



# Letters of Support

**Data and Tools**

**Advisory Board**

**2024**

**2024 Advisory Board Letters of Support : Entry #  
531**

**Name**

Adam Berke

**Email**

[REDACTED]

**Name of Advisory Board Applicant**

Lauren Reed

**To which Advisory Board are they applying?**

Data and Tools

**Share your support here:**

To Whom in may concern,

I do not know of a better candidate for the Data & Tools Advisory Board position than Lauren. She is incredible when it comes to understanding, analyzing and teach data analysis to peers and leadership. Lauren has a special understanding of statistics, and the eco-system for data/systems that has allowed her to excel in her role at Oakland Promise. She has brought unbelievable expertise to our organization and allowed our team to internally evaluate our programs using a data driven prism. I marvel at how she leads her team, and pushes our organization forward from a data, impact and eval standpoint.

She is a pleasure to work with and a tremendously thoughtful leader.

Best,

Adam Berke

CFOO - Oakland Promise

**2024 Advisory Board Letters of Support : Entry #  
532**

**Name**

Arbour Decker

**Email**

[REDACTED]

**Name of Advisory Board Applicant**

Lauren Reed

**To which Advisory Board are they applying?**

Data and Tools

**Share your support here:**

I strongly support Lauren Reed's application to join the Data and Tools Advisory Board. Given Lauren's extensive experience in research and evaluation and strategic thinking abilities, I believe she would provide valuable insights to the Advisory Board and overall Data System.

Thanks,  
Arbour

**2024 Advisory Board Letters of Support : Entry #  
534**

**Name**

Veena Pawloski

**Email**

[REDACTED]

**Name of Advisory Board Applicant**

Lauren Reed

**To which Advisory Board are they applying?**

Data and Tools

**Share your support here:**

Lauren Reed is highly qualified for this role. Since taking on the role of Director of Impact & Evaluation at Oakland Promise, she has taken our organization's data capabilities to a next level. Not only has Lauren helped to build out our Result-Based Accountability framework, she is also working with a partner to build out a measurement for college-bound identity in K-12 students. She is uniquely positioned to build data and evaluation systems from scratch, which has been informed by her prior experience in academia. I highly recommend Lauren to be on the advisory board.

**2024 Advisory Board Letters of Support : Entry # 547**

**Name**

Michael McAfee

**Email**

[REDACTED]

**Name of Advisory Board Applicant**

Lauren Reed

**To which Advisory Board are they applying?**

Data and Tools

**Share your support here:**

Dear California C2C Data System Selection Committee,

I am writing to lend my support to Dr. Lauren Reed's application to serve on the Data and Tools Advisory Board for the California Cradle to Career Data System. I am the current President and CEO of Policy Link, have worked to secure Promise Neighborhoods funding in federal legislation, and participate on the Board of Strive Together, a national organization that brings together and supports cradle-to-career organizations towards collective systemic change.

I have interacted with Dr. Reed in her role as Director of Impact & Evaluation of Oakland Promise, where I serve as Board President. Dr. Reed's work at Oakland Promise in the past year has significantly advanced the data and evaluation capacity of the organization and shaped its organizational strategy. Dr. Reed consistently demonstrates dedication to cradle-to-career data infrastructure and possesses the skills to be an asset to the Data and Tools Advisory Board.

Thank you for your consideration of Dr. Reed's application.

Sincerely,

Dr. Michael McAfee

**2024 Advisory Board Letters of Support : Entry # 548**

**Name**

William Elliott

**Email**

[REDACTED]

**Name of Advisory Board Applicant**

Lauren Reed

**To which Advisory Board are they applying?**

Data and Tools

**Share your support here:**

Dear California C2C Data System Selection Committee,

My name is William Elliott, I am a professor at the University of Michigan and founding director of the Center on Assets, Education and Inclusion [REDACTED]

I am writing to support Dr. Lauren Reed's application to serve on the Data and Tools Advisory Board for the California Cradle to Career Data System. I am a Professor of Social Work at the University of Michigan and the Founding Director of the Center on Assets, Education, and Inclusion where I lead research related to the use of early college savings accounts for asset building and economic mobility.

Dr. Reed is an alumni of our Joint Doctoral Program in Social Work & Social Science at the University of Michigan, and I interact with her as part of my ongoing collaboration with Oakland Promise. I can speak to the high quality and rigor of her research training at Michigan. I have also consulted with and written about Oakland Promise as a promising example of a community organization providing early college savings accounts. In her role as Director of Impact & Evaluation at Oakland Promise, Dr. Reed is thinking critically about how to use data to inform cradle-to-career programming in Oakland and has in-depth knowledge of the gaps in data that might be addressed with the CA C2C Data System. I look forward to how Dr. Reed might contribute to the Data and Tools Advisory Board and how it will improve data access for organizations helping to address the education and wealth gaps in California and beyond.

**2024 Advisory Board Letters of Support : Entry # 517**

**Name**

Meredith Curry Nuñez

**Email**

[REDACTED]

**Name of Advisory Board Applicant**

Myrtha Ortiz Villar

**To which Advisory Board are they applying?**

Data and Tools

**Share your support here:**

To whom it may concern,

I am writing to recommend Myrtha Ortiz Villar for a position on the Cradle-to-Career Data and Tools Advisory Board. As a fellow advisory board member, I have seen firsthand the transformative power of leveraging data to enhance educational outcomes and equity across California. Myrtha's unique qualifications, her deep commitment to educational equity, and her robust expertise in data-driven decision-making make her an ideal candidate for the Data and Tools Advisory Board.

Myrtha, currently serving as Senior Manager of Data Strategy and Insights at Students Rising Above (SRA), has demonstrated incredible leadership in developing and implementing data-driven strategies. One of her notable projects at SRA was the creation of a robust data infrastructure that aligns closely with the organization's vision. Through strategic planning and careful execution, Myrtha led SRA in the implementation of their first-ever Key Performance Indicators (KPIs) and metrics that provide valuable insights to measure and enhance program outcomes. This project mirrors the Cradle-to-Career Data System's goal of contextualizing educational data with other structural factors to support equitable outcomes for all students in California.

In her previous roles, including her work at the UC Berkeley, Myrtha has consistently used data to inform policy and practice. At UC Berkeley, she led data projects for both the Cal Alumni Association and the Center for Educational Partnerships' Early Academic Opportunity Program (EAOP) and Destination College Advising Corp (DCAC), leading significant improvements to policy and student support services. Through her manager and advisor roles respectively, Myrtha used both live data from her engagement with students along with state policy and research to ensure any decision she made was rooted in valuable and accurate insights. This proved particularly important when working with students during the COVID-19 pandemic and the launch of Emergency Grants at Cal Alumni Association's Alumni Scholars Program.

In her current SRA role, she has led with a strong understanding of privacy and security concerns. She has successfully managed large-scale data that comply with both FERPA and HIPAA privacy standards, ensuring the protection of sensitive student information while maximizing the use of the data with the appropriate teams. Her pragmatic approach to these challenges will be invaluable to the Cradle-to-Career Data System as it continues to develop and implement privacy and security frameworks.

Myrtha's vision for utilizing integrated data systems is evident in her continued advocacy of professional development aimed at enhancing data literacy among educators and community leaders. This approach ensures that stakeholders can effectively interpret and utilize data to drive improvements in educational practices and policies. Her emphasis on community

engagement demonstrates her commitment to making data accessible and actionable for all users, from policymakers to students and families. Her drive supports the Cradle-to-Career Data System's focus on community engagement and professional development to ensure equity is advanced intentionally through data utilization.

Students Rising Above is a steering and founding member of the Northern California College Promise Coalition (NCCPC). Myrtha has served on the Campus Partnerships Committee, where we explore student support from community-based organizations at California colleges, and enter data-sharing agreements with higher education institutions like San Jose City College and California State University East Bay. She also serves on the Data Ad Hoc committee, where NCCPC members inform how the staff track the data related to the students served by member organizations, and the practitioners who are the lifeblood of those organizations. Myrtha's involvement with NCCPC allows her to contribute to advancing the coalition's goals and initiatives to promote college access and success for students across 13 counties, from Sacramento to the Central Valley. Her impact can go even further on the C2C Data and Tools Advisory Board.

In summary, Myrtha's extensive experience, strategic vision, and commitment to educational equity make her an outstanding candidate for the Cradle-to-Career Data and Tools Advisory Board. Her leadership style, characterized by collaboration and inclusivity, has been a key factor in her success. She excels in bringing together diverse stakeholders to achieve common goals, fostering an environment where everyone feels valued and heard. This skill is particularly crucial for the Cradle-to-Career Data, which relies on the input and cooperation of various partners and community members to achieve its objectives. Her expertise in managing data systems, her dedication to improving educational outcomes, and her ability to engage and empower stakeholders will significantly enhance our efforts to create an equitable and effective educational data system in California.

Please feel free to contact me if you need any further information or have any questions.

Sincerely,

Mer Curry Nuñez

Executive Director, Northern California College Promise Coalition

C2C Community Engagement Advisory Board Member (2022-2024)



**2024 Advisory Board Letters of Support : Entry # 474**

**Name**

Eric Atchison

**Email**

[REDACTED]

**Name of Advisory Board Applicant**

Deborah Lee

**To which Advisory Board are they applying?**

Data and Tools

**Share your support here:**

To whom it may concern:

I strongly support Deborah Lee's appointment to serve on the California Cradle-to-Career Data and Tools Advisory Board. Deborah has been instrumental in providing her expertise at the national level on the effective use and development of postsecondary data systems. Primarily, my work with Deborah has been as a fellow national Integrated Postsecondary Education Data System (IPEDS) Educator. IPEDS Educators work to produce and deliver trainings related to IPEDS data reporting and data use. Our responsibilities are important to ensure information about postsecondary institutions reflects the current landscape and users are prepared for their role in the process. Each year, IPEDS Educators are brought together to learn about important updates to the IPEDS data collection and provide feedback directly to NCES. Deborah's participation in these meetings has always been insightful and led to improvements that impact more than 6,000 postsecondary institutions.

Deborah has a diverse array of experiences and the knowledge and skills to provide important insights to the development of data tools for California Cradle-to-Career Data System and fully recommend her appointment serve on the Data and Tools Advisory Board.

Sincerely,

Eric S. Atchison

Vice President for Strategic Research, Arkansas State University System

Lead IPEDS Educator, Association for Institutional Research

## 2024 Advisory Board Letters of Support : Entry # 588

### Name

Denise Luna

### Email

[REDACTED]

### Name of Advisory Board Applicant

Ellie Bruecker

### To which Advisory Board are they applying?

Data and Tools

### Share your support here:

Dear Cradle-to-Career Governing Board Members:

On behalf of the California Higher Education Equity Coalition, we thank you for your leadership in selecting immensely diverse advisory board members to the Cradle-to-Career System Data & Tools Advisory Board and the Community Engagement Advisory Board. As leading organizations focused on educational opportunity and racial equity, we are proud to see several of our coalition members selected as state leaders to ensure that California has a laser focus on higher education access, success, and the closure of racial and socioeconomic equity gaps.

We would like to thank you for the thoughtful selection of a number of our Coalition members and express our continued support for their confirmation to their respective Advisory Boards:

#### Data & Tools Advisory Board

- Dr. Ellie Bruecker - The Institute for College Access and Success

#### Community Engagement Advisory Board

- Marisa Johnson – The Campaign for College Opportunity
- Emmanuel (Manny) Rodriguez – The Institute for College Access and Success
- Dar'rell Jones – BLU Educational Foundation

Advisory board members play a pivotal role in shaping a successful Cradle-to-Career System. Their contributions are instrumental in ensuring that the data tools provide actionable information and that the public can use these tools to support evidence-based decision making. The individuals we are recommending have and will continue to demonstrate a commitment to improving educational access and quality for California's students and will bring that valuable experience to these boards.

Thank you for your continued leadership as you work to launch this historic data system, which will undoubtedly help more students reach their college and career goals. We look forward to the groundbreaking work that the Cradle-to-Career System Data & Tools Advisory Board and the Community Engagement Advisory Board will embark on. If you have any questions or would like to discuss our support further, please reach out to Valerie Johnson, Legislative Affairs Manager at the Campaign for College Opportunity at [REDACTED]

Thank you for your consideration,

The California Higher Education Equity Coalition

Su Jin Jez, Executive Director, California Competes

## **2024 Advisory Board Letters of Support : Entry # 588**

Zima Creason, Executive Director, California EDGE Coalition

Jessie Ryan, President, Campaign for College Opportunity

Denise Luna, Director of Higher Education Policy, The Education Trust—West

Jessica Thompson, Vice President, The Institute for College Access & Success (TICAS)

Sbeydeh Viveros-Walton, Director of Higher Education, Public Advocates