



Four Steps for Developing Data Culture

February 4, 2021

Learning Now Webinar Series

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What is something new you learned recently?

Put your response in the chat along with your name, district, and role.



Schools grow when people grow.



Mission: Shaping a more equitable and just future by changing how people design for each student's potential

Vision: Bringing out the best in people and their communities by designing school systems that are adaptable

Your Hosts for Today's Conversation



Shelby McIntosh

shelby@edelements.com

@Shelby_McIntosh



Lauren Acree

lauren@edelements.com

@LKMilam

Essential Questions

Your Takeaways for Today

**What is “Data Culture”
and why is it important to
my team?**

**How can I develop a
strong data culture
across my organization?**

Where do I start?

Elements of Building Knowledge



Understand why this idea matters through first-hand experiences



Explore resources and deepen knowledge related to idea



Try using the idea in small, safe ways to prepare for application



Develop a hypothesis to test and determine the supports you need

SPARK

Why does data culture matter?

Question 1

How much money do school districts spend each year on high-stakes testing?

- ☐ \$1.7 Million
- ☐ \$669 Million
- ☐ \$1.7 Billion

Source: [*Strength in Numbers: State Spending on K-12 Assessment Systems*](#)
Brown Center on Education Policy at Brookings

Question 2

On average how many days do students spend taking state-mandated tests each year?

- ☐ 5 days
- ☐ 9 days
- ☐ 20 days

Source: [Testing and Test Prep: How Much is Too Much?](#) Education Writers Association.

Question 3

How much is spending in EdTech expected to increase over the next 5 years?

- ☐ 25%
- ☐ 50%
- ☐ 100%

Source: [10 Charts that Explain the Global Education Technology Market](#) Holon IQ

*But most of the advancements specific to education data have been focused on producing more and better data or building technical systems (such as platforms and dashboards) for displaying data. Without equal investment in data culture, or the human factors related to understanding and using data, the efforts tied to data quality, infrastructure, and technology **will fail to have an impact.***

- *For Good Measure: A Guide for Building Strong Data Culture in Schools, Education Elements*

Reflect: What investments has your district, team, or school made in data that you want to see succeed?

EXPAND

What is a strong data culture?

Elements of Data Culture

Beliefs: what the district and its stakeholders believe to be true about data.

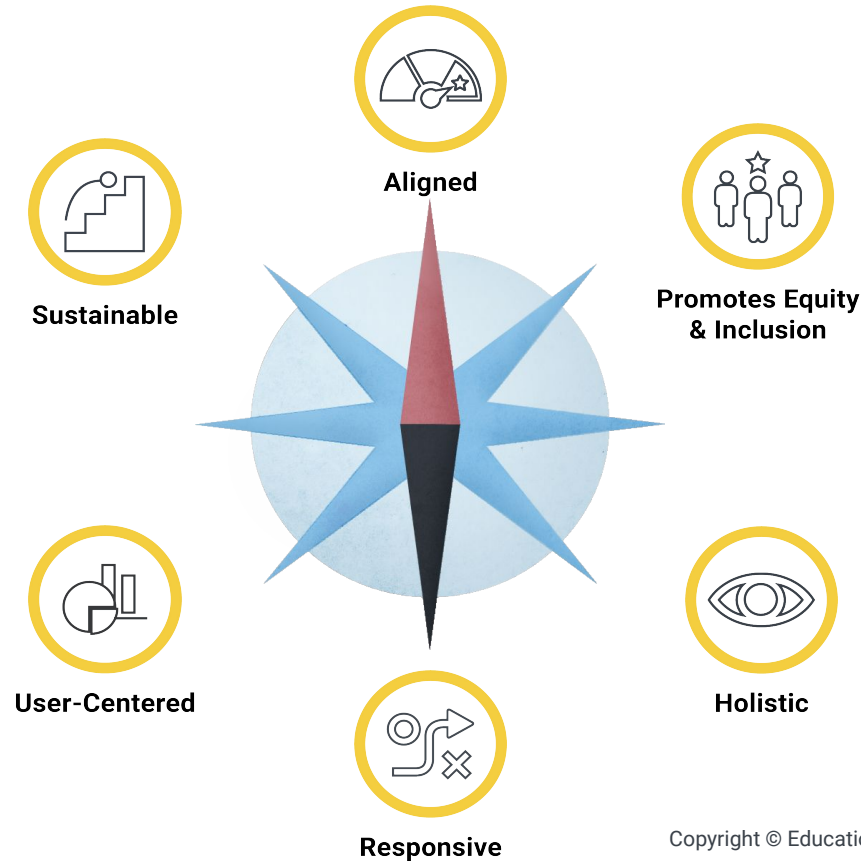
Norms: the rules and expectations that guide data use and the practices that are inherently reinforced.

Spaces: where data are used, stored, and shared.

Values: the standards that are used to decide what is good and what is bad, what is right and what is wrong; the guidelines used for using data.

Resources: the data the district has chosen to collect and the tools available for accessing and using the data.

Essential Elements of Data Culture



Reflect: In which area do you think your district, school, or team is the strongest? The weakest?

PRACTICE

What are the steps to building a strong data culture?

1 - Take stock of your current Data Culture

	Students	Families	Teachers	Instructional Coaches	School Leaders	Business Operations	District Leaders
Aligned							
User-Centered							
Holistic							
Promotes Equity & Inclusion							
Responsive							
Sustainable							

3 - Brainstorm strategies & set priorities

- Leverage design thinking
- Continue to engage and cross section of stakeholders, especially those who are not typically welcomed in data circles
- Acknowledge that you can't do everything all at once



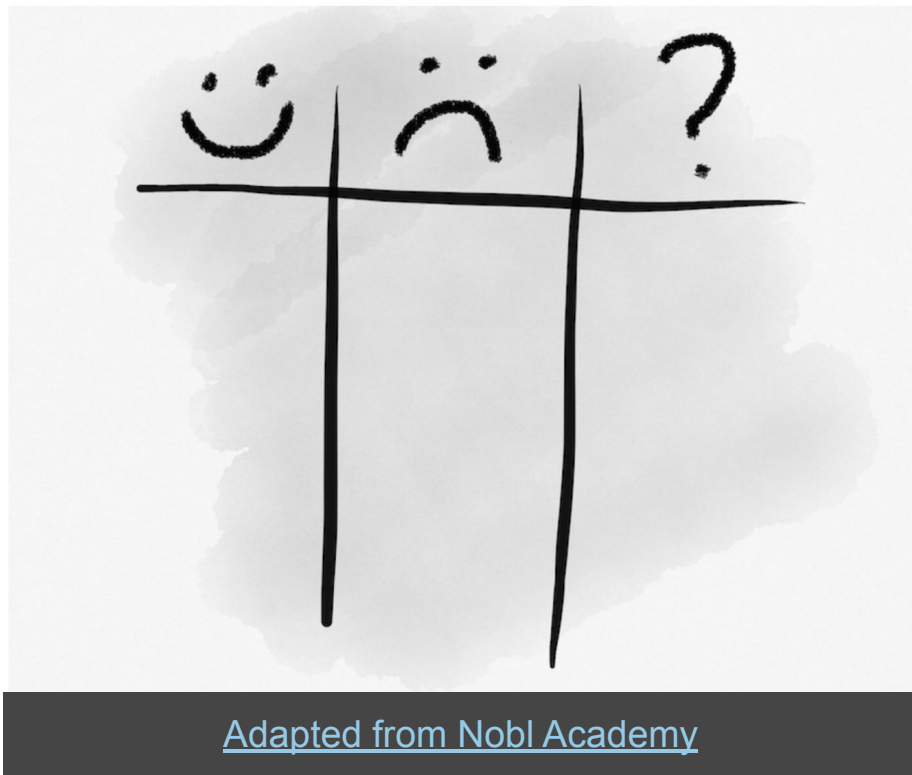
4 - Reflect & Iterate

In order to be truly responsive to changing needs, teams must evolve and the data systems and practices used must also evolve.

Key Strategy: Team Retrospectives

- 😊 : What are key practices and habits on your team that are positively contributing to data culture?
- 😞 : What are the practices/habits that are hindering data culture?
- 🤔 : What are the practices/habits that aren't doing much of anything?

Identify next steps from 🤔 or 😞.



**Reflect: What's one thing you're doing
in your district already to build data
culture?**

PLAN

What's the best next step?

Data Culture Self-Assessment



Welcome

Hi! A key first step in building a responsive data culture is taking stock of the data practices, mindsets, resources, and values that currently exist in your district. Use this brief self-assessment to reflect on the data practices that you see in your district.

START

The data culture self-assessment is a 5 minute survey you can take to reflect on your district's data practices. Get an initial sense of your data culture with custom results at the end.

ALIGNED: There is a clearly articulated purpose for using data that guides decisions about what information to collect and how to use it.

You scored **Developing**.

Link: <https://su.vc/data-culture>

Optional: include your email in the end if you'd like a follow up conversation



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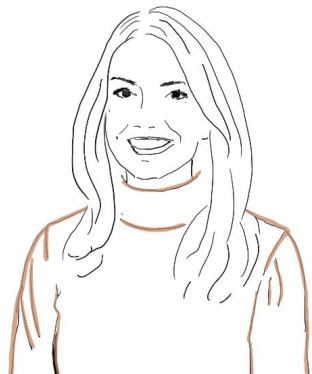


REGISTER NOW
bit.ly/dataculturemini

Keep us in the loop!

Need a thought partner? You've already found one in Ed Elements!

Reach out to share ideas and innovations happening in your district.



Shelby McIntosh

shelby@edelements.com

@Shelby_McIntosh



Lauren Acree

lauren@edelements.com

@LKMilam

Thank You!

Stay safe, stay healthy!

Access today's slides: **ADD
LINK TO SLIDES (bitly)**

Connect with Education Elements on social media to continue the conversation, or subscribe to our blog for more resources about educating through COVID-19.



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