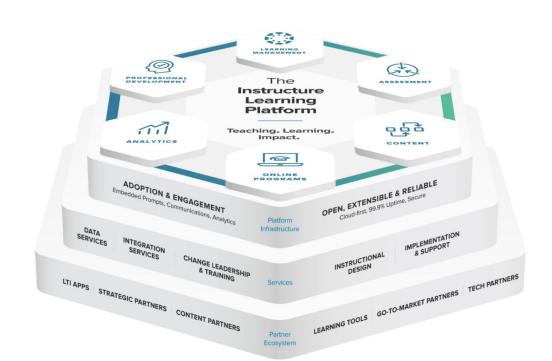K-12 BUYER PERSONA

Assessment Director

Janeal Magalei, Davis SD, UT

INSTRUCTURE

The Right Questions

- Can an AMS be simple enough (UX/item banks) that my teachers will actually use it?
- How do we make better use of data to ensure equity and improve student outcomes?
- How can we get the data we need about student mastery without sacrificing valuable instructional time?
- How do we identify learning gaps quickly in order to develop the right interventions?
- Can assessment tools help us easily personalize instruction without overburdening teachers?
- How do I know the assessments are valid and reliable?

Role Description

Often under the supervision of the CAO, the Assessment Director is responsible for the alignment, implementation, and analysis of the District's assessment program and oversight of student records. Responsibilities include using the district's student data systems to measure student performance over time, providing the school board, staff and parents with data analysis and interpretation, and monitoring data privacy/security. The Director works collaboratively regarding the successful use of data, and in building a culture of using formative and interim assessments to adjust teaching and learning.

Related Titles

- Director of Assessment & Data
- Director of Student Assessment
- Executive Director of Assessment & Evaluation
- Director of Research & Assessment
- Director of Accountability & Assessment
- PLC Coach / Coordinator
- MTSS / RtI Leader

Key Challenges

1. Use data to make programmatic decisions.
2. Overcome stigmas of high-stakes testing to create an assessment-friendly culture around formative & benchmark data.
3. Improve achievement and progress measures annually despite ever-changing assessment landscapes.
4. Address teacher and student assessment fatigue issues.
5. Easily compile and analyze data from numerous tools for a true picture of the teaching and learning cycle.
6. Promote a collaborative data culture in PLCs & data teams.
7. Ensure reliability & validity of assessments and results.
8. Preparing students for standardized tests.

Key Drivers

DRIVEN BY IMPROVING STUDENT ACHIEVEMENT

- Formative & benchmark data are the key to improving teaching and learning, individually and district-wide.
- Need to reach user buy-in with assessment/analytics tools that are easy enough for educators to use.
- Integrate assessment and data analytics to save time and make life easier for all stakeholders.
- Improve decision making with more comprehensive data and view of the whole student.
- Easy way to determine and ensure valid and reliable data.

Lock in on how the Platform will get them closer to their goals.

Power of the Platform

Why Platform matters to assessment Director

- Having the data connected between the SIS, LMS, AMS and analytics allows for an easier and more streamlined access to the data that matters and paints a fuller picture of the whole student.
- Including content that is valid and reliable leads to results that can be used to make strong pedagogical and programmatic decisions.

Ideal Prospect

Well-funded districts with innovative assessment initiatives:

- Gathering data but not using data
- Formative + benchmarking needs
- Adopting standards-based grading

So What? By Product

Mastery Connect - Mastery Connect is a full-featured K-12 assessment management system specifically designed to identify levels of understanding via regular formative assessment, then use that data to inform curriculum and instruction. Teachers will be able to gather consistent data with ease and differentiate instruction right when it counts, so that they are serving all of their students.

Elevate K-12 Analytics - Elevate K-12 Analytics brings together data from many systems including AMS, LMS, SIS and other systems across the school and district. Based on Ed-Fi standards, Elevate K-12 Analytics is scalable and hosted. With real-time visual reports, watchlists, dashboards and other perspective educators can track actionable data surrounding program impact, student achievement, engagement, attendance, and social and emotional well-being, to help identify trends and opportunities to improve student outcomes.

Mastery View Interim/Predictive Assessments - Rigorous, standards-based benchmarks that measure students' learning and academic progress, Mastery View Interim/Predictive Assessments mirror state assessments by following states' assessment blueprints, resulting in proven correlations between assessment scores and students' achievement on state summative tests.

Mastery Item Bank - The Mastery Item Bank offers over 98,000 tightly-aligned, expertly developed items. Available nationally, educators use Mastery Item Bank items to build standards-based assessments in order to quickly measure student performance. With such an expansive item bank available to them, they save time and energy for themselves and their students, as they work to improve student outcomes.

Mastery View Formative Assessments - Mastery View Formative Assessments, a collection of valid and reliable formative assessments designed to deliver a real-time, actionable view into students' mastery of standards, empowering educators to more effectively meet learning needs. (Available for Math and ELA in select grades and states)

Instructure Services - Instructure is a true partner and provides a comprehensive set of services and support offerings to ensure your success every step of the way.