Mission, Markets, & Measuring what Matters:
Challenging and Supporting Schools in Data-Rich Continuous Improvement

NCPSA Winter Meeting
January 28, 2020

Nice to Meet You!
Dr. Jennifer de Forest
Center for Effective Philanthropy, YouthTruth Team
jend@youthtruthsurvey.org
FROM DATA TO ACTION

Resources to help educators strengthen school culture and address bullying

OUR IMPACT

1,289,743
STUDENTS SURVEYED

147,636
STAFF & FAMILIES SURVEYED

39
STATES

5
COUNTRIES
NCPSA Winter Meeting Agenda

I. **Tune Up Q1: Listening to Students**
II. Why Listen to Students? Why Measure the Student Experience?
III. **Tune In Q2: Data in the Accreditation Self Study**
IV. Associations and Data
V. How Can We Reliably Measure the Student Experience?
VI. American High School: Cohorts and Disaggregation
VII. The Power of Feedback Loops!
VIII. **Tune In Q3: Accreditation – Change over time & Feedback Loops**
IX. If we have time! Reflecting on National Trends
X. Final friendly provocations
Good Morning!
Reflection Tune-Up
Why Listen to Students?

Share one way that your accreditation process challenges your member schools to listen to students about their experience in school.

Why is student feedback a part (or not a part) of your accreditation process?

Share out thoughts!
“Developing student agency is an important factor in students’ long-term success, which is facilitated by students exercising ... voice in their learning.”
Students’ relationships with their teachers and their motivation are linked with their academic achievement.

School climate reform is “a data-driven strategy that promotes healthy relationships, school connectedness and dropout prevention.”
Listening to Students is **Strategic**!

- Strategic Planning, Accountability, Reporting
- ACCREDITATION
- Teaching & Learning
- Culture Building

**DRIVE STUDENT SUCCESS & WELL-BEING**
What is one way that you challenge/support your members to conduct data-rich/data-informed accreditation self-studies?

What are the challenges for you in this work?

Share out thoughts!
Associations & Data
How are Associations Challenging & Supporting Member Schools?

1) Benchmarking

Benchmarking Data

250 Schools
Statistical Reports
(Enrollment, salaries, tuition, financial aid by school type, size, county, race/ethnicity, gender)
Associations & Data
How are Associations Challenging & Supporting Member Schools?

2) Beyond Benchmarking!
Model Building & Significance Testing

Benchmarking Data

Market Dynamic Studies

Three Metropolitan Areas
56 Schools (Religious & Not)
1850 Respondents
(Parents’ price sensitivity + Parents’ perceptions of schools and “fit”)

Show-Me Parents
Associations & Data
How are Associations Challenging & Supporting Member Schools?

3) Missions Measures:
What Exactly is Your Value-Add? Are you Meeting your Mission?

- Benchmarking Data
  - 250 Schools
  - 5 Statistical Reports

- Market Dynamic Studies
  - 3 Metropolitan Areas
  - 8, 20, 28 Schools
  - 1850 Respondents

- Survey Pilot:
  - Supports in the Environment...
  - 78 Schools
  - 8 Shared Measures
  - 20,000+ Participants
Building Robust & Meaningful Networks to Measure the Student Experience: If not Associations, who?

- **250 Schools**
  - 5 Statistical Reports

- **3 Metropolitan Areas**
  - 8, 20, 28 Schools
  - **1850 Respondents**

- **78 Schools**
  - 8 Shared Measures
  - **20,000+ Participants**

Carnegie Foundation for the Advancement of Teaching
ESSA
States are Challenging and Supporting Schools!
If not Associations, who?

Join In! Our Students. Our Success.
THE STUDENT SUCCESS ACT MARKS A TURNING POINT FOR EDUCATION IN OREGON

When fully implemented, our state will see an additional $1 BILLION INVESTMENT in schools each year.
This investment will provide new opportunities for every student in our state, particularly students who have been historically underserved.

HOW THE STUDENT SUCCESS ACT INVESTS IN OUR STUDENTS

- At least 50% Student Investment Account
- At least 20% Early Learning Account
- Up to 30% Student Accountability for Student Success

ROOTED IN EQUITY, AUTHENTIC COMMUNITY ENGAGEMENT, AND SHARED ACCOUNTABILITY FOR STUDENT SUCCESS.
The law requires school districts to build on the strengths and assets of young people, educators, families across the state, including members of the nine historically underrepresented students of color, students with disabilities, English language learners, and students navigating poverty, homelessness, and foster care.
How can we Measure the Student Experience in a way that is Valid, Reliable, and Actionable?
YOUTH TRUTH’S STUDENT EXPERIENCE SURVEY

- student engagement
- academic rigor/challenge
- relationships with teachers
- belonging & peer collaboration
- school culture (respect & fairness)

Instructional methods

- college & career readiness
  + Safety
  + PBL
  + STEM
  + emotional & mental health
  + motivation & grit
  + drugs & alcohol
  + student voice & leadership
Culture First
Student Anonymity + Privacy
“... a tool and a ... process to develop evidence-based awareness of ... inequities ... to create learning and change.”

Estela Mara Bensimon, USC
American High School:
Reliable, Valid, and *with Context*

<table>
<thead>
<tr>
<th>Key Measures</th>
<th>Average Rating</th>
<th>Percentile Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engagement</td>
<td>3.48</td>
<td>35th</td>
</tr>
<tr>
<td>Academic Rigor</td>
<td>3.68</td>
<td>28th</td>
</tr>
<tr>
<td>Relationships</td>
<td>3.20</td>
<td>16th</td>
</tr>
<tr>
<td>Culture</td>
<td>2.93</td>
<td>19th</td>
</tr>
<tr>
<td>Belonging &amp; Peer Collaboration</td>
<td>3.24</td>
<td>19th</td>
</tr>
<tr>
<td>College &amp; Career Readiness</td>
<td>3.05</td>
<td>19th</td>
</tr>
</tbody>
</table>
### Relationships – Percent Positives

<table>
<thead>
<tr>
<th>Question</th>
<th>Your School - Oct 2019</th>
<th>Typical YouthTruth school</th>
<th>Typical Rural school *</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>How many of your teachers are willing to give extra help on school work if you need it?</td>
<td>57%</td>
<td>64%</td>
<td>61%</td>
<td></td>
</tr>
<tr>
<td>How many of your teachers try to be fair?</td>
<td>45%</td>
<td>62%</td>
<td>59%</td>
<td></td>
</tr>
<tr>
<td>How many of your teachers believe you can get a good grade if you try?</td>
<td>79%</td>
<td>79%</td>
<td>78%</td>
<td></td>
</tr>
<tr>
<td>How many of your teachers are not just satisfied if you pass, they care if you're really learning?</td>
<td>37%</td>
<td>53%</td>
<td>51%</td>
<td></td>
</tr>
<tr>
<td>How many of your teachers connect what you're learning in class to life outside of the classroom?</td>
<td>20%</td>
<td>36%</td>
<td>35%</td>
<td></td>
</tr>
<tr>
<td>How many of your teachers make an effort to understand what your life is like outside of school?</td>
<td>15%</td>
<td>34%</td>
<td>31%</td>
<td></td>
</tr>
</tbody>
</table>

Cohort: Typical Rural school *

Past results: On Off
### Relationships – Percent Positives

<table>
<thead>
<tr>
<th>Question</th>
<th>Your School - Oct 2019</th>
<th>Typical YouthTruth school</th>
<th>Typical Rural school</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>How many of your teachers are willing to give extra help on school work if you need it?</td>
<td>57%</td>
<td>64%</td>
<td>61%</td>
<td></td>
</tr>
<tr>
<td>How many of your teachers try to be fair?</td>
<td>45%</td>
<td>62%</td>
<td>59%</td>
<td></td>
</tr>
<tr>
<td>How many of your teachers believe you can get a good grade if you try?</td>
<td>79%</td>
<td>79%</td>
<td>78%</td>
<td></td>
</tr>
<tr>
<td>How many of your teachers are not just satisfied if you pass, they care if you’re really learning?</td>
<td>37%</td>
<td>53%</td>
<td>51%</td>
<td></td>
</tr>
<tr>
<td>How many of your teachers connect what you’re learning in class to life outside of the classroom?</td>
<td>20%</td>
<td>36%</td>
<td>35%</td>
<td></td>
</tr>
<tr>
<td>How many of your teachers make an effort to understand what your life is like outside of school?</td>
<td>15%</td>
<td>34%</td>
<td>31%</td>
<td></td>
</tr>
</tbody>
</table>

Cohort: Typical Rural school

Past results: On Off

---

"Only Half of Students Think What They’re Learning in School Is Relevant to the Real World, Survey Says"

- 78% of students at elementary schools feel engaged
- 59% of students at middle schools feel engaged
- 60% of students at high schools feel engaged
American High School:
Disaggregation for Actionability and Equity

I try to do my best in school.

1 = Strongly disagree  3 = Neither agree nor disagree  5 = Strongly agree

Your School - Oct 2019

4.19
65th
“Equity Mindedness”

“... a tool and a ... process to develop evidence-based awareness of ... inequities ... to create learning and change.”

Estela Mara Bensimon, USC
I try to do my best in school.

1 = Strongly disagree    3 = Neither agree nor disagree    5 = Strongly agree

0th (3.53)  25th (3.97)  50th (4.11)  75th (4.26)  100th (4.64)

Your School - Oct 2019

4.19  65th

OR schools *

- Multi-racial: 4.30
- White: 4.29
- Hispanic, Latinx or Spanish origin: 4.15
- Native Hawaiian or Other Pacific Islander: 4.14
- Other race/ethnicity: 4.13
- American Indian or Alaska Native: 4.11
<table>
<thead>
<tr>
<th>Key Measures</th>
<th>Average Rating</th>
<th>Percentile Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engagement</td>
<td>3.27</td>
<td>6th</td>
</tr>
<tr>
<td>Academic Rigor</td>
<td>3.64</td>
<td>21st</td>
</tr>
<tr>
<td>Relationships</td>
<td>3.34</td>
<td>32nd</td>
</tr>
<tr>
<td>Belonging &amp; Peer Collaboration</td>
<td>3.37</td>
<td>47th</td>
</tr>
<tr>
<td>Culture</td>
<td>3.18</td>
<td>45th</td>
</tr>
<tr>
<td>College &amp; Career Readiness</td>
<td>3.05</td>
<td>20th</td>
</tr>
</tbody>
</table>

Note: Percentile ranks are based on the performance of large city schools.
<table>
<thead>
<tr>
<th>Key Measures</th>
<th>Average Rating</th>
<th>Percentile Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engagement</td>
<td>3.48</td>
<td>35th</td>
</tr>
<tr>
<td>Academic Rigor</td>
<td>3.68</td>
<td>28th</td>
</tr>
<tr>
<td>Relationships</td>
<td>3.20</td>
<td>16th</td>
</tr>
<tr>
<td>Culture</td>
<td>2.93</td>
<td>19th</td>
</tr>
<tr>
<td>Belonging &amp; Peer Collaboration</td>
<td>3.24</td>
<td>19th</td>
</tr>
<tr>
<td>College &amp; Career Readiness</td>
<td>3.05</td>
<td>19th</td>
</tr>
</tbody>
</table>
“Those collecting perceptual feedback have the responsibility to share with constituents the results of feedback and the organization’s response to it.”

Fund for Shared Insight
In what ways does your Accreditation Process support and challenge your members to track their change over time?

In what ways does your Accreditation Process support and challenge your members to engage stakeholder feedback loops?

What are the challenges for you in this work?

Share out thoughts!
Listening as Leadership!

Affirmation v. Information

No Bad News

The Kool Aid factor
Do we Have Time?
What have over 1 million students said about the culture and climate of their schools?
What do you think the 6-12 grade-level averages are? How do you think that they trend?

What do you think students tend to score highest?

*student engagement
*academic rigor
*relationships with teachers
*belonging & peer collaboration
*school culture (respect & fairness)
Key Measure Average Ratings by Grade Level
1-5 Scale

Academic Rigor
What do you think the 6-12 grade-level averages are? How do you think that they trend?

What do you think students tend to score Lowest?

*student engagement
*academic rigor
*relationships with teachers
*belonging & peer collaboration
*school culture (respect & fairness)
Key Measure Average Ratings by Grade Level
1-5 Scale

Academic Rigor

Culture
YOUTH TRUTH’S STUDENT EXPERIENCE SURVEY

What do you think the 6-12 grade-level averages are? How do you think that they trend?

What factor do you think changes the least?

*student engagement
*academic rigor
*relationships with teachers
*belonging & peer collaboration
*school culture (respect & fairness)
Key Measure Average Ratings by Grade Level
1-5 Scale

Academic Rigor

Belonging/Peer Culture

Culture
What do you think the 6-12 grade-level averages are? How do you think that they trend?

How will relationships with teachers trend?
Key Measure Average Ratings by Grade Level
1-5 Scale

Academic Rigor

Relationships

Belonging/Peer Culture

Culture

Grade Level

6th  7th  8th  9th  10th  11th  12th
What do you think the 6-12 grade-level averages are? How do you think that they trend?

What about engagement?
Key Measure Average Ratings by Grade Level
1-5 Scale

- Academic Rigor
- Engagement
- Relationships
- Belonging/Peer Culture

What are the patterns in your association? How do you know?
Imagine that this is your school(s)? What would you want to know?

Amplify Learning through Networks!
Imagine, e.g., a Cohort of Catholic Schools, Lutheran Schools, Montessori Schools, or Girls Schools
Associations
Final Friendly Provocations!
Thoughts?

• Accrediting Associations should challenge and support members to continuously improve – to get better at getting better!

• Listening to students is a good, smart, and strategic way to improve

• Research tells us that student voice is a critical ingredient in school improvement

• Student voice should be a key ingredient in the Accreditation Process

• Also: Markets are demanding more than a “secret sauce” description of a school’s valued add.

• Serving as a network improvement hub is good, smart, and strategic for Associations!

• 21st Century Schools Need 21st Century Associations
Next Steps? Questions?

✓ Spread the word! Invite us to speak at an in-person meeting of academic leaders or on a webinar

✓ Make your association a hub of continuous improvement: Build a data-rich network of schools to do the work together!

Thank you!

Dr. Jennifer de Forest
Partnership Lead
YouthTruth
jend@youthtruthsurvey.org
## Pricing

### At a Glance

<table>
<thead>
<tr>
<th>Survey &amp; Project Management</th>
<th>Student Survey</th>
<th>Add the Family Survey</th>
<th>Add the Staff Survey</th>
<th>Survey All School Stakeholders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Survey Administration, Analysis, Reporting, &amp; Project Management</td>
<td>$1,400 or $1,200 with 3-year package</td>
<td>$500</td>
<td>$300</td>
<td>$2,200 or $2,000 with 3-year package</td>
</tr>
<tr>
<td>Add Additional Topics</td>
<td>$50 per topic</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Other Possible Offerings

- ✓ A custom comparison group
- ✓ Group-Specific set of custom questions
- ✓ Webinar or in-person data inquiry trainings for participants
- ✓ Student voice workshops
- ✓ Research and presentation on aggregate findings