



KNOW YOUR  
**SCHOOL**

**Resource Guide**

May 2017



# Communications and Implementation Resource Guide

Engaging Stakeholders to Inform School Report Card  
Creation and Dissemination

# Approach

## Disseminating Parent-Friendly Online Report Cards

States are required by law under the Every Student Succeeds Act (ESSA) to develop school report cards that clearly communicate vital information about public schools across the state to parents and community members. These school report cards must not only display a multitude of school-level data points but also present this complex data in a manner that is understandable and useful for parents.

To deliver information about schools to families, communication is critical. Rather than building a public reporting tool in a silo, it is important to first understand the actual needs and expectations of parents and community stakeholders regarding their accessibility and use of school data. From that baseline, ongoing communication throughout the online tool creation process will ensure that the tool is useful and relevant to parents. Further, this focused engagement with stakeholders will promote awareness and credibility about data, gather key insights into how parents think of and use education data, and ultimately, build buy-in and credibility for the state accountability system.

**The process of designing a parent-friendly online school report card is challenging. Though adding time into the process to engage end users and other stakeholders adds complexity, it will result in online school report cards that truly empower parents, as well as inform school improvement strategies.**

In the following resource guide, we share considerations behind effective stakeholder engagement and communications strategies and resources to make your online report card a success.

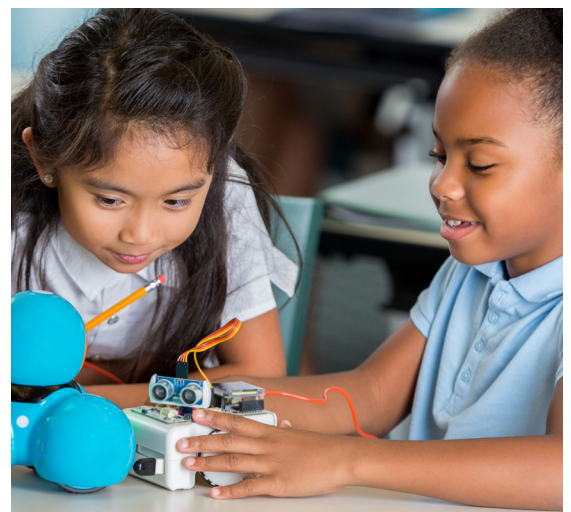


KNOW YOUR  
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### What Is the Know Your School Project?

To support states in their efforts to develop online school report cards, ExcelinEd's Know Your School Project has created an online exemplar school report card with an engaging interface using data from the state of Florida. The Know Your Florida School tool was built through an open source development process. The code is publicly available to give states a head start toward building their own custom public reporting tool. ExcelinEd has also created a series of resources to support this process, including the types of communications and engagement best practices that are necessary for a successful online report card tool.

Check out the full set of resources at:  
[knowyourfloridaschool.org/about/resources](https://knowyourfloridaschool.org/about/resources)



# Local Involvement

## Engaging Stakeholders in the Creation of the Tool

Engagement is essential to validate assumptions made in the tool's design, functionality and content.

Think about the end users for online school report cards. Certainly, parents and educators are key target audiences that come to mind. An interactive online tool built for parents and teachers can seed important conversations about how an individual school is performing, and how that performance fits into a broader context. But, parents and educators are not the only consumers of school data. Many other community members are also likely to have interest in this.

- Local business leaders want to know how well local schools perform to understand the potential labor pool they will have;
- Local elected officials are interested in ensuring their communities have high-quality education outcomes; and
- School leaders want state school report cards that clearly show their schools' progress and provide a starting point for rich conversations with parents and community members.

### Parent Focus Group Findings

After the My School Information Design Challenge, ExcelinEd led parent focus groups comparing existing school report cards to its winning design challenge entry. Parents widely felt that the winning design conveyed more useful information and better prioritized the information for parents' needs. Focus group participants' insights directly informed the conceptual design of the school report card, and provided a framework for how to prioritize and contextualize the data online. Key takeaways:

**Simple charts and graphs are key.** User-friendly data visualizations are essential in helping parents make meaning of the data presented and in moving users through the tool.

**Interactivity is crucial.** Parents want to be able to relate to the data presented and apply it to their own child.

**Data supports understanding and action.** As opposed to a label or judgment about the quality of schools, parents would like to use school data as a way of engaging with school officials and educators.

### Spotlight on Parent Empowerment Statements

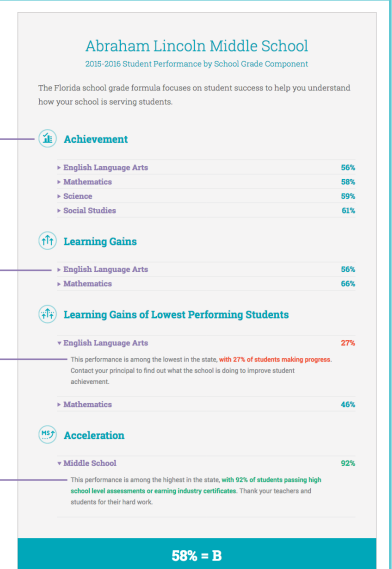
One of Know Your Florida School's unique features is parent empowerment statements, which are generated based on performance data for each school. For each school grade component, these statements put the data into context and provide parents with actionable language they can use to prompt interaction with teachers and principals. This feature was deliberately created based on feedback from parent focus groups.

**Icons** represent visually what the different components that make up the school's grade mean.

**Content** explains how each data point compares to other schools in the state.

**Parent empowerment statement** for lowest indicator offers parents suggestions for how to get involved.

**Parent empowerment statement** for highest indicator highlights school's strengths for parents.



## Informal Engagement through the Florida Advisory Group

To build stakeholder buy-in and to ensure that the tool being developed would meet the needs of key audiences in Florida, the Know Your School team deliberately engaged families, community members and school leaders throughout the year-long online school report card development process.

Working in partnership with on-the-ground organizations, we identified school leaders, school board members and education stakeholders who would provide honest feedback on the tool's appearance, functionality and content throughout the requirements gathering and development process. These individuals formed an informal Advisory Group for Know Your Florida School.

ExcelinEd managed interactions with the Advisory Group via email and electronic surveys. The development team sought their advice on:

- The online school report card tool's name and logo;
- Parent empowerment messages designed to help parents understand what the data means and how they can get involved;
- The visual design of the tool;
- Explanatory text describing data and information in the tool; and
- Testing the tool online before launch.

Surveys were crafted carefully to be short and focused to minimize the burden on members. Each survey had a specific purpose, and questions were intentionally developed to gain specific and targeted information, minimizing vague or counterproductive feedback.



### Good engagement questions are open ended, but directed.

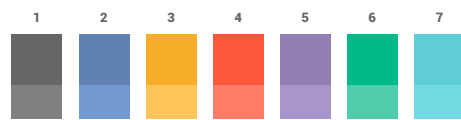
- Please rank the designs below in order of preference.
- What other information do you expect to see about school grades on this page for this high school?
- Overall, how would you rate this page? Consider visual appeal, usability and clarity.
- Why did you select this design option as your last choice?
- Using the search functionality on the homepage, how was your experience finding the school that you were looking for in the tool?
- Please share any other initial impressions.

Opportunities to engage with stakeholders are important to build buy-in, and can pay dividends once the tool is live. For more examples of sample stakeholder engagement, check out Appendix II.

Local stakeholder involvement, like the Know Your Florida School Advisory Group, can also be extremely beneficial for building community buy-in around the tool. These stakeholders can be ambassadors for the tool, using their influence and networks to share information about the tool as it launches and providing credibility to an unfamiliar resource.

## Spotlight on Color Accessibility

In the extensive branding process, colors were selected to fit the local context, and were also reviewed in an accessibility study to ensure the contrast was distinguishable for users with red-green color blindness.



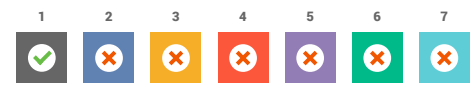
Color Blindness Simulation - Deuteranopia



Color Contrast Table- Deuteranopia



Text Legibility Test (Contrast) on White Background



Color Blindness Simulation - Protanopia



Color Contrast Table - Protanopia



## Local Context and Branding

Local context and branding helps to personalize the tool, making it more accessible for users. Feedback from one Advisory Group member makes exactly this point:

**“I prefer the rectangular logo, the first example, in the second set of logos. A FL-shaped border could go behind the text. Our state shape is easily recognizable by most any American citizen and Florida resident. That will set the logo apart from any other state which chooses to adopt something similar. It’s not like we are Kansas or Wyoming.”**

The logo, branding, color and font choices for Know Your Florida School were selected deliberately to reinforce unique attributes of the state—colors and font reflect a beachy, warm climate. As suggested by the Advisory Group member quoted above, the state’s outline is prominently featured on the homepage of the tool. The logo, branding, color and font choices are items we recommend customizing for every state. In our experience, users react favorably to a tool that is personalized for their state or community.



# Content

## Developing Consistent Messaging

Online school report cards are complex tools, and, as discussed in previous case studies, the development team is comprised of people with a diverse set of skills. Ensuring that all team members and partners share consistent public messages about the online school report card is critical to the project's success. The purpose and value of the tool must be clear and understandable for parents and community members.

The Know Your School team created tools and resources that make sure team members presented consistent information regarding the development of the tool, its functionality, and the type of data it would display. The project's communications strategists developed a Message Map (Appendix I) to guide the tone and content of all resources and promotional materials for the project. A message map is a research-based approach to developing a coordinated set of messages that builds on the power of three. The attached message map for Know Your School contains a core message that explains the tool. There are three key messages that provide more detail about the function, content and audience for the tool. Under each of the key messages are three supporting messages that provide a final level of detail.

As the development team and partners started to engage with stakeholders about the online school report card, we developed a Frequently Asked Questions (Appendix V) document. The document was developed with the input of policy team, development team and communications team members and revised over time. The FAQs are an invaluable tool that inspired confidence in team members who were uncomfortable talking about the development process of an online tool. Conversely, the FAQs provided development team members with less familiarity with policy surrounding the tool a ready resource.



### Sample Messaging

**Core Message.** Know Your Florida School provides states a starting point for developing transparent and parent-friendly online report cards that increase parent, educator and community understanding of school accountability.

**Key Message #1.** Know Your Florida School delivers a functioning model for state online school report cards that is informed by the needs of families and communities.

- Know Your Florida School presents a wide range of comparable data about public schools in an easy-to-understand format.
- Know Your Florida School unpacks school grade information and features school demographic information, insights on progress over time at improving student learning and more.
- Know Your Florida School responds to the urgent need for greater access to better information and informs the ongoing national conversation about school accountability and data transparency.

Read the full Know Your School Message Map in Appendix I.

# Strategies

## Launching Your Online School Report Card Tool



Success for an online report card tool is often measured by the number of people who use the tool and can easily find data that answers questions and supports decision-making. A well-conceived communications and launch plan is instrumental for reaching potential tool users. As the tool moved into beta testing, our team's communications strategists put the finishing touches on a launch and promotion plan to advise on how the tool could potentially be rolled out to local parents and communities.

The launch plan is aligned to the three key audiences the project messaging aligns to—families, community members and educators. The Know Your School team identified strategies and activities to increase awareness of the tool, its features, and uses for each of these audiences. Here are some of the recommended strategies and activities that can be beneficial for states looking to launch school report card tools:

- Provide an opportunity to preview the beta version of the tool before the official public launch.
- Host focus groups with the live tool after launch to inform enhancements to the tool over time.
- Create a promotional video highlighting key features of the tool.
- Create one-pagers and postcards for schools and community events.
- Disseminate social media messages about the tool through key partner organizations.
- Disseminate materials through community partners, like the Know Your Florida School Advisory Group members.
- Distribute a media release to local newspapers and television news, who remain trusted entities in communities.
- Present the tool at conferences and local events. Presentations can provide the opportunity to engage in deeper conversations about the decisions made about data, design and functionality, particularly for the educator, school leader and policymaker audiences.

### Best Bet Outreach Strategies

**For parents and community members.** Use known and trusted individuals and outlets as dissemination channels. This audience will react more favorably to outreach via familiar sources—social media posts from the PTA, a story on the local news and postcards from their child's school.

**For educators.** Educators and school and district leaders are your dissemination partners. Give these important message amplifiers opportunities to become familiar with the tool by presenting at meetings and conferences, hosting pre-launch webinars or focus groups, and sharing promotional videos that walk the audience through key features.

# Get Started

## Resources to Support Online Communications

### Open Source Code Now Available

With the launch of Know Your Florida School, the front-end code powering the tool is now available online for free at: <https://github.com/Know-Your-School-Project/Know-Your-Florida-School>. Please note this code is a free resource for developers working to build or enhance an online school report card platform.

Are you working with a state on a report card effort, or are you a state interested in improving your online report card? **Know Your School's Case Study #2: Developing Online School Report Cards** provides information about the data collection and development processes and a checklist for getting started.

To learn more, contact: [KnowYourSchoolProject@excelined.org](mailto:KnowYourSchoolProject@excelined.org).

As SEAs develop plans for their online report cards, leverage communications expertise within the partner organizations supporting your development process. As this guide demonstrates, thinking of communications as an afterthought or something to be put off and attended to after the tool is developed and ready to launch is a missed opportunity. Thoughtful, strategic engagement and outreach through the process ensures the design, content and functionality of the tool meets expectations and demands of the user, and also leads to a more useful and used final product. Several national organizations have developed tools and resources that discuss the benefits of online state report cards, and provide examples and tips for planning successful outreach and engagement plans.

- [Learning Heroes' Parent Focus Groups](#)
- [DQC's Opportunity to Make Data Work for Students in the Every Student Succeeds Act](#)
- [ExcelinEd's My School Information Design Challenge findings](#)
- [CCSSO's Let's Get This Conversation Started: A Guide on Stakeholder Engagement and Outreach](#)
- [CCSSO's Let's Keep This Conversation Going](#)

### A Communications and Outreach Toolbox

A toolbox of communications resources is valuable for successfully launching an online report card tool. We recommend that your communications and outreach toolbox contain the following materials:

- A messaging document that shares the core idea or vision for the tool, and key messages that describe the main features of the online state report card tool. These key messages can also inform a set of talking points for members of the project team.
- A set of Frequently Asked Questions culled from individual and group conversations about the tool. Engage the development team and LEA policy staff in the creation of responses to these questions. Provide the FAQs to schools as they interact with parents, community members and educators to ensure consistent communication about the tool, its intended uses and its content.
- A one-pager that can serve as a leave behind. Integrate the tool's branding and design elements into the one-pager, and use the messaging document and FAQs to inform its content.
- A set of endorsement quotes from key stakeholders and LEA staff members. The endorsement quotes can be integrated into presentations and shared via a press release.
- A short promotional video that can be embedded into presentations and shared with stakeholders. Consider creating short (15-30 second) clips with captioned print that can be posted to Facebook and other social media platforms.
- A press release that announces the "go-live" date of the tool. Again, the content of the press release can be derived from the messaging and FAQ documents.



# Resources

## Sample Materials from Know Your Florida School



### **Appendix I | Page 10**

Message Map

### **Appendix V | Page 18**

Frequently Asked Questions

### **Appendix II | Page 12**

Sample Stakeholder Engagement Materials

### **Appendix VI | Page 21**

Sample Postcard

### **Appendix III | Page 15**

Talking Points

### **Appendix VII | Page 23**

Sample Social Media Graphics

### **Appendix IV | Page 16**

Press Release

### **Appendix VIII**

Promotional Video: [View Here](#)



**Message Map**  
**KNOW YOUR FLORIDA SCHOOL**

Updated April 4, 2017

**CORE MESSAGE:** Know Your Florida School provides states a starting point for developing transparent and parent-friendly online report cards that increase parent, educator and community understanding of school accountability.

**KEY MESSAGE #1:**

Know Your Florida School delivers a functioning model for state online school report cards that is informed by the needs of families and communities.

**Support Points**

1. Know Your Florida School presents a wide range of comparable data about public schools in an easy-to-understand format.
2. Know Your Florida School unpacks school grade information and features school demographic information, insights on progress over time at improving student learning and more.
3. Know Your Florida School responds to the urgent need for greater access to better information and informs the ongoing national conversation about school accountability and data transparency.

**KEY MESSAGE #2:**

Know Your School elevates a model for making school data accessible that can be easily replicated by other states interested in increasing transparency and public understanding of school accountability metrics.

**Support Points**

1. Know Your School gives state education agencies and policymakers a set of actionable information and resources to take school accountability data online and make it clear, understandable and useful for families.
2. A coalition of national partners recognize and support Know Your School and the value of the project in helping to shine a light on best practices for creating parent-friendly online report cards.
3. An Advisory Group comprised of key Florida stakeholders supported the development of Know Your Florida School and has ensured that the language and information supporting the data makes sense for families and educators.

**KEY MESSAGE #3:**

Know Your School gives states a roadmap to achieve excellence in public reporting.

**Support Points**

1. The technical framework powering Know Your Florida School uses open source code. The code will be made available for other states to use in their efforts to make school performance data transparent and accessible.
2. Know Your School will disseminate a series of issue briefs that document the processes and challenges learned through the development of the online report card as well as a toolkit of best practices for creating online school report cards.
3. Know Your School aligns to ESSA guidance on the transparency of school performance data.

**Audience Segmentation**

Think about how different audiences will use your online school report card. What do they need to know about the tool? Why will they find the tool useful? Consider how your messaging should be adjusted to communicate about your online school report card to various audience segments, such as:

**State and Local Audiences:**

- Parents and teachers
- School, district and state leaders
- Thought leaders and influencers
- Education membership and representative organizations
- Community and advocacy organizations

**National Audiences:**

- Parents and teachers
- District and state leaders
- Thought leaders
- Education membership and representative organizations
- Education advocacy groups (those focused on school accountability and equity/access)



## Sample Stakeholder Engagement Materials

Stakeholder engagement is essential to validate assumptions made in the tool’s design, functionality and content. Opportunities to engage with stakeholders are also important to build stakeholder buy-in and can pay dividends once the tool is live. To ensure that Know Your Florida School was being developed to meet the needs of key audiences, the project team partnered with an local organizations to identify school leaders, school board members, and education stakeholders who would provide honest feedback on the tool’s appearance, functionality and content. Included here is a sample survey and email communication with this informal Advisory Group. Email and survey touch-points throughout the development process provided specific qualitative feedback, and were used to gauge overall perception throughout the requirements gathering and development process.

### Sample Survey for Engaging Stakeholders

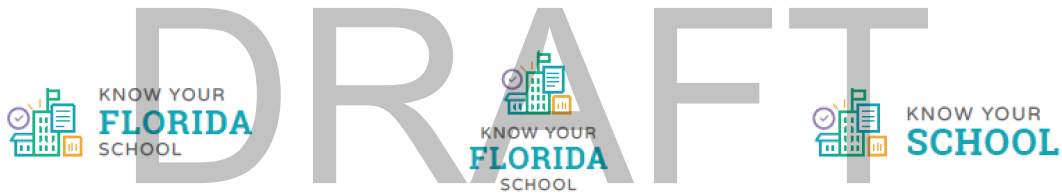
Thank you for sharing your feedback on branding for Know Your Florida School. As a reminder, the Foundation for Excellence in Education is building Know Your Florida School as an exemplar state school report card, built on the best practices in public reporting. This tool should not only present school-level information, but also make it actionable – empowering parents with information that they can use understand, enact and encourage change in their schools. The tool must attempt to put data into context so that parents and stakeholders have a stronger understanding of the elements and history that make up a school’s grade, and are able to better advocate for their children’s educations. As you review the final options for logos and taglines for this tool, please keep this purpose and context in mind.

- 1) Please rank the order designs below in order of preference.

#### Option 1



## Option 2



- 1) For your first choice, why did you select this logo as your first choice?
- 2) For your last choice, why did you select this logo as your last choice?
- 3) Please share any additional thoughts or concerns regarding the logo.

The following potential taglines have been vetted to ensure they are available and do not conflict with other names or copyrights. As you review these options, please keep in mind that the tagline should complement the name “Know Your Florida School” and should help explain the site’s purpose and speak to the vision of the project to parents, educators, school leaders and policymakers across the country. We look forward to your feedback.

- 5) Please rank these taglines in order of preference.

Know Your Florida School...

- a) Informed parents, better schools
  - b) Florida school data at your fingertips
  - c) Compare and analyze schools across Florida
  - d) A dashboard for exploring school grades
  - e) Your guide to navigating school grades
- 6) Why did you select this tagline as your top choice?
  - 7) Why did you select this tagline as your last choice?
  - 8) Please share any additional thoughts or concerns regarding the tagline.
  - 9) Your name and organization (Optional)

## Sample Email Communication to Engage Stakeholders

Dear Advisory Group Members:

Thanks again for your responses to our first survey for feedback, which resulted in our naming of the tool. We now need your help in identifying the appropriate taglines to further describe the tool and help with its design/logo. Please take a few minutes to weigh in by completing this brief survey by [INSERT DATE]: [INSERT SURVEY LINK]. Your feedback will help us brand the tool and establish its credibility as a source of useful and actionable information about schools for parents, local education stakeholders, and national education leaders alike.

Since our last email, we have:

- Secured the URLs for the tool.
- Determined the launch date.
- Identified the data to be included from the 2015-16 school grades calculation.
- Produced drafts of the website wireframes (outlines of the content for the mobile device views) for the pages.
- Continued work on our communications and outreach plan.

Our next steps include finalizing the data to be included, drafting the narrative to accompany it and designing the parent empowerment messages along with the review of the tool mockup. We'll need your help with all of these in the next two months. Our updated outline of the timelines and activities related to the Advisory Group is attached. Thanks very much for your time and we look forward to hearing from you.

Sincerely,  
[YOUR NAME]



## Talking Points

Updated April 13, 2017

The Know Your School Project builds upon what ExcelinEd has learned parents expect from a user-friendly school accountability report card through the My School Information Design Challenge.

The Know Your School Project showcases best practices for building an online school accountability report card in a prototype, Know Your Florida School.

Know Your Florida School provides parents with a guide for understanding school data beyond reading and math scores for schools across Florida.

The exemplar tool supports compliance with new regulations under ESSA for transparent sharing of school accountability data.

Know Your Florida School includes data from more than 3,300 schools across the state, and unpacks multiple measures of student learning including performance, growth, graduation rates, and historic performance.

Know Your Florida School features parent empowerment statements that use the data to highlight specific areas where schools are doing well and opportunities for improvement, and offers ideas for how to get involved.

The tool has a user-friendly design, and is easily accessible on tablets and mobile devices so parents and community members can engage with school information anytime, anywhere.

Know Your Florida School is built using open source code. This means that when the tool was publicly launched in April, the code powering the tool was made available online for free so developers can use it as a framework for report cards in other states.

The Know Your Project has also shared documentation of the processes and challenges associated with the data, technology, content and engagement with stakeholders that are essential to such an endeavor.

An advisory group of Florida educators, parents, and school and community leaders have actively consulted on the development of Know Your Florida School to provide an important local perspective.



[CONTACT NAME  
CONTACT PHONE NUMBER  
CONTACT EMAIL]

**EMBARGOED UNTIL [DATE AND TIME]**

### **New Online Report Card Tool Demonstrates How States Can Provide Parent-Friendly School-Level Data to their Communities**

*ExcelinEd's KnowYourFloridaSchool.org serves as model online school report card, helps states with ESSA implementation*

**Washington, D.C.– April 13, 2017** – Today, ExcelinEd launched [KnowYourFloridaSchool.org](http://KnowYourFloridaSchool.org), a model online school report card that serves as a prototype for states seeking to empower and inform parents and communities with transparent, understandable school data. As states work to implement the Every Student Succeeds Act (ESSA), KnowYourFloridaSchool.org serves as a real-world, replicable example of how states can reinvent school reporting and better communicate a variety of school-level data to parents.

"Transparent, user-friendly school report cards are a vital tool to empower parents with school data and the information they need to engage proactively with school leaders on behalf of their child," said ExcelinEd CEO Patricia Levesque. "A school report card not only supports accountability requirements in ESSA, it also spurs improved school performance to ensure all children receive a quality education."

#### ***Making Data Parent-Friendly***

From student performance and school information to the details of Florida's school grades, KnowYourFloridaSchool.org uses real data to put information about more than 3,000 local schools into context. It demonstrates how a user-friendly report card can help parents easily access, understand and utilize valuable school data. Highlights include:

- "Parent empowerment statements" on each school page encourage parents to start conversations about their child's education with teachers and principals.
- Dynamic search and comparison features make it easy for users to find and compare schools.
- Mobile-friendly design promotes widespread access and encourages social media and email sharing so parents can access school information anytime, anywhere.

#### ***Providing a Template and Resources for States***

KnowYourFloridaSchool.org supports state implementation of ESSA by providing a real-world example of school-level accountability data presented in a parent-friendly format.



- The prototype is built using open source code, meaning the code powering the tool is available **free** online.
- Open source code allows developers at state education agencies to use KnowYourFloridaSchool.org as a framework to build their own online school report card, customized to fit that state's accountability system and with potential cost-savings to taxpayers.
- Know Your School Project has [resources to support state implementation](#), which are featured on the site, including a series of case studies providing insights and best practices based on ExcelinEd's work developing the prototype.

The Know Your School Project is a result of ExcelinEd's [My School Information Design Challenge](#), which was one of the first efforts to address the ongoing challenge for states on how to improve their data reporting and community engagement. The winners of the design challenge, [Collaborative Communications Group](#) and [Social Driver](#), partnered with the [Jacksonville Public Education Fund](#) and ExcelinEd to create Know Your Florida School, bringing the project full circle.

Watch the [Know Your School Video](#) or visit [www.KnowYourFloridaSchool.org](http://www.KnowYourFloridaSchool.org) to learn more.

###



## Frequently Asked Questions

### **What is Know Your Florida School?**

Know Your Florida School is a prototype for the national Know Your School Project, an effort to help states promote parent access to useful school performance data.

### **Where does the data come from?**

The data shown on Know Your Florida School comes from the Florida Department of Education's Florida School Grades website. To view files directly from the Department, visit [schoolgrades.fldoe.org](http://schoolgrades.fldoe.org).

### **What can parents do with the tool?**

Parents can use Know Your Florida School to find important information about their child's school, specifically how students are performing academically. Parents can compare their school to others in the state and learn about ways to applaud success and support areas in need of improvement.

### **Can parents engage with school leaders through the website?**

Know Your Florida School offers suggestions to parents on ways they can engage with school staff based on the student performance data, displays the principals' name, phone number, and links to the school website.

### **What data does Know Your Florida School include?**

Know Your Florida School provides comprehensive, accessible data from the 2014/15 and 2015/16 school years for Florida's 3,300 public schools that earned a school grade. The prototype tool unpacks the components of each school's grade and student performance, highlighting how a school compares to others in the state, and how it has performed over time. The tool clearly explains schools' student performance (achievement), student progress (learning gains), graduation rates, and college and career readiness. Know Your Florida School also displays data depicting the school's student population and characteristics.

### **Will additional data or other school information be added to Know Your Florida School?**

The tool is designed to be expanded over time to include additional data indicators that impact student success, particularly the data required by the recently passed federal law, the Every Student Succeeds Act (ESSA). Additional data will be added dependent upon availability and priority as identified by users of the tool.

### **Why isn't my school listed?**

The Florida Department of Education (FDOE) issues school grades annually for eligible K-12 public schools, including charter schools and schools with magnet programs. Private schools do not earn school grades. Know Your Florida School includes all schools earning a grade for the 2015-2016 school year. If your school is a public school but you do not see it listed, here are some of the reasons it may not have earned a grade this year:

- Less than 95 percent of students were assessed.
- Too few students enrolled.
- The school is an alternative or Exceptional Student Education school.

Visit the Florida Department of Education's Florida School Grades website at [schoolgrades.fldoe.org](http://schoolgrades.fldoe.org) for more information or email [evalnrpt@fldoe.org](mailto:evalnrpt@fldoe.org) for specific questions.

### **Does the tool comply with new requirements for report cards under the Every Student Succeeds Act (ESSA)?**

Know Your Florida School is being built to align with new ESSA requirements, including a concise, easy-to-read format; a clearly labeled overview section; disaggregated achievement data on each measure; and school ratings. ESSA requirements are still evolving under the federal rule-making process, and Know Your Florida School will be updated when the requirements are finalized and data from the Florida Department of Education becomes available.

### **Who created the Know Your School Project and Know Your Florida School?**

The project and prototype builds off of ExcelinEd's 2014 My School Information Design Challenge, where web and creative design firms from across the country submitted reimagined online school report cards. Collaborative Communications and Social Driver, the winning team, contributed their expertise to the eventual design of Know Your Florida School. In addition, Jacksonville Public Education Fund serves as the community data partner on the project collecting data from the Florida Department of Education and maintaining the database that powers Know Your Florida School.

### **How was Know Your Florida School built?**

Know Your Florida School was designed and built within a content management system called WordPress. The data powering the tool, which comes from the Florida Department of Education, is housed in a virtual database called an API that is maintained by the Jacksonville Public Education Fund. We are publicly sharing the code used to build Know Your Florida School so other programmers, designers and developers are able to explore how to use this code to set up powerful online school report cards for other states.

### **What is the Know Your School Project?**

ExcelinEd's Know Your School Project is a resource for states across the nation, highlighting strategies for providing comprehensive accountability data and school-based information that empowers, informs and engages parents and community members.

### **What will the Know Your School Project achieve?**

The goal of the project is to provide states with a framework to display student achievement and school accountability data in a way that allows parents easy access to understandable data about the effectiveness of their child's school. Through the Know Your School Project and Know Your Florida School prototype tool, we will provide families and community members with valuable information to encourage engagement with school leaders about the effectiveness of education their child receives.

### **Why is the Know Your School Project happening now?**

The recently passed Every Student Succeeds Act (ESSA) reaffirms and strengthens a focus on state-designed accountability systems and transparent public reporting. A key goal of the Know Your School Project is to support states in successfully developing accessible and useful parent-friendly online report cards. The Know Your School Project represents the culmination of ExcelinEd's 2014 My School Information Design Challenge.



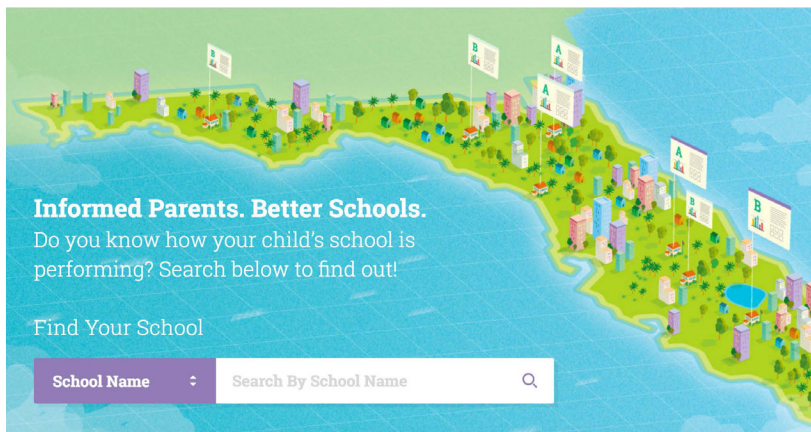
KNOW YOUR  
**FLORIDA**  
SCHOOL



# Introducing Know Your Florida School

## Launching in 2017

Know Your Florida School is an online school accountability report card tool designed to help parents understand school data and demonstrate best practices for states. **Learn more about Know Your Florida School using the QR code above.**



**Accessible.** Puts information into context about more than 3,300 local schools – from student performance and school information to the details of Florida’s school grades – to help parents access and use the data.

**Useful.** Features parent empowerment statements that use data to highlight areas where schools are doing well and opportunities for improvement, plus offers ideas for how to get involved.

**Well-Designed.** Mobile-friendly design promotes widespread access and encourages social and email sharing.

Contact [KnowYourSchoolProject@ExcelinEd.org](mailto:KnowYourSchoolProject@ExcelinEd.org) to learn more about online report cards in your state.



KNOW YOUR  
SCHOOL

## About Know Your School Project

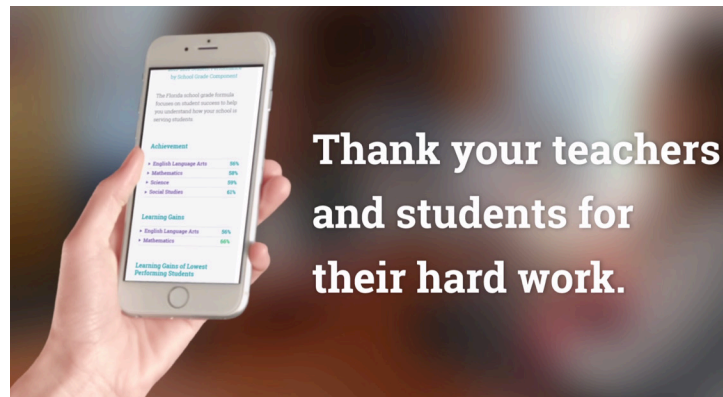
[KnowYourSchoolProject.org](http://KnowYourSchoolProject.org)

The Know Your School Project showcases best practices for building online school accountability report cards in a prototype, Know Your Florida School.

**Supports state compliance** with new regulations under ESSA for transparent sharing of school accountability data.

Provides parents with a **guide for understanding school data** beyond reading and math scores for schools across Florida using data from the Florida Department of Education.

Is **built in the open**, which means that the code powering the tool will be made available online for free so developers can use it as a framework for school report card in other states.



Know Your Florida School's mobile-friendly design empowers parents with information and encourages them to engage with their schools.

Contact [KnowYourSchoolProject@ExcelinEd.org](mailto:KnowYourSchoolProject@ExcelinEd.org) to learn more about online report cards in your state.



KNOW YOUR  
SCHOOL

# Introducing Know Your Florida School

KnowYourFloridaSchool.org

SCHOOL GRADES   STUDENT PERFORMANCE DETAILS   STUDENT CHARACTERISTICS

2015-16 School Grade

**B**

A B C D F

Abraham Lincoln Middle School's overall performance is higher than 66% of middle schools in the state.

Thank your teachers and ask what you can do to help them do even better this year.

### Abraham Lincoln Middle School

2015-2016 Student Performance by School Grade Component

The Florida school grade formula focuses on student success to help you understand how your school is serving students.

**Achievement**

▶ English Language Arts	56%
▶ Mathematics	58%
▶ Science	59%
▶ Social Studies	61%

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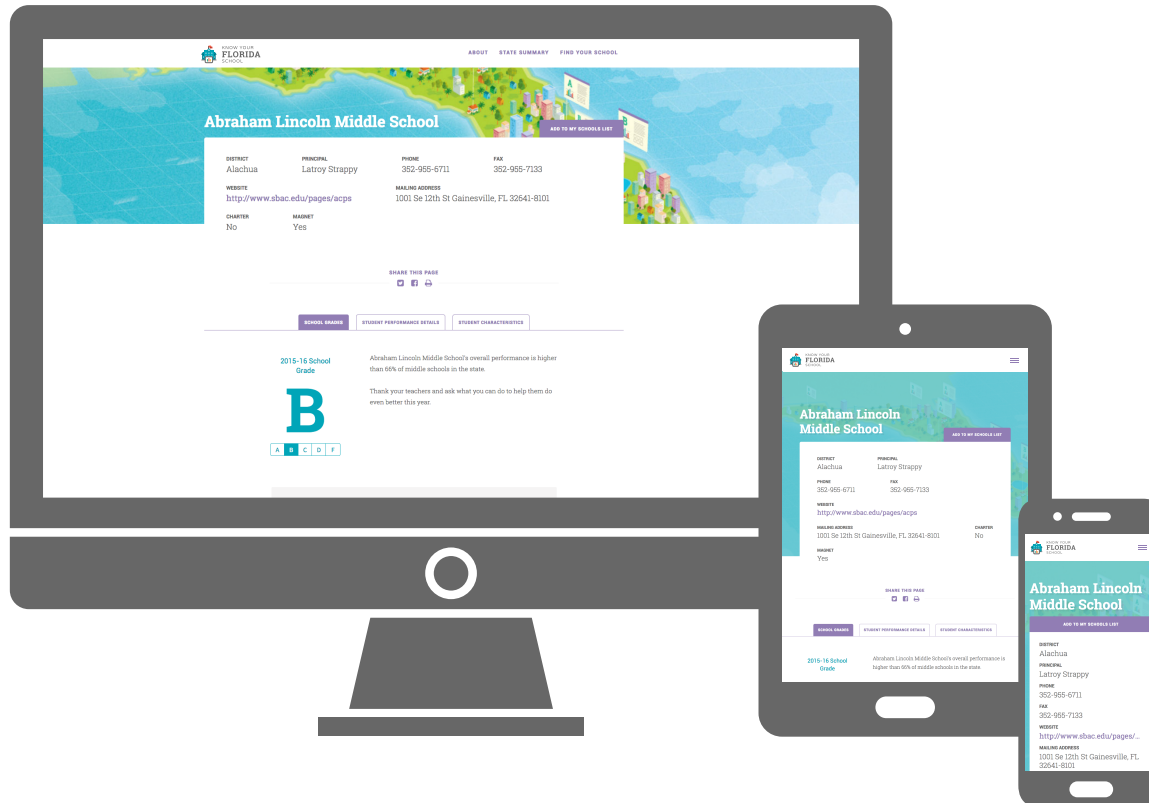
To support state compliance with new regulations under ESSA, the code powering the tool and a suite of supporting resources is available online for free.



KNOW YOUR  
SCHOOL

# Mobile-Friendly Design to Meet Parents Where They Are

KnowYourFloridaSchool.org







# Putting School-Level Data into Context

KnowYourFloridaSchool.org

**Icons** represent visually what the different components that make up the school's grade mean.

**Content** explains how each data point compares to other schools in the state.

**Parent empowerment statement** for lowest indicator offers parents suggestions for how to get involved.

**Parent empowerment statement** for highest indicator highlights school's strengths for parents.

## Abraham Lincoln Middle School

2015-2016 Student Performance by School Grade Component

The Florida school grade formula focuses on student success to help you understand how your school is serving students.



### Achievement

▶ English Language Arts	56%
▶ Mathematics	58%
▶ Science	59%
▶ Social Studies	61%



### Learning Gains

▶ English Language Arts	56%
▶ Mathematics	66%



### Learning Gains of Lowest Performing Students

▼ English Language Arts	27%
This performance is among the lowest in the state, with 27% of students making progress. Contact your principal to find out what the school is doing to improve student achievement.	
▶ Mathematics	46%



### Acceleration

▼ Middle School	92%
This performance is among the highest in the state, with 92% of students passing high school level assessments or earning industry certificates. Thank your teachers and students for their hard work.	

58% = B