Rating For Quality
Parent information and accountability in a consumer-directed world
5 FREE WATER AND GUM

PLEASE GRADE ME 5 STARS.

WHEN DRIVERS FALL BELOW A 4.7 SCORE THEY LOSE THEIR ABILITY TO DRIVE AND PROVIDE FOR THEIR FAMILIES.

I GREATLY APPRECIATE YOUR BUSINESS.
The parent comments, however, were stunningly influential. Seeing two positive parent comments rather than two negative parent comments led respondents to grade schools approximately two-thirds of a full grade higher (on average, about the difference between a C+ and a B). Even though these comments were brief, appeared alongside formal academic ratings, came from unidentified sources on the Internet, and described schools that many respondents knew well, they fundamentally reshaped the way parents and other adults evaluated school quality.
Harnessing parent knowledge

Using parent ratings and objective metrics to help parents navigate school choice.

Interactive search tools, community advice, and expert reviews to find the right tutor, school, or education service.
Closing Thoughts

★ If we believe that “parents know best,” let’s harness what they know to help inform other parents.

★ Parents care about this information – instead of ignoring it or working around it, let’s tap into it to help drive quality.

★ If you are in a state with a school choice program: consider including required public parent reviews as a condition of parent participation.

★ Reach out to organizations like GreatSchools and Noodle to partner on this.