



“Using eROI to Ensure That Your Tax Dollars are Producing Student Success”

AASB Convention
December 7, 2018

What we'll learn today

- Foundational understanding of how your role directly impacts student performance
- Understand how our current process of governing is broken
- Understand how financial accountability tracking systems help improve outcomes
- Ensure you have strategic alignment & return on instruction
- Leverage eROI to eliminate ineffective spending and increase student achievement

Real Life Scenario: Gym Membership



Cost: \$150/month = \$1,800 annually

What: 24-hour state of the art fitness center with group classes, cardio and weight equipment, and access to a nutritionist & trainer

Why: I enjoyed the holidays a little too much!

My coworker goes there and he lost 50 pounds.

Sounds good right?

Board Meeting Scenario: IXL Learning Renewal



Cost: \$355,000

What: Immersive adaptive learning platform for math, language arts, science, & social studies.

Why: Our math scores went down last year.

Good References and solid vendor presentation.

Sounds good right?

A dark, moody photograph featuring a black graduation cap with a gold tassel resting on a stack of US dollar bills. The bills are slightly out of focus, showing details like the portrait of Benjamin Franklin and the text 'SERIES 2009'. To the right, a stack of gold coins is visible. The overall scene suggests a connection between education and finance.

Why isn't our spending producing outcomes?

Board Purchasing Decisions





There's so much we don't know...

Who exactly is supposed to use the product?

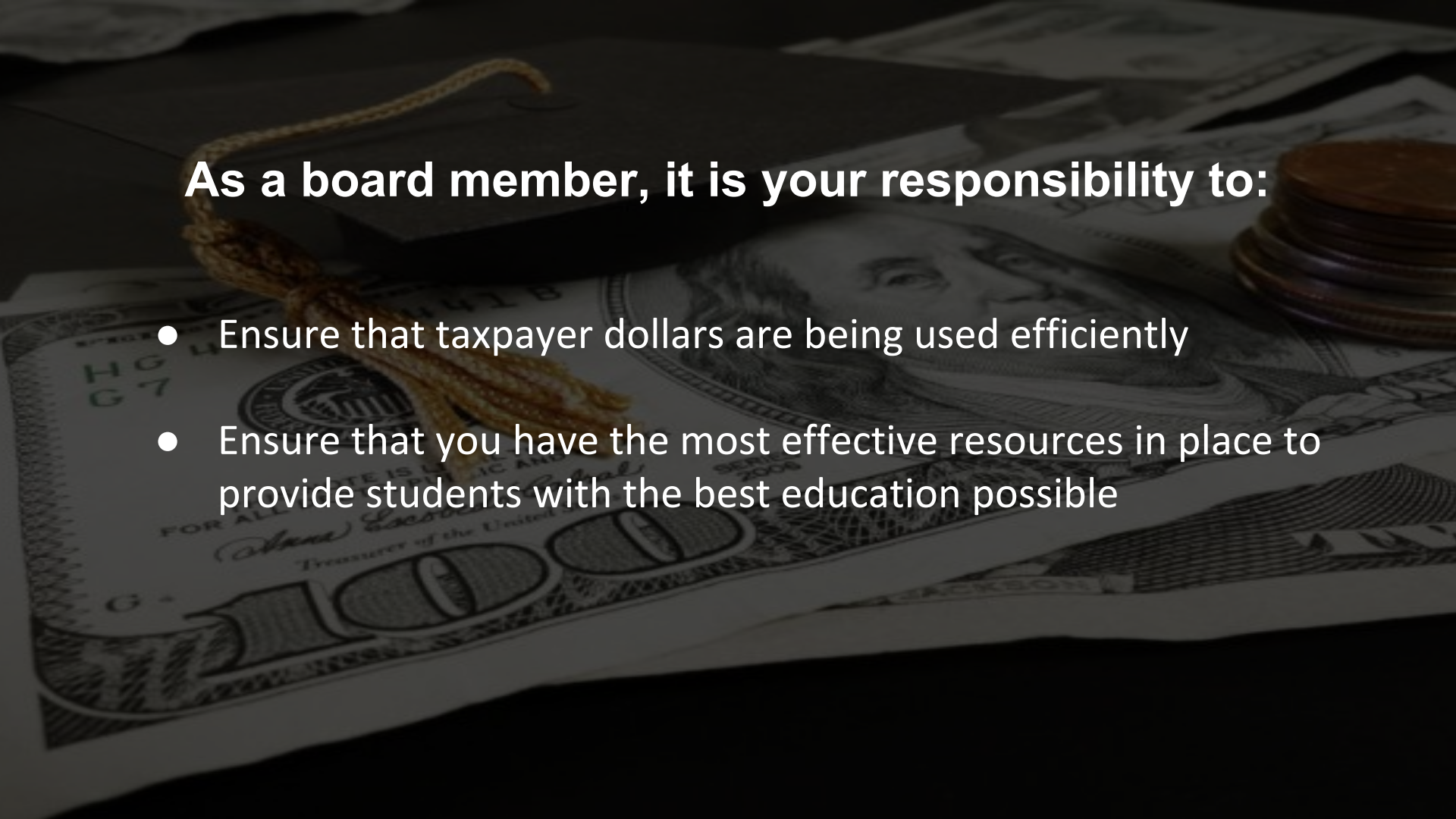
What is the expected outcome on Math?

How often do the students need to use it?

Did we do what we said we would do & did it
work last year?

We
Must...

**STOP
WASTING
MONEY!**



As a board member, it is your responsibility to:

- Ensure that taxpayer dollars are being used efficiently
- Ensure that you have the most effective resources in place to provide students with the best education possible

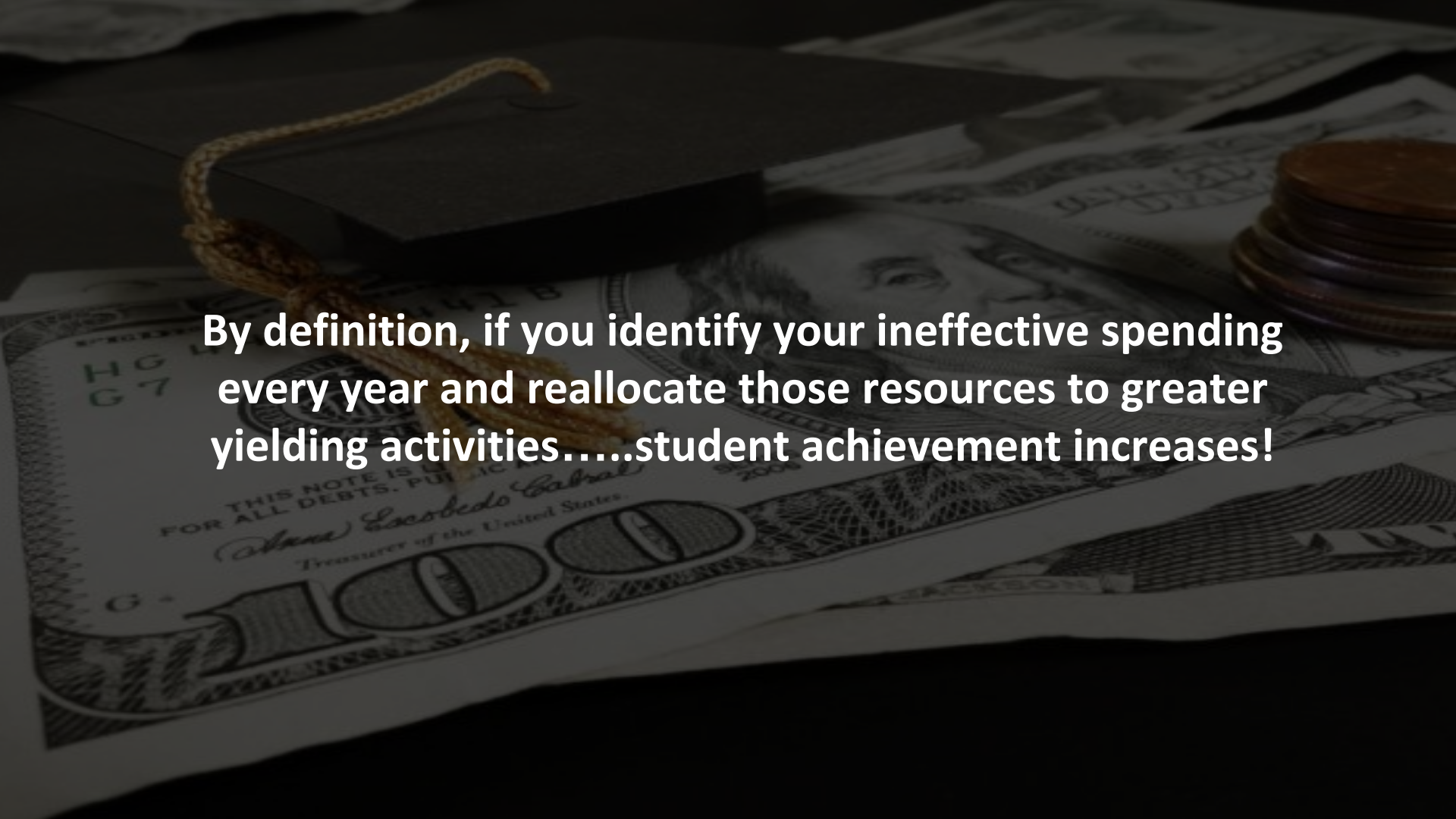


**There is one proven strategy to
create this change...**

**Education Return on Investment
(eROI)**

What is eROI?

eROI is the process of maximizing student achievement through annual identification and elimination of ineffective resource allocation

A dark, moody photograph featuring a black graduation cap with a gold tassel on the left. To the right is a stack of several coins. The background is filled with US dollar bills, including a prominent \$100 bill showing the portrait of Benjamin Franklin. The text is overlaid in white on the center of the image.

By definition, if you identify your ineffective spending every year and reallocate those resources to greater yielding activities.....student achievement increases!

A graduation cap with a gold tassel is positioned on top of a stack of US dollar bills. To the right, there is a stack of coins. The scene is dimly lit, with the text overlaid in the center.

**How can board members improve financial governance
to benefit students?**

5 Pillars of Governance

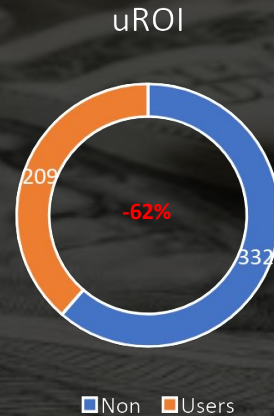
1. Usage Return on Investment (uROI)
2. Education Return on Investment (eROI)
3. Financial Accountability Tracking Systems (not your accounting system)
4. Strategic Alignment
5. Return on Instruction (ROI)



Two Methods of ROI

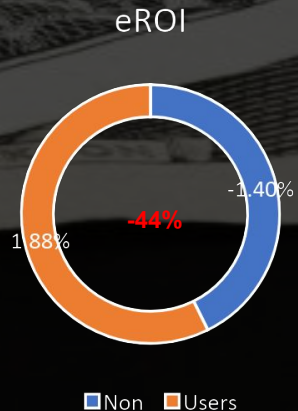
Usage ROI (uROI)

Are we using what we're paying for?



Education ROI (eROI)

Are our activities translating to positive student outcomes?



eROI Financial Tracking Forms Provide Financial Transparency

✓ What did we do?

✓ Did we do it?

✓ Did it work?

✓ Corrective Actions?

Fiscal Accountability Tracking

Current Information

New Request	nicole@salesdemo.com
Tool, Resource or Strategy	IXL Learning
Expected Cost	\$355,000.00
Intended Audience	0 schools
Expected Usage	75%
Dosage	2x Per Week
Measurement	AspireEnglishScaleScore.AspireMathScaleScore
Expected Outcome	Increase reading and math scores by 2% year over year

Prior Year Information

Usage or Fidelity Tracked	Yes
Usage	35% (User entered)
Did everyone participate to the appropriate dosage?	No
Expected Usage (prior year)	0%
Corrective actions	Added additional training and expectations communicated to teachers
Tracking file	Not provided

Request eROI

Strategic Alignment

- ✓ Are we ensuring financial expenditures are aligned to our strategic plan?
- ✓ Do we have a clear understanding of what goals and objectives are impacting student achievement?
- ✓ Are our financial expenditures effective at producing student outcomes?
- ✓ Are we measuring this annually?

Return on Instruction



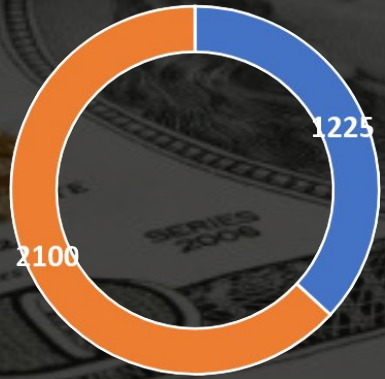
- ✓ Does our classroom instruction align with proficiency on state assessments?
- ✓ Does each student's grade give a true picture of mastery and preparation for college?
- ✓ Do we have grade inflation or deflation?
- ✓ Are there areas of concern that we need to address with staff?

A dark, moody photograph featuring a black graduation cap with a gold tassel resting on a \$100 bill. The bill is partially visible, showing the portrait of Benjamin Franklin and the text 'SERIES 2009'. To the right of the cap is a stack of several coins. The overall scene suggests a connection between education and finance.

Let's Rewind...

Usage Return on Investment (uROI) IXL Learning: \$355,000

2017 Participants



Only 35.00%

of the purchased licenses impacted student achievement.

That means...

\$230,750

of the purchased licenses were wasted

■ User ■ Non User

Education Return on Investment (eROI)

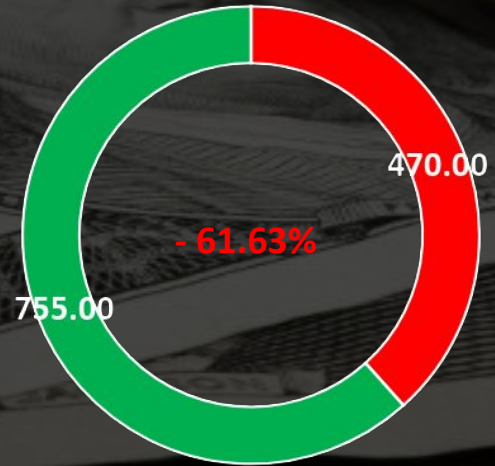
IXL Learning: \$355,000

eROI: -61.63%

Gainers improved by: 2.8%

Decliners declined by: -1.8%

eROI Composite



■ Gainers ■ Decliners

A dark graduation cap with a gold tassel is placed on a stack of US dollar bills and a stack of coins. The background is dimly lit, focusing on the cap and the currency.

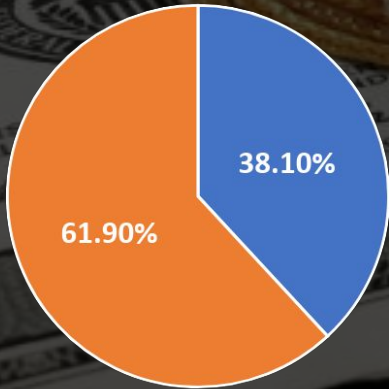
How common is this example?

60% of activities we
look at in Alabama

eROI is the Answer

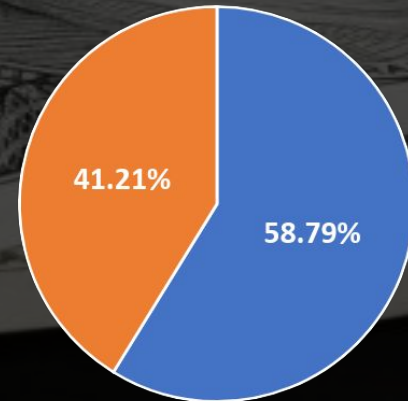
Morgan County eliminated 40% of identified ineffective spending & doubled academic growth for users.

Study Island Year 1



■ User ■ Non User

Study Island Year 2



■ User ■ Non User



**Make the Change.
Implement eROI today!**