



# Best Practices in the Use of Data Analytics



## DISTRICT PROFILE: PIEDMONT CITY SCHOOL DISTRICT

CatchOn and Digital Promise joined forces in 2021 to provide participating Digital Promise League of Innovative School Districts a quick and seamless way to track and monitor digital engagement at the student level, enabling them to analyze the efficacy of their technology investments as well as identify those students who require intervention and/or are at risk of falling through the cracks — all in real time.

Seven districts ranging in various sizes and locality participated in the project, including Alabama's Piedmont City School District (PCSD). The following case study outlines how PCSD's leadership team leveraged their data analytics dashboards, trending reports, and data insights to inform and support strategic instructional and administrative decision making within the district.

### Piedmont City School District Uses Data to Gain Insight into Student Engagement Patterns and Application Usage

#### LEVERAGING APPLICATION USAGE DATA TO INFORM LICENSING AND RENEWAL DECISIONS

Leaders at Piedmont City School District (PCSD) joined this program because they wanted to see what was actually being used by their students as opposed to what they thought was being used. To help inform and validate their budgeting, licensing, and renewal decisions, they used CatchOn's widgets to create granular grade-level and course-level views of their students' application usage data. This information enabled them to immediately identify when and how often students, by grade level and by building, were engaging with their digital resources. **"Being able to see what was used most in the last 30 days by grade level and by school building has been very helpful to me,"** said Jerry Snow, PCSD's Assistant Superintendent. **"That information is especially helpful when I'm looking at budgeting and renewals. I downloaded all of CatchOn's application usage and engagement reports to show our principals when we meet to discuss renewals."**

#### DISTRICT PROFILE

Number of schools:	3
Student enrollment:	1,080
Free and Reduced Lunch:	64%

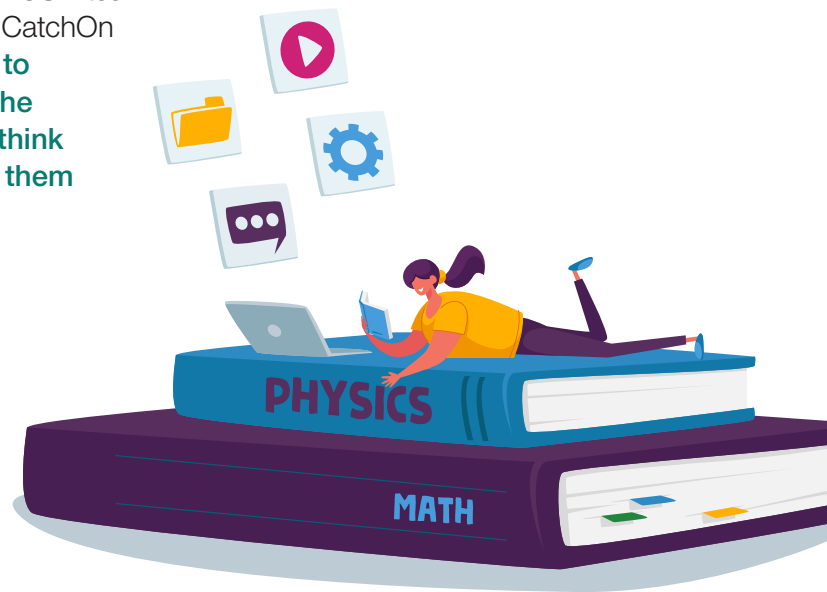
## TRACKING STUDENT ENGAGEMENT PATTERNS BY COURSE AND GRADE LEVEL

PCSD also regularly analyzed the engagement and usage patterns of their students throughout the Digital Promise and CatchOn program and were surprised to see the high number of engagements among their students. For example, the team looked at their data for grades 6–8, and they saw thousands of engagements, numbers that were a little surprising given the school's relatively small student population. **"We had 8,000 total engagements in January alone, and then it went up a little in February,"** said Snow. **"We had a week off in March, and we saw the numbers dip a little, which is understandable. It's very helpful to get this big picture view of the trends and see what is happening."**

During the program, the leadership team also used CatchOn to track how many students were logging in at home and engaging with their digital tools.

## Key Insights and Next Steps

As the district continues their data analytics journey, the PCSD team would like to expand their administrator user base in the CatchOn platform to include the district's principals. **"I would like to sit down with my principals and walk them through the platform and show them the features,"** said Snow. **"I think they will find this data very helpful, and it will enable them to track and see what is being used by the students in their schools."**



Register for the entire Digital Promise and CatchOn report to discover the innovative best practices and data findings that emerged from the other participating school districts at: [www.catchon.com/digital-promise-report/](http://www.catchon.com/digital-promise-report/)

## About Digital Promise and CatchOn



**Digital Promise** works at the intersection of education leaders, researchers, and technology developers to improve learning opportunities for all and close the Digital Learning Gap. Because when all learners have equitable access to technology, when everyone participates, and when everyone learns, we all benefit from a more engaged, informed and just society.

**For more information, visit [digitalpromise.org](http://digitalpromise.org)**



**CatchOn's** actionable data gives administrative leaders the holistic view they need to immediately identify critical patterns of digital engagement at the district, school, class, and student levels and gain insight into the efficacy of their technology investments and integrations.

**To see CatchOn in action, visit [catchon.com/demo](http://catchon.com/demo).**