

DOUGLAS B. REEVES, THE FACE OF DATA



The Face of Data

School leaders and educators often are exhorted to use data to improve student achievement. However, test scores only provide partial information on what's going on in your district



Over the past decade, the public's image of education has largely been shaped by the publication of test scores. Academic achievement certainly is an important element of the public's perceptions of any school system; however, test scores—particularly as they have been reported in the past decade—tell only a

However, we must remember—as one group of teachers told me—that “data has a face.”

In other words, the numbers on charts are not sterile statistics, but real children. Charts that include pictures of children demonstrate that increased reading scores are not merely lines on

dards. They also don't tell the story of those teachers assisting students who are far below a standard to make significant progress. This information is best conveyed with rich descriptions and compelling stories rather than a PowerPoint slide.

Explain the impact

Most people think of education as an expense—and a very significant one for the budgets of most states and cities. However, a closer look reveals that education is also an important source of revenue.

The Alliance for Excellent Education (all4ed.org) provides details for each

For further information:

<http://www.leadandlearn.com/sites/default/files/articles/1201-asbj-face-data.pdf>