

# Smarter Balanced Update

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# Who Is Smarter Balanced?



# A State-Led Consortium

## Smarter Balanced ...

- is a public agency housed at UC Santa Cruz.
- operates with zero federal dollars.
- is governed by Washington and its members.
  - We govern by a transparent, member-led process with the goal of consensus for all decisions.
  - Members vote on: Executive Committee members, the budget, policies, and perform other oversight tasks.
  - Our goal is to be a resource for K-12 and Higher Ed systems seeking to collaborate.

# What Is Smarter Balanced?



# What Is Smarter Balanced?

## Supports high-quality teaching

We believe that a high-quality assessment system can provide information and tools for teachers and schools to improve instruction.

## Improves learning for students

Our tests are designed so that all students, including those who are learning English or have special needs, can participate in the test and demonstrate what they know and can do.

## Prepares students for life after high school

The online format serves as an early detection system, measuring the critical thinking and problem-solving skills students need for success in college, work and life.

# Smarter Balanced System

## A Balanced Assessment System

With online assessments that measure students' progress toward college and career readiness, Smarter Balanced gives educators information and tools **to improve teaching and learning.**



### DIGITAL LIBRARY

An online collection of thousands of educator-created classroom tools and resources



### INTERIM ASSESSMENTS

Optional and flexible tests given throughout the year to help teachers monitor student progress



### SUMMATIVE ASSESSMENTS

Year-end assessments for grades 3–8 and 11 with a computer adaptive test and performance tasks in math and English

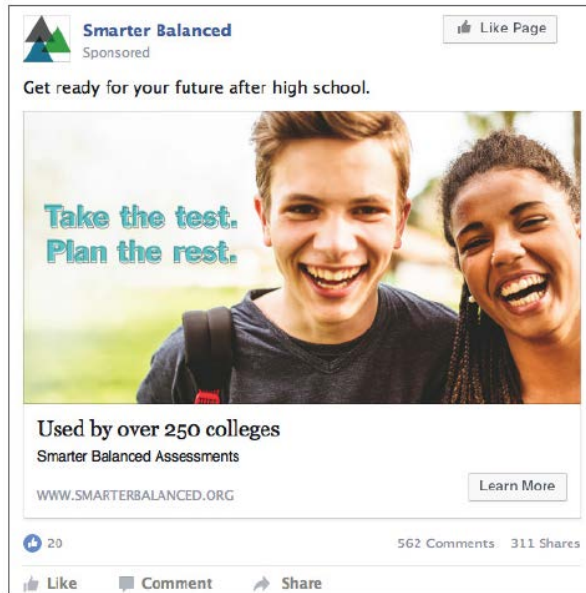


# Updates



# Spring 2017 Social Media Campaign

## Take The Test. Plan the Rest.



Facebook, Twitter & Instagram digital ads



20-second videos in English & Spanish

The campaign, focusing on students ages 13-17, communicated the value of the high school Smarter Balanced test and how students can use their scores at 256 colleges/universities in 10 states to avoid remedial coursework.

[www.smarterbalanced.org/students](http://www.smarterbalanced.org/students)





# Spring 2017 Social Media Campaign

## Take The Test. Plan the Rest.

### Take the test. Plan the rest.

#### Top three benefits for high school students in taking the Smarter Balanced tests:

#### 1 THERE'S ONLY ONE YOU

Smarter Balanced measures your progress on skills like problem solving and critical thinking. Skills that you'll need to use in the careers of today and tomorrow.

#### 2 IT'S YOUR FUTURE

Whether you plan to go to college or participate in an apprenticeship program, Smarter Balanced helps you know if you need extra help in high school or are ready to take on more challenging coursework before you graduate.

#### 3 GET IT STARTED RIGHT

You can use your Smarter Balanced high school scores at 256 colleges and universities in 10 states to determine whether you are ready for credit-bearing courses. This helps you avoid the cost and time of taking remedial, or high school level, courses in college.

Smarter Balanced tests—along with report cards, teacher feedback, and classroom work—help create a picture of your progress in school. Talking to your family, counselors, and teachers about your scores and goals after high school can help you plan a future filled with options.

Learn more at [www.smarterbalanced.org/students](http://www.smarterbalanced.org/students)



### Student handout

Over 3½ weeks, the campaign reached **556,000** students in WA and CA on Facebook and Instagram with:

- 2 million impressions, and
- 84,000 actions (likes, comments, shares).
- The top-performing Spanish ad reached 33,082 students (76,000 impressions).

[www.smarterbalanced.org/students](http://www.smarterbalanced.org/students)



# College Admissions Collaboration RFP

- **Goal:** Collaborate with developers of college admissions tests to better meet the needs of students.
- **Status:** In the middle of a confidential RFP process. We received at least one proposal.
  - We have engaged in further discussion over a possible proposed scope of work.
- **Next steps:** In the next phase of discussions, we'll address the fiscal modeling of a potential partnership.
- **WA's role:** WA has played a strong role in this negotiation through its ...
  - active membership, and
  - multiple Executive Committee members.

# College Placements & Admissions

- **State placement policies:**

- High school students who meet a consistent college-ready performance standard (established by Washington) can avoid remediation and enroll directly in entry-level college mathematics and English courses.
- Using a multiple measures approach, most states impose Grade 12 course requirements.
- States with some variant of this policy include:
  - WA, HI, CA, OR, NV, ND, SD, DE, WV and KY

- **Admissions**