



CHILD CARE

State Capacity Building Center

Data Integration and Data Governance Structures That Support Consumer Education Websites

National Webinar
October 24, 2019

Introductions



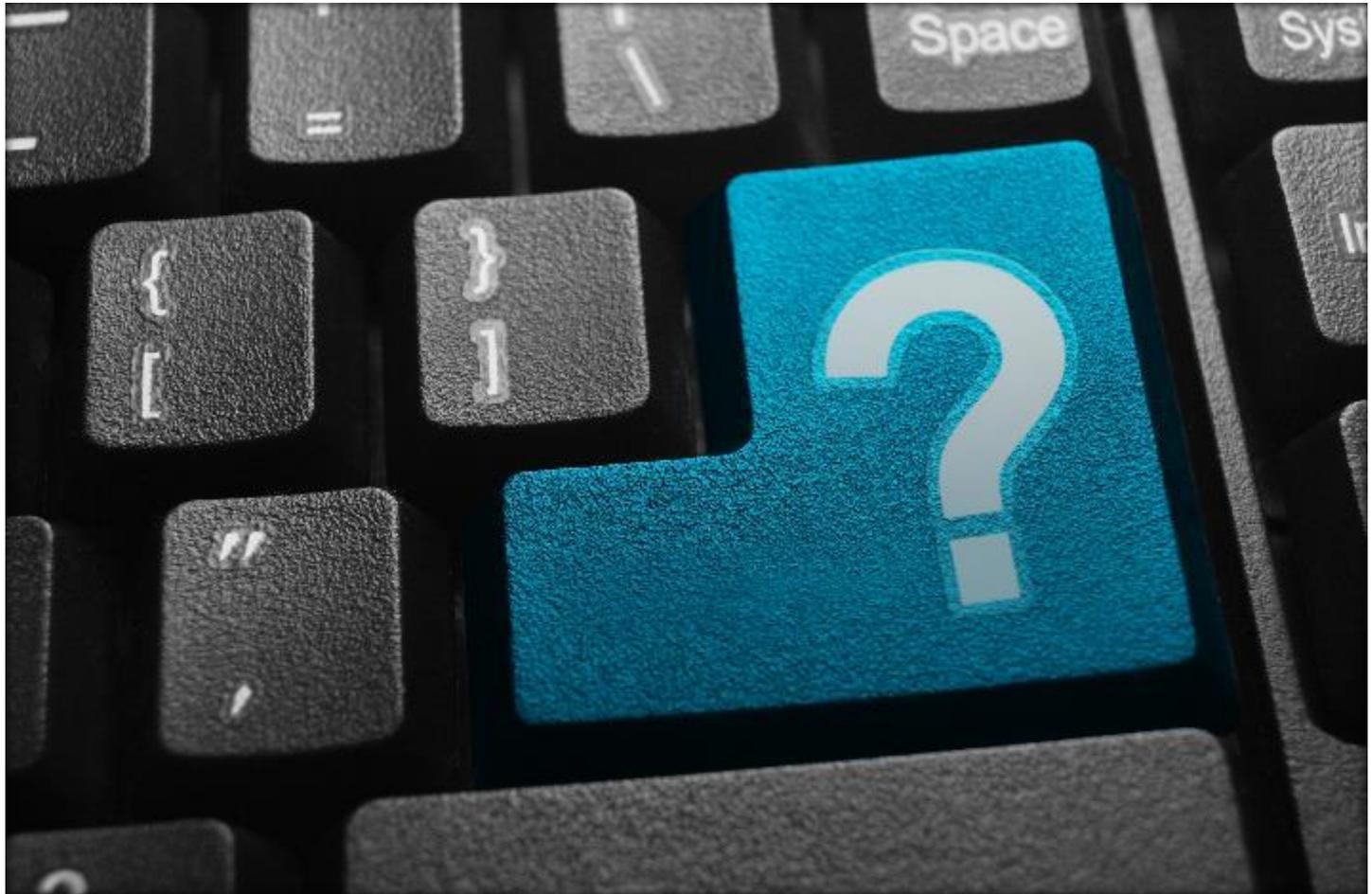
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Types of Data to Consider



Sources of Data to Consider

Robust consumer education websites can inform parents' choices by bringing together data from multiple sources:

- ◆ Licensing and monitoring systems
- ◆ Child care resource and referral systems
- ◆ State education data systems (for example, preschool data)
- ◆ Quality rating and improvement systems
- ◆ Other program systems (for example, Head Start)

Using Data from Multiple Sources

- ◆ Data from different *merged* data files can be collectively displayed on a web page in list or map formats.
- ◆ Digital data can be *interlinked* with other similar data in a unified master provider database.
- ◆ Data from multiple systems can be *linked* to partner websites.

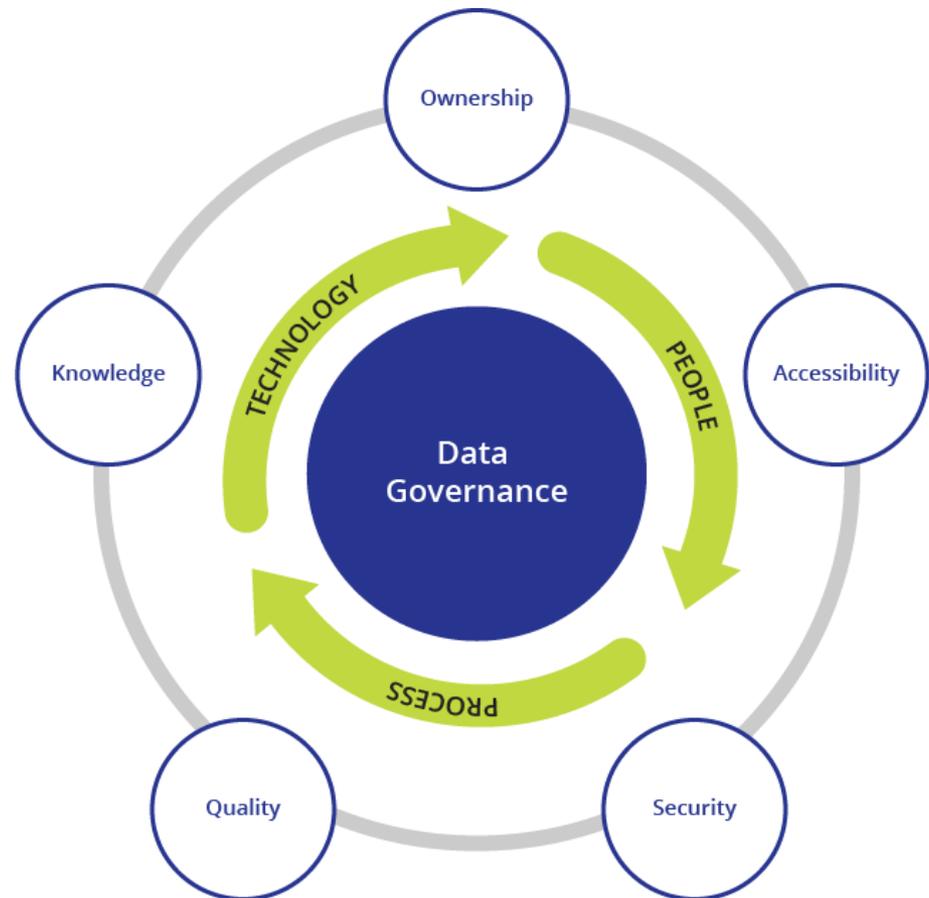
Using a Master Provider Database

Master provider databases are single databases that contain, at minimum, the following:

- ◆ Combined data from multiple systems and files
- ◆ Data elements that describe provider features (quality level, ages served, staff qualifications)
- ◆ Common data element to identify each provider (name, Federal Employer Identification Number)
- ◆ A system-generated reference key for each provider (for example, unique identifier)

Data Governance Concepts Overview

- ◆ Accessibility
- ◆ Security
- ◆ Quality
- ◆ Knowledge
- ◆ Ownership



A close-up photograph of a person's hands typing on a laptop keyboard. The image is overlaid with a semi-transparent blue circle in the upper left corner. Inside this circle, the word "Poll" is written in a white, sans-serif font. The background is a blurred office setting with blue lighting.

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Next Hot Topic Webinar

Using Social Media To Enhance Your Web Presence

November 14, 2019, 2:00–3:00 p.m. (ET)

- ◆ **Description:** This webinar will explore how to harness the power of social media to increase traffic to your consumer education website. Participants will learn tips and resources from social media experts on how to effectively use these tools in consumer education efforts.
- ◆ **Intended audiences:** State and territory Child Care and Development Fund Administrators and staff, child care resource and referral agency staff, early childhood training and technical assistance providers, quality improvement specialists, school-age specialists, state and territory marketing and communications staff, and state and territory information technology and website development staff.
- ◆ **Registration link:**
<https://ccssn.adobeconnect.com/usingsocialmedia/event/registration.html>

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What additional webinar topics interest you?



Consumer Education Resources

- ◆ Office of Child Care, Administration for Children and Families, U.S. Department of Health and Human Services. (n.d.). Consumer education resources [Web page]. Retrieved from <https://childcareta.acf.hhs.gov/topics/consumer-education>
- ◆ Office of Child Care, Administration for Children and Families, U.S. Department of Health and Human Services. (n.d.). Early childhood training and technical assistance system [Web page]. Retrieved from <https://childcareta.acf.hhs.gov/>

SCBC Consumer Education Website Guides

Recordings of each webinar, as well as additional resources on each webinar topic, will be posted to the following web page:

- ◆ Child Care State Capacity Building Center. (2019). Consumer education webinar series [Web page]. Washington, DC: Office of Child Care. Retrieved from <https://childcareta.acf.hhs.gov/consumer-education-webinar-series>
 - ***Designing Websites That Are Accessible for All Families,***
<https://childcareta.acf.hhs.gov/resource/designing-websites-are-accessible-all-families>
 - ***Guide for Increasing Search Engine Optimization,***
<https://childcareta.acf.hhs.gov/resource/guide-increasing-search-engine-optimization>
 - ***Guide for Measuring Web Traffic and Engagement,***
<https://childcareta.acf.hhs.gov/resource/guide-measuring-web-traffic-and-engagement>
 - ***Improving Consumer Education Websites with User Research,***
<https://childcareta.acf.hhs.gov/resource/improving-consumer-education-websites-user-research>

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