



# Oak Park Elementary School District 97

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TO: Dr. Griff Powell & Dr. Patricia Wernet, Interim Co-Superintendents

FROM: Michael Arensdorff, Senior Director of Technology  
Anna Colaner, Director of Data Analytics & Research

SUBJECT: District Data Warehouse & Dashboard

DATE: February 22, 2022

Names of presenters: Michael Arensdorff & Anna Colaner

Report format: Report and Recommendations

Preview of purpose and content of report: Update and proposal on district data warehouse/dashboard tool

Budgetary impact: Seeking approval for current implementation cost from now till June 30, 2022, then licensing costs for the the following three years as outlined in this [attached document](#).

Data to be presented: February 22, 2022

## **Ad Hoc District Warehouse & Dashboard Committee**

On September 16, 2021, Michael kicked off an ad-hoc committee to work towards identifying the needs of a data warehouse/dashboard solution, as well as, gathering feedback from D97 stakeholders, reviewing solutions, talking with peer districts, evaluating solutions, piloting solutions and finally bringing a recommendation to the board of education. From September to today, Michael has worked with a core team of leaders in the district to first complete a SWOT analysis, identify initial goals (that were updated based on staff/stakeholder feedback), review focus group data, participate in demos and gather feedback from the core team. This team consisted of the following members: Eboney Lofton, Tawanda Lawrence, Carrie Kamm, Emily Fenske, Will Brackett, Liz Battaglia, Emilie Creehan, Donna Middleton, Felicia Starks-Turner and Dr. Patricia Wernet. In addition, this team held 8 focus group sessions to gather feedback on current data practices, aspirational practices, and general information on data usage in District 97. These groups totaled about 50 stakeholders. Following the focus groups these were the three main goals that were finalized in this project for our team to strive toward:

- a. Streamlined and efficient process for data collection and tool to provide readily actionable data for staff at the district, building and classroom level to support instructional decisions. We want our staff to own the data.
- b. Flexible and customizable tool with public facing access
- c. Secure, web-based tool that has integrations with many assessment platforms

The focus groups were a great opportunity to hear from diverse groups of various district stakeholders and gain a better understanding from their lens in the organization for how data systems/structures can/will be able to support them in their roles to lead change toward student growth/success. In addition to these focus groups, Michael and Ebony Lofton spoke with five local districts that have experience in implementing and managing a district data warehouse and dashboard. It was great to hear from other districts of what has worked and what has been a struggle to help our team to validate our goals/direction and also for us to realign some of the work based on others feedback.

Michael and team then participated in seven demonstrations from vendors that rose to the top from conversations with the other districts and research from our leadership team. The team participated in these demonstrations on December 13 and 14. Each team member rated the vendors on a list of criteria that matched up to the goals and specifications that came out of our planning, focus groups and collaboration from other districts. Michael shared the goals and criteria with the vendors to ensure all items that they were able to and more would be addressed. This was very helpful in the evaluation of the demonstrations/vendors. The team then met to provide feedback and cut the number of vendors down from the seven for the second round of demonstrations and reviews. As shared during previous updates and during the board meetings we worked to align the rest of the phase with the hiring of the new Director of Data Analytics and Research. This timing worked out and Anna Colaner started in District 97 on February 1. She jumped right in and reviewed the information from the team and vendors, scheduled demos with four of the vendors from February 3-8th, and met with District 97 staff – including Teaching and Learning leadership and some school-based teachers and staff – to better understand staff needs. Michael and Anna also spoke with additional districts using tools under consideration and gathered feedback about their experiences with the vendor and tool. Following those demonstrations, conversations and exploration of sandbox tools, Anna and Michael were able to finalize the recommendation for a tool moving forward. They firmly believe that Unified Insights Powered by Hoonuit, a product of PowerSchool, will be a tool that can meet and surpass the goals that are referenced above and provide a tool that all teachers and

staff will be able to leverage to support the growth and success for all students and staff in District 97.

Throughout the evaluation process of the tools here are factors that lead us to the final recommendation of Unified Insights:

- a. Pricing - The recommended product was among the most competitively priced options presented
- b. Ease of data integration – The recommended tool has a direct connection with the district’s SIS and will integrate with our main assessment platforms. Additionally, we will be able to work with the vendor to accommodate additional data sources as the district’s needs evolve.
- c. Flexibility and control – The recommended tool allows provisioned district staff to define and derive new metrics, implement cut scores, and establish thresholds to meet the district’s specific interests as they evolve over time.
- d. Teacher Access and Use - The recommended tool allows teachers to view their classroom rosters and associated student data. The tool also allows for direct data entry by teachers.
- e. Transparency - The recommended tool provides our technical staff with insights into the technical underpinnings of the tool and functionality, facilitating our responsible stewardship of the district’s data and processing.

During the evaluation process, Michael worked directly with the vendors to refine through proposals, specifically on pricing to provide their best price for the next three years. We have identified that this will not all be fully functional on day 1 and to have a phased approach for the implementation. We have also seen how this tool can expand in the future for our district.

### **Pricing:**

As part of the pricing structure we have negotiated with PowerSchool to charge only implementation costs from March through June 30, 2022, since the majority of the work will be on building the tool as part of the first phase. Then, year one pricing for the licensed tool will start July 1, 2022-June 30, 2023, following up year two and year three pricing that does have an increase from the initially negotiated discounted year one pricing. This pricing when evaluated with all other proposals this not only was the selected tool for the functions and features, but also was the best pricing over the three year proposals. Finally, we have received pricing for additional add-on tools that tie into the warehouse/dashboard tool to support the district facing dashboard that is a one time cost, pricing to add in HR and business data (which includes a separate implementation process) and have the potential of streamlining other systems into this too. We

considered the HR and Business component to be included initially, however, felt that adding two full implementation processes at the start would not be best for the overall success of the project. [Here is a copy](#) of the proposal/contract from the recommended vendor.

## **Top Items to Be Accomplished In the Implementation of a Data Warehouse/Dashboard**

The Technology Department has developed an implementation plan through June 2023 for the Data Warehouse/Dashboard comprising four phases, each corresponding with the natural phases related to data throughout the school calendar: Before Start of School Year, BOY (Beginning of Year), MOY (Middle of Year), and EOY (End of Year). Each phase contains implementation goals and milestones in 3 areas: Data Integration, Dashboard Visualization Build-Out, and Professional Learning to Facilitate Tool Adoption. Between each phase, we plan to iterate on the released Version and respond to use cases gathered from end-users throughout the roll-out process.

Below are high-level milestones across these 3 areas in each Phase.

### **Phase I (Present to August 15, 2022)**

1. Signed contract
2. Connect Dashboard to PowerSchool SIS and integrate key state assessment data
3. Develop mock-ups plan for dashboard visualizations and breakdowns for internal discussion
4. Develop Version 1.0 to include first set of Dashboard visualizations available with Breakdowns and/or Filters by School, Classroom/Teacher, and Student Demographics and “Data Wall” with classroom rosters and associated data
5. Complete vendor-offered training
6. “Soft Launch” Version 1.0 with Central Office staff and “champion” volunteers
7. Release Version 1.0 and deliver embedded training sessions for department leaders, principals, and school leadership teams, and teachers as part of Start of School Year Meetings
8. Identify and Convene Ad-hoc Data Advisory Group
9. Deploy Professional Learning Tools (See below for more details)

### **Long Term (August 15 to June 30, 2023)**

#### **Phase II (August 16 - October 15, 2022)**

1. Integrate any remaining datasets
2. Develop Version 2.0 to incorporate additional datasets into Dashboard and additional Dashboard visualizations
3. Release Version 2.0 and Deliver Embedded Training sessions for department leaders, principals, and school leadership teams, and teachers as part of BOY Data Dive and COI

### **Phase III (October 16, 2022 - February 15, 2023)**

1. Develop Version 3.0 to incorporate any additional visualizations
2. Develop and propose public-facing views to the Board
3. Release Version 3.0 and Deliver Embedded Training sessions for department leaders, principals, and school leadership teams, and teachers as part of MOY Data Dive and COI

### **Phase IV (February 16 - June 30, 2023)**

1. Develop Version 4.0 to incorporate any additional visualizations
2. Explore Data Warehouse/Dashboard as a solution for HR/Business needs
3. Explore and address Summer School Needs as part of Version 4.0, if needed
4. Release Version 4.0 (if applicable) and Deliver Embedded Training sessions for department leaders, principals, and school leadership teams, and teachers as part of EOY Data Dive and COI

\*As a learning organization our plan is iterative. We will continue to seek feedback from end-users throughout each phase as datasets and views are released. We are poised to adjust timelines and milestones according to teacher, administrator and Board feedback.

### **Professional Learning**

Our long-term implementation plan will rely heavily on the train-the-trainer approach to ensure widespread adoption district-wide. In addition to Embedded training as part of the Start of Year BOY, MOY, and EOY Data Dives with administrators and as part of COI with teachers, the Technology Department plans to deploy the following resources on an on-going basis, depending on need and interest:

- Maintaining an accessible list of FAQ about the tool for district users to access.
- Developing short training videos focused on specific dashboard pages and
- Requesting a volunteer “champion” within each school building to provide peer-to-peer coaching and support
- Weekly “Office Hours” (primarily oriented to teachers)

### **Success Metrics**

- By 8/15/2022, 75% of Homeroom/Reading/Math teachers and 75% of building leadership and Central Office staff are trained on Dashboard tool
- By 9/1/2022, Version 1.0 of the District 97 Equity Dashboard/Scorecard and Public Facing Report is available through the Dashboard tool.
- By 6/30/2023, 99% of Homeroom/Reading/Math teachers and 99% of building leadership and Central Office staff are trained on Dashboard tool
- By 6/30/2023, key metrics from Student Information System (SIS) are available to view on the dashboard within 24 business hours of entry in SIS
- By 6/30/2023, key metrics from state-required assessment systems are available to view on the dashboard within 3 business days of assessment window closing or receipt of data from vendor

- By 6/30/2023, key metrics from non state-required assessment systems are available to view on the dashboard on a weekly basis
- By 6/30/2023 satisfaction survey administration, 90% overall satisfaction with tool among teachers, building leadership teams, and Central Office staff
- By 6/30/2023, 90% of teachers access the tool at least monthly
- By 6/30/2023, 99% of building leadership access the tool at least monthly
- By 6/30/2023, Version 2.0 of the District 97 Equity Scorecard and Public Facing Report are available through the Dashboard tool.