

QUALTRICS FOR K-12

Improving K-12 Outcomes with Experience Data

Facing increasing challenges around teacher retention, school safety, and student achievement, more and more school districts are turning to Qualtrics to help them identify and act on the most meaningful levers of improvement. Utah State Board of Education and Qualtrics partnered to build an innovative approach to connecting data from across the state to drive better student outcomes and educator experience.



USBE EDUCATOR ENGAGEMENT PILOT RESULTS | DEC. 2019

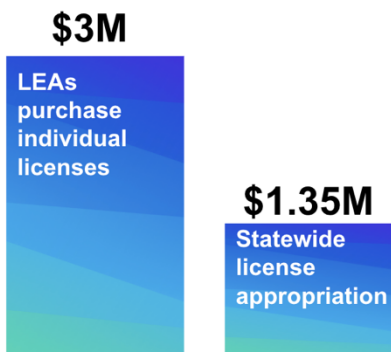
30 active LEAs

250 LEA employees trained

5,840 educators responded

BENEFITS OF A STATEWIDE LICENSE

- \$1.65M/year cost savings due to efficiencies of scale
- Standard data collection and reporting reduces time + effort required between insight and action
- Equitable technology access across LEAs



HOW DOES QUALTRICS HELP UTAH SCHOOLS SUCCEED?

SAVINGS TO THE SYSTEM

By purchasing at the state level, USBE reduced overhead in each LEA while creating increased leverage. USBE funded \$1.03M from their budget last year and we are asking for a \$1.35M appropriation to expand the program to more LEA and add school climate programs across the state. **This represents savings of \$1.65M** vs. the \$3M it would cost for LEAs to individually purchase.

STATEWIDE VISIBILITY, LOCAL ACTION

What we do: Allow USBE to advise, train, and enable at scale while individual LEAs have the visibility and control to make improvements.

How we do it: Unique data infrastructure including a separate Qualtrics instance for each LEA, gives state visibility where it's needed and local control where it's not. State-required data flows to statewide dashboard automatically.

ANALYZE DATA AT SCALE

What we do: Reducing time from insight to action at the state and LEA level enables improved decision making.

How we do it: Qualtrics provides tools to uncover insights that can translate into the right actions at the right time, including real-time dashboards and easy-to-use analytics tools for qualitative and quantitative feedback (StatsiQ, TextiQ).

OPEN THE CONVERSATION

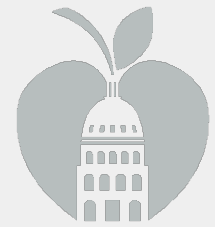
What we do: Meet educators, students, and the community where they are and open dialogue to understand the needs and pain points that could unlock better student outcomes.

How we do it: Texts, online forms, apps, surveys, and triggered alerts combine for a powerful system of actionable, always-on feedback.

8,800+ schools choose Qualtrics

Palo Alto
Unified School District

mesa
PUBLIC SCHOOLS



AUSTIN
Independent School District



Discover a World of Opportunity™



Orange County
Public Schools



tdsb

TEAM BCPS



NYC

Department of
Education

TULSA

PUBLIC SCHOOLS



DUVAL COUNTY
PUBLIC SCHOOLS



Chicago
Public
Schools



MILWAUKEE
PUBLIC SCHOOLS

MADISON METROPOLITAN
SCHOOL DISTRICT



SAN JOSÉ
UNIFIED
SCHOOL DISTRICT



DeKalb County
School District