



Feasibility Study:

Data Literacy Outreach Tools

At the October 16, 2024 meeting, the Community Engagement Advisory Board advanced a proposal from Alexis Takagi to empower individuals to understand and utilize data effectively by incorporating comprehensive data literacy tools and resources in C2C's outreach and communications materials.

Specifically, the Office of Cradle-to-Career Data (Office) would include the following items in its workplan beginning in 2025-2026:

- 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
- Moderate the online forum and provide answers to questions posted by community members
- Partner with Community Engagement Advisory Board (CEAB), 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
- Engage other partners or constituents to provide input on the design of communications campaigns and resources

CEAB members would be expected to support data literacy outreach by:

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

The full text of this proposal can be found at:

<https://c2c.ca.gov/wp-content/uploads/2024/07/Data-Literacy-Outreach-Tools88.pdf>

When conducting feasibility studies, the Office considers four factors: relationships to the existing policy, protocols, and C2C workplan; governance; neutrality; and cost. Information on each aspect is included below.

Note on Methodology

The feasibility study is based on interviews with the C2C's Engagement team, Data Programs team, and external organizations with experience with data literacy outreach. Five interviews were conducted between November 20, 2024 and January 9, 2025. External organizations experienced with data literacy that provided input into this feasibility study were:

- EdTrust West
- Texas Data Literacy Program
- National Association of State Workforce Agencies

Relationship to Existing Policy, Protocols, and C2C Workplan

Cradle to Career Act

The proposal is aligned with the Cradle to Career Act code specifying that:

- The data system shall: "Support the creation of user-facing tools and

services, and access to information necessary to . . . Provide tailored supports to students, educators, parents, and advisors, and better enable students to navigate the education-to-employment pipeline.¹

- The Cradle-to-Career Office will Implement communications, professional development, and technical assistance that supports data system use."²

C2C Community Engagement Framework and Workplan

The [C2C FY 2024-2025 Workplan](#) includes “Engage interest holders and subject matter experts to develop comprehensive companion materials for Student Pathways data story.” The Office is currently working on or planning for the following elements that are aligned with the proposal:

- Creating accompanying data literacy documents for each dashboard that includes factsheets developed for different audience groups, video tutorials for both data use and interpretation, a guide with discussion questions, resource data definitions, and student stories
- Offering a glossary and FAQs that are accessible to a non-technical audience
- Including data literacy tools and activities within Community Conversations that share and humanize data while offering strategies for sensemaking with the data
- Conducting continuous improvement of data literacy tools and outreach, including engaging subject matter experts in the design process, capturing feedback during live sessions, and conducting follow-up surveys
- Partnering with CEAB members and external organizations to promote communications and participate in Community Conversations, such as engaging with EdTrust West and the [Data for the People coalition](#)

¹ CA Educ Code § 10860 (2022)

² CA Educ Code § 10862 (2022)

- Translating selected materials to Spanish based on available budget and staff capacity (the Office recently allocated .5 FTE for Spanish-language translation)

The following elements of the proposal are not currently included in the 2025-2026 workplan:

- Offer a repository of reports, resources, and infographics produced by researchers and practitioners in the field using C2C data in 2025. Note: This repository is a priority for future data literacy outreach.
- Provide materials in languages beyond English and Spanish. While the Office has funds to translate materials into up to eight languages, the Office does not currently have staff who are fluent in additional languages who could review translations, confirm the content and meaning is consistent and accurate, and adjust the translation as needed.
- Write a series of blog posts.
- Host an online forum.

Future Risks to Flexibility

Creating new requirements for Office staff and CEAB members may constrain the scope of future C2C workplans by committing the Office and CEAB members to specific responsibilities, thus providing less flexibility to adapt and react to emerging community engagement needs as the data system evolves. Additionally, if staffing changes (for example, due to an unexpected open position), the Office staff may need to deprioritize other elements of the workplan to carry out the activities recommended by the CEAB.

Governance

No data providers would be affected by this proposal, so the proposal does not impact governance for the C2C Governing Board.

Neutrality

Generally, data literacy resources, tools, and communication outreach involves very low risk to Office neutrality. The process to develop training, resources, and communications includes review to ensure all materials are politically neutral.

The component of the proposal regarding an online forum poses moderate-to-high risk to neutrality. Given the invitation for the public to comment openly, significant risks exist that an individual may - intentionally or unintentionally - post a comment that is incendiary, violates a code of conduct on the forum, or misrepresents a position of the Office.

Cost

Start-up Costs: The Office

Expenses would primarily involve approximately 180 hours of staff time to:

- Identify, prioritize, and workplan expanded workshops, training sessions, interactive tutorials, blog post topics, and communication outreach campaigns. The organizations that were interviewed for the feasibility study stressed the importance of tailoring data literacy tools and interactive sessions to specific audiences. The Office would need a process to prioritize the audiences that would be targeted for expanded data literacy tools.
- Develop audience-specific templates, approaches, and outreach plans for data literacy outreach.
- Develop an evaluation plan for expanded data literacy outreach tools, including a logic model, measurable indicators, data collection strategies, and a workplan.
- To offer an online forum, the Office would need to secure the necessary technology, design the platform, and develop policies and procedures for the content moderation and responses. Additional time and costs -

beyond the 180 hours mentioned above - would be required to determine processes and structures to handle user credentials involved in an online forum. The Office does not currently directly collect and manage personally identifiable information from individuals due to privacy and related legal concerns.

Ongoing Costs: The Office

Expenses would primarily involve staff time and/or consultant services, along with technology costs.

Office or contractor staff time would be required to:

- Develop, implement, and update interactive workshops, training sessions, and video tutorials for new dashboards. Organizations interviewed for the feasibility study gave time estimates for interactive data literacy tutorials, costs that ranged from 10-20 hours to develop a single interactive workshop (e.g. a module that would be integrated into a community conversation) to a part-time staff to develop, deliver, and maintain synchronous interactive online tutorials. Experts in the field recommended that content be developed dynamically and refined to reflect audience needs, rather than 'plug and play' modules.
- Develop and distribute audience-specific outreach communications through newsletters, social media, and communications via partners.
- Consult and collaborate with external partners providing data literacy resources related to the data system.
- Engage and collaborate with CEAB members to design communications campaigns and resources and participate in Community Conversations.
- Write, edit, brand, and post blogs (approximately 8-10 hours per blog post).
- Translate materials in languages beyond English and Spanish. Translation

services cost approximately \$600 - \$1,200 per language, per resource, depending on length and complexity of the resource.

- Designing subsequent evaluations for new or revised data literacy tools, requiring approximately 40 hours of staff time per additional evaluation.
- Implementing data literacy evaluations, including tracking and reporting engagement metrics (such as the number of views or participants), measuring outcomes through surveys, reporting findings, working to implement changes based on evaluation results. Time and cost required would depend on the evaluation approach.

Managing an online forum would require significant ongoing staff time. The Office would need to designate at least one staff member with daily responsibilities to pre-screen posts, remove posts that violate the code of conduct, coordinate internal review for statements from the Office, and respond to comments or questions. Notably, the turnaround time to conduct necessary review would delay the spontaneous interaction intended with an online forum. As referenced above, significant time and costs would be required to handle user credentials on an ongoing basis given privacy and legal concerns related to maintaining personally identifiable information.

EdTrust West, the Texas Data Literacy Program, and the National Association of State Workforce Agencies have not pursued an online forum due to capacity concerns. Additionally, a data literacy consultant with the National Association of State Workforce Agencies advised that the online forums are often unused, and other avenues to answer questions, such as office hours, typically provide a better return on the time investment.

Ongoing technology costs include:

- Interactive tutorials and video recordings should entail minimal costs to host, depending on the technology used. Posting recorded webinars to the C2C website would involve no additional costs.

- Either reallocation or additional funding to engage dedicated website support for an online forum.
- Additional data analytics monitoring to assess the effectiveness of data literacy outreach and communications.

The Office currently has 3 FTE of communications staff to support its outreach activities, which includes a .5 FTE to support Spanish translation. Staff estimate that this proposal would require .5 - 1 additional FTE at the Staff Services Manager I level, depending on the scope of the expanded data literacy outreach. This position would attend and represent C2C for in-person events; contribute to the expansion of interactive training and tools, communications campaigns, blog posts, and the online forum; and partner with external organizations and CEAB members. An additional part-time staff member would be needed to conduct formal evaluations of data literacy resources and outreach, or additional funding would be required to hire an external evaluator.

Ongoing Costs: CEAB Members

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.