

Building Trust is Critical to an Evidenced-Based Culture: Lessons from the Education Sector



Aimee Rogstad Guidera
President and CEO



**People won't use data unless it is
both valuable and trustworthy.**

Data Answer Key Questions

Parents

Is my child on track to graduate ready for opportunities?

How do I know if my students are learning the material?
How can I improve my teaching?

School
leaders

Are more of our students prepared for college and
careers than last year?

Are colleges, universities producing enough graduates
with right degrees or skills to meet the employer's needs?

Public

How are the schools in my community performing?

Teachers

Policy
makers

THE BIG IDEA

What does it mean to use data in service of student learning?

Data is one of the most powerful tools to inform good decisions and create opportunities for students along their education journey—and it's much more than test scores. Data helps us make connections that lead to insights and improvements. Everyone has an important role to play in helping all students succeed in their own individualized ways. Here's what it will look like when data is working for all students.

STUDENTS

"I know my strengths and where I need to grow. I can shape my own education journey."



TEACHERS

"I know where my students are succeeding and struggling right now. I can help them grow."



GUIDANCE COUNSELORS



RESOURCE SPECIALISTS



INSTRUCTIONAL LEADERS



SUPERINTENDENTS



PRINCIPALS

SCHOOL LEADERS

"I know what's working and what isn't in my school. I can make timely decisions and make sure resources support great teaching and improve student learning."



PARENTS

"I know what actions to take to help my child on her path to success. I can be a better champion for her."



AFTERSCHOOL PARTNERS

"I know what's happening with these kids before 3:00 p.m. I can help families and communities create more opportunities for students to succeed."

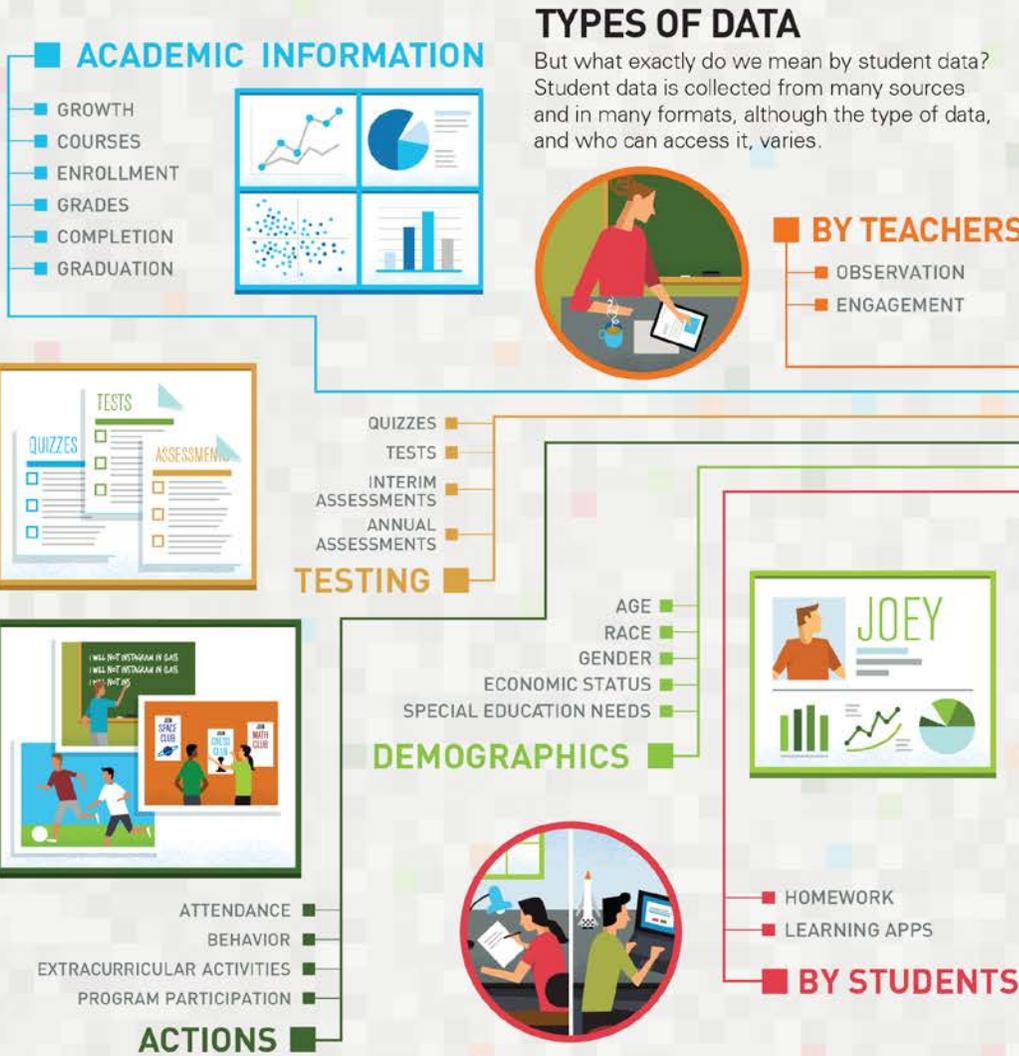


Piece by piece, this ideal is becoming a reality for students. But how can we complete the picture for all students? See DQC's *Time to Act: Making Data Work for Students* for a roadmap to how states can foster this change.

What is student data and who uses it?

What is student data?

There are many types of data that support student learning—and they're so much more than test scores. But individual data points don't give the full picture needed to support the incredibly important education goals of parents, students, educators, and policymakers. See the types of data that can come together—under requirements like privacy and security—to form a full picture of student learning. When used effectively, data empowers everyone.



REQUIREMENTS

To get that full, clear picture, important requirements must be met for information to be truly useful and to empower people:



AVAILABLE

Data must be there when you need it.



COMPLETE

It must provide a whole picture of student learning.



RELEVANT

Data must be relevant to your needs.



SECURE

It has to be safeguarded and trustworthy.



EFFECTIVE

Educators and policymakers must have the skills to use data effectively.



COMMUNICATE

Data must be used to communicate how students and schools are doing.



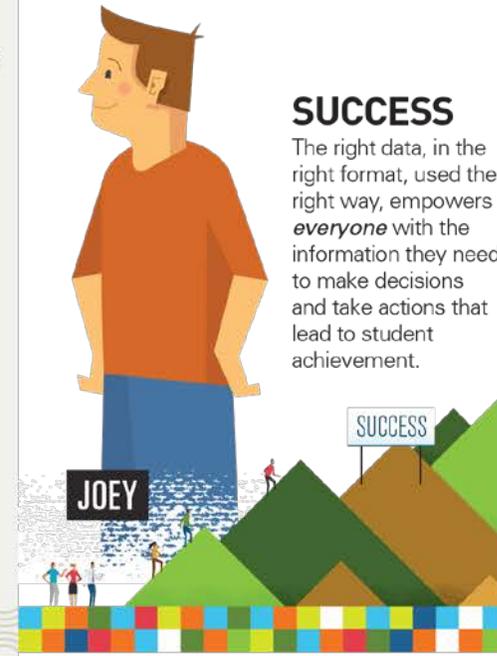
SUPPORT

It should be used to support leaders and educators.



IMPROVE

And data should be used to improve learning.



SUCCESS

The right data, in the right format, used the right way, empowers *everyone* with the information they need to make decisions and take actions that lead to student achievement.

Student success depends on parents who support their kids' academic growth at home.

PARENTS



Student success also depends on teachers to design effective instruction and individualized lessons.

EDUCATORS



POLICYMAKERS

And student success depends on policymakers to allocate resources and craft important laws.



STUDENTS

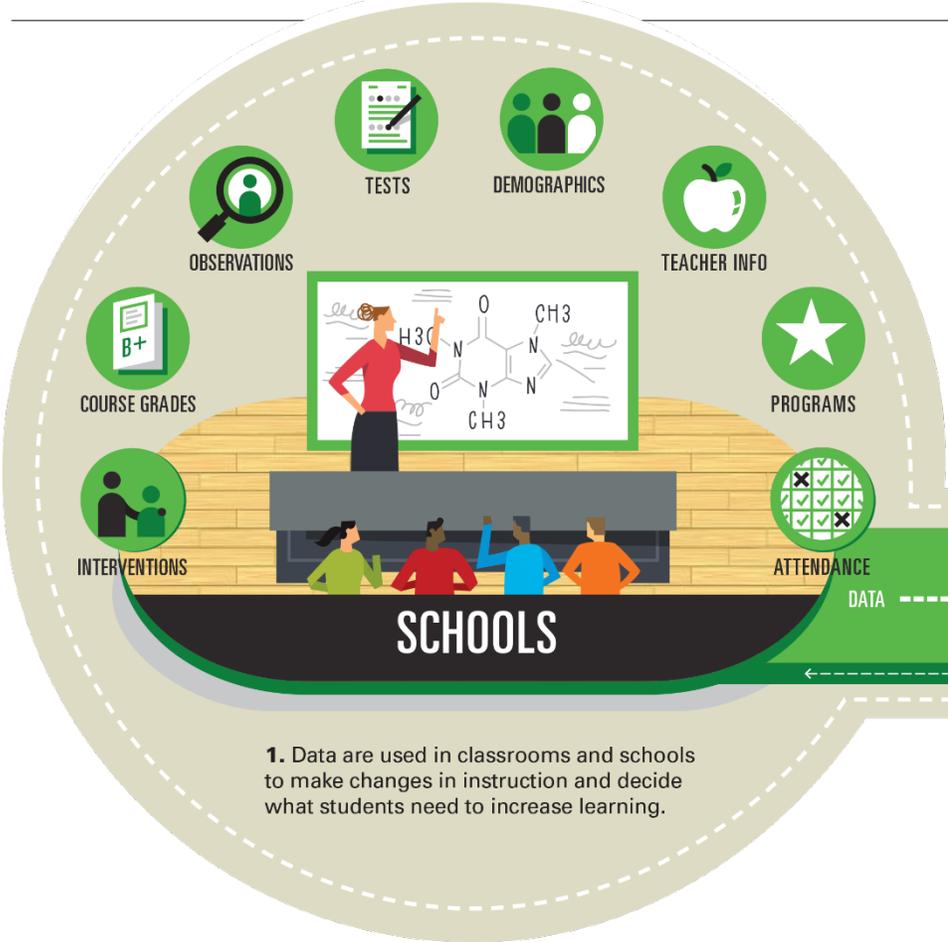
Every student's success depends on all of this coming together. And that's the real power of data.

When students, parents, educators, and policymakers have the right information to guide their decisions, students achieve their best.

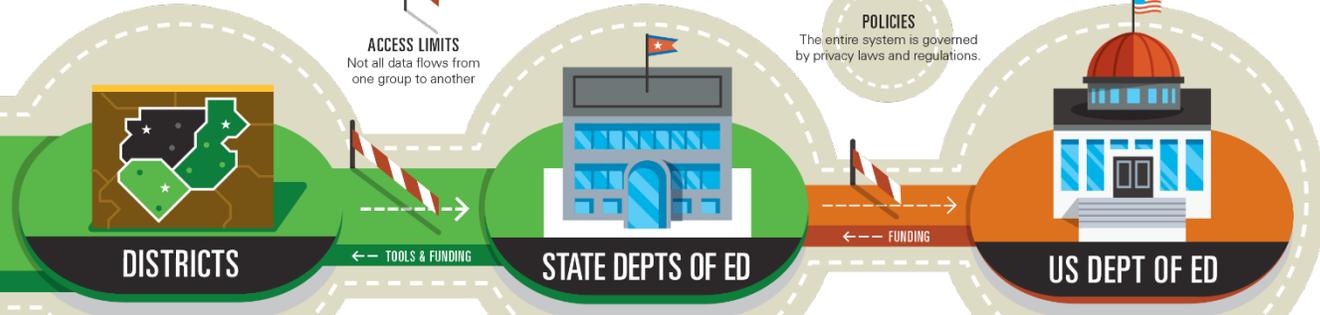


What are the types of data?

 JOEY	PERSONALLY IDENTIFIABLE INFORMATION (PII) Information that can be used to identify individual students	 #30605	DE-IDENTIFIED DATA Information about individual students, but with identifying information removed	 DISTRICT A AGGREGATE DATA Information about groups of students without any identifying information
--	--	--	--	---



1. Data are used in classrooms and schools to make changes in instruction and decide what students need to increase learning.



2. Districts use the data they collect from schools to make decisions about what resources each school needs to support its students. They send a small amount of the data that they collect to the state department of education.

3. States use the data to measure how districts are meeting goals for students, provide tools back to districts to inform instruction, assess how state funds are improving education, and provide aggregate information to the public.

4. The US dept receives the least data of all. States send it a small amount of aggregate data, and it uses them to provide information to the public about how all districts are performing. It also uses them to measure how federal funds are helping to improve education.



PARENTS
Parents have access to information about their own children, using it to help them learn.



TEACHERS & PRINCIPALS
Teachers have access to information about the individual students in their classroom. They use it to understand how their students are learning and help each student be successful.



SERVICE PROVIDERS
Schools and districts rely on service providers to manage instructional tools and some critical functions, like transportation. These third parties sometimes need PII, but only get access to the data directly relevant to their work.



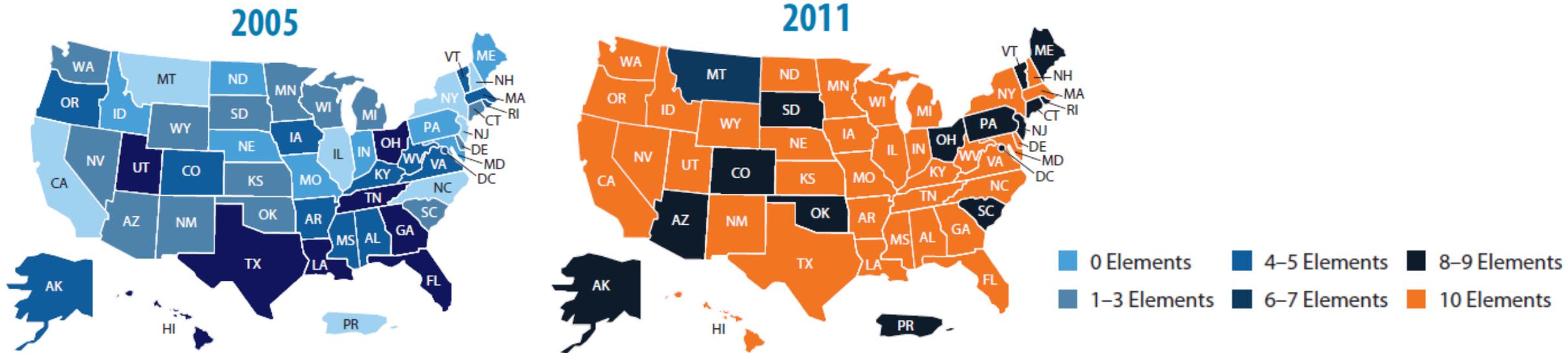
RESEARCHERS
With a clear plan, researchers can get access to de-identified and aggregate data to study what is helping students learn in a district or state.



THE PUBLIC
Members of the public, including neighbors, future employers and elected officials, only get to see aggregate reports—never information about individual students. They use the information to understand how districts and schools in their community are performing.

Who Uses Student Data?

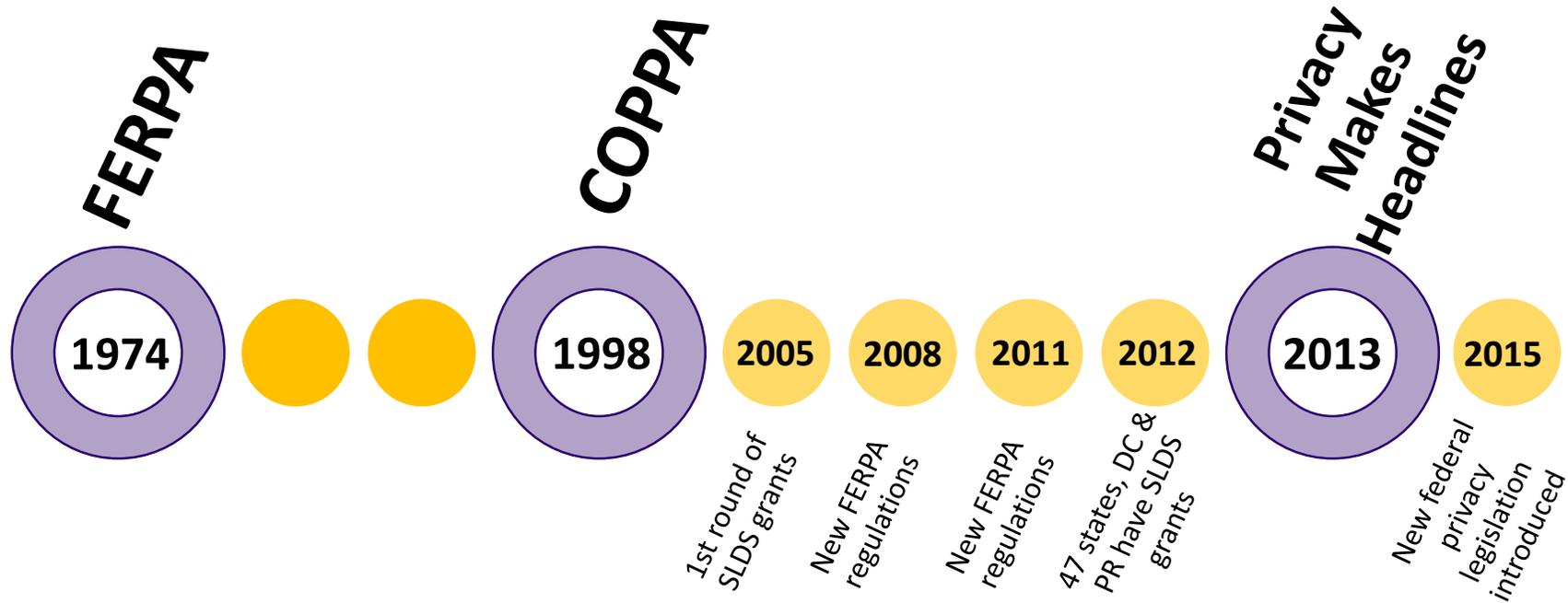
Effective Data Use: State Progress



10 Actions to Ensure Effective Data Use: 2005 → 2011

As more education data becomes accessible and is being used, new questions about privacy arise.

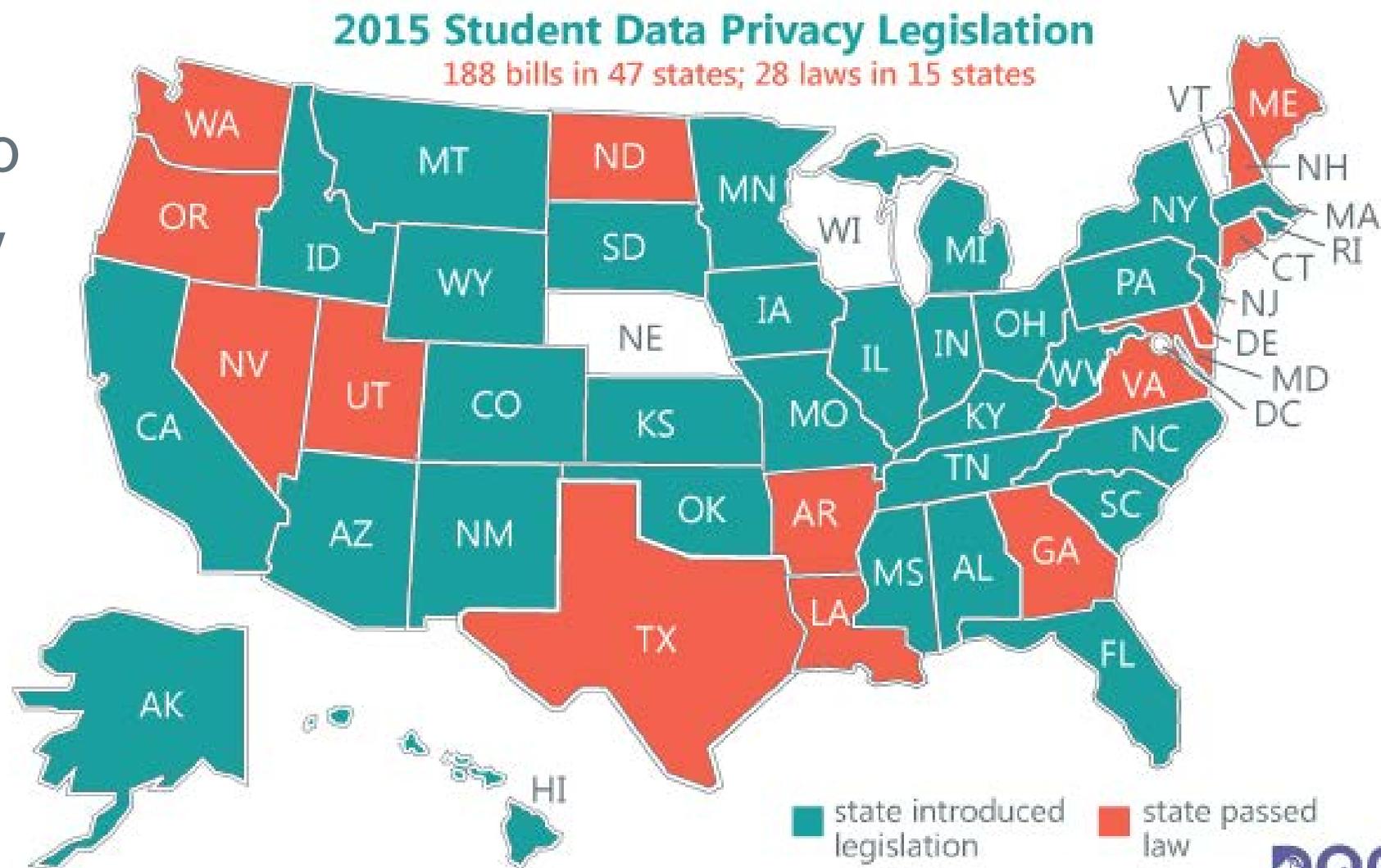
A Journey Through Time



2015 State Legislative Activity

188 bills related to student data privacy in **47** states.

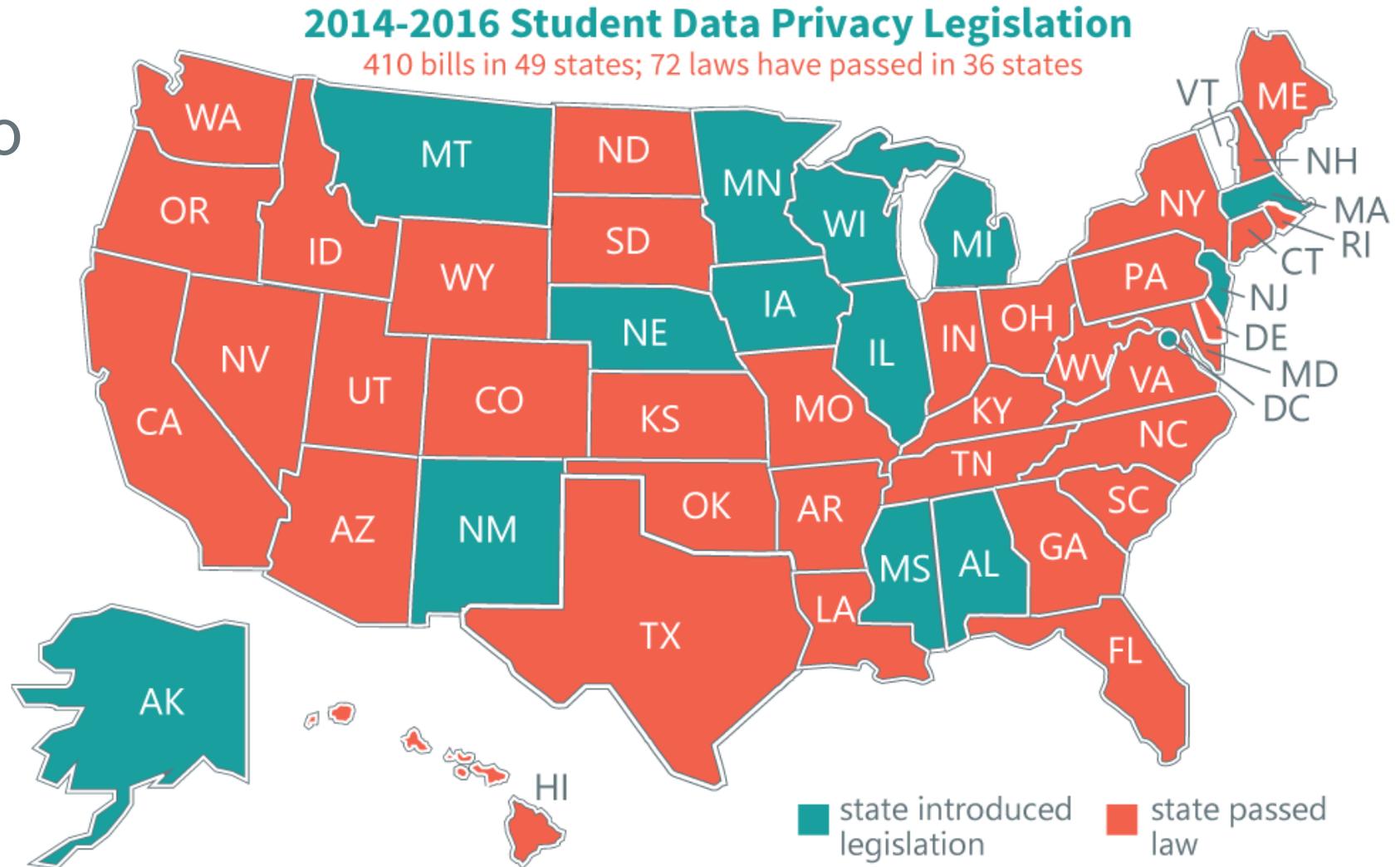
28 laws passed in **15** states.



Summary of State Legislative Activity

410 bills related to student data privacy in **49** states.

72 laws passed in **36** states.



Student Data Privacy: State Legislative Trends

2014: regulating government collection of student data

2015: regulating student data collection by education technology providers

2016: continuing to govern service providers and revisiting existing privacy laws

Recommendations for Federal Policymakers

Four Policy Priorities to Make Data Work for Students

MEASURE WHAT MATTERS

Be clear about what students must achieve and have the data to ensure that all students are on track to succeed.



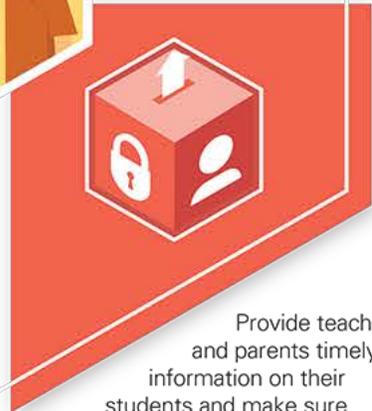
MAKE DATA USE POSSIBLE

Provide teachers and leaders the flexibility, training, and support they need to answer their questions and take action.



Ensure that every community understands how its schools and students are doing, why data is valuable, and how it is protected and used.

BE TRANSPARENT AND EARN TRUST



Provide teachers and parents timely information on their students and make sure it is kept safe.

GUARANTEE ACCESS AND PROTECT PRIVACY





Measure What Matters:

Be clear about what you want to achieve for students and have the data to ensure it gets done.

What Federal Policymakers Should

Do

- Conduct a review of federal data collections and sunset all unnecessary or duplicative collections.



Make Data Use Possible:

Provide teachers and leaders the flexibility, training, and support they need to answer their questions and take action.

What Federal Policymakers Should

Do

- Get your data house in order and better align regulations, laws, communications, and messaging across agencies.
- Break down federal data silos.



Be Transparent and Earn Trust:

Ensure that every community understands how its schools and students are doing, why data is valuable, and how it is protected and used.

What Federal Policymakers Should

Do

- Produce timely public indicators based on stakeholders' questions.
- Promote greater federal transparency to help families understand how the federal government collects, uses, and protects data.



Guarantee Access and Protect Privacy:

Provide teachers and parents timely information on their students and make sure it is kept safe.

What Federal Policymakers Should

Do Build capacity at the federal level to use data effectively while safeguarding privacy.

- Expand the ability of the Department of Education to provide expert guidance and help to the field (support the Privacy Technical Assistance Center)
- Provide incentives for states and districts to build capacity for effective data use.



Aimee Rogstad Guidera
President and CEO
Data Quality Campaign

Aimee@dataqualitycampaign.org
[@DQCAimee](https://twitter.com/DQCAimee)

