



Associate Commissioner
Office of Curriculum, Assessment and Educational Technology

June 2013

TO: BOCES District Superintendents
Superintendents of Public Schools
Principals of Charter and Other Public Schools

FROM: Ken Wagner

SUBJECT: EngageNY Portal: Data Dashboard Selection and Portal Implementation

The EngageNY Portal (formerly known as the Education Data Portal or EDP) is scheduled to launch in fall 2013. The EngageNY Portal will include data dashboards that provide educators, parents, and students with secure access to educational data along with access to Common Core curriculum and instructional resources. To learn more about the history of the EngageNY Portal, its benefits, and the New York State Education Department's (NYSED) commitment to protecting student and teacher data security and privacy, please see the March 2013 memo entitled "Education Data Portal and Common Core Implementation" available at <http://usny.nysed.gov/rttt/data/edp-memo.pdf>.

As part of its Race to the Top grant, NYSED contracted to offer school districts, BOCES, and charter schools with three different data dashboard options (DataCation from ConnectEDU, myTrack from eScholar, and Schoolnet from Pearson). Each district, BOCES, and charter school will have an opportunity to select the data dashboard option that best meets the needs of their local educators, students, and families. Race to the Top participants are required to participate in the EngageNY Portal, but we encourage every district, BOCES, and charter school in the State to take advantage of this program.

The table below includes key EngageNY Portal milestones:

Target Date	Event
July 2013	Data Dashboard Learning Period The New York State-contracted EngageNY Portal dashboard vendors (DataCation from ConnectEDU, myTrack from eScholar, and Schoolnet from Pearson) will begin reaching out to districts with informational materials. Districts may add their names to a "do not contact" list to avoid communications from any or all of the vendors.
August 2013	Data Dashboard Demonstrations District representatives will be invited to attend one of the regional demonstrations, as well as an online webinar, to inform their decision about which data dashboard to select.
August - September 2013	Data Dashboard Selection The selection process will begin concurrently with data dashboard demonstrations and continue through September, enabling each district-, BOCES-, or charter school-authorized representative (selected by the

	superintendent or charter school principal) to select one of the three dashboards for use at no cost during the 2013-14 school year (another selection process will be held prior to the 2014-15 school year).
Fall 2013	EngageNY Portal Launch Educators across the state will be able to access the EngageNY Portal and the data dashboard that was selected by the district, BOCES, or charter school.
Fall 2013	EngageNY Portal Training Train-the-trainer sessions and training materials will be made available to support educators in their use and understanding of the EngageNY Portal and dashboards.

Please share this information, as appropriate, with educators, students, and families in your school community. NYSED will provide more detailed information in July about registration for the regional demonstrations, dashboard selection, the EngageNY Portal launch, and training activities and materials.

DATA DASHBOARD LEARNING PERIOD

New York State-contracted dashboard vendors (DataCation from ConnectEDU, myTrack from eScholar, and Schoolnet from Pearson) will begin outreach on July 8, 2013 and will continue through the end of the selection process.

NYSED has developed a list of “ground rules” to ensure that districts, BOCES, and charter schools have access to high quality information and that vendors are consistent, clear, and accurate in their approach as they seek to convey the unique features and value of their products. For further details regarding these rules, please see Appendix A – Data Dashboard Learning and Selection Period Ground Rules.

Data Dashboard “Do Not Contact” Process

Each district-, BOCES-, or charter school-authorized representative (selected by the superintendent or charter school principal) can elect to halt communications between a New York State-contracted data dashboard vendor at any point during the learning and selection period by indicating in the secure online data dashboard selection tool (to be found at <http://portal.EngageNY.org>) that they prefer not to receive further communications. Additional details about this tool will be provided in July.

Data Dashboard Presentations During Learning and Selection Period

To ensure fairness and consistency, New York State-contracted dashboard vendors are not permitted to demonstrate their products prior to the regional demonstrations and webinar. At the request of districts and their representatives, these vendors may conduct general product discussions and presentations, but should urge participants to attend a regional demonstration to inform their dashboard selection.

DATA DASHBOARD DEMONSTRATIONS

Webinar

The dashboard demonstration webinar will be available to view on demand throughout August and will provide districts, BOCES, and charter schools with an introduction to the data dashboards and the EngageNY Portal. This interactive webinar will complement the regional demonstrations and provide information and guidance to districts, BOCES, or charter school representatives unable to attend in person.

The webinar will include dashboard demonstrations, an ongoing Q&A exchange, and full descriptions of the selection process with a demonstration of the online selection tool.

Regional Demonstrations

The EngageNY Portal team and the data dashboard vendors will provide district, BOCES, and charter school representatives with a series of live product demonstrations at twelve locations across the State. The information gathered at these events will inform data dashboard selections for the 2013-14 school year. Prior to the regional demonstrations, district, BOCES, and charter school representatives will receive a consumer's guide highlighting the core components of the data dashboards for comparison purposes. A document outlining the core components of the data dashboards that vendors are expected to demonstrate at these events will be made available via the NYSED EngageNY Portal website (<http://usny.nysed.gov/rttt/data/edp.html>) in July.

The demonstrations will occur in August on the dates and at the locations listed below. Each session will be four-hours long and include presentations and product demonstrations with ample time for questions and discussion.

Location (the hosting organization will contact attendees with the address of the demonstration location)	Date	District, BOCES, Charter School (LEA) Attendees
Western New York RIC	August 9	RIC LEAs, Buffalo
Monroe / EduTech RIC	August 14	RIC LEAs, Rochester
Central New York RIC	August 15	RIC LEAs, Syracuse
Greater Southern Tier / South Central RIC	August 16	RIC LEAs
Mohawk RIC	August 19	RIC LEAs
Suffolk RIC	August 20	RIC LEAs
Mid-Hudson RIC	August 21	RIC LEAs
Lower Hudson RIC	August 23	RIC LEAs, Yonkers
Nassau RIC	August 26	RIC LEAs
Franklin-Essex-Hamilton BOCES	August 27	The following LEAs: Brushton-Moria, Chateaugay, Malone, Raquette Lake Union,

		Saranac Lake, Tupper Lake, Lake Placid, Long Lake, St. Regis Falls, Salmon River
Northeastern RIC	August 28	RIC LEAs (excluding those attending Franklin-Essex-Hamilton BOCES)
New York City	TBD	NYCDOE and NYC charter schools

Who should attend? Superintendents and charter school principals should select attendees from their organization. Due to limited space, invitations will be restricted to three participants per organization. We recommend including local leaders in technology/data, curriculum, and instruction. Only registered attendees will be allowed entry at each location.

Which event do I attend? District, BOCES, and charter school representatives will attend the session hosted by their local RIC or BOCES. The Big 5 city school districts are invited to attend the sessions indicated in the chart above. Superintendents and charter school principals will receive an email in July directing them to an online registration process.

DATA DASHBOARD SELECTION

Districts, BOCES, and charter schools will be able to select the dashboard that best meets their local needs from August through the end of September. This selection will remain in effect until the fall of 2014, at which point the organization will be able to select the same or different dashboard at no cost for the 2014-15 school year. Data dashboard selections may not be changed mid-year.

The superintendent or charter school principal will be the default user of the selection tool with the option to assign a delegated user. Authorized users will receive login and password information from the EngageNY Portal team prior to the selection period.

To assist in selection, NYSED will provide a dashboard consumer’s guide, access to an EngageNY Portal helpdesk, online documentation, and support for districts to contact dashboard vendors regarding outstanding questions.

ENGAGENY PORTAL LAUNCH AND TRAINING

Educators will be able to access the EngageNY Portal and the selected dashboard during the fall 2013. Students in grade 6 and above and families of students enrolled in all grades will receive access by early 2014. Further details about features, functionality, and user access will be available soon.

EngageNY Portal training is scheduled from fall to winter 2013. The location of these sessions will be determined over the next four to six weeks. The training will consist of three components:

- Train-the-trainer sessions will be available to prepare participants to provide training within their respective district or school;

- District- and school-level trainers will receive materials developed by the EngageNY Portal team; and
- Webinar and videos will be available to all EngageNY Portal users on demand.

Additional information will be made available via a forthcoming field memo in July, including regional demonstration registration and agendas, dashboard selection, EngageNY Portal launch, and training activities and materials. Updates on the EngageNY Portal activities will be available at <http://usny.nysed.gov/rttt/data/edp.html>.

Thank you for your continued support with this important work.

C: Regional Information Center Directors
 Big 5 Data Coordinators
 Regional Information Center SIRS Project Managers
 Charter School Network Leaders

Appendix A – Data Dashboard Learning and Selection Period Ground Rules

Data Dashboard Learning and Selection Period Ground Rules Objectives

- To ensure consistency and clarity across dashboard product consideration and selection processes
- To ensure product materials and activities support districts, BOCES, and charter schools in making an informed choice among data dashboards
- To ensure accurate representation of data dashboard product functionality and features and when these will be available to use
- To avoid any unreasonable demands of time and effort by participating organizations and individuals
- To avoid any confusion or misinformation about the EngageNY Portal program and dashboard products

DATA DASHBOARD MARKETING GROUND RULES

1. **Truth in Marketing:** all product information must be accurate and verifiable in terms of what functionality and features will be available when, what assumptions have been made and how benefits have been calculated.
2. **Product Differentiation:** product materials must clearly distinguish between state funded data dashboard products and additional products and services that would, if contracted for outside of the EngageNY Portal project, result in additional costs to districts.
3. **Guidance and Co-branding:** all printed and digital marketing materials will incorporate EngageNY Portal co-branding, EngageNY Portal contact info, and these *Data Dashboard Learning and Selection Period Ground Rules*.
4. **Protocols and Roles:** Provided that vendors are truthful and respect the “do not contact” list, New York State-contracted data dashboard vendors may promote their EngageNY Portal offering prior to the demonstration and selection process.
5. **“Do Not Contact” List:** From July 8, 2013 NYSED will offer a "do not contact" request process to districts, BOCES, and charter schools that prefer not to be contacted by data dashboard vendors regarding their EngageNY Portal offering. This list will be made available online via a link from the NYSED public website. Dashboard vendors are required to discontinue any and all EngageNY Portal-related communications or marketing to LEAs listed on this site until the designated demonstration and selection period.
6. **Data Privacy:** all materials and activities must avoid exposure of any personally identifiable information and data.
7. **Access to Materials:** all digital and printed marketing materials must be made available to NYSED and the EngageNY Portal program community upon publication.

DATA DASHBOARD PRODUCT LEARNING PERIOD

- The Learning and Selection process for the dashboard products will begin on July 8, 2013 and continue through to the end of the selection process (anticipated to be September 27, 2013)
- During this period data dashboard vendors will be offering information regarding their dashboard products to districts, BOCES, and charter school representatives
- During this period, district, BOCES, and charter school- authorized representatives will have an opportunity to request to be on a “do not contact” list for marketing activities related to any or all three data dashboard products.

DATA DASHBOARD PRODUCT DEMONSTRATIONS

- Product Demonstrations: In August, a statewide webinar will be offered and 12 regional demonstrations will be held at regional RIC, BOCES, or district offices.
- During the 12 regional demonstration events, each dashboard vendor will have an opportunity to demonstrate their solution to a live audience (virtual or in-person) and to answer questions from participants.

PRESENTATIONS PRIOR TO DATA DASHBOARD PRODUCT DEMONSTRATIONS

If districts, BOCES, or charter schools approach data dashboard vendors for product demonstrations before the webinar and regional demonstration events begin in August 2013:

- Data dashboard vendors may conduct general product discussions or presentations but may NOT *demonstrate* EngageNY Portal dashboard products and features prior to webinar and regional product demonstrations.
- Data dashboard vendors may mention that their product will be one of the three dashboard solutions that districts can select as part of the EngageNY Portal statewide adoption process.
- Data dashboard vendors may share a description of the solution proposed in their RFP response – including wireframes, mock-ups, and/or screen shots.
- Data dashboard vendors may discuss how their dashboard solution integrates with other available products, including those currently in use by New York school districts, BOCES, and charter schools.
- Data dashboard vendors should explicitly state the importance of attending an in person regional demonstration event session or online product demonstration (being conducted in August and archived online for on demand viewing) in order to make an informed selection.

CONSEQUENCES OF VIOLATING DASHBOARD MARKETING GROUND RULES

- Reported violations of *Data Dashboard Learning and Selection Period Ground Rules* will be reviewed for clarification as needed and confirmation or elimination
- Data Dashboard vendors will be asked to correct or address any violation of Ground Rules with 48 hours of notification
- Violations of *Ground Rules* will be documented and made public to EngageNY Portal Community