



# Camden County Schools Made Data-Informed Education Easy



Camden County Schools in Southeast Georgia had nearly 9,300 students in 12 schools and one team of administrators feverishly trying to implement a data-informed educational strategy.



Manually pulling data from a variety of separate systems, inputting it into spreadsheets, and setting filters was cumbersome.

To make matters worse, they quickly discovered that a one-size-fits-all approach was insufficient. As soon as a report was distributed, teachers would request customized views, keeping administrators on a hamster wheel of data processing.

"It was VLOOKUP purgatory," said Sabrina J. Sterling, Ed.D., technology instructional specialist for Camden County Schools, referring to the spreadsheet functionality she used to find the answer to each individual request.

## Data, Data, Everywhere

As with many districts, Camden County stored their data in a variety of different silos. Administrators accessed each system to pull the data they needed, then manually input it into a spreadsheet. The process was tedious, error prone, and produced complicated spreadsheet reports.

### AT A GLANCE

#### Challenge

- Time-consuming data management and analysis
- Overwhelmed administrators
- Concerns about accuracy and security
- Teachers unable to create custom views

#### Solution

- Added Performance Matters Analytics to PowerSchool SIS
- Gave teachers access to customizable reporting dashboards

#### Results

- Educators now track and predict student performance
- Administrators and teachers saved time
- Improved data security
- Eliminated errors from manual data transfers



Additionally, manual processing of data caused security concerns. Preventing Family Educational Rights and Privacy Act (FERPA) infractions was a constant challenge.

"FERPA was not our friend," Sterling said.

## There Had to Be a Better Way

Though their process had many faults, Sterling said her team knew data had the potential to predict student performance and revolutionize educational effectiveness.

"Usually within three administrations of a test we can tell whether or not students will perform well on the end-of-year test," Sterling said.

But they were fighting an uphill battle with manual data management—displaying test scores and proficiency data in a spreadsheet, and then splitting it into different demographic groups.

**They needed a more efficient, accurate, and reliable way to track and predict student performance.** They also wanted to give teachers access to the data so they could generate their own reports with the views they wanted.

"You could spend hours creating the most beautiful spreadsheet, and the minute you distributed it, someone would ask you to process the data differently," Sterling said. "It was time consuming and frustrated my staff."

**They knew data held the answer to more effectively educating students but needed a convenient, long-term solution for data analysis and reporting.**

**"It's so easy to give someone a spreadsheet—it's another thing when they have something they can start with, and then those intuitive leaps can come into play by combining data with teacher intuition."**

**SABRINA J. STERLING, ED.D.,**  
Technology Instructional Specialist,  
Camden County Schools, GA

## Choosing Performance Matters

Camden County Schools simplified data management by adding **PowerSchool Performance Matters Analytics** to their PowerSchool Student Information System (SIS).

**The integration eliminated hours of unnecessary work.** Assessment, attendance, and behavior data became available within a single interface, providing **deeper insights** into how students were progressing and where they needed additional support.

Performance Matters Analytics also eased improved data accuracy. Automated aggregation ensured that data moved seamlessly across platforms and made manual entry errors a thing of the past.

## Data + Teacher Intuition Drives Student Success

Administrators now focus on coaching educators in data strategy. Teachers use Performance Matters Analytics to **inform educational interventions**, delivering the most effective education to their students.

Administrators create recommended data views for teachers, which makes it easy for them to begin using Analytics data to inform classroom decisions. Teachers click through customized views, seeing performance data on their entire class or drilling down to an individual student. They can then determine the best way to provide support.

**"Performance Matters has made life so much easier for my teachers and administrators."**

**SABRINA J. STERLING, ED.D.,**  
Technology Instructional Specialist,  
Camden County Schools, GA

## Success Built on Simplicity

Camden County Schools shows that combining data and teacher expertise drives student performance.

She says that combining data with teacher know-how truly benefits students, and the difference is measurable.

"My favorite report is the scatter plot. It shows us how students are improving from one test to the next," she said, adding that teachers love having a clear measure of student success.

The report offers one more way to validate the district's shift to data-driven education.

Before Performance Matters Analytics, Camden County Schools struggled to collect, manage, sort, and report on key data that supported student success. **Now they know how to identify and address students' performance gaps when it matters most: before end-of-the-year assessments.**



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