








# DATA ROLLOUT DIAGNOSTIC

Rolling out data to district administrators, principals, teachers, or other district stakeholders is easier said than done. Before you release data this back-to-school season, take the time to evaluate your plan for any gaps you might have overlooked.

## Step 1




Consider an upcoming rollout. Maybe you'll be sharing new reports; maybe it'll be an entirely new system. As you go through these questions, be as specific as possible. You might be well-prepared with certain phases of your rollout and not others; specificity will help you identify gaps.

	Success looks like...	Challenges look like...	Rate your org (1-5; 5 is best)
 <p><b>Who gets access?</b></p>	<p>Planning how you'll provision accounts</p> <p>Understanding which stakeholders should see which data and how to set their permissions accordingly</p> <p>Understanding data-literacy levels across stakeholders</p>	<p>Forgetting to consider FERPA</p> <p>Not considering how transparent your data culture is (or isn't) or the relationships between stakeholders</p> <p>Not nurturing stakeholders' data literacy</p>	
 <p><b>What content do they access?</b></p>	<p>Thoughtful planning with academic leaders, operations leaders, and so on to determine what data their stakeholders need</p> <p>Ensuring reasonably clean data</p> <p>Utilizing beta groups to pressure test your tools early</p>	<p>Rolling out data without understanding and/or owning the content</p> <p>Not releasing data because you're nervous about data quality, OR releasing without pressure testing</p>	
 <p><b>When should we provide access?</b></p>	<p>Preparing to give stakeholders access well in advance of group meetings</p> <p>Attaining insight into how people use data; having the right sense of urgency at the right time of year</p>	<p>Giving access without giving stakeholders sufficient time to prepare (e.g., right before an important meeting)</p> <p>Being out of sync with academic and/or reporting calendars</p>	
 <p><b>Why are we providing access to these data?</b></p>	<p>Maintaining a holistic perspective on which goals your organization wants to prioritize and how data supports those goals</p>	<p>Data is interesting but not actionable, feels punitive, and does not inform decision-making</p>	



	Success looks like...	Challenges look like...	Rate your org (1-5; 5 is best)
 <p><b>What is success?</b></p>	<p>Having a clear understanding of what ideal stakeholder use looks like</p> <p>Setting goals for your team around usage and outcomes</p>	<p>Assuming the more usage the better, instead of starting with the habits you're hoping to change and the usage data those new behaviors would generate</p> <p>Not having stakeholder-centered goals (e.g., expecting instructional staff to devote time to report-building on their own)</p>	
 <p><b>How will you know you're on track?</b></p>	<p>Employing real use cases backed by usage data</p> <p>Getting on the ground and speaking directly to your stakeholders</p>	<p>Lacking milestones toward your vision of success</p> <p>Only using qualitative or quantitative data instead of both in tandem.</p> <p>Accepting too much distance from stakeholders</p>	
 <p><b>What will you do if you're not on track?</b></p>	<p>Thoughtfully considering why stakeholders engage more and why they engage less</p> <p>Assuming your locus of control is large</p> <p>Soliciting feedback, iterating, and soliciting feedback again</p>	<p>Publishing more reports or giving access to additional audiences too quickly</p> <p>Overlooking light-lift ways to spark engagement such as failing to celebrate growth on important metrics</p>	
 <p><b>How did you do it?</b></p>	<p>Nurturing a positive data culture; meeting people where they are</p> <p>Strengthening relationships with your stakeholders</p> <p>Being able to make gains and show them</p>	<p>Unintentionally enabling a punitive data culture</p> <p>Stakeholders viewing relationship with data team as "all give, no get"</p>	

## Step 2:

Next, if you marked a 3 or below for any of the above elements, start here to begin bolstering your rollout plan.

	Questions to consider	Best practices	One step I can take to strengthen my rollout plan
 <p><b>Who gets access?</b></p>	<p>Are you starting with administrators and expanding from there? Or are you starting with teachers and rolling up?</p> <p>Who's data hungry, and have you leveraged them for early feedback yet?</p>	<p>Start with administrators.</p> <p>Use data-hungry staff members as early sounding boards.</p>	
 <p><b>What content do they access?</b></p>	<p>Are these individuals authorized to view these data?</p> <p>Do these stakeholders care about these data?</p>	<p>Carefully consider FERPA and other student privacy regulations before offering access.</p> <p>Data can easily feel overwhelming. Tailor what you share to each stakeholder group so they can focus on the relevant, actionable data that matters to them.</p>	
 <p><b>When should we provide access?</b></p>	<p>When do data matter to these specific people?</p> <p>When is data updated? That will be when it's most interesting.</p> <p>How quickly can you clean, ingest, blend, and visualize the data?</p>	<p>Schedule your rollout to match stakeholders' needs. Does the superintendent care about state test results?</p> <p>Roll out data when last year's results are released. Do teachers want to get to know their new students before the school year?</p> <p>Aim for back-to-school season.</p>	

	Questions to consider	Best practices	One step I can take to strengthen my rollout plan
 <p><b>Why are we providing access to these data?</b></p>	<p>When do data matter to these specific people?</p> <p>When is data updated? That will be when it's most interesting.</p> <p>How quickly can you clean, ingest, blend, and visualize the data?</p> <p>How does using these data serve your students?</p> <p>What behaviors are these stakeholders expected to engage in as a result of viewing these data?</p> <p>How would this stakeholder group answer this question? Is their answer the same as yours? If not, what don't you understand about their work? What haven't you explained about these data?</p>	<p>Ask your stakeholders "Why?" when you release data to them.</p> <p>Ask them to articulate how data serve students is a great tone-setting technique.</p>	
 <p><b>What is success?</b></p>	<p>Do you have leading indicators (e.g., usage data) that will signal early success?</p> <p>What is your usage benchmark?</p> <p>How does your rollout success contribute to your common organizational goals?</p>	<p>Set SMART goals.</p> <p>Just as you would with any other district goal, consider how your data use goals contribute to the organization's overall goals for student and school success.</p>	
 <p><b>How will you know you're on track?</b></p>	<p>Do you have access to usage data?</p> <p>How will you differentiate the behaviors of various stakeholders your usage data?</p>	<p>Usage data is key! If possible, take careful note of pre-rollout data so you have a benchmark.</p> <p>Feedback isn't necessary a bad thing. Engagement—even critical engagement—can be a sign that you're close to meeting your colleague's needs.</p>	

	Questions to consider	Best practices	One step I can take to strengthen my rollout plan
 <p><b>What will you do if you're not on track?</b></p>	<p>How will these stakeholders give you feedback? Do they know to use this channel?</p> <p>Are you equipped to respond to their feedback, whether or not you grant their requests?</p> <p>When might you be able to approach them for feedback?</p> <p>Do you have access to these stakeholders later in the year for a follow-up?</p>	<p>Rolling out data is a process, so assume interventions will be necessary.</p> <p>Don't forget to investigate unusually high data use—you want to learn from both successes and challenges.</p>	
 <p><b>How did you do it?</b></p>	<p>What does this stakeholder group care about?</p> <p>How has this group felt about data in the past?</p> <p>What language, framing, and even visualization tools can you use to promote empathy, curiosity, ownership, and collaboration?</p>	<p>Assume best intent. Approach your stakeholders with empathy and curiosity. Assume that whatever is blocking your data from meeting their needs is in your control.</p>	

### Step 3:

Once you've bolstered any weak elements of your plan, try the diagnostic plan again. Are you scoring higher? Great! If you're struggling to bolster certain elements of your plan, stay tuned for an upcoming roll-out kit with sample project plan and slide deck that you can borrow for your own roll-out.

And if you're looking for a new system to to keep all your stakeholders tracking towards the same goals, click here to check out [Mosaic District Progress Monitoring](#), Schoolzilla's multiple measures dashboard solution.