

## Education Advisory Board (EAB) Membership Evaluation

**Description (from the Budget book):** \$25,000

This proposal improves the division's use of research-based best practices in all facets of the division's work through membership with the Education Advisory Board (EAB). The EAB is an on-demand education research group with whom the division began a partnership in the fall of 2018. The group provides reviews of existing research and opportunities to collect data for new research on any instructional or operational topics the division selects. EAB research will be integrated into all program evaluations and division staff will be able to request on-demand research as needed.

### **Stated Metrics:**

Protocols developed for central staff use of EAB for research requests - **Done**

Beginning in the second semester of the 2018-2019 school year, 100% of program evaluations and charters will include research questions and responses provided by EAB. - **Done**

By the end of the 2021-22 school year, at least ten EAB research requests will be completed outside of the program evaluation and charter process. The requests will come from across multiple cabinet departments and from school-based leaders. All program evaluations will continue to include research questions and responses from EAB. Finally, all EAB requests will have a direct, identified connection to the Board strategic and funding priorities. See Evaluation Activity. **Done**

### **Evaluation Activities:**

1. [# of research requests 2021-22 school year](#)
2. [ROI for cost of service versus staff time](#)

**Findings:** ACPS staff have increasingly utilized EAB Services since the partnership began in FY19-20. The more that staff uses the services provided, i.e on-demand research requests and access to webinars, the money that ACPS invests in the service will generate added value in terms of "return on investment." During the 2021-2022 school year, EAB provided in-person professional development for our leadership team as well as our School Board members for the first time.

**Recommendation:** Continue partnering with EAB or another research service when this contract has expired. Utilize in-person and webinar options for professional development for all staff to the maximum extent possible.

This school year, ACPS will partner with EAB to provide two webinars on current hot-topics in education, open to all staff. ACPS also will utilize EAB to conduct a website audit and an in-person professional development, in addition to the numerous on-demand research requests and access to already completed research. Continue to strategically utilize the EAB partnership to reach professional learning goals and enhance opportunities in the district. **When this contract expires, it may be beneficial to shop-around contractors before continuing the contract, since the agreement increases annually instead of using a fixed price.**

### Research Requests 2021-22 School Year

In the school year 2021-2022, the budget goal of having at least ten EAB requests was met and exceeded. Division staff continue to request research reports on a regular basis and Cabinet will utilize EAB this school year to deliver on-demand professional development via webinars and in-person sessions.

<b>Research Request Topic</b>	<b>Submitted By</b>	<b>Strategic Connection</b>
Equitable Admissions Practices	Principal	Goal 2: Affirming and Empowering Communities
Dean of Students Position	Cabinet member	Goal 1: Thriving Students
Equitable Funding Questions Weighted Funding Questions	Program Evaluator (Differentiated Staffing/Funding Program evaluation)	Goal 3: Equitable, Transformative Resources
Security Protocols	Director	Goal 3: Equitable, Transformative Resources
PTO Equity	Cabinet member	Goal 3: Equitable, Transformative Resources
Best Practices in Grading Competency-based Grading Standards-based Grading	Grading Team (led by a Lead Coach)	Goal 1: Thriving Students
Assessment Timing	Cabinet member	Goal 1: Thriving Students
Human Resources Department Structures and Performance Metrics	Cabinet member	Goal 3: Equitable, Transformative Resources
Language Immersion Dual Language Models	Teachers	Goal 1: Thriving Students
Intramural Sports	Director	Goal 2: Affirming and

		Empowering Communities
Learning Walks	Cabinet member	Goal 1: Thriving Students
Facilities and Transportation Questions	Long Range Planning Committee	Goal 3: Equitable, Transformative Resources
Math (Equity, Best Practice)	Teachers	Goal 1: Thriving Students
Schedules (Best practices for secondary students)	Director	Goal 1: Thriving Students
Student Led Conferences	Cabinet member	Goal 1: Thriving Students
Transgender Policy Implementation	Lead Coach/Director	Goal 2: Affirming and Empowering Communities
Responding to incidents of Racism	Anti-Racism Steering Team	Goal 2: Affirming and Empowering Communities
Science of Reading -related Questions (many)	Teachers; Director, Cabinet member	Goal 1: Thriving Students
Communicating DEIJ Strategies	Anti-Racism Steering Team	Goal 2: Affirming and Empowering Communities

**ROI for Cost of Service versus Staff Time**

We purchased three years of service from EAB in 2018 and we have since contracted for another three years with EAB. The annual membership fee increases by 1.5% each year of service and we pay additional fees for travel or admin fees for certain requests.

We are “in the positive” in terms of the value we receive from the service. The theoretical ROI was calculated using average costs for the services we have been typically using. The more services we utilize, the more value we will get. particularly because the fees increase incrementally with each year of the contract. I used the same “value” of \$39,000\* annually for the calculation; however, this number is entirely an estimate based on typical average costs for set services. I used set numbers to estimate services, but we have increased our use of each type of service since we started partnering with EAB in 2018. We did not do any professional learning or research presentations in the first year of service; however, we have expanded our use of their eleven service offerings each year.

The Return on Investment (ROI) is a measure that tries to evaluate the amount of return on a particular investment, relative to an investment’s cost. The calculation is fairly simple and is

(Current Value of Investment - Cost of Investment)/Cost of Investment. If it is net positive, it is probably worthwhile.

\*Used the same cost estimate of \$39,000 for services each year to demonstrate that the more services we use, the more return we get on our investment in EAB.

Year	Annual Membership Fee	ROI - demonstrates that always In the positive as long as we utilize the services
Sep 2018 - Sep 2019	\$26,000	50% (EX: \$39000-26,000/\$26,000)
Sep 2019- Sep 2020	\$27,225	43%
Sep 2020 - Sep 2021	\$28,511	37%
Sep 2021 - Sep 2022	\$28,362 *admin fee waived this year	37.5%
Sep 2022 - Sep 2023	\$30,429	28%
Sep 2023 - Sep 2024	\$31,008 *Future Cost	26%

Scope of Services Provided by EAB:

1. Strategy and Best Practice Research Studies (reports) - unlimited access
2. Executive Briefings - unlimited access
3. Annual Superintendent Roundtable - 2 half-day sessions
4. District Leadership Summit - one-day session for district leaders
5. On-Demand Research - only one at a time, but will do as many as we like
6. Dedicated Advisor - primary point of contact
7. Access to EAB Experts - no additional cost, telephone consultations
8. Annual Webinar series - open to all employees
9. Private Webinars - limited number each year
10. The District Onsite - once each year, EAB staff will facilitate discussion on a particular topic
11. Online Research database - website with access to all EAB research

ROI calculation, simplistic:

$$\text{ROI} = \text{Net Return}/\text{Initial Cost} \times 100$$

\*Net returns each year conservatively is \$39,000 of staff time (this is an estimate)

1. 100 hours of research (\$5000)
2. 3 days total of in - person professional learning (\$24,000)
3. Webinar access for all employees (2 sessions) (\$10,000)