

# Idaho & BrightBytes

 BrightBytes ©2017

# Agenda

- A** Introductions & Overview
- B** BrightBytes Story - Platforms & Approach
- C** Idaho's Priorities & BrightBytes Capabilities
- D** Questions & Discussion

A

# Introductions & Overview

OUR MISSION IS TO

Improve the Way the World Learns.



B

# BrightBytes Story, Platforms & Approach

“BrightBytes is an end-to-end **data management** and **analytics** company focused on K-12 education.”

## The Data Revolution

Over 90% of the world's data was created in the last three years.



## THE INDUSTRY STANDARD

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**26K** Schools Globally

**1 in 5** US Schools

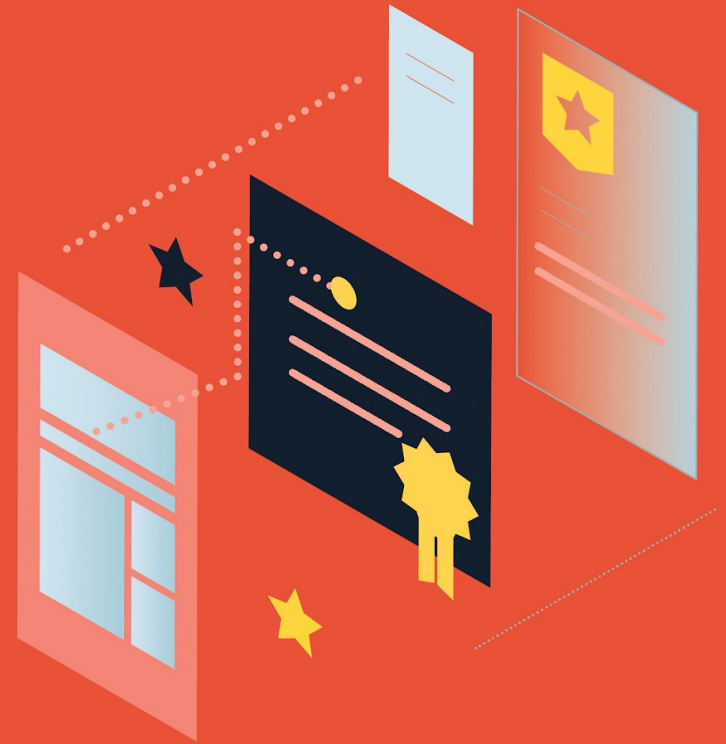
**2800** Districts in **47** States

& **8** Countries

RECOGNIZED FOR  
EXCELLENCE

34

Industry Awards in  
Design & Analytics







PROBLEM

# The Education Data Challenge

*Data Rich Information Poor*

## DATA MANAGEMENT

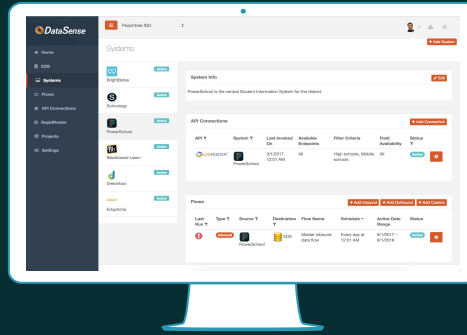
- **Integration**  
Fragmented and antiquated systems
- **Interoperability/Quality**  
Multiple data standards and significant data quality gaps
- **Provisioning/Management**  
No secure and centralized way to share and manage sensitive data

## DATA ANALYTICS

- **What Matters**  
Research on what matters is hard to access and integrate
- **Data for Change**  
Packaging data for usability and impact is hard and requires special expertise
- **Actionability**  
Lack of evidence & research-based recommendations and insights

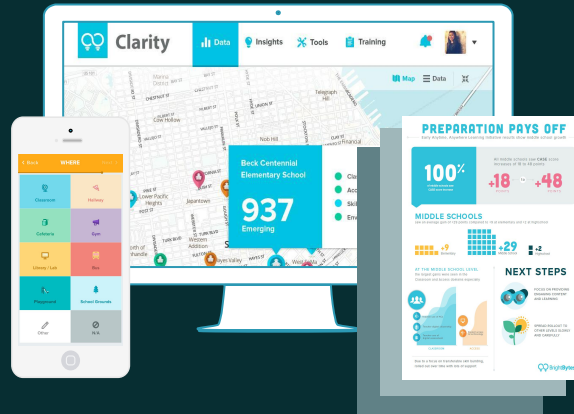
## SOLUTION

# An End-to-End Platform for Data Management & Analytics



## Data Management

- Integration and Standardization
- Quality Management
- Data Provisioning



## Data Analytics

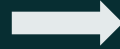
- Expert/Research-Based Analysis
- Award Winning User Experience
- Tools to Integrate Data into Practice

# BrightBytes Approach

## 1 *DataSense*

### Data Integration

Solve for integration, interoperability, data quality and provisioning



## 2 *Clarity*

### Research-Based Analytics

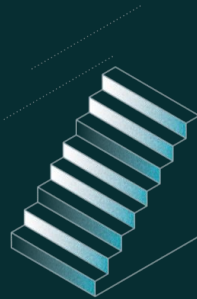
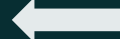
Provide high quality analysis that is informed by research and experts



## 3 *Clarity*

### Engaging Experience

Transform analysis into engaging information



## 4 *Clarity*

### Actionable Data

Provide tools and content that help integrate data into the day to day practice



# BrightBytes Ecosystem & Research Partnership

Leading education organizations use our engines to monetize their insights.

	 <p><b>AIR</b> AMERICAN INSTITUTES FOR RESEARCH®</p>	 <p><b>ISTE</b></p>	 <p><b>iKEEPSAFE</b></p>	 <p><b>common sense education</b></p>	 <p><b>WestEd</b></p>
	<p>World's largest behavioral and social science research and evaluation organization</p> <p>1800 employees, 40-year-old organization</p>	<p>Helps educators globally solve their difficult technology problems</p> <p>16,000 members, 40-year-old organization</p>	<p>Supports the protection of student data privacy and advances learning in a digital culture</p> <p>Alliance of &gt;100 leaders, educators, and experts</p>	<p>Provides education &amp; advocacy to families to promote safe technology and media for children</p> <p>~20 employees, 15-year-old organization</p>	<p>Works to promote excellence, achieve equity, and improve learning for all children</p> <p>650 employees, 50-year-old organization</p>
<b>Suite</b>	<b>Early Insights</b>	<b>21st Century Learning</b>	<b>21st Century Learning</b>	<b>21st Century Learning</b>	<b>Public Portals</b>
<b>How Are They Using BrightBytes Technology?</b>	<p>AIR is using Early Insights to implement &amp; scale their EW/CCR research</p>	<p>ISTE is using T&amp;L to promote their new ISTE Standards for Students &amp; Educators, and supporting the development of Insights</p>	<p>iKeepSafe is using DPSS to scale their Generation Safe 360 Self-Assessment &amp; Accreditation and their resource library</p>	<p>CSE is using T&amp;L to support the implementation of their digital PD and their research insights</p>	<p>WestEd is using LCAP to help educators understand the data needed to establish yearly goals to support new policies</p>

## Footprint & Access



**11.4M**

Students on Clarity



**200M**

Public Data Points

**40K**

Active Users  
on the System



**596M**

Survey Responses



**26,103**

Schools in



**22Bn**

Individual SIS Data  
Points

C

# Idaho's Priorities & BrightBytes Capabilities

# Idaho's Priorities & BrightBytes Capabilities

1 - IPaaS

2 - EDS

3 - ESSA Reporting:  
Public Portal

4 - Early Insights:  
Secure Platform

 **DataSense™**

 **Clarity®**

DATA  
INTEGRATION

DATA  
MANAGEMENT

EDTRENDS

FINANCIAL  
TRANSPARENCY

ESSA  
REPORTING

EARLY  
WARNING

INTERVENTION  
MANAGEMENT

COLLEGE  
& CAREER  
READINESS

# Alignment: ID's Priorities & BB's Core Capabilities

1

## Data Infrastructure

- Data Integration, Interoperability, Quality, and Provisioning

2

## Public Transparency & ESSA Reporting

- Monitor key indicators to gauge efficacy, quality, and impact

3

## Early Insights & Predictive Analytics

- Early Warning, College & Career Readiness, and Intervention Management

4

## Questionnaires & Data Collection Tools

- Research based & adaptive to capture stakeholder input (e.g. satisfaction & engagement)

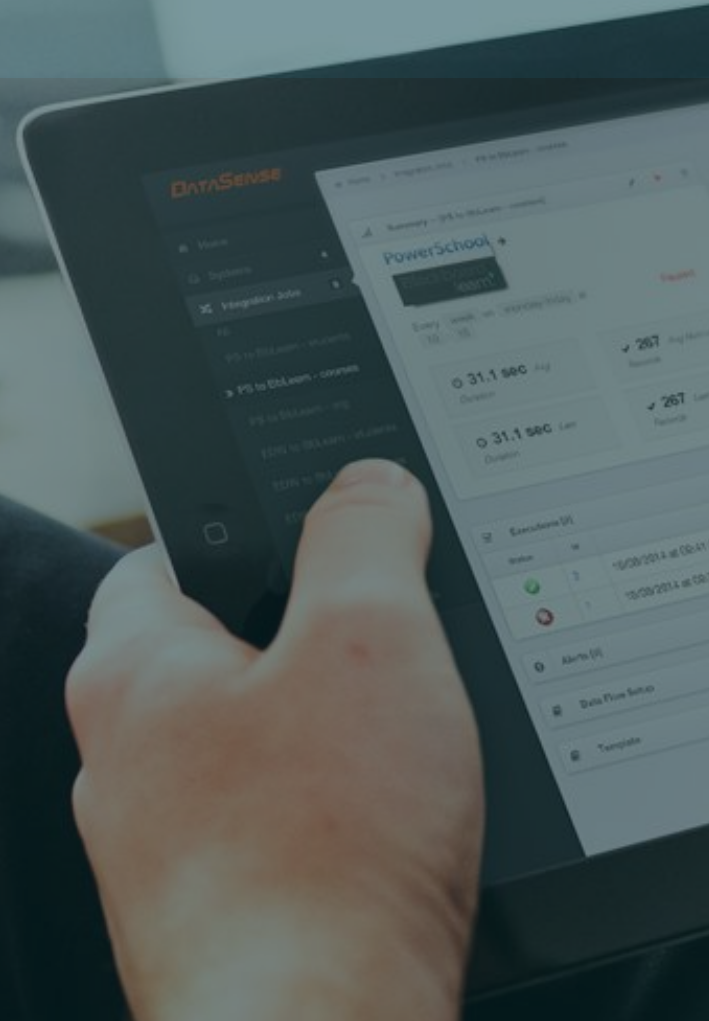




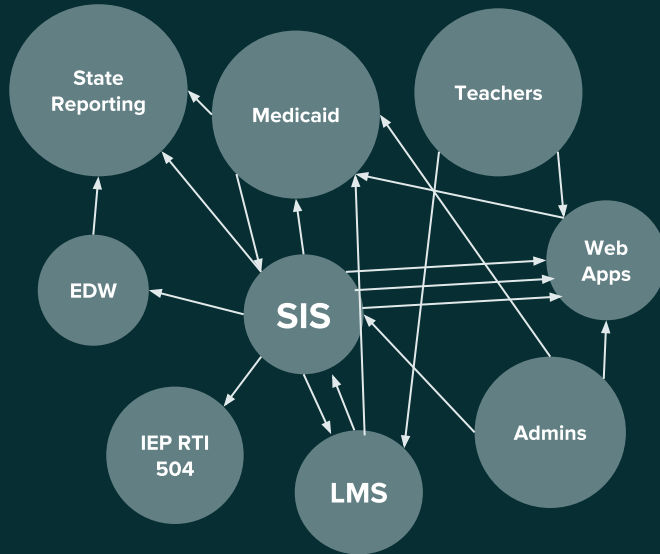
Data Integration as a Service

# What Is DataSense?

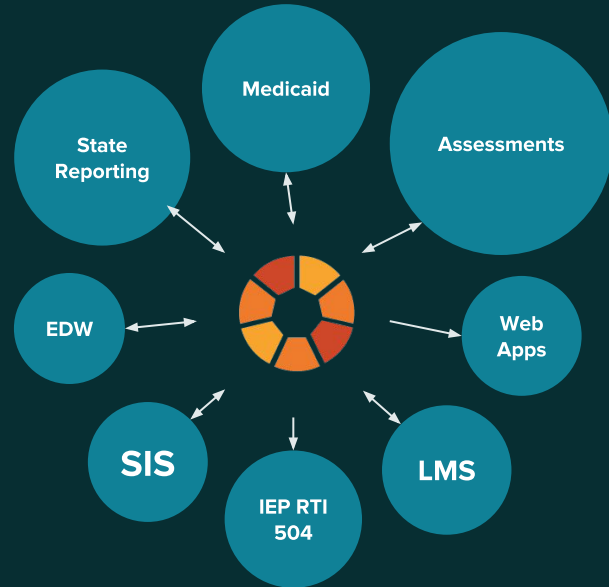
DataSense is an iPaaS (Integration Platform as a Service) solution, that provides one central administrative web UI for **building, deploying, managing, and monitoring** all of the data integrations across multiple systems.



## Before DataSense

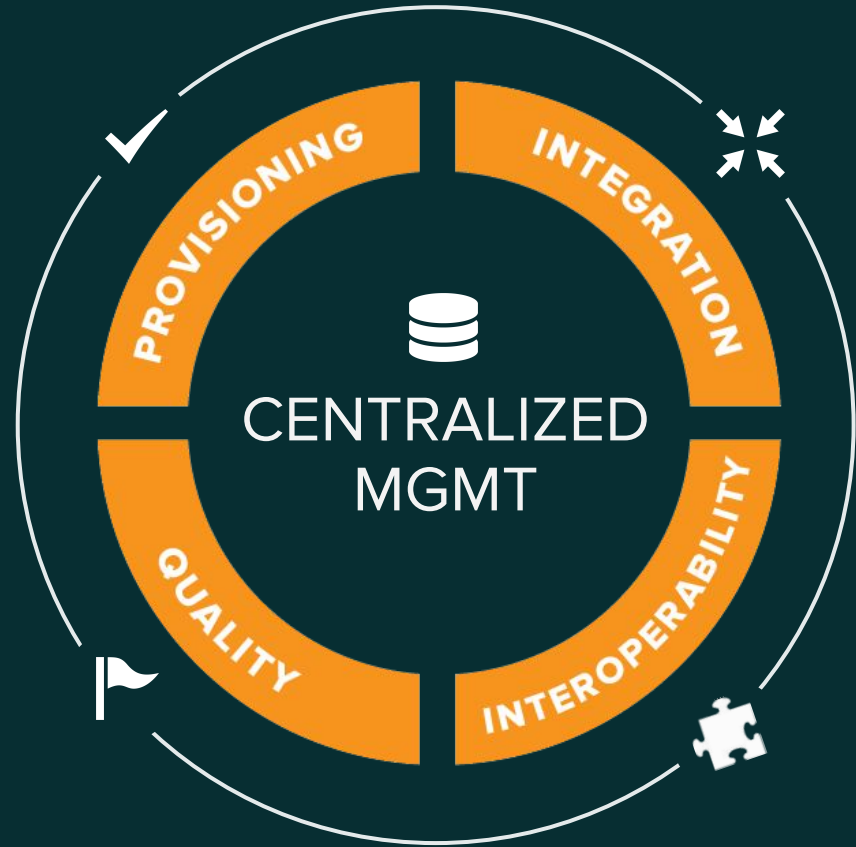


## After DataSense





THE LEADING  
IPaaS  
SOLUTION  
FOR K-12





# Public Transparency & ESSA Reporting

- Monitor key indicators to gauge efficacy, quality, and impact
- Return on Investment & Learning (ROI & ROL)


**IDAHO STATE DEPARTMENT OF EDUCATION**  
 800 West 10th Street, Boise, ID 83725

2024-2025  
 2023-2024

Search by School, District or Data

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**Idaho Falls School District 91**  
 183 East 20th Street  
 Idaho Falls, ID 83401  
 (208) 343-7500

[Home](#) | [Dashboard](#)

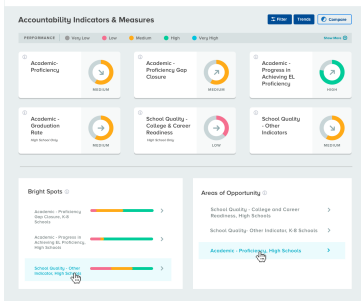
[Accountability](#) | [Processes](#) | [Report Card](#)



**A Message from Idaho Falls**





**George Boland**  
 CEO Superintendent  
 Feb 23, 2023

Idaho Falls School District 91, we are committed to providing all students with the knowledge, skills and attitudes they need to be successful in our global society. We focus on ensuring student achievement through the full range of the district's vision. Student achievement through academic excellence, innovation that engages and technology that enables.






**District Snapshot**




**District & School Information**

- 
**18** SCHOOLS  
VIEW ALL
- 
**165** EMPLOYEES  
VIEW ALL
- 
**8/18** SCHOOLS

**Teacher Information**

- 
**770** CLASS LEADERS  
STAFF
- 
**537.46** CLASS LEADERS  
STAFF (FTE)
- 
**21:1** STUDENTS TO  
TEACHER RATIO

**Student Information**

- 
**16,174** STUDENTS
- 
**72%** of your students graduate
- 
**Gender**  
Female 48.7% Male 51.3%

[View More](#)



VIEWING:

Academic - Proficiency

Filter

PERFORMANCE

Very Low

Low

Medium

High

Very High

Show More

### K-8 Overall Proficiency

Academic Achievement measures student acquisition of academic outcomes in English language arts/literacy (ELA) and mathematics through the the

[Read More](#)



Elementary School English Language Arts/Literacy (ELA)

[Open](#)

Elementary School Mathematics

[Open](#)

Middle School English Language Arts/Literacy (ELA)

[Open](#)

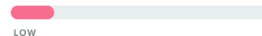
Middle School Mathematics

[Open](#)

### High School Overall Proficiency

Academic Achievement measures student acquisition of academic outcomes in English language arts/literacy (ELA) and mathematics through the the

[Read More](#)



English Language Arts/Literacy (ELA)

[Open](#)

Mathematics

[Open](#)



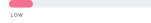
VIEWING: Academic - Proficiency

Filter

PERFORMANCE: Very Low Low Medium High Very High [View More](#)

### K-8 Overall Proficiency

Academic Achievement measures student acquisition of academic outcomes in English language arts/literacy (ELA) and mathematics through the the



[Read More](#)

#### Elementary School English Language Arts/Literacy (ELA)

Open



**WHY THIS MATTERS**

Students who demonstrate reading proficiency on assessments in their grade graduate from high school and attend college at much higher rates than students...

(Kerzick et al., 2019) [Citation](#)

[View Insights](#)

Chart Trends [Save Chart](#) [Share](#)

#### Elementary School English Language Arts/Literacy (ELA) Proficiency Rates

97.97% Participation Rate



COMPARE +

#### Elementary School Mathematics

Open

#### Middle School English Language Arts/Literacy (ELA)

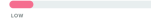
Open

#### Middle School Mathematics

Open

### High School Overall Proficiency

Academic Achievement measures student acquisition of academic outcomes in English language arts/literacy (ELA) and mathematics through the the



[Read More](#)

#### English Language Arts/Literacy (ELA)

Open

#### Mathematics

Open



## Idaho Falls School District 91

999 Java Avenue  
Idaho Falls, ID 83401  
(208) 325-7000

State ▼ District ▼

Accountability
Finances
Report Card

### A Message from Idaho Falls



**George Boland**  
DSR Superintendent  
Feb 23, 2017

At Idaho Falls School District 91, we are committed to graduating all students with the knowledge, skills and attributes they need to be successful beyond high school. We focus on ensuring student achievement through the fulfillment of the district's vision: Student achievement through a culture that empowers, instruction that engages and technology that enables.

### Spending

Total spending per student is calculated based on existing Enrollment and Operations spending only. Construction, Debt and Other spending are total expenditures not associated with day-to-day operations of school activities. [Learn more](#)

[Filter](#) [Tools](#) [Compare](#)

**\$6,201** per student [View Breakdown](#)



**Learning Environment**  
\$56,496,239

**Operations**  
\$9,338,414

**\$65,834,653**  
TOTAL

**Construction, Debt & Other**

These expenditures are those that do not associate with day-to-day operations of school activities. They are comprised of major construction projects, debt programs, acquisition of land, and other programs.

**\$5,628,811**  
TOTAL

Total Spending  
**\$71,463,464**

[Explore More](#)

### Funding



**Local**  
\$13,949,135

**State**  
\$46,123,348

**Federal**  
\$4,056

**\$ 60,076,539**  
TOTAL

**Other**

Other revenues not received through local, state, or federal sources. This includes proceeds from the sale of bonds, occupied spaces, inter- or extra-curricular items.

**\$ 168,586**  
TOTAL

Total Funding  
**\$60,245,125**

[Explore More](#)



# Compare Schools

You may compare up to four schools. Use the search to add new comparisons.

Accountability

Finances

Report Card

Download

Share

VIEWING: Overall

Overall	Overall	Overall
Spending	Spending	Spending
Lea Funding Elementary	Westside Elementary	Hawthorne Elementary
2500 S Highbee Ave Idaho Falls, ID 83404	2680 Newman Dr Idaho Falls, ID 83402	1520 S Blvd Idaho Falls, ID 83402
<b>528</b> STUDENTS SERVED	<b>483</b> STUDENTS SERVED	<b>314</b> STUDENTS SERVED
<b>ELEMENTARY</b> SCHOOL TYPE	<b>ELEMENTARY</b> SCHOOL TYPE	<b>ELEMENTARY</b> SCHOOL TYPE
<b>No</b> TITLE I	<b>No</b> TITLE I	<b>Yes</b> TITLE I
<b>Idaho Falls School District 91</b> DISTRICT	<b>Idaho Falls School District 91</b> DISTRICT	<b>Idaho Falls School District 91</b> DISTRICT

Add School To Compare

Search by city, name or zip code

## Spending

**\$6,250**  
TOTAL SPENDING PER STUDENT

Breakdown



**\$6,100**  
TOTAL SPENDING PER STUDENT

Breakdown



**\$x,xxx**  
TOTAL SPENDING PER STUDENT

Breakdown



Statewide Average

**\$6,768**  
TOTAL SPENDING PER STUDENT



# Early Insights & Predictive Analytics

- Early Warning
- College & Career Readiness
- Intervention Management

# Bridging the Gap



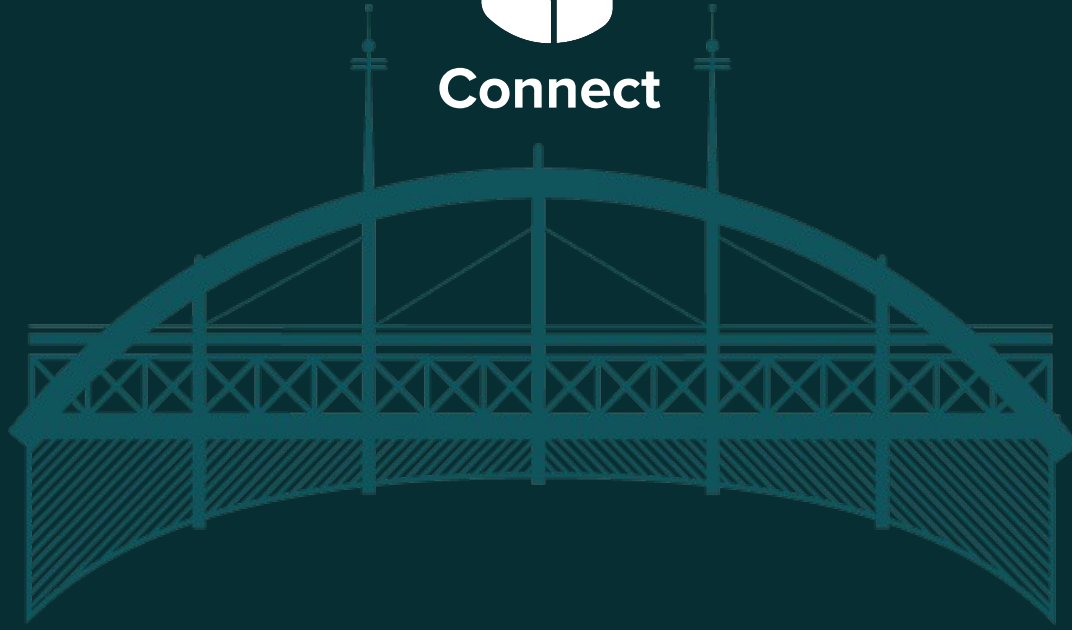
**Identify**



**Connect**



**Monitor**



# IDENTIFICATION EARLIER & WITH HIGHER ACCURACY

Next Generation:  
Predictive Analytics

In partnership with



## PREDICTIVE ANALYTICS - Key Differentiators:

- Research-based & data-driven
- Multiple indicators & multiple domains, including academics, attendance, behaviors, demographics
- Customized based on organization specific patterns and historical data
- Customized/flexible - takes into account differences across districts and grade levels
- Earlier identification - as early as K
- Greater accuracy - up to 97%
- Communicates:
  - Risk as a continuum
  - Different levels



# DIARY OF A TEENAGE DROPOUT: SUMMATIVE DATA

The data contained in this figure is based on analyses of 35,683 students and represents the profiles of students, at each grade level, who eventually dropped out in 10<sup>th</sup> grade.

- 2.6 GPA
- 91% attendance rate
- No behavioral incidents

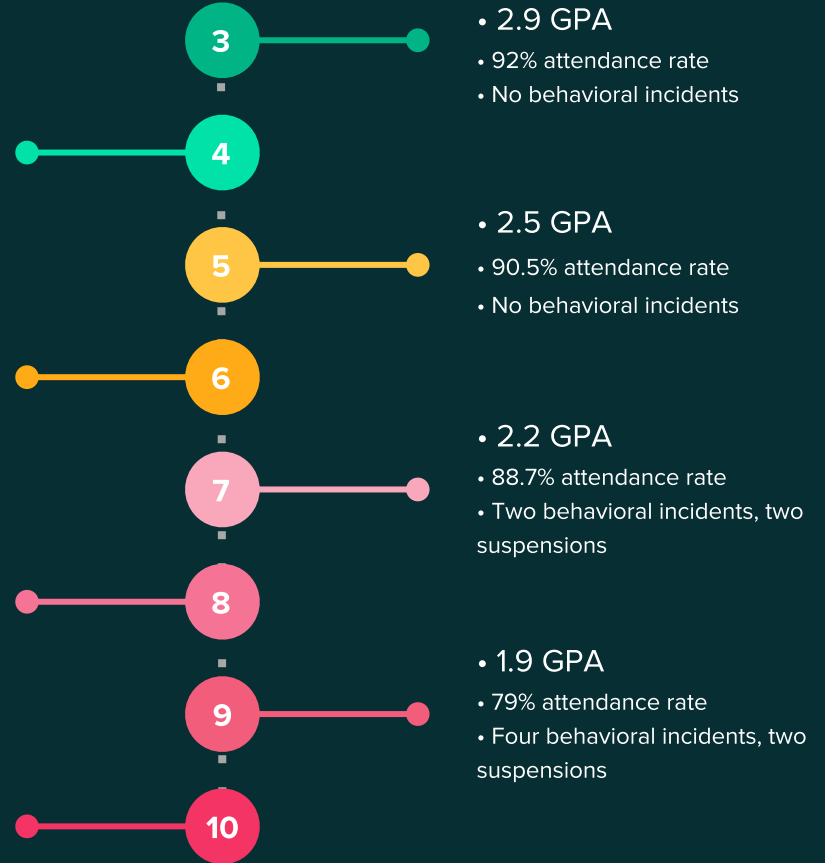
- 2.5 GPA
- 89.4% attendance rate
- Two behavioral incidents, one suspension

- 2.0 GPA
- 83.6% attendance rate
- Two behavioral incidents, four suspensions

Drops out of high school; before leaves has

- 0.9 GPA
- 78% attendance rate

## GRADE



# Case Study

How Did Graduation  
Rates Improve in  
West Virginia?



# WEST VIRGINIA: SHAPING THE DROPOUT PREVENTION CONVERSATION



55 School Districts



714 Schools



280K Students



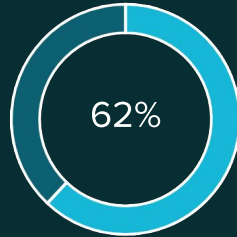
1,850,325

State population

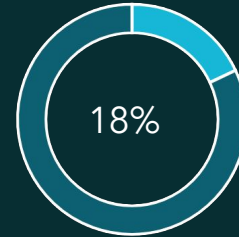


\$41,576

Median household income



Students qualify for free or reduced lunch

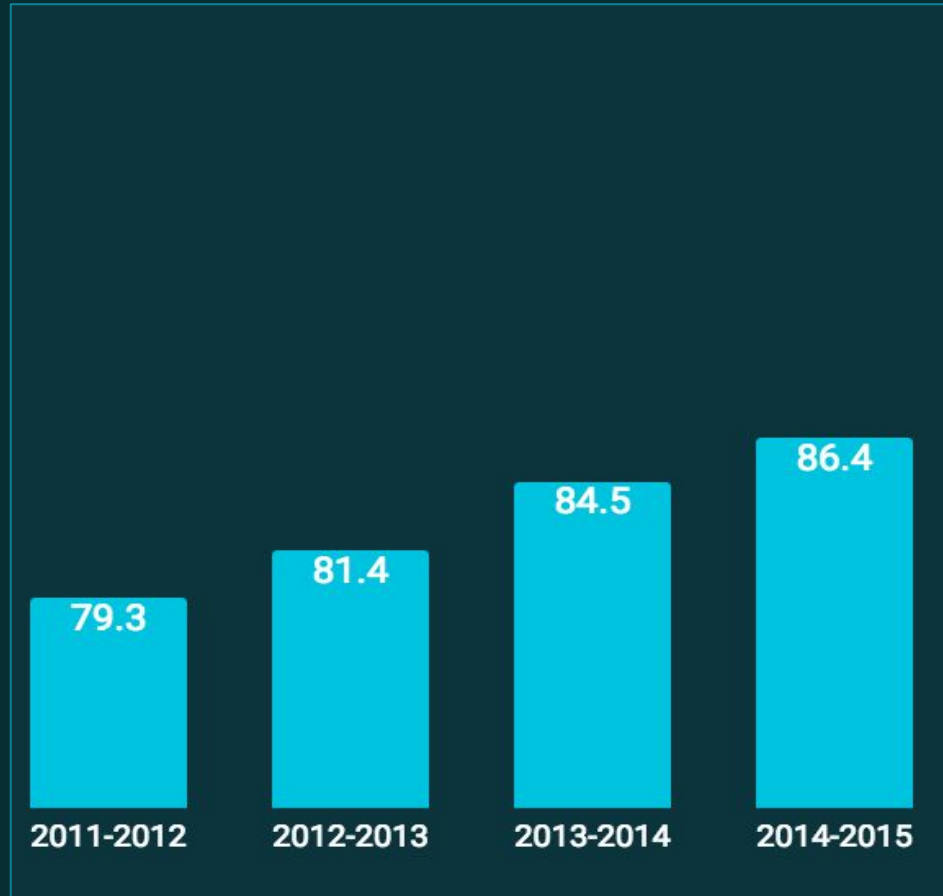


Have obtained a bachelor degree or higher



# Early Warning Implementation Yields Results

**WEST VIRGINIA:**  
GRADUATION  
RATES improved by  
**7% (19k Students)**  
since using BB Early  
Insights





# EARLY WARNING FRAMEWORK

## ACADEMICS

- Assessments – District
- State Assessments – Math, Reading, Social Studies & Science
- Credits Earned Annually
- Academic Indicator – All Courses
- Academic Indicator – Core Academic Courses
- Grade Retention/ Relative Age
- Pass Rate – All Courses
- Remedial Courses



# EARLY WARNING FRAMEWORK

## ATTENDANCE

- Attendance – First 30 Days
- Attendance – Total
- Tardies



# EARLY WARNING FRAMEWORK

## BEHAVIORS

- Behaviors – Major
- Behaviors – Minor
- Disciplinary Referrals
- Expulsions
- Suspensions



# EARLY WARNING FRAMEWORK

## DEMOGRAPHICS

- Age
- Ethnicity
- Gender
- Free & Reduced Lunch
- 504 Status
- Special Education (IEP)
- Limited English Proficiency
- Mobility



D

## Questions & Discussion

# Thank You!

**Sarah Skinner**

Vice President of Partnerships

[sarah@brightbytes.net](mailto:sarah@brightbytes.net)

415-940-1766

