



Reinventing School Report Cards: Using Research to Create a Meaningful Report for Parents

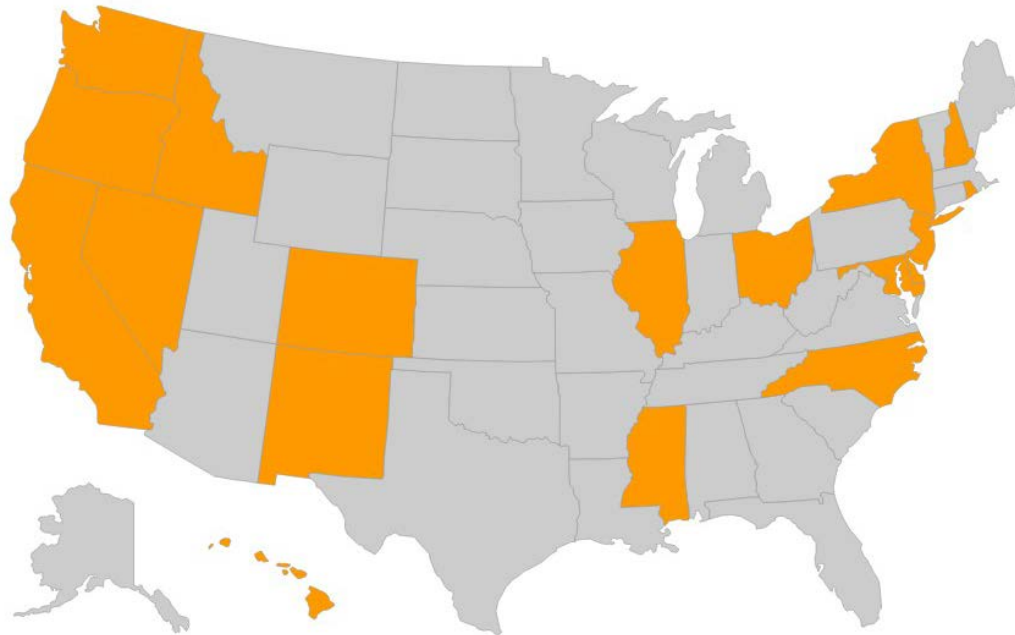
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Unprecedented Investment in What Parents Think

- HCM Strategists on behalf of Learning Heroes, The Collaborative for Student Success, PARCC and HQAP has had the privilege of working with Edge Research, The Winston Group, and Hart Research to better understand parent mindsets across the US.
 - Qualitative: Over 50 focus groups in 20 states
 - Quantitative: State level parent surveys and two nationally representative polls



Internal Taxonomy vs External Messaging

Instead of...	Use...
School Growth	School Progress: Amount of growth the school has shown in the past 3 years, measured by the state tests in English Language Arts, Math and Science.
Student Growth	Student Progress: Individual student improvement over the past 3 years, measured by performance on the state tests.
Culture and Climate	School Environment: Characterized by the physical environment, support services, and atmosphere in which students are learning.
Proficient	Ready for the next grade level

Disaggregated Data is Complicated for Parents

"It talks about homeless students, and the military parents, foster care, ethnic groups, the English language learners, and those with disabilities. That's just discriminating against people and that should have no place in there."

"I don't like that they're categorizing people because everybody can succeed. When my daughter was in school we were considered low income and yet she was valedictorian so everybody has the opportunity to succeed and they shouldn't categorize people."

"It kind of makes you feel like if your child falls into a 'less group' maybe they're not going to get the education they need."

