Copley Customer Case Study Using Qlik For K12 Decision Making During The Time of COVID-19

Loudoun County Public Schools

Loudoun County Public Schools (LCPS) was able to purchase 1,500 total hotspots from different vendors in early March, in anticipation of school closures for a small percentage of families and staff who do not have access to the internet in their homes.

LCPS needed to identify household data, not just students, in order to equitably distribute the devices to families. In addition, a triage approach for need was established to provide hotspots to families based on these needs:
1. Households identified with a disadvantaged status
2. Households with multiple students
3. Households with students in higher grade levels
   (starting with High School as a top priority)

Each hotspot can serve up to 15 devices in a household. The Department of Digital Innovation was asked to identify families and staff who needed a WiFi hotspot during the closure of buildings. A Google form survey was sent out to the public-school families and staff requesting the following information:
1. Student name, address, LCPS school
2. Parent/Guardian name and contact information

The results of the survey were then loaded into Qlik, connected to additional data, and a set of visualizations developed.

Prioritization Data identifies students and household counts, along with the decision factors such as Disadvantaged status, number of students in a household, and grade levels (3-12 to ensure instructional delivery online).

By reviewing the data we identified specific clusters (high school feeder zones that include elementary, middle and high schools in a region). In this example, the JCH (John Champe HS) cluster showed the highest number of respondents:
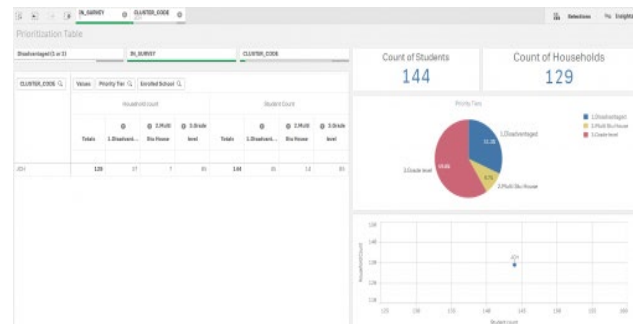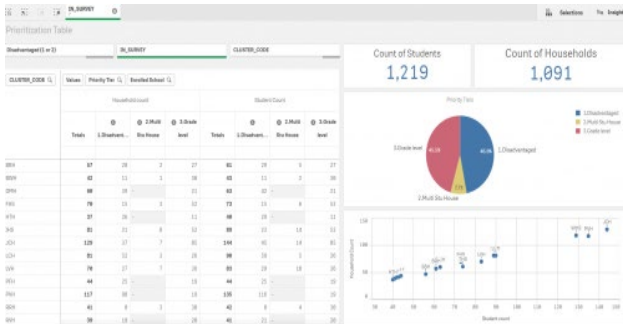
As hotspots were distributed, data was reloaded and adjustments made based on usage metrics and feedback from principals who were in touch with families. The Qlik app significantly improved our ability to identify households in need of hotspots and quickly contact and deploy devices.

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