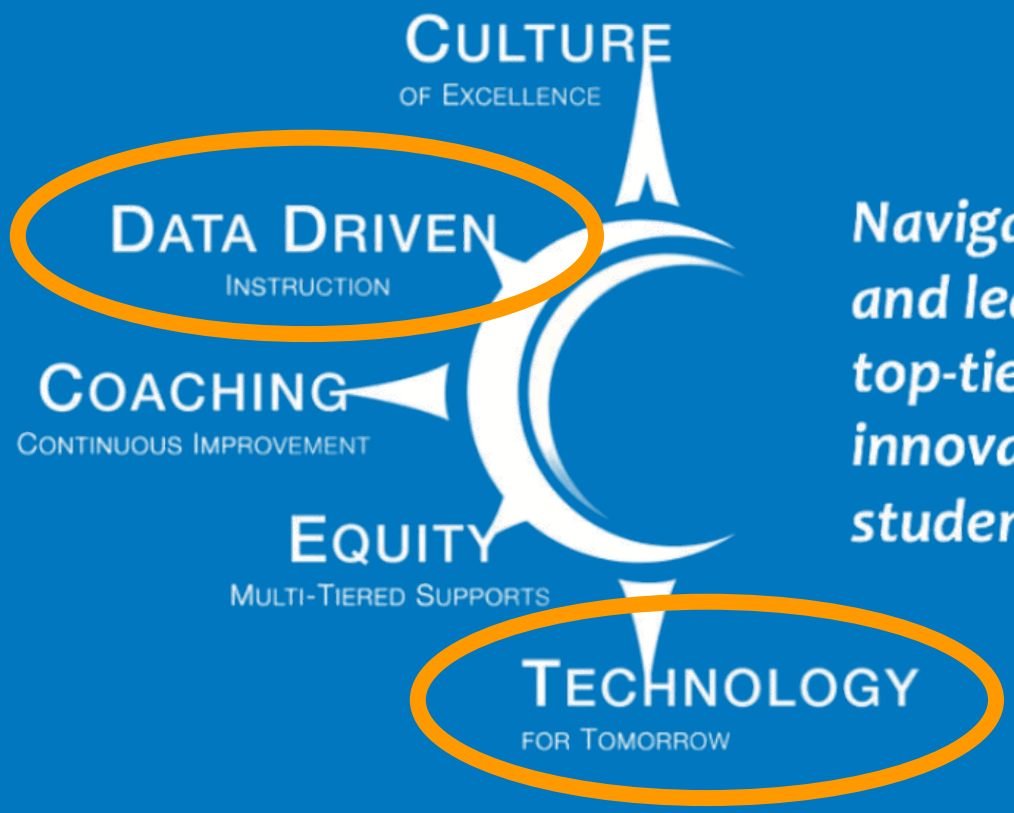
Navigator Schools
Intelligent Systems Integration

April 10, 2024

Navigator Schools



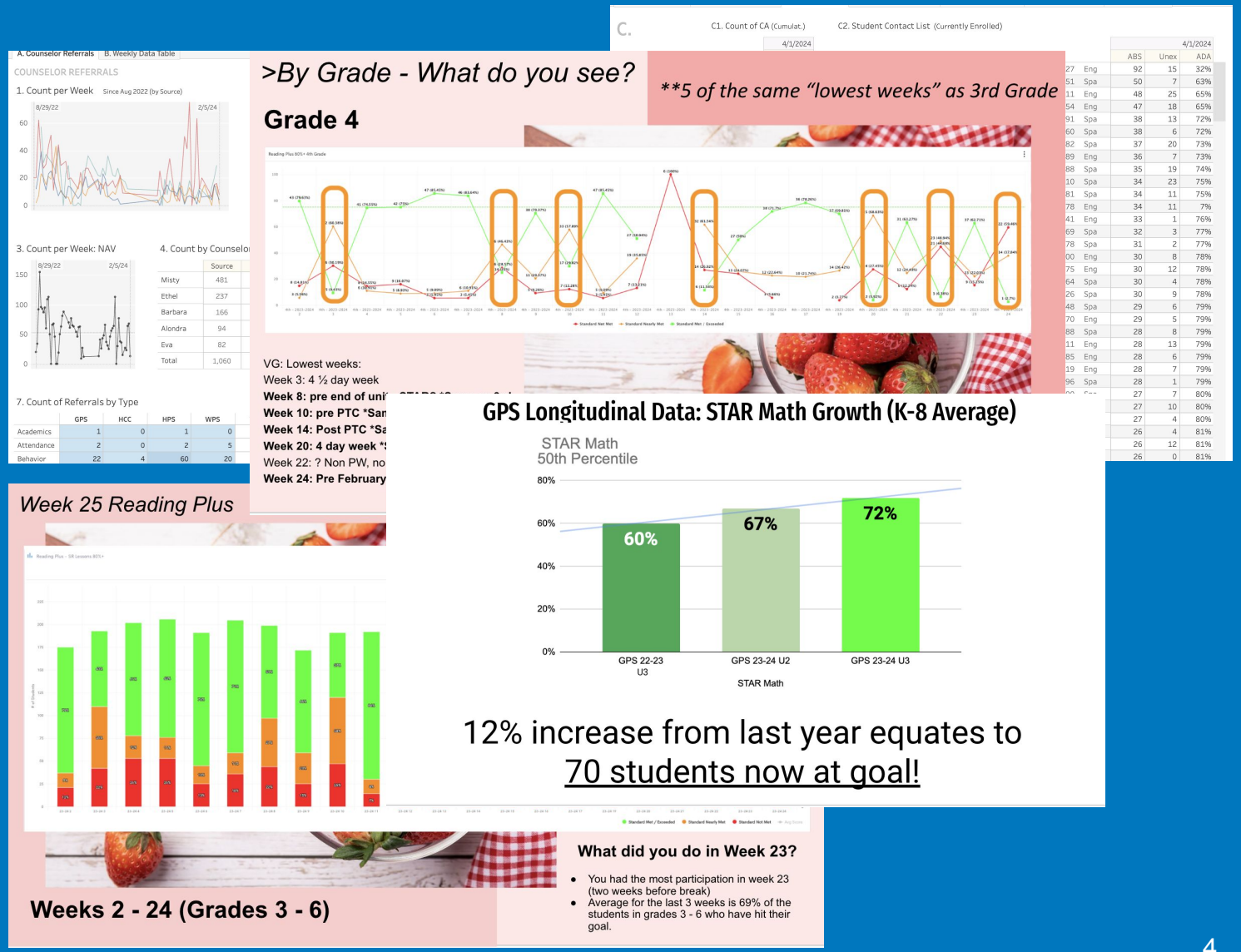
Navigator Schools equips students to become learners and leaders in high school, college, and beyond. We develop top-tier teams of educators who continuously improve and innovate schools that deliver phenomenal outcomes for all students, regardless of their circumstances.

Executive Summary

- Navigator staff use instructional data on a daily basis.
- The cogent presentation of data is integral to many of our core responsibilities as a public school.
- Despite plentiful data, the process of gathering it, analysing it, and presenting it is manual and time consuming.
- But, we don’t need more tools or staff. We need access to systems integrators and data analysis expertise. We need a need a data partner with the technical skills (constantly updated) to integrate all of our major data sources and systematize access to standard dashboards unique to the roles of staff throughout Navigator schools.
- We reviewed the capabilities of several major providers, vetted them with references, engaged internal stakeholders, and held detailed demonstrations to identify the best match.
- We request that the board approve a three year contract with Parsec Education, Inc. for $111,299 per year for a total of $333,897 over three years to provide data systems integration work for Navigator Schools.
- **This is a strategic priority and prerequisite for growth.**

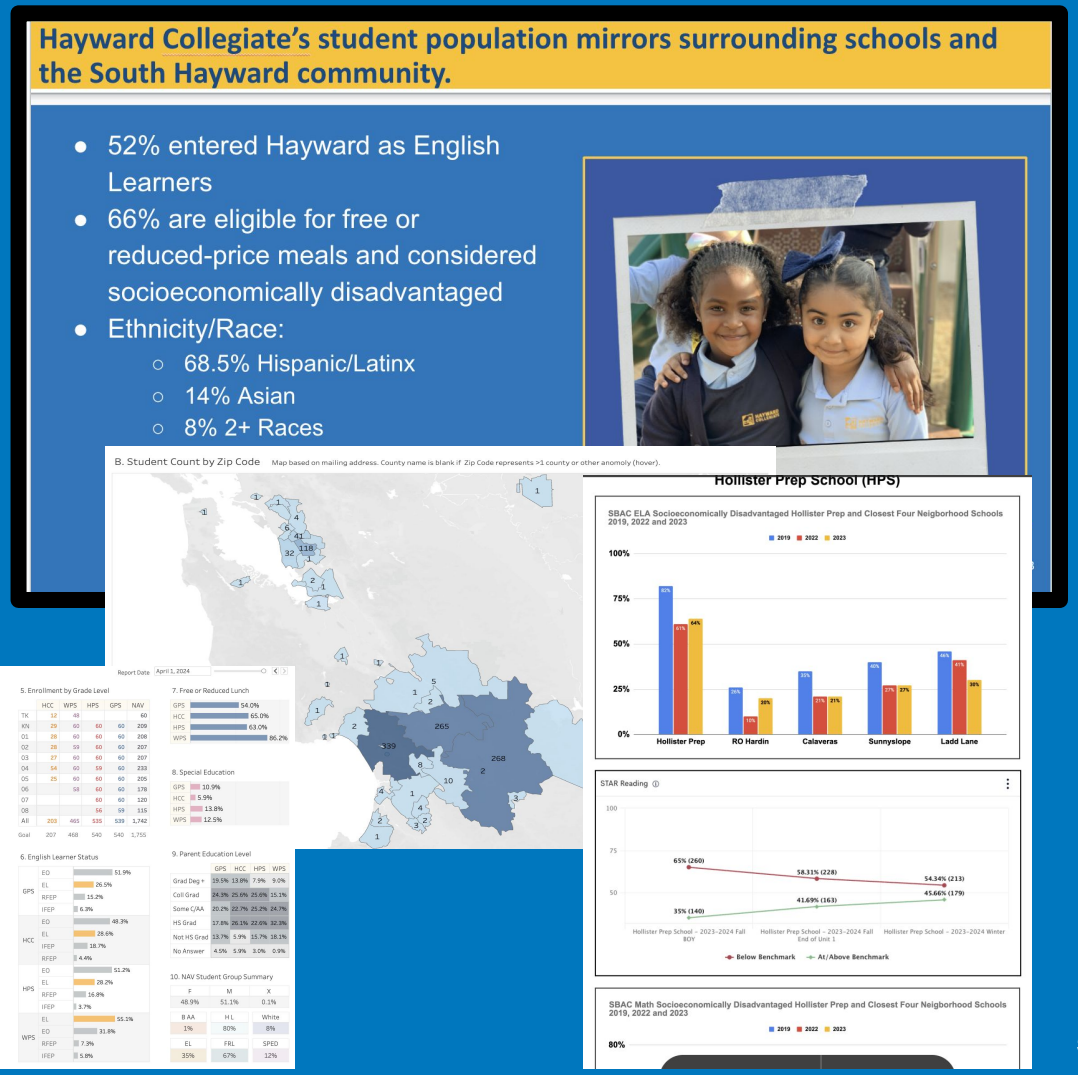
Navigator staff use instructional data on a daily basis.

- Identifying students who need help
- Deciding which academic standards to teach to which students
- Considering what types of professional development to engage in with staff
- Assessing the success of curricula, strategies, or programs
- Preparation of lesson plans and considering use of time
- Tracking Chronic Absenteeism and identifying families for outreach

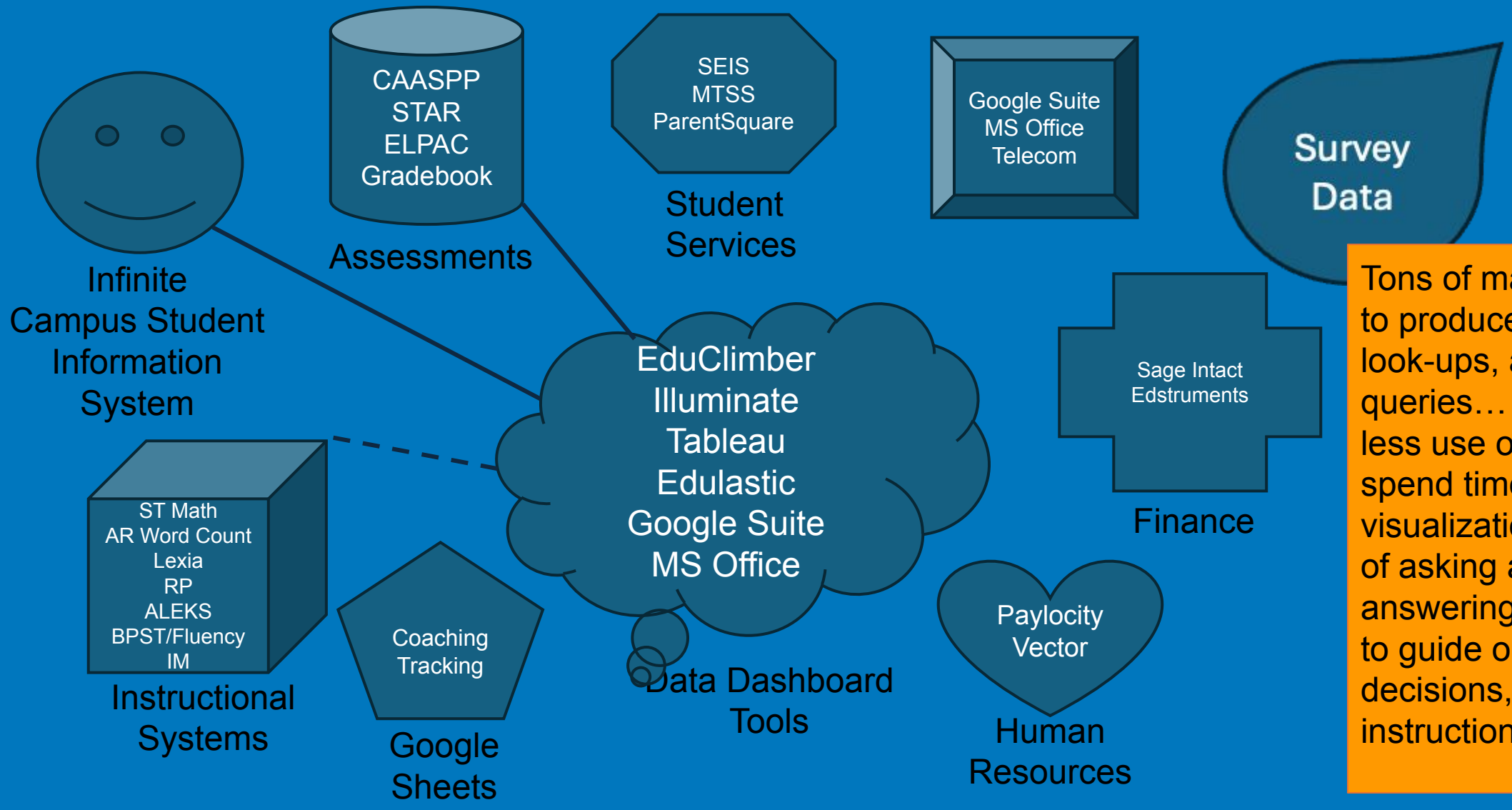


The cogent presentation of data is integral to many of our core responsibilities as a public school.

- Local Control Accountability Plan
- Renewal and Material Revision
- Communication with families
- Responding to authorizer requests
- Telling our story to the media and potential funders
- Board reports
- Student status reports/report cards
- Comparing our progress against state data



Despite plentiful data, the process of gathering it, analysing it, and presenting it is manual and time consuming.



Tons of manual labor to produce reports, look-ups, and queries… leads to less use of data. We spend time creating visualizations instead of asking and answering questions to guide our decisions, care, and instruction.

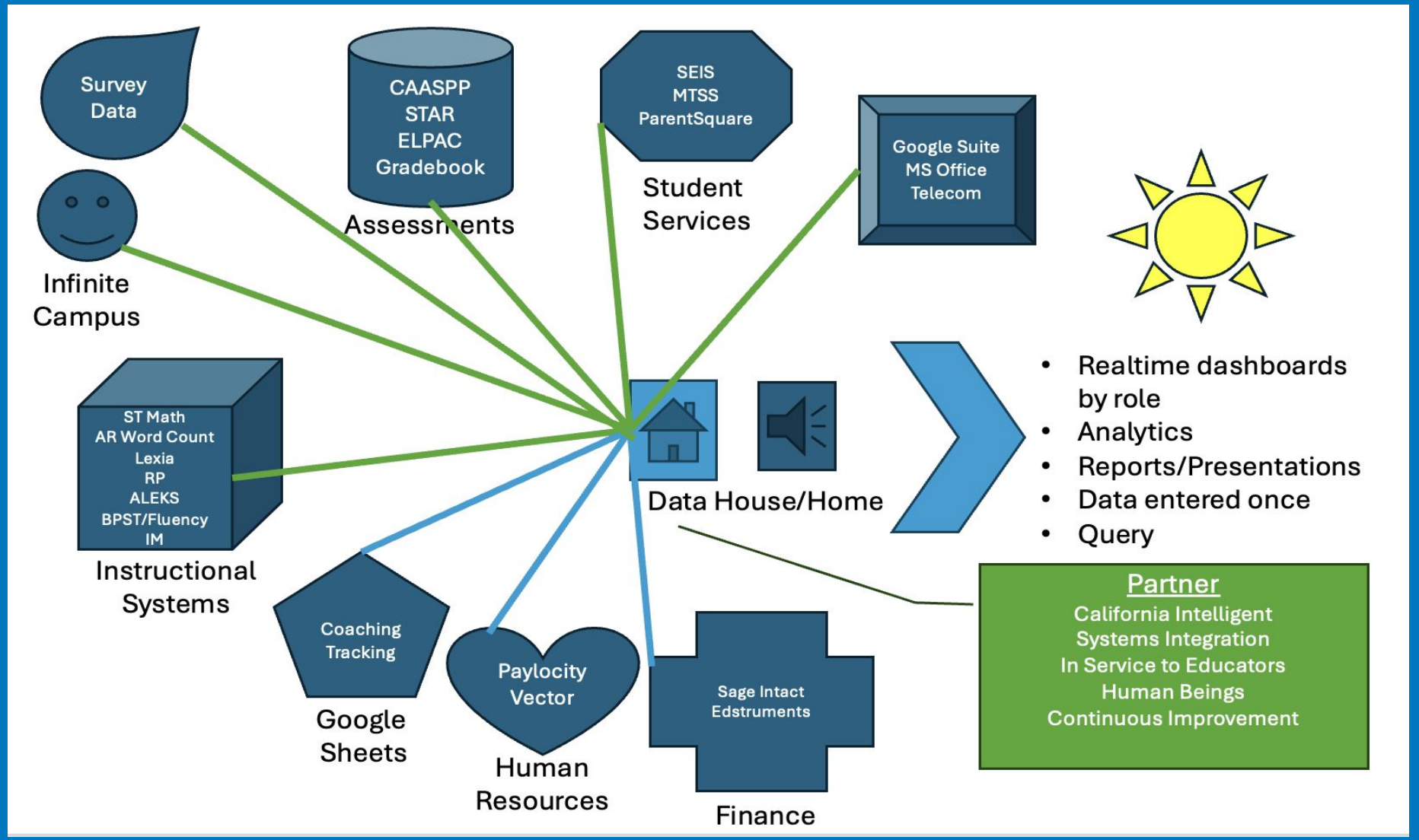
But, we don’t need more tools or staff. We need access to systems integrators and data analysis expertise.

We need a need a data partner with the technical skills (constantly updated) to integrate all of our major data sources and systematize access to standard dashboards unique to the roles of staff throughout Navigator schools.

- Build automated links so that data is automatically uploaded in near real-time into a central database without teachers entering data multiple times in multiple systems.
- Establish best practice data visualizations that match the questions we need to ask and answer.
- Provide the ability to use AI to identify trends in the data so that the data is telling us what we should be asking and addressing.
- Contribute expert knowledge of the California accountability systems, charter needs, and state technical infrastructure.
- Access inexpensive technical talent with constantly updated software and database skills.
- Participate in a broad community of practice focused on the continuous improvement of the use of data for instruction, and shared development resources.
- Eventually allow us to integrate operational and financial data to track metrics and determine ROI

These are things we cannot do ourselves and which don’t make sense to develop and maintain on our own.

We want our systems to talk to each other.



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We reviewed the capabilities of several major providers, vetted them with references, engaged internal stakeholders, and held detailed demonstrations to identify the best match.

Out of a dozen potential partners we researched, we vetted the top four in depth: Data Design, Qualtric, ConvergeEd, and Parsec Education.

Questions:

1. Data security and technical questions submitted by Navi IT team.
2. Is the system custom built for the client (Navigator)?
3. Are the permissions set up in a way that Navigator can create one report, push out to the staff, and the end user only sees what is applicable for their site and grade? IE, eliminate the need to create individualized data points.
4. Can your program push back to our SIS (Infinite Campus)?
5. Do they have the filters we need on a regular basis? Race, Ethnicity, FRL, EL, Disability, Homeless / Foster, etc?
6. Can end users edit their own filters (ie, demographic information)?
7. Does the platform have the ability to do a "threshold", or alert the end user when a student hits a particular data point?
8. Are the thresholds set up in a way that a Navigator staff member does not need to edit weekly, and only the most current data is being communicated to staff?
9. Does the platform have a usage report?
10. Do you have a google sheet integration?
11. Do you have an intervention tracker for students?
12. Based on the above for MTSS, does the intervention track program effectiveness, and can interventionists enter / edit their own data points etc?
13. Can staff enter their own data points directly into the platform? Example, interventions, BPST / Fluency, participation, etc.
14. Can your platform import written responses? IE, Google, assessments via Illuminate, MTSS comments, etc.
15. Is there an ability to a use a training course? IE, put staff through training from within the system? Students?
16. Do you have an internal ticket system, like our own helpdesk, or actions, that allow us to track when staff and students are completing tasks?
17. Can your platform create questionnaires or surveys for staff and students?
18. Do you have translations available?
19. Do you have the ability to house resources, like a digital library ?
20. Can the platform message parents?
21. Is there a live ongoing support available?
22. Do you have the ability to do financial reports?
23. Can we download the graphs, CSV's?
24. Can the end users change the colors of the charts etc?
25. Can we access longitudinal data?
26. Where are your data centers located, and in which one is our data stored?
27. What is your disaster recovery plan?
28. Do you have any data breaches on record?
29. If we were to cancel our contract, how long will our data be retained?
30. Are there any network addresses we need to whitelist to allow their platform to communicate with ours?
31. Do you provide services that leverage data science for deeper insights? IE, Rather than relying on guesswork from a staff member, can you employ data science techniques to identify variables (i.e. enrollment numbers, curriculum changes, reading minutes, app usage, small group sessions, attendance, demographics, etc.) and determine their impact on scores (or whatever else we want to look at)?
32. What is the onboarding process?
33. Price?

The team selected Parsec Education. Here's why...

1. They checked all of our boxes with regards to data security and their handling of student data.
2. Their team demonstrated the highest level of expertise in asking and answering instructional questions.
3. We believe that rather than us developing the dashboards, they have thought them through already in ways that are best practices and provide deep value-add to our instructional thinking. But, they also provide custom dashboards and consulting.
4. They have the best user interface and visualization capabilities.
5. They know how to tell the charter story and have already developed the technical access to data required to tell it. For example, they include an analysis of how students have progressed since they have been with us and have established a partnership with the CDE that will give us access to our students' data from BEFORE they enrolled with us.
6. They have prioritised our desire to integrate financial and human resources data into their product roadmap.
7. Their "under-the-covers" engine is Google Looker Studio that will integrate with Genesis (Google's AI) over time, rather than a proprietary database that may not be systemically compatible as technology advances
8. Their CEO, who is based in Fresno, participated in the demonstration for our team. And, their demo used our actual data and presented it in ways that increased our understanding of our own performance: https://navigator.parsecgo.com/home?activeReport=state_test_results&activeSchoolIds=watsonville_prep,,,
9. Through Parsec we will become part of a community of practice.
10. Their price, while not the lowest, was competitive, deeply discounted, and most accurately covered our anticipated needs.

(a copy of their proposal and the contract will be provided to the board directly.)

This is a strategic priority and prerequisite for growth.

Our proposed partnership with Parsec Education, Inc. will allow the equivalent of at least five full-time staff members (principals, vice principals, data analysts, directors and chiefs– not including teachers and instructors) to shift their focus from collecting and presenting data to improving instruction based on data.