



ZOOM! Data Source

Engineering Student Achievement Data Management
Solutions for Charter Schools

Information Alliance - October 19, 2010

Sabrina Skinner, Director of ZOOM! Data Source, CCSA
David Castillo, Principal of Oakland Unity Charter High School



California Charter
Schools Association

What is ZOOM! Data Source?

ZOOM! Data Source is **CCSA's student achievement data program** that empowers public charter schools to improve student learning, increase teacher effectiveness, and enhance their data culture.

ZOOM! Data Source

Technology Tool DataDirector™

CCSA negotiates below-market rates on DataDirector, the market-leading online student achievement data management tool

Technical Support

To make it possible for charter schools to access DataDirector, CCSA provides customized technical support to schools in uploading data and beyond

Continuous Professional Development

To enhance schools' meaningful use of data, ZOOM! offers free webinars on technical refreshers & data-driven practices from fellow school leaders

ZOOM! Data Source

Powered By: **DataDirector™**
Understanding data for student success



History & Background

- CCSA has worked with individual charters and CMOs to craft this solution
- Designed to facilitate access for all sized schools– small & large
- Solution applicable beyond CCSA and charter world
- ZOOM! is committed to growing, learning & collaborating
- Before ZOOM!, a few CMOs were accessing DataDirector. Most small-/mid-sized charters were using excel/pencil/paper to track student achievement.

2006

2007

2008

2009

2010

CCSA launched strategic plan in response to member survey, identifying need for better quality data & practices around student achievement data.

30 CCSA member schools participate in rigorous pilot of 3 vendors, generating insights to inform ZOOM! training, support, & customization.

Pilot leads to selection of DataDirector™. CCSA negotiates 5-yr contract. Program is free to charters. 150 schools on ZOOM! at close of 2008-09

Program essentially free except scanner fee (\$820). 250 CA charters participate in ZOOM!

High retention in light of transition to fee-for-service. Current cost is \$5 per student, a below-market rate.

ZOOM!...

an Instructional Tool

Compiling student achievement data into one place including state tests, benchmarks, formatives, teacher-created assessments and more—ZOOM! Data Source empowers teachers to make more targeted instructional decisions and enhance student progress.

Standard/Cluster	Chacon, Larry Period N/A 26 Students	Escobar, Jarvin Jae Period N/A 30 Students	Garcia, Yarely Period N/A 25 Students	Jacinto, Tomas Period N/A 4 Students	Thornton, Kimberly Period N/A 2 Students	Vaz...
LA.5.RW.1.1.2 (5)	42.31%	40%	42%	56.25%	12.5%	65.3
LA.5.RW.1.1.5 (5)	39.74%	62.22%	56%	100%	16.67%	75.6
LA.5.RC.2.2.3 (5) Destination	48.08%	60%	40%	62.5%	50%	80.7
LA.5.RC.2.2.4 (5) Destination	51.28%	70%	61.33%	75%	50%	73.0
LA.5.RL.3.3.4 (5)	39.42%	56.67%	44%	93.75%	12.5%	75.8
LA.5.RL.3.3.7 (5)	38.46%	50%	29.33%	66.67%	33.33%	53.8
LA.5.RL.3.3.2 (5) Destination	55.13%	67.78%	58.67%	91.67%	16.67%	85.8
LA.5.RL.3.3.3 (5)	43.27%	72.5%	60%	93.75%	37.5%	82.1
LA.5.WS.1.1.6 (5)	51.92%	55%	52%	56.25%	50%	68.2
LA.5.WC.1.1.5 (5)	63.46%	67.22%	56.67%	87.5%	8.33%	73.0
LA.5.WC.1.1.2 (5)	56.15%	51.33%	52.8%	75%	20%	61.5
LA.5.WS.1.1.3 (5)	38.46%	58.67%	47.2%	55%	20%	68.4
LA.5.WC.1.1.3 (5)	43.59%	54.44%	52%	50%	0%	70.5
Questions	47.8%	58.84%	50.69%	74.49%	23.47%	71.1
Class Average	47.8%	58.84%	50.69%	74.49%	23.47%	71.1

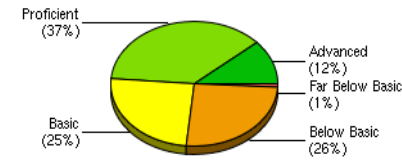
Victor Jr Jackson
 Grade: 10
 Student ID: 13356
 School: Andrews High School (Term: F, Term: S)
 Academic Year: 2009-2010

Language Fluency: English
 Primary Language: African American or Black
 Ethnicity: African American or Black
 Parent/Guardian: Gender: Birthdate: Phone Number:

California Standardized Test Overview

Academic Year	Test Taken	Prof. Level	Scaled Score	Advanced	Proficient	Basic	Below Basic	Far Below Basic
2008-2009	Grade 10	Proficient	352	13	42	28	29	1
2006-2007	Grade 8	Far Below Basic	232	0	0	0	0	0
2008-2009	Grade 10	Basic	341	0	0	0	0	0
2007-2008	Grade 9	Far Below Basic	257	0	0	0	0	0
2006-2007	Grade 8	Far Below Basic	249	0	0	0	0	0
2008-2009	World History	Far Below Basic	250	0	0	0	0	0
2008-2009	Algebra I	Proficient	356	0	0	0	0	0

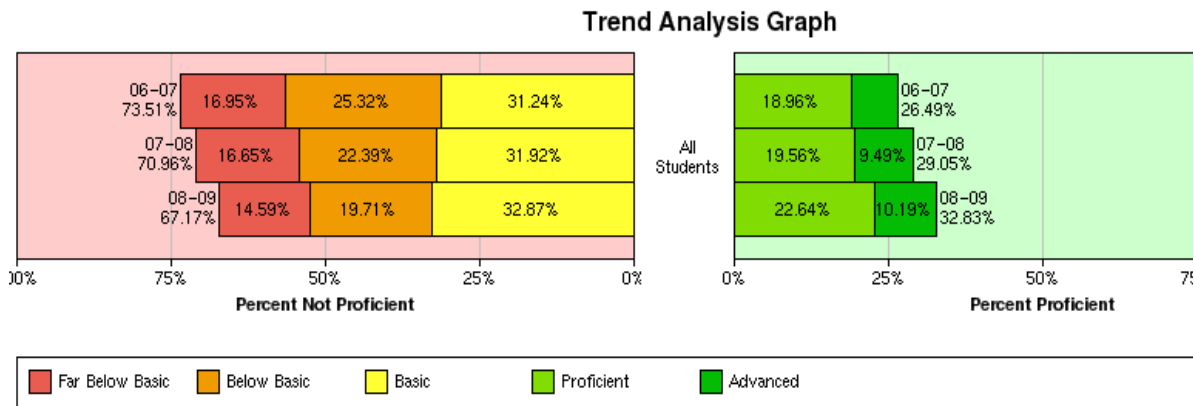
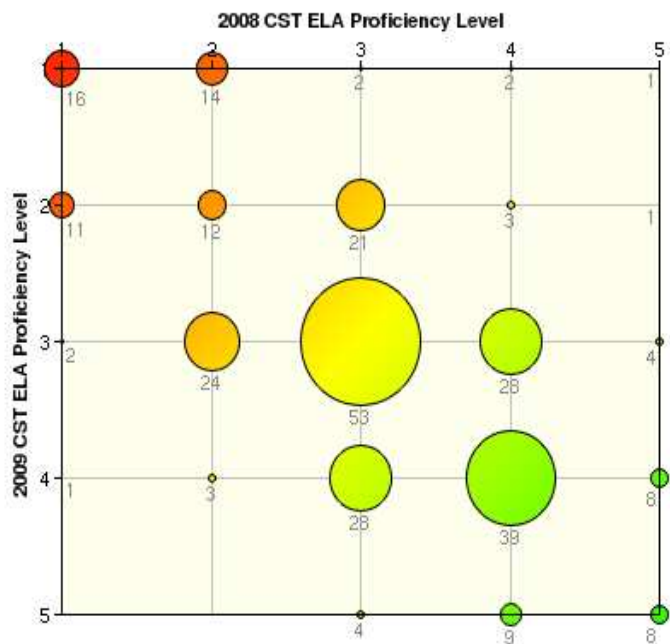
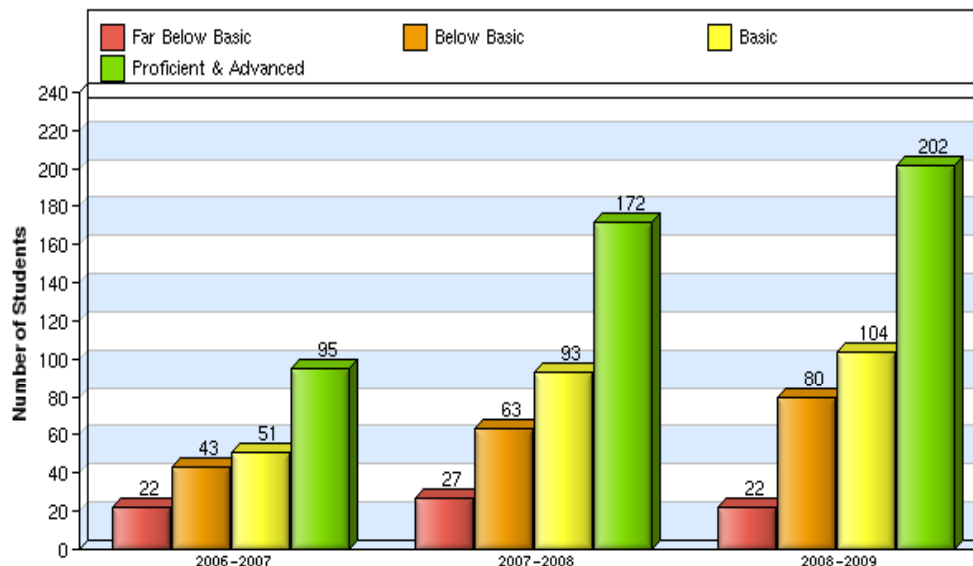
Performance Level	# Students	% Students
Advanced	13	12
Proficient	42	37
Basic	28	25
Below Basic	29	26
Far Below Basic	1	1
Total	113	100%



ZOOM!...

A Communication Tool

Enables schools to powerfully illustrate student progress and attainment of goals to external entities (authorizes, WASC, board, funders)





California Charter
Schools Association

Video

Stats on ZOOM!

- ZOOM! participants represent **one in four charters** in CA and a total of **230 charters**, which is more than exist in all but six states
- ZOOM! **currently serves over 78,000 students**, which is more than exists in all but four states
- ZOOM! has **served about 125,000** students since 2007
- While ZOOM! is most frequently used among student achievement data programs, shockingly most charters are using NO program at all
- How can we get more schools to use this type of data solution?

Oakland Unity – ZOOM! School

About Oakland Unity

- David Castillo, Principal
- Launched in 2003
- Grades 9-12
- Located in East Oakland, CA
- Currently serves 230 students
- Free & Reduced Lunch = 85%
- Latino & African-American student population
- **100 API growth since 2008**

Oakland Unity – ZOOM! School

Data Culture & ZOOM!

- Focus on data began in 2008-2009
- Mindful introduction / Establish climate of teacher support
- Focus on proficiency and alignment of curriculum
- Implementation of schoolwide quarterly benchmark assessments
- Meaningful feedback for administrators, teachers, and students
- Shifting academic school culture
- Ongoing teacher support



California Charter
Schools Association

Demo and Question & Answer

THANK YOU!

ZOOM! Data Source
CA Charter Association

www.calcharters.org/services/zoom

Sabrina Skinner - Director, ZOOM!

SSkinner@calcharters.org

310 770 2512 (m)

Taryn Carter - Deputy Director, ZOOM!

Tcarter@calcharters.org

310-497-9546 (m)

Oakland Unity Charter High School

www.unityhigh.org

David Castillo – Principal, Oakland Unity

dcastillo@unityhigh.org

EdTrust West

www.edtrustwest.org