



November 16, 2023

Hello students,

Thank you all again for your work on our project analyzing our test score database. Following your presentation of your findings, we have decided to allocate more funds to the research budget so that we can have you do a second project for us. After internal discussion, are moving forward with two efforts:

- **Conduct a survey among existing customer regarding their attitudes and preferences regarding center-based vs. on-line courses**

We thoroughly reviewed the analysis you submitted using our historical test score data for our Refresh and Tutoring courses, both before and after the 2018 overhaul. You presented multiple valuable insights from this past data. You also raised questions that show where more **information about our client's attitudes and demographics** would be helpful to our decision around expanding our on-line educational offerings. We decided that a survey would be our next course of action for this kind of data collection.

We would like to conduct the survey in January, after the holidays. We are still working on the broad survey design details. As part of your work, we would like you to draft **3 to 5 questions about client demographics** and **3 to 5 questions about client attitudes** for us to include in the survey. For each question, we would like you to include the question wording, the response categories, and any necessary instructions for survey respondents. Please prepare your questions and a short description/explanation of why you wrote each one to include in your presentation to our management on Thursday, November 30.

- **Perform an experiment using our districts as test markets to investigate the **potential benefits of switching to one of 3 new curricula for the SkillsAdvantage program.****

Our Curriculum Review Committee has identified 3 potential new educational programs for us to use in the SkillsAdvantage course. In order to provide you with data to analyze, we conducted a test market experiment by using each of the new educational programs exclusively in selected districts for a cohort of incoming students.

We have attached the results and documentation from our SkillsAdvantage Curriculum experiment to this memo. We would like your team to analyze the data and **give us a summary of the results along with a recommendation** for which, if any, educational program you think we should consider adopting. Although we administered the experiment across all of the districts we serve, we welcome your judgement and insights on which of the districts should be included in the analysis of the experimental results.

Thank you again for all your work! Your analytics expertise has already provided us with great ideas for moving our business forward, and we look forward to hearing from you again on 11/30.

Sincerely,

George Westman
CEO, Cobblestone Learning Centers



SkillsAdvantage Curriculum Experiment

Conducted: August – October, 2023

Potential new educational programs: A, B, C

New students who enrolled at Cobblestone’s SkillsAdvantage for their first course experienced one of the following educational programs:

District	Educational Program
St Paul	Current
Beaverton	Current
Lake Oswego	A
Ridgefield	A
Camas	B
Sherwood	B
Riverdale	C
Wilsonville	C

The sample included 9,035 students across the 8 districts. All of these students took their intake assessment on August 15, 2023.

The scores for the intake assessment and the assessment following completion of the SkillsAdvantage course were compiled in the evals_experiment.csv data file. The student’s district is contained in the students_experiment.csv data file.