

Tell your story. Define your success.



## Strategic Dashboard

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@jlgatta  
#ILSchoolStories

Welcome and thank you for joining us today. ECRA Group is excited to be part of this important initiative providing a strategic dashboard to allow for a local definition of quality. This initiative aims to shift the state and national dialogue toward a broader and more inspiring definition of student success and school quality.

ECRA Group is offering the Strategic Dashboard as part of ECRA's commitment to helping local school districts tell their story and demonstrate that public education works by more accurately measuring the impact that local schools are having on their communities. A well developed strategic dashboard helps superintendents and school boards stay aligned and direct resources toward what matters, resulting in better leadership and governance. The Strategic Dashboard provides a framework for the superintendent to align communication, school improvement processes, student data, and other district initiatives.

As we learn together on this journey, we encourage you to share your thoughts, experiences, and insights on twitter using the hashtag #ILSchoolStories. For updates and insights also follow @jlgatta.

## Agenda

➤ Welcome and Overview	45 minutes
➤ Tell Your Story	35 minutes
----- <i>break</i> -----	<i>10 minutes</i>
➤ Define Your Success	45 minutes
➤ Monitor Your Progress	30 minutes
➤ Debrief and Questions	15 minutes



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## National and State Landscape



School quality and student success are a matter of definition. For years, federal policy has controlled the definition of student success and school quality as predominantly student performance on assessments.

As educators, we know there are many additional outcomes that predict student success and align closer to the values of local communities. The ability to articulate and substantiate a compelling story ultimately speaks to the return on investment that local schools provide to the communities they serve.

The story of local school districts is more comprehensive than what state report cards capture. The ECRA strategic dashboard allows local school districts to share the full story through both qualitative and quantitative indicators. This is what the tell your story movement is all about.

ESSA is beginning to shape a broader definition of student success that recognizes the whole child and the importance of student growth. ESSA also provides more flexibility to states to define school quality and implement accountability systems.

While Illinois is taking a big step in the right direction as it implements ESSA, the fact remains that state report cards only tell a small part of a school district's story. Local school

districts must articulate the impact they are having within the context of their local communities. In addition, school improvement efforts mandated under the Illinois consolidated state ESSA plan, supported through IL-Empower professional learning partners, provide districts more autonomy to demonstrate the impact that improvement efforts are having on student and other system outcomes.

## Data Rich and Information Poor® Focus on what Matters!



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There is no shortage of data within school systems! The volume of available data can seem overwhelming, making it difficult to decide where to focus energy and resources. It is easy to feel Data Rich and Information Poor®.

But what truly matters? Answering this question requires a clear vision for what schools are trying to create. What is your vision of student success? How do you define school quality?

Only the Superintendent can lead and challenge communities to establish and commit to a clear and compelling vision.

## Focus on what Matters

***Not everything that counts can be counted,  
and not everything that can be counted  
counts.***

**- Albert Einstein**



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Einstein said, “not everything that counts can be counted, and not everything that can be counted counts”. Take a moment to internalize the message contained within this famous quote.

As you think about building your strategic dashboard, you will identify outcomes that you believe matter, that may not be able to be reduced to a number. It is important to find creative ways to include these qualitative items.

You will also identify readily available data that would be easy to include on your dashboard. Take pause. Do not include numbers on your dashboard merely because they are available and convenient. Before including any item your dashboard, challenge yourself to answer the questions:

Does this number matter?

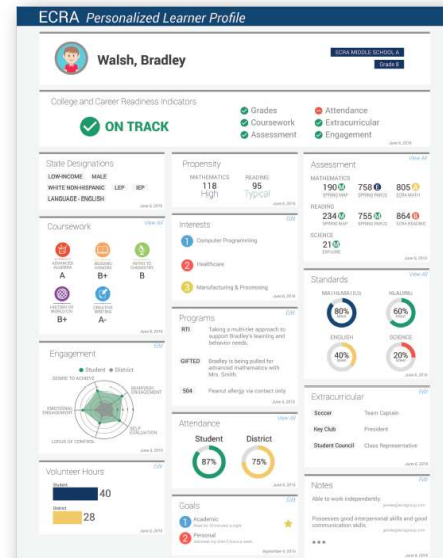
Does it count?

Is it dashboard worthy?

## To Measure is to Sample



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Building an effective Strategic Dashboard is a measurement challenge not unlike developing a mathematics test for students. Just as psychometricians start by defining the construct mathematics, and then sample observable indicators in the form of test items, you must start with your district's vision, and then sample observable indicators in the form of key performance metrics.

Consider what student outcomes and organizational processes are indicative of your vision?

Keeping with our mathematics test example, if you only included geometry items, you would judge a student's mathematics ability only by how well the student performs geometry tasks.

State report cards can be thought of this way. Information on state report cards is important, just like geometry skills are important, but both represent a biased sample of indicators in relationship to what is ultimately being measured: Mathematics / School Quality.

The state report card is only part of the story - unless the missing parts are never told. Absent the rest of the story, the incomplete story told via the state report cards becomes

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the full story. The idea is to provide communities the full story.





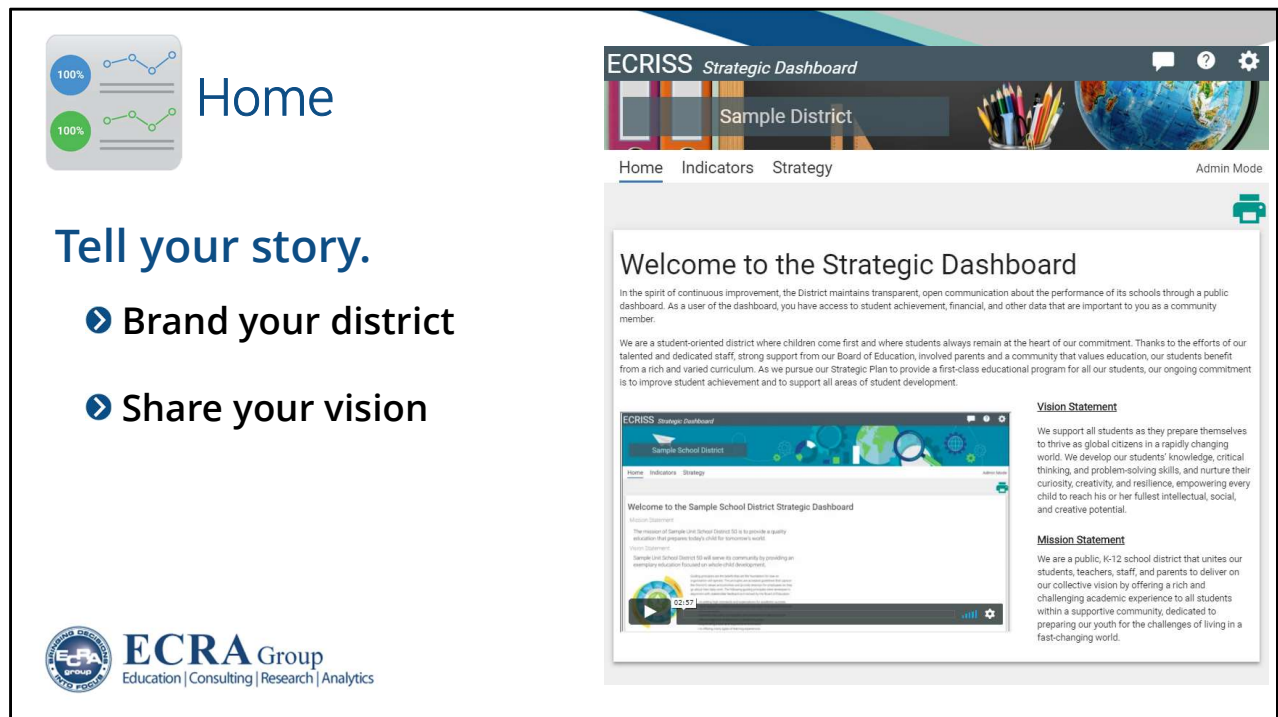
## Student Success:

- Test scores
- Grades
- Coursework
- AP, IB
- Attendance
- Discipline
- Engagement
- Community service
- Co-curricular activities
- Interests
- Goal-setting
- Grit
- Workplace learning
- Persistence

The Strategic Dashboard allows school districts to be more creative and scientific with regards to data indicators. Schools are no longer confined to metrics that derive from state mandated data. Schools can now leverage any local data available to define more meaningful metrics that best measure the outcomes that are most important to their communities.

Emerging research-based indicators, such as the ones listed on the screen, may provide a starting point to defining student success.

Assessments are important, and proficiency & growth are not going away, but there is more to student success. What you choose to measure at the individual student level may become key indicators that you wish to aggregate at a district level and include on the dashboard.



The Strategic Dashboard app is organized into three main pages or tabs. Currently you see a screenshot of the Home page. This is a customizable web page that can be personalized for your district. *Here, you can brand your district. Tell your story and craft a narrative to share your vision.* You can add graphics, files, videos, and a custom banner with your district's colors and logo to brand your vision.

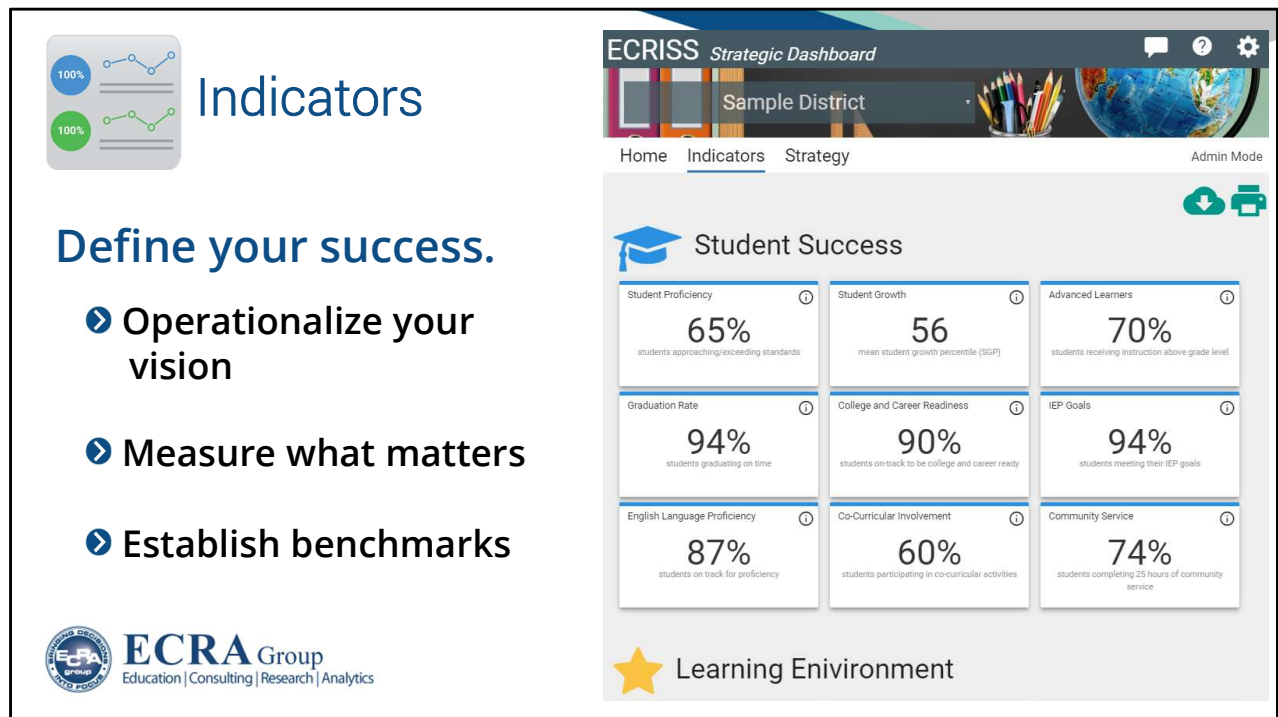
The Strategic Dashboard is organized into three main sections: Vision; Indicators; Strategy.

The Vision section, or home page, allows school districts to craft a narrative inclusive of videos and other digital assets to articulate and brand a clear and compelling vision for student success.

The Indicators section operationalizes the district's vision into observable quantitative and qualitative indicators.

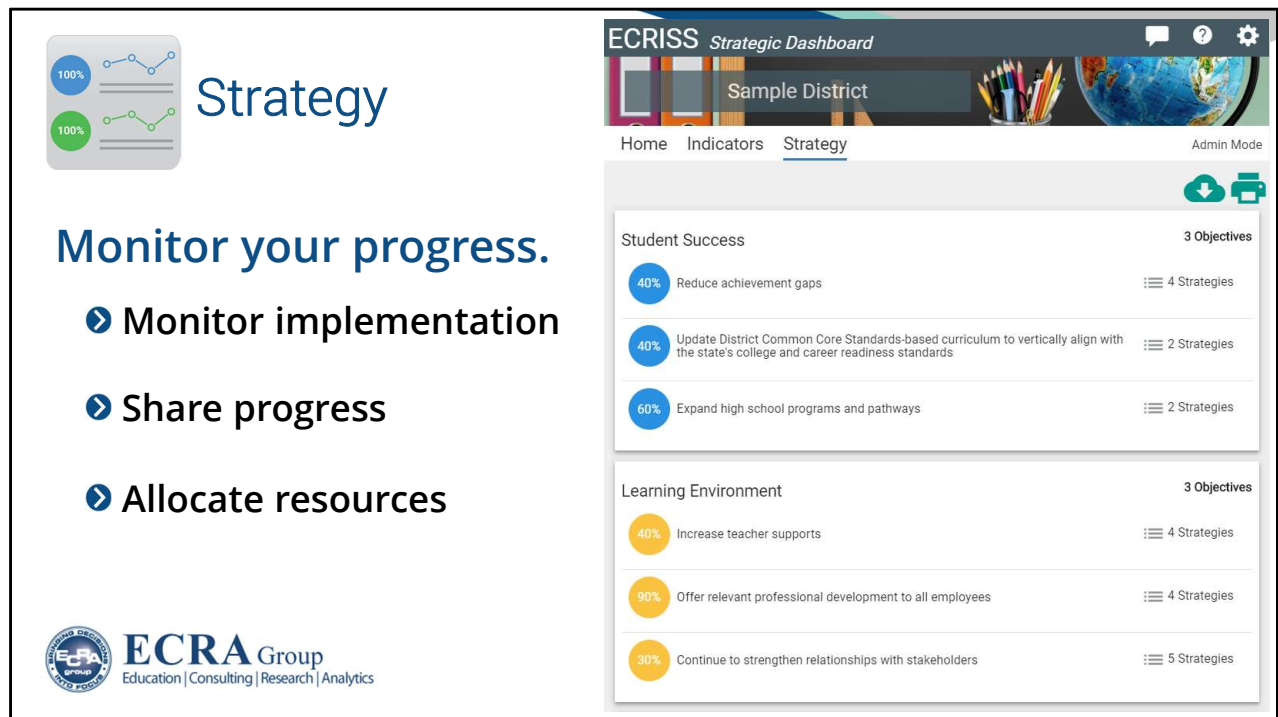
The Strategy section allows districts to communicate how they intend to accomplish their vision.

The ECRA Strategic dashboard is 100% customizable. It is designed from the ground up to be a flexible tool that districts can freely access to tell their story.



Here is the Indicators section. The Indicators section is where districts can operationalize their vision, measure what matters, and establish meaningful benchmarks. This tab allows districts the flexibility of displaying your progress with metrics or with icons. You can also create customized indicator charts.

School districts can define indicators and group indicators under the strategic goals that help tell their story.



The last screenshot shows the strategy tab. The Strategy tab provides a framework for districts to organize and document progress of implementation plans.

The Strategy tab is a tool that allows Superintendents to better communicate and align the priorities for improvement. It provides the umbrella to connect the various initiatives the schools are simultaneously implementing.

The Strategy tab provides better visibility into the degree to which the district is implementing the strategies and action plans identified in the district's strategic plan or improvement plan.

## Login

Go to [ecriss.com](https://ecriss.com)

If this is your first time logging in:

- Click "Forgot Password"
- Enter your district email
- Check your email (check junk folder)
- Follow instructions to set a password
- Return to [ecriss.com](https://ecriss.com)



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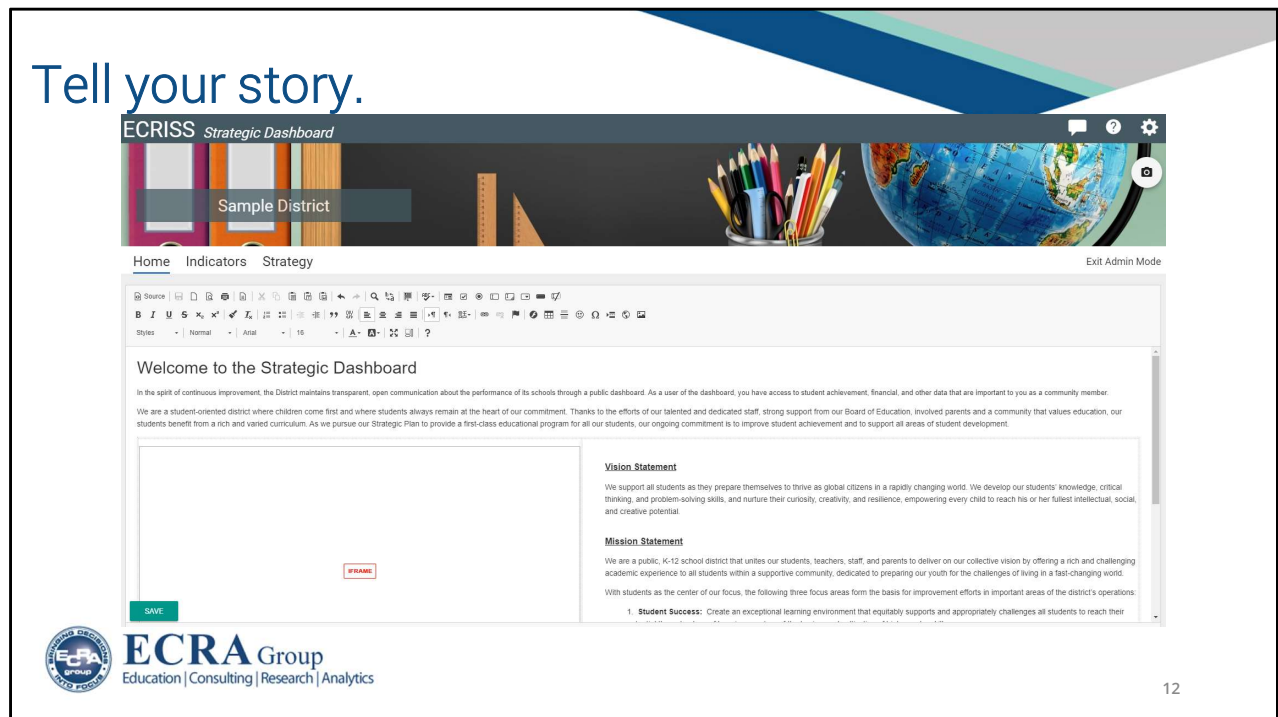
Let's log in to ecriss.

Go to [ecriss.com](https://ecriss.com)

Click forgot password

Follow the steps, using your district email to set a password

Check your email, make sure to check your spam if you're not seeing the email.

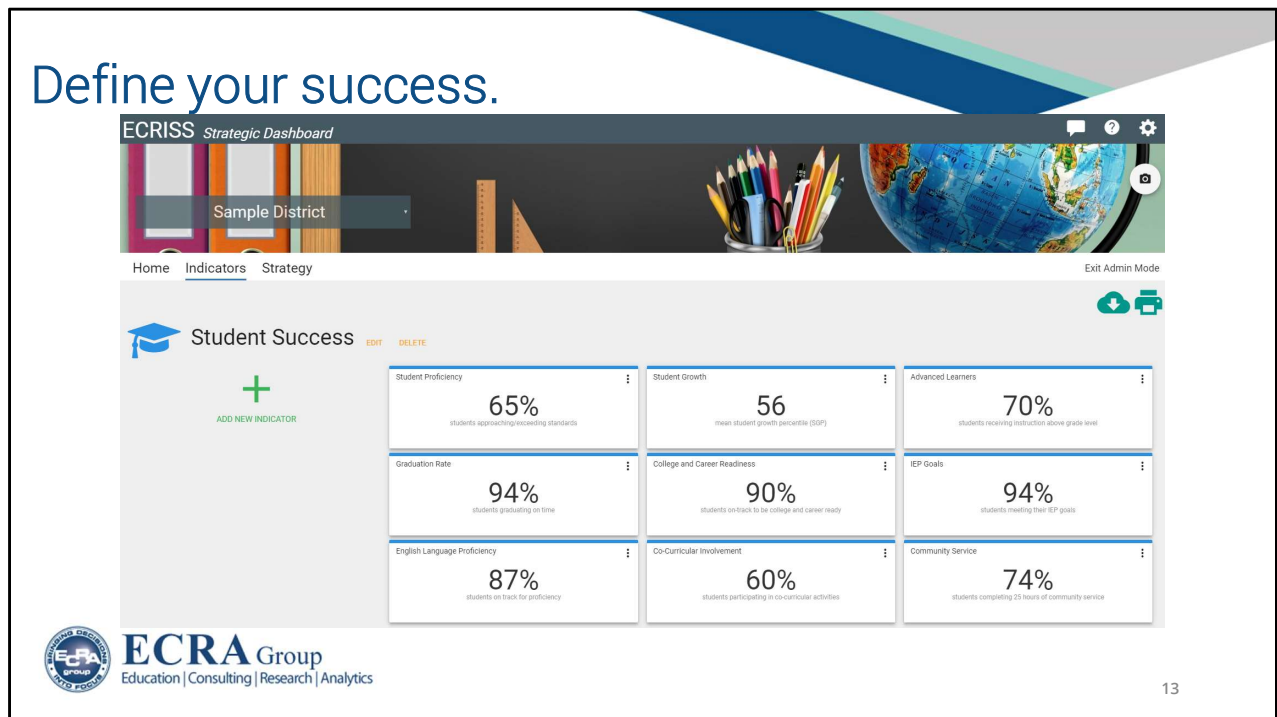


### *Tell Your Story:*

Before you can start creating indicators you have to articulate a vision for student success. Then you look at other organizational pieces that are indicative of an environment that will support success for students.

The Home page is where you brand your district and share your vision. Customize and communicate the broad themes. Include your mission, vision or strategic plan. A description of the Goal Indicators can be included on the Home page.

The Home page is a critical way to communicate the priorities and progress of the school system to the community. This also allows you to engage your community to create a compelling vision for student success.



### *Define Your Success:*

The Indicators section is where districts can operationalize their vision, measure what matters, and establish meaningful benchmarks. This tab allows districts the flexibility of displaying your progress with metrics or with icons.

Indicators are organized by Indicator Groups, such as strategic goal or priority areas. What are your district's strategic goal areas/priorities?

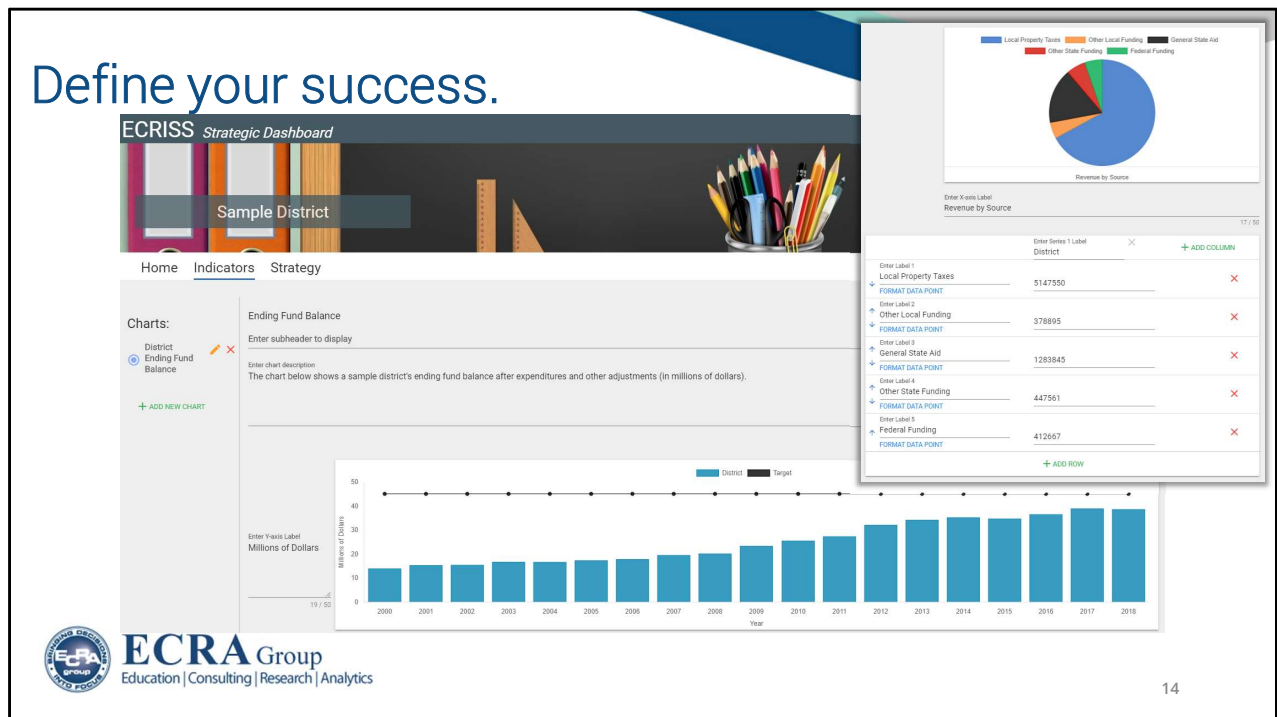
Indicator tiles are displayed under each goal area. Be strategic and purposeful on what you choose to measure and report. Identify indicators that align to your district's strategic goal areas.

- Start with relevant measures currently available
- Choose indicators that capture the intended results
- Identify key areas where measures are needed
- It may take time to get relevant data
- Don't feel compelled to use numbers simply because they are readily available
- There are outcomes that you believe are important but might not yet have measures yet, and you likely have data for many other constructs that you don't need to put on your dashboard. Don't just use numbers that are easily accessible.

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Recommendation: It's common to identify more indicators than needed





Within each tile, districts can build dynamic charts displaying district and benchmark data. Each chart page can display historical and subgroup data for that indicator. Multiple charts and different types of charts can be added within a single indicator.

## Monitor your progress.

The screenshot displays the ECRIS Strategic Dashboard interface. A modal window titled 'Edit Strategy' is open, allowing users to customize a strategy. The modal includes the following fields:

- Strategy Name:** A text input field containing 'Establish personalized performance targets to track growth.' with a character count of 59 / 1000.
- Strategy Completion:** A progress bar showing 20% completion.
- Assigned To:** A dropdown menu currently set to 'Superintendent & Assistant Superintendent'.
- From:** A date picker set to '2017-09-01'.
- To:** A date picker set to '2019-11-30'.
- Media Items:** A section for uploading files and linking webpages.
- Upload a File:** A 'Choose File' button and a 'No file chosen' status.
- Link a webpage:** Fields for 'Link Name' and 'Web URL', with an '+ ADD LINK' button.
- Buttons:** 'SAVE' and 'CLOSE' buttons at the bottom right of the modal.

The background of the dashboard shows a 'Sample District' view with a 'Student Success' section containing several progress bars and strategy descriptions. The ECRIS logo and 'ECRA Group' branding are visible at the bottom left.

### *Monitor Your Progress:*

Within the Strategy page, districts can customize their goal areas, objectives, and strategies.

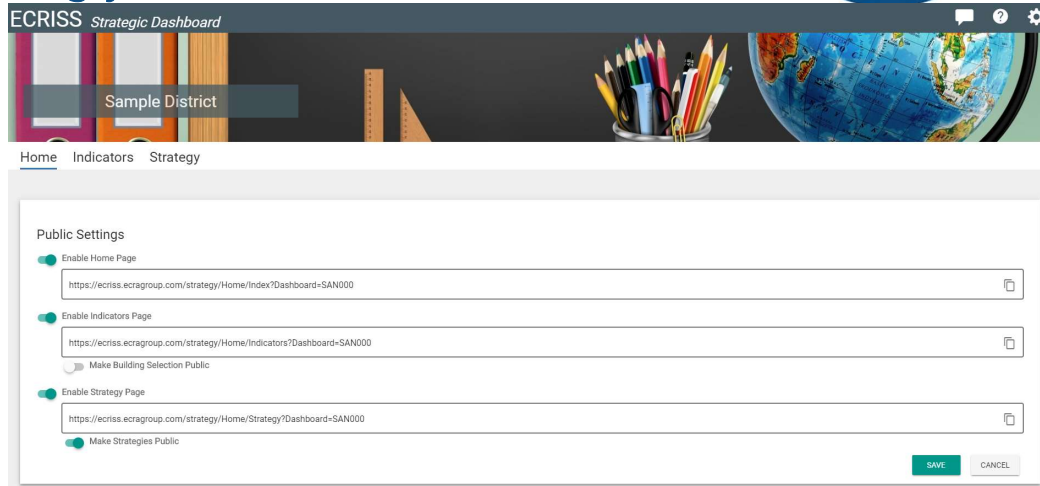
This is where you monitor implementation, share progress and can determine how to best allocate resources.

Within each objective are strategies that reflect the more specific action plans designed to achieve district goals and objectives.

Just like the rest of the Strategic Dashboard, these strategies can be customized to identify names or roles for individuals in the district responsible for the execution of the action and the corresponding timeline for completion. You can also attach google docs or other files, and link webpages to view more information about a strategy or objective.

You can display progress on the completion of objectives and strategies, shown on the left side of each objective or strategy.

## Sharing your Dashboard.



The screenshot shows the 'Public Settings' section of the ECRIS Strategic Dashboard. The dashboard header includes the title 'ECRIS Strategic Dashboard', a 'Sample District' label, and navigation tabs for 'Home', 'Indicators', and 'Strategy'. The 'Public Settings' section contains four toggle switches, all of which are turned on. Each toggle is accompanied by a text input field containing a URL and a copy icon. The URLs are: 'https://ecris.ecragroup.com/strategy/Home/Index?Dashboard=SAN000', 'https://ecris.ecragroup.com/strategy/Home/Indicators?Dashboard=SAN000', and 'https://ecris.ecragroup.com/strategy/Home/Strategy?Dashboard=SAN000'. There is also a 'Make Building Selection Public' option which is currently off. At the bottom right of the settings section are 'SAVE' and 'CANCEL' buttons.

Public Settings

- ☒ Enable Home Page  
<https://ecris.ecragroup.com/strategy/Home/Index?Dashboard=SAN000>
- ☒ Enable Indicators Page  
<https://ecris.ecragroup.com/strategy/Home/Indicators?Dashboard=SAN000>
- ☐ Make Building Selection Public
- ☒ Enable Strategy Page  
<https://ecris.ecragroup.com/strategy/Home/Strategy?Dashboard=SAN000>
- ☒ Make Strategies Public

SAVE CANCEL



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You can make each individual page of your Strategic Dashboard easily available to the public.

Continue to build upon your dashboard with District stakeholders.

Discuss indicators with superintendent, admin team, board of education, strategic planning committee, etc.

Check that the indicators chosen answer the question, if the strategic plan is working as intended, what observable data elements do we expect to see change over time in the direction of the vision?

Verify that there is a meaningful benchmark identified for each indicator.

Record your implementation plans in the strategy tab.

We believe that in order for school systems to improve student outcomes, schools must develop an evidence-based culture where strategic and operational decisions are evidence-based and are evaluated using data and appropriate benchmarks.