



## PRESENTING DATA

### Overview, Objectives, Inquiry Questions, and Planning

#### THINGS TO CONSIDER FOR MILESTONE #5

- You may want to collect all the parts of the students' projects after they present so you can use the rubric to assess their work.

#### LEARNING OBJECTIVES FOR MILESTONE #5

At the conclusion of this milestone, students will be able to:

- Present their big ideas and use their graphs to explain the predicted increase in ticket sales.
- Select the big ideas that are the most enticing and explain why.
- Explain how they would use growth hacking to increase attendance at a school event.

#### EXTENSIONS AND ENHANCEMENTS FOR MILESTONE #5

- Could you have the students write a letter to the manager of the sports team explaining their big idea and how they think it will help to increase ticket sales? They could record their presentation and explain how they used percent of change to predict future ticket sales. They could email their letters and videos to the sports teams to share their ideas.

#### STUDENT INQUIRY QUESTIONS FOR MILESTONE #5

- Which big ideas are the most exciting and make you want to go to the sporting events? Why?
- How could you use what you've learned about growth hacking to increase attendance at the school's homecoming football game?

#### ASSESSMENT FOR MILESTONE #5

- **Formative Assessment for Individual Activity:** Check the students' "Best Big Ideas" printable on page 19 of the Student Pack.
- **Formative Assessment for Group Activity:** Use the "Graphing and Data Project Rubric" on page 14 of the Teaching Guide to assess the students' presentations.
- **Summative Assessment:** Have the students complete the response printable on page 20 of the Student Pack for the Inquiry Question, "How could you use what you've learned about growth hacking to increase attendance at the school's homecoming football game? Be sure to explain the steps you would use and why they are important."

- **Summative Assessment:** Give the students the “Graphing and Data Summative Assessment” on page 12 of the Teaching Guide. They will need a piece of graph paper or a computer to create the graph. Use the “Graphing and Data Summative Assessment Answer Key” on page 13 of the Teaching Guide to correct the assessments.

#### Student Pack

- Page 19
- Page 20

#### Teacher Pack

- Page 12
- Page 13
- Page 14

## Project Activities for Milestone #5: Presenting Data

### PREPARE (Bell-ringer/opener activity)

Have the students turn and talk about activities that might bring more students to under-attended events at school. Call on students to share their ideas.

### PRESENT (Lecture/model)

Tell the students that they will be sharing their big idea and predicted growth for their team’s franchise.

### PARTICIPATE (Student/group share, group activity)

One-by-one, have the students share their big ideas, advertisements, and graphs showing the predicted growth.

Give the students the “Best Big Ideas” printable on page 19 of the Student Pack. Have them write about their favorite big ideas.

**Formative Assessment:** Use the “Graphing and Data Project Rubric” on page 14 of the Teaching Guide to assess the students’ presentations.

### PRACTICE (Homework/independent work/extensions)

Give each student the writing response template on page 20 of the Student Pack and ask them to write an answer to the inquiry question for this Milestone: “How could you use what you’ve learned about growth hacking to increase attendance at the school’s homecoming football game? Be sure to explain the steps you would use and why they are important.”

### ASSESSMENT

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