# Qualitative Data Collecting and Sharing Guide

Springboard sites are more than just numbers; they're the people, experiences, and voices that come together to create meaningful change in student's lives. To demonstrate impact beyond the numbers, Springboard staff collect pictures and quotes that "show off" sites at their best. This process helps Springboard create impact reports, social media posts, website content, and graphic design content. It also helps Springboard document the program, city, and school for each photo and quote so we always know where our best quotes and pictures came from!

**Responsible Person:** Program Leader or support staff

## Photo and Quotation Collection Responsibilities

- Save at least **six photos and three quotations** to the **Quotes & Photos** tab in Connect by the end of the program.
- Only upload pictures of children with **signed Media Releases** (see Media Release Guidelines).
- Only upload words/quotes from children with **signed Media Releases.**
- Only collect quotes of speakers who have given verbal permission to share the quote. Quotes from children must have verbal permission from their guardian.
- Photos should include at least:
  - ✔ One workshop photo (family member reading with student).
  - ✔ One photo of classroom instruction (teacher reading with student).
  - ✔ One student reading independently.
- Quotes should include at least:
  - ✔ One quote from a teacher.
  - ✔ One quote from a student.
  - ✔ One quote from a family member.
- Photos collected by other staff members can be shared for posting. The staff member who uploads the photo is responsible for ensuring that the children who appear in the picture have signed Media Releases.

## Media Release Guidelines

When posting photos, ensure that all students pictured have signed Media Release forms. This applies to any children whose faces are visible in the picture, even if the faces are in the background. You do not need permission to show the back of a child's head. **Springboard cannot use images of children who do not have signed Media Release forms.** It is extremely important that we respect families' wishes when it comes to images of their children. Families agree to grant Springboard media permissions for their children when they complete
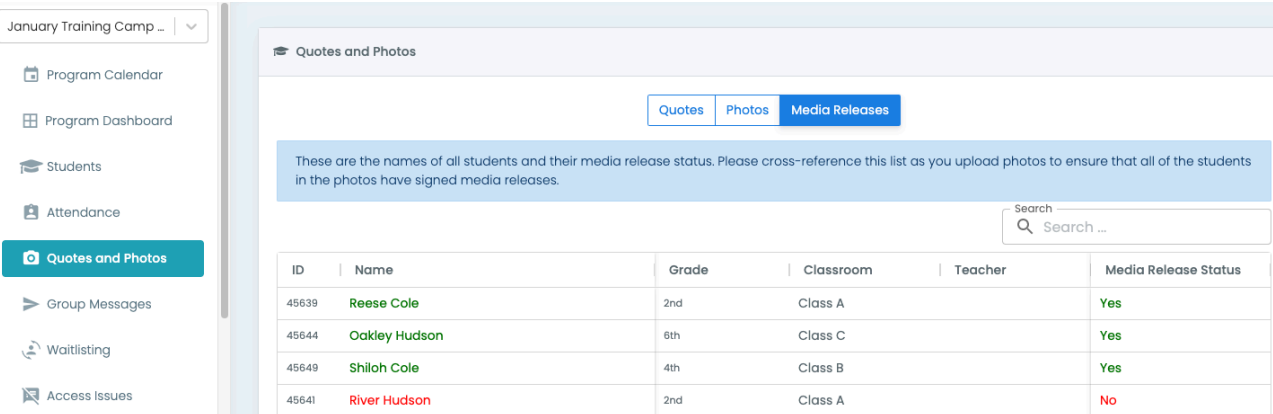
enrollment paperwork. Media Release agreements are tracked in Connect and look like this on the enrollment form:



> Agreement to have Springboard Use Your Child's Image, Audio and First Name
>
> I give permission for any photograph, image, direct quotes, ○ Yes
> voice, video or other recording, in all forms, and the first name ○ No
> of my child to be published and distributed in any media for
> promotional or informational purposes in connection with
> Springboard Collaborative. I understand that no royalty, fee, or
> other compensation shall become payable to me by reason of
> such use. *

Check the **Media Releases** tab in **Quotes & Photos** in Connect to identify students without a Media Release form. These students should not be included in any uploaded photos. The field is currently called **Media Release Status**.

- **Yes** indicates that the family consents to their child's photo being used.
- **No** indicates that the family does not consent to their child's photo being used.
- **Null** means that the family did not fill in that information during enrollment, and therefore the child's photo should not be used.
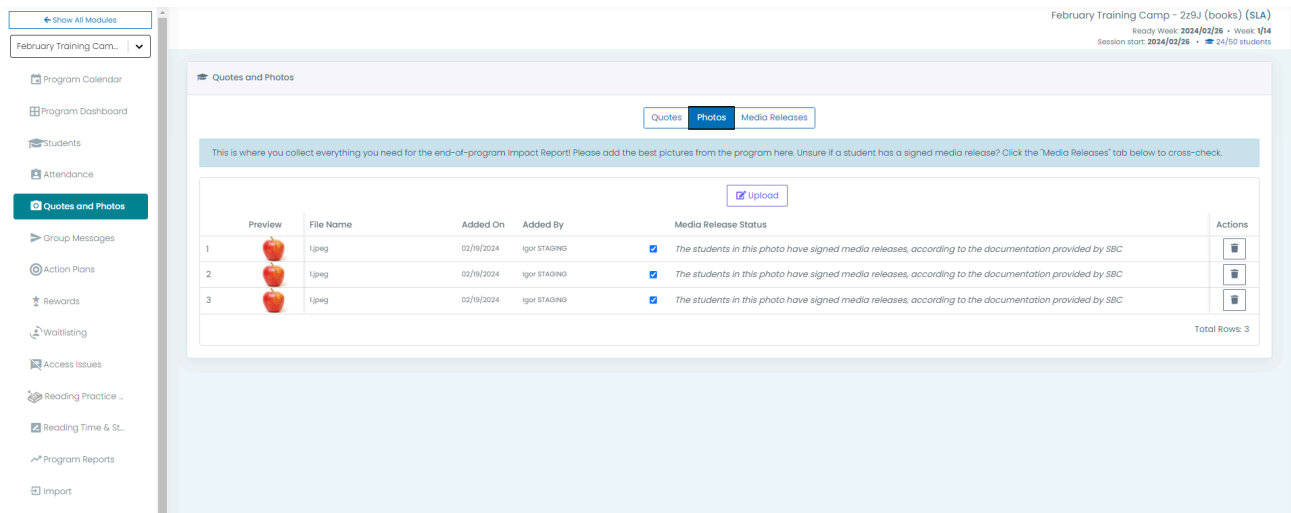


## Media Release Tips

Here are some tips to save time and to make sure you do not post a picture of a child without a Media Release:

- ✔ **Find classes where everyone has a Media Release.** At a typical site, most students have signed Media Releases. Check for classrooms at your site in which every child has a Media Release and limit your pictures to those classrooms.
- ✔ **Get to know students!** If you know a student's name, it will be easy to check whether that child has a Media Release.

✔ **Pay attention to students who DON'T have Media Releases.** If there are only a few students without Media Releases, figure out who those students are to ensure you do not include them in photos.

✔ **Take and share pictures that include only one or two children.** Pictures with fewer students make it easier for you to verify that everyone has a Media Release.

✔ **Upload the photo to the Quotes & Photos tab in Connect, under "Photos."**

## Instructions to Add Photos to the Quotes & Photos Tab:

1. Upload the photo to your computer.
2. Click the **Quotes & Photos** tab in Connect.



3. **Upload** your pictures on the **Photos** tab. This will save your photos in one place for later so they can easily be added to your site's Impact Report. Photos should be saved as .jpg or .png format.

**Instructions to Collect Quotations for Impact Reports and Share Quotations:**

1. Compelling quotes about the program bring the program to life. Find compelling quotes during **conversations** or from **survey feedback**. If the quote comes from a conversation, please make sure you have verbal permission from the speaker to share the quote (with optional first name). Because we are not collecting first and last names, you do not need written permission. Verbal permission is sufficient. If a speaker is hesitant to grant permission, ask if the speaker would consent to an anonymous quotation and do not collect the speaker's name.

2. Quotations from survey feedback should be anonymous but should identify the school and the speaker's role (student, teacher, family member, etc.).

3. The most compelling quotes often tell specific stories about what went well during programming or about what the speaker found helpful or exciting about the program.
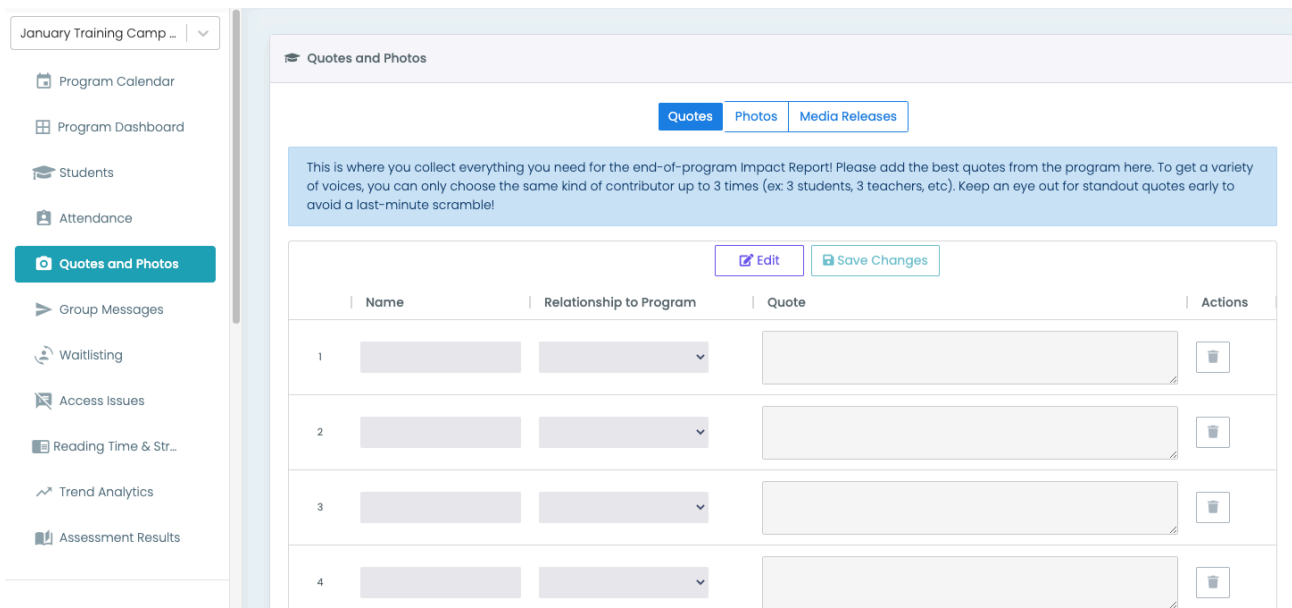
*Suggested Language:*
*"I'm looking for quotes that I can share with the rest of Springboard about this site. Do you mind sharing some thoughts about the program?"*
*"Do you mind if I write what you said down to share with the whole Springboard team?"*
*"Do you mind if I use your first name or do you prefer to be anonymous?"*

4. Save the quotation on the **Quotes** tab in Connect. The Quotes tab has space for nine quotes, but **only three quotes are required**: one from a family member, one from a teacher, and one from a student.



5. Fill out the **Name** field to record who said your quote. Select an option from the **Relationship to Program** field to tell who that person is (Teacher, Student, or Family Member)