

Cradle-to-Career Community Engagement Advisory Board

Staff Report

Date Report Issued: October 2, 2024
Date Report Modified: October 8, 2024
Attention: Members of Community Engagement Advisory Board
Subject: **Expansion of Constituent-Based Community Conversations Proposal (Agenda Item Five)**
Staff Contact: Ryan Estrellado, Director of Data Programs

At this meeting, the Community Engagement Advisory Board (CEAB) will have the opportunity to listen to the proposal entitled Expansion of Constituent-Based Community Conversations submitted by CEAB Member Gottlieb and determine the next steps for the proposal.

Requested Action:

After review and consideration of the proposal, Staff recommends the CEAB consider whether to advance this proposal to the feasibility study phase, with or without any amendments to the proposal. Potential motion language could look like one of the following:

- ❖ Move to approve the (insert proposal name) proposal to advance to the Office to conduct a feasibility study with no amendments.
- ❖ Move to approve the (insert proposal name) proposal to advance to the Office to conduct a feasibility study, including amendment(s) (insert amendment letter or letters).

Authority for CEAB:

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

Scope of Proposals for CEAB:

As outlined on page 36 of the [Governance Manual](#), CEAB can address a significant gap regarding feedback loops with data users, evidence based decision making and analytical capacity, and equitable access to actionable information via a proposal process recommending changes to the community engagement framework.

Background:

The Governance Manual states that “at the fall [... CEAB] meeting, up to three proposals that were prioritized in the pre-meeting survey will be considered” (page 37). The CEAB member who submitted the proposal will present the idea to the CEAB, followed by public comment. Then the CEAB members will discuss the proposal to evaluate whether the proposal would effectively address the issue that has been flagged and would meaningfully advance the work of Cradle-to-Career Data (C2C). CEAB members may make amendments to the proposal.

Member Proposal:

The proposal entitled Expansion of Constituent-Based Community Conversations, submitted by Member Gottlieb, advanced as one of the top three proposals and can be found in Attachment A. Staff from the Office worked with Member Gottlieb to provide greater specificity about the suggested items and background information. This background document can be found in Attachment B.

At the CEAB meeting on October 16, the CEAB will receive a presentation from Member Gottlieb, discussing their proposal, followed by public comment. CEAB members will discuss the proposal, discuss the amendment forms received, and vote on whether the proposal should be advanced to the Office to conduct a feasibility study.

Proposal Amendment:

An amendment is defined as a clarification to the original proposal. The CEAB proposal amendment submission window was from October 2-7, 2024. The Office received two amendments to the proposal. Amendment A, submitted by Member Gottlieb, can be found in Attachment C. Amendment B, submitted by Member Khosravi, can be found in Attachment D.



Community Engagement Advisory Board Proposal Form

Instructions:

Per the [Governance Manual](#) Section "Member Expectations and Responsibilities" Community Engagement Advisory Board members can submit a proposal form, which must be submitted to the Office one month prior to the Fall Advisory Board meeting, to address significant gaps regarding feedback loops with data users, evidence-based decision making and analytical capacity, and equitable access to actionable information. These proposals provide specific recommendations to amend the [community engagement framework](#). Please note there should only be one proposal per form.

Name:

Adam Gottlieb

Proposal Title: *no more than 50 characters*

Expansion of Constituent-Based Community Conversations

- By checking this box, I understand that if my recommendation is one of the top recommendations identified by the Advisory Board, I will be presenting my idea at the Fall Advisory Board meeting.

Nature of Proposal:

- Feedback loops with data users
- Evidence-based decision making and analytical capacity
- Equitable access to actionable information

What action should be taken to address the issue?

Community Engagement Advisory Board (CEAB) members should co-host online or in-person community conversations in and for their respective constituencies at some point during their term. Co-hosting these conversations will allow the C2C team to reach more people across the state and meet the goal of informing them of the data system, its uses, and relevant timelines. Members can and should be encouraged to jointly co-host when applicable.

Who could benefit from this action?

As the data system now has data sources and aspects will be publicly launched in the near term, this action would benefit stakeholders across the state who are interested in learning how to use the system and how to apply the data and tools to their own work. Such conversations outline uses and timelines and will prepare a greater number of stakeholders in proper use and roles within the office.

Current community conversations have largely been centered on procedural information such as Advisory Board membership and proposal development. Conversations that have been held regarding the overall planned usage and applicability of the system have been broad in scope and have not offered specific constituencies opportunities to weigh in or become engaged. Smaller conversations, especially those in person, have been held in more tailored settings and allowed for deeper conversations to occur.

By charging the Community Engagement Advisory Board members to co-host additional conversations with their constituencies, additional tailored resources can be shared to drive engagement in the system. For instance, one such conversation relating to two CEAB member's constituency can be this can include Los Angeles and Bay Area K-12 and higher education counselors. A conversation with this constituency group can teach counselors about a new tool to use in directing students to education or career opportunities that are economically relevant and provide fit for their experiences.

[Who would implement this action?](#)

This would be implemented in partnership with the C2C Office and CEAB members. Members would provide a recommendation on a constituency and format, and should it be accepted, the office would provide marketing materials and a Zoom platform to hold the meeting. The CEAB member would support the C2C office during the session through dialogue facilitation. The C2C office would be responsible for posting the conversation to the appropriate location online under a heading so other members of that specific constituency can find it.

[How does the action relate to the mission and vision of C2C?](#)

As the vision of the data system is to connect individuals and organizations with trusted information and resources, hosting these conversations with tailored collections of individuals will allow the office to enact the vision more effectively. By allowing CEAB members to work with the C2C office on this, more individuals will become aware and connect it to their own work and networks, as opposed to the potential recurrence or mismatch of individuals through more general community conversations.

As this tool becomes online and access is expanded to navigate the education and employment pipeline (per the mission) and the CEAB members represent individuals and organizations within the education and employment spheres, among others, this is a natural pathway to meaningful engagement and eventual usage of the data system.



Community Conversations: Background Information

This document provides background information to support prioritization of potential community engagement activities for the Cradle-to-Career (C2C) Data System.

Staff from the Office of Cradle to Career Data (Office) worked with Advisory Board members who submitted proposals to provide greater specificity about the suggested item.

Proposal Name

Expansion of Constituent-Based Community Conversations

Proposed Actions by the Office

- Provide marketing materials for tailored community conversations
- Provide a Zoom platform to hold the meeting if an online venue is preferred
- Travel to the community conversation if it will be held in person
- Co-facilitate the community conversation
- Record the community conversation
- Post a recording of the conversation to the C2C website

Proposed Actions by Community Engagement Advisory Board Members

- Provide recommendations on a constituency to engage through a tailored community conversation
- Provide recommendations on the format for engaging that constituency (online or in person)
- Advertise the community conversation to the specified constituency

- Assist in organizing the community conversation, including, but not limited to, providing a venue and resources for the conversation or providing expertise that would help to shape the event
- Co-facilitate the meeting
- Follow up on any action items that come from the community conversation
- Recommend key words to associate with the recording of the community conversation to help community members find it



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Community Engagement Advisory Board Amendment Form: Amendment A

Instructions:

Per the [Governance Manual](#), Advisory Board members may make amendments to the three proposals that were prioritized in the pre-meeting survey. This form provides structure to amendments, ensuring they effectively address the flagged issue and meaningfully advance the Office of Cradle-to-Career Data's work. Please note there should only be one amendment per form. An amendment should **clarify** the original proposal.

Name:

Adam Gottlieb

Which proposal are you submitting an amendment for?:

Expansion of Constituent-Based Community Conversations

Identify which section should be amended (Check only one):

- 1. What action should be taken to address the issue?
- 2. Who could benefit from this action?
- 3. Who would implement this action?
- 4. How does the action relate to the mission and vision of C2C?

What language do you want to change in the proposal?:

Addition of clarifying language from Attachment B of Meeting Item 5.

What action do you want to take towards this language? (Check only one)

- Add language
- Clarify language/definitions
- Change the scope

What is your amendment for the proposal?

Add the following language to “What action should be taken to address this issue?”:

Proposed Actions by the Office

- Provide marketing materials for tailored community conversations
- Provide a Zoom platform to hold the meeting if an online venue is preferred
- Travel to the community conversation if it will be held in person
- Co-facilitate the community conversation
- Record the community conversation
- Post a recording of the conversation to the C2C website

Proposed Actions by Community Engagement Advisory Board Members

- Provide recommendations on a constituency to engage through a tailored community conversation
- Provide recommendations on the format for engaging that constituency (online or in person)
- Advertise the community conversation to the specified constituency
- Assist in organizing the community conversation, including, but not limited to, providing a venue and resources for the conversation or providing expertise that would help to shape the event
- Co-facilitate the meeting
- Follow up on any action items that come from the community Conversation

Recommend key words to associate with the recording of the community conversation to help community members find it

What issue does your amendment address?

This amendment addresses equity issues for board members who may be

unable to take on the full amount of recommended work in the proposal.

[How would your amendment resolve this issue?](#)

This amendment defines C2C Office and CEAB member roles and identifies additional roles for members to promote collaboration with one another and limit expectations.

[Provide specific actions the Office could take to implement this amendment:](#)

- Provide marketing materials for tailored community conversations
- Provide a Zoom platform to hold the meeting if an online venue is preferred
- Travel to the community conversation if it will be held in person
- Co-facilitate the community conversation
- Record the community conversation
- Post a recording of the conversation to the C2C website



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Community Engagement Advisory Board Amendment Form: Amendment B

Instructions:

Per the [Governance Manual](#), Advisory Board members may make amendments to the three proposals that were prioritized in the pre-meeting survey. This form provides structure to amendments, ensuring they effectively address the flagged issue and meaningfully advance the Office of Cradle-to-Career Data's work. Please note there should only be one amendment per form. An amendment should **clarify** the original proposal.

Name:

Parshan Khosravi

Which proposal are you submitting an amendment for?:

[Expansion of Constituent-Based Community Conversations](#)

Identify which section should be amended (Check only one):

- 1. What action should be taken to address the issue?
- 2. Who could benefit from this action?
- 3. Who would implement this action?
- 4. How does the action relate to the mission and vision of C2C?

What language do you want to change in the proposal?:

Community Engagement Advisory Board (CEAB) members should co-host online or in-person community conversations in and for their respective constituencies at some point during their term.

What action do you want to take towards this language? (Check only one)

- Add language
- Clarify language/definitions
- Change the scope

What is your amendment for the proposal?

Replace the above mentioned language and accordingly update the Governance Manual to add the following:

“Each member of the Community Engagement Advisory Council must individually conduct at least two virtual or in-person outreach events or communications (such as email outreach, social media posts, or providing public comment at meetings), collectively known as the Strategic Engagement and Targeted Training (SETT) Community Conversations, within their respective region per year

- Across all Community Engagement Advisory Board members, the members should ensure that each of the following constituencies are engaged:
 - K-12 institutions
 - Higher ed institutions
 - Parents & families (parent advocacy groups, etc.)
 - Student groups (student associations, etc.)
 - Business and industry organizations (chambers of commerce, unions, professional associations, etc.)
 - CBOs and faith-based organizations
 - Government agencies and policy leaders
 - Research organizations and think tanks
- Report all outreach efforts conducted, constituencies reached, and the number of participants to the Office of Cradle to Career Data staff.”

Further amend the language above and accordingly update the governance manual to add the following:

“Amend the Governance Manual so that the Community Engagement Advisory Board members are selected such that the following criterion is met:

- Minimum representation of 1 member from each of the following

”

six regions: San Diego/Imperial, Inland Empire, Los Angeles/Orange County, Central Valley/Central Coast, SF Bay Area, Greater Sacramento/Far North

- Members of CEAB must conduct the mandated SETT Community Conversations throughout their respective regions.

[What issue does your amendment address?](#)

The proposal intends to increase community engagement and outreach by CEAB members, but lacks the clarity necessary for us to track it.

[How would your amendment resolve this issue?](#)

Clarifies the intent of the proposal to increase community engagement by defining what these communities are and how these community conversations should be conducted (assigning communities of interest and regional breakdowns).

[Provide specific actions the Office could take to implement this amendment:](#)

- Track all outreach efforts reported by individual Community Engagement Advisory Board members
- Update the Governance Manual accordingly.