



CASE STUDY

Investing in Success:
How Elmore County School District
Measured the True Impact of Their
Educational Resources with ROI
by Level Data



Overview

Elmore County School District, located in Wetumpka, AL, has long been committed to data-driven decision-making when it comes to improving student outcomes. But in 2019, they partnered with Level Data in order to optimize their ability to assess which of their investments were worth continuing, and which did not have a measurable impact on student growth. Level Data's **Return on Instruction (ROI)** platform provided real-time insights into curriculum effectiveness, resource utilization, and instructional impact, ensuring every investment Elmore County School District made yielded tangible benefits to the students, while also managing district-wide change effectively.

The Challenge

Before adopting ROI, Elmore County School District struggled with disparate data sources and a lack of a centralized system to measure the effectiveness of its instructional programming. District leadership also faced challenges with change management, including ensuring consistency in data usage, training and adoption by their educators. While the district already had a strong data culture, leaders recognized the need for a more efficient way to evaluate student performance, instructional quality, and the return on investment of its various educational investments. This change required the standardization of data analysis practices and ongoing professional development and support for teachers and staff.

The Solution

Level Data's ROI platform provided Elmore County School District with a streamlined way to:

- Enhance data transparency and instructional effectiveness
- Make data-driven decisions to allocate funding effectively
- Access actionable insights for principals and teachers
- Uncover financial and instructional ROI
- Simplify processes through customer support & ease of use



Key Insights & Impact

Enhancing Data Transparency and Instructional Effectiveness

Superintendent Richard Dennis emphasized the importance of having a “5,000-foot view” of student performance and resource efficacy. *“Initially, the goal was about setting the bar for curriculum performance and ensuring consistency across the district. But, the ability with ROI to drill down into specific student groups has been a game changer for us,”* said Dennis.

Middle Schools Director Ayena Jackson shared how the platform revealed discrepancies in program utilization. *“When we first started using ROI, I realized that while all students were supposed to engage with certain digital resources, they weren’t meeting the required usage time. Seeing that data allowed me to address the issue and drive more effective implementation.”*

Data-Driven Decision Making in Instructional Alignment and Quality

Mrs. Jackson further underscored the value of the platform: *“ROI allows us to have those critical conversations about instructional quality. We’ve even made personnel decisions based on the insights from this data, ensuring that we’re always focused on student growth while navigating necessary changes in staffing and instructional focus.”*

Additionally, Dr. Jamey McGowin, Director of Secondary Schools, pointed out how ROI improved instructional alignment. *“We use it to compare ACT scores with classroom performance, ensuring that our assessments are valid and reliable. This helps us support teachers and students more effectively,”* he added.

Actionable Insights for Principals and Teachers

For Elementary Schools Director, Gigi Hankins, ROI has been instrumental in bridging the gap between state assessments and classroom instruction, *“State testing data comes back too late to be actionable for the teachers who had those students. With ROI, we can correlate last year’s data with current students and make immediate adjustments to instruction.”*

Additionally, easy access to integrated data significantly reduced the workload for administrators and teachers. *“There’s never enough time in the day but being able to pull reports instantly instead of sifting through multiple platforms has been invaluable in managing instructional changes efficiently,”* Hankins noted.

Financial and Instructional ROI

District leadership realized significant financial savings and instructional improvements through ROI. Superintendent Dennis provided an example:

“ *Our initial assessment led to the elimination of \$400,000 worth of underutilized elementary programs. In another instance, we saved \$50,000 by cutting a program that wasn’t being used effectively, demonstrating how data-driven decision-making facilitates effective change management.* **”**

Moreover, Dr. McGowin highlighted how the platform helped optimize resource allocation. *“At the high school level, we realized we were paying for more seats in a program than we needed. Adjusting that saved us a significant amount of money. This level of insight has allowed us to make smarter financial decisions while smoothly managing changes in budget allocations.”*

Customer Support and Ease of Use

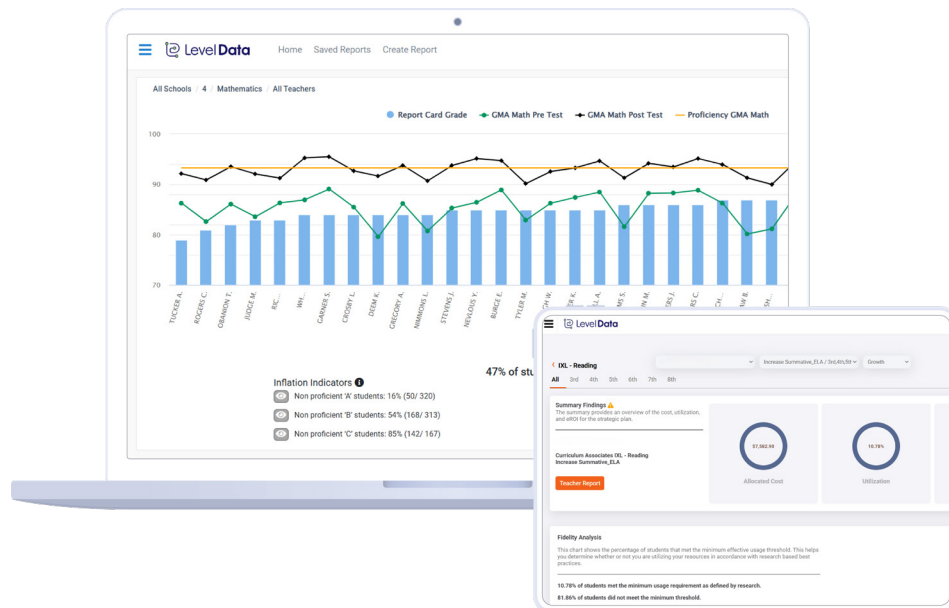
Elmore County School District leaders also praised the responsiveness and support provided by Level Data. *“I feel like they work for me. Whenever I need a report, I get it immediately. That level of support makes all the difference,”* Jackson remarked.

Conclusion

By leveraging the insights provided by Return on Instruction, Elmore County School District leaders have been able to make informed decisions about what types of programs and support are needed to continue enhancing student outcomes, optimize financial resources, and improved instructional practices.

Looking ahead, the district plans to continue leveraging the ROI platform to refine its strategies, ensuring that every investment contributes to student success. As Superintendent Dennis put it, *“We’ve had a very positive experience with ROI and plan to keep it as a key component of our data-driven decision-making process and change management strategies.”*

For the full story, [watch our conversation](#) with the Elmore County School District leadership team here.



Level Data provides powerful, easy-to-use solutions that remove the complexity from K-12 data management, enabling schools to make better decisions and focus on what matters most—students and their success.

www.leveldata.com

