

Virginia Board of Education Agenda Item



Agenda Item: D

Date: June 23, 2016

Title	Final Review of the Design for the Redesigned School Performance Report Card (School Quality Profiles) Required by HB 1672 and SB 727 (2015)		
Presenter	Charles B. Pyle, Director of Communications		
E-mail	Charles.Pyle@doe.virginia.gov	Phone	(804) 371-2420

Purpose of Presentation:

Action required by state or federal law or regulation.

Previous Review or Action:

Previous review and action. Specify date and action taken below:

May 26, 2016: First review

Action Requested:

Final review: Action requested at this meeting.

Alignment with Board of Education Goals: Please indicate (X) all that apply:

X	Goal 1: Accountability for Student Learning
	Goal 2: Rigorous Standards to Promote College and Career Readiness
	Goal 3: Expanded Opportunities to Learn
	Goal 4: Nurturing Young Learners
	Goal 5: Highly Qualified and Effective Educators
	Goal 6: Sound Policies for Student Success
	Goal 7: Safe and Secure Schools
	Other Priority or Initiative. Specify:

Background Information and Statutory Authority:

Goal 1: By redesigning the School Performance Report Card (School Quality Profiles), the Board of Education will improve accountability for student learning by more effectively communicating to parents and the public about the status and achievements of the Commonwealth's public schools and local school divisions.

The School Performance Report Card was first adopted by the Board of Education as part of the *Regulations Establishing the Standards for Accrediting Public Schools in Virginia* (Standards of Accreditation) in 1997. It was first provided to the public in 1999.

In its present form, the School Performance Report Card consists of a collection of statistical tables reflecting the accountability status, performance, and characteristics of Virginia public schools, local school divisions, and of the public schools of the Commonwealth as a whole. The data and reports

presented reflect state and federal statutory and regulatory requirements and are available in PDF and as downloadable spreadsheets.

At its October 2014 work session, the Board of Education discussed the need to redesign and improve the report card (School Quality Profiles). Board members expressed their intent to create a clear and engaging tool for communicating about school and student performance. Board members believed that a better School Performance Report Card would be a more effective means of communicating about school and division performance and quality than the A-F school grading system mandated by the 2013 General Assembly.

Subsequently, House Bill 1672 (Greason) and identical Senate Bill 727 (Black) were approved by the 2015 General Assembly and signed by Governor Terry McAuliffe. The twin bills repealed the A-F system and require the Board — in consultation with the Standards of Learning Innovation (SOL) Committee — to redesign the School Performance Report Card (School Quality Profiles) to more effectively communicate the status and achievements of public schools and local school divisions. HB 1672 and SB 727 set July 1, 2016, as the deadline for the Board to approve a new design.

To date, the Board has accomplished the following to achieve its goal of improving the School Performance Report Card (School Quality Profiles) and implement the 2015 legislation:

- The Board studied the features and functionality of highly rated report cards published by other states, including Arizona, Illinois, Ohio, Maryland, and Delaware.
- The Board examined the results of a series of regional focus groups and a survey on school report cards conducted by the Center for Innovative Technology in 2013 on behalf of the Virginia Department of Education (VDOE).
- The current and immediate past presidents of the Board and the chairman of the Board's Committee on School and Division Accountability participated in discussions with the SOL Innovation Committee on improving the School Performance Report Card (School Quality Profiles).
- The Board's Committee on School and Division Accountability held five public meetings in which the report card redesign was the subject of public comment by representatives of stakeholder groups and of detailed discussion by Board members.
- The chairman of the Board's Committee on School and Division Accountability presented on the redesign project to multiple stakeholder groups, including the Virginia Association of School Superintendents and the Virginia Parent Teacher Association.
- The Board convened a roundtable of diverse education and community stakeholders to receive comments related to the redesign of the report card.
- The Board studied the results of an online survey conducted by VDOE on school report card preferences. The survey — conducted in July and August 2015 — garnered more than 21,000 responses. Respondents represented all regions of the Commonwealth.
- The Board accepted a timeline proposed by the department for the development and launch of the redesigned School Performance Report Card (School Quality Profiles).
- The Board achieved a consensus on July 22, 2015, on the tools, functionalities, format, and additional data elements to be included in the redesigned School Performance Report Card (School Quality Profiles) when initially launched in September 2016, and on additional elements to be added during subsequent phases of the project as data become available.
- The Board accepted a wireframe schematic on September 9, 2015, as a prototype of the redesigned report card.

- The Board approved a *Summary of the Redesign of the School Performance Report Card* on November 19, 2015, and transmitted the report to the Chairman of the House Committee on Education and the Chairman of the Senate Committee on Education and Health, as required by HB 1672 and SB 727.

Further details on the above actions and activities of the Board may be found in the November 2015 [*Summary of the Redesign of the School Performance Report Card*](#).

Summary of Important Issues:

The design for the new School Performance Report Card (School Quality Profiles) was developed by AIS Network, a McLean-based information technology company engaged under the Virginia IT Contingent Labor Statement of Work Contract to develop the new report card, in consultation with the VDOE offices of communications and information management.

The proposed design reflects the findings of research conducted by the Board and VDOE and the Board's July 22, 2015, consensus on format, functionalities, tools, and additional data elements. Key features of the design are as follows:

- The design — in keeping with a recommendation of the SOL Innovation Committee — substitutes "School Quality Profiles" for "School Performance Report Card" as the public-facing title of the online reports.
- The design is clean and contemporary and includes "snapshot" reports for schools, school divisions, and the Commonwealth, with tabs grouping detailed reports by the following topics: Accountability, Assessments, Enrollment and Demographics, College and Career Readiness, Finance, Climate, and Teacher Quality.
- The design includes the following additional elements identified by the Board of Education for inclusion in the initial launch of the redesigned report card:
 - Fall membership by student reporting group
 - SAT performance
 - Postsecondary enrollment
 - Expulsions and long-term suspensions by student reporting group
 - Division per-pupil spending
 - Division revenue sources and amounts
 - Percent of kindergartners meeting literacy benchmarks
 - Student-teacher ratios (division and state profiles)
 - Free and reduced-price meals eligibility and participation
 - Gifted identification by student reporting group
- Tools available to users include Google mapping to search for schools and school divisions by name, school division, locality, address, and zip code.
- The design allows users to filter search results by grade span, school categories (e.g. charter schools, alternative schools, accreditation status, and Blue Ribbon Schools), and demographics.
- School and division profiles include hyperlinks to division Web sites.
- The design employs responsive and adaptive Web design, allowing for viewing on desktop computers using multiple browsers and on common mobile devices, including iPhones, Android smart phones, and tablets.
- The design employs dynamic and interactive Scalable Vector Graphics that include results by

student reporting categories, division and state comparisons, and widgets allowing users to print complete or partial profiles and share charts by email and in presentations, websites and social media.

- The design includes informational links, a glossary, a frequently-asked-questions presentation, and hover effects providing definitions and context to aid in the interpretation of data and charts.
- The design includes a widget allowing users to provide feedback on their experiences and suggestions for improving the report card.
- The design is fully compliant with Section 508 of the federal Rehabilitation Act of 1973 that requires that government Web sites and software be fully accessible to people with disabilities.

On April 21, 2016, VDOE Director of Communications Charles B. Pyle and AIS Network lead designer Jess Ferko presented the design to Virginia school division communications officers attending the spring conference of the Chesapeake School Public Relations Association in Annapolis. Division communications officers gave the design high marks for clarity and usability and offered helpful suggestions, such as adding language to clarify that Google map search results do not necessarily reflect division and attendance zone boundaries.

VDOE has established a web service to allow for the transfer of aggregate data to AIS Network for the population of the school, division, and state profiles. No student-level data will be provided to the vendor, and appropriate suppression rules are in effect to prevent the identification of students in small groups.

On May 24, 2016, Board members viewed a demonstration of the School Quality Profiles “beta site.” The demonstration was repeated during the May 26 business meeting, and the Board accepted the proposed design — including an updated site map of the School Quality Profiles Web site — for first review. In addition, department staff informed Board members that reports on chronic absenteeism and the participation of eligible students in school nutrition programs would be part of the initial public launch this fall.

The Board’s vision for the continuing development of the School Quality Profiles includes the addition of reports on student growth, average class sizes, student wellness, average teacher salaries, and school climate survey results, as well as the development of a Spanish language version.

The project timeline accepted by the Board in May 2015 projects that the redesigned School Performance Report Card (School Quality Profiles) will be made available to the public in mid September 2016 in concert with the public release of 2016-2017 accreditation ratings. By adhering to this timeline, the Board will make the redesigned report card available to the public approximately two weeks before the October 1, 2016, deadline specified in HB 1672 and SB 727.

Impact on Fiscal and Human Resources:

Item 134.H of the 2015 Appropriation Act provided \$75,000 to VDOE in Fiscal Year 2016 for the redesign of the School Performance Report Card in accordance with the requirements set forth in HB 1672 and SB 727. Item 137.F of the 2016 Appropriation Act provides \$155,000 in Fiscal Year 2017 and \$250,000 in Fiscal Year 2018 for the redesign, hosting, maintenance, and continued development of the redesigned report cards.

Timetable for Further Review/Action:

The department, on behalf of the Board, will work with AIS Network to complete production and testing

of the redesigned School Performance Report Card and make the redesigned reports — to be branded as School Quality Profiles — available to the public on September 15, 2016, approximately two weeks before the October 1 deadline set by the General Assembly in HB 1672 and SB 727.

In addition, department staff will develop and add to the profiles additional reports identified by the Board in October 2015 as reliable and verifiable data become available.

Superintendent's Recommendation:

The Superintendent of Public Instruction recommends that the Board of Education approve the design of the redesigned School Performance Report Card (School Quality Profiles) required by HB 1672 and SB 727.

Rationale for Action: Final approval will allow the Board of Education to meet the July 1, 2016, design-approval deadline set by HB 1672 and SB 727, and will allow department staff to complete the remaining steps on the project timeline in preparation for public launch of the School Quality Profiles in mid-September.

School Quality Profiles



VIRGINIA DEPARTMENT OF EDUCATION
SCHOOL QUALITY PROFILES

Advanced Search | FAQs | Glossary | Provide Feedback

enter a school name or change search category

Advanced Search | By Division | By School

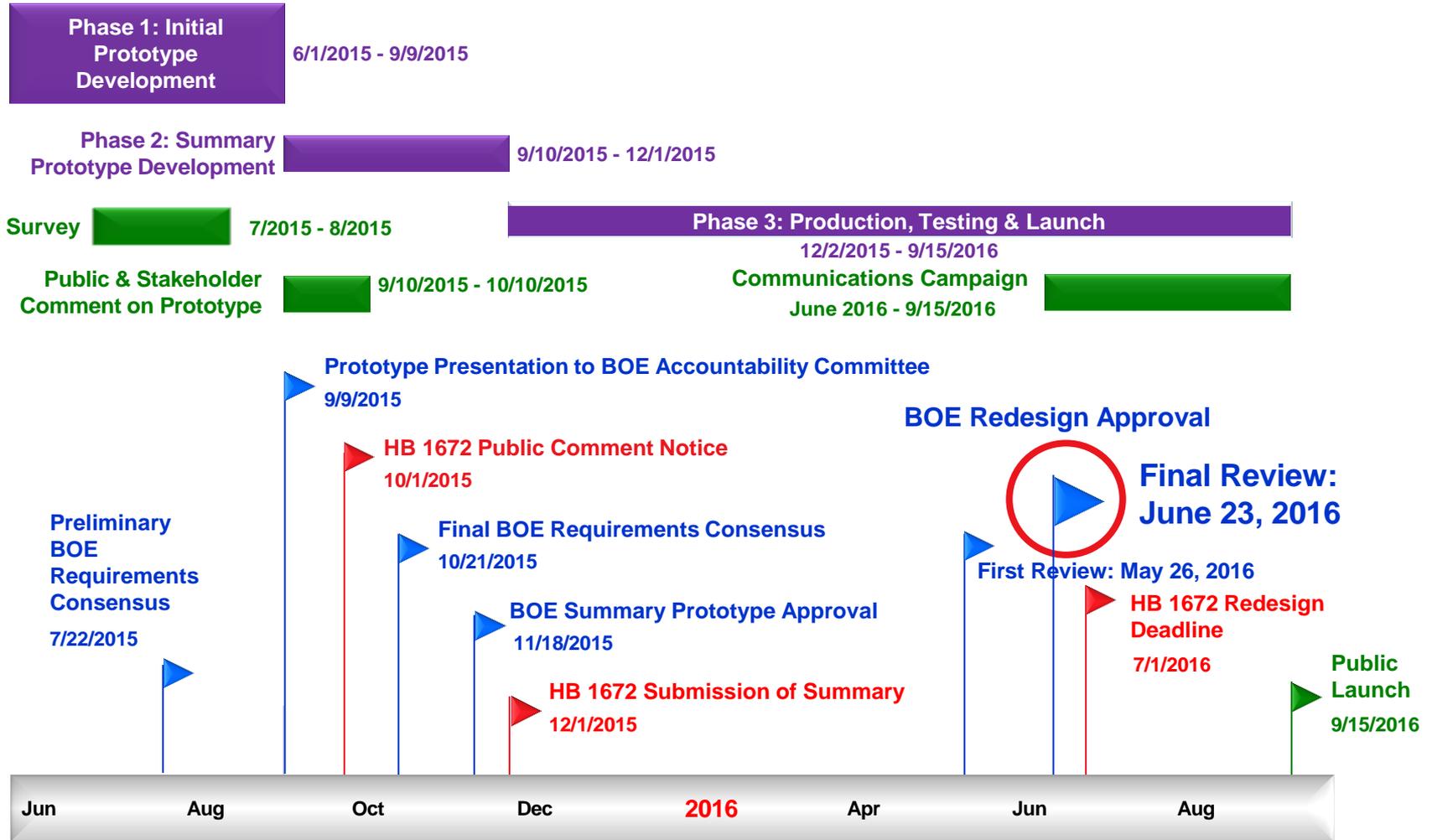
Virginia's new School Quality Profiles provide information about student achievement, college and career readiness, program completion, school safety, teacher quality and other topics of interest to parents and the general public. Report cards are available for schools, school divisions and for the commonwealth.

2015-2016 State Snapshot

FULL REPORT

Fully Accredited Schools	On-time Graduation Rate	Average SAT Scores	Post-Secondary Enrollment
68%	89.9%	Reading: 515, Mathematics: 513, Writing: 495	64%

School Quality Profile Project Timeline

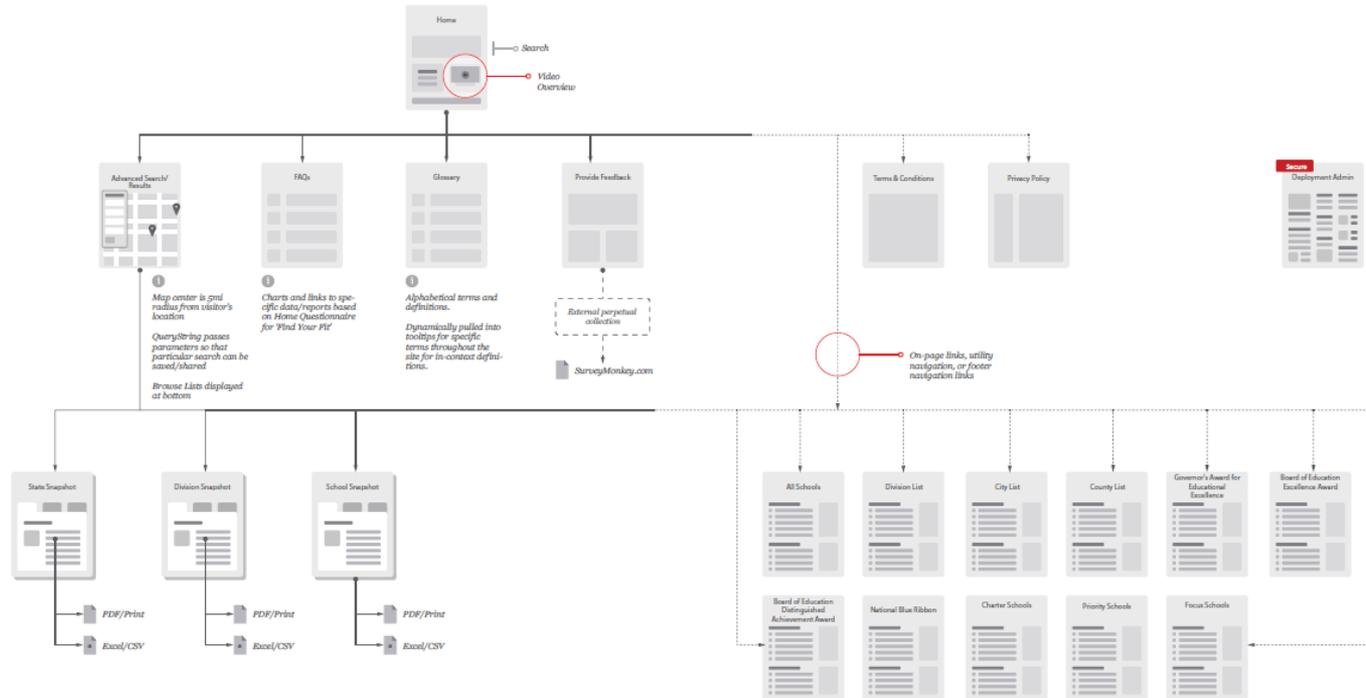


SQP Site Map

Virginia School Progress Report Cards Website



Site Map v2.0 05/11/2016



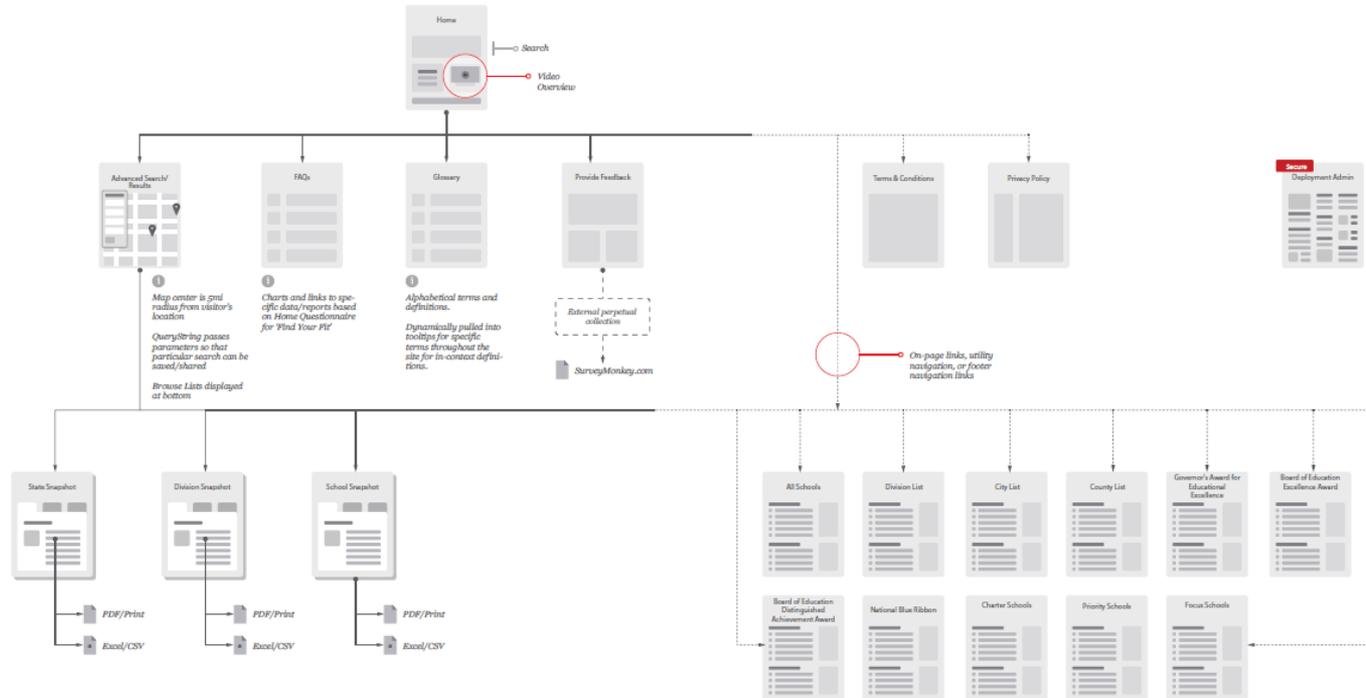
VIRGINIA DEPARTMENT OF
EDUCATION

SQP Site Map

Virginia School Progress Report Cards Website



Site Map v2.0 05/11/2016



VIRGINIA DEPARTMENT OF
EDUCATION

Home Page

The screenshot shows the homepage of the Virginia Department of Education's School Quality Profiles. At the top left is the logo for the Virginia Department of Education, featuring a torch and the text "VIRGINIA DEPARTMENT OF EDUCATION" and "SCHOOL QUALITY PROFILES". To the right of the logo are navigation links: "Advanced Search", "FAQs", "Glossary", and "Provide Feedback". Below the navigation is a large banner image of students with their arms raised. Overlaid on the banner is a search bar with the placeholder text "enter a school name or change search category" and a magnifying glass icon. Below the search bar are three buttons: "Advanced Search", "By Division", and "By School". Below the banner is a text box stating: "Virginia's new School Quality Profiles provide information about student achievement, college and career readiness, program completion, school safety, teacher quality and other topics of interest to parents and the general public. Report cards are available for schools, school divisions and for the commonwealth." Below this is a section titled "2015-2016 State Snapshot" with a "FULL REPORT" button. The snapshot is divided into four panels: "Fully Accredited Schools" (68%), "On-time Graduation Rate" (89.9%), "Average SAT Scores" (Reading: 515, Mathematics: 513, Writing: 495), and "Post-Secondary Enrollment" (64%). Each panel includes a small "+" icon for expansion.

VIRGINIA DEPARTMENT OF EDUCATION
SCHOOL QUALITY PROFILES

Advanced Search | FAQs | Glossary | Provide Feedback

enter a school name or change search category

Advanced Search | By Division | By School

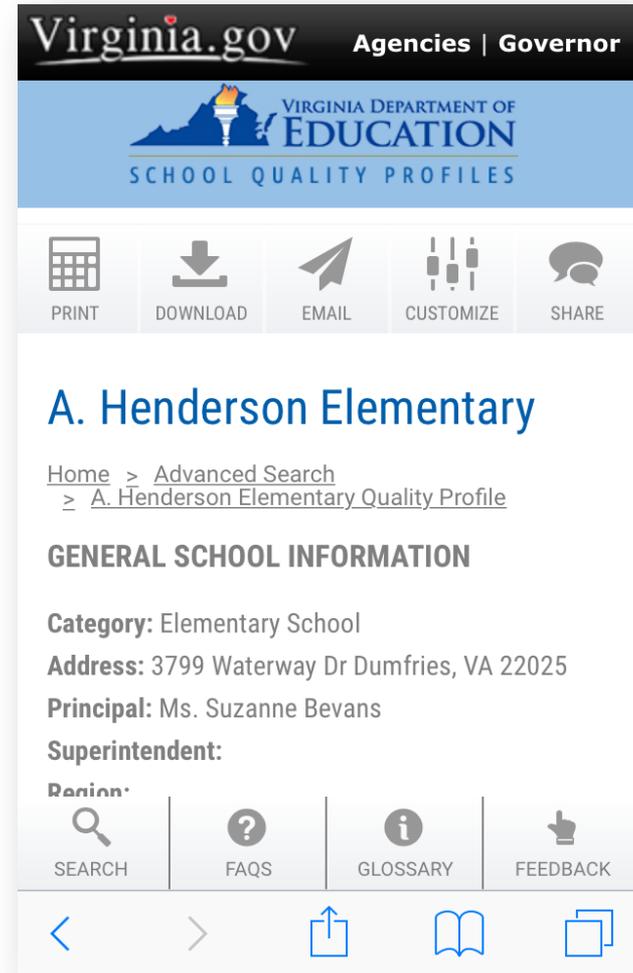
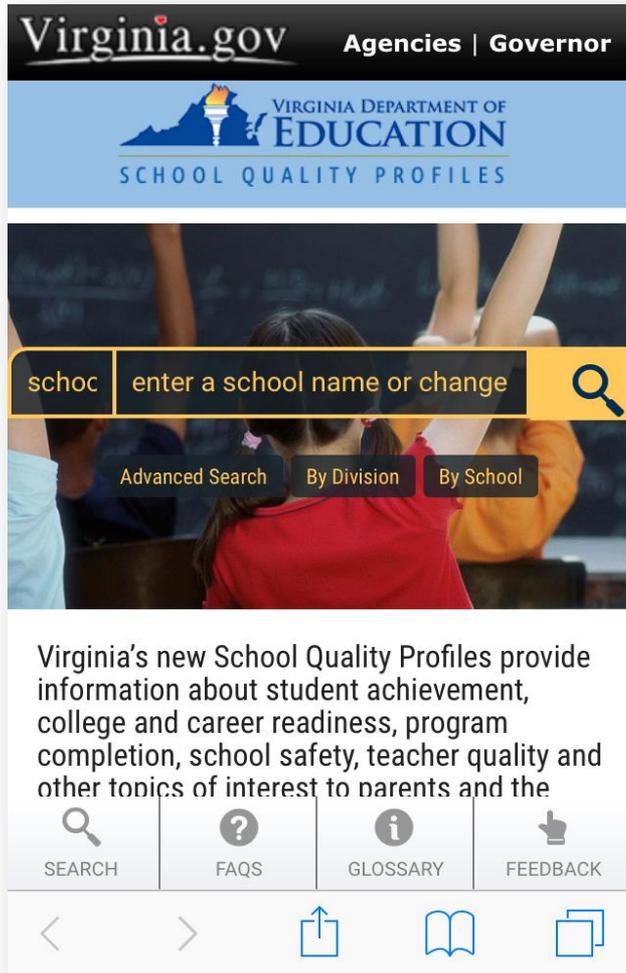
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2015-2016 State Snapshot

FULL REPORT

Fully Accredited Schools	On-time Graduation Rate	Average SAT Scores	Post-Secondary Enrollment
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Smart Phones & Mobile Devices



Advanced Search

Advanced Search

2,635 results for: High School National Blue Ribbon School Jefferson County

[Home](#) > [Advanced Search](#)

Search for a Virginia public school or public school division by name, address, locality or zip code. Search results may not reflect school division or attendance zone boundaries.

school name



Refine your search by specific subgroups:

Filter by Grade Span

- HIGH SCHOOL
- MIDDLE SCHOOL
- ELEMENTARY SCHOOL
- COMBINED SCHOOL

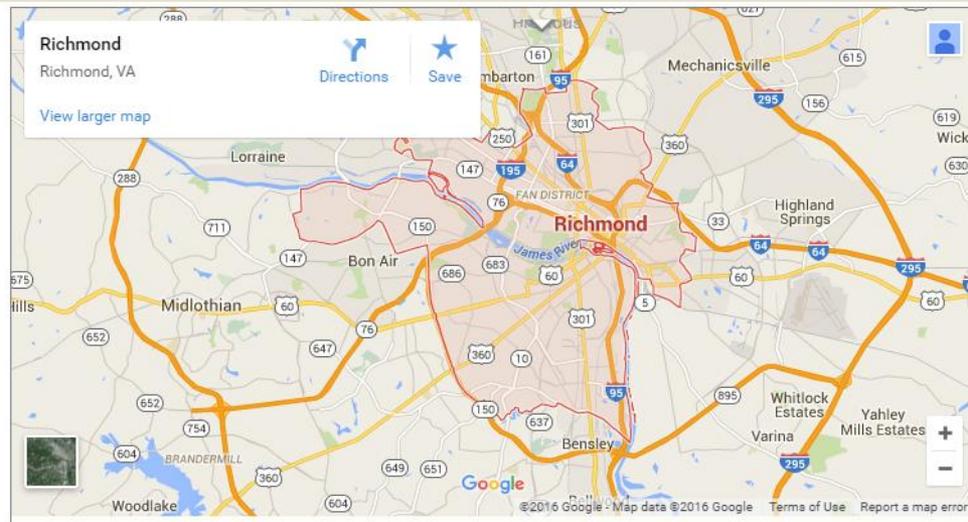
Filter by Category

- CAREER & TECHNICAL
- SPECIAL EDUCATION
- ALTERNATIVE
- CHARTER

Filter by Accreditation Status

FULLY ACCREDITED

FILTER



Results

1 2 3 4 ... 12 13

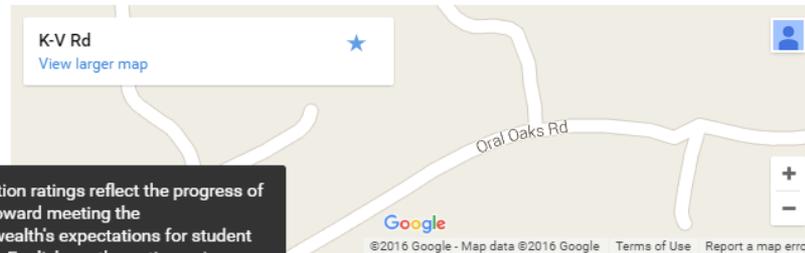
School Snapshot

Central High

[Home](#) > [Advanced Search](#) > [Central High Quality Profile](#)

GENERAL SCHOOL INFORMATION

Category: High School
Phone:
Address: 131 KV Road Victoria, VA 23974-9518
Principal: Mr. John Long
Superintendent:
Region:
Division:
Division Website



Accreditation ratings reflect the progress of schools toward meeting the commonwealth's expectations for student learning in English, mathematics, science and history/social science. Ratings are based on the achievement of students on tests taken during the previous academic year or on a three-year or four-year average of achievement. Ratings for high schools also reflect the success of efforts to increase completion and graduation.

SNAPSHOT

ACCOUNTABILITY

ASSESSMENT

LEARNING & CAREER READINESS

FINANCE

CLIMATE

TEACHER QUALITY

STATE ACCREDITATION STATUS ⓘ

Fully Accredited

High schools are Fully Accredited if students achieve adjusted pass rates of 75 percent or higher in English and 70 percent or higher in mathematics, science and history; and attain a pointvalue of 85 or greater based on the Graduation and Completion Index (GCI).

TITLE I IMPROVEMENT STATUS ⓘ

Not Applicable

REWARD SCHOOL STATUS ⓘ

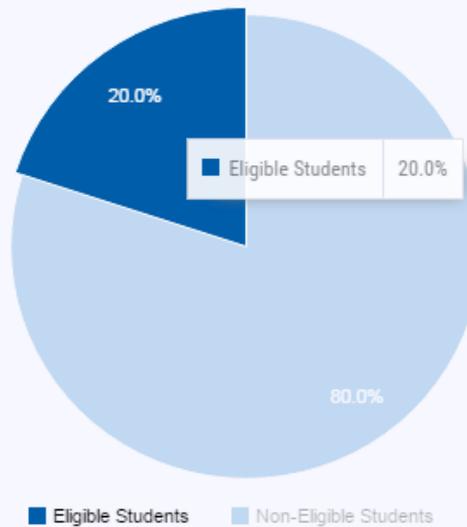
Board of Education Excellence Award

Schools and divisions must meet all state and federal achievement objectives and make significant progress toward the Virginia Board of Education's goals for increased student achievement and expanded educational opportunities.

Free/Reduced Eligibility

Free & Reduced Lunch Eligibility ⓘ

2014-2015 School Year

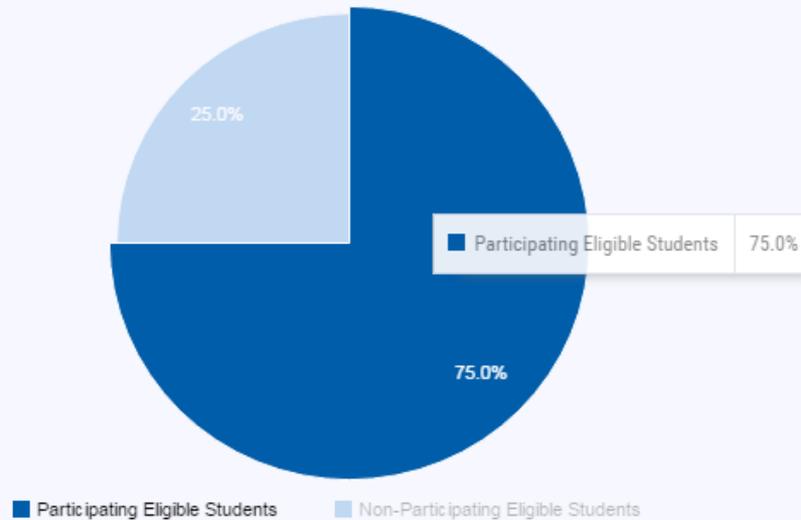


show explanation show data download png embed chart

Free/Reduced Participation

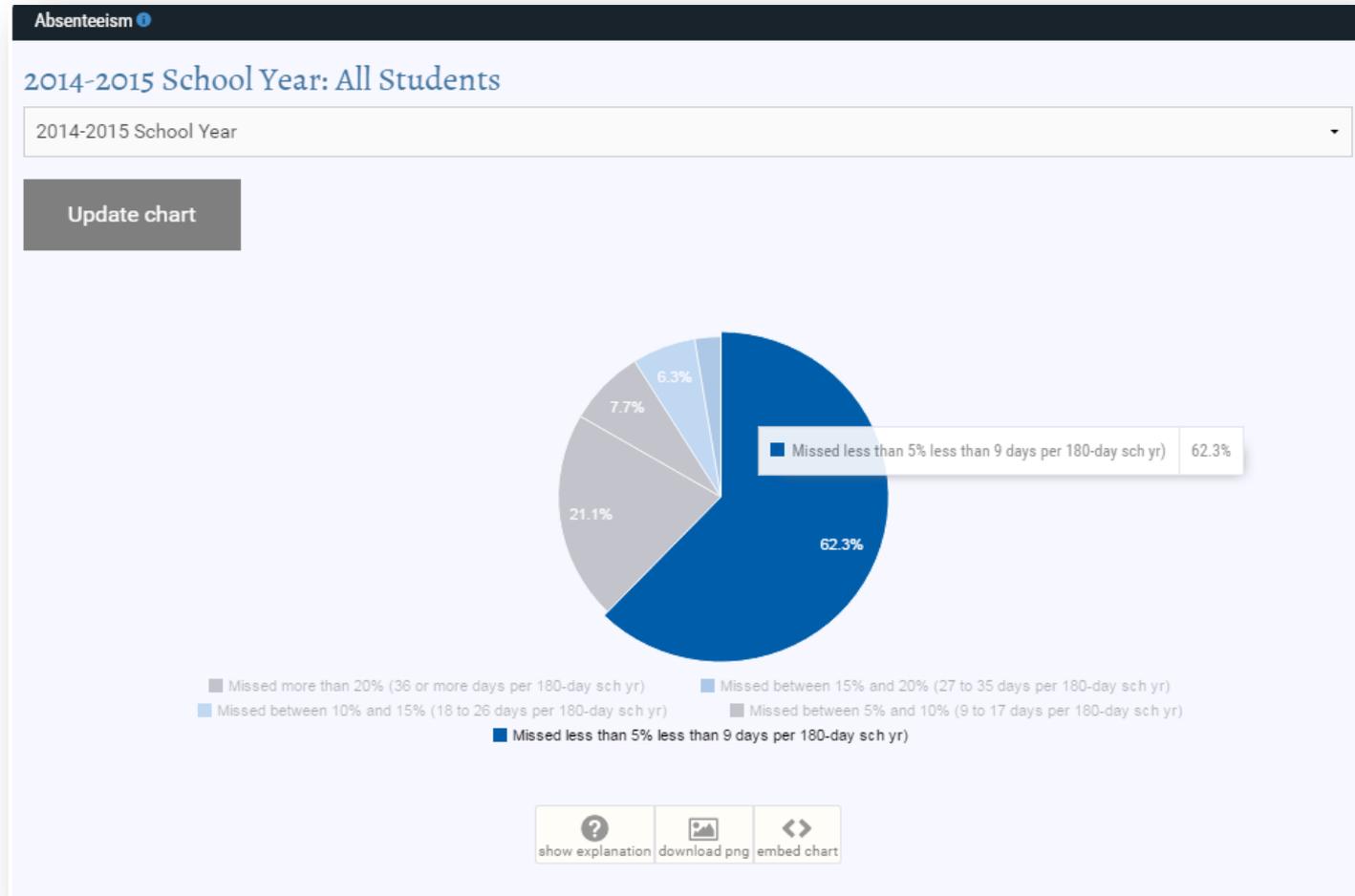
Free & Reduced Lunch Participation

2014-2015 School Year



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Absenteeism

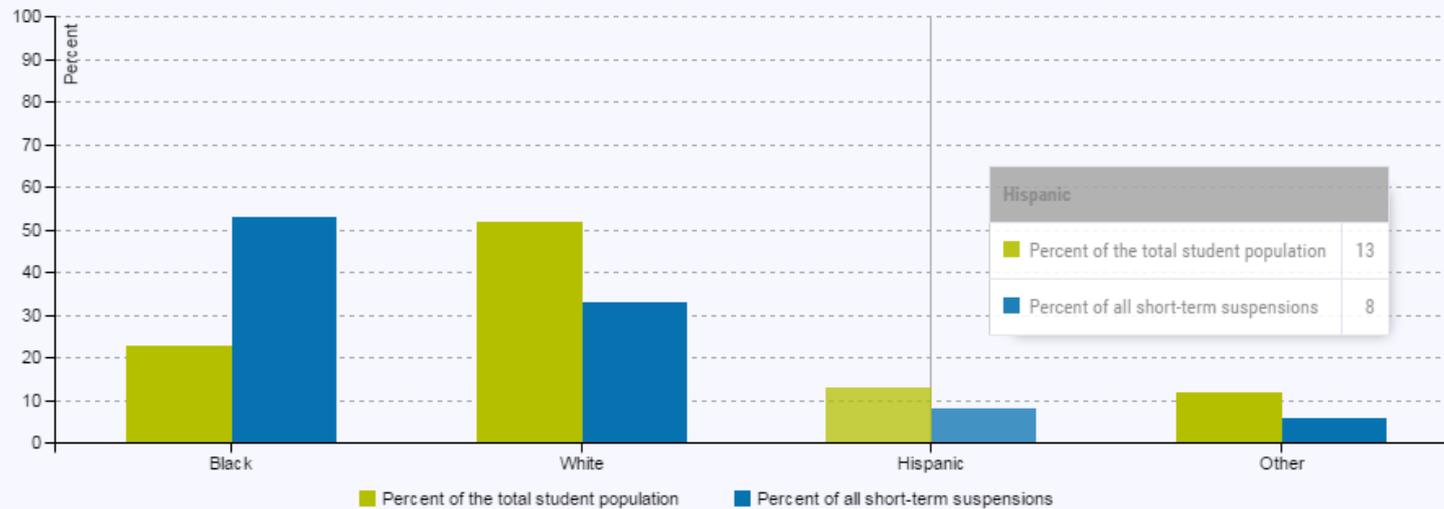


Short-Term Suspensions

Short Term Suspensions ⓘ

SHORT TERM SUSPENSIONS

By Subgroup



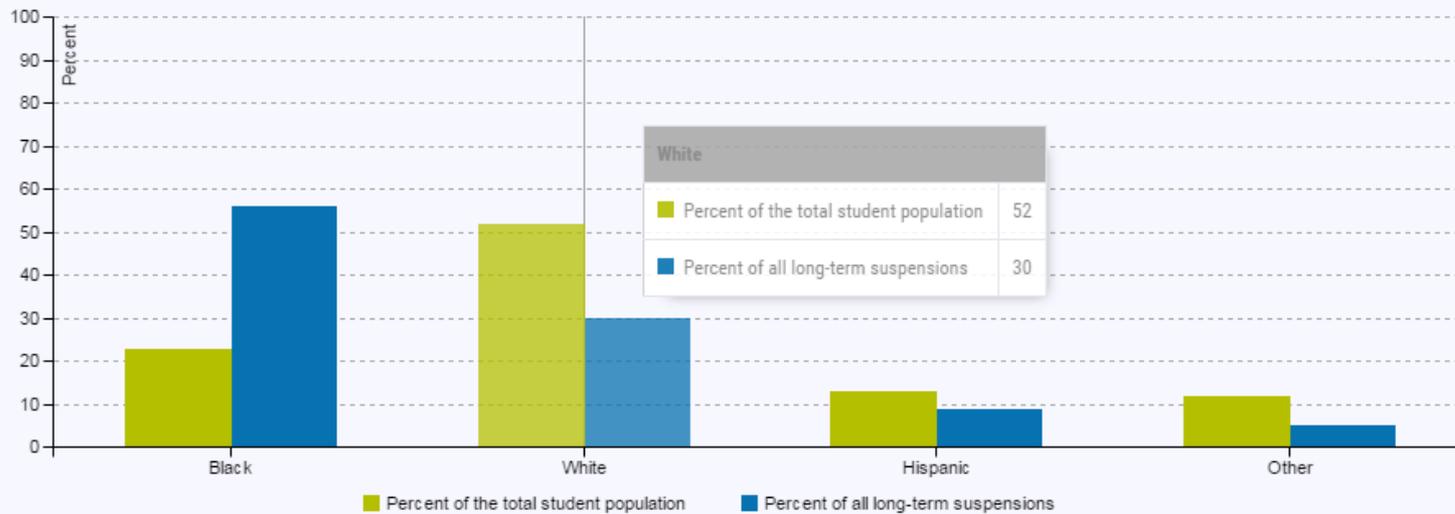
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Long-Term Suspensions

Long Term Suspensions ⓘ

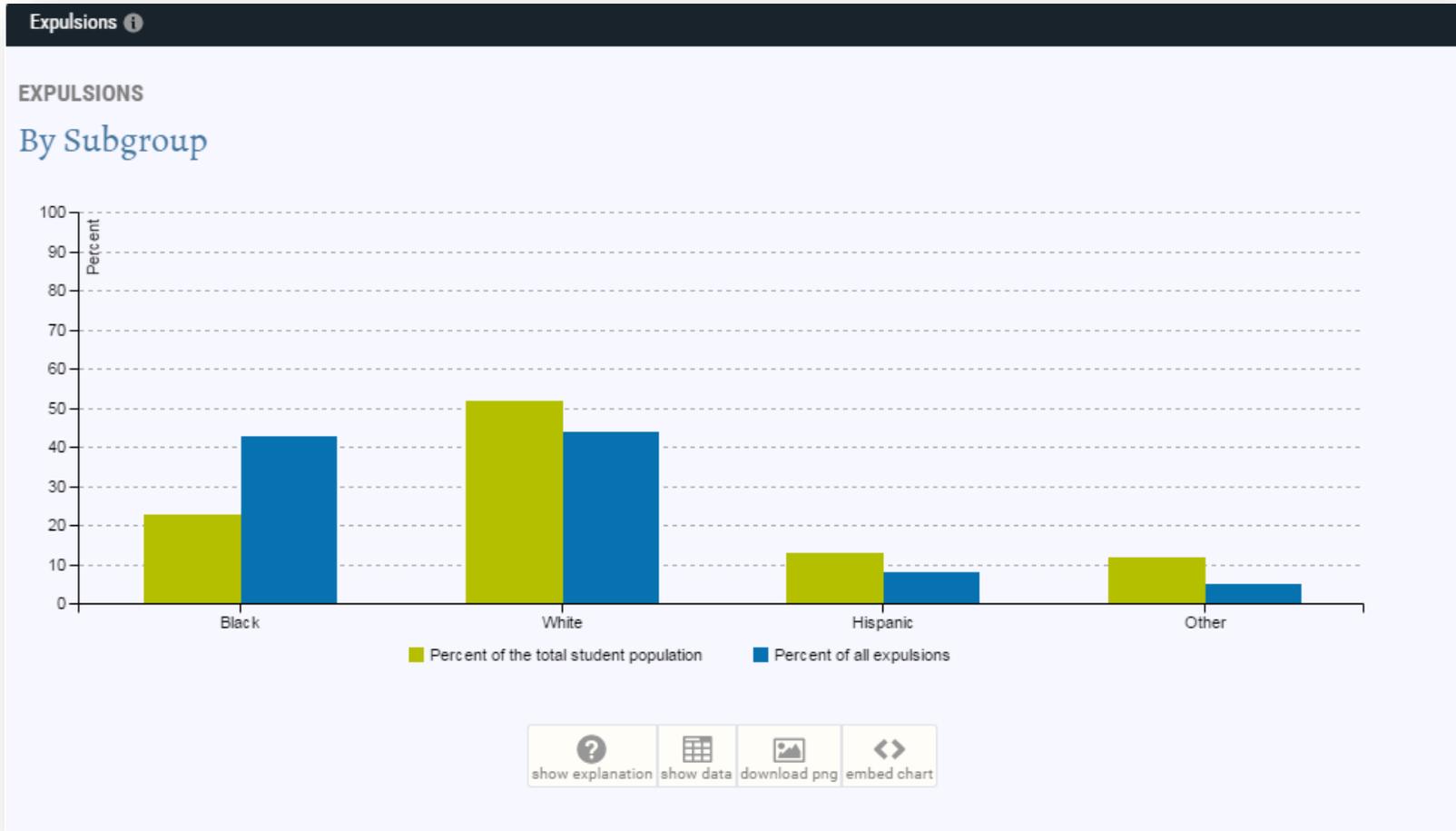
LONG TERM SUSPENSIONS

By Subgroup

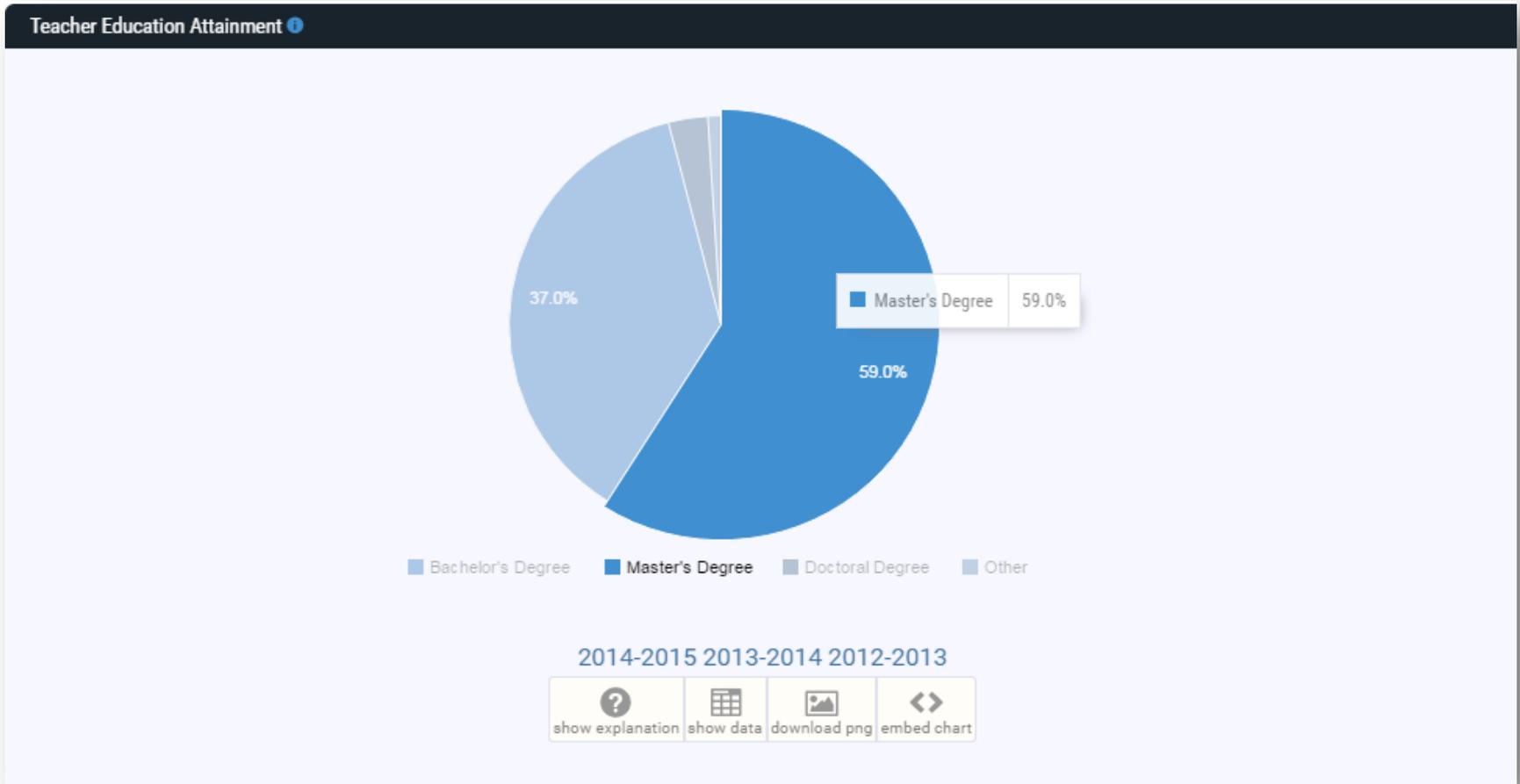


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Expulsions



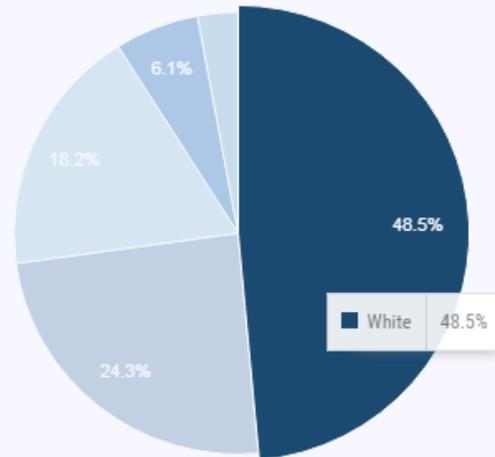
Teacher Educational Attainment



Enrollment & Demographics

Overall Fall Membership by Subgroup

Major Racial and Ethnic Groups



Black Hispanic White Asian Two or more races

Major Racial and Ethnic Groups

Students with Disabilities

Economically Disadvantaged

Limited English Proficient



show explanation



show data



download png

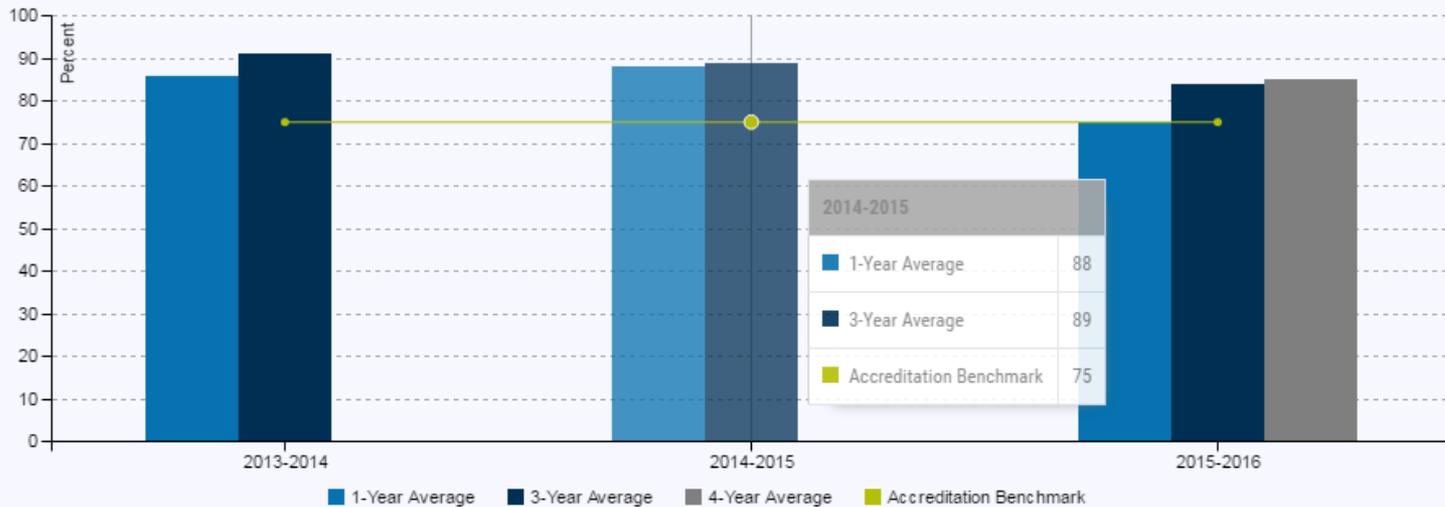


embed chart

Accreditation

State Accreditation Results ⓘ

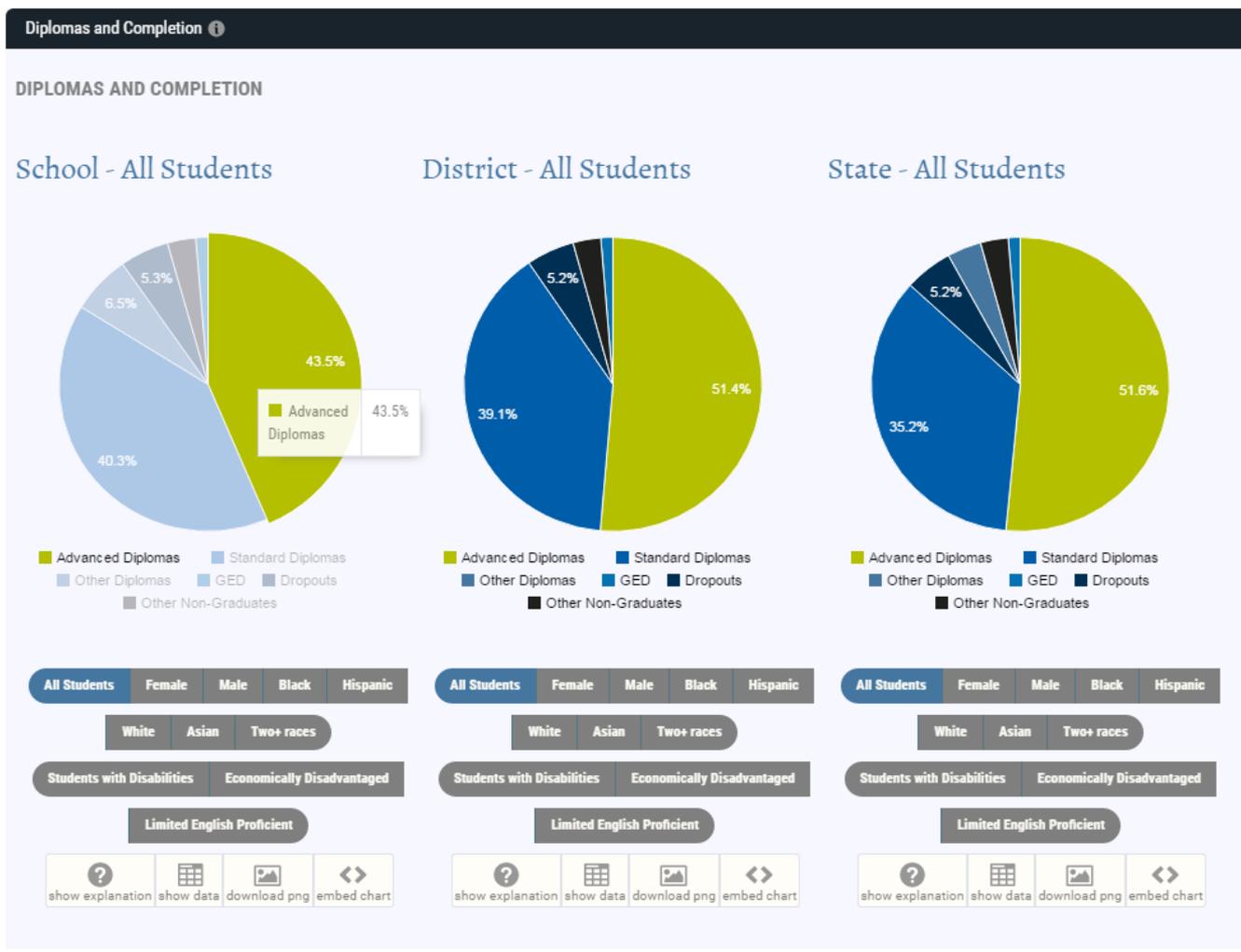
English (Adjusted Pass Rates ⓘ)



English Mathematics History Science Graduation and Completion Index

show data download png embed chart

Diplomas & Completion



School Quality Profiles



VIRGINIA DEPARTMENT OF EDUCATION
SCHOOL QUALITY PROFILES

Advanced Search | FAQs | Glossary | Provide Feedback

enter a school name or change search category

Advanced Search | By Division | By School

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