



Rating For Quality

Parent information and accountability
in a consumer-directed world



Parents value the opinions of other parents



Better Data, Better Decisions

Informing School Choosers to
Improve Education Markets

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A M E R I C A N E N T E R P R I S E I N S T I T U T E

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

Health Score
92
out of 100

Violations

- Inadequate or unsanitary refuse containers or area or no garbage service [date violation corrected: 2/4/2014]
- Improper storage of equipment utensils or linens [date violation corrected: 2/4/2014]
- Moderate risk food holding temperature [date violation corrected: 2/4/2014]

Date	Inspection Type	Violations	Score
August 1, 2013	Routine	3	89
January 23, 2013	Routine	6	81
August 22, 2012	Routine	0	
August 14, 2012	Routine	5	

City Governments Are Using Yelp to Tell You Where Not to Eat



Murry Bergtraum High School For Business Careers
411 Pearl Street
New York, NY 10038
Public district | 9-12
2 Rating
28 reviews



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

noodle

Make better decisions about your education.

Get advice from a community of experts

Find schools, services, and learning materials that are just right for you.

Recommended

Getting Into College Is Easier Than You Think
by *Stacie Staff* • Sep 22, 2014
Although college acceptance rates are decreasing in the most selective schools, it doesn't actually mean that getting into college is getting harder. In fact, it's gotten a lot easier. Here's why.

What to Look for in a Preschool Tour
by *Sarah Bessie* • Oct 15, 2014
Next step in your child's development? Preschool! Here's what you should look for when you're taking a tour of your top preschool choices.

Evaluating a College and Their Student Veterans Program
by *Derek Cass* • Oct 10, 2014



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

THANKS FOR RIDING UBER

RATE YOUR RIDE

★ ★ ★ ★ ★

WHAT DIDN'T WORK?

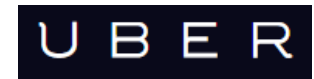
ARRIVAL TIME PROFESSIONALISM

DRIVING TRIP ROUTE

CAR QUALITY OTHER

Optional comments

SUBMIT



Drives quality by requiring users to rate each experience

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.