



# Ed-Fi Alliance Community Communications Toolkit

August 2024

# Introduction

The Ed-Fi Alliance community communications toolkit is a comprehensive resource designed for the Alliance's community members, offering a range of materials to facilitate the adoption of the Ed-Fi Data Standard in schools and districts.

Tailored for five distinct audience groups—Planners, Local and State Decision-makers, Practitioners, Facilitators, and Product Vendors & Service Providers—the toolkit provides:

1. **Guidance and Best Practices for Engagement:** Tips and strategies for effectively engaging with each audience type.
2. **Customizable Messaging Templates:** Easily adaptable, pre-written messages for various communication channels.
3. **Ready-to-use Communications Collateral:** Designed presentations, graphics, and materials that highlight the value of the Ed-Fi Data Standard.
4. **Success Stories and Case Studies:** Real-world examples of how the Ed-Fi Data Standard has positively impacted schools, districts, and local and state education agencies.

Use the toolkit to empower yourself to advocate for data interoperability in education, driving adoption of the Ed-Fi Data Standard and ultimately improving outcomes for students, teachers, and administrators.

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## HOW TO USE THIS TOOLKIT

Follow these steps to make the most of this resource:

1. **Identify Your Audience:** Determine which user group you'll engage with—Planners, Practitioners, Local and State Decision-makers, or Facilitators.
2. **Explore the Resources:** Familiarize yourself with the materials available in the toolkit. Use the guidance and best practices for engaging your audience type to ensure your

communication efforts are compelling and impactful. Take advantage of the customizable messaging templates, designed materials, success stories, case studies, and talking points.

3. **Create a Plan:** Develop a plan for your engagement, including setting objectives and goals, creating a timeline, identifying which communication channels and materials you will use, and planning follow-up strategies.
4. **Customize Your Approach:** Adapt your chosen materials to illustrate the relevance and benefits of the Ed-Fi Data Standard in your context, incorporating any relevant materials created by you or your organization.
5. **Prepare for Your Engagement:** Practice your presentation or engagement approach beforehand to ensure clarity and confidence in delivering your message effectively. Review the guidance and best practices for your audience type to anticipate the kinds of questions they may ask.
6. **Measure and Iterate:** After engaging with your audience, take note of feedback and outcomes. Use this information to refine your approach and further tailor your communications efforts for future engagements.

For any questions or feedback on using the toolkit, please contact [communications@edfi.org](mailto:communications@edfi.org).

## Overview and Resources by Audience Type

Understanding your audience is crucial for effective communication and advocacy. This section provides an overview of the four primary audience types targeted within this toolkit: Planners, Practitioners, Local and State Decision-makers, and Facilitators. We provide examples of roles that fall under each audience type, along with insights into their overall interests and goals.

Following each overview, you'll find best practices for engaging with them effectively, along with recommended communication materials to facilitate your outreach efforts. **We encourage you to adapt and customize these materials as you see fit to support your goals better and make them more relevant to your community.**

### PLANNERS

People tasked with developing, implementing, and overseeing strategies, policies, and programs aimed at enhancing educational outcomes. They work closely with stakeholders to assess needs, set objectives, allocate resources effectively, and ensure the delivery of quality education services.

#### Their interests and goals

- Identifying bright spots, areas of improvement, pain points, and new priorities in programs and educational systems;
- Understanding results of funding to guide future investments and ensure accountability;
- Developing solutions that will improve student outcomes and reduce equity gaps; and
- Engaging others by using data to inform decisions and serving as a trusted source of information.

### Roles included this audience group

- Program Managers
- School District Staff
- Technical Assistance Providers
- Data Analysts
- Curriculum Coordinators
- Assessment Coordinators
- Policy Analysts
- School Improvement Coaches
- Grant Coordinators
- Professional Development Coordinators
- Evaluation Specialists
- Equity Officers
- Compliance and Accountability Officers
- System Integrators
- Implementation Partners and Consultants

### Guidance and Best Practices for Engaging Planners

Engaging with Planners requires a strategic approach that highlights the practical benefits and alignment with their goals and objectives. Here are some key considerations and best practices for effectively engaging with this audience type:

- 1. Focus on Efficiency and Streamlining Processes:** Planners are often concerned with optimizing resources and streamlining processes to improve program effectiveness and efficiency. Highlight how the Ed-Fi Data Standard can facilitate seamless data integration, reduce manual data entry, and automate reporting processes, saving time and resources.
- 2. Emphasize Data Quality, Accuracy, and Timeliness:** Planners rely on accurate and reliable data to understand trends and make informed decisions and assess program effectiveness. Illustrate how the Ed-Fi Data Standard ensures data quality by standardizing data formats and definitions, enabling more accurate and timely analysis and reporting.
- 3. Highlight Interoperability and Integration Capabilities:** Planners manage multiple programs and systems within their organization and seek solutions that seamlessly integrate with existing infrastructure. Showcase how the Ed-Fi Data Standard enables interoperability across disparate systems, allowing for the seamless exchange of data between applications and databases.
- 4. Demonstrate Alignment with Strategic Goals:** Planners are guided by strategic goals and objectives set by their organization or program. Align your messaging with their priorities, emphasizing how adopting the Ed-Fi Data Standard supports their overarching goals, such as improving student outcomes, enhancing data-driven decision-making, or increasing operational efficiency.

### Questions to Anticipate

Planners may have questions or concerns about the feasibility, cost, or technical aspects of implementing the Ed-Fi Data Standard. Be prepared to address common questions, such as:

- How will adopting the Ed-Fi Data Standard impact our current data systems and processes?

- What are the potential costs associated with implementing and maintaining the Ed-Fi Data Standard?
- How will the Ed-Fi Data Standard improve data interoperability and integration compared to our existing systems?
- What support and resources are available to assist with the implementation and ongoing maintenance of the Ed-Fi Data Standard?
- Who needs to be involved in my district to implement the Ed-Fi Data Standard?
- How much time will implementation take?
- What are examples of others who have implemented the Ed-Fi Data Standard successfully?
- What do I need to have in place and plan for to be successful? (e.g. Do I need to staff augment, hire expertise, join an ESA, use an MSP, or do my vendor products already support this?)

## Tailored Communications Resources for Planners

### Overview Language and Materials

- [Slide Deck](#)
- [Two-pager \(PDF\)](#)

### Leveraging Education Data to Drive Meaningful Change

Access to reliable, consistent data and insights is crucial for making informed decisions that positively impact students. The Ed-Fi Data Standard offers an effective solution to enhance efficiency and drive student success by providing standardized data management practices.

#### What is the Ed-Fi Data Standard?

A set of rules for collecting, managing, and organizing educational data that allows multiple systems to seamlessly and securely share actionable information. The Ed-Fi Data Standard is a **community-driven, open-source standard** developed by the Ed-Fi Alliance, a nonprofit organization, in partnership with education agencies and technology providers.

#### Benefits of the Ed-Fi Data Standard

Adopting the Ed-Fi Data Standard opens doors for you to maximize the value of data and drive student progress effectively. The Ed-Fi Data Standard is a dependable framework for organizing, managing, and collecting data, which streamlines processes and improves data quality.

The Ed-Fi Data Standard can help you:

- **Optimize Resource Allocation:** Make evidence-based recommendations about resource allocation, ensuring that funding, staffing, and other resources are directed where they can have the greatest impact on student outcomes.

- **Access Data Efficiently:** Streamline your data management processes, simplifying data collection and reducing the time and effort required to compile information.
- **Facilitate Evidence-Based Decision-making:** Enable data-driven decision-making processes that drive positive change and improvement in education by providing evidence-based insights.
- **Create Targeted Interventions:** Identify gaps and disparities in student performance and attendance, allowing you to design and implement strategies and interventions where needed most.

By leveraging the power of the Ed-Fi Data Standard, you can make more informed, data-driven decisions to support the progress and success of every learner.

### Talking Points

- The Ed-Fi Data Standard offers a standardized framework for organizing, managing, and exchanging education data. Adopting the standard streamlines data management processes, reducing the time and effort required to compile and analyze information from various sources.
- With the Ed-Fi Data Standard, you can ensure data consistency and accuracy across your systems. By adhering to standardized data definitions and formats, you can minimize errors and discrepancies, leading to higher data quality and reliability.
- Access to high-quality, well-organized data empowers you to make informed, evidence-based decisions. The Ed-Fi Data Standard provides valuable insights into student performance, attendance, and other key metrics, enabling you to identify trends, pinpoint areas for improvement, and develop targeted interventions to support student success.
- You can optimize resource allocation within your schools and districts by leveraging standardized data. Whether it's allocating funding, staffing, or other resources, the Ed-Fi Data Standard helps you make data-driven decisions that maximize impact and efficiency.
- The Ed-Fi Data Standard facilitates collaboration among stakeholders by providing a common language for discussing and analyzing education data. With standardized data practices in place, you can engage in collaborative planning processes that drive positive change and improvement in your classrooms and schools.
- The Ed-Fi Data Standard aligns with industry best practices for data management in education. By adopting this standard, you ensure your data practices and products are the right fit for your students and teachers, demonstrating a commitment to excellence and compliance with the latest requirements.
- Investing in the Ed-Fi Data Standard helps future-proof your data systems by ensuring compatibility and interoperability with other Ed-Fi-compliant systems and tools. As technology evolves and new tools emerge, you can rest assured that your data will remain accessible and usable for years to come.

## Draft Email Outreach

Dear [Name],

I hope this email finds you well. I wanted to reach out to you about an initiative that I believe could greatly benefit our [school/district/community]: the Ed-Fi Data Standard.

The Ed-Fi Data Standard offers a standardized framework for organizing, managing, and exchanging education data, streamlining your data management processes and reducing the time and effort required to compile and analyze information from various sources. By adopting the standard, you can ensure data consistency and accuracy across your systems, leading to higher data quality and reliability.

Access to better data improves your ability to create targeted interventions, allocate resources effectively, and drive meaningful change for our students.

I would love to discuss this further with you and explore how we can leverage the Ed-Fi Data Standard to improve our data management practices. Would you be available for a meeting to dive deeper into this conversation?

## Social Media Posts

### LinkedIn/Facebook

Data is a powerful tool for driving meaningful progress. With greater visibility into key performance indicators and student-level insights, education leaders and their teams can make more informed, data-driven decisions that truly benefit all students.

By adopting **@Ed-Fi Alliance's** Data Standard, education planners can unlock the full potential of data to drive student success. The Ed-Fi Data Standard provides a comprehensive set of rules to organize, classify, manage, and collect data, ensuring high-quality datasets and eliminating the need to search multiple sources. Your team can efficiently gather all the necessary information in one place rather than having to piece together data from disparate sources.

By leveraging the power of the Ed-Fi Data Standard, you can make more informed, data-driven decisions to support the progress and success of every learner. Connect with **[me/us]** to learn how the Ed-Fi Data Standard can help drive meaningful change in your school, district, and community.

#EducationData #DataDrivenDecisions #EducationTransformation #EdFiAlliance

### Twitter/X

1. With **@edfi**alliance's Data Standard, education leaders can access comprehensive, high-quality data to identify gaps, develop targeted strategies, and maximize impact on student outcomes. Connect with **[me/us]** to learn how: **[LINK]**
2. In the ever-evolving world of education, quality data is essential. The **@edfi**alliance empowers education planners to make informed, data-driven decisions that support the progress and success of every learner. Connect with **[me/us]** to learn how: **[LINK]**

## Images



## Language for Including in Requests for Proposals (RFPs)

[Requiring Ed-Fi Certification in State RFPs](#) and [How Agencies Can Use Certification](#) offer guidance for how Ed-Fi Certification can be included in the procurement and RFP processes. Below is a real-world example of language that an agency has used in an RFP to invite vendors to submit proposals that require data interoperability standards and Ed-Fi Certification:

### Global Interoperability Standards

AGENCY advocates adoption by all suppliers of applicable open interoperability standards provided by the Ed-Fi Alliance (Ed-Fi) and the PROJECT in order to enable safe, flexible and rapid integrations. The aforementioned standards are evolving under the governance of member organizations, which includes a majority of leading educational technology suppliers. The paragraph below describes VENDOR agreement to implement, certify, and stay current with the latest releases of these standards, so that AGENCY is not required to communicate on a standard-by-standard basis the availability and requirement to adopt these standards.

Vendor agrees that all products AGENCY purchases will become certified as compliant with any final version of the aforementioned interoperability standards that are applicable to the products procured within six (6) months of the public release of each standard (or a specific later date if mutually agreed to by the parties), provided that: (a) the proposed modifications to the Product would not create a security, privacy or accessibility compromise; (b) the standard can be implemented with approximately the same amount of development resource as integration approaches of similar scope and thus does not create an undue financial burden on VENDOR; and (c) several other institutions (by direct referral) comparable to AGENCY agree that the modifications necessary to the purchased product are desirable. At a minimum, VENDOR agrees to complete an annual technology roadmap session with AGENCY.



## LOCAL AND STATE DECISION-MAKERS

Individuals and entities responsible for shaping education policies, allocating resources, and overseeing the implementation of educational initiatives at the local or state level. These decision-makers play crucial roles in shaping the direction of education within their respective jurisdictions.

### Their interests and goals

- Make decisions about resource allocation, including funding distribution, staffing levels, and infrastructure investments;
- Develop evidence-based policies and regulations that support educational excellence, equity, and innovation; and
- Assess the effectiveness of educational policies, programs, and initiatives.

### Roles included in this audience group

- Superintendents
- School Board Members
- State Legislators
- Local Education Agency Staff
- State Education Agency Representatives
- Chief Technology Officers (CTOs)
- Chief Academic Officers (CAOs)
- Chief Financial Officers (CFOs)
- School Business Managers
- Budget Directors
- Policy Directors
- Assessment Directors
- Grant Administrators
- Human Resources Directors

## Guidance and Best Practices for Engaging Local and State Decision-makers

Engaging with Local and State Decision-makers requires a strategic approach that emphasizes the broader impact and benefits of the Ed-Fi Data Standard on education policy, resource allocation, and student outcomes. Here are some key guidance and best practices for effectively engaging with this audience type:

- 1. Focus on Student Success Metrics:** Decision-makers are interested in initiatives and tools that have a measurable impact on student success metrics, such as graduation rates, standardized test scores, and college readiness. Highlight how the Ed-Fi Data Standard can improve data accuracy, provide valuable insights into student performance, and inform evidence-based policy decisions that drive positive outcomes for students.
- 2. Align with Education Priorities:** Tailor your messaging to align with local and state education priorities and initiatives. Emphasize how the Ed-Fi Data Standard supports key objectives such as data-driven decision-making, equity and access, personalized learning, and accountability. When applicable, Highlight how the standard aligns with legislative mandates and policy requirements, helping to ensure compliance. Position the standard as a valuable tool for achieving these broader goals and objectives.
- 3. Demonstrate Return on Investment:** Decision-makers are often concerned with the return on investment (ROI) of adopting new initiatives or technologies. Provide evidence and case studies demonstrating the ROI of the Ed-Fi Data Standard in terms of improved data quality,

efficiency gains, cost savings, and positive impacts on student outcomes. Show how the standard can help maximize the impact of education funding and resources.

- 4. Highlight Interoperability and Collaboration:** Decision-makers value interoperability and collaboration among education systems and stakeholders. Showcase how the Ed-Fi Data Standard facilitates data interoperability and integration across systems, enabling seamless and secure data sharing and collaboration among schools, districts, and state agencies. Highlight examples of successful collaborations and partnerships enabled by the standard.
- 5. Focus on Privacy and Security:** Emphasize the importance of privacy and security in data management. Implementing an API with the Ed-Fi Data Standard creates a more secure infrastructure for data movement, eliminating the need for riskier activities like file uploads or sharing via email. Highlight how the Ed-Fi Data Standard not only enhances data security but also builds trust with students, parents, and educators by safeguarding their personal information.

### Questions to Anticipate

Decision-makers may have questions or concerns about the practical implications, costs, and implementation challenges of adopting the Ed-Fi Data Standard. Be prepared to address common questions, such as:

- How will adopting the Ed-Fi Data Standard impact our current data management systems and processes?
- What are the costs associated with implementing the standard, and how do they compare to potential benefits?
- How does the standard ensure data interoperability and compatibility with existing systems and applications?
- What support and resources are available to help with the implementation and ongoing maintenance of the standard?
- How does implementing the Ed-Fi Data Standard help to ensure student data remains private and secure?

## Tailored Communications Resources for Local and State Decision-makers

### Overview Language and Materials

- [Slide Deck](#)
- [Two-pager \(PDF\)](#)

### Enhancing Student Outcomes with the Ed-Fi Data Standard

Empower educators and improve student outcomes with the Ed-Fi Data Standard. By providing comprehensive insights into student performance, attendance, and behavior, the Ed-Fi Data

Standard enables education leaders to identify areas for improvement and track the progress of programs and interventions effectively. With streamlined data management and access to real-time insights, educators can create dynamic learning environments that inspire growth and achievement for all students.

### What is the Ed-Fi Data Standard?

The Ed-Fi Data Standard is a framework designed to standardize education data management practices and promote interoperability across systems and applications. It provides a common language for organizing, managing, and exchanging education data, ensuring consistency, accuracy, and accessibility. The Ed-Fi Data Standard is a **community-driven, open-source standard** developed by the Ed-Fi Alliance, a nonprofit organization, in partnership with education agencies and technology providers.

### Benefits of the Ed-Fi Data Standard

In today's dynamic educational landscape, informed decision-making is paramount to driving positive outcomes for students and communities. The Ed-Fi Data Standard empowers education leaders and their organizations with invaluable insights and tools to make data-driven decisions that truly matter.

The Ed-Fi Data Standard can help you:

- **Make data-driven decisions confidently:** Access to high-quality, timely data enables educators and education systems to make informed decisions about resource allocation, program effectiveness, and education policy initiatives.
- **Align education policy and initiatives:** The Ed-Fi Data Standard enables you and your teams to develop evidence-based policies and programs that address the unique needs of students and drive positive outcomes at the local and state levels.
- **Maximize the impact of education funding and resources:** By standardizing data practices and promoting interoperability, the Ed-Fi Data Standard helps optimize the use of resources and funding in education. Leaders can allocate resources more effectively, targeting interventions and initiatives where they are needed most to support student success.
- **Promote transparency and accountability:** The Ed-Fi Data Standard provides stakeholders access to accurate, up-to-date data on student performance, school outcomes, and education equity. Leaders can track progress, identify disparities, and hold schools and districts accountable for student outcomes.
- **Foster collaboration and interoperability among systems and stakeholders:** The Ed-Fi Data Standard facilitates seamless data sharing and integration across systems, enabling collaboration among schools, districts, state agencies, and a powerful nationwide community of leaders to improve data-driven decision-making and support student success.

By embracing the Ed-Fi Data Standard, you can unlock the full potential of education data to drive student success, inform policy and practice, and increase your students' access to greater opportunities within and beyond their experience in your school system.

## Talking Points

- The Ed-Fi Data Standard promotes standardized data management practices, ensuring consistency, accuracy, and accessibility of education data across systems and applications.
- With access to comprehensive, timely data insights, decision-makers can make informed decisions about education policy, resource allocation, and program effectiveness. The Ed-Fi Data Standard provides the foundation for evidence-based decision-making that maximizes the impact of education investments and initiatives.
- By standardizing data practices and promoting interoperability, the Ed-Fi Data Standard streamlines data management processes for education systems and stakeholders. Decision-makers can reduce administrative burdens, improve operational efficiency, and redirect resources toward initiatives directly supporting student success.
- The Ed-Fi Data Standard promotes transparency and accountability in education by providing stakeholders with access to accurate, up-to-date data on student performance, learning outcomes, and education equity. Decision-makers can track progress, identify disparities, and hold schools and districts accountable for student outcomes, ensuring equitable access to education for all students.
- Interoperable data systems enabled by the Ed-Fi Data Standard facilitate collaboration and partnership among education stakeholders, including schools, districts, state agencies, educator prep programs, and community organizations. Decision-makers can work together to develop coordinated strategies and initiatives that address complex challenges and improve student outcomes, leveraging the power of data to drive systemic change.
- The Ed-Fi Data Standard aligns with state and federal education initiatives and priorities, providing a common language and framework for education data management.

## Draft Email Outreach

Dear [Name],

I hope this email finds you well. As **[Your Position/Role]** at **[Your Organization]**, I am reaching out to introduce you to an initiative that I believe has the potential to significantly impact education outcomes in our **[local/state]** community.

The Ed-Fi Data Standard is a framework designed to standardize education data management practices and promote interoperability across systems and applications. It provides a common language for organizing, managing, and exchanging education data, ensuring consistency, accuracy, and accessibility.

By providing comprehensive insights into student performance, attendance, and behavior, the standard enables education leaders like you to identify areas for improvement and track the progress of programs and interventions effectively. With streamlined data management and access to real-time insights, educators can create dynamic learning environments that inspire growth and achievement for all students.

I believe that adopting the Ed-Fi Data Standard could have a transformative impact on education systems in **[community/state]**, and I am eager to explore opportunities for collaboration and partnership in this area.

Would you be open to scheduling a meeting to discuss how we can leverage the Ed-Fi Data Standard? I welcome the opportunity to share more information and explore potential next steps.

Thank you for considering this opportunity, and I look forward to the possibility of working together to drive positive change in our education system.

## Social Media Posts

### LinkedIn/Facebook

Data serves as a cornerstone for informed decision-making in education. With deeper insights into key performance indicators and student-level data, education leaders and their teams can drive impactful change that benefits all students.

By adopting the **@Ed-Fi Alliance Data Standard**, education leaders can unlock the full potential of data to drive student success. This comprehensive framework provides a standardized approach to organizing, managing, and collecting data, ensuring high-quality datasets and streamlining data access. No longer will decision-makers and their teams need to navigate through disparate sources; the Ed-Fi Data Standard consolidates information, enabling efficient and informed decision-making.

Harnessing the power of the Ed-Fi Data Standard empowers education leaders to make data-driven decisions that propel the progress and success of every learner. Reach out to **[me/us]** to learn how implementing the Ed-Fi Data Standard can facilitate meaningful change in your school, district, or community.

#EducationData #DataDrivenDecisions #EducationTransformation #EdFiAlliance

### Twitter/X

1. Better education data is possible! With @edfialliance's Data Standard, education leaders can access comprehensive, high-quality data to identify gaps, develop targeted strategies, and maximize impact on student outcomes. Connect with **[me/us]** to learn how: **[LINK]**
2. In the ever-evolving world of education, quality data is essential. The @edfialliance empowers education leaders to make informed, data-driven decisions that support the progress and success of every learner. Connect with **[me/us]** to learn how: **[LINK]**

## Images



## Language for Conference Session Proposals

This template provides a structured format for proposing a session at a conference, highlighting the importance and impact of the Ed-Fi Data Standard in improving student outcomes. This draft content should be customized to match specific conference requirements and your organizational details.

**Title:** Unlocking the Power of Education Data Through the Ed-Fi Standard

**Abstract:** In today's education landscape, having access to high-quality, actionable data is more crucial than ever for improving student outcomes. However, inconsistent, untimely data has long been a barrier, leading to siloed information and wasted time trying to connect the dots.

This session will explore how local and state education agencies can transform how they manage and utilize their data to improve student outcomes through implementation of the Ed-Fi Data Standard. By leveraging a unified data framework, educators and decision-makers can gain actionable insights, streamline data integration, and enhance data-driven decision-making processes. This session will showcase real-world examples of successful implementations of the Ed-Fi Data Standard and provide practical guidance on how to get started with it in your own community.

Whether you are a district administrator, school leader, education technologist, or policymaker, this session promises to be an eye-opening exploration of the transformative potential in empowering data-driven education.

## PRACTITIONERS

Professionals working on the front lines of our education systems, interacting directly with students, and providing guidance, instruction, and mentorship, practitioners play a crucial role in shaping students' learning experiences and outcomes. While practitioners may not be the first audience you typically target for your communications, helping them understand that an easier way to manage and access their data is possible can be useful in driving demand for implementing the Ed-Fi Data Standard at schools and districts. Their daily interactions with students position them to see the immediate advantages of streamlined data processes, ultimately enhancing their ability to deliver effective, personalized education.

### Their interests and goals

- Access to information that will help individual students attain their goals;
- Insights regarding trends, longer-term outcomes, and disaggregated results to better advocate for students; and
- Reducing their administrative burden.

### Roles included in this audience group

- Teachers
- Counselors
- Instructional Coaches
- School Administrators
- Special Education Coordinators
- School Nurses
- Subject Area Specialists (e.g., Math Specialists, Literacy Coaches)
- ESL/ELL Teachers
- Gifted and Talented Coordinators
- Behavior Intervention Specialists
- Career and Technical Education (CTE) Instructors
- Librarians and Library Media Specialists
- School Psychologists
- Speech-Language Pathologists

### Guidance and Best Practices for Engaging Practitioners

Engagement with Practitioners should emphasize the practical benefits and relevance of the Ed-Fi Data Standard to their day-to-day work. Here are some key considerations and best practices for effectively engaging with this audience type:

- 1. Highlight Impact on Classroom Practices:** Practitioners are primarily concerned with how initiatives and tools will impact their work in the classroom. Emphasize how the Ed-Fi Data Standard can streamline administrative tasks, provide valuable insights into student performance, and support data-informed instructional practices that ultimately enhance teaching and learning experiences.
- 2. Empower Data-Driven Instruction:** Demonstrate how the Ed-Fi Data Standard can empower Practitioners to leverage data to personalize instruction, identify student needs, and track progress over time. Showcase examples of how other educators have successfully used data to inform instructional decisions and improve student outcomes whenever possible.
- 3. Address Concerns about Time and Effort:** Practitioners often face time constraints and competing priorities. Emphasize how adoption of the Ed-Fi Data Standard can streamline data entry and access processes, providing them with the data they need efficiently.

### Questions to Anticipate

Practitioners may have questions or concerns about the practical implications, usability, and relevance of the Ed-Fi Data Standard to their work. Be prepared to address common questions, such as:

- How will adopting the Ed-Fi Data Standard impact my daily workflow and classroom practices?

- What training and support resources are available to help me navigate the changes that would come and interpret data effectively?
- Can you provide examples of how other educators have successfully used the Ed-Fi Data Standard to inform their instructional practices and improve student outcomes?

## Tailored Communications Resources for Practitioners

### Overview Language and Materials

- [Slide Deck](#)
- [Two-pager \(PDF\)](#)

### Unlock the power of data to drive student success with the Ed-Fi Data Standard!

Say goodbye to guesswork and hello to insights that allow you to personalize instruction tailored to each student's needs. By streamlining data management and providing comprehensive student insights, the Ed-Fi Data Standard empowers educators like you to create dynamic learning environments that inspire growth and achievement.

### What is the Ed-Fi Data Standard?

The Ed-Fi Data Standard is your ticket to simplified data management and enhanced decision-making for your students. It's a set of rules and guidelines designed to standardize data practices, ensuring consistency, and accuracy across systems. With the Ed-Fi Data Standard, you'll have a common language for organizing, managing, and exchanging education data, putting valuable insights at your fingertips when you need them most.

### Benefits of the Ed-Fi Data Standard

Adopting the Ed-Fi Data Standard opens doors for you to maximize the value of data and drive student progress effectively. The Ed-Fi Data Standard is a reliable framework for organizing, classifying, managing, and collecting data, streamlining processes and enhancing data quality.

The Ed-Fi Data Standard can help you:

- **Increase efficiency:** Say goodbye to tedious data entry across multiple systems. The Ed-Fi Data Standard automates data collection processes, saving you time and effort so you can focus on what you do best: teaching.
- **Personalize instruction for every student:** With comprehensive student information at your fingertips, you'll have the insights you need to meet the unique needs of each student by creating personalized learning experiences that inspire growth and success.
- **Make data-driven decisions with confidence:** The Ed-Fi Data Standard provides real-time insights into student progress, helping you identify areas for improvement and implement targeted interventions that make a difference.
- **Collaborate with your fellow educators:** With the Ed-Fi Data Standard, you and your colleagues will be on the same page, working from a shared understanding of education



data. Together, you'll have the tools you need to collaborate and develop effective strategies and initiatives that benefit your students.

By leveraging the power of the Ed-Fi Data Standard, you can make more informed, data-driven decisions to support the progress and success of every learner.

### Talking Points

- The Ed-Fi Data Standard simplifies data management processes, reducing the time and effort required for data entry and analysis. With standardized data practices in place, you can spend less time on administrative tasks and more time focusing on teaching and supporting students.
- Gain access to comprehensive student information, including academic performance, attendance records, and behavioral data. With a complete view of each student's progress and needs, you can personalize instruction and interventions to address individual learning needs effectively.
- Make informed decisions about instructional practices and interventions based on real-time data insights. The Ed-Fi Data Standard enables you to track student progress, identify areas for improvement, and implement targeted interventions to support student growth and achievement.
- Collaborate with colleagues and stakeholders to develop effective strategies and initiatives that benefit students. With standardized data and insights, you can work together to identify trends, share best practices, and develop evidence-based approaches to improve student outcomes.
- The Ed-Fi Data Standard is aligned with industry best practices and guidelines for data management in education. By adopting the standard, you demonstrate a commitment to excellence and ensure that your data practices are in line with the latest standards and requirements.

### Draft Email Outreach

Dear [Practitioner's Name],

I hope this email finds you well. As someone deeply committed to supporting student success, I wanted to reach out to you about an initiative I believe could make a significant difference for students at **[school/district]**.

I've been reading up on the Ed-Fi Data Standard, a framework designed to standardize data management practices in education, and I'm intrigued by its potential to streamline data processes and empower educators. I wanted to share more about how it could benefit our students.

With the Ed-Fi Data Standard, we can gain access to comprehensive student information, including academic performance, attendance records, and behavioral data. This deeper understanding of our

students' needs can inform personalized instruction and interventions, ultimately helping to improve student outcomes.

I believe that by embracing the Ed-Fi Data Standard, we can make a positive impact on student learning. I would love to discuss this further with you and explore how we can leverage the standard to support our students' success. Would you be open to scheduling a time to chat about this?

Thank you for considering, and I look forward to hearing from you.

## Social Media Posts

### LinkedIn/Facebook

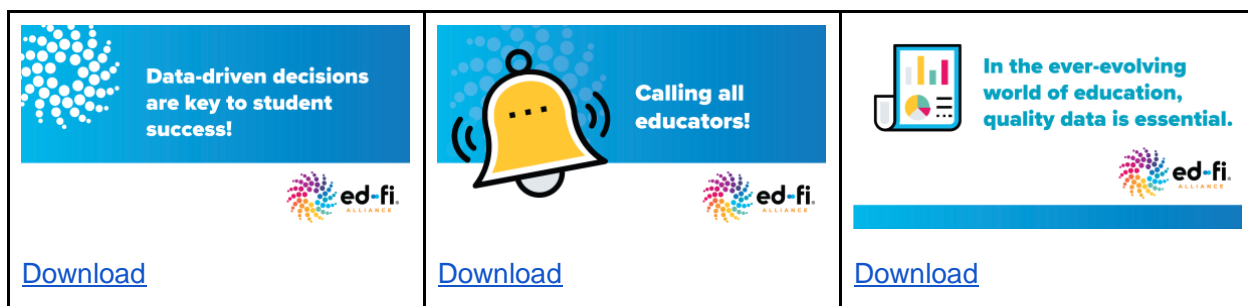
Data-driven decisions are key to student success! With the **@Ed-Fi Alliance Data Standard**, educators can harness the power of data to drive meaningful change in their classrooms. Say goodbye to piecing together data from multiple sources—the Ed-Fi Data Standard organizes, manages, and collects data efficiently, ensuring high-quality datasets and eliminating the need to search multiple sources. Let's connect to explore how the Ed-Fi Data Standard can transform your instructional practice.

#EducationData #DataDrivenDecisions #EdFiAlliance

### Twitter/X

1. Calling all educators! Interested in learning more about how @edfiAlliance's Data Standard can streamline data processes and help you drive student success? Let's chat! **[LINK]**  
  
#EdFiAlliance #EdData #StudentSuccess
2. In the ever-evolving world of education, quality data is essential. The @edfiAlliance empowers educators to make informed, data-driven decisions that support the progress and success of every learner. Connect with **[me/us]** to learn how: **[LINK]**

### Images



## FACILITATORS

Facilitators represent a diverse group of individuals and organizations who play a pivotal role in driving educational initiatives forward. This audience includes funders, advocates, community leaders, and nonprofit organizations committed to advancing education equity and innovation. While Facilitators may not directly adopt the Ed-Fi Data Standard themselves, they serve as valuable allies to promote its adoption within schools and districts. By leveraging their resources, networks, and influence, Facilitators can champion the benefits of data interoperability and advocate for its implementation among their respective constituencies.

### Their interests and goals

- Promoting approaches and solutions that will improve outcomes and reduce equity gaps for their community;
- Encouraging others to use data to inform decisions; and,
- Developing and/or funding programs, technologies, and solutions that advance student outcomes.

### Roles/organizations included in this audience group

- Funders (e.g., Foundation Staff, Grant Managers)
- Advocates
- Community Leaders
- Education Policy Experts
- Nonprofit Organization Representatives
- Education Consultants
- Researchers and Research Institutions
- Professional Associations
- Philanthropic Organizations
- Union Representatives

## Guidance and Best Practices for Engaging Facilitators

Facilitators can play an important role in advocating for the adoption of the Ed-Fi Data Standard. Communications with Facilitators should be less formal and focus on building allyship with them. Here are some key approaches to engage Facilitators and enlist their support:

- 1. Highlight the Benefits for Communities:** Emphasize the potential of the Ed-Fi Data Standard in improving education outcomes. Facilitators are often motivated by initiatives that drive meaningful change, so focus on how the standard can positively impact students, educators, and communities.
- 2. Demonstrate Scalability:** Facilitators are interested in initiatives that can scale and have a broad impact. Highlight how the Ed-Fi Data Standard is scalable across different education systems, from individual schools to entire states. Showcase success stories and examples of how the standard has been implemented effectively in different contexts.
- 3. Provide Resources and Support:** Facilitators may need resources and support to advocate for the adoption of the Ed-Fi Data Standard. Provide them with informational materials, case studies, and talking points that they can use to educate others about the benefits of the standard.

## Questions to Anticipate

Facilitators may have questions about how the benefits of the Ed-Fi Data Standard can be applied at their organization or within their community, plus questions about how they can help influence decision-makers. Be prepared to address common questions, such as:

- How does the Ed-Fi Data Standard support my community?
- How could the Ed-Fi Data Standard help my organization advance its mission and goals?
- What resources and support are available to help us advocate for the adoption of the Ed-Fi Data Standard?

## Tailored Communications Resources for Facilitators

### Talking Points

- The Ed-Fi Data Standard empowers communities with comprehensive insights to drive positive outcomes for their students. Your advocacy can play a pivotal role in promoting the adoption of this standard, leading to systemic improvements in education.
- By adopting the Ed-Fi Data Standard, education systems can streamline data management processes, reducing administrative burdens and enabling more efficient use of resources. Your efforts can help educators and decision-makers recognize the tangible benefits of standardized data practices in enhancing operational efficiency and effectiveness.
- The Ed-Fi Data Standard promotes collaboration and partnership among education stakeholders, fostering a culture of transparency and collective action. Adoption of the standard can encourage collaboration among schools, districts, state agencies, and community organizations, driving coordinated initiatives that support student success.
- With greater visibility into key performance indicators and student-level insights, your organization can make more informed, data-driven decisions that positively impact students.
- The Ed-Fi Data Standard promotes equity and access in education by providing standardized data practices that support data-driven equity initiatives. Your advocacy can help ensure that all students, regardless of background or circumstance, have access to high-quality education data that informs equitable policies and practices.
- Through the Ed-Fi Community, you will have access to resources, tools, and support to help you advocate for the adoption of the Ed-Fi Data Standard effectively.
- Please join us in our efforts to promote the adoption of the Ed-Fi Data Standard and drive positive change in education.

## Draft Email Outreach

Dear [Name],

I hope this email finds you well. I'm reaching out because I've been following your work and have been impressed by your dedication to driving positive change.

I wanted to share with you an initiative that I believe aligns closely with your values and expertise. It's about the Ed-Fi Data Standard, a framework making waves in education by standardizing data practices to improve student outcomes. By adopting standardized data practices, education systems can streamline operations, improve decision-making, and ultimately enhance student success.

I believe your expertise and influence in the community could greatly contribute to the adoption of the Ed-Fi Data Standard. I'd love to talk with you to share more about the standard and how I think it could benefit **[your community/state]**.

Are you available for a brief meeting in the coming weeks?

Looking forward to connecting soon!

## ACTIVATORS

Engaging with Product Vendors & Service Providers (PV&SPs) in the context of the Ed-Fi Data Standard requires focusing on how this standard can enhance their products and services while addressing potential concerns about integration, ROI, and scalability. Here are some guidance and best practices for engaging with this audience type:

### Their interests and goals

PV&SPs are interested in enhancing the usability and scalability of their products. They are driven by market demands for efficiency, cost-effectiveness, and innovative solutions that meet specific industry needs. When approaching PV&SPs, it's crucial to highlight how adopting the Ed-Fi Data Standard can streamline their development processes, increase product marketability, and align with industry standards.

### Guidance and Best Practices

Read the [Best Practices for Coordinating with Technology Providers](#) for deeper guidance on engaging PV&SPs. Keep these top-level points in mind as you communicate with PV&SPs:

- **Highlight ROI Opportunities:** Demonstrate how adopting the Ed-Fi Data Standard can lead to cost savings and increased revenue opportunities for PV&SPs. Emphasize the potential for reducing development time and costs associated with custom integrations and the ability to scale products more effectively across different settings.
- **Showcase Replicability and Scalability:** Illustrate how the Ed-Fi Data Standard offers a framework that is replicable across various educational environments. PV&SPs are interested in solutions that can scale easily and integrate seamlessly with existing infrastructure without extensive customization.

- **Community-Defined Requirements:** Discuss how community-defined requirements provide clear guidelines and expectations for PV&SPs. These requirements are connected to proven, visible value that PV&SPs can build into their products, ensuring alignment with market needs and reducing the risk of developing one-off solutions.
- **Integration and Interoperability:** Address concerns about integration challenges by highlighting how the Ed-Fi Data Standard facilitates interoperability between different systems and applications. Showcase case studies or success stories where other PV&SPs have successfully integrated the standard into their products, resulting in improved data management and operational efficiency for their clients.

### Questions to Anticipate

- How can adopting the Ed-Fi Data Standard reduce our development costs and time-to-market for new products?
- What are the potential ROI opportunities for integrating the Ed-Fi Data Standard into our existing product line?
- What are examples of other vendors who have successfully integrated the Ed-Fi Data Standard and seen measurable benefits?
- What community-defined requirements are currently in place, and how do they align with our product development roadmap?
- How does the Ed-Fi Data Standard ensure data security and compliance with industry regulations?

## Tailored Communications Resources for Product Vendors & Service Providers

### Talking Points

- Adopting the Ed-Fi Data Standard allows you to reduce the need for custom integrations and one-off solutions. Standardized data practices streamline development efforts, saving time and resources in creating bespoke products.
- The Ed-Fi Data Standard facilitates data exchange in known and repeatable patterns, making it easier for you to integrate with educational systems and applications. This standardization ensures consistency and interoperability across different environments.
- You can leverage the Ed-Fi Data Standard to connect data sources that were previously challenging to access or integrate. By consolidating disparate data streams into a unified format, you can enhance your products and services with richer, more comprehensive datasets.

- The Ed-Fi Data Standard aligns with community-wide requirements, reducing development costs and enhancing product marketability. Standardized solutions drive ROI by ensuring compatibility with a broad range of educational systems and applications.
- The Ed-Fi Alliance promotes open source technologies, providing you with flexible and sustainable solutions. By supporting open standards and collaboration within the Ed-Fi community, you can contribute to industry innovation while maintaining cost-efficiency.

## Use Cases

Case stories are an invaluable tool for your communications strategy, providing concrete evidence of the Ed-Fi Data Standard's impact and helping to build a compelling narrative around data-driven education. Below you will find snapshots of real-world successes of schools, districts, and state education agencies that have implemented the Ed-Fi Data Standard that can be incorporated into your talking points and communications materials.

### CASE STORY SNAPSHOTS

#### For Schools and Districts

##### Giving Educators Deeper Insight Into Learners' Progress

San Diego County Office of Education (SDCOE) used the Ed-Fi Standard to create a high-quality dashboard that gives educators more insight into how students progress in college and career readiness week to week.

The dashboard captures real-time information in categories including:

- **Attendance** – Schools can see and address absenteeism.
- **Grades** – The dashboard allows educators to see how individual students are doing at any given moment as course grading is submitted.
- **CTE and dual-enrollment courses** - The Dashboard shows educators how students are progressing and which life paths they may be interested in pursuing.

##### Ensuring All Students Have Pathways to Higher Education and Career Opportunities

Texas Education Service Center (ESC) Region 10 partnered with Ed-Fi Alliance and the Dallas Country Promise/Commit Partnership to create a web-based software tool designed to help school and district staff use real-time data to get and keep students on track to reach college, career, and military readiness requirements.

By implementing Ed-Fi Data Standards, the software tool combines multiple data sources from various schools — including student information systems, assessment vendors, and college readiness instruments — to collect robust, real-time data that can deliver deep analysis and give a more holistic view of students. The dashboard drives better student outcomes by identifying those who may not reach their requirements more proactively and with less burden. The new tool also predicts the funding a district will receive, allowing LEAs to make informed plans for reinvesting those dollars.

## For State Education Agencies

### Maximizing Efficiencies for Local Education Agencies' Financial Systems

The Wisconsin Department of Public Instruction (DPI) leveraged the Ed-Fi Data Standards and partnered with the Ed-Fi Alliance to create a multi-vendor, open data collection system. This system is now the state agency's primary tool for collecting data from Wisconsin's local education agencies (LEAs), charter schools, and private choice schools.

DPI previously had to depend on LEAs submitting their special education financial data via two static Excel reports: one showing the LEAs' planned budget and one showing their actuals.

Through this cohesive collection framework, financial system vendors can seamlessly gather and aggregate standardized data, LEAs stay compliant with federal reporting requirements, and DPI saves thousands of hours of manual data reconciliation.

## OTHER SUCCESS STORIES

Browse other examples of success stories at [ed-fi.org/success-stories/](https://ed-fi.org/success-stories/).

## Glossary of Terms

- In external communications, we don't use "Ed-Fi" on its own.
- We say "the Ed-Fi Alliance" or "the Alliance" when referencing Ed-Fi as an organization or non-profit. We lead with this message when communicating who we are externally.
  - Definition: The Ed-Fi Alliance unites educators and technology providers to ensure K-12 systems produce useful insights that support student success.
- We say "the Ed-Fi Data Standard" when referencing the standard specifically. We do not lead with this message when defining who we are externally.
  - Definition: The Ed-Fi Alliance drives national adoption of the Ed-Fi Data Standard, a common language for education technology systems to securely exchange information. When all that information is united together, student needs are more quickly recognized, assessed, and met.
- We say "the Ed-Fi community" when referencing those who support and contribute to the organization's mission.
  - Definition: The Ed-Fi Alliance is supported by a national community of educators and technology providers who contribute their feedback and expertise to help advance the Ed-Fi Data Standard and technology suite.
- We only communicate about the "technology suite" when needed to describe implementation or adoption, preferably with a more technical audience.
  - Definition: To maximize the impact of the standard, the Alliance's technology suite gives education agencies and technology providers a roadmap to build on the proven success of others.



- **Words to Use** - Terminology that would be understandable to all audiences:
  - Timely data
  - Data-driven outcomes
  - Striving to support classroom and student outcomes through the use of quality data
- **Words to Avoid** - We seek to avoid technical jargon whenever possible.
  - Interoperability. Instead, it might be helpful to use the example of the health care community having accurate, timely medical records to be able to best treat and serve their patients. Shouldn't the education community have the same benefit?