

Smart Beginnings – Greater Roanoke 2018-2020

VISION

The Roanoke Valley’s data-driven strategies lead to measurable improvements in school readiness for all children, as well as inform the community about the importance of quality early care and education while elevating the providers committed to the profession.

OUTCOME

Increase the rate of children achieving kindergarten readiness on Fall PALS-K by 2020:

- For children who have attended quality pre-k settings and their peers from 89% to 92%; and
- For the region overall from 83% to 90%.

STRATEGIES

1. Data Management - establish low-cost, effective, and user-friendly system for managing data from VLDS, SB, VQ, and ITSN.
2. Data Messaging – use data to tell stories and targeted messaging to inform public and key stakeholders (parents, service providers, businesses, etc.) about the importance of early care and education; and mobilize them to advocate for increased support/resources towards the improvement of quality care and education.

Strategy 1: Data Management – establish low cost, user friendly system for managing VLDS, SB, VQ, and ITSN Data			
Who – lead agency/ies	What – tasks to be completed	When – target completion date	Why – intended outcome
UWRV – ELS UWRV – Database manager VECF	Identify state or local expertise to assist with the identification of a low-cost data management system: <ul style="list-style-type: none"> Review limited access resources on data compilation tools and local data expertise partners on VECF's data sharing and use web-based work space Consult with VECF staff & research fellows on state and local experts around the state Consult internally with database manager on building data management system specific to needs of Early Learning Strategies area 	Support sustainability of efficiently managing VLDS data on an on-going basis	User friendly product to best meet the needs of our programs
UWRV – ELS VECF Data expert (internal w/ UWRV)	Generate a short list of low-cost data management options to foster maximum and efficient use of VLDS data, once available Vet those options with VLDS leadership to ensure that they meet data security requirements	Support the most strategic choice of data management system Summer 2018	To implement use of the system
UWRV - ELS	Select best data management option	Set the stage for the funding and implementation phases of data management system Summer 2018	To ensure that information will be accessible, useable and, therefore, beneficial to guiding our work
UWRV – ELS (other SB's)	Develop funding plan for data management system	Ensure that the development and on-going use & maintenance of the system is feasible Summer 2018	Better match and link data sets for improved and reliable outcomes
UWRV – ELS	Obtain funding/implement funding model	Allow the implementation of the data management system to begin	

Tasks intended to be completed in Summer of 2018 - we have identified Tableau in partnership VECF and will be receiving access to this tool through a subscription. ²

KM input – 5/2/18

UWRV Data expert(s)	Build out the data management system	ongoing End product that is secure and aligned with internal data system literacy and with current and projected usage needs	
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Strategy 2: Data Messaging – use data to tell stories to inform public about the importance of early care and education; inform parents about quality care and education; inform community and providers about how ELS supports the improvement of quality care and education.

Who – lead agency/ies	What – tasks to be completed	When – target completion date	Why – intended outcome
UWRV – ELS – Marketing Action Team; UWRV marketing department	<p>Identify key audiences to be reached, and target messaging for each using the data that we have available</p> <p>Set clear/specific marketing outcomes that support the achievement of the intended outcome of reaching established targets for kindergarten readiness on Fall PALS-K by 2020 and the best medium to communicate with each target audience (i.e. which audience is the priority, and how do we communicate in a high-impact and sustained way to get the message across and motivate action)</p> <p>Work with marketing team to design/create, and distribute/deploy material to inform specific populations about the work</p> <p>Track the effectiveness of the market outreach, and adjust as necessary to keep the message current and relevant</p>	July 1, 2018 and on-going	<p>Target audiences that are more informed, and eventually mobilized to advocate for quality early care issues, based on up-to-date information for making sound choices:</p> <ul style="list-style-type: none"> • Parents – about quality care for their children • Providers – about achieving quality within their settings • Community – about the importance of early childhood education to future economic success
UWRV – ELS – Steering Committee	Complete local data dashboard (and resource mapping) and discuss with Steering Committee, to inform ourselves about our mission/purpose of work based on needs of the community	September 1, 2018	<p>Increased ability for data-informed and data-driven decision making:</p> <ul style="list-style-type: none"> • Identifying areas of focus

