DRAFT Teacher Training and Retention Dashboard Communications Plan

Through a user-centered design process, Cradle-to-Career is building data-driven tools, focusing on the launch of a Teacher Training and Retention Dashboard, to make information on education and workforce outcomes accessible and actionable for all Californians.

ABOUT THE TEACHER TRAINING AND RETENTION DASHBOARD

The Teacher Training and Retention dashboard will provide information on teacher workforce trends including teacher training pipelines, teacher employment and retention, and employment trends for former teachers, highlighting the experiences of marginalized populations. The dashboard will show linked data from our data partners on students in teacher preparation programs, certification, and teacher placement and retention.

COMMUNICATION GOALS

- Empower users to explore data to address questions and issues that matter to them, regardless of knowledge level.
- Create direct support tools for teachers, parents, advisors, and students.
- Facilitate data literacy to empower users to explore the data and dashboards.

Tone

Official, neutral tone from Government entity, but friendly, informative, and helpful that enables users to feel engaged through actionable ideas of how to use the data system.

Theory of Action to Advance Equity

Our theory of action is that this approach will advance equity by making data accessible and actionable for all Californians, including marginalized communities, and facilitate data literacy across all user types by surfacing information and raising questions to address and tell a richer story about issues that impact specific communities.

PRODUCTS/DELIVERABLES

To fully understand the data and questions made available through the dashboard, supplemental products and collateral are needed as wrap-around supports to surface the qualitative information necessary to deepen the experience of teachers and clarify the concept of quality and what it means in the 21st century.

Supplemental products and collateral include:

1. Full survey and database of teacher stories
   a. Released on a rolling basis, open for six weeks
   b. *Supplemental stories/quotes*
   c. *Leads for additional interviews and story submissions*
   d. *Survey also identifies what topics teachers, other stakeholders want to learn about the most.*
2. Tutorials and fact sheets on how to use dashboards
3. Tutorial videos (interactive, Vimeo)
4. One-pagers on key data points paired with vignettes, stories
   a. *Clear definitions/ data points.*
   b. *Build in a special template for website revamp with 10up.*
5. Neutral guides [by persona](), curated summaries
6. Person-Centered data analysis when using the data
7. Learning agendas (or research questions)
8. Query builder promotion when ready - signal direct access to raw data for expert users

STAKEHOLDERS FOR OUTREACH

[Seeking input from Community Engagement Advisory Board]

CHANNELS

- Cradle-to-Career website
  - Dashboards
  - Separate, standalone page
- C2C newsletter
- Partner newsletters and listservs
- Social media
- Paid advertisements

PLAN BY EXPERIENCE TYPE

Goal for all user types: Provide equitable access to information, professional development and technical assistance for different stakeholders, and functionality that adds value to the day-to-day work of users.

Occasional visitors to the data

Communication Goals
- Make information easy to access, navigate, and understand
- Leverage supplemental products to facilitate data literacy
- Provide professional development and technical assistance to advance novices to data apprentices

Deliverables
- Tutorials and fact sheets on how to use data dashboards
- Interactive videos (demo)

Data Ambassadors

Communication Goals
- Create direct support tools for teachers, parents, advisors, and students.
  - Promote supplemental products (learning agendas, etc.) to enable exploration of data and information to advance of data literacy
- Clarify how information from the data system can inform local control action planning
- Provide guidance and resources that support sharing with communities in the user's network

Deliverables
- One-pagers on key data points paired with vignettes, stories
- Neutral guides by personas
- Learning agendas

Data Power Users

Communication Goals
- Highlight person-centered data analysis as supplemental resources to inform individual analysis

- Promote data dashboards as a tool for sharing complex findings to a wide audience.
- Promote future query builders and request for input for next year's launch
    - Communicate access to raw data

Deliverables
- Person-centered data analysis when using the data
- Query builder promotion when ready - signal ability to disaggregate data to power users