

Cradle-to-Career Data Governing Board Staff Report

Date Report Issued: August 3, 2026
Attention: Members of Cradle-to-Career Data Governing Board
Subject: **Presentation on Making the Invisible Visible (Agenda Item Five)**
Staff Contact: Shannon Serrato, Director of Engagement and
Angelique Palomar, Deputy Director of
Communications

At this meeting, the Governing Board (Board) will receive an update from the Board Chair and the Office of Cradle-to-Career Data (Office) on the history and progress of the California Cradle-to-Career Data System (C2C) as C2C enters its fifth year of implementation.

Requested Action:

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

Background:

C2C was signed into law on July 27, 2021, establishing a first-in-the-nation initiative to better connect education, workforce training, and employment. In its first five years, C2C has [grown from legislation to a statewide resource](#) designed to help Californians make informed education and career decisions, though some of C2C's most important work has happened behind the scenes.

Developing a secure statewide data system, establishing governance structures, building partnerships across California and nationally, and creating the technical infrastructure necessary to connect data are not often visible to the public. However, these efforts have created a strong foundation that empowers Californians with reliable information.

As the Office marks its fifth anniversary, the Office will highlight how these foundational investments have produced tangible tools, resources, and opportunities that benefit Californians.

Roadmap and Progress:

From building the foundation capable of securely ingesting data from partners to linking historical data and then developing tools from the linked information, C2C committed to a bold vision of putting data insights into the hands of people across the state. Along the way, C2C expanded to include additional state agencies and departments: Department of Developmental Services, ScholarShare Investment Board, and most recently, the California Workforce Development Board and Employment Training Panel.

As the data system grows and C2C's library of tools and resources expands, tracking impact and reach is increasingly important. Engagement activities and communications are guided by key metrics to assess effectiveness. As detailed in the [Office's work plan for FY 2025-26, C2C worked](#) to ensure information is trusted and useful by prioritizing transparency in communications and processes through measurable metrics such as:

- Website usage/visits
- Email engagement
- New subscriber count
- Social media reach and engagement
- Meaningful regional community engagements
- Public speaking engagements
- Media/press mentions
- Products/artifacts using C2C data

Engagement Outreach and Impact:

As the Office maximizes reach, strengthens understanding, and expands community use of C2C's tools through effective, community-driven delivery methods, it is essential to measure and share C2C's impact. Building upon established engagement and outreach metrics, C2C will conduct targeted outreach with regions throughout California, demonstrating progress, expanding impact, and ensuring that Californians both see themselves in the data and benefit from the system they helped create.

Building upon C2C's commitment to data literacy as outlined in the [2026-31 Strategic Plan](#), the Office is developing and implementing data literacy strategies to address the diverse needs of individuals across California. Through targeted discussions and outreach via deliberate, intentional events and

engagements, C2C will deliver a suite of resources and events, such as Data Walks and Data Academies, that help individuals better understand, analyze, and utilize data to make informed decisions.

Community Data Day:

In FY 2026-27, C2C will collaborate with partners and host events across California, including the inaugural Community Data Day on February 10, 2027, in Sacramento. This event will bring together state agencies, data providers, community organizations, students, practitioners, researchers, policymakers, and the public to collaborate, innovate, and learn through data.