



PROPOSAL

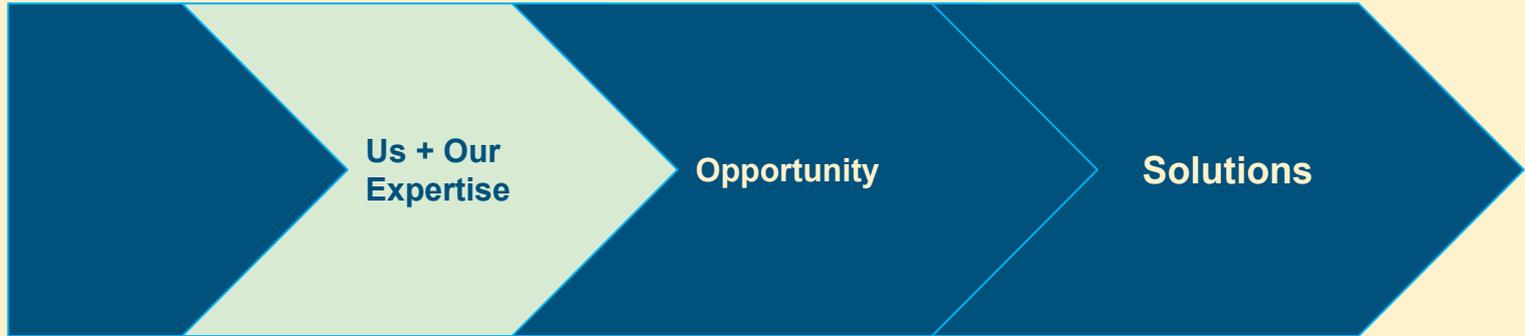
Building Data Use Capacity + Equity Analysis Tools



ROBERT JACKSON
+
The Fenton Collective LLC



Proposal Roadmap



Our Work

Who: I have extensive training and experience in data management, visualization, and adult facilitation; specifically as it relates to education data management, and non-profit data-driven culture development. I am an educator obsessed with storytelling, community building, and practical innovation. All of my work operates within an intersectional equity framework. Meaning my analytical + diagnostic process is contained within a culturally responsive leadership framework, centering the most impacted and our relationship to power. All within the umbrella of Equity Diversity Inclusion & belonging (EDIB).

What: I have led discussion on [Race + Common Good](#) and diversity in education data science ([LAK '19](#)). At the [Data For Black Lives Conference](#) I facilitated discussions with educators on spoke on the issue of implicit bias/ algorithmic racial bias in education data analysis. I as an educator and mentor I take pride in introducing folks to [Data & Analytics](#), leading lecture series and providing personal coaching on data analysis, business insights, and project scoping + management.

How: I work to improve schools and schools systems using my background in learning analytics to cultivate data literacy in schools, build student centered data management plans and build metrics that support holistic student development. I primarily explore the impact of big data in education on education equity.

[Click links for details](#)

Overview

Expectation

Outcomes

1. Dashboards Design
2. Data Analytics & Program Evaluation
3. Identify areas of improvement
4. Coaching
5. Data Storytelling
6. Teach team how to execute data-driven projects

Audience: superintendents and principals

The goal: give administrators an overview of each schools academic performance, disciplinary records, and teacher PD attendance. Made some features comparable to the previous year.

			School Level Data		
			2014-'15 Rating		2015-'16 Rating
Choose DBN			Collaborative Teachers (CT)	4	3
Choose classroom			Effective School Leadership	3	2
SCHOOL		Civ	Rigorous Instruction	3	3
Grade Level	06		Strong Family-Community Ties	2	3
Location Category Description	K-8		Supportive Environment	3	3
Principal Name	Donna Nilsen		Trust	3	3
Principal Data			Teacher Rating Data		
Name	Donna Nilsen		2015		2016
Teacher Active Years	10	✓	Highly Effective	15	13
Principal Active Years	3.91	✓	Effective	40	42
Total Years @ School	7.9	✓	Satisfactory	11	14
Teacher Years @ School	0.97	✓	Developing	2	1
Principal Years @ School	3.91	✓	Continuing	3	5
Asst Prin. Years @ Scho	3.01	✓			
School Staff PLO Breakdown:			All Data Below is Classroom Data [Please		
January '17	5	✓	Ethnicity Data by Classroom		
February '17	8	✓	MULTI-RACIAL%	3%	ASIAN
March '17	8	✓	WHITE%	10%	AMERICAN INDIAN OR ALASKAN NATIVE
April '17	5	✓	HISPANIC	41%	NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER
May '17	0	✓	BLACK	34%	WHITE - NOT OF HISPANIC ORIGIN
June '17	0	✓	Demographic Data		
Total	18		HOME LANGUAGE ENGLISH - %	69%	Special Ed Flag
			MEAL%	31%	IEP_SPEC_ED_FLG

Overview

Expectation

1. Dashboards Design
2. Data Analytics & Program Evaluation
3. Identify areas of improvement
4. BENCHMARKING
5. Teach team how to outline data informed milestones

Outcomes

Audience: Senior & Directors

The goal: After COVID we need to quickly adapt to a digital first fundraising model and needed a way for our stakeholders in finance, communications and development to understand how small donor donations are impacting our revenue and how to segment our funding audiences.



SEE APPENDIX FOR LARGER IMAGES OF DASHBOARDS

Proposal Roadmap



Our Basic Assumptions

Purpose:

- PD: Increase data fluency among staff and school leaders.
 - Facilitation + coaching
 - EDIB framework, centering critical racial theory
 - Scope-n-sequence training, data culture rubric
- Prescriptive tools: Use to inform new strategies and measure how effective changes are to the program.
 - Dashboards, data memos, technical guides
- Infrastructure: organize data for easier use and management.
 - Data management plan, platform procurement protocol (for dashboards)

Audience:

- **Principals, Teacher leaders, Board/Community???**

Unknowns

What is your summary of success?
Requirements? Main Stakeholders?

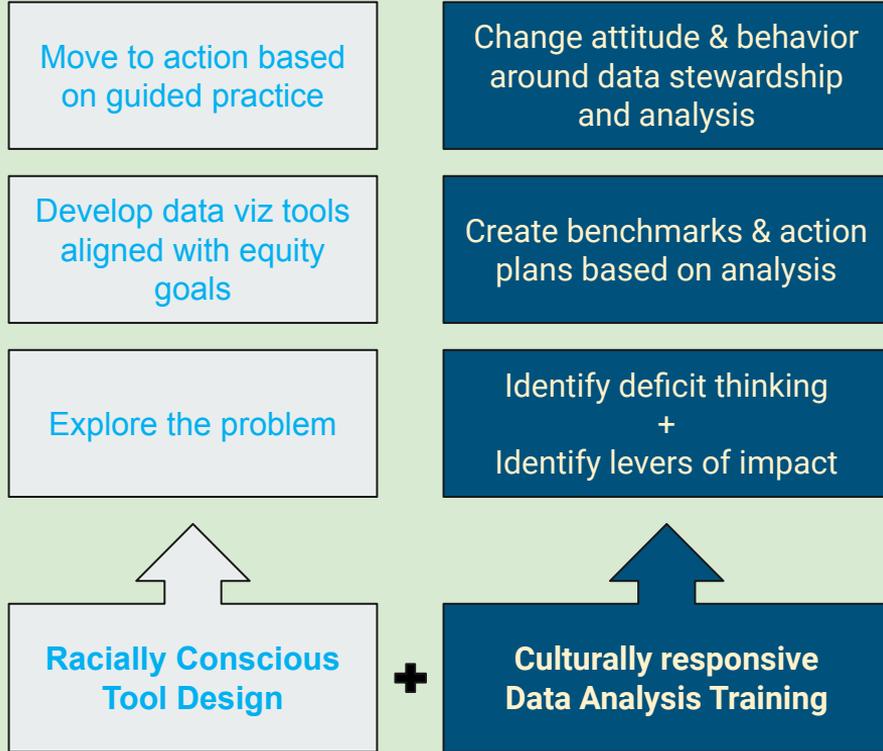
What is our communication plan?

Where Can this go wrong? Risk? Assumptions?

Proposal Roadmap



Approach



Reference Quote:

Stephen Schoepfer | NYC DOE Data Manager :

"this dude knows his shit, he's passionate about the content, knowledgeable and advanced with the technical aspects, ability to present and define high quality metrics, reporting is made clear and understandable for varied audiences..."

working with [him] was a learning experience for me as well cause [he's] on-point with data and content. Got stuff done in timely fashion, worked with people on whatever was needed, and was able to present good quality reports..

Solution Timeline

Months 1 - 4 →

Phase 1: Requirements /Goal Setting

Requirements Gathering:

- Meet with Key Stakeholders on Communications Teams to understand business processes
- Understand gaps in reporting and dashboard needs

Goal Setting

- Communications Goals
- Create measurable and actionable metrics

**Kick-off Meeting
Designing and Setting
Benchmarks**

Months 4 - 6 →

Phase 2: Memo Making +
Dashboard Wireframing:

Wireframes for Dashboard :

- Use feedback to build memo reporting
- Create Wireframes/Sketches of Dashboard for feedback

Dashboard:

- Evaluate data sources and bring them into data warehouse
- Finalize UX via feedback from wireframes and data memo
- Build using data sources in ???????

End of Month 6 ***

Phase 3: Tweaking + Training

- **Finalize Dashboard Manual**
- **Finalize Data management plan**
- **Provide technical support and coaching**
- **Identify org data culture maturity and roadmap**

Assuming only minor additions to project scope.

Org B Digital Fundraising

\$63,629

LTV acquired last month - All Offline

▼ 82% compared to last year

\$652,460

LTV acquired last month - All Online

▲ 30% compared to last year

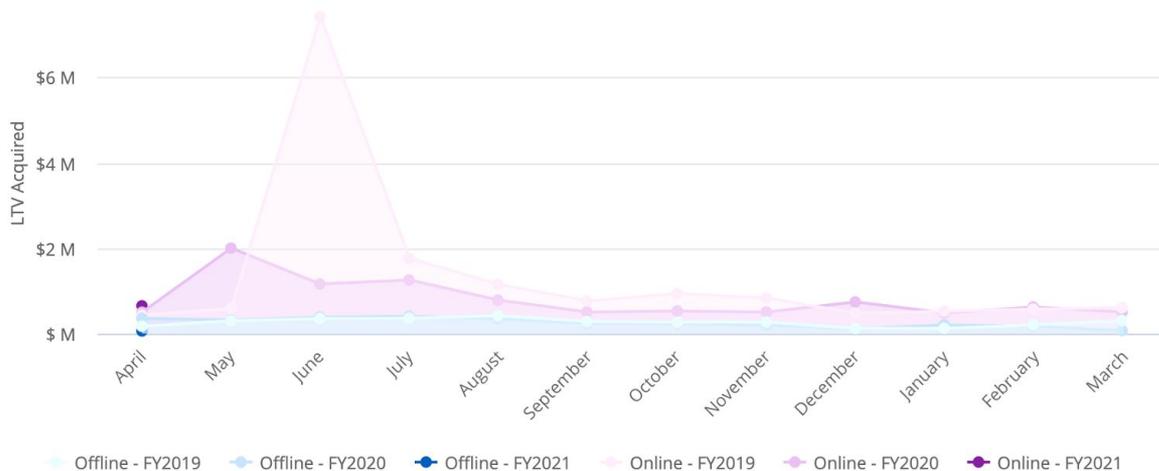
\$286,233

LTV acquired last month - Email

▲ 160% compared to last year

Newly Acquired LTV Year-over-Year (Online vs Offline)

57m ago



Online LTV Channels

\$343,682

LTV acquired last month - Website

▼ 6% compared to last year

\$22,545

LTV acquired last month - Digital Ad

▲ 4% compared to last year

Dashboard Ex. NYC Department of Education Platform: Excel/ google Sheets

School Level Data

Choose DBN
Choose classroom
SCHOOL
Grade Level
Location Category Description
Principal Name

	2014-'15 Rating	2015-'16 Rating	Change from '14-'16
Collaborative Teachers (CT)	4	3	-1
Effective School Leadership	3	2	-1
Rigorous Instruction	3	3	0
Strong Family-Community Ties	2	3	1
Supportive Environment	3	3	0
Trust	3	3	0

	Math School Average	District Average
3rd	53%	61%
4th	73%	62%
5th	62%	61%
6th	53%	49%
7th	54%	49%
8th	55%	47%

Principal Data	
Name	Donna Nilsen
Teacher Active Years	10
Principal Active Years	3.91
Total Years @ School	7.9
Teacher Years @ School	0.97
Principal Years @ School	3.91
Asst Prin. Years @ Scho	3.01

Teacher Rating Data			
	2015	2016	2017
Highly Effective	15	13	0
Effective	40	42	0
Satisfactory	11	14	12
Developing	2	1	0
Continuing	3	5	5

Suspension Data by School		
2015-2016	2015-2016 Total	
By Principal	21	26
By Superintendent	5	
2016-2017		
By Principal	21	23
By Superintendent	2	
Difference		3

School Staff PLO Breakdown:	
January '17	5
February '17	8
March '17	8
April '17	5
May '17	0
June '17	0
Total	18

All Data Below is Classroom Data [Please refresh the Choose classroom tab for accurate data]

Ethnicity Data by Classroom			
MULTI-RACIAL%	3%	ASIAN	10%
WHITE%	10%	AMERICAN INDIAN OR ALASKAN NATIVE	0%
HISPANIC	41%	NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER	0%
BLACK	34%	WHITE - NOT OF HISPANIC ORIGIN	0%
Demographic Data			
HOME LANGUAGE ENGLISH - %	69%	Special Ed Flag	0%
MEAL%	31%	IEP_SPEC_ED_FLG	24%

Classroom ELA & Math Scores	
ELA	59%
MATH	31%

APPENDIX

LINK TO BIO: <https://dataliteracyfor.education/resume/>

LINK TO LINKEDIN: <https://www.linkedin.com/in/robertazeemjacksoniii/>

LINKS PRIOR MENTIONED PUBLIC SPEAKING:

- Legacy International – Forum in Race + Common Good
- LAK '19
- Career in Data & Analytics *ChampAmerica*
- *Data For Black Lives Conference*

Policy Briefs and Primers ([LINK](#))

- Big Data in Education
- Social Emotional Learning & Culturally Responsive Leaders in Schools
- Primer on using New Metrics for 21st Century Learning

Relevant Skills

Data Science + User Experience researcher: I have designed digital survey, dashboards, and other analytics based solutions for local and state governments with an emphasis on supporting tech-novices & Sr. leadership.

Data Analysis + Racial Equity Lens: I have a background in regression analysis and various other forms of multi-level statistical analysis. I approach all social science research (qualitative and quant.) with a racial equity lens/disparity analysis.

Tech Project Management: As an educator turned technologist and consultant I've mastered the skill of providing my audience with the impactful information needed to make bespoke tech solutions.

Data Stewardship + Podcast Producer: I write and speak publicly on algorithmic bias, and the potential positive impact of big data & analytics in public work. I advocate for community-center tech solutions. I also produce my own podcast.