



**Multiple Measures, LLC**  
[www.k12multiplemeasures.com](http://www.k12multiplemeasures.com)

Product/Service: **MMARS™**  
(Multiple Measures Assessment Reporting System™)

## **FREQUENTLY ASKED QUESTIONS (FAQ)**

### **1. Who are we and what do we do?**

- a. Multiple Measures is an ed-tech company, started in 2003, with a passion to deliver actionable data to administrators and teachers, to help improve educational outcomes for all students.
- b. Assessment reporting services for K-12 school districts and charter schools throughout the U.S.
- c. We are not an assessment company.
- d. Analytics / graphics / visualization for pupils, groups, and subgroups.
- e. We report ANY annual or periodic assessment.

### **2. What tests do we support?**

- a. State tests / high-stakes ELA & Math tests (SBAC, PARCC, SAGE, M-STEP, etc.) *for any state.*
- b. Other compulsory state tests (EL, SWD, Science, Social Studies, etc.)
- c. Interim assessments offered by various publishers (NWEA-MAP, iReady, Renaissance, Study Island, PSAT, etc.) We have the ability to configure any annual or periodic test, even if not currently supported.
- d. District-built tests and course grades.
- e. We do not support formative / classroom assessments.

### **3. How do we differentiate from other vendors?**

- a. **Assessment Data Warehouse:** ALL your assessments; one-tool, one interface, similar reports. Since we are not an assessment company, we don't create, scan, or score assessments, and we are therefore impartial. We support ALL annual and periodic tests. You report whatever you want with MMARS™. The test builders (e.g. assessment companies) are supportive of our efforts to augment and enhance the reporting of their instruments.
- b. **Batch processing:** Automated, iterative reports for each school and/or each teacher. You create one instruction (inside of 30 seconds), and Multiple Measures creates hundreds, or even thousands of reports for your audiences, automatically and quickly.
- c. **Report Library:** Pre-built and create-your-own. Electronic distribution to all levels/roles: district administrators, principals, and teachers.
- d. **Jux™ (short for juxtaposition – graphical side-by-side comparative reporting):** Compare years, terms, subjects, claims/clusters, schools, grades, teachers, and subgroups.
- e. **Matched-student pre-post growth reporting at pupil and aggregate levels:**
  - i. **Proprietary FPL™ metric:** Fractional Performance Level™. Allows for computation of granular/fractional PL changes, based on scale scores interpolated "between the bands".
  - ii. **PD3/4 metric:** Pupil Distance from Level 3/4 (or equivalent measure of the "lowest obtainable scale score" to be proficient / met standard). Allows for computation of positive/negative growth.
  - iii. **Pupil Growth:** FPL™, change in FPL™, PD3, and change in PD3 are available on reports.
  - iv. **Aggregate Improvement/Decline:** Frequency distributions for change in FPL™ and change in PD3 are available at district, school, grade, subgroup, AND teacher levels – enabling you to *quantify the Instructional Impact*, year-over-year and term-to-term.

- f. **Classroom reports, with your rosters:** Pupil lists, aggregate summaries, *and comparative teacher growth reports.*
  - i. By teacher (and period) for the "as-tested" school year.
  - ii. By teacher (and period) for the new school year (incoming students).
- g. **Intuitive User Interface:** For the pre-built Library, your reports are clearly organized and named, and easily available to view/print/download/email/share. For create-your-own reports, we offer an intuitive, guided process to choose who, what, when, and where.
- h. **Speed / performance:** Our reports, even summaries with large student counts, are displayed in seconds. No need to wait and/or come back later to confirm completion, and then download. No need to initiate each report separately.
- i. **Output:** In addition to attractive on-screen display, we offer all reports in print-friendly PDF format, and we offer the underlying pupil or aggregate data via Excel.

**4. How much training is required to learn how to use MMARS™ ?**

- a. To access pre-built reports, the end user simply needs to login and click the links to the reports in the Library. That's it! The user will only see reports that are pertinent to their role.
- b. To learn how to create-your-own reports, using any of our basic, dynamic, or batch methods, we offer free remote online training to district and site administrators. An hour is typically sufficient, although we remain available (indefinitely) for follow-up questions and assistance. We also have a variety of online resources available to help.
- c. At any time, you have the option to ask us to create reports -- for you, or for your audiences, on your behalf.

**5. Who can run and view reports?**

- a. MMARS™ online access is role-based, and available to district administrators, principals, and teachers. Each user can see only the students and/or reports that pertain to their role.

**6. What kind of customer support do we offer?**

- a. Live, qualified telephone, email, chat, and remote online assistance, during the business day.

**7. What is our turnaround time for loading new pupil data/scores?**

- a. Currently supported tests: 2 business days
- b. New tests: approx. 2-4 weeks

**8. What type of special accountability reports do we offer?**

- a. In California, we do several specialized reports, including accurate estimates for the California School Dashboard, English Learner Subgroup Self Assessment (ELSSA), Annual Measurable Achievement Objectives (AMAO1,2), R-FEP Candidates, EAP Status Lists, and more. We will develop similar state-specific reports, as we continue to expand into other geographies.

**9. How much does MMARS™ cost?**

- a. Starting at \$2.50 per student, annual subscription, for State testing (includes all compulsory annual State tests); \$500 minimum. \$1 additional per student to optionally include interim assessments; additional \$500 minimum. Negotiated discounts may be available to large school districts.

**10. What about student data privacy?**

- a. We take the privacy of your student data seriously. Multiple Measures has the highest of standards, and has been working with student data for over 15 years.
- b. All exchanges and reporting of data use secure encryption.
- c. We are fully compliant with FERPA, COPPA, PPRRA, SOPIPA, and all local legislation.