 

# English Language Proficiency Assessments for California Video Student Score Report Best Practices Guide

Congratulations on your choice to purchase Video Student Score Reports (VSSRs)! This is a beneficial decision for many reasons, including the following:

* VSSRs reach a diverse range of families, including those for whom traditional score reporting may prove inaccessible or difficult to understand.
* Each video is specific to the student, providing educators, students, and their parents or guardians with actionable insights that are easy to understand.
* A voiceover in the student’s home language helps the student’s family to understand the scores.
* VSSRs save time and money, as they render the printing and mailing of paper score reports unnecessary.
* Video viewing is trackable; through an embedded survey, you can determine whether the parent or guardian understood and acted on the VSSR.
* The technology can “point” a parent or guardian to specific conclusions, and even to personalized recommendations, such as resources that are aligned to a student’s needs.

The successful launch of any new tool or resource relieslargely on communication. Here are some specific suggestions for how to inform staff about these videos before they are distributed:

* Take steps to raise awareness.
* The day the videos are released should not be the first time that a local educational agency’s (LEA’s) stakeholders hear about them.
* Be clear about the timing and purpose of these resources.
* Share samples in advance.
* Explain the benefits of VSSRs and how COVID-19 has increased the need to support students and their families in achieving students’ learning goals in accessible and engaging ways. Make clear that the videos have been modified to reflect the past year’s shifted schedule and priorities, and that parents and guardians understand that the aim of the video is to inform them, so that they might support their children’s learning.
* Consider asking school principals to share a link to the sample video (or better yet, to watch it with the school’s staff during a staff meeting) so that teachers and other staff understand what parents and guardians will experience.
* Build excitement about these videos! This new technology is a tool to provide insights and to prompt action. School leaders can set the tone for this new offering—and teachers do not need to make any additional effort at all. Adapting and using the following sample memorandum can help foster enthusiasm among school staff, which in turn generates momentum for this resource.

**Sample Memorandum to School Staff**

**ANNOUNCEMENT:** Our local educational agency (LEA) is providing English Language Proficiency Assessments for California (ELPAC) video reports to parents and guardians! We appreciate your support in making the rollout a success.

**WHAT:** Video reports explain the test and provide a personalized explanation of each student’s results.

**WHO:** All families in our LEA who have a child who took the ELPAC will receive a link to a video report (in English, as well as in their home language if it is Spanish, Vietnamese, Mandarin, or Filipino).

**WHEN:** Video reports will be posted on July 15, 2021.

**HOW:** Our IT team will post these links to the parent portal. We will also text parents and guardians links to their child’s video.

**BENEFITS:** The ELPAC video will serve as a tool for you as well. It will engage parents and guardians, enable them to better understand their child’s strengths and areas of improvement, and provide steps they can take to help support their child. This should help reinforce your communication efforts with students and their parents or guardians.

* Remind staff that VSSRs can make more families aware of student progress. Parents may use VSSRs to be informed and prepared when discussing student scores and progress during parent/guardian–teacher conferences and in other meetings.

Again, to maximize the number of VSSRs viewed, it is helpful if an LEA can build awareness and curiosity so that parents and guardians understand what the videos include. Here are some specific suggestions for how to notify parents and guardians before these videos are distributed:

* Parent Teacher Association or Parent Teacher Organization meetings—Read the announcement, watch the sample video together, and review any relevant dates, such as when parents and guardians can expect to receive their video links.
* School newsletters—Use the “Sample Memorandum to Parents and Guardians” provided next.

**Sample Memorandum to Parents and Guardians**

I am pleased to let you know that you will soon receive a personalized video describing your child’s scores on the English Language Proficiency Assessments for California (ELPAC).

The ELPAC is a test that every English learner takes to assess their progress in learning English. Please watch for an email or text message with a link to your personalized video. The link will take you to a page on the parent portal with your child’s school information, where you will find this video. We are excited to provide these to our school district’s families, and we encourage you to watch the video with your child!

* LEA newsletters or blasts—Use the “Sample Memorandum to Parents and Guardians” previously provided. A link to the sample video can be included.
* Phone call or text message—Call or text the day the video links are available.
* School assembly—Hold an assembly to show students a sample video and encourage the students to ask their parents or guardians about it as “homework.”

To engage as many parents and guardians as possible, including those who do not read English, it is highly recommended that LEAs employ multiple methods for distributing the information and links. The best ways to ensure every video is viewed are as follows:

* Fair: Place these video links on a parent portal.
* Good: Send an email alert or a paper flyer about these videos being available and remind parents to check the portal. Ideally, include a link directly to the page with the video.
* Better: Text these video links using the LEA’s trusted communication service (e.g., SchoolMessenger), **or** via [Spotlight](http://www.spotlight-education.com/), the company that has created the videos.
* **Best: Use all of these options! Text parents *and* email them *and* post the links to a portal.**

Parents and guardians are very busy, and there is a lot of information coming at them all the time. Make sure that this announcement reaches every parent and guardian by using **all** of the aforementioned methods, rather than only one.

Emails and texts work well; just be sure to use concise language and thoughtful timing.

* Subject line examples:
* Innovative New Video Covering Your Child’s ELPAC Results
* New Video About Your Child’s ELPAC Results
* Just For You: Your Child’s ELPAC Explained
* Introducing: A Short Video For [LEA name] Parents and Guardians
* Best day and time to send out emails: Tuesday through Thursday between 8 a.m. and 10 a.m.
* Best day and time to send out texts: Friday between 8 a.m. and 10 a.m.

When it comes to text message campaigns, there is no magic time to send messages that will guarantee your success. After all, people check their mobile phones 150 times a day on average! *When* those check-ins occur is determined by individual behaviors and preferences. That said, VSSRs have been found to have a high viewing rate on Friday mornings.

***Are you interested in learning more about VSSRs?***Feel free to reach out to the team at Spotlight with questions, or even with suggestions for improvement. These reports are intended to help parents and guardians understand their child’s English-language “journeys,” and to provide them with ways to support their child’s learning. We hope that you share this objective and welcome your input.

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