

# Cradle-to-Career Community Engagement Advisory Board

## Staff Report

Date Report Issued: March 13, 2025  
Attention: Members of Community Engagement Advisory Board  
Subject: **Outreach and Communications Strategy for Public Proposals (Agenda Item 13)**  
Staff Contact: Angelique Palomar, Deputy Director of Communications

At this meeting, the Community Engagement Advisory Board (CEAB) will have the opportunity to learn about the Office of Cradle-to-Career Data's (Office) outreach strategy for the upcoming public proposal process.

### Requested Action:

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

### Background:

The CEAB was established “with responsibility for examining 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” ([Education Code 10865 \(b\)\(1\)\(B\)](#)).

As outlined in the [Governance Manual](#), when there are significant gaps regarding feedback loops with data users, evidence based decision making and analytical capacity, and equitable access to actionable information, the CEAB may make formal recommendations about the community engagement framework to the Governing Board for ways to improve feedback loops.

### Advisory Board Recommendation Process and Public Proposals:

Statue underscores the vital role of Advisory Board members, which is to serve as a voice for the public and prioritize their needs. In alignment with this

responsibility, beginning in 2024, members of the public have had the opportunity to submit a proposal form before Advisory Board members submit their own proposal forms. The forms from the public are due each year by May 1 and are publicly posted on the Cradle-to-Career Data (C2C) website. Over the summer, when Advisory Board members submit their own proposals, they may choose to sponsor any recommendations that were submitted by the public, including working with that member of the public to further refine the proposed idea. Once sponsored and submitted by an Advisory Board member, it will be treated as a submission by an Advisory Board member and undergo the Advisory Board recommendation process outlined in the Governance Manual.

The CEAB can ensure the Office's continuous improvement and address gaps through the proposal process by urging members in their respective networks to submit a public proposal to C2C that provide: a) ways to improve feedback loops with data users and ensure equitable access to actionable information, b) professional development and technical assistance models that foster evidence-based decision-making, strengthening analytical capacity to use available data tools, and enable end users to understand structure factors that influence outcomes, c) communication structures that ensure a broad range of Californians know about and are using the tools, and d) additional tools that will address strategic objectives for the data system.

Attachment A outlines the Office's outreach strategy for its upcoming public proposal process and ways CEAB can increase awareness of the open window.

# **Public Proposal Process: Workstream for Community Engagement Advisory Board Members**

## **Background**

The purpose of this document is to provide actionable steps for Cradle-to-Career Data's (C2C) Community Engagement Advisory Board (CEAB) members to create strong feedback loops with California's diverse communities.

At the March 26, 2025 CEAB meeting, the Office of Cradle-to-Career Data (Office) will outline its outreach strategy for C2C's annual public proposal process and provide opportunities for members to get involved.

## **Goal**

- Provide resources that help stakeholders understand the parameters, timelines, and expectations of the proposal process
- Increase awareness of the public proposal process
- Emphasize connection to statute:
  - Create strong feedback loops
  - Increase data literacy and analytical capacity
  - Ensuring equitable access to C2C's data tools
- Ensure the Office receives information and proposals for continuous improvements

## **Target Audience**

- K-16 leaders
- Educators and practitioners
- Labor and workforce community members
- Researchers

CEAB members can choose from the following suite of options to increase proposals submitted with an emphasis on continuous improvement.

## **1. Digital and regional support**

CEAB members have the opportunity to widen C2C's reach online as well as in their respective regional spaces before, during, and after the public proposal process. 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. Promote the proposal process across advocacy groups, nonprofit organizations, local community-based organizations, and practitioners to uplift on social media through email marketing.
- ii. Post in member's respective regional spaces.
- iii. Members are expected to report back to the Office by sharing:
  1. What kind of digital promotion they took part in (providing a link for reference)
  2. What public location the flyers were posted in
  3. What communities were specifically targeted to ensure a diverse and wide pool

### **b. Timeline of implementation:**

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

## **2. Expanding C2C's Virtual Community Conversations**

CEAB members have the opportunity to widen C2C's reach by acting as ambassadors for C2C's virtual Community Conversations. C2C regularly hosts Community Conversations to provide updates on the development of the data system, share information about C2C's operations and

initiatives, and highlight opportunities for Californians to share their input in an informal setting.

**a. Expectations for members:** Members interested in serving as a C2C ambassador are responsible for:

- i. Identifying speakers and coordinating with C2C staff to finalize recruitment to be featured in a Community Conversation
- ii. Playing a key role in presenting new and relevant information to the data system.

**b. Timeline of implementation:**

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