

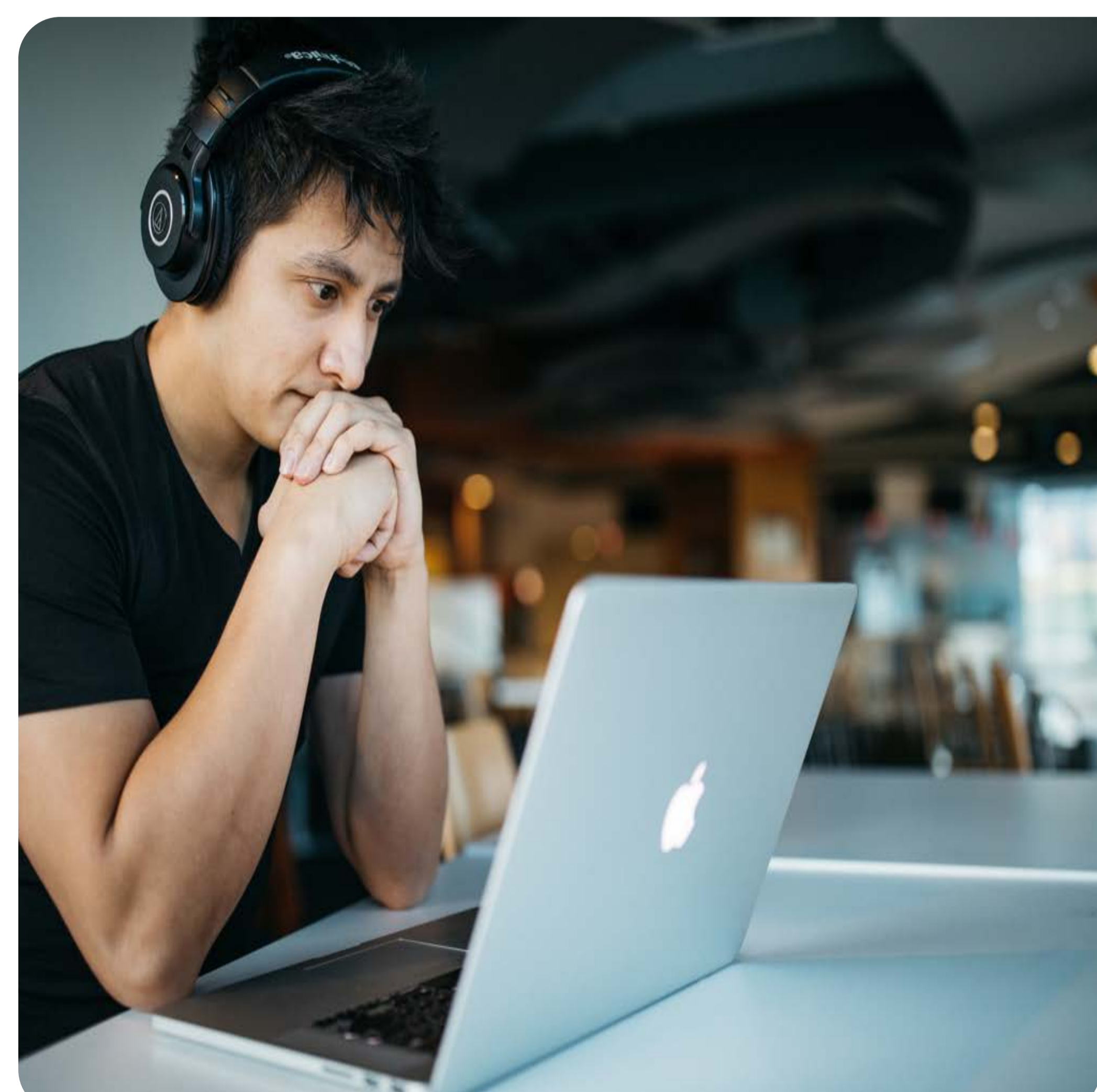
K-12 Digital Testing Strategy



Develop your why

Developing a clear understanding of why your school needs to move to digital testing allows you to create a plan with clear targets and KPIs.

- What are the current challenges around testing in its present state? Consider the administrator, teacher and student perspectives.
- What do you want your school to achieve through digital testing?



Create targets & KPIs

The outcomes expected need to connect to the school's overall objectives. KPI's help track the progress and the results is valuable to determine if the move to digital testing has the impact you intended.

Consider these:

- **Students:** Are the students performing better and is this new format of testing knowledge providing more opportunities for the learning experience?
- **Academic Excellence:** Can graduation rates, college and acceptance rates increase?
- **Student Engagement and Satisfaction:** Can student engagement be improved? How is this impacting student satisfaction and retention?
- **Staff Development:** Can we attract new or retain existing teachers? Can we improve the staff satisfaction rates, help teachers save time and improve quality?
- **Ranking:** Can this transition positively impact your ranking and reputation?

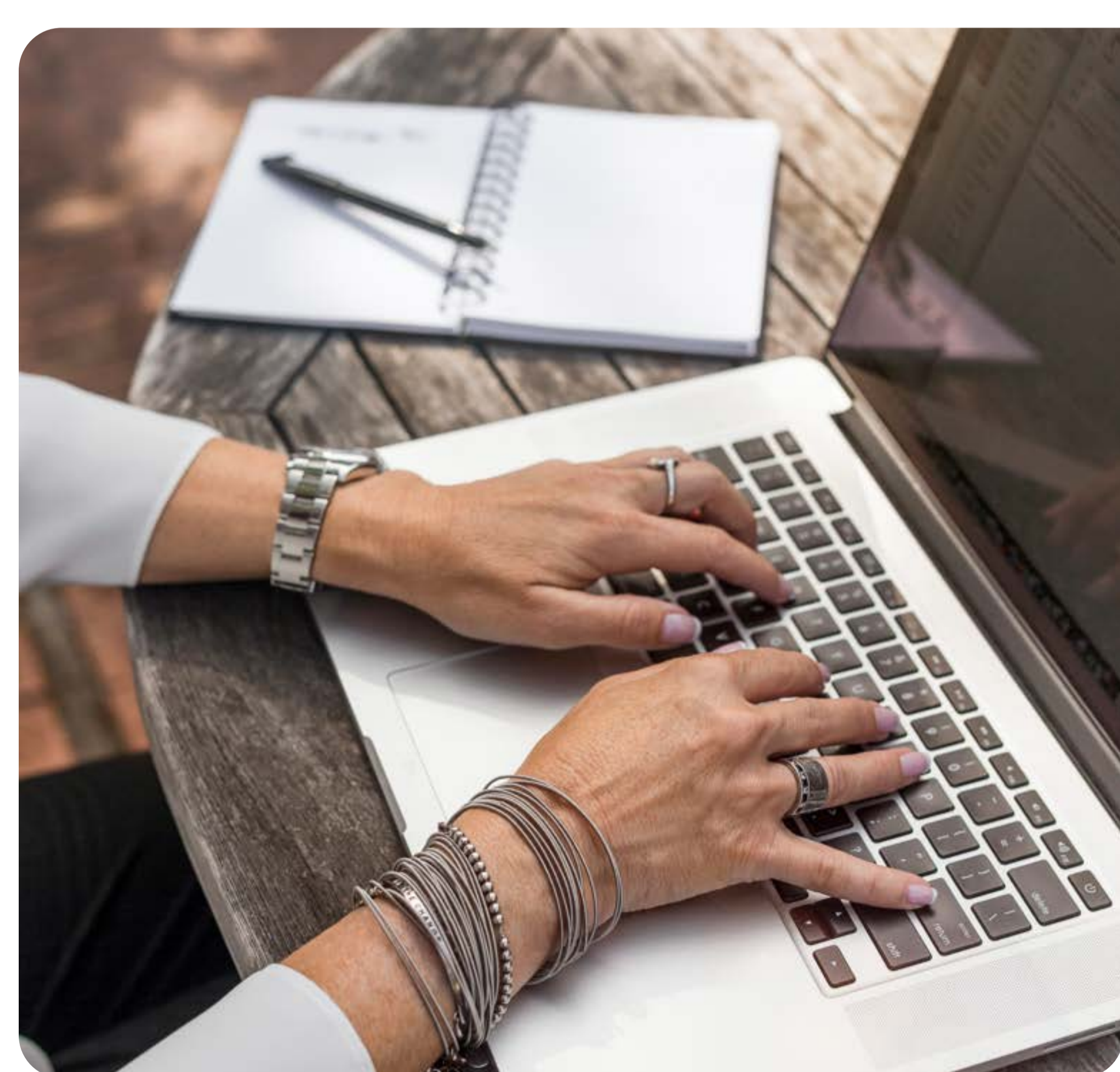


Map out key stakeholders

Your stakeholders should be a mix of those in leadership positions (people responsible for budget and performance of the school) and your teachers.

Ask yourself:

- Who will be approving the budget?
- Which teachers are eager to adopt digital testing in their classrooms?
- Which teachers have a strong need for digital testing in their classrooms?

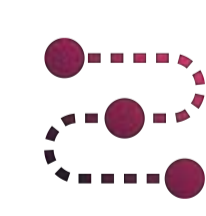


List the features you need

Expected outcomes must connect to a school's overall objectives. Setting KPI's that track progress and results allow you to better determine if the move to digital testing has the impact intended.

There are three distinct things categories of features:

- Crucial features needed for your current testing situation.
- Features that are not necessary for tests, but are helpful or would add significant value.
- Features that are nice-to-have, but are not not required and do not add significant value to test situations.



Create a plan for product adoption

The final step is creating a plan for training and adoption for the rest of your faculty. Give the project the best possible chance to succeed, or even exceed expectations by creating target dates and milestones.

Some things to consider when developing your adoption plan:

- How much time, on average, did it take for teachers to feel comfortable using the digital testing platform?
- Was this affected by the subject taught?
- Did the number of students in the class impact usage and adoption?

