



THE NATIONAL CENTER ON
**Parent, Family, and
Community Engagement™**

Prepare



Collect



Use and Share



Aggregate and Analyze



MEASURING WHAT MATTERS: Exercises in Data Management

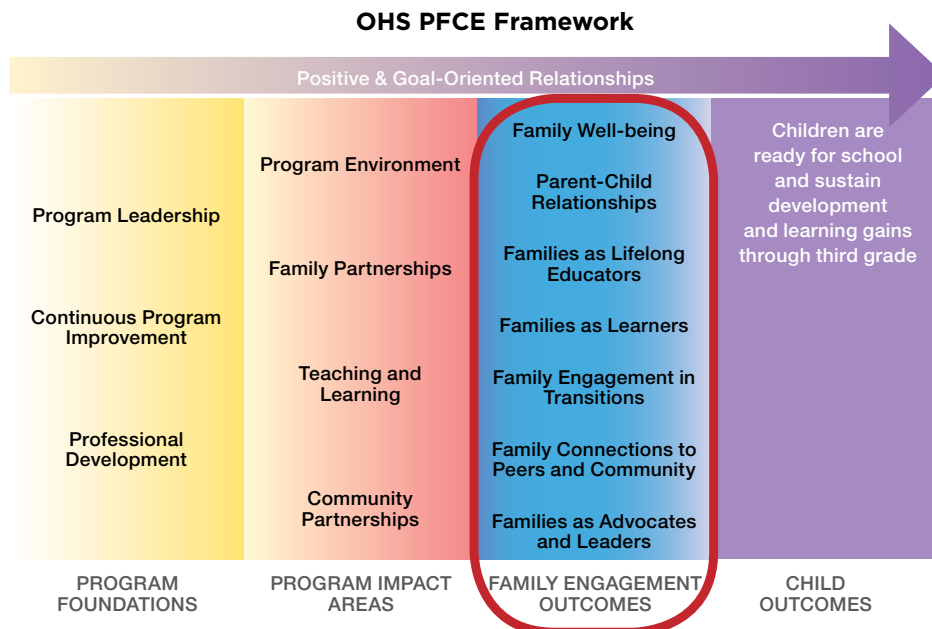
INTRODUCTION

EXERCISE SERIES INTRODUCTION

As a Head Start or Early Head Start leader, do you sometimes wonder how you will use your program's data about families to decide your priorities and track program and family progress? Are you concerned about responding to questions from your governing body, Policy Council, or community leaders regarding the progress and results of program activities with families? Are you comfortable collecting and analyzing data on children's progress, but less sure of how to assess your progress with families? If you answered yes to any of these questions, we invite you to try out this series of exercises.

As you set goals and develop and implement plans within a five-year project period, you will rely on data in at least two ways. One is to assess how well you are providing quality services for children and families and the ways you can improve your work. The second is to measure progress on outcomes for children and families. We created this exercise series to support program staff and families in both ways. We will explore the following questions as they relate to parent, family, and community engagement:

- What are Parent, Family, and Community Engagement (PFCE) data?
- What are the differences between measures of effort and measures of effect?
- What does it mean to aggregate and disaggregate data?
- What does it mean to track progress over time?
- How can data be meaningfully used and shared?



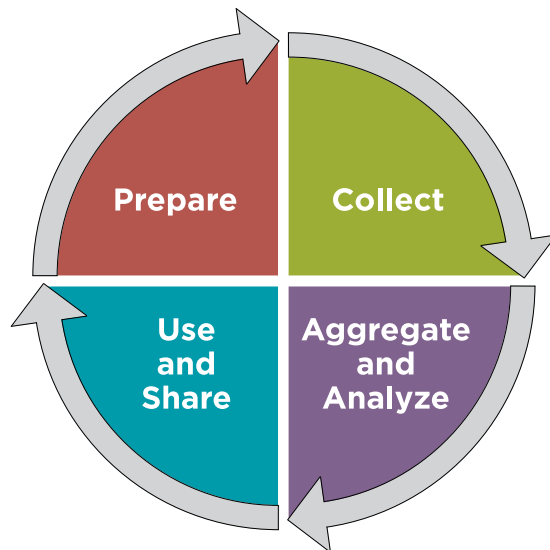
The Office of Head Start (OHS) Parent, Family, and Community Engagement (PFCE) Framework is a research-based approach to program change that shows how Head Start/Early Head Start programs can work together as a whole - across systems and service areas - to promote family engagement and children's learning and development.

The data that we will be examining relate to the PFCE Framework Family Engagement Outcomes in the blue column.

The exercises are also organized to follow the four activities in the data management cycle: prepare, collect, aggregate and analyze, and use and share.¹ Each of these exercises focuses on a specific activity and will help you:

- **Prepare:** Get ready for data collection by thinking about the different kinds of data you need in order to show the reach and impact of your work with families.
- **Collect:** Identify how to gather data that are useful and easy to interpret.
- **Aggregate and Analyze:** Learn ways you can look at data to examine how well your program and families are doing in terms of the Family Outcomes of the OHS PFCE Framework.
- **Use and Share:** Understand the importance of sharing data in accurate, appealing, and accessible ways and how data can inform various aspects of programming.

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



The exercises in this series introduce concepts related to the four Data Activities that build on one another in a specific sequence. **It is important to begin with the first exercise and continue through to the last one in the series.**

The table on the following page summarizes what you can learn from each of the four exercises in this series.

¹ Measuring What Matters: Using Data to Support Family Progress—Overview. Retrieved from <http://eclkc.ohs.acf.hhs.gov/hslc/tta-system/family/docs/measuring-what-matters.pdf>



In addition to the exercises, we invite you to review the *Measuring What Matters Resource Guide* at <http://eclkc.ohs.acf.hhs.gov/hslc/tta-system/family/docs/measuring-matters-resource-guide.pdf>. Expand your knowledge and find information about:

- 1) getting started with data
- 2) data tools or methods for tracking progress
- 3) program planning and program evaluation

For more NCPFCE information and resources visit us at: <http://eclkc.ohs.acf.hhs.gov/hslc/tta-system/family/>

or contact us at NCPFCE@childrens.harvard.edu

Measuring What Matters: EXERCISES IN DATA MANAGEMENT

Data Activity	Title	Learning Objectives for Program Staff	Targeted Family Engagement Outcomes for each Exercise
Prepare	Exercise #1 Identifying PFCE Measures of Effort and Effect	<ul style="list-style-type: none"> Understand the difference between measures of effort and measures of effect Guide your program staff in figuring out how they will track progress toward expected family outcomes, beginning by asking the right questions Help your program staff align goals, objectives, and services with related Family Outcomes of the PFCE Framework 	Positive Parent-Child Relationships Families as Lifelong Educators Family Engagement in Transitions
Collect	Exercise #2 Collecting Data Related to Family Outcomes	<ul style="list-style-type: none"> Identify measures of effort and measures of effect to track progress related to expected Family Outcomes of the PFCE Framework Help your program staff align goals, objectives, and services with related Family Outcomes of the PFCE Framework Identify methods to collect data about progress toward expected family outcomes 	Family Well-being (Health) Families as Learners Family Connections to Peers and Community Families as Advocates and Leaders
Aggregate and Analyze	Exercise #3 Dig Into Data	<ul style="list-style-type: none"> Understand how to aggregate data across program sites and different service areas Learn how to disaggregate data in order to identify patterns in different groups of families or sites Gain experience looking at data across time in order to track progress toward program goals 	Family Connections to Peers and Community
Use and Share	Exercise #4 Using PFCE Data to Tell Your Story	<ul style="list-style-type: none"> Consider the steps to take to understand the data you have collected Understand the importance of presenting data in accurate, appealing, and accessible ways Help programs identify what data to share, and how to use and share that data 	Family Engagement in Transitions

We hope that as you go through these exercises, you will recognize your progress in the area of parent, family, and community engagement. Understanding your progress can inspire you to build stronger partnerships with families and communities. By reflecting on your data, you are ready to take the next steps in promoting family outcomes and children’s school readiness.

