

House K-12 Appropriations
March 4, 2020
RE: Section 102d – Data Analytics
Eidex, LLC

Thank you for the opportunity to discuss Eidex and the Michigan Data Hub with you today. Every district and charter school in Michigan continues to be challenged to manage their financial footing and improve their academic performance. With instant access to millions of data points via a few clicks, schools can use data analytics to visualize and systematically analyze their data, identify gaps in performance, and monitor and evaluate their improvement efforts.

The foundation of the Eidex platform is academic and financial data. Our software enables districts to more easily align strategic goals to operations and classroom instruction, identify best practices, set meaningful goals, and create an environment of accountability and continuous improvement.

Our clients use our financial data for budget development, financial analysis, contract negotiations, strategic plans, goal setting, and for framing and communicating their message to stakeholders.

Our academic analytics optimize the value of assessments by evaluating assessment outcomes in the proper context. Users can analyze M-Step, NWEA, SAT, PSAT, iReady, and WIDA test results – all in one place - at the student, subject, grade, building, cohort and district levels. This affords Eidex users the opportunity to identify and target specific areas for improving student performance.

We combine our tool with a high level of personal service. In the last year, we provided over 50 user group meetings in various locations across the state, held hundreds of webinars, and

created thousands of custom reports. During all our support efforts, our team partners with client users, to provide real world answers to school problems.

The loss of funding for the 2019/2020 fiscal year created some budgeting challenges for Eidex users. Following four consecutive years of funding under Section 102d, districts anticipated state participation for the 2019/2020 school year and budgeted accordingly in early 2019. Historically, 102d funding has covered around 50% of the cost for qualifying data analytic tools. Section 102d funding was never intended, and rightfully so, as a replacement for all of the funding needed for a data analytic tool, but as a means to supplement the cost. We applaud the state's approach of incentivizing greater use of data with a partial subsidy as opposed to a full reimbursement. This approach has required "skin in the game" on the part of districts and has motivated adoption and usage because it is not free.

Despite a decline in users, we have continued to enhance the capabilities of our tool to adjust to the changing demands of our clients. Over the last 12 months, we have added: administrator and teacher evaluation data, attendance data, behavior data, a whole suite of academic tests, a more comprehensive needs assessment tool, and we have continued to refine our return on investment module. Our ROI module combines academics with financial performance to provide districts with a means to evaluate how effectively they are utilizing their funds to increase student outcomes.

This combination of actionable data, ease of use, and client support has provided Eidex with a large client base across the state. We now serve 334 LEA and 215 PSA schools, representing 65.4% of all schools in the state. Over one million, or two-thirds of Michigan's 1.48 million pupils, now attend an Eidex subscribing district or charter school. This includes 23 ISDs who have contracted with Eidex.

Michigan is the nationwide leader in providing data analytic support for schools across the nation. This has been made possible through your support of data analytic software, as well as through your support of the Michigan Data Hub. Eidex was an early partner of the Data Hub, which is by far the largest warehouse of school data in the United States, with student data representing over 1.2 million Michigan K-12 students. With the Data Hub, Michigan has led the way with regard to a statewide integrated data aggregation platform for k-12 schools. This achievement is something legislators and educators across the state should be very proud of. Eidex has strategically aligned with the Data Hub from their inception, and as you will hear from Tom Johnson of the Data Hub, Eidex has 271 schools that are now connected to the data hub and has played a key role in driving Michigan schools to sign on to the Data Hub. Last year Eidex teamed up with the Data Hub to provide six symposiums across the state that attracted over 500 attendees to highlight the value of connecting to the Data Hub.

We believe our collaboration with The Michigan Data Hub has created a win/win partnership. The Michigan Data Hub specializes in collecting and warehousing data, while Eidex adds expertise in visualizing that data, connecting data and action for educators. As an example of this powerful partnership, please turn to page 8 of your handout to see a few examples of how Eidex visualizes data. Please note how a district can monitor their high level strategic data (page 8), their operational data (page 9), and their student level data (page 10) through this unique combination of Eidex software married to the Data Hub's granular data. Schools have historically been burdened by spending too much time looking and mining for the correct data – but through our partnership with the Data Hub, that has become a thing of the past. Now, districts can spend their time developing interventions, delivering customized support, and working directly with students – instead of spending valuable hours searching for, and

visualizing data. Teachers and administrators can now, through the Michigan Data Hub and its partnership with Eidex, align their mission to strategy, their strategy to operations, and their operations to improving teaching and learning. Educators are now able to see disparate data points all in one place (see our dashboard on page 11), which offers them the ability to triangulate data to make more informed decisions. I would now like to hand the floor to Tom Johnson, of the Michigan Data Hub.

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