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%
- Trust that their child’s school is keeping their child’s data private and secure, up from 81% in 2015

Principal
- 2018: 88%
- 2015: 83%

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

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.

*Throughout this infographic “parents” refers to those who have children age 5-17 who are currently in school.

SOURCE: Online surveys conducted within the United States by The Harris Poll on behalf of Data Quality Campaign: May 23-26, 2018, among 762 full-time K-12 grade teachers, May 17-21, 2018, among 914 parents of children ages 5-17, 842 of whom had children attending school, November 6-16, 2015 among 1,093 parents of children ages 5-17, 1,032 of whom had children attending school. For more information, please contact: info@dataqualitycampaign.org