



## Deliver personalized video reports in parents' home language

In the fall of 2021, Spotlight delivered thousands of personalized video reports that literally spoke to parents in one of five languages: English, Mandarin Chinese, Spanish, Tagalog, and Vietnamese. Parents primarily viewed the videos on mobile phones, learning how their students performed on *Initial ELPAC\**, the assessment given to students entering California's English-language instruction system.



*\*The authenticity and personalization of each video score report is developed carefully with State Education Agencies, districts, and assessment delivery partners. In this example, our California ELPAC video was developed in partnership with the California Department of Education (CDE) and Educational Testing Service (ETS).*

Responding in a subsequent survey, hundreds of parents voiced strong preference for video reports.



These **responses are consistent with previous surveys**, indicating a high level of engagement and satisfaction with video reporting.

**89%**

of parents agreed or strongly agreed with the statement:

"This video helped me understand how to help my child learn English."



**85%**

of parents agreed or strongly agreed with the statement:

"I found the video score report easier to understand than paper score reports."



**82%**

of parents agreed or strongly agreed with the statement:

"I found the video score report to be more interesting than other score reports I have seen."



**90%**

of parents agreed or strongly agreed with the statement:

"I have a better understanding of what this test is after viewing the video score report."



**91%**

of parents agreed or strongly agreed with the statement:

[While most viewers feel that a two-minute video is too long], "The length of this video score report is about right."



"Thank you for helping me help my child. We watched this video together. We don't usually look at their paper report together."



Learn how Spotlight can help you engage the parents and caregivers of your students!

Connect with our team

800-627-7271 | [PearsonAssessments.com](https://www.pearsonassessments.com)

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