



CHILD CARE

State Capacity Building Center

Data Integration and Data Governance Structures That Support Consumer Education Websites

National Webinar

October 10, 2019

Introductions



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Acknowledgment

The Child Care State Capacity Building Center wishes to thank the National Center on Child Care Data and Reporting (NCDR) for their contribution to the content development for today's webinar.

Poll: What Is Your Role?



Agenda for Today's Discussion

- ◆ Overview and introductions
- ◆ Transforming data into insight
- ◆ Innovation in practice
- ◆ Data governance concepts and quick tips
- ◆ Overview of resources and tools

Objectives for Today's Discussion



Objective 1.

Learn more about transforming data into consumer education insights for parents

Objective 2.

Share examples of practices that have helped other states transform data into consumer insights for parents

Objective 3.

Learn more about how data governance concepts facilitate improved consumer insights

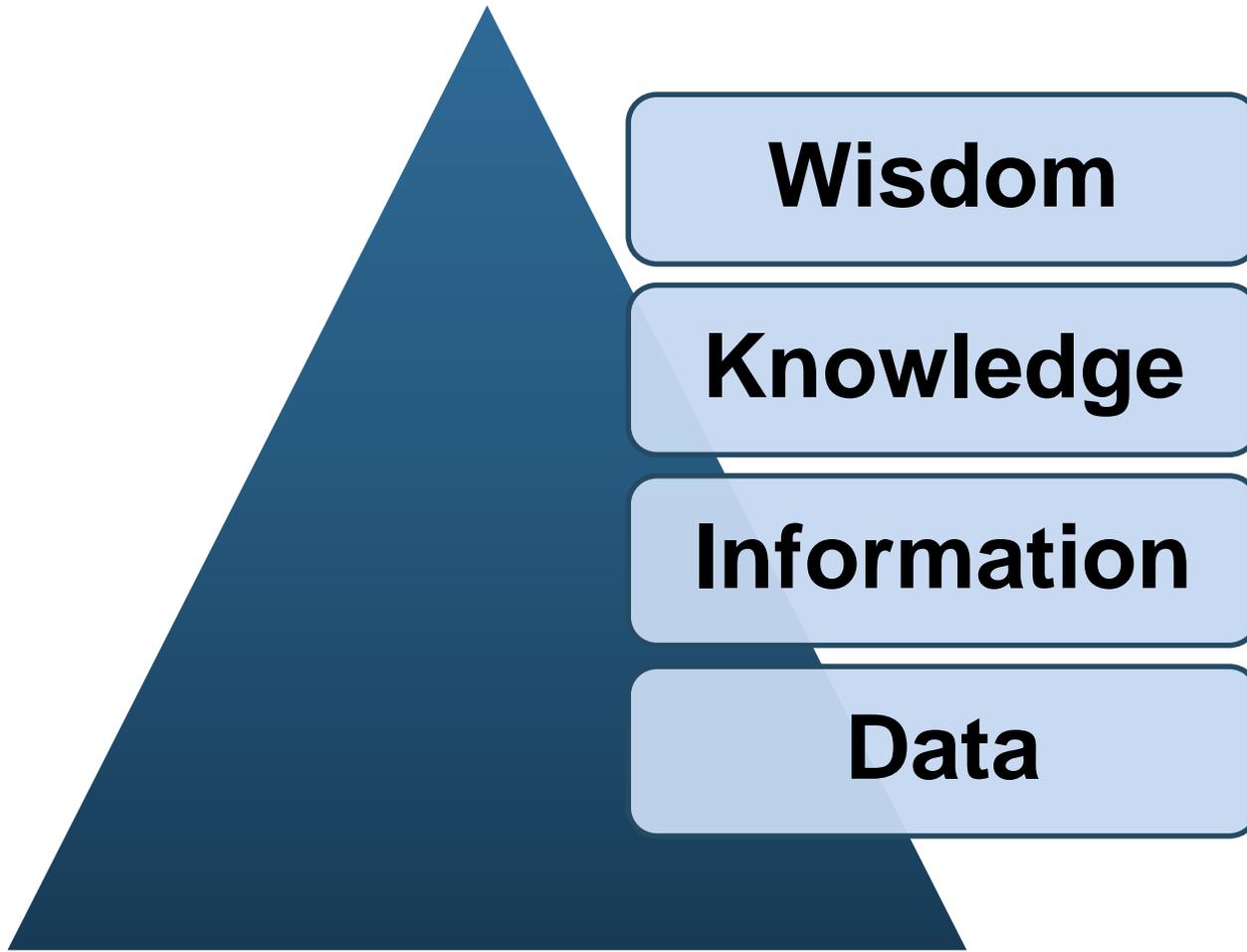


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Transforming Data into Insights

How Do Data and Insight Relate?



Information versus Insight: Multiple Websites

How can I find child care that

- ◆ meets my child's and family's needs,
- ◆ is healthy and safe,
- ◆ is high quality,
- ◆ is nearby,
- ◆ has convenient hours,
- ◆ is affordable?



Multiple Web Searches Give Parents Information That They Must Analyze

Search child care resource and referral website

Search licensing website

Search quality rating and improvement system

Search preschool website

Search Head Start website

Information versus Insight: Single Website

How can I find child care that

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- ◆ is healthy and safe,
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**Search
for
child
care**

**A Single Search Brings
Parents Insights Using Data
from Multiple Systems**

- ◆ List and map
- ◆ Location and route-based searches
- ◆ Filter and sort
- ◆ Information about monitoring and quality rating
- ◆ Prices and fees
- ◆ Provider schedule and features
- ◆ Mobile friendly

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)



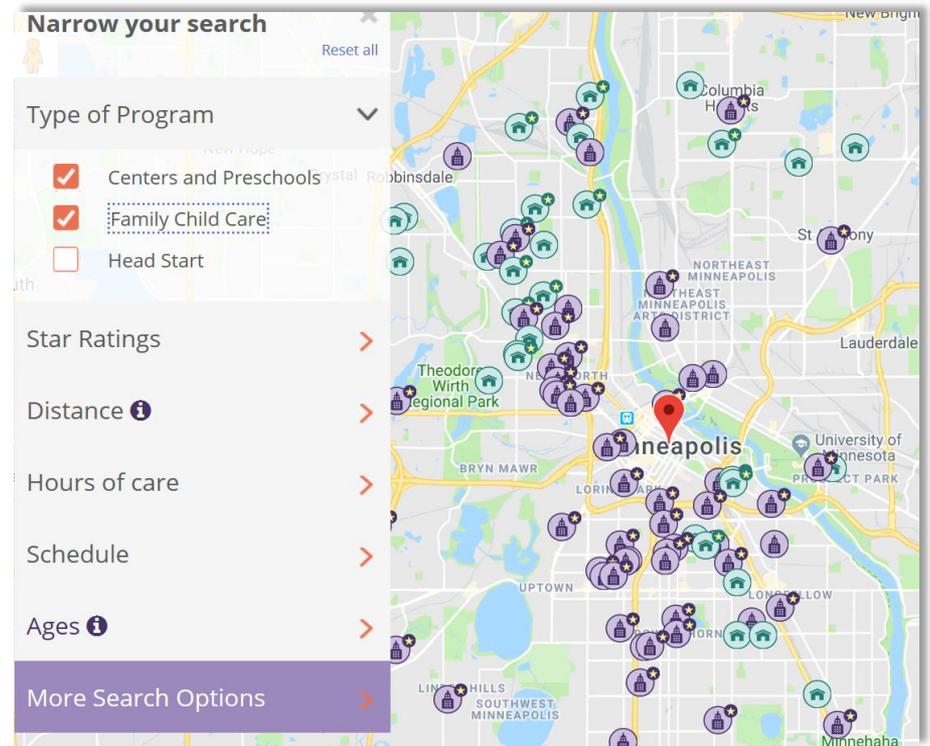
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Practice Examples

Practice Example: Minnesota

- ◆ Choose between map and list views using filters
- ◆ See provider type indicated with symbol
- ◆ Filter out nonrated programs
- ◆ Sort by ratings or distance
- ◆ Search by city, zip code, or address
- ◆ Draw data from multiple state and partner agency data systems



Source: Parent Aware, Minnesota Department of Human Services. (n.d.). Search [Online tool]. Retrieved from <http://parentaware.org/>

Practice Example: Georgia

- ◆ Offers multiple display features
 - Map view with key
 - List view
 - Filters
- ◆ Displays ratings and Georgia prekindergarten participation clearly in summary results
- ◆ Provides inspection report information via provider details

The screenshot shows a web application interface for searching child care and pre-k programs in Georgia. At the top, there is a navigation bar with links for Home, Child Care, Georgia's Pre-K, Meal Programs, Family Resources, and About. Below the navigation bar is a search results section with a map view. The map shows various locations in Savannah, Georgia, with markers for child care centers and learning homes. A legend at the bottom of the map identifies the markers. Below the map, there are instructions: "Click on the VIEW button to see the details about each provider." and "To compare providers, check the box to the left of the provider name, then click COMPARE." Below the map is a summary section with a red header "Total Records: 50" and a "COMPARE" button. To the right, there is a "Sort By:" dropdown menu with options: Distance, Quality Rated Star Level, and Name. The main content area displays a list of providers. Each provider entry includes a checkbox, the provider name, address, phone number, and a "VIEW" button. The providers listed are:

Provider Name	Address	Phone Number	Pre-K Slots Available	Licensed	Quality Rated
ABC Child Care Center #1	Child Care Learning Center 1106 E. 48th Street Savannah GA 31404	(912) 355-1442	0	Yes	3 stars
Lavant, Vahista V	Family Child Care Learning Home 82 South Parkwood Drive Savannah GA 31404	(912) 439-9734		Yes	3 stars

Used with permission of Bright from the Start: Georgia Department of Early Care and Learning. (n.d.). Find child care or pre-k programs near you [Online search tool]. Retrieved from <http://families.decal.ga.gov/ChildCare/Search>

Practice Example: New Mexico

- ◆ Displays results in map and list views
- ◆ Provides link to inspection report information via provider details
- ◆ Displays age range and star rating in summary results
- ◆ Allows searches by city, zip code, or address

CHILD CARE PROVIDER DETAILS

Immanuel Lutheran Preschool
300 Gold Ave SE
Albuquerque, NM 87102
505-243-5665
County: Bernalillo
Email: lls@abq.org
Website: www.immanuelabq.org

Quality Rating
3-STAR

Ages Served
2, 3, 4, 5 years old

Hours of Operation
Monday: 7:00 AM - 05:30 PM
Tuesday: 7:00 AM - 05:30 PM
Wednesday: 7:00 AM - 05:30 PM
Thursday: 7:00 AM - 05:30 PM
Friday: 7:00 AM - 05:30 PM

Schedule
Full & Part Time, Full Year

Environment
No Swimming Pool

License ID:
95348

In order to get the Inspection Reports for this site, please copy the License ID above and paste it/type it in the "Number" field displayed at the [CYFD Inspection Reports Website](#). Note: Be sure to not include any extra spaces.

Type of Care
Child Care Center

Meals
Morning Snack
Afternoon Snack
Parents must send meals/snacks

Financial Assistance

Used with permission from University of New Mexico Early Childhood Services Center, & New Mexico Children, Youth and Families Department, Office of Child Development. (n.d.). Child care search [Online tool]. Retrieved from <http://www.newmexicokids.org/parents-and-families-3/child-care-search/>



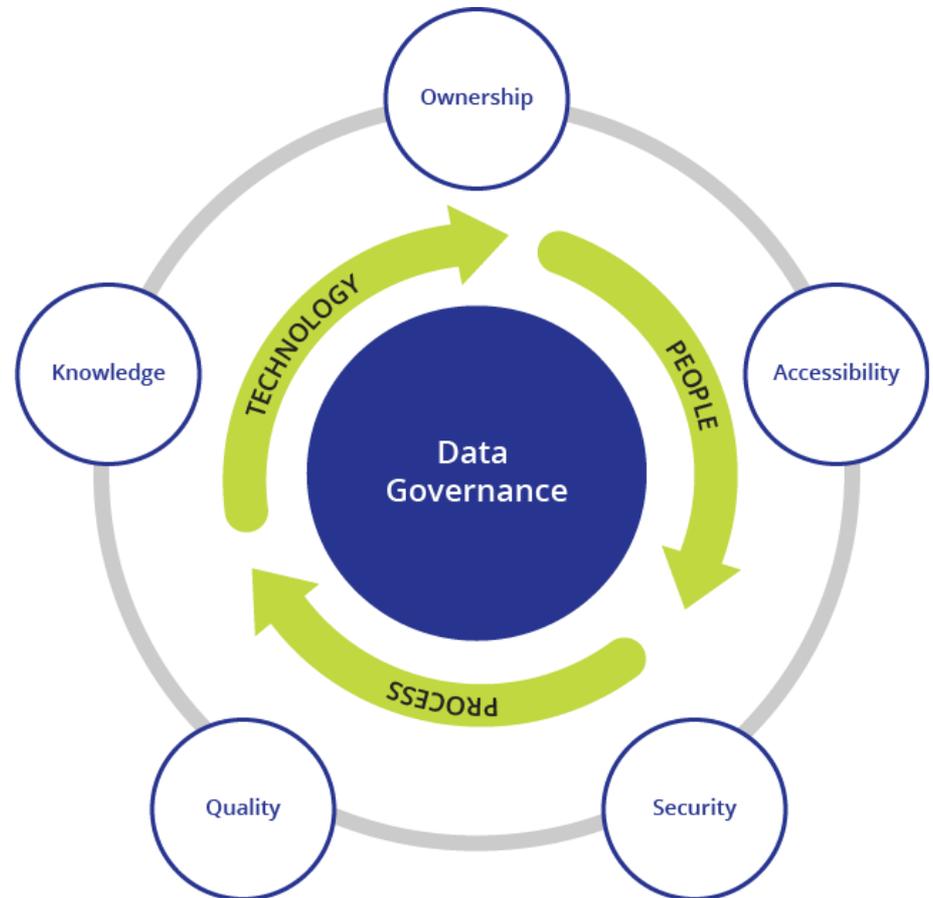
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Data Governance Concepts

Data Governance Concepts Overview

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



Data Governance: Accessibility

- ◆ Laws guiding and guarding who can access data
- ◆ “Need-to-know” convention
- ◆ Data-use agreements formalizing access rules

Data Governance: Security

- ◆ Security
 - Collection
 - Transmission
 - Storage
- ◆ Privacy
 - Individuals' rights
 - Health Insurance Portability and Accountability Act
 - Family Educational Rights and Privacy Act
 - Health Information Technology for Economic and Clinical Health Act
- ◆ Confidentiality
 - Agreements
 - Ethics
 - Data handlers' responsibilities

Data Governance: Data Quality

- ◆ Quality embedded in all stages of data generation and utilization
- ◆ Quality in data-housekeeping practices
- ◆ Quality in research and evaluation
- ◆ Quality as critical data-linking element

Data Governance: Knowledge

- ◆ Knowledge of procedures for data practices
- ◆ Knowledge of data through summaries and analyses
- ◆ Knowledge increase through augmentation of data

Data Governance: Ownership

- ◆ Understanding individuals' rights as data owners
- ◆ Clarifying data ownership can support the entity that collects or generates data
- ◆ Using a shared data source and defining its ownership rights
- ◆ Determining an authoritative data source and defining its ownership rights



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Data Governance Advanced Concepts and Quick Tips

Data Validation for Mapping

- ◆ Maps can provide powerful insights—for example, pinpoint provider locations, overlay public transit stops, show locations at certain quality levels, and so on.
- ◆ You should prepare data for geographic information systems—validate provider location data to optimize quick online child care searches using maps.

Geocoding Quick Tip

What's the best way to format my data for geocoding?

- ◆ It depends on which service you are using.
- ◆ Some will want all address information in a single field and others allow different fields.
- ◆ Check the documentation for whichever tool you are using!

Collaboration is Key to Data Integration

- ◆ Provide the fullest array of parental choice using comprehensive integrated data.
- ◆ Improve consumer education websites' search functionality by combining data from early childhood data sources.
- ◆ Combine these sources through interorganizational collaboration.
- ◆ Offer parents information on program quality, monitoring, prices, and other program features to facilitate access and help them overcome barriers to access.

Data Integration Quick Tip

Where do I begin?

- ◆ Data integration succeeds with cross-agency collaboration.
- ◆ A roadmap for how to do this is offered in the “Resources and Tools” section of this presentation.

Focus on Most Compelling Data Needs

High-yield **integrated data efforts** are a **win-win** for parents and policymakers:

- ◆ **Parents** receive a supply of data for robust child care search engines, which provide consumer insights that are shaped by parental preferences.
- ◆ **Policymakers** receive rich data sources to answer program and policy questions about characteristics of the child care supply, allowing them to measure access across multiple domains, including quality, affordability, and the like.

Data Integration Quick Tip

What other questions can we answer?

- ◆ *INQUIRE Data Toolkit* (available under “Resources and Tools”) provides guidance on using data to answer policy and reporting questions.
- ◆ A comprehensive list of questions is provided with this toolkit’s “Linkages Guide” and “Dictionary of Common Data Elements.”

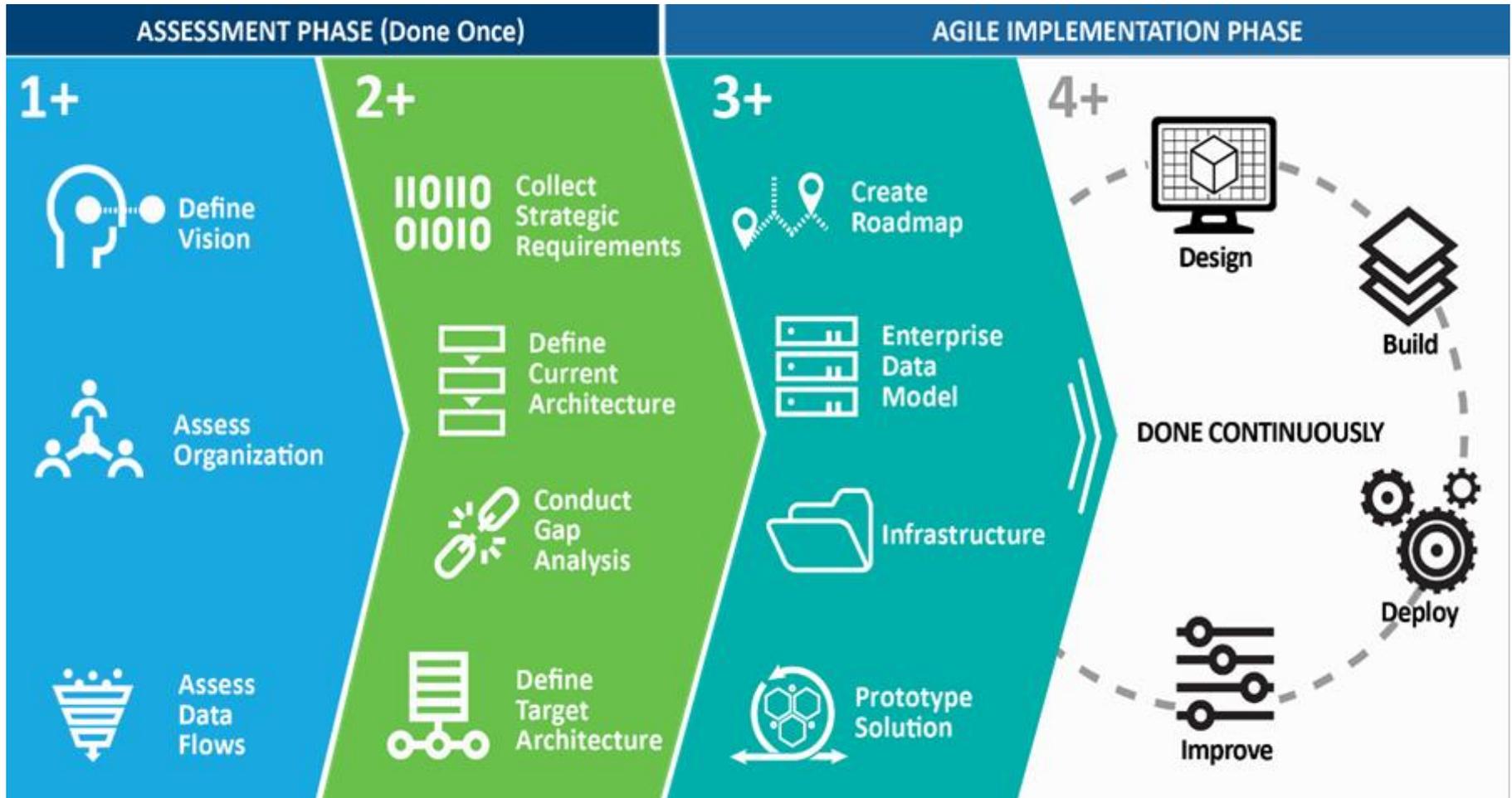


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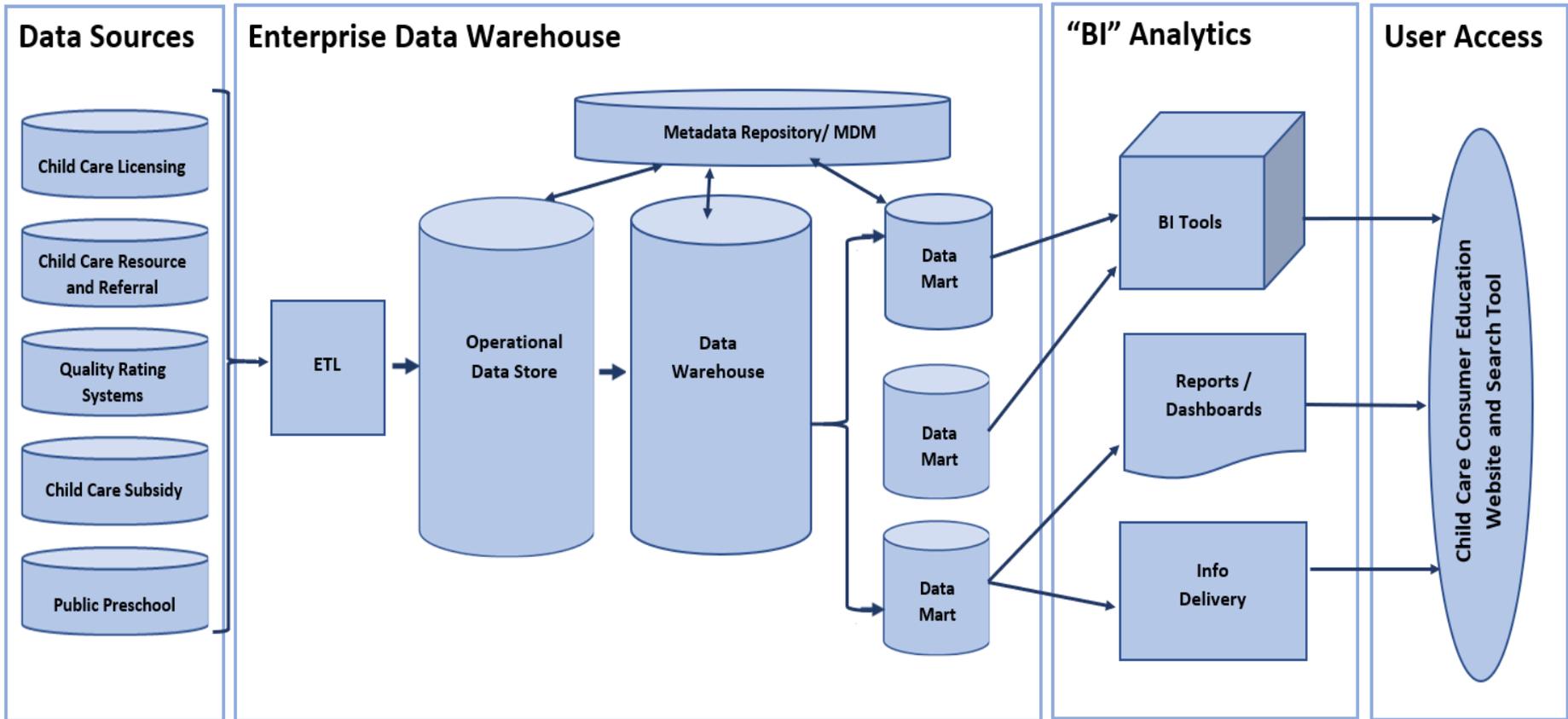
IT Technical Implementation

ICF's Implementation Approach



Source: ICF Information Technology - Data Engineering/Analytics Team

Typical Data Warehouse Implementation





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Resources and Tools

Resources and Tools

- ◆ Berkeley Library, University of California. (2019). GIS (geographic information systems): Geocoding [Web page]. Retrieved from <https://guides.lib.berkeley.edu/gis/geocoding>
- ◆ Data Quality Campaign. (2018). *Roadmap for cross-agency data governance: Key focus areas to ensure quality implementation* [Guide]. Retrieved from <https://dataqualitycampaign.org/resource/roadmap-cross-agency-data-governance/>
- ◆ Early Childhood Data Collaborative. (2018). Improving the lives of young children through data: Lessons learned from three early care and education data integration projects [Brief]. Retrieved from https://www.ecedata.org/wp-content/uploads/2018/11/ECDC_KIDSCOUNT_ECIDS_Report..pdf

Resources and Tools

- ◆ Office of Planning, Research and Evaluation, Administration for Children and Families, U.S. Department of Health and Human Services. (2013). *INQUIRE data toolkit*. Retrieved from <https://www.acf.hhs.gov/opre/resource/inquire-data-toolkit>
- ◆ Privacy Technical Assistance Center, U.S. Department of Education. (2011). Data governance and stewardship [Revised August 2015]. Retrieved from https://studentprivacy.ed.gov/sites/default/files/resource_document/file/Data_Governance_and_Stewardship_0.pdf
- ◆ Privacy Technical Assistance Center, U.S. Department of Education. (2011). Data governance checklist [Revised June 2015]. Retrieved from https://studentprivacy.ed.gov/sites/default/files/resource_document/file/Data%20Governance%20Checklist_0.pdf

Poll: Getting Your Feedback

How much did your understanding about this topic improve as a result of this webinar?



“Ask Me Anything” Webinar

October 24, 2019, 2:00–2:30 p.m. (ET)



- ◆ This 30-minute follow-up webinar will answer questions raised today.
- ◆ Send additional questions to CapacityBuildingCenter@icf.com.
- ◆ Note: every question submitted may not be answered during the webinar.

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>

Poll: Additional Topics of Interest

What additional webinar topics interest you?



Poll: Future Use of These Strategies

How likely are you to use these strategies in the future for your work with consumer education websites?





Thank You!

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A Service of the Office of Child Care**

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