



5. KPM are developed to support school development and accountability. While schools are encouraged to make use of the KPM data for SSE, they are also required to report on a specified number of KPM items to their key stakeholders (including the school management committee, teachers, parents and students) annually in accordance with EMB Circular Memorandum No. 129/2004. In reporting, schools may choose to use their existing communication channels such as the school newsletter for the purpose. For schools which have undergone ESR, they are required to provide the ESR report to their key stakeholders for reference.

6. In handling KPM data and ESR report information, schools should observe the following protocols:

- (a) If a school chooses to report its KPM data to the public, such as through the school website, the school should do the same in the subsequent years and include all KPM items except that their data on Hong Kong Attainment Test, Territory-wide System Assessment (for primary schools) and Academic Value-added Performance (for secondary schools) must not be publicized.
- (b) Both KPM data and the information contained in the ESR reports should not be used in isolation for publicity purposes.
- (c) While the KPM reference data can provide useful information, because the data are limited to the range of information from a smaller set of schools, and do not allow for trends to be observed, schools should confine the use of KPM reference data within their school community at this initial stage.

Schools not observing the above protocols will be subject to investigation and may be requested to upload all their performance data and information on the EMB website in subsequent years.

### **Enquiries**

7. Enquiries concerning the content of this circular memorandum can be directed to the Quality Assurance Division at 3540 6980 or 2892 6536.

Andrew C S POON  
for Secretary for Education and Manpower

c.c. Heads of Sections – For information