

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: **Data Literacy Outreach Tools Proposal (Agenda Item Eight)**
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 Data Literacy Outreach Tools submitted by CEAB Member Takagi 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 Data Literacy Outreach Tools, submitted by Member Takagi, advanced as one of the top three proposals and can be found in Attachment A. Staff from the Office worked with Member Takagi 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 Takagi, 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 Khosravi, can be found in Attachment C. Amendment B, submitted by Member Takagi, 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:

Alexis Takagi

Proposal Title: *no more than 50 characters*

Data Literacy Outreach Tools

- 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?

In alignment with Cradle to Career's (C2C) Community Engagement Plan and its broader mission to serve as California's primary provider of actionable data and research, incorporating comprehensive data literacy tools and resources within C2C's outreach and communications materials will empower individuals to understand and utilize data effectively. This initiative will foster greater social and economic equity by equipping stakeholders with the skills to interpret and apply data insights, as well as the resources to effectively communicate insights derived from data to others, ultimately expanding access to essential tools for navigating the education-to-employment pipeline.

Who could benefit from this action?

The California Cradle-to-Career Data System connects individuals and organizations with trusted information and resources, offering insights into critical milestones from early care to K-12, higher education, skills training, and employment. The data system is designed to "empower individuals to reach their full potential and fosters evidence-based decision-making to help California build a more equitable future." To ensure that all Californians are utilizing the C2C's data system effectively, I propose that data literacy tools and resources be embedded into Cradle to Career's community engagement outreach efforts.

Data literacy empowers communities by providing individuals with essential skills to understand and use data effectively in their personal, educational, and professional lives. For example, high school students and their families can use these tools to ensure that they are meeting milestones as they explore post-secondary options while enabling practitioners to leverage data more effectively to serve their communities. Given that C2C already champions a student-centered design, data literacy tools and resources integrated into outreach materials will facilitate increased usage of C2C's data and subsequent data dashboards, prompting greater access to the public to leverage the data in their own lives and the communities they serve. Secondly, considering that data literacy tools are already being created by the C2C staff such as a data dictionary, this proposal suggests that a strategic campaign is developed to intentionally inform the public about these tools and how to apply the data in their own lives. Furthermore, the implementation

of data literacy skills can strengthen feedback loops with data users by fostering a deeper understanding of how data informs decision-making processes. Through empowering data users with these skills, we aim to create a more responsive and adaptive ecosystem that supports continuous improvement and innovation across educational and professional pathways.

Who would implement this action?

The Cradle to Career Data System Office would implement this action with support from the three boards. There is potential for partnerships with educational institutions and non-profit organizations focused on data literacy that can also be leveraged. These collaborations can subsequently enhance the reach and impact of the initiatives, ensuring that diverse communities, reflective of California's diverse student population, have access to the resources and information they need to utilize and make sense of the data. One avenue to integrate data literacy skills and tutorials is C2C's outreach plan, including Community Conversations and blog posts.

What this looks like in practice:

1. Integrate workshops and training sessions in Community Conversations providing an overview of data literacy guides (e.g. how to interpret and analyze data), emphasizing their practical applications in academic research, everyday decision-making, and fostering a data-informed community culture. This can also include developing interactive modules that allow participants to practice data skills in a hands-on manner or YouTube tutorials that individuals can follow at their own pace.
2. Once an online repository of tutorials, interactive modules, and resources such as the data dictionary are developed, create outreach materials that uplift and inform the public on how to leverage these tools. Outreach materials should refrain from using research or academic jargon to increase accessibility and demonstrate to the public C2C's commitment to democratize data and empower individuals to make informed decisions.

3. Establish an online forum where participants can ask questions, share insights, and discuss topics with others

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

California currently lacks a unified system for information across early education, K-12 schools, colleges, social services, and employment, resulting in fragmented data that complicates planning and student transitions. This disjointed approach hinders comprehensive analysis of outcomes across Californians' lives from early childhood through adulthood.

To address these challenges, the California Cradle-to-Career Data System aims to consolidate and provide actionable information to communities and families. Centered around empowering individuals to achieve their full potential and promoting evidence-based decision-making, the system's mission is to deliver data-informed tools for students to reach their college and career goals while offering insights into education and workforce outcomes. This initiative seeks to foster a more equitable future for California through integrated, accessible data. Moreover, C2C aims to design a user-friendly system to empower its users. Strengthening the capacity of data users through these tools can lead to more effective community development initiatives driven by data.



Data Literacy: 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

Data Literacy Outreach Tools

Proposed Actions by the Office

- Build an online repository for resources that support data literacy
- Establish an online forum where community members can ask questions, share insights, and discuss topics with others
- Partner with Community Engagement Advisory Board, educational institutions, and nonprofit organizations to design communications campaigns and resources
- Utilize blog posts to raise issues regarding understanding and using data
- Create online, interactive tutorials that allow participants to practice data skills in a hands-on manner
- Host Community Conversations that provide an overview of data tools available on the C2C website, walk participants through data literacy resources, and clarify the practical applications of available information
- Moderate the online forum and provide answers to questions posted by community members

Proposed Actions by the Community Engagement Advisory Board

- Partner with the Office to design communications campaigns and resources
- Voluntarily participate in Community Conversations regarding understanding and using data

Proposed Actions by Others

- Provide input on the design of communications campaigns and resources



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:

Parshan Khosravi

Which proposal are you submitting an amendment for?:

[Data Literacy Outreach Tools](#)

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?:

The portion of the proposal noting “What this looks like in practice...”

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 at the bottom of the above mentioned language the following:

“To expand the mindset of C2C staff and boards towards the future workforce, the following actions are suggested to ensure that mindsets and metrics reflect future workforce needs:

1. Facilitate viewing [Kevin Fleming's TEDx talk](#) and using his discussion guide to understand the mindsets and metrics needed to advance workforce development and career readiness among all learners. He offers a supportive [free PDF Handbook](#) to aid this discussion.
2. Set up a C2C table at key conferences across California, including [CCCAOE](#), [Meeting of the Minds](#), [the CTE Conference](#), [Educating for Careers](#), and [the ACTE conference](#).
3. Conduct community conversations at these key conferences across California, ensuring active participation and engagement in discussions around workforce development and career readiness.”

What issue does your amendment address?

There is a statewide need to reassess our metrics and mindset regarding true student success after graduation. In November 2020, the Career Ladders Project hosted a webinar titled "[Guided Pathways Workshop: Redesigning with Member Submission 2 Equity and Careers in Mind](#)." One of the breakout sessions featured Terence Nelson from Norco College discussing how his team and Saddleback College collaborated with Pedro Campos to integrate Military Transcripts into college coursework using the [Military Articulation Platform](#). The equitable translation of Credit for Prior Learning into college credit highlighted a transformational mindset and recalculation of metrics.

As a member of the Nor Cal Army Community Relations Board, I organized two meetings in 2021 ([MILITARY AND CCGI CROSS-COLLABORATION AGENDA](#) and

[MILITARY, CCC, AND CCGI CROSS-COLLABORATION AGENDA](#) on 3/17/21). My vision was for CCCs to utilize the Military Articulation Platform to align Credit for Prior Learning across all of the CCCs. This alignment could then serve as a crosswalk for secondary educational career pathways, connecting work-based learning, career courses, and industry certifications to community college courses. In a recent article by Inside Higher Ed.com, they noted that there are more than “one million unique educational credentials” and this is up “threefold” in less than 10 years.

With the [recent eTranscript Task Force recommendations](#), we are moving towards reassessing our metrics and mindsets around student success. However, to fully realize this future vision, we must advance our collective understanding of workforce development and career-connected learning.

The Data Literacy Outreach Tools aims to address this issue by attempting to standardize a process of data literacy and outreach by CEAB. However, the existing proposal falls short of defining how the workforce readiness portion of such outreach would look like. This amendment attempts to address that.

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

Clarifies the intent of the proposal to increase data literacy and outreach by CEAB as it pertains to the workforce vision of C2C, including providing sample tools and target partner organizations that the CEAB members would need to engage on this topic.

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

- Ensure that the tools are included in the CEAB Data Literacy Outreach Tools
- Make a concerted effort to outreach to the organizations mentioned in this amendment and oversee the holding of community conversations at the key conferences noted.



Connecting
Data and Insights
to Advance
Equitable Futures

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:

Alexis Takagi

Which proposal are you submitting an amendment for?:

Data Literacy Outreach Tools

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?:

I would like to change the language related to the implementation of the proposal.

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?

I propose the following revisions to the “Who would implement this action?” to enhance collaboration, improve accessibility, and ensure a wider impact on data literacy.

Add: Build an online repository for resources that support data literacy by leveraging accessible, multilingual materials to ensure inclusivity across diverse communities.

Add: Establish an online forum where community members can ask questions, share insights, and discuss topics with others.

Add: Partner with the Community Engagement Advisory Board, educational institutions, and nonprofit organizations to co-create tailored communications campaigns that address both general and community-specific data needs.

Add: Utilize blog posts to raise issues regarding understanding and using data.

Add: Create online, interactive tutorials that allow participants to practice data skills in a hands-on manner.

Add: Host Community Conversations that provide an overview of data tools available on the C2C website, walk participants through data literacy resources, and clarify the practical applications of available information.

Add: Moderate the online forum and provide answers to questions posted by community members.

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

The amendment focuses on improving data literacy initiatives by addressing key areas such as collaboration, accessibility, and community impact:

- **Inclusivity and Accessibility:** It proposes adding multilingual resources to ensure non-English speakers can access data literacy materials, bridging a gap for underserved communities.
- **Community Engagement:** It advocates for an online forum to encourage active community participation, fostering collaboration and discussion.
- **Tailored Communications:** It suggests partnerships with schools and nonprofits to develop targeted outreach campaigns, ensuring communications meet specific community needs.
- **Hands-on Learning:** The creation of interactive tutorials and community discussions ensures practical, applied learning.
- **Ongoing Support:** A moderated expert forum would provide continuous help, sustaining engagement beyond one-time events.

In summary, the amendment promotes a more accessible, relevant, and supportive data literacy program through these strategies.

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

The amendment tackles the key challenges in data literacy by introducing practical measures that improve accessibility, engagement, relevance, and ongoing support. Creating an online forum encourages real-time community interaction, turning passive learning into an engaging, collaborative experience. Through partnerships with organizations, tailored communication campaigns that resonate with different audiences can be developed, boosting participation and impact. The inclusion of interactive tutorials ensures that participants can apply their skills in real-world scenarios, while expert moderation in the forum provides continuous support, helping learners stay engaged and succeed long-term.

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

To implement the proposed amendment, the Office could take several specific actions to improve inclusivity, engagement, and sustainability. This includes developing a multilingual resource repository by partnering with translation services to make data literacy resources accessible to diverse communities, and ensuring the repository is mobile-friendly. Establishing an online forum would allow community members to engage in discussions, ask questions, and attend live Q&A sessions, with experts moderating discussions. Tailored communication campaigns would be co-created with local organizations to address specific community needs, while interactive data tutorials and scenario-based exercises would help participants develop practical skills. Regular community conversations and workshops, both virtual and in-person, would provide hands-on learning opportunities, supported by ongoing forum moderation.