FACT SHEET

DQC
DATA QUALITY CAMPAIGN

OUR BIG IDEA

When students, parents, educators, and policymakers have the right information to make decisions, students excel.

STUDENTS benefit from personalized learning and track their own progress toward their college and career goals.

PARENTS get timely information to make decisions about their kids' learning and better advocate on their behalf.

EDUCATORS have time-saving tools and resources at their fingertips to help them practice more effectively.

POLICYMAKERS have the evidence they need to direct scarce resources in ways that truly work for students.

GOALS

Increase public understanding of the value of education data.

Ensure that everyone with a stake in education has timely access to the right information.

Improve the capacity of and conditions for teachers and school leaders to use data.

STRATEGIES

1 Lead efforts to build consensus and collaboration for the effective use of data to improve education outcomes.

2 Build knowledge and create evidence-based recommendations and resources for the field.

3 Advocate for and support changes in policy and practice to ensure that data effectively and securely follow and serve the individual.

OUR FOUR POLICY PRIORITIES

Policymakers, advocates, and educators should:

- **Measure What Matters.** Be clear about what you want to achieve for students and have the data to ensure that it gets done.

- **Make Data Use Possible.** Provide teachers and leaders the flexibility, training, and support they need to answer their questions and take action.

- **Be Transparent and Earn Trust.** Ensure that every community understands how its schools and students are doing, why data is valuable, and how it is protected and used.

- **Guarantee Access and Protect Privacy.** Provide teachers and parents timely information on their students and make sure it is kept safe.

HOW WE WORK

We advocate to change the role of data in education so that every student not only is counted but also counts.

- National nonprofit, nonpartisan advocacy organization launched in 2005 by 10 national organizations.

- Identifies and shares stories of what effective data use looks like from early learning to the workforce.

- Collaborates with organizations at the national, state, and local levels to translate lessons learned into policy actions that support effective data use.

- Highlights the value of data and how they are safeguarded.

- Builds knowledge and creates evidence-based roadmaps and resources to guide the field.

- Governed by a board of directors from the nonprofit, business, and public education sectors.

BUILDING ON SUCCESS

Better data	In 2005, DQC identified the 10 Essential Elements of Statewide Longitudinal Data Systems, providing a roadmap for states as they built data systems to improve student achievement.	In 2007, Congress approved the America COMPETES Act, including components that are very closely aligned to DQC's 10 Essential Elements. Every state has committed to implementing all 10.	Information from strong state longitudinal data systems, when combined with data from classrooms, offers a more **powerful tool to improve student learning.**
Improved access	In 2009, 12 states were producing public high school feedback reports on how graduates fared in postsecondary.	In 2014, this number increased to 41 states.	Everyone with a stake in education, especially in underserved communities, should have **access to quality information** to support students.
Increased awareness	In 2009, no states were prioritizing teachers and principals developing the skills to use data appropriately.	In 2014, 18 states were implementing policies to ensure that educators knew how to use data to inform teaching and learning.	**Building capacity and trust** among teachers and principals to use data is critical to improving student achievement.
Long-term sustainability	In 2009, 8 states used funds to support their P–20/ workforce data systems.	In 2014, 41 states committed funds to ensuring these systems' long-term sustainability.	Policies and practices must focus on ensuring that data **meet people's information needs** and systems work in service of individuals.