

Cradle-to-Career Community Engagement Advisory Board

Staff Report

Date Report Issued: October 8, 2024
Attention: Members of Community Engagement Advisory Board
Subject: **Student Pathways Dashboard Launch Communications Strategy (Agenda Item 12)**
Staff Contact: Angelique Palomar, Deputy Director, Communications

At this meeting, the Community Engagement Advisory Board (CEAB) will hear about the Office of Cradle-to-Career Data's (Office) communications strategy for its upcoming dashboard launch. CEAB members will learn about opportunities to engage with the Office to ensure Cradle-to-Career Data (C2C) is reaching California's diverse communities and creating strong feedback loops.

Requested Action:

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

Background:

Pursuant to [Education Code Section 10865 \(b\)\(1\)\(B\)](#), the CEAB "has the responsibility for examining whether the Office is creating strong feedback loops with data users, supporting evidence-based decision-making, analytical capacity, and ensuring equitable access to actionable information."

At the end of 2024, C2C will launch its first planned dashboard. The Student Pathways data story will display a series of data visualizations and research questions to illuminate the various pathways that students take from public high school, to postsecondary education, through employment.

The Office aims to increase visibility and awareness of the Student Pathways data tool through a multi-pronged strategic communications plan. The Office

will promote the launch with a comprehensive press strategy, digital communications, and a series of in-person and online training sessions following the launch.

CEAB members have a unique opportunity to ensure that Californians are aware of the new tool that's available to them to help their college and career planning. In Attachment A, the Office outlines specific engagement opportunities for members to participate in.

Student Pathways Launch: Proposed Workstream for Community Engagement Advisory Board Members

Background

The purpose of this document is to provide actionable steps for Community Engagement Advisory Board (CEAB) members to create strong feedback loops with California's diverse communities.

At the October 16, 2024 CEAB meeting, the Office of Cradle-to-Career Data (Office) will present its communications strategy for the Student Pathways Dashboard launch and provide opportunities for members to engage in a meaningful way.

CEAB members can choose from the following suite of options for Cradle-to-Career Data's (C2C) first dashboard launch. The level of complexity and engagement increases from one option to the next.

1. Digital and regional support

CEAB members have the opportunity to widen C2C's reach online as well as in their respective regional spaces during the launch of C2C's first dashboard. The Office will provide members with a media toolkit that includes flyers for print, email language, social media captions, graphics, and other relevant content to promote C2C's dashboard launch.

a. Expectations for members:

- i. Coalesce a network to promote the launch across advocacy groups, nonprofit organizations, local community-based organizations, and practitioners to uplift on social media through email marketing.
- ii. Print flyers provided by the Office and post in their respective regional spaces.

- b. **Timeline of implementation:** November 2024 - December 2024
 - i. Interested members should sign up with the Office's Governance team to begin communications strategy implementation with the Office's Engagement team.

2. Virtual informational presentations

CEAB members have the opportunity to widen C2C's reach by acting as an ambassador in virtual convenings and webinars. Members are encouraged to spread the word about C2C, its initiatives, and the benefits to Californians.

a. Expectations for members:

- i. Members interested in serving as C2C ambassadors are responsible for seeking opportunities to present online. The Office will provide members with materials, slides, and talking points to ensure a singular voice. The Office will also brief members on talking points to ensure messaging and language usage are in alignment with C2C's standards.
- ii. In accordance with the Governance Manual, members must notify the Office prior to engaging in any external communications related to C2C.

b. Timeline of implementation: January 2025 - June 2025

- i. Interested members should sign up with the Office's Governance team to begin communications strategy implementation with the Office's Engagement team.

3. In-person training sessions

CEAB members have the opportunity to widen C2C's reach through in-person training sessions to help users utilize and understand the data tool. Through regional events that highlight local data using C2C's dashboard, members are encouraged to deepen their local communities' understanding of student and employment outcomes in their regions. Priority regions include: Northern California (north of

Sacramento), San Joaquin Valley, Central Valley, Los Angeles, Inland Empire, and San Diego.

a. Expectations for members:

- i. A minimum of three members must volunteer to contribute to one event.
- ii. Members interested in hosting an in-person regional training session or data walk are responsible for taking ownership of the event, including reserving an event space, hosting, creating the program, promoting the event, and inviting attendees. Members who are close in proximity are encouraged to work together to ensure a successful turnout. The Office will be available for support and provide necessary promotional materials like printed posters, staffing, and other related activities.

b. Timeline of implementation: December 2024 - June 2025

- i. Interested members should sign up with the Office's Governance team to begin communications strategy implementation with the Office's Engagement team.
- ii. Planning for in-person and virtual meetings will begin after the dashboard launches.
- iii. The earliest virtual training session will ideally take place in December 2024.
- iv. The latest in-person training session/data walk will not go beyond June 2025.