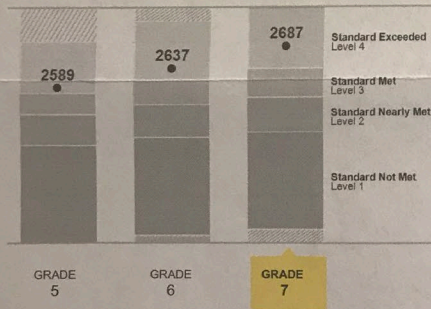
	GRADE 5	GRADE 6	GRADE 7
Achievement Level	Standard Exceeded	Standard Exceeded	Standard Exceeded
Overall Score	2628	2659	2655
State Average*	2491	2517	2539

**MATHEMATICS**

Declan's overall score for 2018:

**2687**  
Standard Exceeded (Level 4)

Declan's score increased from last year, and is still in the same level.



2018 Area Performance	Below Standard	Near Standard	Above Standard
<b>Concepts &amp; Procedures:</b> How well does your child use mathematical rules and ideas?			✓
<b>Problem Solving and Modeling &amp; Data Analysis:</b> How well can your child show and apply problem-solving skills?			✓
<b>Communicating Reasoning:</b> How well can your child think logically and express thoughts in order to solve a problem?			✓

	GRADE 5	GRADE 6	GRADE 7
Achievement Level	Standard Exceeded	Standard Exceeded	Standard Exceeded
Overall Score	2589	2637	2687
State Average*	2484	2507	2523

21506350013000063000434



\* State averages are based on California students' scores from previous years. The state averages are updated each year, which may cause slight changes from what was displayed on the previous years' report.

# The Portal Problem

---

- Over \$15B spent on education data collection annually (K12 only)
- 53% of teachers: Data is the #1 reason we are overworked (TES, 2016)
- Fewer than half of teachers actually use typical portals & data dashboards; teachers of low-income students are less technically savvy than their peers (NYCDE, LAUSD, Green Dot Public Schools; NAEP)
- **“Very few if any” parents ever log onto information portals; parents of low-income students even less likely to do so** (NPR, January 2018)
- Typical large district spends at least \$1M on data analysis & reporting (SFUSD, LAUSD, OUSD)

*“Overwhelmed by data? I feel assaulted by data.” – Oakland Unified Teacher*

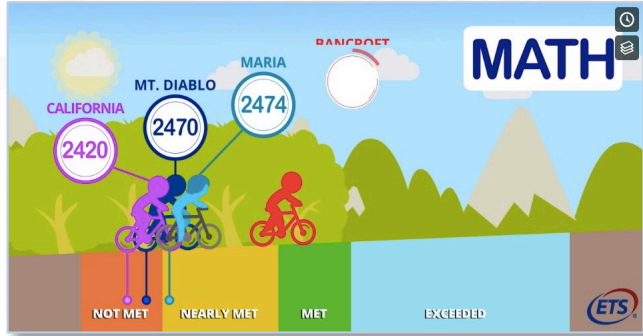
Don't *wonder* whether a parent understands a report – *tell* them what it means

- in their home language
  - in simple terms and interesting graphics
  - through their most familiar devices
- and give them tips and tools to support their student's learning.

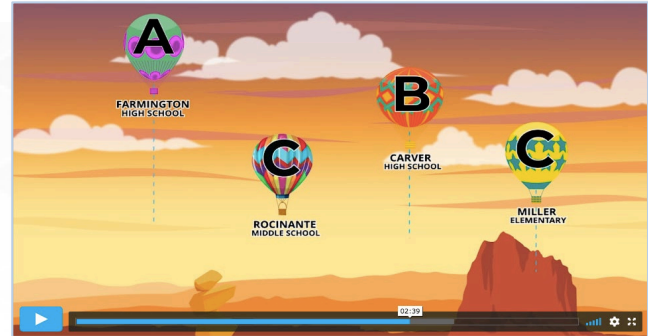
# Video Reporting Technology<sup>SM</sup> by Spotlight

- Automatically converts data into *personalized* videos
- Accessible via any device, including smartphones; deliverable via email, portal – or texted link
- Dynamic elements include on-screen text, animated graphics, and native-speaking voiceover (languages to date: English, Spanish, Arabic, Vietnamese, Chinese, Navajo)
- Embedded links at end of “chapters” provide immediate, targeted access to information & resources
- Video analytics enable robust tracking

# VRT Examples



State Assessment Report for Parents (CA)

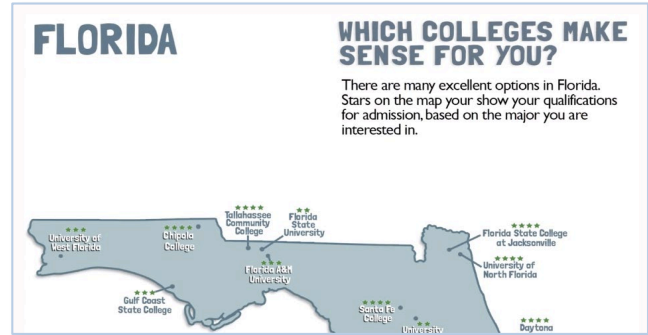


Video School Report Card (NM)

كيف يمكننا نقاط

مجهود	أداء
معالفه	4 O
معرض	3 S
مقدم	2 P
يتعلق إلى تحسين	1 N

*Video Report Card (Oakland, CA – Arabic version)*



*In Development:  
College & Career Readiness Guide*



# Video Reporting: A Research-Proven Tool



*Results of a study performed by WestEd, winter 2018*

English-Speaking Parents	WestEd Survey Questions	Parents Speaking Spanish, Chinese, Vietnamese & Arabic
81%	“The VRC helped me better understand my child’s performance in school”	88%
70%	“I am more likely to speak with my child’s teacher after watching the VRC”	86%
74%	“All parents should receive the VRC”	85%

“This is the first time someone from my child’s school has spoken to me. Now I’m more comfortable coming to her school.” – Arabic-speaking Oakland parent