

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

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www.californiacompetes.org



HIGHER EDUCATION FOR A STRONG ECONOMY

Poll *Questions*

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



California Competes:

Higher Education for a Strong Economy

What we *believe*

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

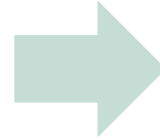
College Access & Success for Adult Learners

Effective & Accessible Online Education

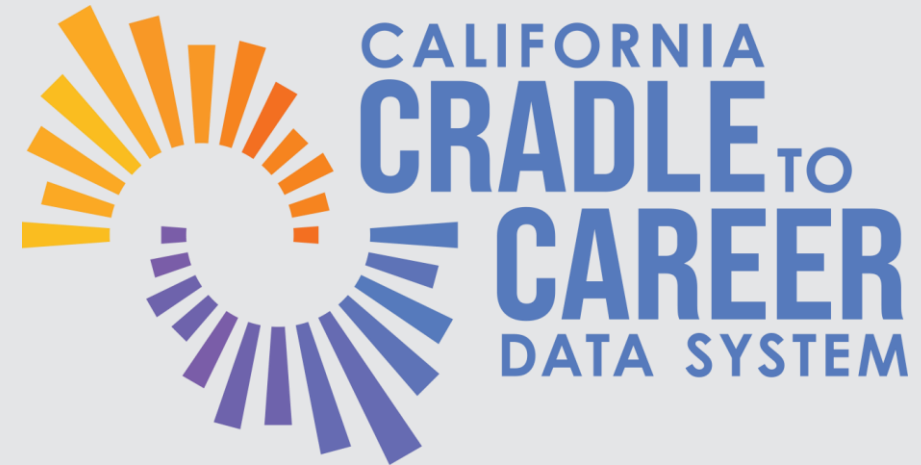
Coordinated Policy Setting & Implementation

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



California's Solution



What is User-Centered Design?



New Brief Released Today!

Explore details at:

[californiacompetes.org/
resources/people-powered-data](https://californiacompetes.org/resources/people-powered-data)

People-Powered Data: Designing a Data System for and with All Californians

KEY TAKEAWAYS

- To ensure the California Cradle-to-Career Data System (C2C) can fulfill its promise, it must be used. User-centered design principles can support this objective and promote the system's success.
- Tailoring data tools and formats to meet the diverse needs of users based on their backgrounds, interests, and comfort levels can foster wider accessibility and facilitate deeper engagement with the data.
- By continuously gathering feedback from users and stakeholders, C2C can cultivate a culture of ongoing improvement, which is essential to achieving its goal of providing accessible and useful data tools to support Californians throughout their education and career journeys.

The California Cradle-to-Career Data System (C2C) has the potential to be an essential tool for tracking and improving educational outcomes for students across the state. Thus far, policymakers, higher education leaders, and other stakeholders have dedicated significant time and resources to gather the necessary information to understand, evaluate, and make evidence-based decisions, to better serve their students and constituents, particularly those from marginalized communities.

Following the passage of the California Cradle-to-Career Data System Act in 2019, the state has been developing a longitudinal data system that will provide a central,

interconnected hub for information on early education, K-12 education, colleges, social services, employment, earnings, and more. In 2022, the C2C Office signed landmark data-sharing agreements with 15 educational, social services, and workforce entities that laid the foundation for this data system.

Although the task of assembling these 15 data providers was challenging yet necessary, it is not sufficient to ensure the system's success. The development of the data system must be approached with meticulous attention to the needs and preferences of the system's various stakeholders.



For students and families, resources will inform their education and career decisions, including available college programs, labor market information, and the status of college and financial aid applications.



For educators, resources may include tools to help monitor their students' progress and provide tailored support and interventions.



For researchers, the objective may be to secure access to anonymized data to conduct original analyses that examine the pathways, progress, and outcomes of Californians, programs, and policies.



For advocates and community-based organizations, resources may include metrics on the state of opportunity relevant to their mission and objectives.



For policymakers, the California Cradle-to-Career Data System could provide actionable data that shape policies and advance prosperity for their constituents and the state.

California Postsecondary to Prosperity *Dashboard*

Who is
flourishing?

Who is
struggling?

Explore more at:

p2p.californiacompetes.org

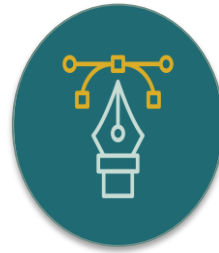


Lessons Learned from Developing the California Postsecondary to Prosperity Dashboard



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