Understanding Types of Data
Data-literate educators appreciate data in all its many forms and understand, in particular, that assessment data while critically important, are just one of many types of data used in the classroom. They know where to find various types of data and how to communicate the headlines from the data, and they understand the primary uses and limitations of each form.

Key Method
Educators must understand the various forms of assessments. Two of the major forms of assessments are criterion- and norm-referenced assessments. Data-literate educators understand and appreciate the distinctions between these two assessment types and can speak confidently about these differences with a variety of audiences.

Method Components
Students’ families are a primary audience with whom educators must often distinguish between criterion- and norm-referenced assessments. When distinguishing between these assessment types, data-literate educators will discuss, at minimum, the following major distinctions:

The purpose of each assessment type
Criterion- and norm-referenced assessments serve different purposes. Data-literate educators will narrate these purposes and illustrate the differences with clear examples parents are likely to be familiar with.

The interpretation of scores
Scores from criterion- and norm-referenced assessments must be interpreted differently. Data-literate teachers explain these differences clearly and leverage concrete examples to distinguish between the two types.

There are other distinctions between criterion- and norm-referenced assessments, but these are the two most important distinctions data-literate educators highlight when discussing assessments with students’ families. Effective educators also explain these distinctions to families in a manner that is both clear and respectful.

Supporting Research
Resources


Submission Guidelines & Evaluation Criteria

To earn the micro-credential Criterion- vs. Norm-Referenced Assessments, you must submit a short video that demonstrates how to distinguish between criterion- and norm-referenced assessments for families. Given the audience, the evaluation includes criteria associated both with the correctness of the distinction AND with how that distinction is communicated. (Would a generally uninformed, but intelligent, parent or guardian appreciate the description?)

Note: The video should be shorter than five minutes and does not need to include an actual family.

Your artifact submission will be assessed on the following rubric. You must earn a (3) Proficient or (4) Exemplary to earn the micro-credential.

<table>
<thead>
<tr>
<th></th>
<th>Attempting (1)</th>
<th>Foundational (2)</th>
<th>Proficient (3)</th>
<th>Exemplary (4)</th>
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</thead>
<tbody>
<tr>
<td>The educator distinguishes between the purpose of each assessment type.</td>
<td>Attempts to distinguish the purpose of each assessment type, but there are substantive errors in the distinction.</td>
<td>Distinguishes the purpose of each assessment type, but there are minor errors in the distinction.</td>
<td>Correctly distinguishes the purpose of each assessment type.</td>
<td>Correctly distinguishes the purpose of each assessment type and compellingly leverages concrete examples to underscore the distinctions.</td>
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<tr>
<td>The educator distinguishes between how scores should be interpreted.</td>
<td>Attempts to distinguish what scores on each type of assessment mean, but there are substantive errors in the distinction.</td>
<td>Distinguishes what scores on each type of assessment mean, but there are minor errors in the distinction.</td>
<td>Correctly distinguishes what scores on each type of assessment mean.</td>
<td>Correctly distinguishes what scores on each type of assessment mean, and compellingly leverages concrete examples to underscore the distinctions.</td>
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<td>The educator communicates in a way that is clear and respectful.</td>
<td>The content is unclear or the tone is not respectful such that the average parent or guardian would feel confused or disrespected.</td>
<td>Generally, the content is described clearly and in a respectful tone, but there are a couple instances where the average parent or guardian may feel confused.</td>
<td>The content is described clearly and in a respectful tone.</td>
<td>The content is extraordinarily clear and accessible while maintaining a respectful, collegial tone.</td>
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