



# Panorama Partnership Proposal for Arlington Public Schools

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## Executive Summary

Arlington Public Schools will be able to measure, understand, and act on their Panorama data.

APS will...	Details	Evidence
<b>Measure</b>	<p>Social emotional learning has been correlated with increasing positive academic and behavioral outcomes and improving overall school and districtwide climate. With a research team based at the Harvard Graduate School of Education, our <b>SEL survey</b> is used by thousands of schools to gather and benchmark SEL data and unify a districtwide approach to SEL.</p>	<p><a href="#">SEL Survey</a></p> <p><a href="#">Research Brief: SEL Reliability &amp; Validity</a></p>
	<p>Dr. Hunter Gehlbach led the development of the <b>Panorama Family Survey</b> at the Harvard Graduate School of Education with Co-Principal Investigators <b>Dr. Karen Mapp</b> and Dr. Richard Weissbourd, both leading experts in family-school relations and family engagement.</p> <p>Panorama’s 360° surveys are trusted by 17,000 schools across 49 states, and our SEL screener was recently ranked the <b>#1 SEL measurement</b> tool in a report from Tyton Partners and the Bill &amp; Melinda Gates Foundation.</p>	<p><a href="#">Research Paper: Measuring Parent Perceptions of School Climate</a></p> <p><a href="#">Tyton Partners Report on K-12 SEL</a></p>
<b>Understand</b>	<p>Panorama’s user-friendly reporting platform empowers districts to initiate data-driven conversations and strategic planning. Panorama delivers reporting at the district, school, and student levels, across student subgroups, and helps unpack results for various topics including SEL, family engagement, perceptions of remote learning, and more, in one place. Panorama helps districts understand experiences and perspectives across three stakeholder groups: <b>families, teachers/staff, and students.</b></p>	<p><a href="#">SEL Platform Overview</a></p> <p><a href="#">Full Library of Panorama Survey Instruments</a></p>
<b>Act</b>	<p><b>Playbook</b> helps answer the question “<i>What’s next?</i>” for caring adults after receiving SEL and survey results. Created in partnership with thought leaders such as <i>Teaching Tolerance</i>, <i>Second Step</i>, <i>Open Circle</i>, and <i>Move This World</i>, Playbook is a centralized resource hub with hundreds of on-demand, evidence-based strategies, activities, and lessons that promote student and staff social emotional well-being and engagement.</p>	<p><a href="#">Overview: Playbook Professional Learning Community</a></p>
	<p>To promote staff excellence, Panorama provides virtual <b>professional development</b> to guide district and school leaders through data inquiry and action-planning workshops based on survey results. Our Teaching &amp; Learning team supports districts in identifying focus areas, unpacking challenging survey results, and exploring results through an equity lens.</p> <p>Millions of students take our SEL assessment each year and over a thousand districts across the country are seeing the impact of being able to measure, understand and ultimately act on stakeholder feedback. Learn about Panorama <b>success stories</b> from our district partners directly.</p>	<p><a href="#">Overview: Professional Learning with Panorama</a></p> <p><a href="#">Panorama Client Testimonials</a></p>

## Panorama Education Introduction

Panorama’s unique product includes research-backed proprietary school climate and feedback surveys for **students, families, teachers, and staff** with a focus on student success, staff development, family engagement, and equity, research-backed proprietary SEL measures for students and teachers, secure online and paper survey administration functionality, interactive online and paper reports, and the Playbook intervention resource library for educators. Panorama’s services include implementation support, customer service, and professional development for teachers, school leaders, and district leaders.



### Student Voice

Collect reliable feedback from students about social-emotional learning, school climate, classroom experiences, and equity & inclusion, customized for Arlington.

✓ **Research-backed surveys**

Use groups of questions from Panorama’s survey instruments to securely collect valid and reliable data from stakeholders.



### Family Voice

Engage parents, guardians, and family members with the Family-School Relationships Survey, including topics like Family Efficacy & Family Engagement.

✓ **K-12 focus and support**

Our team understands the challenges facing your school or district. We provide dedicated support and offer training that builds data capacity.



### Teacher & Staff Voice

Elevate voices of teachers & staff with the Panorama Teacher Survey, including topics like Feedback & Coaching, School Leadership, and Professional Learning.

✓ **Advanced data analytics**

Visualize your data using dashboards and heatmaps. Disaggregate data across subgroups and compare to our national benchmarks.

Panorama currently supports **ten million students annually across more than 1,500 school districts** nationwide, and we proudly serve as a thought partner and de facto provider for survey programs with a focus on social-emotional learning, school climate, well-being, family engagement, and equity. While other vendors offer services around student, family, or staff surveys, Panorama’s solution includes unique components that will be essential to the Arlington Public Schools program, and which are not offered by other vendors. These components include proprietary survey measures, unique survey administration options, and essential reporting functionality that is not available from other providers. In particular, Panorama’s proprietary social-emotional learning product is the only tool for gauging student’s social-emotional development that is research-backed, includes valid and reliable measures from students and teachers, has been used at scale, and is available across grades K-12. No other platform provides the same comprehensive reporting capabilities across district-, school-, and student-level school climate and social-emotional learning data. Tools such as role-based permissioning, national benchmarks, and results disaggregated based on demographic groups are unique to Panorama’s product.

Central to Arlington Public Schools’ vision for this program is the opportunity to student social-emotional learning perceptions and feedback from multiple stakeholders into one program. Panorama is the only provider able to offer one integrated school improvement solution across school climate and social-emotional learning.

## Understanding of Goals & Challenges

Arlington Public School's Overarching Goals ([File: BA-E](#)) outline the following long-term strategic vision and goals which align to the Panorama partnership in the following ways:

### Goal One – Student Achievement

The Arlington Public Schools will ensure that every graduate is prepared to enter and complete a post-secondary degree program, pursue a career, and be an active citizen in an ever-changing world by offering a rigorous, comprehensive, standards-based and data-driven K-12 system of curriculum, instruction, and assessment that integrates social, emotional and wellness support.

#### How Panorama helps

Panorama provides research-backed survey instruments for students, families, teachers, and staff to integrate social, emotional, and wellness in the service of student achievement. Social-emotional learning is an important part of a well-rounded education, and a domain in which Arlington Public Schools have invested considerably. Panorama provides a means to elevate and measure student voice, which directly supports Arlington's focus on SEL and allows the district to 1) validate the efficacy of current investments; 2) identify focus areas; 3) deepen its focus on 3 key CASEL skills: Relationships, Self-Awareness, and Self-Management.

A [2017 meta-analysis from CASEL](#) shows that investment in SEL has led to improved classroom behavior and 13 percent gains in academics. Panorama provides one platform to measure, understand, and act on SEL data. If Arlington Public Schools have access to clear data and trends for every student and in aggregate, then they will be able to make informed decisions and prioritize support for individuals and groups of students.

#### Client spotlight

**Framingham Public Schools** began working with Panorama to measure students' perceptions of school climate and student engagement, which they knew to correlate positively with students' behavioral, emotional, and academic outcomes. Superintendent Dr. Robert Tremblay led one of our webinars: [Using School Climate Data to Promote Academic Achievement](#). Their partnership with Panorama has resulted in: improved student-teacher relationships, which led to improved attendance; a shared understanding of student achievement across 15 buildings; data-driven conversations; and a reliable process to measure student voice and implement changes while monitoring progress.

**Waltham Public Schools** came to Panorama with a vision to deliver "excellence and equity" for every student — however, graduation rates were lower for underrepresented student groups. District leadership realized they needed to invest in streamlined data management and analysis, to bring to life a research-backed, data-driven way to monitor student progress and guide supports. Waltham is using 360-degree stakeholder feedback data to inform school practices and understand how different groups of students are experiencing school.

## Goal Two – Staff Excellence and Professional Development

The Arlington Public Schools will recruit, hire, retain, and build the capacity of a diverse staff to be excellent teachers and administrators by providing high quality professional development aligned to needs, instructional support, coaching, and an evaluation framework that fosters continuous improvement.

### How Panorama helps

Teachers and staff are the foundation of great schools. When teachers and staff feel supported, empowered, and trusted by school leadership, they are able to create the conditions that lead to students' academic, social, and emotional development. In addition to surveys developed specifically for teachers and staff, every Panorama partnership includes high-quality professional development tailored to each district's most pressing priorities. Users from Arlington Public Schools will benefit from: unlimited access to Panorama Academy, for on-demand tutorials and training; access to exclusive Panorama Community professional development events; and the custom design and facilitation of two virtual PD sessions up to two hours in length. In addition, users at Arlington Public Schools will have access to Playbook, a constantly growing online library of research-backed interventions. Playbook is Panorama's solution for helping educators move from data to action, and target specific categories or topics with SEL interventions and activities that are age-appropriate, flexible, low-lift, and designed to be integrated into the fabric of a classroom. Playbook content is developed by partners such as *Teaching Tolerance*, *Second Step*, *Open Circle*, *CharacterStrong*, *Transforming Education*, *7 Mindsets*, *Move this World*, *Conscious Discipline*, and many other thought leaders who contribute to topics ranging from adult SEL to equity-centered SEL.

### Client Spotlight

**Wellesley Public Schools** initially partnered with Panorama to support their emerging Office of Diversity, Equity, and Inclusion in collecting formative feedback and making data-driven decisions to promote staff recruitment, retention, and capacity, particularly for staff members of color. The district is leveraging the [Panorama Teacher Survey](#) to elevate teacher/staff voices to drive school improvement by measuring perceptions of their professional well-being; capacity and efficacy around supporting academic, social, and emotional learning; professional learning opportunities; cultural competency and awareness; school climate and culture; and relationships with colleagues, families, and school leadership. If teachers and school leaders have clear and actionable data about student experience, they will be able to take concrete steps to improving areas of opportunity in their schools and classrooms, improve instruction and climate, and increase outcomes for every student.

**Pittsfield Public Schools** is another Panorama partner that runs surveys for students, families, teachers, and staff, with a focus on reducing disparities between different groups of students for discipline and academics. Pittsfield was already thinking about building equity into everything they did, but their partnership with Panorama provided an opportunity to move past gathering and analyzing data to take action. In the fall of 2019, Panorama's Teaching and Learning team delivered equity-focused professional development training to Pittsfield's staff and board based on their survey results, and received a 100% satisfaction rating across all participants, a testament to Panorama's expert-led PD to advance equity and inclusion.

## Goal Three – Resources, Infrastructure and Educational Environment

The Arlington Public Schools will offer a cost effective education that maximizes taxpayer dollars and utilizes best practices, academic research, and rigorous self-evaluation to provide students and staff the resources, materials and infrastructure required for optimum teaching and learning in a safe and healthy environment.

### How Panorama helps

A Panorama partnership means access to research-backed, valid and reliable instruments for students, families, teachers and staff, that have been used at scale across the country (>500,000 responses per year<sup>1</sup>); access to a large, responsive customer service team with experience supporting 32 of the 100 largest districts in the country and over 40 districts in Massachusetts in successfully implementing and administering similar survey projects; access to a growing resource on-demand library of comprehensive documentation, guidance, and support for administrators and educators to deepen their expertise, developed in partnership with leading firms like *Teaching Tolerance*, *Second Step*, *Open Circle*, *CharacterStrong*, *Transforming Education*, *7 Mindsets*, *Move this World*, *Conscious Discipline*, and more; social-emotional learning measures that are aligned to the CASEL framework & family-engagement measures rooted in Dr. Karen Mapp’s Dual-Capacity Building framework.

Panorama’s survey content is developed under the leadership of Dr. Hunter Gehlbach, senior research advisor at Panorama and vice dean at the Johns Hopkins School of Education, and Dr. Samuel Moulton, director of research at Panorama with vigorous testing for [validity and reliability](#) for student surveys. Panorama moves quickly to respond to districts’ needs individually and at scale. In response to the pandemic, Panorama developed content specifically designed to support districts ensure safe and effective reopenings with our [Distance Learning Surveys](#), [Back-to-School Surveys](#), and our [Teacher Well-Being Survey](#).

Arlington Public Schools can enter a Panorama partnership with confidence to receive expertly and thoughtfully designed technology (surveys reporting platform), professional services (professional development workshops), and educational resources (Panorama Academy, recorded workshops, live training, and a growing intervention library called Playbook).

### Client spotlight

**Boston Public Schools** began their partnership with Panorama in 2018 to collect student voice data, and the district has since expanded their Panorama partnership to survey all stakeholder groups and to support a district-wide initiative around early warning indicators (EWIs). Immediately following COVID-19 closures, BPS depended on Panorama to launch a confidential family survey to over 50,000 families in three short days. The survey was available in 10 languages, and was emailed, tweeted, and posted all over the school websites. The survey data highlighted significant discrepancies in experience based on demographic factors. Panorama has, and continues to support the district in understanding, acting on, and tracking their data.

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<sup>1</sup> Panorama’s surveys are used at a much larger scale each year, but 500,000 is intended to represent a minimum threshold.

## Goal Four - Operations, Communications and Stakeholder Engagement

The Arlington Public Schools will be run smoothly, efficiently and professionally. The district will operate transparently and engage in effective collaboration and responsive communication with all stakeholders. It will provide timely, accurate data to support financial decision-making, envisioning of the district's future, and long-range planning in partnership with other Town officials. Through these actions it will create broad support for a high quality education system, that is the community's most valuable asset.

### How Panorama helps

Panorama provides several tools to open up channels for communication with family and community members belonging to Arlington Public Schools. Many Panorama partners take advantage of our translated survey content to administer surveys to families in English, Spanish, Haitian Creole, Portuguese, Arabic, Chinese, and other languages to ensure an inclusive, accessible, and equitable program. Many district partners also choose to share results from the [Family-School Relationships Survey](#) with their communities, resulting in improved family engagement and collaboration with all stakeholders. Districts have full control over the transparency of their survey results, and can choose to easily export reports and graphs for each of the following stakeholder groups: students, families, teachers and staff, and community members.

### Client spotlight

**Malden Public Schools** is partnering with Panorama to amplify their family engagement efforts by first administering the new [Back-to-School Surveys](#) in multiple languages for a highly diverse student body, so that from an equity standpoint, the district is hearing from all three major stakeholder groups: students, families, and teachers and staff. The district is on track to measure and operationalize data from students' SEL while establishing a common language and data platform for school counselors, social workers, health teachers and administration.

**Wake County Public School System's** district leaders knew that they could better support each school's ability to develop meaningful relationships with families. WCPSS partnered with Panorama to administer surveys to their diverse families and uncovered through their data that Hispanic family responses were 18 percentage points below the overall Family Engagement score — a "gap" that educators are now working to close in partnership with their Panorama project team, mainly their Panorama Client Success Manager (CSM) and Account Director (AD).



## Proposed Solution

Panorama has identified the following key product services and features that benefit Arlington.

Service / Feature	Benefit to Arlington Public Schools
Ability to measure school climate and social-emotional learning, at one time via one tool	Support the work of the CORE Steering Committee with key data to inform ongoing planning for 2021; Inform District Social Emotional Learning Plan; Eliminate need for multiple surveys programs with disparate reporting tools and costly translations
Ability to monitor in-district, year-over-year trends	Understand student, family, and staff member experiences and feedback during the critical first few weeks of school; Benchmark student perceptions of school climate and SEL
Ability to view results from each stakeholder group in one place with easy access to comparisons across specific survey topics and/or buildings	Establish district-wide structure with one platform to measure, understand and operationalize data to address areas of need across each stakeholder group; Spark data-driven conversations at the district, school, and classroom levels; Save, annotate, and export any of the charts and data points from Panorama reports to share and plan next steps with colleagues and stakeholders
Ability to respond to the surveys online using a computer or mobile device in 12+ languages	Increase outreach and engagement with families of color and non-native English speakers to understand their experiences and needs; Improve accessibility of survey programs; Easily administer surveys remotely or with rosters or unique links
Ability to view responses through an equity lens by easily disaggregating data by meaningful demographics such as students' race, FRPL, ELL, SPED, and more	Practice Arlington's commitment to racial equity and cultural responsiveness; Understand disparities across students that have been aggravated by the pandemic and distance learning; Collect formative data to support strategic planning and professional development for supporting students with higher needs; Understand student, family, and staff member experiences and feedback during the critical first few weeks of school
Ability to track response rates in real-time across schools and the district	Maintain an active pulse on perspectives and attitudes related to back-to-school; Inform decision-making throughout the administration process
Ability to share comprehensive documentation, guidance, and support for administrators and educators through an online resource library	Support Arlington's <i>Caring Connected Classroom Communities</i> with hundreds of classroom strategies stored in Playbook, an online intervention library containing content from partners such as <i>Teaching Tolerance</i> , <i>Transforming Education</i> , <i>Second Step</i> , and dozens more; Strengthen Arlington's focus on integrated SEL teaching approaches (Conducive Environments & Strong Relationships); Support Arlington's <i>Child Study Teams and Student Support Teams</i> to identify and respond to student needs



## Pricing Information

Panorama recommends the following partnership agreement:

Proposed Partnership Option	
<p><b>Panorama 360° SEL &amp; Climate Surveys - Full District</b> Based on enrollment of up to 6,100 students.</p> <p>Access to all existing and forthcoming Panorama <a href="#">survey instruments</a>. Includes annual license, project management, and PD costs.</p>	<p><b>\$30,875</b></p>

<p><b>Panorama 360° SEL &amp; Climate Surveys License</b></p>	<p>Access to Platform and Support (as defined in the Terms and Conditions): Survey administration, analysis, and reporting.</p> <ul style="list-style-type: none"> <li>● <i>Research-backed <a href="#">SEL measures</a></i></li> <li>● <i><a href="#">Student Surveys</a>, including <a href="#">Equity &amp; Inclusion Measures</a></i></li> <li>● <i><a href="#">Teacher/Staff Surveys</a></i></li> <li>● <i><a href="#">Family Surveys</a></i></li> <li>● <i><a href="#">Community Surveys</a></i></li> <li>● <i><a href="#">Back to School Survey</a> for students, families, teachers/staff</i></li> <li>● <i>Unlimited survey administration (online for students and staff)</i></li> </ul>
<p><b>Project Management, Implementation, &amp; Technical Support</b></p>	<p>Dedicated Panorama support team who will work with the District's main point of contact to execute a successful project administration:</p> <ul style="list-style-type: none"> <li>● <i>Develop project timeline</i></li> <li>● <i>Manage setup and administration</i></li> <li>● <i>Customize configurations</i></li> <li>● <i>Coordinate rollout of reports</i></li> </ul>
<p><b>Professional Development &amp; Training</b></p>	<p>Virtual <a href="#">Professional Development</a>:</p> <ul style="list-style-type: none"> <li>● <i>Unlimited access to Panorama Academy, for on-demand tutorials and training</i></li> <li>● <i>Access to exclusive Panorama Community professional development events</i></li> <li>● <i>Custom design and facilitation of 2 virtual PD sessions up to 2 hours in length for up to 50 participants (larger groups are supported for webinar-style facilitation)</i></li> </ul>

## Proposed Schedule

Panorama recommends the following timeline, which is customizable, for kicking off the project:

Recommended Timeline 2020-2021		
Action	Date	Description
<b>Contract Executed</b>	<i>September 28</i>	Panorama and Arlington finalize project scope and invoicing plan and both parties sign service order agreement
<b>Kickoff Call</b>	<i>Week of September 28 or October 5</i>	Panorama and Arlington meet together for team introductions and initial project planning (survey content, communication plan, timing)
<b>Survey Planning</b>	<i>October 5 - October 16</i>	Arlington securely transfers roster files into Panorama Panorama supports Arlington with survey content selection and communication plan
<b>Survey Window</b>	<i>October 19-30</i>	Panorama recommends 2 weeks for teacher/staff and student surveys and 2-3 weeks for family surveys
<b>Results Available</b>	<i>November 6</i>	Draft reports are ready for review by Arlington’s project team 1 week after survey window closes; Final reports are ready for release district-wide 2 weeks after survey window closes
<b>Training</b>	<i>November 12</i>	Panorama takes Arlington teams through data inquiry & action planning protocols during two virtual professional development workshops; All users have access to bookmarking and Playbook
<b>Additional Surveys</b>	<i>Customizable</i>	After benchmarking, Arlington can administer additional surveys to any stakeholder group at any time through September 2021

## Conclusion

Using Panorama’s proprietary school climate and social-emotional learning product, Arlington Public Schools educators will have a rich data source for identifying areas of need across students, families, and teachers and staff, in order to ensure the success of each and every student and support the district’s four overarching goals. This holistic, customizable approach to understanding school climate and social-emotional learning from all of Arlington Public Schools’ key stakeholders makes Panorama, to the best of our market knowledge, the only product of its kind and a strong fit for supporting Arlington Public Schools’ strategic vision for the 2020-2021 school year and long-term commitment to helping every student achieve emotional, social, vocational, and academic success.