

Cradle-to-Career Ad Hoc Committee for Strategic Planning Staff Report

Date Report Issued: May 26, 2023
Attention: Members of Cradle-to-Career Ad Hoc Committee for Strategic Planning
Subject: Summary of the **Engagement** Goal and Objectives
Staff Contact: Marykate Cruz Jones, Chief of Strategic Initiatives and Partnerships

At this meeting, the members of Cradle-to-Career's (C2C) Ad Hoc Committee for Strategic Planning will have the opportunity to discuss and recommend proposed goals and objectives to the Governing Board focused on Engagement.

Requested Action:

After review and consideration of the current duties completed by the Office of Cradle-to-Career Data System (Office) related to Engagement, as well as the requirements from [statute](#), Staff recommends that the Ad Hoc Committee approve the goal and objectives as presented for recommendation to the Governing Board.

- ❖ Move to recommend to the Governing Board to approve the Engagement goal and objectives as specified in the staff memo.

Background:

Within the first year, the Office launched community conversations to engage stakeholders and continued holding meetings open to public input. During this current fiscal year, the Office launched the first student experience audit and continued community engagement and feedback. The Office made significant progress in these areas and will continue to host and develop resources in these areas.

In addition to these endeavors, there are also mandatory legislative requirements that need to be upheld. Within the first year of the Office's existence, it worked on aligning messaging about the use of CaliforniaColleges.edu, how to apply for the University of California, Free Application for Federal Student Aid (FAFSA), and the Dream Act. This allowed for increased government efficiency and identified opportunities for clearer or more consistent messaging to students and families related to education pathways and transitions. The Office also monitored effective practices for longitudinal data systems by participating in the P20W community of innovation, coordinating with WestEd and the Data Quality Campaign, and sharing lessons learned about the C2C planning process. Additionally, the Office prepared and provided all required reports to the Legislature and the Governor's Office. Although the first steps of these mandatory reporting requirements have been completed, these projects will require continued maintenance and development.

For this fiscal year, the Office has been working toward providing neutral summaries. By fiscal year 2023-2024, the Office will provide training and technical assistance. As the Ad Hoc Committee finalizes a goal and objectives related to strategy and operations, it is imperative to remember the other concurrent responsibilities set forth by the timeline and legislative requirement.

Statement of the Problem:

Communities lack equitable access to usable information and data to address their priorities.

Engagement Goal:

Different types of users will need different types of information when accessing the data system, and Cradle-to-Career will engage with communities to listen to and identify their information needs through our user-centered design work, community engagement activities, and trainings and outreach for the data system's practical tools, with a Governance structure that reflects and supports these priorities.

Possible Objectives:

- Identify key communities and contracts for outreach and input; establish outreach goal by Summer 2023
 - Identify: Data ambassadors, partnerships in key communities, defining key communities
 - Reach: 70% of C2C-identified advocacy groups who engage with key communities
- Define C2C's brand identity and communications strategy by Fall 2023
- Establish baseline metrics for public-facing products for reporting by Summer 2024
- Ensure information is trusted and useful by prioritizing transparency in communications and processes (ongoing and with measurable metrics by Summer 2024)
- Prioritize quality of engagement: C2C promotes equitable access to its engagement activities by region and key communities (ongoing and with measurable metrics by Summer 2026)
- Prioritize actionable information: C2C data informs decisions, policy, and research (ongoing and with measurable metrics by Summer 2026)