Idaho & BrightBytes
Agenda

A Introductions & Overview
B BrightBytes Story - Platforms & Approach
C Idaho’s Priorities & BrightBytes Capabilities
D Questions & Discussion
Introductions & Overview
OUR MISSION IS TO

Improve the Way the World Learns.
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

26K Schools Globally

1 in 5 US Schools

2800 Districts in 47 States

& 8 Countries
RECOGNIZED FOR EXCELLENCE

34 Industry Awards in Design & Analytics
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
An End-to-End Platform for Data Management & Analytics

**SOLUTION**

**Data Management**
- Integration and Standardization
- Quality Management
- Data Provisioning

**Clarity®**

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

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>How Are They Using BrightBytes Technology?</td>
<td>AIR is using Early Insights to implement &amp; scale their EW/CCR research</td>
<td>ISTE is using T&amp;L to promote their new ISTE Standards for Students &amp; Educators, and supporting the development of Insights</td>
<td>iKeepSafe is using DPSS to scale their Generation Safe 360 Self-Assessment &amp; Accreditation and their resource library</td>
<td>CSE is using T&amp;L to support the implementation of their digital PD and their research insights</td>
<td>WestEd is using LCAP to help educators understand the data needed to establish yearly goals to support new policies</td>
</tr>
</tbody>
</table>

- **AIR**: World’s largest behavioral and social science research and evaluation organization
  - 1800 employees, 40-year-old organization

- **ISTE**: Helps educators globally solve their difficult technology problems
  - 16,000 members, 40-year-old organization

- **iKeepSafe**: Supports the protection of student data privacy and advances learning in a digital culture
  - Alliance of >100 leaders, educators, and experts

- **Common Sense Education**: Provides education & advocacy to families to promote safe technology and media for children
  - 20 employees, 15-year-old organization

- **WestEd**: Works to promote excellence, achieve equity, and improve learning for all children
  - 650 employees, 50-year-old organization

---

**Penn University of Pennsylvania**

**CASEL**

**McREL International**

*Educating Hearts. Inspiring Minds.*

*Helping educators and students flourish.*
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
Idaho’s Priorities & BrightBytes Capabilities
<table>
<thead>
<tr>
<th>1 - IPaaS</th>
<th>2 - EDS</th>
<th>3 - ESSA Reporting: Public Portal</th>
<th>4 - Early Insights: Secure Platform</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DataSense™</strong></td>
<td><strong>DATA INTEGRATION</strong></td>
<td><strong>DATA MANAGEMENT</strong></td>
<td><strong>EDTRENDS</strong></td>
</tr>
<tr>
<td><strong>FINANCIAL TRANSPARENCY</strong></td>
<td><strong>ESSA REPORTING</strong></td>
<td><strong>EARLY WARNING</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>INTERVENTION MANAGEMENT</strong></td>
<td><strong>COLLEGE &amp; CAREER READINESS</strong></td>
</tr>
<tr>
<td></td>
<td>Alignment: ID’s Priorities &amp; BB’s Core Capabilities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>-----------------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td><strong>Data Infrastructure</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Data Integration, Interoperability, Quality,</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>and Provisioning</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td><strong>Public Transparency &amp; ESSA Reporting</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Monitor key indicators to gauge efficacy,</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>quality, and impact</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td><strong>Early Insights &amp; Predictive Analytics</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Early Warning, College &amp; Career Readiness,</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>and Intervention Management</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td><strong>Questionnaires &amp; Data Collection Tools</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Research based &amp; adaptive to capture</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>stakeholder input (e.g. satisfaction &amp;</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>engagement)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Data Integration as a Service
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.
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)
<table>
<thead>
<tr>
<th>School Name</th>
<th>Students Served</th>
<th>School Type</th>
<th>Title I</th>
<th>District</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lila Elementary</td>
<td>528</td>
<td>Elementary</td>
<td>No</td>
<td>Idaho Falls School District 91</td>
</tr>
<tr>
<td>Westside Elementary</td>
<td>483</td>
<td>Elementary</td>
<td>No</td>
<td>Idaho Falls School District 91</td>
</tr>
<tr>
<td>Hawthorne Elementary</td>
<td>314</td>
<td>Elementary</td>
<td>Yes</td>
<td>Idaho Falls School District 91</td>
</tr>
</tbody>
</table>

**Spending**

- **Lila Elementary**
  - Total Spending: $6,250
  - Total Spending per Student: $6,600

- **Westside Elementary**
  - Total Spending: $6,100
  - Total Spending per Student: $6,400

- **Hawthorne Elementary**
  - Total Spending: $x,xxx
  - Total Spending per Student: $x,xxx

**Statewide Average**

- Total Spending per Student: $6,768
Early Insights & Predictive Analytics

- Early Warning
- College & Career Readiness
- Intervention Management
Bridging the Gap

Identify

Connect

Monitor
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 10th 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

- **2.2 GPA**
  - 88.7% attendance rate
  - Two behavioral incidents, two suspensions

- **2.9 GPA**
  - 92% attendance rate
  - No behavioral incidents

- **2.5 GPA**
  - 90.5% attendance rate
  - No behavioral incidents

- **2.2 GPA**
  - 88.7% attendance rate
  - Two behavioral incidents, two suspensions

- **1.9 GPA**
  - 79% attendance rate
  - Four behavioral incidents, two suspensions

Drops out of high school; before leaves has
- **0.9 GPA**
  - 78% attendance rate
Case Study

How Did Graduation Rates Improve in West Virginia?
Have obtained a bachelor degree or higher: 18%

55 School Districts
714 Schools
280K Students

State population: 1,850,325
Median household income: $41,576

62% Students qualify for free or reduced lunch
18% Have obtained a bachelor degree or higher

WEST VIRGINIA: SHAPING THE DROPOUT PREVENTION CONVERSATION
WEST VIRGINIA: GRADUATION RATES improved by 7% (19k Students) since using BB Early Insights
West Virginia recognized as one of the fastest moving states with a 86.4% graduation rate in 2014-2015. It is now among the top 5 states in terms of improving graduation rates.
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

ACADEMICS

ATTENDANCE

DEMOGRAPHICS

BEHAVIORS
EARLY WARNING FRAMEWORK

DEMOGRAPHICS

- Age
- Ethnicity
- Gender
- Free & Reduced Lunch
- 504 Status
- Special Education (IEP)
- Limited English Proficiency
- Mobility
Questions & Discussion
Thank You!

Sarah Skinner
Vice President of Partnerships
sarah@brightbytes.net
415-940-1766