

GreatSchools, Inc. (Data) San Francisco, CA

1 Please describe your organization briefly, including mission statement, activities, size, etc.

About Us and Our Mission:

GreatSchools Inc., and its online media property, GreatSchools.net, is the nation's premier provider of K-12 school information. **Our mission is to improve K-12 education by inspiring parents to get involved.** Information and tools on GreatSchools.net help parents choose the best school for their children, support their children's education and improve schools in their communities. We are an independent, national nonprofit organization made possible by the generous support of foundations and corporations, including the Bill and Melinda Gates Foundation, the Pisces Foundation, the William and Flora Hewlett Foundation, Sylvan Learning Systems and more.

Our organization's dedicated and talented team of 35 (and growing) is headquartered in downtown San Francisco. Our online guide to K-12 schools will serve over 30 million users this year and is accessed at www.greatschools.net and through co-branded partnerships with a growing list of major media properties, including Yahoo!, AOL, MSN, Family.com, LATimes.com and SFGate.com.

GreatSchools.net offers comprehensive school profiles, powerful school search and compare tools, and a wide range of advice to help parents navigate the challenges of K-12 education. Unique features include:

- **Parent ratings and reviews**, that help parents get "beyond the numbers" to understand what parents think about the quality of teachers, leadership, extracurricular activities, etc.
- **Research and Compare Schools feature**, which allows parents to easily compare school performance, teacher qualifications and other data.
- **Help for Parents**, which provides trustworthy advice on topics ranging from communicating with teachers to understanding the special education system.
- **Free email newsletters**, including *Parent Advisor and My Nth Grader*, monthly tips to navigate the school year; grade-level guides for parents of K-5 children; *Middle School Matters* and *Countdown to College*, for parents of middle and high school students who are seeking expert advice focused on academics, behavior issues, financial planning and college preparation.
- **GreatSchools.net Ratings**, which provide insight into the meaning behind the numbers. For example, the GreatSchools Test Score Rating provides more insight into the quality of instruction at a school than raw test score numbers themselves. See top-rated schools within a geographic area and see how public schools rate according to test scores, attendance, teacher-student ratio and more.

2 Describe **in detail** the work or project an intern will do, **please be as specific as possible**.

Job description: This summer intern will work as part of the GreatSchools Data Team in the Product Management Department. The Data Team manages the acquisition and publishing of all school and district data on GreatSchools.net, including school contact information, test scores, student demographics and teacher experience/credentials. We obtain the data from various sources, but primarily from state Departments of Education, with the goal of having the most up-to-date information available. We are always looking for more sources of data, especially qualitative data around extracurricular activities and school programs to round out the more statistical information we obtain from state sources.

Intern job description:

- Work closely with the Data Product Manager on special projects. Examples of past intern projects are: conducting research around qualitative data acquisition (school programs, mission statements, etc.), gathering charter school authorizer and operator information, acquiring and loading NCLB data, and research into SAT/AP/ACT availability
- Assume responsibility for a specific set of data updates, and determine the type and location of school data from state Departments of Education, establishing contacts with data providers as needed
- Acquire data files (usually in Excel) and document their content and structure
- Write explanations for each datapoint that are easily understandable to our parent audience; update data-related articles
- Conduct QA on the display of data and explanations, and work with the engineering team to resolve issues
- Assist Data Specialists with resolving customer service inquiries
- Take ownership of additional projects as needed

3 Describe any particular skills, background, or qualities you are seeking in an intern

Skills required:

- Demonstrated advanced proficiency with Excel and knowledge of other data file formats
- Mastery of Internet navigation and research
- Very strong verbal and written communication skills
- Ability to work under deadlines and perform complex tasks efficiently and accurately
- Highly organized and detail-oriented
- Independent self-starter and productive team member
- Positive work ethic and sense of humor

X Start and end dates for the internship are flexible.

The expected working schedule for this internship:

Begin **9:00 a.m.** End **5:30 p.m.**

Lunch break: **30 minutes**