



 NATIONAL CENTER ON
Parent, Family and Community Engagement

Using Data to Tell a Story

Session 4b



Family Services
Manager Institute

Welcome and Introductions



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Session Audience Console

The screenshot shows a virtual audience console for the 2020 Virtual Family Services Manager Institute. The main content area displays a slide with the National Center on Parent, Family and Community Engagement logo and a photo of a woman. To the left is a Q&A section with a text input field and a submit button. To the right is a Resource List with items like 'PPT Handout', 'Engagement Tools Description', and 'Dare to Lead'. Below the main content is a navigation bar with icons for video, slides, Q&A, speaker bio, resource list, and help. The footer of the slide reads 'National Center on Parent, Family, and Community Engagement' and the page number '3'.

Reflection

Share Your Thoughts Using the Q & A Tool.

How do we move from a culture of compliance to a culture of continuous quality improvement?

The reflection slide features a central question: 'How do we move from a culture of compliance to a culture of continuous quality improvement?'. To the right, a photograph shows three individuals in a meeting. A yellow circular icon with 'Q' and 'A' speech bubbles is overlaid on the photo. The footer of the slide reads 'National Center on Parent, Family, and Community Engagement' and the page number '4'.

Learning Objectives

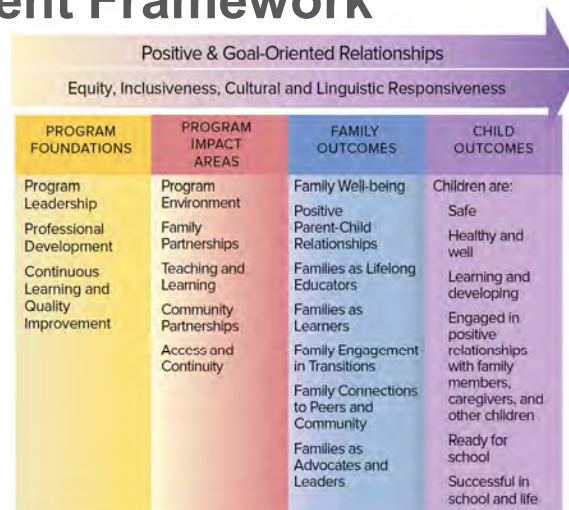
- Explore strategies for understanding and applying the Four Data Activities.
- Enhance your understanding of the program decision-making process.
- Discuss steps to apply and advance your program goals based on your program results and community assessment.



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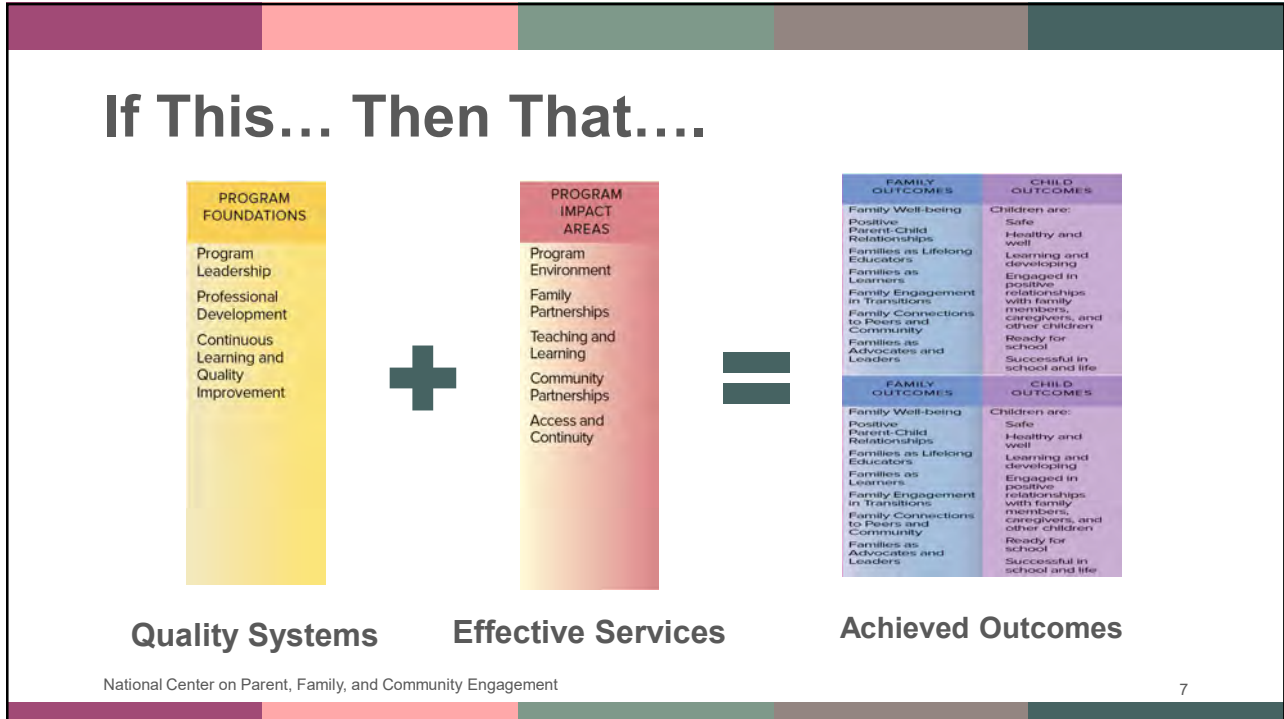
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Head Start Parent, Family, and Community Engagement Framework



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Key Messages

- Conversations about data must be part of an ongoing cycle of inquiry and improvement.
- It is essential to look at trends and patterns, but don't get stuck if what you intended to see is not revealed.
- Be the leader managing and using the data instead of following the data around.

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Important Questions

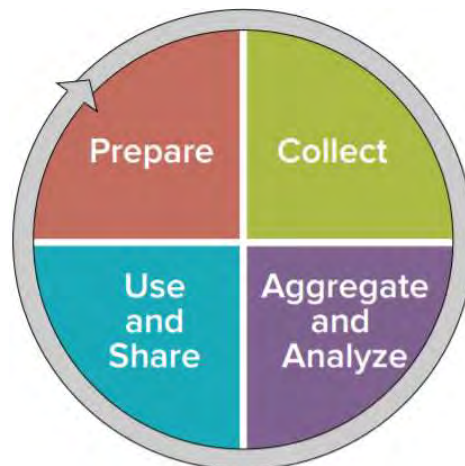
- What do we want?
- How are we doing?
- How do we know?
- Have we made a difference?
- How do we know?



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The Four Data Activities to Support Family Progress Toward Positive Family Outcomes



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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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Foundations for Excellence



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Exploring Foundations for Excellence



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Key Terms

- **Goals** help you keep your eyes on the prize.
- **Objectives** help you hit the nail on the head.
- **Outcomes** are actual results. Expected outcomes are forecasted.



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Putting It All Together: Skills to Engage in Five-Year Planning

- Programs need the ability to:
 - Develop and write BROAD program goals and measurable objectives
 - Translate goals and objectives into an action plan that supports progress toward expected outcomes

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Putting It All Together: Skills to Engage in Five-Year Planning

- Align BROAD goals with clearly defined SMART objectives to:
 - Identify specific, expected changes
 - Project when those changes will occur
 - Allocate the necessary resources to ensure success

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Relationship Between Goals, Objectives, Actions/Strategies, and Outcomes

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What Would You Do?



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Getting It Right! Digging Into the Data Aggregate and Analyze/Use and Share

Last year a hurricane brought many challenges to the families at the AB123 Head Start. During a scheduled staff meeting, Ms. Dee, the family services manager, told them to be attentive to the issue of depression. She also brought her concern to the management team. After consultation with the regional program specialist, the director and her team decided to provide mental health services to all families in need.

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Getting It Right! Digging Into the Data Aggregate and Analyze/Use and Share (cont.)

Six months into the program year, Ms. Dee generated a report on mental health services with a focus on depression. To her dismay, the report revealed that program families were challenged instead by opiate use. The data results showed a significant difference between challenges associated with substance misuse compared to the issue of depression. Ms. Dee was now in a panic. Program AB123 was not meeting its goal. She felt they made the wrong decision and would not be able to show the impact of their intervention.

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Reflection Questions

If you were the family services manager,

- What would be your plan of action?
- Would you share your findings? If so, with whom?
- How would you explain the disconnect?

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Leaders' Thoughts on Data-Based Decision-Making

NOT EVERYTHING
THAT CAN BE
COUNTED
COUNTS AND NOT
EVERYTHING
THAT COUNTS
CAN BE COUNTED.

~ Albert Einstein

ONE OF THE
COMMON FALLACIES
IS THAT DATA IS
OPPOSED TO
INTUITION.
DATA IS A TOOL FOR
ENHANCING INTUITION.

~ Hilary Mason

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Leaders' Thoughts on Data-Based Decision-Making

WITHOUT DATA
YOU'RE JUST
ANOTHER
PERSON WITH AN
OPINION.

~ W. Edwards Deming

A STRATEGY IS
MULTI-DIMENSIONAL
PLANNING,
MULTI-TEAM
COLLABORATION,
AND MULTI-TASKING
ACTION.

~ Pearl Zhu

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Wrap Up

DATA IS NOT JUST
ADDING THINGS
TO YOUR PLATE. DATA IS
ABOUT MAKING
SURE YOU HAVE THE
RIGHT THINGS
ON YOUR PLATE.

~ Unknown

ANTICIPATE THE
DIFFICULT BY
MEASURING
THE EASY.

~ Lao Tzu

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Resources

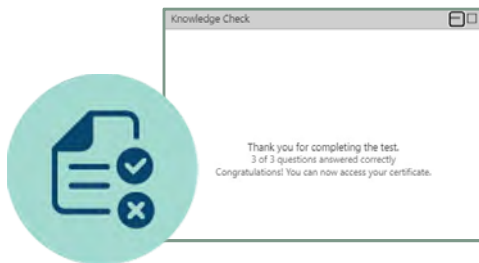
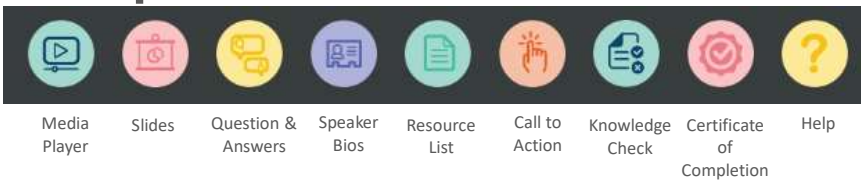
- Measuring What Matters: Using Data to Support Family Progress resource collection on ECLKC
- Foundations for Excellence
- Reflect and Plan handout



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Knowledge Check and Certificate of Completion



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Reflection

Share Your Thoughts Using the Q & A Tool.

- How does the information obtained from families influence your program planning process?
- As a manager, what would you do when the expected outcome differs from the actual outcome?



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