



 NATIONAL CENTER ON
Parent, Family and Community Engagement

Using Data to Tell a Story

Session 4a



Family Services
Manager Institute

Welcome and Introductions



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Session Audience Console

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Reflection

Share Your Thoughts Using the Q & A Tool.

WHAT does a family's story tell you?

WHY is gathering those stories important for your program?

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Learning Objectives

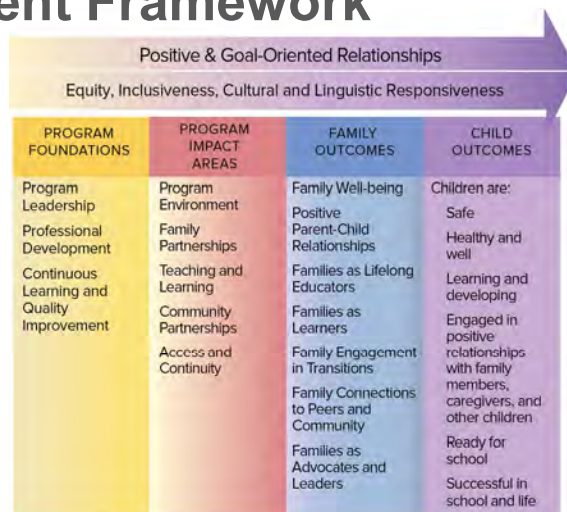
- Discuss and define data and key principles
- Explore steps that tie family stories to program planning
- Examine critical components of using data to tell the stories of your families, program, and community
- Explain the Four Data Activities



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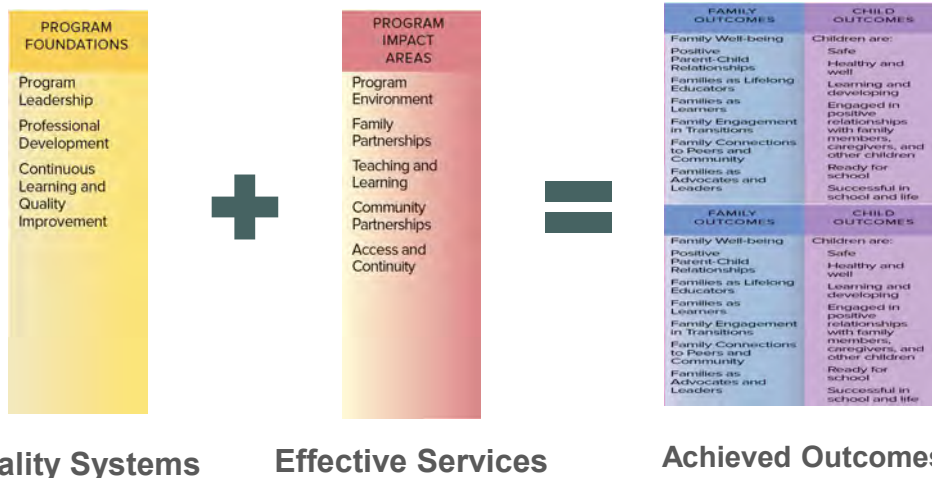
Head Start Parent, Family, and Community Engagement Framework



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If This... Then That....



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Key Messages

- The stories families share with us are filled with essential data.
- The data collected from multiple sources assist the program in making critical decisions for groups of families.
- Building a “data culture” is everyone’s business.
- Collecting information may seem easy, but it can pose challenges along the way.
- WHAT and WHY are key questions when it comes to data.

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Important Questions

- What do we want?
- How are we doing?
- How do we know?
- Have we made a difference?
- How do we know?



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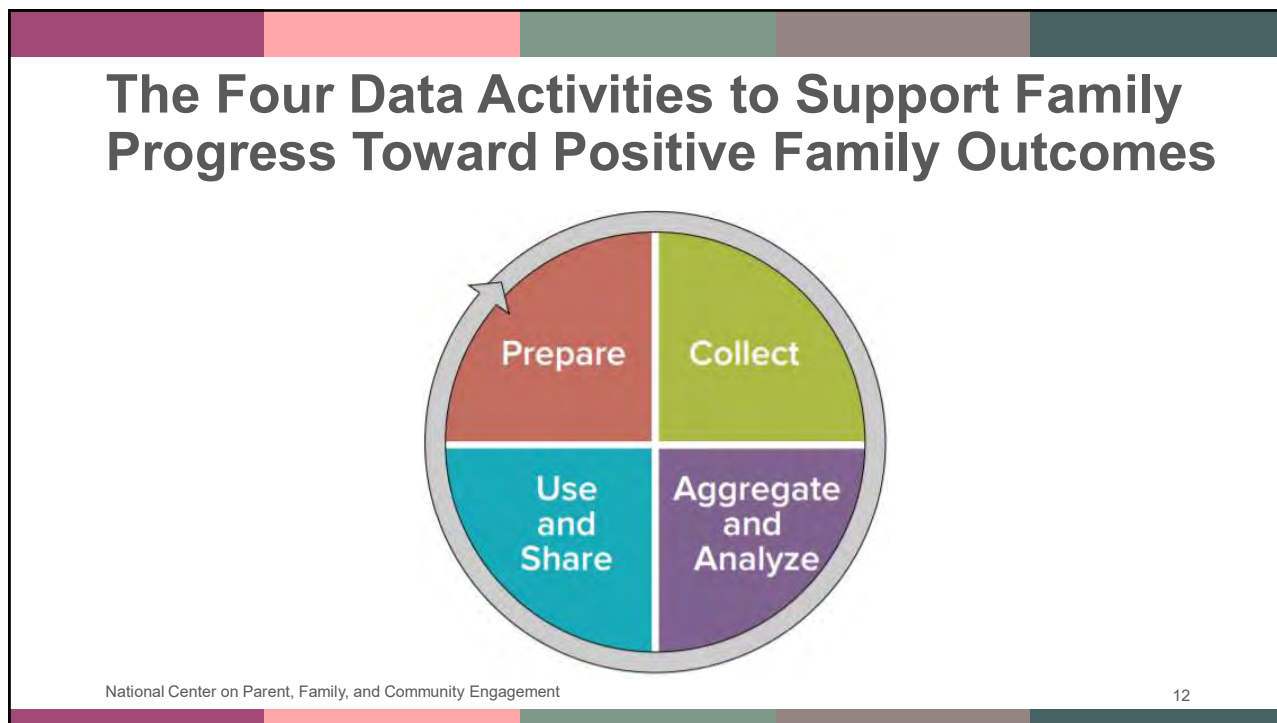
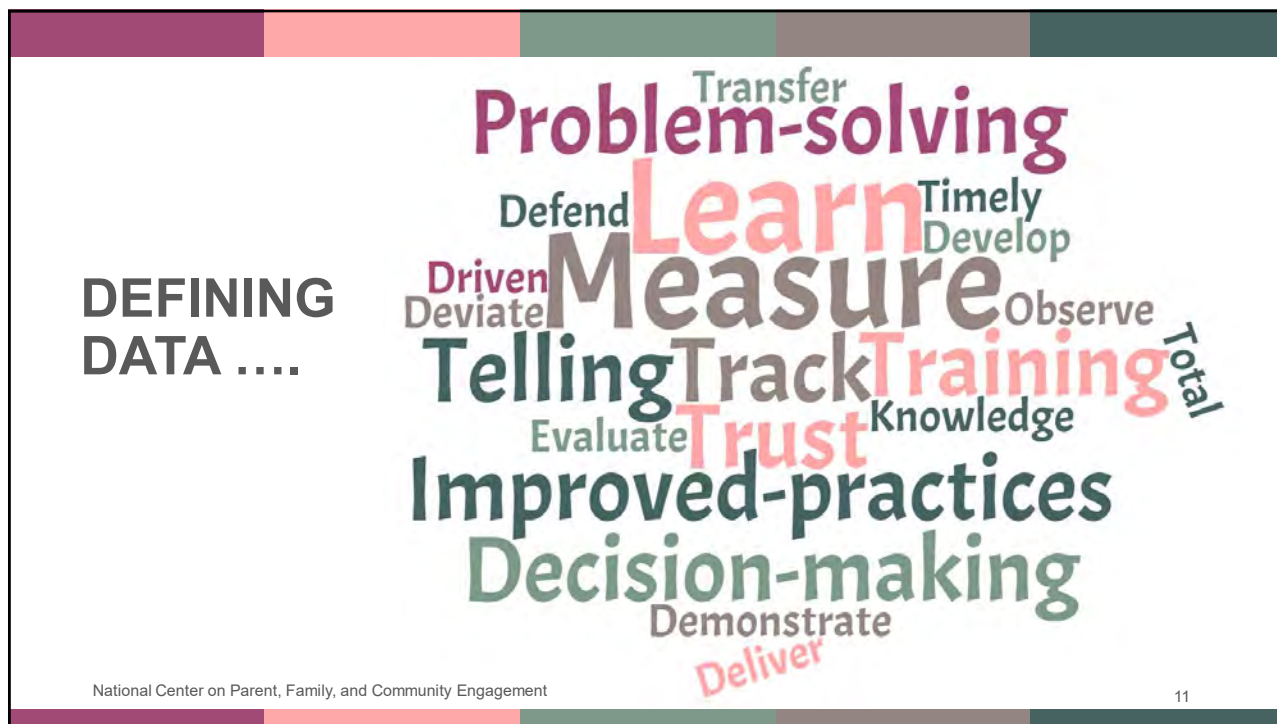
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Goals for the Provision of Family and Community Engagement Program Services: Tracking Progress Over Five Years

Year 1				Year 2-5		
Goals	Objectives	Expected Outcomes	Data Sources for Tracking Progress	Actual Outcomes*	Analyzing Progress	Continuous Improvement
What does the program want to accomplish?	What does the program plan to do to meet the goal?	What does the program expect the results will be?	What data will let the program know how they are doing?	What were the program results?	Was progress made? How does the data explain the outcome/results? Is the program satisfied with the progress made?	What needs to happen next? Course corrections or keep going?

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Relationships and Data

In your work with “DATA” why do you think relationship-building is important?



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The Four Data Activities: Prepare

- What does it mean to prepare?
- Why is it important to prepare?



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The Four Data Activities: Collect

- WHAT do we collect?
- WHY do we collect?



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Approaches to Data Analysis



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Slide 15

MJS4 some content on this slide would be helpful

Merchant Jooma, Shela, 7/9/2020

Data Tool Considerations Research-based Measures

Validity	Are you measuring what you think you are?
Reliability	Are you measuring the same thing each time?
Confidentiality	Are you keeping all information safe and secure?

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The Four Data Activities: Aggregate and Analyze

- What does it mean to aggregate?
- WHY is it important to aggregate data and analyze them?



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The Four Data Activities: Use and Share

- WHAT do we use data for?
- WHY do we share data?



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Wrap Up

- The four data activities are important to share the story of your program.
- Before going to the how, you may want to know what data are needed to explain some of the decisions you make to best serve the children and the families in your community.
- As a supervisor, it is important to support staff in increasing their level of comfort when approaching data.



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Slide 19

MJS9 some teaser content might be helpful here

Merchant Jooma, Shela, 7/9/2020

Resources

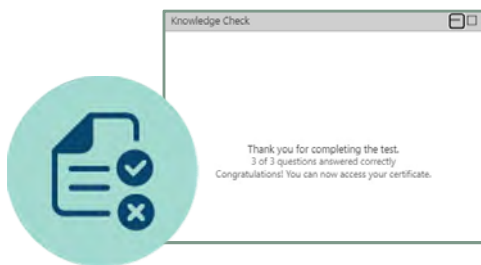
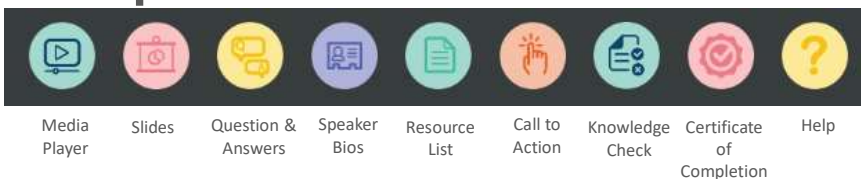
- Measuring What Matters: Using Data to Support Family Progress resource collection on ECLKC
- Reflect and Plan handout



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Knowledge Check and Certificate of Completion



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Reflection

Share Your Thoughts Using the Q & A Tool.

- What steps can you take to help your organization move from a culture of compliance to CQI?
- How do you know when a difference is made in achieving outcomes?
- How do you know whether you have made a difference? [aggregate/analyze – use/share]
- How do we move from a culture of compliance to a culture of continuous quality improvement?

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