

Driving Accountability with State Performance Plan Indicators.

Rod Headley: Thanks for taking the time today to look at the presentation for special education solution from IBM being driven by Cognos software. My name is Rod Headley, I am the National Sales Leader for education in the public sector for Cognos within IBM and we are really excited about the solution and we really think is going to have a great amount of impact within your environment, its something we have been working on now for close to nine months and again we think we've got it right and we will leave that up to you to evaluate and challenge but, we look forward to your feedback as you look at the solution today.

What I thought I would do before we jump right on in is really talk to how the solution was derived, how we came to this place, the benefits of the solution, I want to give you the contact information, so if you do want to pursue this further and hopefully you do, you will know who to reach out to and then we'll jump into the presentation itself which would be five to ten minutes. As we traveled the country and talk to a lot of the assistant superintendents out there in special education as well as some of the state superintendents in school district and Principals, there is a lot of common threads out there and challenges and one of the main challenges we see out there that is common is the ability to have visibility into how schools are performing against AYP throughout the year.

Typically what we see is after the fact you will find out if the school meets AYP or not and have very little if any ability to influence that throughout the year. We also see very limited to no access provided to decision makers like yourself tying in from or tying student performers, IP guided interventions to SPP outcomes, also very limited insight and visibility into what types are truly contributing to the SPP outcomes and at a state district and student level. We also see limited information on the effectiveness of the interventions, are they working, or what we are doing with the students truly having a positive impact or not and then lastly, when you start looking at SPP reports themselves they are very static, we found out the processes is really not being proactively managed its, more or less after the fact.

So with our solution, we were looking at really wanting to provide from a benefit standpoint is first and foremost a sub-core repository that's going to provide the data we use in the districts, better means to make data driven decisions. We also want to provide much greater access to additional IP data elements such as IEP goals, specific supplementary aides, transition planning and so forth and truly what the solution is it's a scorecard, reports to assist you in predicting results for these students be able to analyze and compare such as assessment results, grades, attendance, discipline and any other data sources that you would want, that is surely is going to be relevant to that students outcome.

We want to be able to provide district and school leaders the ability to monitor interventions and if we have the ability to monitor those interventions you then can have a proactive intervention strategy and then lastly what we are really excited about, our relationship with GHU from a professional development standpoint its you know we see

this as a huge augmentation to an our overall solution, we are taking people to have it the main expertise strong understanding of your environment that's truly going to make sure when we come out and implement this solution they we are going to get it right and people are going to be able to gravitate to equipment and get ramped up very quickly where some of that is going to have a very slow acceptance rate and the last piece here before we jump in as I mentioned I want to give you the names of the people to reach out to, if you are serving client. So here are the four people very well versed on DOE and GATE well they are experts in our area, Ellen Loos, Tim O'neil, Patrick Verda and Scott Torney are our four specialists throughout the country and then myself below. So again I want to thank you for taking the time to look at this solution today and now we will turn it over to Eric.

Eric Seddon: Thank you Rob, my name is Eric Sodon. I have been working in the business intelligence in data warehousing field for the past six years. During that time I have been primarily focused on creating K-12 solutions for school districts and state departments of education. As we started this project we found that one of the major federal reporting requirements was adding little to no value to the states and districts required to gather the data for the federal DOE. Instead to comply with idea part B every state has a 100 to 200 page PDF on their website that's updated yearly and there is no way to navigate or analyze the data contained within.

What you are about to see is a culmination of our experience creating repeatable K-12 solutions across the country. We have created a package offering to help states and districts leap forward in making your idea part B SPP indicators timely and actionable. The IBM Cognos SPP portal has been designed to be quickly implemented easy to use and 100% customizable to your desired look and feel. Here we see the states SPP indicators, we can see how many metrics are green; meeting target, yellow; within tolerance and red; missing target. We can also see that information over the course of as many years as you've collected that data. Below that we see a list of all the individual SPP indicators. We see how that particular metric is doing red, yellow or green, how its trending up or down, we can see the actual indicator name, how that particular indicator is currently performing, the target we are shooting for and the time frame we are currently looking at.

Here you can see in our list of metrics that you may have multiple metrics that roll up to the same indicator. In this case we have a lot of repeating metrics for indicator three. I may want to group those by the type of indicator selected. Now we can see those indicators broken out by the type of indicator represented, in this case indicator one; graduation rate indicator two; drop out rate, indicator three; assessment results and all of the metrics that make up those specific indicators. Unlike a PDF which is static, when I see that our states graduation rates are below target, I can drill down on indicator one and see which districts are under performing, pin pointing the under performing districts is simple because I am presented with a geographical representation of all of our indicators as well as a list of details for every district. Our metrics are sorted, so our lowest performing districts are on top. I can quickly see that our south district is having a problem meeting our graduation target. By simply clicking on the south district, I can

focus on this district's graduation rate. Now I can clearly see that the district was achieving their target in the past, but has been declining each year.

To better understand the south district's performance, it makes sense to look at all of the districts indicators as a whole. To get there I simply choose the south link and now you can see I am brought back to an overall list of all of the south metrics and all of the south indicators. I can see how all the overall indicators are doing currently, how they have done over time as well as a detailed list of each and every one of the indicators. At this point what I am really interested in is what is affecting our overall graduation rate. The IBM Cognos solution gives you the ability to quickly see leading and lagging indicators by clicking on the scorecard link.

Now we can easily see that drop out rate and suspension and expulsions impact our district's graduation rate which in turn impact our state's graduation goal overall. By hovering over any of our indicators, I can see how it has done over the course of the time. Here I see that dropout rates have greatly increased recently, I can also see that graduation rates are on a decline recently. There maybe a major correlation between these two based on our impact diagram.

To better understand this correlation, we need to dig into the underlying detail data. To do that, I am going to move over to my report's tab which will give me specific reports as they relate to any given indicator. In this case we are looking at our graduation rates and our drop out rates, so we are going to look at a report that shows us for our specific district, a break down of the exit reasons and the number of students exiting year over year. The report provided to me is a great start, but I would really like to break this data down in different ways to find a trend or cause to our increasing drop-outs. By clicking the analyze icon, I am given the ability to ask rapid fire questions and get answers within seconds. In this case we need to focus on drop-outs. To do that I simply hover over drop-outs, right click on it and choose "Keep".

Now let's move over to our left hand side where we have all of our available data. Here I can see my school hierarchy which breaks down from the state into each of the individual districts. In this case I am only interested in the south district, so let's break it down by individual school with drop-outs by simply hovering over top, letting go I see a breakdown of each and every school, broken down specifically for those students that have dropped out. Now what I would like to do is only look at the top five schools with drop-outs. Again I right click, choose top, pick five and now I am looking at the top five schools with drop-outs. Now let's break our school's drop-outs down by demographic or NCLB desegregation. To do that, we simply take a demographic, in this case limited English proficiency and drop that on to the report. Now we can see those students who are limited English versus those who are not. In this case there is no large trend that we can see, so it may make sense to break it down a different way.

We will now break our drop-outs down by gender and ethnicity, to see if we see any trends there. Initially it's very difficult to see any specific trends. However many times data is easier to see in a graphical format. By viewing my data in a line chart, I clearly

see that my groups with the highest number of drop-outs in this case are white non Hispanic students as well as our male students are actually on the decline. However, I also see that our lowest drop-out students have a very disturbing trend. Currently our female students are African American students as well as our Hispanic students are currently trending upward as far as drop-out rate goes. Now that I have recognized this specific trend, this maybe a report that I want to save out to my portal, so I could run in the future. I am going to simply click save and choose where I would like to save that report for future use, so that when I go back out to my metrics, I can see that report embedded in that same area we were looking at before.

Now that we have found to trend it is time to put an action plan in place but IBM Cognos solution allows you to directly enter those action plans as they relate to your indicators. Based on our analysis, we need to ensure that our south district closely monitors and acts on the increasing drop-out rates of our female African American and Hispanic students within their high schools. To create my action, I need to give it a name as well as a description, so that someone knows exactly what needs to be done and where we found the information to support this. We'll give this action an owner, this maybe someone from the district, the superintendent, someone in assessment accountability or a specific principle as well as a planned start date, in this case let's give them until Monday, a planned finished date will give them until the end of the calendar year and they are able to come in and choose their actual start date as well as their actual finish date and incrementally increase this with their completion time.

Now we notice that we have our specific action created and we can follow up on this. Those who are involved in this particular action will get e-mail updates as necessary. When we go back to our original log in page, and we look at our scorecard specifically for the south district and their graduation rate, we can clearly see that this indicator now has this action tied to it. At this point you have seen how the IBM Cognos SPP solution allows you to view the statuses of your SPP indicators, dynamically drill and filter to get more detail, how indicators can be tied together to show each indicator's impact on one another, how to analyze the data behind those metrics and finally how to put actions in place to ensure your goals are achieved. Data collection for the federal department of education can be a daunting task. We hope that this has prompted you to ask additional questions about how IBM can not only help you make that task easier, but also how we can help you, use that data to create actionable information to help educate students through smarter education.