



NATIONAL CENTER ON
Parent, Family and Community Engagement

Prepare



Collect



Use and Share



Aggregate and Analyze



MEASURING WHAT MATTERS

EXERCISE SERIES INTRODUCTION

Revised

Measuring What Matters

Exercise: Series Introduction

The Measuring What Matters Exercises in Data Management Series is a set of exercises that can guide your efforts to track family and program progress.

You can use data to:

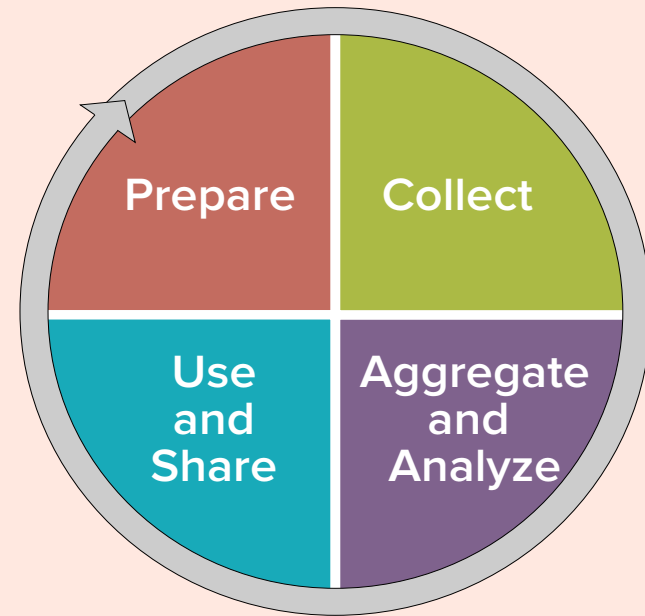
- Engage families and assess how well you are providing quality services.
- Discover ways to enhance your work.
- Measure progress toward one or more of the seven Head Start Parent, Family, and Community Engagement (PFCE) Framework Family Outcomes.
- Track progress as your program sets goals and develops and implements plans within the five-year project period.

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?

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 can take the next steps in strengthening child and family outcomes.

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



The exercises in this series are organized to follow the Four Data Activities. Each of these exercises focuses on a specific activity:

- **Prepare:** Get ready for data collection by thinking about the program goals, objectives, and expected outcomes that you need to show the reach and impact of your work.
- **Collect:** Identify how to gather data that are useful and easy to interpret.
- **Aggregate and Analyze:** Learn ways to look at data to examine progress for families and your program.
- **Use and Share:** Understand the importance of sharing accurate data in appealing and accessible ways and how data can inform various aspects of programming.

Begin with the Prepare exercise and follow with Collect, Aggregate and Analyze, and Use and Share. There may be times when it is useful to revisit one of the Four Data Activities as you learn more about your program's data and progress.

Measuring What Matters: Exercises in Data Management

Exercise	Data Activity	Learning Objectives for Program Staff	Featured Family Outcome
Exercise #1	Prepare	<ul style="list-style-type: none"> Learn how to track progress toward expected family outcomes, and begin by asking the right questions. Understand the differences between measures of effort and measures of effect. Consider how to align program goals, objectives, and services with related Family Outcomes of the PFCE Framework. 	Positive Parent-Child Relationships Families as Lifelong Educators Family Engagement in Transitions
Exercise #2	Collect	<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. Consider how to align program 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 Families as Learners Family Connections to Peers and Community Families as Advocates and Leaders
Exercise #3	Aggregate and Analyze	<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 groups of families or sites. Gain experience looking at data across time to track progress toward program goals. 	Family Connections to Peers and Community
Exercise #4	Use and Share	<ul style="list-style-type: none"> Consider the steps to take to understand the data you have collected. Understand the importance of presenting accurate data in appealing and accessible ways. Identify what data to share, and how to use and share that data. 	Family Engagement in Transitions

Explore related resources on the Head Start Early Learning and Knowledge Center (ECLKC) website.

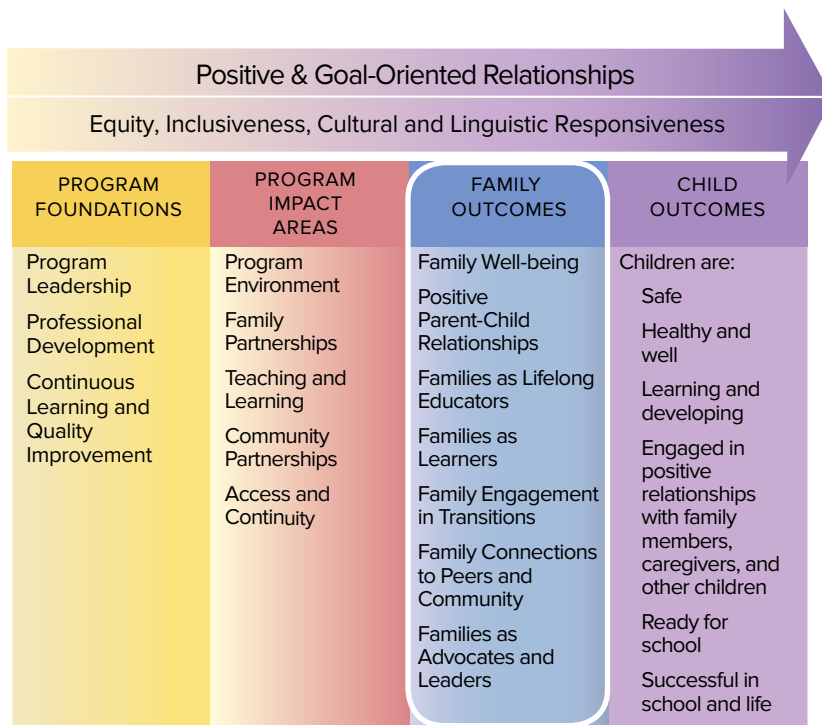
- Measuring What Matters Series
- Foundations for Excellence: A Guide for Five-Year Planning and Continuous Improvement, 2nd Edition
- Integrating Strategies for Program Progress
- Strategies for Implementing the Head Start Parent, Family, and Community Engagement Framework

Head Start Parent, Family, and Community Engagement Framework and Measuring What Matters

The Head Start PFCE Framework is an organizational guide for collaboration among families and Head Start and Early Head Start programs, staff, and community service providers to promote positive, enduring outcomes for children and families. The PFCE Framework identifies equity, inclusiveness, cultural and linguistic responsiveness, and positive goal-oriented relationships as important drivers for these outcomes.

The PFCE Framework shows how family engagement strategies can be systemic, integrated, and comprehensive across services and systems in line with the Head Start Program Performance Standards.

You can use data to engage families and support progress toward one or more of the seven Family Outcomes. You can also use data to track progress as your program sets goals and develops and implements plans within the five-year project period.



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