

# EDUCATION DATA Squad

## NEWSLETTER



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### WHAT'S YOUR DATA STORY?

With the launches of ZoomWV, ZoomWV-e, the Early Warning System, and other data tools during the past year, district and school staff have had greater access to information than ever before. How is it working out for you?

Tell us how you are using the data tools and information to help your students, and you can be featured in an upcoming Data Squad Newsletter! Send your data story to [zoomwv@help.k12.wv.us](mailto:zoomwv@help.k12.wv.us).

### DO YOU NEED TRAINING?

We can offer training for district or school staff on various topics. We can help you understand your responsibilities for keeping students' information secure. We can help you learn to navigate and use ZoomWV or ZoomWVe to make decisions that can help students achieve. We can even help you become a Zoom expert who can offer training to other staff! Whatever you need we can help! Contact us at 304-558-7881 or [zoomwv@help.k12.wv.us](mailto:zoomwv@help.k12.wv.us).

### WEST VIRGINIA STUDENT ASSESSMENTS

Assessment season is almost here! Students in West Virginia participate in annual assessments to determine their proficiency in critical knowledge and skill areas and to ensure that we're offering the best instruction and support services we can to serve their needs. Be sure to read the summaries in this newsletter about our General Summative Assessment, Alternate Summative Assessment, and ELPA21.

### ALTERNATE ASSESSMENT

West Virginia Alternate Summative Assessment is specifically designed for students with significant cognitive disabilities whose performance cannot be adequately assessed through the general summative assessment instrument, even with accommodations. The criteria for alternate assessment is set forth in the [Guidelines for Participation in West Virginia State Assessments](#). Students who are administered the alternate assessment must be instructed using the appropriate grade level Alternate Academic Achievement Standards and are pursuing a modified diploma. Students are assessed in English language arts and mathematics in grades 3-11 and science in grades 4, 6, and 10.

Melissa Gholson, Ed.D.  
Coordinator - Office of Assessment  
[mgholson@k12.wv.us](mailto:mgholson@k12.wv.us)

### WEST VIRGINIA GENERAL SUMMATIVE ASSESSMENT (WVGSA)

The West Virginia General Summative Assessment (WVGSA) is the state test administered at the end of each school year. The English language arts (ELA) and mathematics assessments are administered to students in grades 3-11, and the science assessment is administered to students in grades 4, 6 and 10. The ELA and mathematics assessments are computer adaptive, which means each student's individual test adjusts based on how he or she responds. For example, if a student answers questions correctly, the next set of questions the student receives will be more difficult; if a student answers questions incorrectly, the next set of questions the student receives will be easier. A computer adaptive test allows a more precise, valid and reliable score for each student. The science assessment is a fixed-form tests, which means all students receive the same grade-level questions. Results from the WVGSA provide information about a student's academic strengths, as well as any areas that need improvement, in each assessed content area.

West Virginia provides accommodations, designated supports and universal tools to ensure all students have access to the assessments. The state offers assessments in a variety of forms, including braille, large print and Spanish. For more options and information, see the West Virginia Guidelines for Participation in Statewide Assessments.

Dr. Vaughn G. Rhudy, NBCT  
Executive Director - Office of Assessment  
[vrhudy@k12.wv.us](mailto:vrhudy@k12.wv.us)

## ELPA21

ELPA21 is a computer-based English language proficiency assessment that measures a student's proficiency in reading, writing, speaking, listening to, and understanding of English. Students who have been identified as English language learners (ELL), through a locally-conducted screening process, are administered the assessment annually in order to measure the progress a student is making in achieving English proficiency. Federal provisions for Title I and Title III of the Elementary and Secondary Education Act (ESEA) requires individual states to annually administer an assessment of English proficiency to all students identified as ELL. The Office of Federal Programs utilizes the ELL data entered on the ELL tab in WOW to accurately identify the students who will take the annual ELPA21. The main purpose of the ELPA21 assessment is to qualify students for appropriate language services and help guide schools to best support student needs.

Robert Crawford  
Assistant Director – Office of Federal Programs

## DATA PRIVACY DAY

In January 2016, WVDE was excited to be a *Data Privacy Day Champion!* Data Privacy Day, observed annually on January 28, is an international awareness effort to encourage people to consider the privacy implications of their online actions and motivate organizations around the globe to make privacy and data protection a greater priority. WVDE marked the occasion with a Privacy Open House that included refreshments and refreshing tips for keeping personal information private. For the past two years, WVDE has been the only state PK-12 education agency that has committed to being a Data Privacy Day Champion.

You can learn more about Data Privacy Day—including how your district or school can become a Champion—at [StaySafeOnline.org](http://StaySafeOnline.org). While you're there, visit the National Cyber Security Alliance's "*Stop. Think. Connect.*" site for tips and advice to keep yourself and your students safe online!

## ZOOMWV-E: UPDATES AND NEWS!

Have you visited ZoomWV for Educators (also called ZoomWV-e) lately? If not, you may want to take a little tour! WVDE has added new information and new features—and more is planned for the near future!

ZoomWV-e is a private portal for educators to access information stored in WVEIS for your district, school, or classroom. When you log on with your WebTop username and password, you will see a dashboard customized for your role and location. The different types of dashboards and "Related Dashboards" offer several ways for you to visualize and examine the data about your district, school, and students.

In addition to (finally) adding the 2014-2015 assessment results, we've made several other adjustments and additions. By request of educators in schools and districts across the state, WVDE's Zoom Team has added new filters for 504 status, graduation cohort, and diploma type. We also added new information and new ways of looking at data in several district- and school-level dashboards including attendance, discipline, and marks. We've updated the graduation and dropout dashboards to report the "official" rates. Now you can drill to your school-level to examine dropout rates. District, school, and classroom-level users now have access to a "student summary" dashboard that provides a look at several different pieces of student information in one centralized place.

We're also currently building several new dashboards for Career and Technical Education, Special Education, and the "Metrics that Matter" platform (aligned with Dr. Martirano's strategic plan). And we have more exciting updates planned for you, too!

Have you seen the new information? Have you tried the new filters? Tell us what you think at [zoomwv@help.k12.wv.us](mailto:zoomwv@help.k12.wv.us)!

Connect with ZoomWV-e here: <https://zoomwv.k12.wv.us/educators/>.

## UPCOMING EVENTS...

- |              |   |
|--------------|---|
| June 21 - 24 | WVEIS Summer Conference<br>Waterfront Hotel – Morgantown, WV            |
| July 19 - 21 | WV Statewide Technology Conference<br>Waterfront Hotel – Morgantown, WV |
| July 27 & 28 | 2016 Student Success Summit<br>Waterfront Hotel – Morgantown, WV        |

## CONTACT US...

E-mail: [zoomwv@help.k12.wv.us](mailto:zoomwv@help.k12.wv.us)  
Telephone: 304-558-7881

## END-OF-YEAR DATA COLLECTION-ARE YOU READY?

In these cold winter months, thoughts of a warm summer vacation might be on your mind. However, it is important to remember that your district's End-of-Year (EOY) data collections are due on or before July 1. As the academic school year in West Virginia looks to wind down and we move toward the July 1 due date, these cold months are a great time to develop and strengthen your EOY data collection strategy.

Why is a strategy important? First, using a strategy can reduce stress. While it is impossible to foresee all possible complications, using a strategy to prepare provides a strong base for success. A strategy also allows for more ownership in the process and a stronger correlation between collections. This affords the ability to designate responsible resources for issues and provides workable timelines for the personnel in your district.

A great place to start developing your strategy is the EOY data collection At-A-Glance Overview documentation found at [http://wveis.k12.wv.us/wveis2004/documents/EOY\\_ComponentOverview\\_SY14-15.pdf](http://wveis.k12.wv.us/wveis2004/documents/EOY_ComponentOverview_SY14-15.pdf). This resource also outlines the Business as Usual Collection Components that are due July 1. Being prepared and developing questions now will allow you to enjoy your summer vacation without the added stress of complications in your district's EOY data collections.

## UPCOMING EOY CERTIFIED DATA COLLECTIONS DUE ON OR BEFORE JULY 1!

- » EOY Enrollment
- » Special Education Exit Report
- » Discipline
- » LEP
- » FAY

For questions about certification, please contact the WVDE Data Governance unit, by phone at 304.558.7881, or by email at [zoomwv@help.k12.wv.us](mailto:zoomwv@help.k12.wv.us).

Jeff Pitchford  
Data Governance Specialist  
WVDE

## TELEPHONE SECURITY

Phone systems are one of the tools often overlooked when securing data. Below are some of the practices Putnam County Schools has implemented via a voice over IP system (VOIP) with little cost to the county.

- 1) Teachers receive an extension but no phone. Voicemail goes directly to their email accounts for easy access. This eliminates the need for parent/student notes, which can get lost, delayed in delivery, or have miscommunicated information.
- 2) School administrators and counselors have individualized fax numbers which are actually Direct Inward Dial (DID) numbers. Instead of fax machines, the documents go directly into their email accounts. This eliminates the possibility of confidential information left on a fax machine.
- 3) When any phone in the system calls 911, specified central office administrators receive an alert on their computer monitors and their phones will ring to indicate that 911 has been called from an identified extension.
- 4) When the need arises, calls can be recorded by the click of a Record button in the software.
- 5) When a telephone line fails, a simple route change on the software end allows the school to make calls using the central office telephone lines via the Internet. Also, parents can reach the school by dialing the central office phone number and entering the school's extension.
- 6) In the case of a power outage where networks fail, the dedicated fax line serves as the "emergency" line. The central office provides a basic phone that plugs into the fax line for emergency use.
- 7) Call history can be viewed at all times via software. Users can easily attach notes to phone calls for logs or future reference.

All of these features add security to the schools and their data. One main and one backup server plus a fax appliance and 911 software allow one person to manage the entire county from the central office. Putnam County Schools has reduced costs for telephone lines and phone system maintenance, added flexibility, and increased security of communication.

Dawn Gessel  
Director of Information Systems  
Putnam County Schools  
[dgessel@k12.wv.us](mailto:dgessel@k12.wv.us)

## DATA GOVERNANCE AT THE DEPARTMENT

Data governance encompasses all the processes, rules, and systems relating to the quality, collection, management, and protection of students' data. Through strong and systematic governance, we can ensure that we have a credible and reliable source of information about educational performance and progress in the Mountain State. All of us are committed to ensuring that the information in our data systems

- » are accurate, complete, timely, and relevant for the intended purposes,
- » are collected, maintained, used, and disseminated in a secure manner that respects the privacy of the people those data represent and ensures confidentiality,
- » meet the goals of promoting access to data for evaluating and monitoring educational programs and progress toward state and local goals, and
- » meet the goals of assuring accuracy to ensure that all decisions at all levels—from the classroom to the Capitol—are based on the best possible information.

The formal data governance bodies of the department—which include the Data Policy Committee, Data Governance Committee, and Data Stewards—lead and inform the work necessary to achieve these objectives. This winter, WVDE data governance staff led a review of these bodies to determine what changes might be needed to ensure continued quality, relevance, and utility in their work. WVDE offices reviewed and reappointed Data Stewards, and two new members were invited to join the Data Policy Committee. The biggest changes, though, were seen in the Data Governance Committee, which was restructured slightly to ensure that all divisions at WVDE and other key stakeholder groups were well represented.

As part of that restructuring process, WVDE expanded the number of districts represented from three to five and also invited participation from representatives of the Office of Institutional Education Programs, a multi-county Career and Technical Center (CTE), and a RESA. The Committee felt that these changes were crucial for ensuring that the data needs of our educators in the field were well represented in all discussions and decision making.

WVDE is very grateful for the willingness of our district, RESA, and multi-county CTE colleagues to bring their expertise and perspectives to our data governance work!

Jeremy Baisden, Cabell County  
Jim Mahan, Jackson County  
David Soltesz, Marshall County  
Dawn Gessel, Putnam County  
Bob Mathews, Wood County  
Chris Cress, Mid-Ohio Valley Technical Institute (MOVTI)  
Mike Harker, RESA 7

## STATEWIDE ENROLLMENT FILE: THE KEY FOR DATA QUALITY

Live basic student enrollment data (STU.301) exists at both the district level and the state level (statewide enrollment file). This redundancy ensures data integrity and safety and allows applications to be built and operate at the district, regional (RESA) and state level. While having accurate district level data is important for all applications, it is the statewide file that transforms WVEIS into a consistent universal data system instead of simply a district or regional one. When enrollment collections occur, the resulting data is compared to the statewide file to ensure accuracy. When the data is clean, applications run at optimal levels, formula accuracy is verified as correct, and analyzing of data begins. The statewide enrollment file is the master data key for all student information and is the foundation of the entire data structure.

Mike Harker  
WVEIS Systems manger  
RESA 7

## STUDENT DATA

### SPEEDY SEVEN

#### TIPS TO RESPECT & PROTECT STUDENT PRIVACY

- 1.** COMPLY WITH STATE AND FEDERAL PRIVACY LAWS, AND ADHERE TO DISTRICT REGULATIONS, POLICIES, AND PROCEDURES ESTABLISHED TO MAINTAIN STUDENT DATA CONFIDENTIALITY.
- 2.** USE DATA FOR EDUCATIONALLY-RELATED DECISIONS AND ONLY AS NEEDED TO PERFORM JOB DUTIES.
- 3.** DO NOT DISCLOSE DATA TO ANYONE WHO ISN'T SPECIFICALLY AUTHORIZED TO ACCESS IT FOR LEGITIMATE EDUCATIONAL PURPOSES.
- 4.** DO NOT EMAIL STUDENT IDENTIFYING INFORMATION; EMAILS CAN BE FORWARDED OR SENT TO SOMEONE IN ERROR!
- 5.** BE SURE TO KEEP PASSWORDS CONFIDENTIAL; THEY ARE ELECTRONIC SIGNATURES.
- 6.** DO NOT ACCESS STUDENT DATA USING ANOTHER PERSON'S USERNAME OR PASSWORD.
- 7.** QUICKLY REPORT ANY STUDENT PRIVACY BREACHES TO WVDE'S DATA GOVERNANCE TEAM.