Charting the Course for a *People–Powered* Data System

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www.californiacompetes.org
1. What *sector(s)* do you represent within California’s education and workforce ecosystem?

2. How do you envision you’ll *use* the California Cradle-to-Career Data System when it launches?
Today’s Agenda

Overview of California Cradle-to-Career (C2C) Data System

User-Centered Design & Lessons Learned from Developing the California Postsecondary to Prosperity Dashboard

Panel Discussion with C2C Leadership: Mary Ann Bates and Ryan Estrellado

Q & A
Higher education is both a vaccine and an antidote against economic stagnation and social stratification—for individual Californians, our communities, and the state’s economy.
Our Policy *Priorities*

- Higher Education & Workforce Alignment
- College Access & Success for Adult Learners
- Effective & Accessible Online Education
- Coordinated Policy Setting & Implementation
California’s Challenges

- Disconnected information
- Unable to identify barriers and successes as Californians move through life
- Inequitable access to actionable information
- Lack of knowledge of progress or impact
What is User-Centered Design?

**Step 1: Research**  
Gather information about users and their goals, needs, and requirements.

**Step 2: Design**  
Develop products that meet users’ needs and requirements.

**Step 3: Evaluate**  
Collect and analyze feedback from users to determine whether needs were met and identify areas for improvement.

**Step 4: Iterate**  
Create multiple iterations of a design to improve and evolve the product to meet changing user needs.
New Brief Released Today!

Explore details at: californiacompetes.org/resources/people-powered-data
California Postsecondary to Prosperity Dashboard

Who is flourishing?

Who is struggling?

Explore more at: p2p.californiacompetes.org
Lessons Learned from Developing the California Postsecondary to Prosperity Dashboard

**Step 1: Research**
Tap into existing relationships or trusted partners to reach key audiences and gather honest feedback.

**Step 2: Design**
Provide various ways to use the data so that it's easy to understand.

**Step 3: Evaluate**
Engage a representative sample of users to promote the quality and range of feedback received.

**Step 4: Iterate**
Conduct regular and frequent review, using feedback to enhance the design.
Today’s **Panelists**

**Mary Ann Bates**  
Executive Director, California Cradle-to-Career Data System

**Ryan Estrellado**  
Director of Data Programs, California Cradle-to-Career Data System