Common Goal Setting Errors…

…in Student Improvement Component Goals, July 2017

Common Error #1: No Range in Performance Level(s)

- **Example of Goal with Error:**

  o Unsatisfactory: Less than 70% of students…

  o Satisfactory: 70% of students will gain 10 points between the pre- and post-assessments.

  o Exceeds: Greater than 70% of students…

Common Error #2: Lack of Rigor

- **Example of Goal with Error:**

  o Measure B One-Pager: Average gain between pre- and post- is 12 points

  o Satisfactory: 50% of students will grow 5 points between pre- and post- assessment

  o Exceeds: 60% of students will grow 5 points between pre- and post- assessment

Common Error #3: Targets Change Two Parts of Goal

- **Example of Goal with Error:**

  o Satisfactory: 80%-89% of students will gain an average of 10 points or greater between the pre- and post- assessments.

  o Exceeds: 90% or more of students will gain an average of 15 points or more between the pre- and post- assessments

Common Error #4: Targets Difficult to Calculate

- **Example of Goal with Error:**

  o Satisfactory: At least 70% of students will grow by 50% on 50% of the assessment

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Common Error #5: Target Lower Than Baseline Data

- **Example of Goal with Error:**

  o Baseline Data: Pre-test class average of 14 points

  o Measure B One-Pager: Average gain of 8 points

  o Unsatisfactory: The class average on the post-test will be less than 9 points.

  o Satisfactory: The class average on the post-test will be between 9 and 14 points.

  o Exceeds: The class average on the post-test will be greater than 14 points.

Common Error #6: Targets Overlap

- **Example of Goal with Error:**

  o Satisfactory: Between the pre-and post- assessment, the class average score will increase by 15-20 points

  o Exceeds: Between the pre-and post- assessment, the class average score will increase by 20 points or greater

Common Error #7: Targets Inappropriate (Too High)

- **Example of Goal with Error:**

  o Measure B One-Pager: Average gain between pre- and post- is 5 points

  o Satisfactory: 60% of students will grow 15-20 points between pre- and post- assessment

  o Exceeds: 75% of students will grow greater than 20 points between pre- and post- assessment

Additional Challenges with Goal Setting

- Inconsistent rigor across educator groups
- Not transparent (unclear goals – does not fully explain what the goal is, which assessment is being used, etc.)
- Not student centered – actual impact of targets/goals
- Lack of connection between educator goals and school goals
- Not using baseline data to set goals
- Not providing backup documentation for goal setting