



Using infographics to tell your story

One way to effectively tell your student achievement story is through an infographic. An infographic uses a mix of text and graphics — charts, icons, symbols and pictures — to make complex information easier to understand. Infographics can be used to convey key information, present data in a compelling format and highlight district successes.

Infographics are most effective when they are simple and focus on one key message. OSBA created a sample infographic that you can mimic to tell your student achievement story. The sample infographic is on the next page. The OSBA infographic was created using the free resources on the website Canva (www.canva.com). Canva has tools that help you create infographics and numerous tutorials to help you through the process. Canva is free to sign up and use, although you can pay for additional features. It also offers free tutorials such as “Introduction to infographics,” available at www.canva.com/learn/tutorials/introduction-infographics. You can find numerous YouTube tutorials by searching “Canva infographic tutorial.”

The following data on the OSBA infographic can be found in the Ohio Department of Education state report cards:

- enrollment data
- district spending per pupil and how it compares to the state average
- percent of finances spent in the classroom
- student demographics
- graduation rate
- percent that passed an AP test and scored better than 1, 2 or 3.

Other data that could be used:

- additional program offerings: number of College Credit Plus courses offered; International Baccalaureate program; distance learning courses
- gifted services provided
- number of teachers and administrators
- ratio of students to teachers in classrooms

Use the data that showcases how your district excels. The OSBA infographic is an example; use the data the best tells your story. Add areas of pride for your district and community and delete items that aren't as important to your stakeholders.

Once you have the data you want to show, consider holding a student contest to see who can create the best infographic. Share the infographic on your website and social media platforms to promote how your district is helping students achieve.



STUDENT ACHIEVEMENT BY THE NUMBERS

OUR DISTRICT



3,400

students attend My Town School District, which covers **30 square miles**

This is a **10% enrollment increase** over 2017.

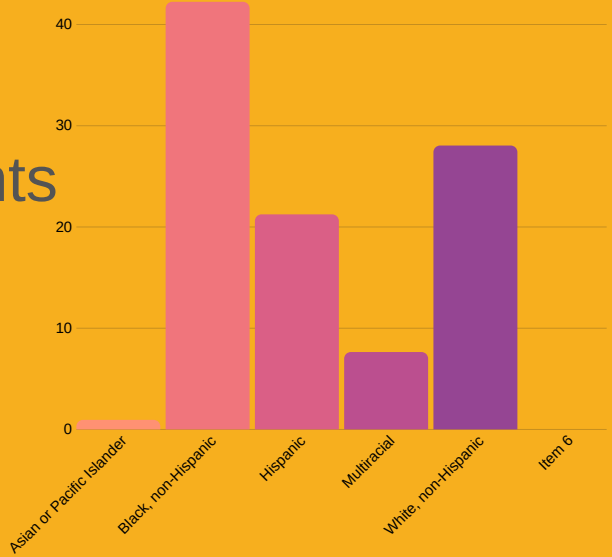
\$8,076

spending per pupil. The state average is \$9,149 per pupil



68% of finances are spent in the classroom

Our students



CLASS OF 2018



97%

graduation rate

\$50,000

in scholarships given to the class of 2018



Next step for our grads

41%

higher education

15%

military

44%

skilled workforce



ACHIEVING AT ALL LEVELS

28

honors courses



15

AP courses

5%

passed an AP test earning a 3 or better

45

online courses offered



50+

clubs and activities



29

sports offered in high school

85%

of students perform more than 24 hours of volunteer service before graduation

