



# Guide: The Basics

The Basics allows you to enter simple information about your educational technology. This is the information that the Coach will use throughout your evaluation to personalize and refine your experience. Below is a guide to the questions included in The Basics, you can use this document for additional guidance on how to answer these foundational questions.

Question	Explanation	Example
Have you selected an educational technology for your evaluation?	The Coach is designed to help you evaluate an educational technology. In order to begin an evaluation and answer all subsequent questions in the Coach you will need to know what you are evaluating. The Coach is not designed to help you select or compare potential technologies to evaluate, but you can refer to our brief guide – Choose a technology – if you have not yet selected a technology to evaluate.	You may only select “yes” or “no” for this question.
What is the name of the educational technology?	This refers just to the name of your educational technology. By answering this question, the Coach will be able to ask about your specific technology as you move through your evaluation. This will also be used in your Findings Brief.	Ex., eZumi Learning
What is the outcome you hope to change by using the technology?	This is a broader question about your goals for the technology. This will help the Coach modify future questions to reflect the outcome you are interested in. In a later step you will provide more detail on how you will measure this outcome and the specific changes you want to see. You can find examples for how to categorize your goals below this table.	Ex., student academic achievement
Who are or will be your technology users?	This question refers to the people directly engaging with the technology. In some cases both teachers and students will be engaging with the technology. You should select the users you are interested in measuring outcomes for, or if you think it is important to identify all users you can select “other” and type in “students and teachers.”	Ex., students



## HOW TO SELECT AN OUTCOME

An outcome is knowledge, skills, attitudes, or other desired benefits that are attained as a result of an activity (e.g. engaging with the educational technology). We encourage you to meet with your team and determine the outcome you are most interested in measuring during your evaluation. Once you have selected an outcome you will need to categorize it in one of four categories. Below are some examples to help you choose which category to select. If your outcome is not covered by one of these categories, you can select other and enter a description.

### Student academic achievement

*Choose this option if you are using a technology in order to improve student performance on an academic measure. This mostly refers to outcomes you can evaluate using a subject test of some sort. Select this if your technology targets:*

- ☐ Math performance
- ☐ Reading or literacy skills
- ☐ Science understanding

### Student non-academic achievement

*Choose this option if you are using a technology in order to improve student outcomes on a non-academic measure. This mostly refers to outcomes you can evaluate by observing behaviors. Select this if your technology targets:*

- ☐ Chronic absenteeism
- ☐ Graduation rates
- ☐ College application or matriculation rates

### Teacher performance

*Choose this option if you are using a technology in order to improve teacher outcomes. This mostly refers to technologies aimed at improving outcomes for teacher performance evaluations. Select this if your technology targets:*

- ☐ Teacher professional development
- ☐ Lesson planning

### Parental engagement

*Choose this option if you are using a technology in order to change the way parents engage with their child's education. Select this if your technology targets:*

- ☐ Attendance at parent teacher conferences
- ☐ Reading at home

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