

# The Road Map Project

## EDUCATION EQUITY ANNUAL REPORT

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**Client: Community Center for Education Results**

**Team + Contributors: Mammoth Agency**

The Road Map Project is a collective impact initiative that brings people and organizations together to address systemic barriers to racial equity in public education.

Through amplifying community voice and taking steps to building stronger systems, CCER is working hard to improve seven King County school districts and the educational futures of their students.

# 01 Project Overview

## CLIENT BACKGROUND

The Community Center for Education Results is a nonprofit based in Seattle providing Road Map Project's primary data and research and other services of support. CCER was our main contact for the development of the 2017 Results Report.

## OBJECTIVES

- Create a vibrant, visual annual report that will **highlight systemic problems in South King County Public Schools.**
- **Stylize the report and assets in a way that is easy to be replicated** by CCER and other contributors in presentations, social media, and blog posts.

## TARGET AUDIENCE

The 2017 Results Report serves as a tool in **gaining community support** for the Road Map Project. The target audience include **educational institutions, community groups, youth service providers, employers and funders, state/local government, families/youth, and education advocates.**

## KEY MESSAGING

- Essentials of racial equity in school: **Equitable funding, culturally relevant school climate, strong family engagement, dismantle barriers to opportunity, and strong civil rights policies.**
- Highlight where South King County school districts are **maintaining and falling short of these essentials.**

## TONE + MESSAGING

- **Respectful and empathetic tone** while acknowledging the full extent of the impact of racial inequity
- Pair unsettling statistics with optimistic imagery of student success **so as to inspire community members.**
- **Value student voices** by sharing their personal stories and experiences.

## DELIVERABLES

- 32-44 page **printed annual results report.**
- **Digital pdf of the report** to be accessed on the Road Map Project website.
- **File containing each infographic from the report** to be used in internal documents and presentations, specific reports, or social media posting.

# Cover Design + Section Dividers

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## 02 Cover Design

Cover design and section dividers were created with the chevron elements of the Road Map Project logo. Three concepts were presented, using images provided by CCER of students from the Road Map Region.



## 02 Cover Design

A combination of the first and third concepts presented was used as the final design of the cover.





# 02 Section Images

Similarly to the cover design, chevrons were used as the main elements of each section divider page. A brief intro and occasionally supporting infographics were included on each page, and the sections were color coded with the Road Map Project primary color system.



# Graphic Styles + Color System

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## 03 Color System

### PRIMARY COLOR SYSTEM

<b>Tangerine</b> #f9a648
<b>Grass Green</b> #c7da44
<b>Aqua</b> #5bc8df
<b>Indigo</b> #3b4297
<b>Violet</b> #7d6c93
<b>Charcoal</b> #363c49

The primary color system had already been established and was working well. A secondary color system was needed to break down data by race/ethnicity and school districts.

### STUDENT INDICATORS BY RACE + ETHNICITY

<b>American Indian/Alaskan Native</b> #8d7c83
<b>Native Hawaiian/Pacific Islander</b> #4b999f
<b>Two or More Races</b> #307368
<b>Hispanic/Latino of Any Race</b> #a3a637
<b>Black/African American</b> #f8c24c
<b>Asian</b> #d47527
<b>White</b> #9e3d2d

### STUDENT INDICATORS BY SCHOOL DISTRICT

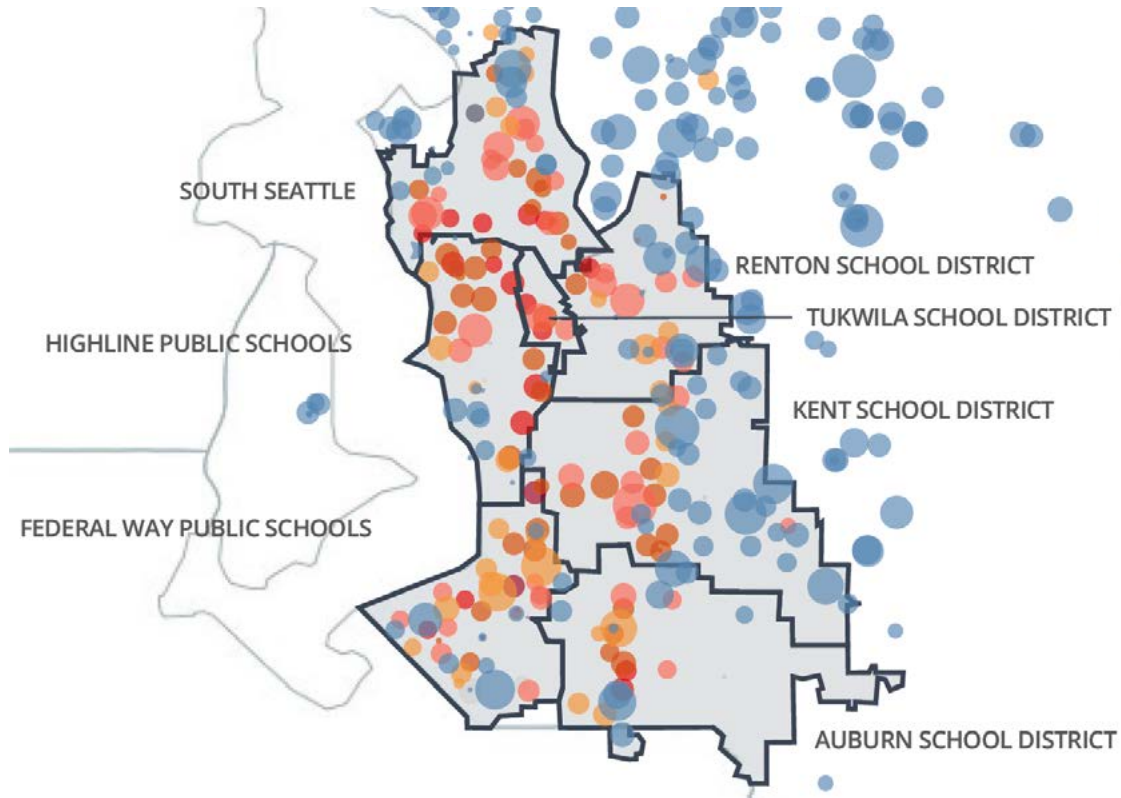
<b>Tukwila School District</b> #8d7c83
<b>Federal Way Public Schools</b> #4b999f
<b>Highline Public Schools</b> #307368
<b>South Seattle Public Schools</b> #a3a637
<b>Kent School District</b> #f8c24c
<b>Renton School District</b> #d47527
<b>Auburn School District</b> #9e3d2d
<b>Road Map Region Average</b> #363c49



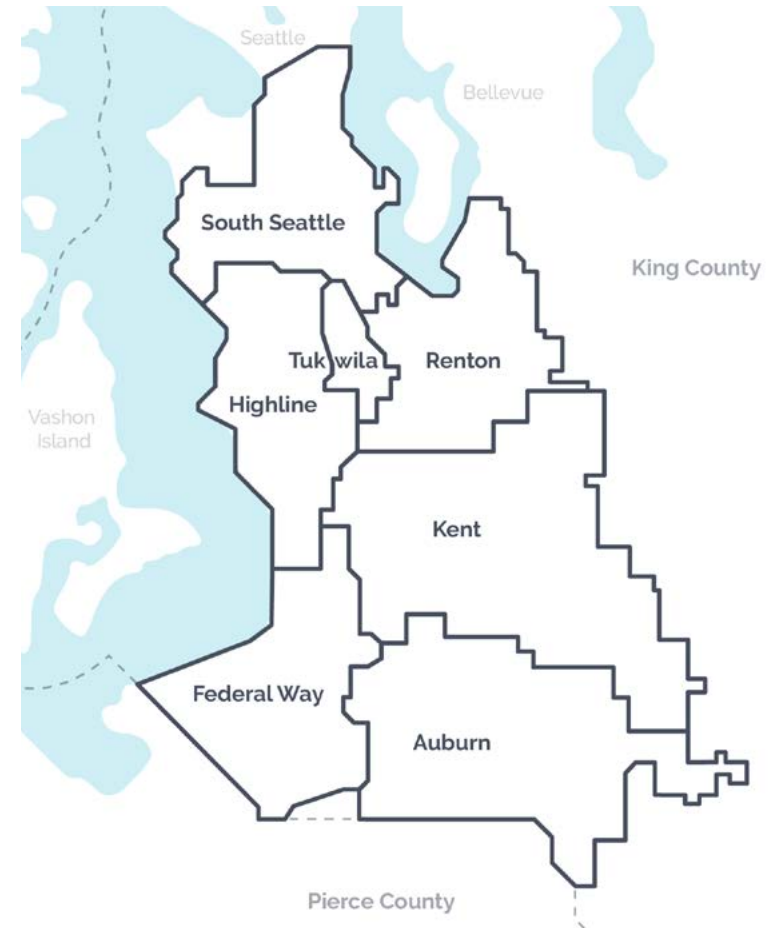
## 04 Road Map Region Map

### LAST YEAR

A standardized template of the region map was simplified to capture the shapes of the districts without sharp or jagged corners and edges.



### THIS YEAR



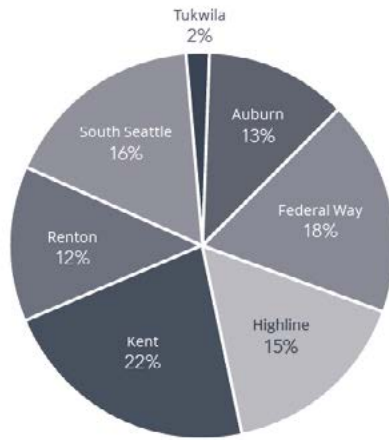
## 05 Graph + Chart Styles

### LAST YEAR

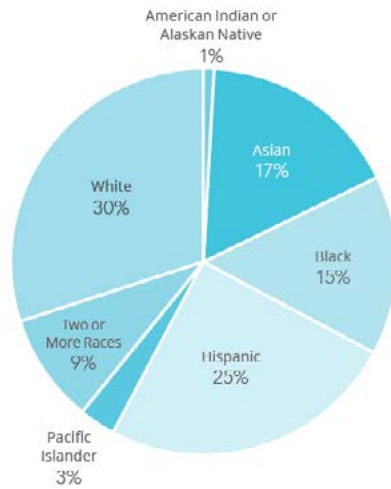
Eliminating pie charts and replacing with ring graphs allows for more white space in such a dense report.

ROAD MAP REGION K-12 STUDENTS

BY DISTRICT

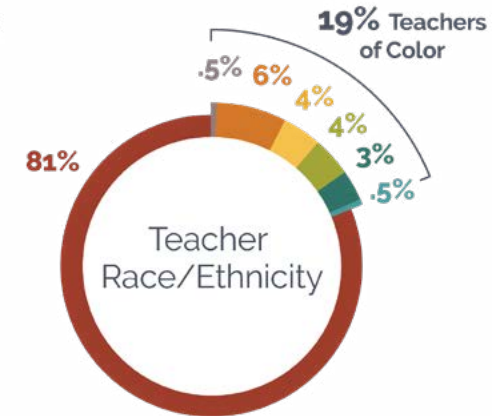
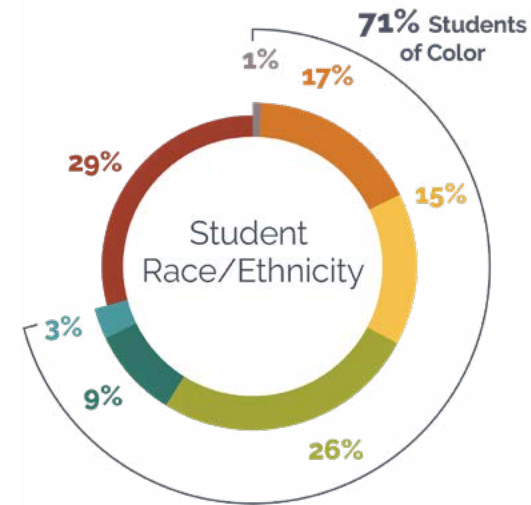


BY RACE/ETHNICITY



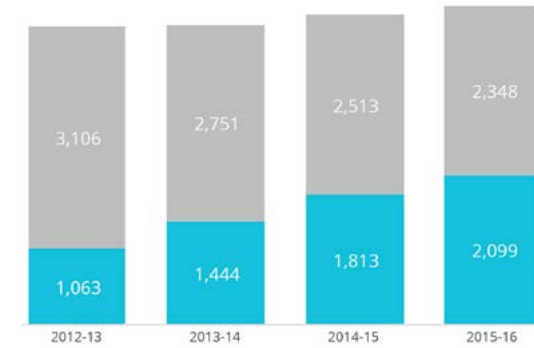
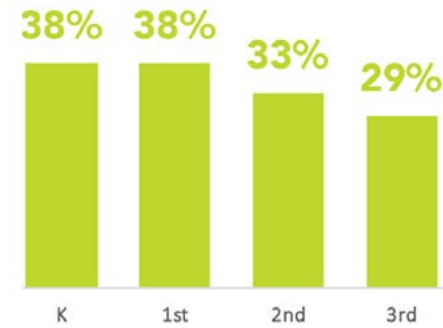
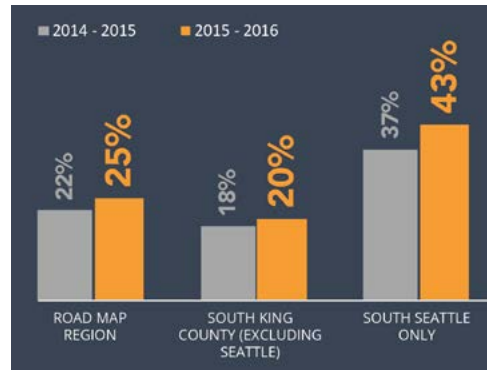
### THIS YEAR

Road Map Project Region Students & Teachers



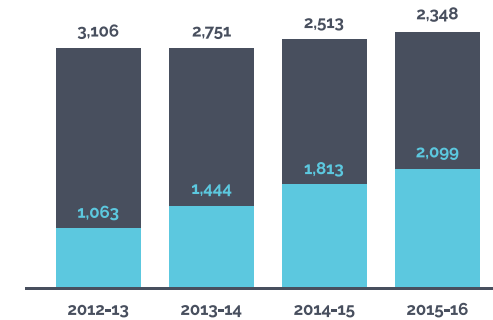
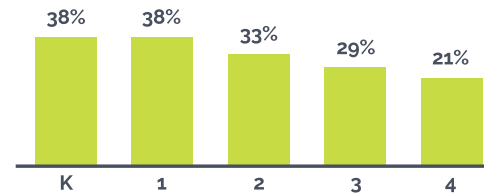
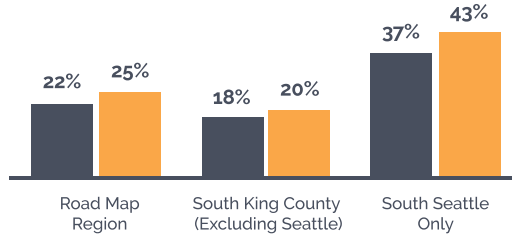
## 05 Graph + Chart Styles

### LAST YEAR



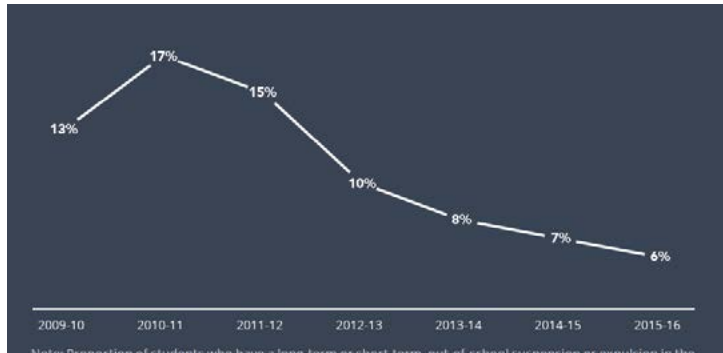
### THIS YEAR

Standardization of bar charts in terms of type placement, color system, and layout will create a more cohesive document.

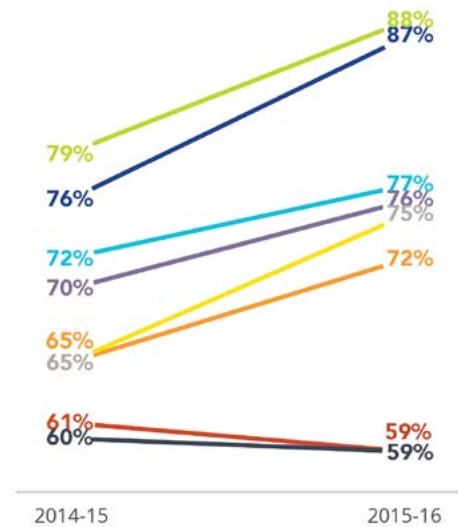


## 05 Graph + Chart Styles

### LAST YEAR

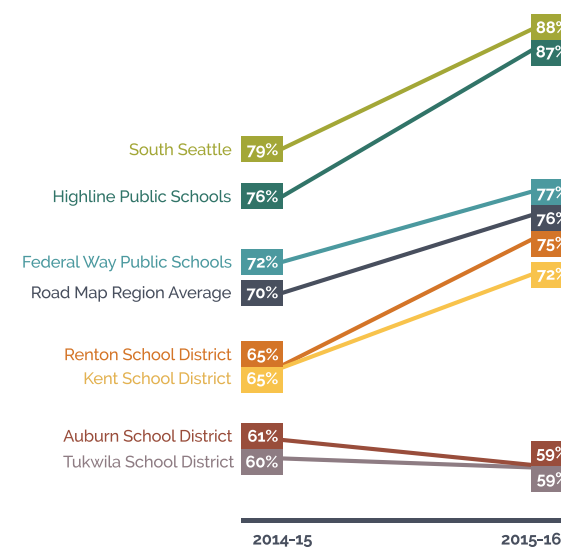
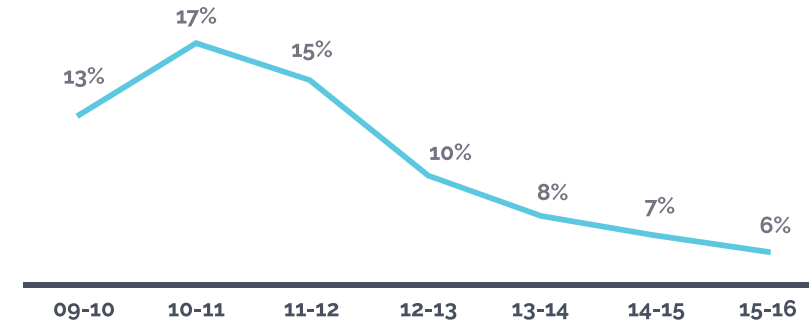


Line graph style varied greatly in the previous year's report. Many data points overlapped or were difficult to read.



### THIS YEAR

Placing numbers above lines to stay consistent with bar graph styles.



Using labels instead of keys helps viewer better understand color coding.

# Infographic Solutions + Highlights

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## 06 Infographic Solutions: Regional Progress

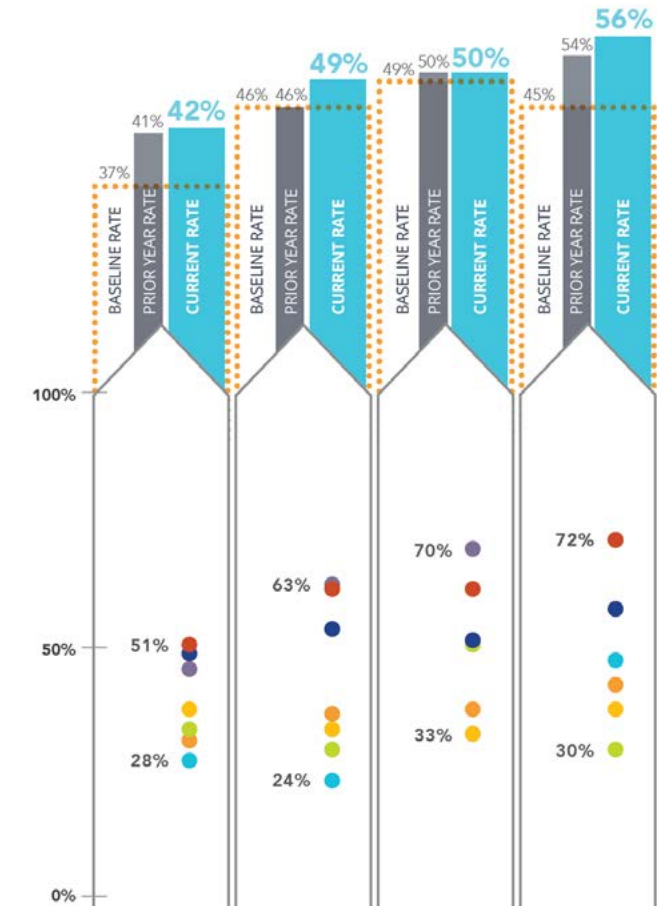
The regional progress report was anticipated to be one of the most difficult figures to design. The 2016 progress report left room for improvement.

Challenges for this figure include the need for the entire report to fit on one page spread and to effectively display in 22 sections:

- Current year's average rate
- Baseline Rate
- Negative/Positive Performance and Improvement
- Breakdown of student progress by race

	(WaKIDS) - All Domains	3rd grade reading	4th grade math	5th grade science	6th grade reading	7th grade math	8th grade science
<b>SYMBOL (Good/Bad)</b>	good	same	good	good	same	bad	good
Current Year	44%	46%	51%	52%	51%	45%	60%
Baseline	37%	46%	49%	45%	51%	46%	56%
American Indian/Alaska Native	29%	31%	40%	35%	24%	17%	19%
Asian	47%	59%	70%	66%	69%	65%	77%
Black/African American	39%	33%	33%	33%	33%	24%	39%
Hispanic/Latino of any race(s)	35%	32%	38%	40%	36%	29%	46%
Native Hawaiian/Other Pacific Islander	26%	22%	30%	25%	31%	24%	28%
Two or More Races	50%	54%	54%	55%	52%	41%	61%
White	55%	62%	64%	70%	66%	61%	75%
* Asian includes Asian and Pacific Islander for this result							
Baseline							
IndicatorName	WAKIDS	ThirdGrade Reading	FourthGrade Math	5th Grade Science	SixthGrade Reading	SeventhGrade Math	8th Grade Science
Baseline	0.37	0.46	0.49	0.45	0.51	0.46	0.56

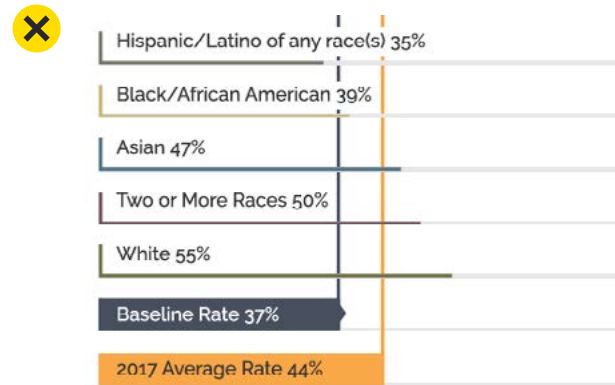
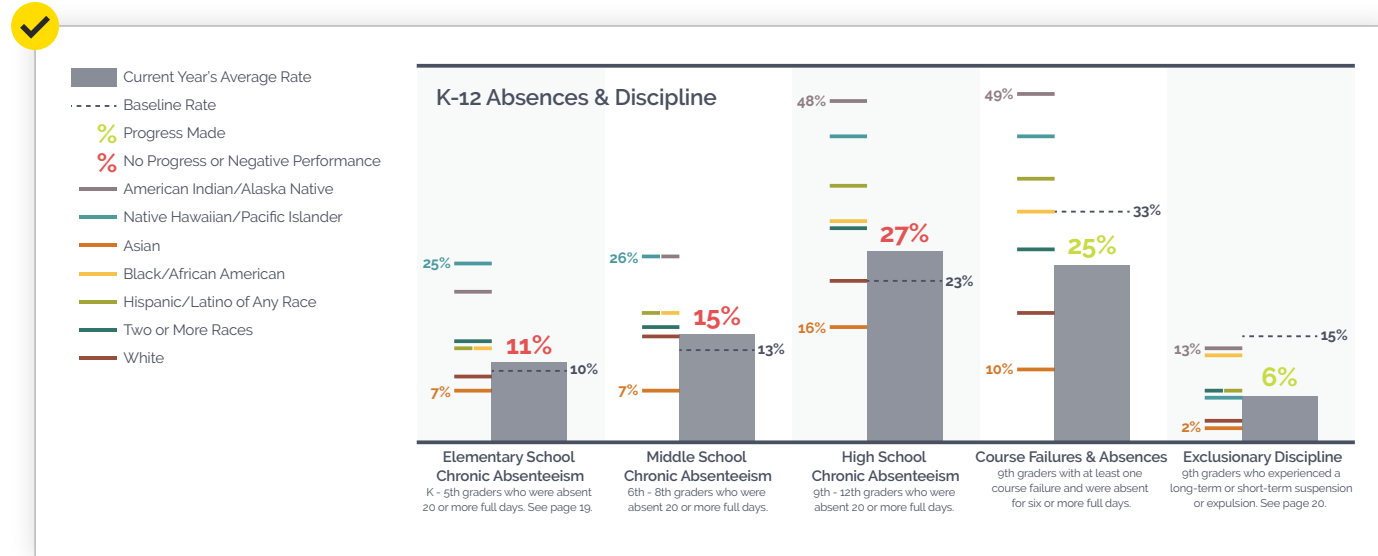
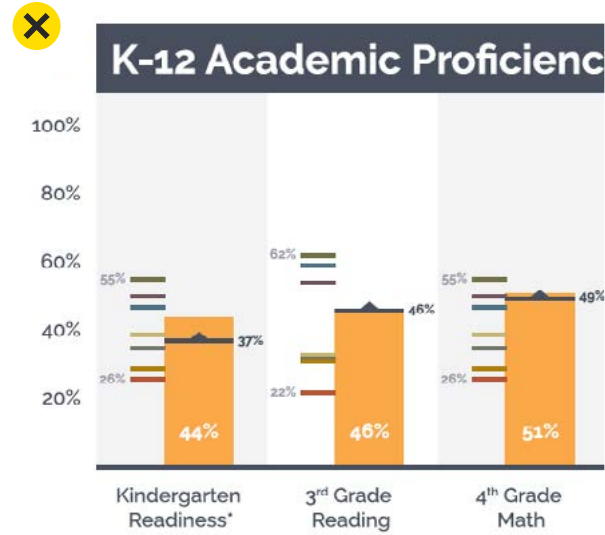
Source data provided by CCER.



Regional Progress Report from previous report.



# 06 Infographic Solutions: Regional Progress



## CHANGES MADE

- Showed indicators as averages with trend lines relative to the baseline
- Replaced arrow shape with red and green to show improvement
- Used colors representing race/ethnicity that will stand out against the primary color system of the entire report.
- Removed 'Prior Year Rate' to focus on 'Baseline' and 'Current Average Rate'

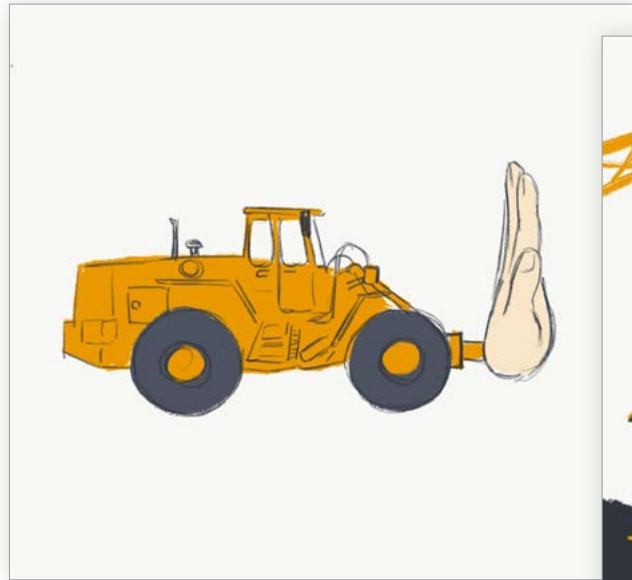
# 06 Infographic Solutions: Regional Progress



## 07 Infographic Solutions: Student Homelessness

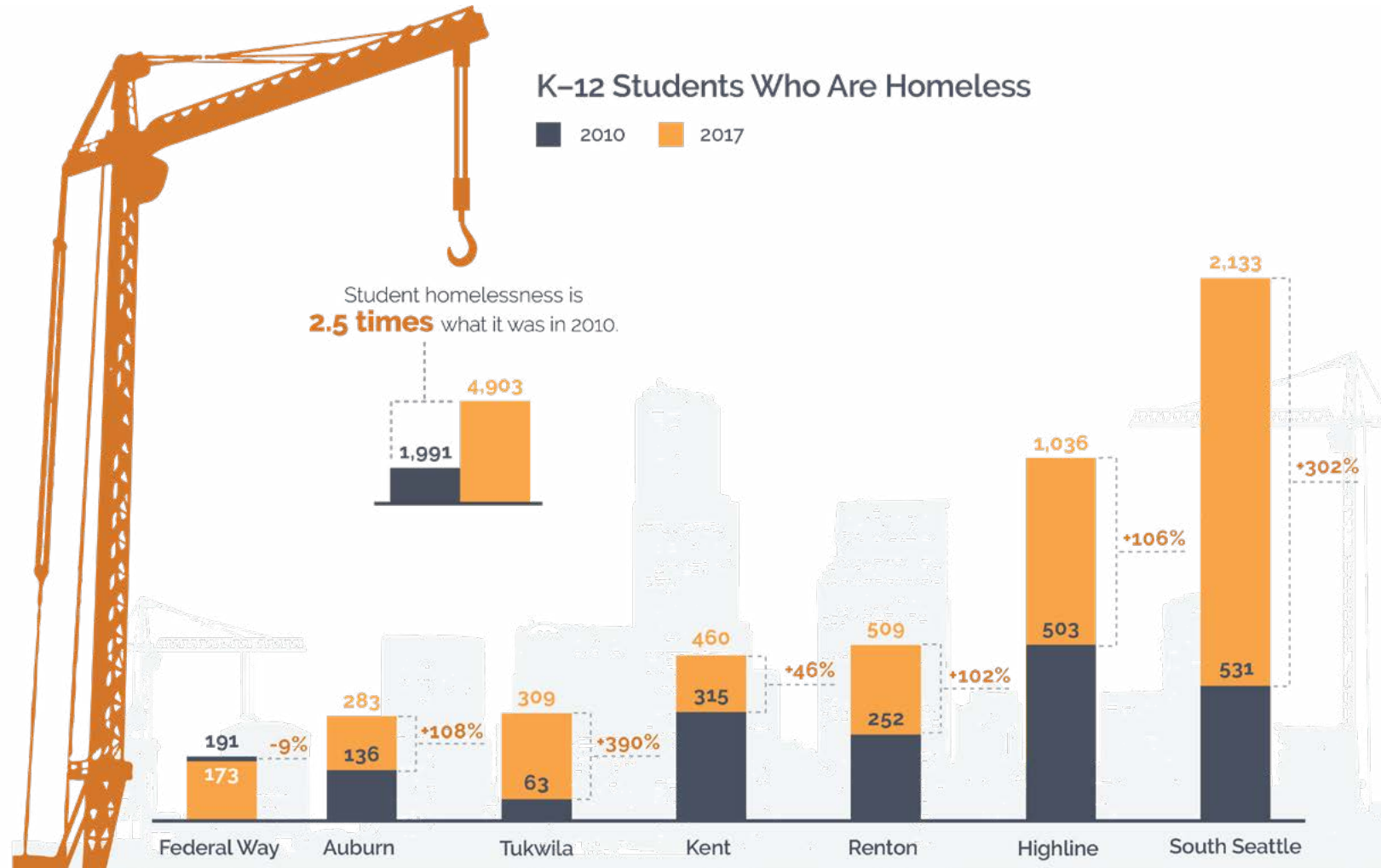
The data surrounding the rapid spike in student homelessness in South King County is one of the most pressing points in the report.

Typically, the sea of cranes over the Seattle skyline is representative of an economic boom. However, the increasing rate of luxury homes is significantly hurting current residents of low income.



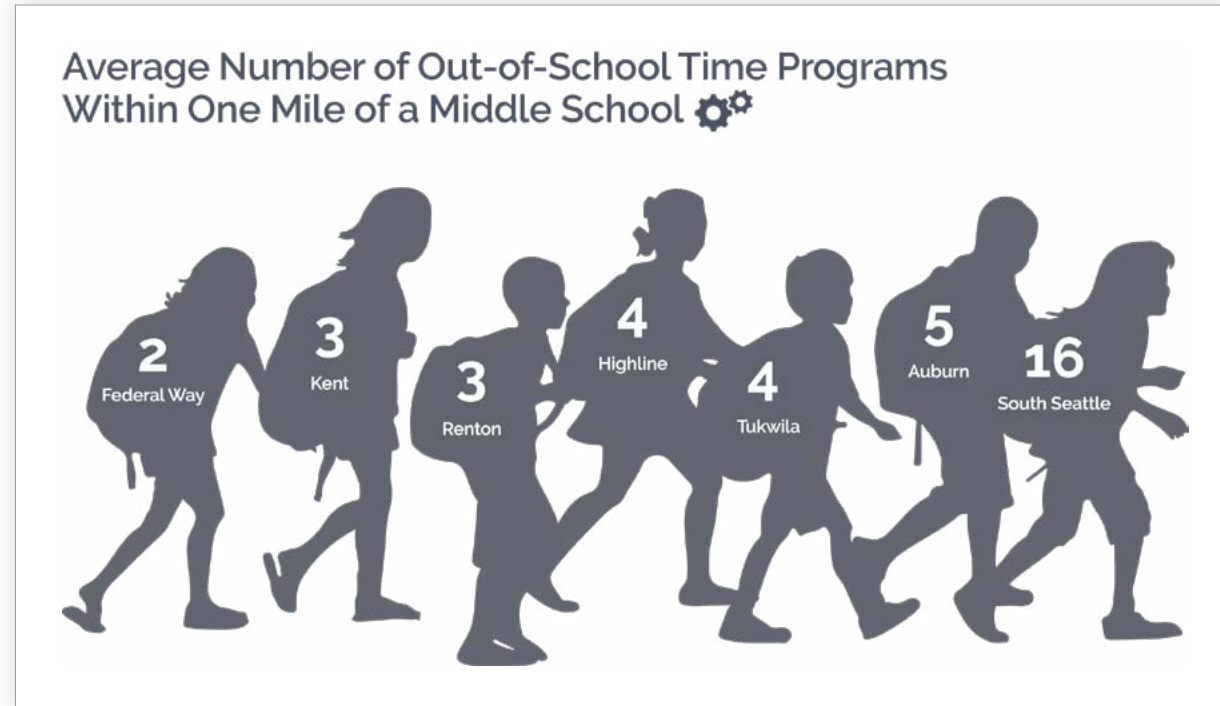
Preliminary Sketches for the Student Homelessness Infographic.

## 07 Infographic Solutions: Student Homelessness

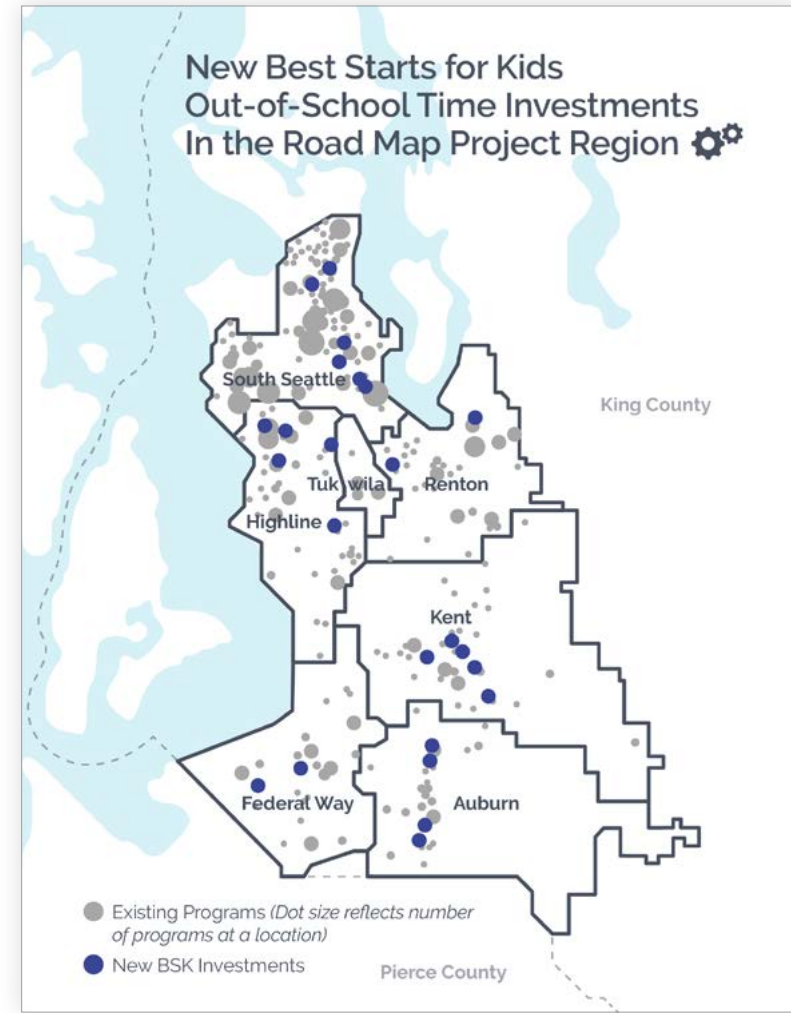


By illustrating the cranes to be literally building up rates of homelessness, the typical symbol of wealth and growth is altered to represent the consequences of gentrification and rapid construction of low income areas.

## 08 Highlights: Out-of-School Time Investments

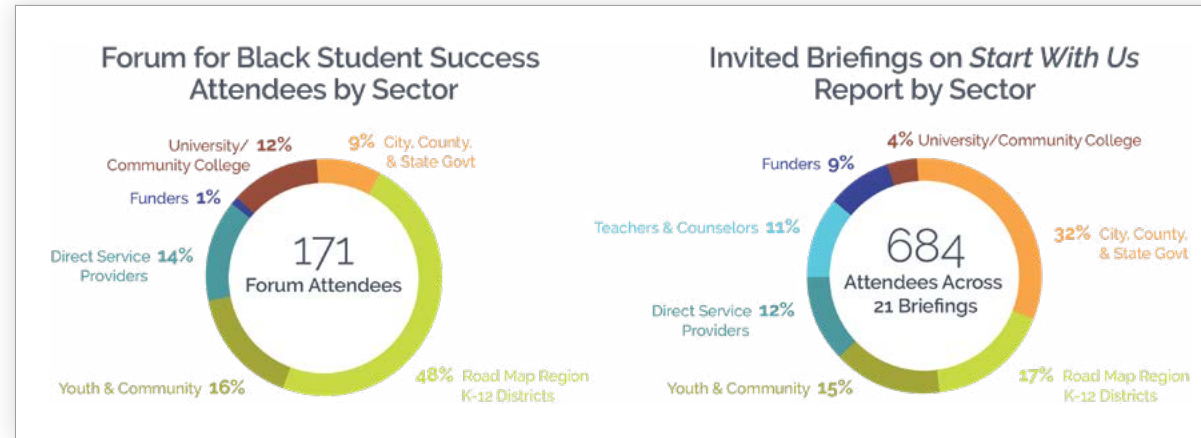


Visual indicators of potential out-of-school time programs for students and the accessibility of programs currently existing.





## 09 Highlights: Black Student Success



Infographic reporting on the impact of forums and programs specific to black student success in the region.

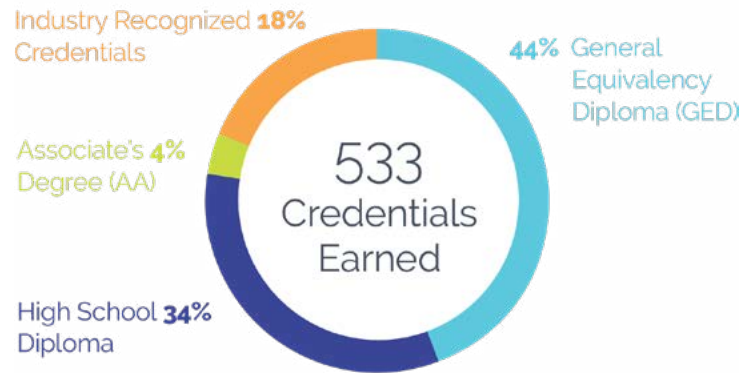




# 10 Highlights: Opportunity Youth

## Reengage

Growing network reaches thousands of students



**2013 - 14**  
3 Programs,  
800 Students

**2016 - 17**  
16 Programs,  
2929 Students

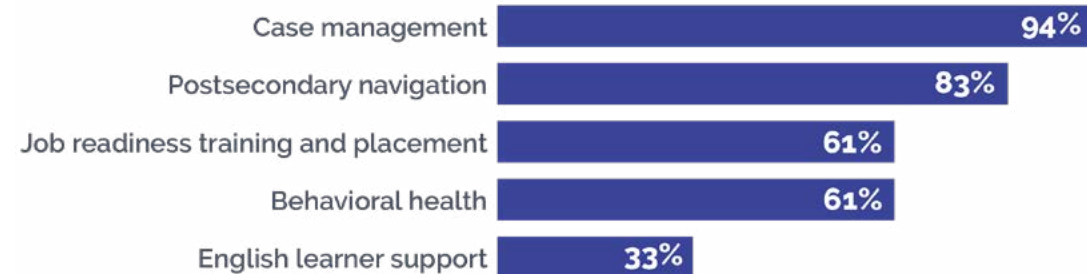
Examples of data from the College and Career Ready section, reflecting post-secondary education and career paths for high school students in South King County.

## 312 Opportunity Youth Receiving Postsecondary Navigation Support



**123** Opportunity Youth enrolled in postsecondary and **73%** have persisted in postsecondary — enrolling in a second consecutive year.

## Percent of Reengagement Programs Offering On-Site Support



# Conclusion

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The final results report was a 44 page document containing 43 custom figures and infographics, some spanning multiple pages.

The report was first distributed at a conference in the spring of 2018. The Community Center for Education Results also used the infographic toolkit provided to add compelling visuals to internal documents and reports.

It established a bright, modern graphic style that was easily replicated through other materials by CCER. In October of 2018, CCER introduced a refreshed website for [roadmapproject.org](http://roadmapproject.org) that utilizes styles consistent with those of the 2017 Results Report.

**[VIEW ONLINE REPORT](#)**

# Thank You.

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