

OUR ORGANIZATION





BrightBytes is a learning analytics organization that measures student learning outcomes through complex analysis and educational research. The outputs of the analysis power an online platform that serves as a decision-support system for educators within school, district, and state levels. The organization's product, Clarity, measures modern learning outcomes and the factors that shape them –identifying strengths and gaps, writing detailed planning documents, and delivering the tools necessary to take action. The platform also tracks progress within the plan, and provides up-to-date reports that leaders can use to make a case for additional resources and report results to stakeholders.



ABOUT CLARITY

Clarity houses seven different modules that work to address the most common challenges educators face. Powered by BrightBytes' unique data analytics engine, the platform allows users to gather input from key stakeholders or directly from an organization's data system, and then delivers meaningful, contextual analysis and information. Each module within the platform has its own algorithm and processes to provide robust, accurate data results. To ensure the most up-to-date technology and information, BrightBytes' team of data scientists, engineers, designers, and researchers work continuously to maintain the platform. This includes adding new features, visualizations, and expanding the types of data it can process.



-  Classroom
-  Access
-  Skills
-  Environment

TECHNOLOGY & LEARNING MODULE

Drive the Impact of Technology on Learning Outcomes

Technology tools are crucial for a 21st century education, but it can be difficult to assess the degree to which these tools are used to enhance digital learning experiences and increase student achievement. The BrightBytes Technology & Learning module uses complex data analytics to measure the use of technology and the actual impact of that technology to drive student learning. In less than 15 minutes, districts and schools receive a customized, web-based dashboard that highlights digital strengths and weaknesses, and provides personalized recommendations for how to best respond to the diverse needs of students and educators. The module relies on our powerful framework, CASE, to paint a clear picture of the availability of existing technology resources and infrastructures within schools and their impact on meaningful learning.

TECHNOLOGY & LEARNING ADD-ONS



Parent Data

The Parent Data add-on enhances the analysis of technology readiness with a deeper look into parents' 21st century skills and attitudes. With this add-on, educational leaders can measure parental technology skills and access, determine the role of technology in education, and create a common language to discuss the technology initiatives.



SAMR Lens

The SAMR lens complements the CASE framework by analyzing an organization's technology usage under the lens of Dr. Ruben Puentedura's SAMR model. The four-tier model guides educators as they integrate technology in their classrooms and move from basic task substitution, to actual redefinition. This lens provides a narrowed focus on relevant data points.



Technology Standards Lens

The Technology Standards lens focuses on key areas that measure readiness for teaching, leading, and learning with technology. The lens aligns data from the Technology & Learning module with eleven select factors from the International Society of Technology in Education (ISTE) Standards. With emphasis on six student standards and five teacher standards, the cross analysis provides a powerful guide for organizations seeking to redefine learning for the 21st century.









ABOUT CLARITY

The BrightBytes Clarity platform translates complex analyses and cutting-edge research into fast actions that improve student learning.

BRIGHTBYTES SUPPORT SERVICES

BrightBytes gives you everything you need to lead your organization's analyses and become a trailblazer for successful, impactful programs and initiatives! BrightBytes support services model is a proven method to ensure your success.

BRIGHTBYTES SUPPORT SERVICES INCLUDE:

-  **Pre-collection planning** from your designated Client Success Partner to ensure a successful data collection and implementation
-  **Post-collection data review and dashboard walkthrough** from your designated Client Success Partner to ensure your team understands your data and can apply it to an action plan
-  **Ongoing support** from a dedicated Client Success Partner
-  **12 hour live phone and chat support**
-  **24/7 live concierge phone service**
-  **Embedded Clarity platform support** to ensure data becomes actionable, including recorded webinars, context-sensitive and role-based help, FAQs, tutorials on relevant topics, recommended research-based improvements, research behind why each data point matters, and opportunities to connect socially with other platform users using the Insights layer

*Customized support services available for an additional cost.

