



## INTRODUCTION

***What we call the beginning is often the end. And to make an end is to make a beginning.  
The end is where we start from.* —T.S. Eliot, *Four Quartets* "Little Gidding" Part 5 (1942)**

Spring is often viewed as a time of new beginnings in nature. The first hints of green emerging alongside the burst of floral color always seem to put an extra spring in my step. I love this time of year.

Perhaps I also have an extra spring in my step because we are finalizing several exciting new enhancements for *DataDirector*™ that will be available soon. In this newsletter, we are thrilled to be able to give you a preview of some of them.


We spent a lot of time in 2012 listening to your suggestions on the features you wanted to see in *DataDirector*. Development is underway on several new enhancements including options that will make *DataDirector*'s custom reporting even more robust. Soon, you will have a streamlined interface that will make creating custom reports even easier, with new graphing options as well.

You might want to place some of the new custom reports you create on the new dashboard we will release later this year. Based on your feedback, the new *DataDirector* dashboard will let you manage and control what data you view via a series of customizable widgets. Or, you might want to export some of that data using the new automated data export feature that will be deploying soon. Automated data exports have been a top request from many of you.

Rest assured, we will include previews and testing from users like you across the country – ensuring that each of these new enhancements has been rigorously tested before they are deployed for your use.

My hope is that new enhancements to *DataDirector* like these put a spring your step as well.

Sincerely, *Mike Mitchell*

Mike Mitchell  
Vice President, Riverside Account Management  
Curriculum Support and Professional Services  
Houghton Mifflin Harcourt 

## PRODUCT SPOTLIGHT:

### Focus on GradeCam™ and DataDirector

# GradeCam

Districts nationwide are finding out how the dynamic, affordable pairing of *DataDirector* with *GradeCam* provides a time efficient means of capturing student results to inform and improve classroom instruction.

After talking with her Account Manager, Maria Teresa Romero of Calexico Unified School District's Calexico High School was eager to bring this tool into classrooms across her district.

"That instant feedback is so remarkable," Maria Teresa says. "That's where the power of *GradeCam* comes in. To have an instant tool give[s] kids the opportunity to fix and learn from their mistakes right on the spot."

When she's in the classroom, Maria Teresa reviews test answers with students immediately, then encourages them to return to their desks and re-work incorrect problems or re-think answers before test time runs out.

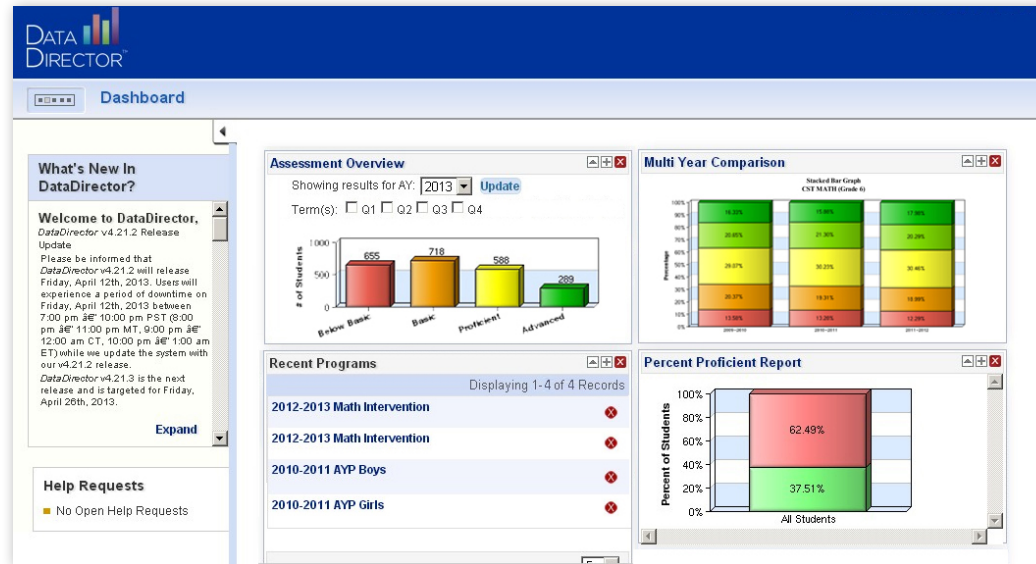
"I could send the kids back to their seat and have them re-read the material because we know on the spot that the kid isn't grasping something," she says. "That's the learning experience in itself."

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## The DataDirector 2013 Targeted Roadmap

Based on user feedback and a review of frequently requested enhancements, the *DataDirector* 2013 targeted roadmap features innovative tools and resources to improve access to technology, increase the rigor of formative assessments, and facilitate advanced data analysis in order to prepare your district for the upcoming Common Core State Standards.

**Dashboard:** Districts will have the option to enable a user-level dashboard. More than just convenient and quick access to the data you prioritize, the dashboard is designed to guide educators as they target opportunities to drill-down and critically analyze data and answer questions about instruction and student achievement. You can access a variety of widgets including a pivot table, class roster widget, recent reports widget, demographic widget, and assessment overview widget.



District administrators can push out a starter package to all users, including a district news widget.

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## Product Spotlight:


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Instead of just choosing another answer, [the kids] knew what they got wrong and [can understand] why they got it wrong after reviewing.”

Have you talked to your Account Manager about a *GradeCam* subscription yet? To help get you started, Houghton Mifflin Harcourt has put together a [GradeCam hub](#) packed with information, including several video tutorials:

- **Introductory Video:** This video demonstrates how *GradeCam* benefits educators.
- **Scanning Video:** Check this video out to see *GradeCam* instantly capture student assessment data.
- **Forms Video:** Learn how to generate and print answer documents pre-slugged with student information.
- **Getting Started Video:** Learn how to set up your camera and build an assessment.
- **Customer Testimonial Video:** Ron Brown—Director of Instructional Technology and Assessment in Wenatchee, Washington—discusses how his district has embraced *GradeCam* as a tool to increase efficiency in classroom formative assessment.

With the end of another school year in sight, now is the perfect time to augment your *DataDirector* experience by adding a subscription to *GradeCam*! Your staff can be set up and ready to benefit from this feature in time for back-to-school use.

For more information or to purchase a *GradeCam* subscription, please contact your Account Manager. 

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**Improvements to Custom Reporting:** You will have the ability to access custom reporting through a streamlined user interface which leverages existing functionality to simplify report interpretation and minimize training needs. New advanced options will include the ability to color-code reports and select additional graphing options, including a spark line, bar graph, line graph, and pie chart. Advanced options will also include the ability to mass add columns to a report, minimizing the time and clicks required for report creation.

### Edit Report






Test Scores for Incoming Seventh Graders  Advanced Options

Type	Name	Display Order	Performance Bands	Refine	Delete
Students	Student ID	3	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
Demographics	Grade	5	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
Assessments	2011 CST Math Proficiency	6	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
Assessments	6th Grade Math T1 11-12	7	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
Assessments	6th Grade Math T2 11-12	8	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
Assessments	6th Grade Math T3 11-12	9	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
Assessments	2011 CST ELA Proficiency	10	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
Assessments	6th Grade ELA T1 11-12	11	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
Assessments	6th Grade ELA T2 11-12	12	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
Assessments	2012 CST ELA Proficiency Level Te	13	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
Assessments	2012 CST Math Proficiency Level Ti	14	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>

+ Add Columns  
+ Add Multiple Assessments

with selected:   
 with selected:   
 Delete   
 Edit

### Report Preview

Lastname	Firstname	Student ID	Grade	2011 CST Math Proficiency	6th Grade Math T1 11-12	6th Grade Math T2 11-12	6th Grade Math T3 11-12	2011 CST ELA Proficiency	6th Grade ELA T1 11-12	6th Grade ELA T2 11-12	2012 CST ELA Proficiency Level	Spark Line
Cocke	Ryan	233160	7	Advanced	Proficient	Basic	Basic	Advanced	Proficient	Proficient	Proficient	
Dash	Tim	233160	7	Advanced	Proficient	Basic	Basic	Advanced	Proficient	Proficient	Proficient	
Founder	Court	233160	7	Advanced	Proficient	Basic	Basic	Advanced	Proficient	Proficient	Proficient	
Gray	Tamoya	233160	7	Advanced	Proficient	Basic	Basic	Advanced	Proficient	Proficient	Proficient	
Heman	David	233160	7	Advanced	Proficient	Basic	Basic	Advanced	Proficient	Proficient	Proficient	

<< Go Back
Save
Save and return to results >>

All functionality is included on a single page with drag and drop options.

A new preview allows users to view changes in real-time.

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## FAQs

### How can I create multiple versions of a test in *DataDirector*?

Once you have finalized your assessment creation, you can create multiple versions of an assessment:

1. Return to the Assessment Overview page.
2. Click on the **1** in the sentence “This assessment has 1 version.”
3. Use the drop-down menu to select the number of new versions you would like to create. Click **Go**.
4. If desired, edit the version mapping.
5. Click **Save**.

Please note: You cannot make edits to your assessment after creating versions. If you make edits, existing versions of your assessment will need to be recreated.

### Where do I find the option for the Auto Test Generator?

This feature provides a quick and easy way for you to create a new item bank assessment.

To access the Auto Test Generator for new Item Bank Assessments:

1. Open the Assessments module and click **Create Assessment**.
2. Select the option for **New Item Bank Assessment**.
3. Enter the basic information for your assessment and check the box next to **Show Advanced Options**.
4. Click the **Auto Test Generator** link.

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## CONTENT CORNER:

- **New Common Core State Standards-Aligned Items Now Available in the Assess2Know® Benchmark Item Bank**

The 2012 expansion of English Language Arts and Math items in the *Assess2Know* Benchmark item bank has been completed, and we have added hundreds of new items developed specifically for the Common Core State Standards (CCSS). If you subscribe to *Assess2Know* Benchmark and have purchased CCSS alignments, these new items are now available in the item bank for your use. A revised blueprint is available through your Account Manager.

- **Assess2Know Benchmark Distractor Rationales Available**

Every item in the *Assess2Know* Benchmark Item Bank includes a Distractor Rationale to help identify why students might choose an incorrect answer choice; teachers can use this as a tool to assist them with deciding upon further instruction and remediation.

- **State-Specific Common Core Standards**

To help districts as states transition to the Common Core State Standards, we are loading state-specific versions of the Common Core State Standards (CCSS) for those states who are adopting the CCSS text but are renumbering or reordering the standards, and/or

adding fifteen percent of their own state standards.

The state-specific CCSS will be available in *DataDirector* for all applicable districts\* who would like to report on their individual state’s CCSS sets. For customers who subscribe to the *Assess2Know* Benchmark Item Bank and Common Core alignments, Common Core items will appear under both the National CCSS as well as the State-Specific CCSS. Districts who do not subscribe to the *Assess2Know* Benchmark Item Bank and Common Core alignments will still have the ability to create and align their own items as well as report to the State-Specific CCSS sets.

\* Applicable districts include those in the following states: Alabama, Arizona, California, Colorado, Florida, Georgia, Illinois, Iowa, Massachusetts, Minnesota (ELA only), New Mexico, New York, Oregon, and West Virginia.

- **Next Generation Science Standards**

Based on the National Research Council’s Framework for K-12 Science Education, a collaborative, state-led process developed the Next Generation Science Standards for Today’s Students and Tomorrow’s Workforce. The expert assessment teams here at HMH are reviewing the just-released documents at this time.

The Next Generation Science Standards will be loaded into *DataDirector* for all users. Using our thorough hand-

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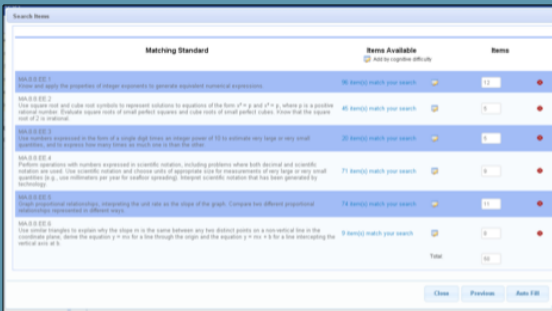
## FAQs:

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### How do I create an Assessment using the Auto Test Generator feature?

Click the **Auto Test Generator** link and follow the steps below:

1. Select the standards for your test and click **Search**.
2. Select the standards you would like to add to your assessment.
3. Click **Next** to see the number of items available for each standard.
4. Fill in the number of items you want added for each standard.



Matching Standard	Items Available	Name
MA.8.EE.1 Solve and graph the properties of linear equations to generate equivalent systems of equations.	36 Items (match your search)	12
MA.8.EE.2 Use equivalent and like root symbols to represent solutions to equations of the form $ax + b = c$ and $ax + b = k$ , where $a$ is a positive real number and $c$ and $k$ are real numbers to represent solutions to equations of the form $ax + b = c$ and $ax + b = k$ , where $a$ is a positive real number.	40 Items (match your search)	8
MA.8.EE.3 Use numbers expressed in the form of a single digit times an integer power of 10 to estimate very large or very small quantities, and to express how many times an amount is larger or smaller.	20 Items (match your search)	5
MA.8.EE.4 Perform operations with numbers expressed in scientific notation, including problems where both decimal and scientific notation are used. Use scientific notation and standard form to represent real numbers and to perform arithmetic operations. (e.g., use scientific notation to add $(6.8 \times 10^3) + (9.1 \times 10^3)$ , and interpret the result $(15.9 \times 10^3)$ in standard form.)	71 Items (match your search)	8
MA.8.EE.5 Graph two linear equations, recognizing that the slope of the graph. Compare two different approaches to graphing linear equations.	74 Items (match your search)	15
MA.8.EE.6 Use similar triangles to explain why the slope $m$ is the same between any two distinct points on a non-vertical line in the coordinate plane. Derive the equation $y = mx + b$ for a line through the origin and the equation $y = mx + b$ for a line intercepting the vertical axis at $b$ .	9 Items (match your search)	8
Total		68

5. Click **the pencil icon** to the left of the Items field to add items according to their cognitive difficulty.
6. Click the **Auto Fill button** to generate your assessment.

You will return to the Edit Assessment page where your assessment can be reviewed. The option to replace items or create new items is also available. Please note that the Auto Test Generator will not be available if your assessment already has items assigned to it.



### Content Corner: Continued from page 4

alignment process, the Assess2Know® Benchmark item bank will be aligned to the Next Generation Science Standards—another advantage to subscribing to Assess2Know Benchmark!

#### • **Riverside® Interim Assessments**


We now offer research-based interim assessments that can be given throughout the year. Built to the Common Core State Standards, the *Riverside Interim Assessments* answer the needs of schools like yours—providing better ways to demonstrate student proficiency throughout the school year and to help prepare students for success on higher-stakes tests. They complete your balanced assessment program by giving you a year-long method of assessing student performance and making sure students are where they should be; plus allowing time in your overall school plan for any necessary curriculum adjustments.

The *Riverside Interim Assessments* are available for plain paper scanning as well as online administration in *DataDirector*. All of the *DataDirector* Assessment Reports you are used to reviewing for locally-created assessments will be available for the *Riverside Interim Assessments*. Note that Scale Scores will not be available for *Riverside Interim Assessments* administered via *DataDirector*; however, percent correct scoring will be available as is the case with your locally-created

assessments. Please contact your Account Manager for additional information.

#### • **Perpetuity Sale for the Assess2Know Benchmark CCSS Item Bank**

We are offering a great opportunity for districts interested in acquiring the Assess2Know Benchmark CCSS Item Bank in perpetuity. The newly expanded A2K Benchmark CCSS Item Bank includes a large number of newly-written items specifically for Common Core State Standards. Additionally, the bank includes item attributes helpful in test design such as Bloom's Taxonomy, Cognitive Difficulty, and Lexile® measures, as well as distractor rationales to support teachers post-testing. This offer will be available for districts that purchase the CCSS bank in perpetuity in 2013.

Buying in perpetuity is a great way to ensure continuity and access to high-quality, hand-aligned items as you transition to the CCSS. Additionally, it can be an economical approach that will save your district dollars over a long-term annual subscription. To learn more about this opportunity, please contact your Account Manager. 

## CONFERENCES:



### Please Join Us at ISTE on June 23-26!

Going to this year's annual meeting of the International Society of Technology in Education (ISTE) in San Antonio? Be sure to stop by the Houghton Mifflin Harcourt booth, #11099. We'll be demonstrating the latest enhancements to all our technology solutions including *DataDirector*. We look forward to seeing you! 



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**Advanced Online Testing Tools:** Students will have access to additional online testing tools, including a ruler and calculator. In addition, users will have the ability to edit their answer key after online test administration has begun, providing flexibility during online testing.

**Capture of Students' Answers to Constructed-Response Items:** Students will be able to enter their response during an online test. Teachers can login to *DataDirector* after testing to view the student response and assign a rubric score.

**Support for Advanced Item Types:** We are currently investigating the support of technology-enhanced item types and performance tasks within *DataDirector*. The team is conducting focus groups with users across the

country to gather requirements and determine the best approach to supporting users in the implementation of the new item types.

**Certification of Additional Devices, Scanners, and Browsers:** *DataDirector* will be certified with the iPad, Chrome netbook, and the Samsung Galaxy™ tablet. In addition, new scanners will be certified with *DataDirector*, including the Brother® 8150DN, Brother ADS-2000, and Fujitsu 6230-z. Additional browsers certified for use will include Internet Explorer® 9 and Google Chrome™ 25. (**Please note:** we reserve the option to change devices, scanners, and browsers.)

For further information about any of the 2013 targeted enhancements, please contact your Account Manager. 



## EDUCATOR SPOTLIGHT:

### **DataDirector Helps Washington Educators Improve Instruction**

Since Washington State's Office of Superintendent of Public Instruction (OSPI) and Houghton Mifflin Harcourt - Riverside partnered two years ago, *DataDirector* has been helping districts around the state not only improve instruction, but also shift the culture within the schools to a data-driven one. OSPI chose *DataDirector* over other options because it was an established product with a strong reputation, and because it could provide rapid turnaround of results to teachers.

OSPI educators use *DataDirector* to administer, score, and report results from their Reading and Math Benchmark Assessments. Assessment reports give district staff and teachers the opportunity to analyze results in order to identify strengths and areas for improvement. *DataDirector* also enables district and school staff to access banks of high-quality items aligned to Washington State reading and mathematics standards so that they can design formative assessments.

### **Highline School District**

Educators in the Highline School District in Washington State were searching for a better way to serve students who had fallen behind in reading and math. At Southern Heights and Midway Elementary schools in particular, it was a lack of data that made the situation especially challenging. "I had a strong belief that high-quality instruction was the key to success," said Deborah Holcomb, principal at Southern Heights Elementary. "But we couldn't instruct our kids as well as we might if we didn't understand where their strengths and weaknesses might be."

According to Deborah, *DataDirector* has ushered in a culture change within her school. Before HMH-Riverside and OSPI partnered to provide educators in Washington State with *DataDirector* for their benchmark exams, data was "scary" to teachers. Within the first year of administering their benchmark exams and analyzing test data using *DataDirector*, teachers went from being intimidated by that data to feeling like they couldn't do without it. Deborah raves that the "usability of *DataDirector* is great—so user-friendly."

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### **Educator Spotlight:** *Continued from page 7*

**Over the first year of the OSPI contract with HMH-Riverside, the average growth in math test scores at Southern Heights has been approximately 25% in Grades 3-6.**

Darci Downs, Math Specialist at Midway Elementary School, also works with students in the Highline School District. When she meets with teachers to talk about test data, she feels a perceptible “energy in the room.” *DataDirector* has allowed teachers and staff at Midway to spend more time analyzing the data, and to delve into how students are performing on learning standards. With the specifics that *DataDirector* reports provide, teachers can hone in on the state standards that need reteaching, and the students who need more help on them.


### **Results**

After being introduced in the 2010-11 school year, *DataDirector* has contributed considerably to rising test scores. At Midway Elementary School,

performance on the standards grew across Grades 3 through 6 as a direct result of data captured and analyzed through *DataDirector*. In addition, both Southern Heights and Midway have been recognized for their achievements at the state level: Southern Heights is one of two schools in the district to make Adequate Yearly Progress, and Midway is now being promoted as a “Safe Harbor” school.

Both Deborah and Darci remark on the immediate effect *DataDirector* has had on their schools’ teaching culture, with specific, user-friendly data and benchmarks that are directly aligned to state standards.

“This is the first time in my career that we actually have a benchmark assessment that totally aligns with our state assessment,” says Darci.

“It’s amazing and completely aligned with our teaching practice,” concludes Deborah. “This is my 33rd year in education, and what *DataDirector* is able to provide us is the best data I’ve seen in my career.” 

**We will host User Conferences in Michigan, California, and Washington in Fall 2013.**

**Details coming soon!**