DQC
DATA QUALITY CAMPAIGN

Parents & Teachers Agree: Data Is Key to Supporting Students

Parents* value data as a key resource to inform their decisions.

95% of parents support teachers' use of data to make sure that their students are getting all the support they need, up from **90%** in 2015

93% of parents need data so they can help their children do their best

90% of parents say a school's performance rating helps them make decisions related to their child's education

Teachers use data to plan and enhance their instruction.

Of teachers polled:

87% identify learning goals

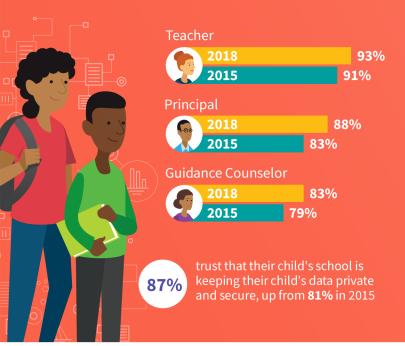**86%** know what concepts students learn

84% plan instruction

Potential of Personalization:

89% of teachers say they use data to customize learning for each student's unique needs, something **94%** of parents are looking for

Parents increasingly trust educators to use their child's data appropriately.

Teacher
- 2018 — 93%
- 2015 — 91%

Principal
- 2018 — 88%
- 2015 — 83%

Guidance Counselor
- 2018 — 83%
- 2015 — 79%

87% trust that their child's school is keeping their child's data private and secure, up from **81%** in 2015

Teachers value data as a door opener with parents.

86% data helps communicate with parents about their children's performance

85% data gives an objective place to start conversations

And they're looking for schools to share even more:

75% want their school to do a better job getting parents information about their students' progress in school

States have a role to play in creating a culture of data use that puts students at the center.
To see how, check out DQC's Four Policy Priorities to Make Data Work for Students.