



Community Engagement Advisory Board Proposal Form

Instructions:

Per the [Governance Manual](#) proposal forms submitted will address significant gaps regarding feedback loops with data users, evidence-based decision making and analytical capacity, and equitable access to actionable information. Please note there should only be one proposal per form.

Name:

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Proposal Title: *no more than 50 characters*

C2C Train-the-Trainer Ambassador Model

- ☒ By checking this box, I understand that I will be presenting my recommendation 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?

Develop a train-the-trainer model leveraging the Community Engagement Advisory Board [Affinity Map](#) and members' expertise, beginning with training Advisory Board members as Cradle-to-Career Data (C2C) Ambassadors. Ambassadors will learn to present and represent C2C data tools and resources

accurately and neutrally, effectively engage with the data system, champion its mission and vision, and apply consistent best practices for community engagement. Once trained, they will expand the model by equipping data partners, community organizations, and members of the public—including families, students, and community leaders—to use C2C tools, connect data to lived experiences, and disseminate information within their networks. This approach creates an inclusive feedback loop, ensuring that diverse perspectives, including those of rural communities, first-generation students, low-income families, and parents, inform and strengthen C2C's work.

The train-the-trainer model is designed to strengthen C2C's overall capacity to engage thoughtfully with communities, demystify data, and increase comfort with using its tools. It allows C2C to standardize protocols for how Advisory Board members and community partners interact with the data, establishing baseline metrics, consistent messaging, and best practices for community engagement. This model deepens regional and community-based engagement with C2C's public-facing tools and resources, ensuring that outreach is strategic, measurable, and aligned with the organization's mission and vision.

Practitioners will also gain the skills to accurately present C2C's data resources, communicate the significance of its work, and translate insights into actionable outcomes. The train-the-trainer approach also expands and builds on initiatives such as the Lesson Plan Challenge. This statewide initiative invites teachers to design lesson plans that showcase innovative and accessible ways to integrate C2C's Student Pathways Dashboard into instruction. It enables students, educators, and communities to interpret education and career pathways data, build data literacy skills, and center the student experience in exploring and applying insights. Building on foundational efforts such as the development of a data dictionary and roadshows, this model also encourages Advisory Board members to strengthen their ambassadorship and ultimately empowers communities to become champions of C2C.

[Who could benefit from this action?](#)

Families, students, counselors, and other practitioners will benefit from C2C research tools and resources that are clear, actionable, and directly relevant

to their educational and career pathways. The model begins by equipping advisory board members and eventually community members with the skills to effectively leverage C2C's data tools. Advisory board members will strengthen their leadership, outreach, and advocacy skills, while C2C can draw on their lived experiences, cultural knowledge, and community connections to translate data into meaningful, real-world insights for families and students. By engaging these trusted community leaders, C2C can standardize practices and messaging around its tools and resources, expand its reach to diverse populations, strengthen community engagement, and ensure that research data drives meaningful action across California, including in rural areas, among first-generation students, low-income families, and parents. In practice, this looks like both virtual and in-person workshops and trainings. Trained advisors and community members support families, students, and counselors by hosting information sessions to help them understand trends, identify opportunities, and make informed educational and career decisions. Advisory board members also present C2C data at local schools, community centers, and parent meetings, translating research into clear, actionable guidance tailored to each audience.

Families, students, counselors and other practitioners will benefit by gaining access to C2C research tools and resources that are clear, actionable, and relevant to their educational and career pathways. The model begins by equipping advisory board members, and eventually community members, with the skills to leverage C2C's data tools effectively. Community organizations will be supported in their efforts to increase educational equity by having access to standardized data and effective engagement strategies. Advisory board members will develop leadership, outreach, and advocacy skills, while the model allows C2C to leverage their lived experiences, cultural knowledge, and community connections to more effectively translate and connect data to the real-world experiences of families and students.

By engaging trusted community leaders, C2C can standardize practices and messaging around its tools and resources, expand its capacity to reach diverse populations, strengthen community engagement, and ensure that research data drives meaningful action across California, including in rural areas and among first-generation students, low-income families, and parents. Leveraging advisory board members and training community participants

further extends C2C's reach to a broad network of educational and community organizations, such as PTA groups, PIQUE, the Western Association of California Admission Counselors, Independent Educational Consultants, UCOP, the California Latino School Boards Association (CLSBA), the Association of California School Administrators (ACSA), the Northern California Indian Development Council, CalVet, and other local and statewide partners. By engaging these networks, C2C can share research tools and insights widely, amplifying impact and ensuring data-driven strategies reach diverse communities across the state.

Who would implement this action?

This action would be carried out through a close collaboration between C2C staff and advisory board members, ensuring a co-development process that prioritizes community input and expertise. Together, C2C and its advisory members would co-create a comprehensive approach, including the standardization of protocols for events and community engagement, the establishment of clear criteria for success, the development of talking points, and the construction of a replicable train-the-trainer model prior to any community engagement.

Advisory board members would serve as the initial C2C Ambassadors. This initiative would be phased in, with C2C staff working closely with all advisory board members to co-develop a comprehensive train-the-trainer model, including standardized protocols, talking points, and criteria for success. The ultimate goal is for community members, including students, parents, volunteers in their community, to become Ambassadors themselves. In this role, they can engage their own communities of students and practitioners, learning to understand the available data and tools and leverage that information to guide their own educational and career journeys. For example, this information could be particularly relevant for the California Student Aid Commission during Cash for College workshops, where counselors and community members volunteer to help high school students and their families navigate the financial aid application process. This phased, collaborative approach expands C2C's reach, builds community capacity, and establishes a sustainable, community-driven model for engagement that can be scaled and adapted across diverse regions. It also provides C2C with the ability to

develop metrics of success and engagement, particularly as the advisory board continues to grow and new tools are developed, ensuring that impact is measurable and strategies remain effective over time.

How does the action relate to the mission and vision of C2C?

This action aligns directly with C2C's mission to connect data-driven research to actionable outcomes by expanding regional and community-based engagement. By training advisory board members and community participants as C2C ambassadors, the initiative empowers trusted local leaders to translate research into practical guidance, ensuring families, students, counselors, and community organizations have access to clear, actionable information about educational pathways, financial resources, and opportunities for advancement.

C2C is deeply committed to democratizing data, and it would be remiss not to invest in the standardization of its tools and the training of advisory board members and community participants, especially given the prevalence of misinformation, limited local capacity, and the ongoing development of new tools. Trained ambassadors extend C2C's reach to diverse populations across California, including rural areas, first-generation students, low-income families, and parents, by connecting with PTAs, PIQUE, educational associations, independent consultants, UCOP, CLSBA, ACSA, CalVet, and other local and statewide organizations.

Additionally, this action establishes baseline metrics for C2C's public-facing products and engagement strategies. By tracking outreach activities, attendance at workshops, use of data tools, and community feedback, C2C can measure the effectiveness of its engagement, standardize practices, and ensure that research data drives meaningful, measurable impact across communities. This structured approach ensures alignment between C2C's mission, its Five-Year Plan goals, and tangible outcomes for the communities it serves.