

You Know Your Product Works...So How do You Prove It?

Introducing *District Data Study*:

Reports on your customers that meet the government evidence standards!

Educators have been pressing for programs that demonstrate positive results for students. This focus has created an opportunity for education publishers and vendors that have compelling evidence that their products make a difference. Federal and state grant funding is now available for effectiveness studies. And state and local data sources for evaluating student outcomes are improving rapidly. The data is now at our fingertips.

Why is it so difficult to get a good, efficient and cost-effective study done on your product?

Dwindling marketing and development dollars and stretched research and evaluation budgets challenge the ability to quickly analyze the data that is right before us.

The solution is **Empirical Education's *District Data Study***. This new offer assists vendors in conducting district data studies, or quantitative case studies, using historical data from schools and districts currently engaged in a specific educational program. *District Data Study* is built on efficient procedures and engineering infrastructure that can be applied to individual districts already piloting a program or veteran customers with longstanding implementation. The data studies result in concise reports on measurable academic and behavioral outcomes using appropriate statistical analyses of customer data. Use *District Data Study* to tell success stories of customer implementations!

Research Questions

Two basic questions can be cost-effectively answered given standard district data.

1. Are the outcomes (academic or behavioral) for students in schools that use the program better than outcomes of comparable students in schools not (or before) using the program?
2. Is the amount of program usage associated with differences in outcomes?

District Data Study Reports

Research reports will present study findings and a basic description of the methods used in the analysis in a concise, two-to-three page report. The reports will:

- include an impact estimate of program use on teacher or student academic/behavioral outcomes
- detail program usage and student achievement associations
- include an overall summary report that aggregates data across district sites.

Costs and Fee Structure

District Data Study establishes the basic infrastructure to easily extract data from a single district. The infrastructure allows for additional school districts to be added easily, and at reduced costs.

There are two components to the cost.

- **Setup Fee.** A fee of \$50,000 covers the development of the infrastructure, and includes the setup of a data warehouse to accommodate demographic, achievement, and program usage data. This fee also includes the report for the first district and a combined research report for the vendor, if appropriate.
- **Fee for Additional Districts.** The fee per each additional district will be \$10,000.

So the next time your customer tells you, "I'll buy more licenses or subscriptions if you can show me that it's really working," just turn on *District Data Study*. For further information on implementation and pricing please contact Joe Townsend at jtownsend@empiricaeducation.com or 650-328-1734 xt.123.