Engaging Stakeholders

Engaging stakeholders in an iterative design and development process improves the usefulness of resulting information and tools.

Information on the connections between high school experiences and postsecondary education outcomes for one’s own students is new to many audiences. Meeting regularly with an advisory group allows stakeholders to provide feedback throughout the process of developing data and reports. Pilot advisory groups for each state typically consisted of representatives from state K–12 and postsecondary education agencies and three school districts that differed in terms of size and urbanicity. In addition, focus groups were conducted in several districts in each state to determine school-level information needs. Overall, 22 districts and multiple state agencies across the three states participated at critical development stages. The iterative design and development process sought stakeholder input and review at the following key points:

- Identify information priorities;
- Review content outlines based on the priorities;
- Review drawings of planned products (reports and the web tool);
- Review functional mock-ups (of the planned web tool);
- Review draft products for content accuracy; and
- Beta test the web tool for functionality and content accuracy.