

i2i CASE STUDY

Promoting a College-Going Culture

Problem Statement

The Natomas Unified School District (NUSD) wanted to share their successes in improving graduation, college access, and college going rates for their high school graduates

Development

01

Teachers, counselors, and other staff had been working hard to create a college going culture through new programs, academic supports, and pathways



02

i2i used data from the District, State, and National Student Clearinghouse to create a college-going infographic



03

The infographic and companion data reports are used by elementary, middle, and high schools at annual college-going rallies where they celebrate previous graduates by hanging the pennants where those students now go to college



About NUSD



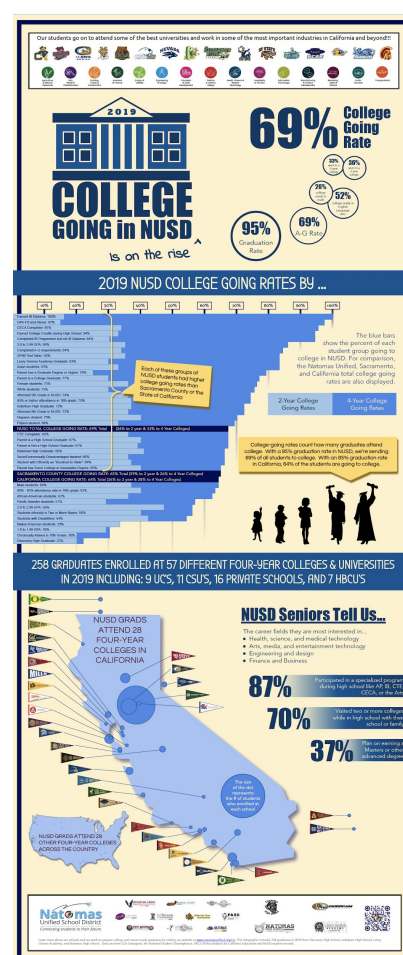
K12 District in Sacramento



11,000 students



3 of 5 are low income



Solution

The *College-Going* infographic is created each year as a companion to the *College Readiness Infographic*. Together, these posters tell the story of a school district's efforts to prepare students for life after high school.



Posters are printed as 7-foot retractable banners and placed in the lobbies of each school; 3-foot posters are printed and hung in classrooms and offices throughout the district.

When students, staff, and families see where previous students attend college it fosters a college-going culture.



The infographics are part of a district-wide system to prepare students for college and career that includes: college rallies at elementary school to celebrate former students who are now in college; college tours for students in grades 3, 6, 8 and 11; and AP, IB, CTE, and early college academies.

i2i has found a way to take complex metrics and make them easy for students, staff, and families to grasp... and frankly, we can use affordable and easy to access infographics that allow our staff to focus on what to do with information, not weeks creating it.

Chris Evans, Superintendent
Natomas Unified School District

Data + Design =



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www.inform2inspire.com
info@inform2inspire.com