What are we doing today?

- Formulating search terms
- Looking at data sources for:
  - School information
  - Demographic information
- Finding news articles
What are our questions?

- How are schools funded?
- What are funding differences between charter and other public schools?
- How has funding changed over time?
- How is academic and other performance measured?
- How do charter schools compare to other public schools in the state?
- How does one school compare to another?
- Who goes to which schools?
- What are school district demographics?
- Why does it matter?
What kind of information do we need?

- School budgets
- School funding
- Metrics for school performance
- Demographic information
- What other people are writing and reporting
<table>
<thead>
<tr>
<th>Search term brainstorm</th>
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<tbody>
<tr>
<td><strong>Define charter school</strong></td>
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<tr>
<td><strong>Charter school lottery</strong></td>
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<tr>
<td><strong>Charter school donors/funders</strong></td>
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<tr>
<td><strong>Charter school demographics/segregation</strong></td>
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<tr>
<td><strong>NC public schools budget</strong></td>
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<tr>
<td><strong>Magnet schools</strong></td>
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<tr>
<td><strong>NC public schools family income, average family income</strong></td>
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<tr>
<td><strong>Graduation rates, college admission/attendance</strong></td>
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</table>
Search term brainstorm

Charter school demographics

Public school demographics

Funding (for charter schools) (for public schools)

North Carolina, [location]

Performance of charter schools

Politics of charter schools, policy positions on school funding

Affordability of charter schools, per student costs

Demographics
  enrollment

NC
  [County]

Public schools
  Charter schools
  School performance

Teacher retention
  Teacher licensure

Budgets
  Funding
  affordability
Search term brainstorm

North Carolina public school test results/scores
Charter school programs
NC school budget
NC charter school demographics
NC charter school funding
Academic performance
Funding
Number of charter schools in NC
Public schools in NC

NC
County name
Other location

Teacher retention
Teacher licensing
Other teacher data

Budget
funding

Academic
performance

Demographic info

Test scores
enrollment
For another way to think about it: how is the data interesting for...

- A communications officer for a school district?
- A research aide for a state representative?
- A marketing rep for an educational software company?
- A parent?
- A teacher looking for a different job?
- Someone else?
### Where do we get this information?

- **Data & Reports for N.C. Public Schools**  
  - statewide data

- **N.C. School Report Cards**  
  [https://ncreportcards.ondemand.sas.com/src](https://ncreportcards.ondemand.sas.com/src)  
  - data for individual schools by county

- **Newsbank**  
  - searches over 1,200 newspapers nationwide

- **U.S. Newsstream**  
  - searches major national and international news

- **American FactFinder**  
  - data from the census and annual surveys