

# Cradle-to-Career Governing Board Staff Report

Date Report Issued: October 25, 2023  
Attention: Members of Cradle-to-Career Governing Board  
Subject: **Cradle-to-Career Website Update**  
Staff Contact: Shannon Serrato, Director of Engagement

At this meeting, the Governing Board (Board) will have the opportunity to learn about the soon-to-be relaunched California Cradle-to-Career Data System (C2C) website.


## Requested Action:

There is no requested action for this item. This is an informational item only.

## Background:

An engaging and informative website is a key deliverable as part of the build of the data system, as the website will be one of the primary, if not only, ways users will interact and engage with the data system. C2C engaged the design firm [10up](#) to redesign the site, which is set to relaunch in November 2023.

## Overview:



The screenshot shows the homepage of the California Cradle-to-Career Data System website. At the top, there is a dark blue header with a global announcement bar that reads "Global Announcement text goes here and here and maybe a link here" with a "link here" link and a close button. Below the header is the navigation bar with the CA.gov logo, the California Cradle-to-Career Data System logo, a search bar, and links for "CaliforniaColleges.edu" and "Translate". The main navigation menu includes "DATA & IMPACT", "COLLEGE & CAREER PLANNING", "GET INVOLVED", and "ABOUT". The main content area features a large heading "Making data public — for the people." followed by a paragraph: "Cradle-to-Career System sources information on education and workforce outcomes from trusted data providers to foster evidence-based decision-making for students, educators, activists, and researchers." To the right of the text is a photograph of a man with glasses and a beard holding two young children. Below the main content is a section titled "FEATURED DATA STORIES" with a downward-pointing arrow.

The new C2C website will engage visitors by presenting attractive visuals, intuitive navigation, and concise messaging while increasing functionality and being easy to use. The design will be modern and showcase information and data relative to stakeholders.

The site will also feature new content highlighting crucial components of C2C's work, including Data Stories, the P20W data set, and information on Privacy and Data Safety.

