

Community Engagement Advisory Board Report: Proposal Outcomes and Feasibility Insights

April 16, 2025

Background

The Community Engagement Advisory Board (CEAB) examines whether the California Cradle-to-Career (C2C) Data System Office is creating strong feedback loops with data users, supporting evidence-based decision-making, analytical capacity, and ensuring equitable access to actionable information. Advisory Board members are charged with making recommendations to the Office about the development and implementation of the data system, and the Cradle-to-Career Governance Manual ([link](#)) sets forth the proposal process that is followed by the Advisory Boards. All proposals can be found on the [C2C website](#).

Community Engagement Advisory Board Proposals

During the summer of 2024, members of the Community Engagement Advisory Board submitted proposals for considerations related to rule changes and activities tasked to the Advisory Board. In total, six proposals ([link](#)) were submitted, composed by five members of the Advisory board. These proposals were wide-ranging and aimed to transform both how the CEAB interacts with the data system's infrastructure and how the broader community engages with the data and its analytical outputs.

Summary of Six Submitted Proposals

- ***Data Literacy Outreach Tools*** - Intended to incorporate comprehensive data literacy tools and resources within C2C's outreach and communications materials that will empower individuals to understand and utilize data effectively and foster greater social and economic equity by equipping stakeholders with the skills to interpret and apply data insights. ([Attachment A](#))
- ***The CA C2C Mobile Application*** - Develop and host a mobile application accessible to the public that will allow audiences to engage with data and tools associated with the C2C System in real time. This targets all users, with an emphasis on students, who may be more willing to access the system via their phones. ([Attachment C](#))
- ***Expansion of Constituent-Based Community Conversations*** - A requirement that each member, at least once in their term, host or co-host an in-person or virtual community conversation, in partnership with the C2C Office, to share uses, tools, and steward effectiveness in their representative communities. ([Attachment E](#))
- ***Foundationally ground the workforce vision of C2C to meet the needs of our community of the future, not of the past*** - Reassessment of outdated success metrics and a stronger focus on equitable, career-connected learning. Advancing our collective understanding of workforce development and career-connected learning to expand the mindset of C2C staff and boards towards the future workforce

through facilitated discussion, C2C engagement at key conferences, and community conversations. ([Attachment G](#))

- ***From Data to Impact: Educational Case Studies*** - Establish collaborative partnerships with academic institutions and organizations to produce case studies using the C2C robust data system, sharing the findings with the public to demonstrate the system’s potential in informing policy and practice. Publishing case studies highlighting the success and shortcomings of policies and structures will demonstrate to practitioners and policymakers how data can inform effective strategies and decisions across the educational continuum—from early childhood through to career readiness. ([Attachment I](#))
- ***The CEAB Strategic Engagement and Targeted Training (SETT) Platform*** - Strengthen its annual community outreach by both informing and engaging communities while connecting them more directly to its mission. It includes restructuring the CEAB to ensure regional representation across five key areas of California and requiring each member to host at least two outreach events per year in their region. Additionally, it proposes the creation of key “communities of interest” — including K-12 schools, higher education, families, students, industry, community-based and faith organizations, government, and research groups — with a mandate for the CEAB to engage each group annually and track all outreach efforts for continuous feedback and improvement. ([Attachment K](#))

After consideration, the members of the Advisory Board ranked each proposal and determined the three with the highest feasibility and applicability to our shared work: Data Literacy Outreach Tools, The CA C2C Mobile Application, and Expansion of Constituent-Based Community Conversations.

Following the ranking and prioritization, members submitted amendments for considerations to the three proposals and discussed them at the October 16, 2024 CEAB meeting. The table below summarizes key discussion points and the results.

Proposal	CEAB Discussion (October 16, 2024)	Result
Expansion of Constituent-Based Community Conversations	Discussed amending proposal to consolidate two other proposals: 1) Foundationally ground the workforce vision of C2C to meet the needs of our community of the future, not	Proposal was approved to advance to the feasibility study stage. Following rigorous conversation, the amended language was not included in

Proposal	CEAB Discussion (October 16, 2024)	Result
	of the past” and 2) The CEAB Strategic Engagement and Targeted Training SETT Platform.	the proposal and it was passed in its original form, preventing any duplicative or counteractive measures that the inclusion of the additional proposals would have instated.
The CA C2C Mobile Application	Developing the application would be duplicative of a proposed tool within the C2C Data System and would incur unnecessary costs.	Proposal and amendment were not approved to advance to the feasibility study stage. The C2C data system intended to have a mobile friendly website to access much of the same information.
Data Literacy Outreach Tools	CEAB Members emphasized the importance of ensuring that individuals across the state have access to data literacy training, noting that extending these efforts through community conversations and other constituent-based convenings would be essential to the initiative’s success.	Proposal was approved to advance to the feasibility study stage.

Feasibility Studies

Following the October CEAB meeting the C2C Data System Office, in partnership with WestEd, conducted comprehensive feasibility studies of the accepted proposals ([Attachment B and C](#)) and light feasibility studies ([Attachment A](#)) of the other proposals. When conducting feasibility studies, the Office considered four factors: relationships to the

existing policy, protocols, and C2C workplan; governance; neutrality; and cost. To conduct the studies, CEAB members were invited to take part in comprehensive discussions with WestEd researchers to identify perceived opportunities and challenges associated with each accepted proposal. These conversations yielded insights on members' understanding of their roles and the role of the Advisory Board, as well as the Advisory Board's relationship with the broader C2C System infrastructure. In total, these feasibility studies offer insights on how to move forward with the individual proposals and further detail their interconnectedness. These summaries can and should be utilized in the future to augment proposals by members and the public and to guide the Governing Board in future decisions related to CEAB member involvements, costs, and protocols.

The following table highlights some of the key costs associated with the two proposals.

Key Costs	Data Literacy Outreach Tools	Expansion of Constituent-Based Community Conversations
Start Up Cost	Expenses would primarily involve approximately 180 hours of staff time	Expenses would fall into two primary categories: 1) Staff time to build out the project management system to manage coordination with CEAB members. 2) Staff time to develop guidance, resources, and materials for CEAB members, such as policies that clarify expectations for members and guidance related to political neutrality.
Ongoing Cost	Expenses would primarily involve staff time and/or consultant services, along with technology costs.	Staff estimate that this proposal would require one additional authorized position at the Staff Services Manager I level. This position would serve as liaison to and support board

Key Costs	Data Literacy Outreach Tools	Expansion of Constituent-Based Community Conversations
		members and lead the co-sponsored Community Conversations. In addition, depending on the event topics, needs, format, and location, the Office would need 8-10 hours of support from other team members to deliver content or co-facilitate at events.
CEAB Member Cost	Expenses would exclusively involve CEAB member time. To offer meaningful partnership to the Office, CEAB members would need to provide approximately 4-6 hours of time annually for input into communications campaigns and data literacy resources. Participation in Community Conversations would involve approximately 3-6 hours of time per event, including preparation. Additional time may be needed to build CEAB members' understanding of data literacy within the data system.	At a minimum, CEAB members would need to provide 25-40 hours to co-host an event. This includes 15-20 hours to refine session objectives with Office staff, develop an outreach list, recruit participants, communicate with attendees, prepare for their role as co-facilitator, receive training in topics such as maintaining political neutrality, and provide follow-up information. An additional 4 hours would be needed for webinars or 10-20 hours for in-person events, including organizing space, food, AV needs, and parking.

Summary of CEAB Proposal Discussion (March 26, 2025)

At the March 26, 2025 CEAB meeting, members reviewed the outcomes of recent proposal

feasibility studies and explored potential next steps. Focusing the discussion on the two proposals (Expansion of Constituent-Based Community Conversations and Data Literacy Outreach Tools), key themes emerged:

General Reflections:

- Members emphasized the importance of making C2C's work practical, human-centered, and grounded in lived experience.
- There was strong alignment between the *Data Literacy Outreach Tools* and *Expanded Community Conversations*, with interest in using both to deepen community engagement.
- Members reaffirmed their commitment to broadening C2C's reach, especially to underserved communities, and stressed the need to maintain trust through transparent communication and data privacy.
- Suggestions included developing an asset map of member networks, leveraging partnerships for a train-the-trainer model, and supporting the Office by filling engagement gaps.
- Members also noted the importance of balancing clear expectations with flexibility, to ensure Advisory Board participation remains accessible and inclusive.

On Expansion of Constituent-Based Community Conversations:

- Members recognized their unique value in serving as connectors to communities and partners, and as trusted messengers with shared experiences.
- However, concerns were raised about funding limitations, sensitive topics, and safety/trust within some communities, especially for in-person events.
- Discussions surfaced a range of implementation ideas—from making CEAB member involvement optional, to requiring one event per year but broadening the definition of what counts (e.g., connecting C2C to partner events or conducting email outreach).
- Ultimately, members acknowledged a trade-off between feasibility and maintaining meaningful, goal-aligned engagement.

On Data Literacy Outreach Tools:

- Members were committed to not just developing tools, but ensuring they are actively used in communities.
- Community Conversations were seen as one avenue for dissemination, but not the only one.
- The Online Forum element had potential but raised concerns around cost, staffing, moderation, and privacy. Alternatives like FAQs, office hours, or moderated Q&A sessions were suggested as more feasible solutions.