



Metric Deep Dive for Outreach

This document offers additional details about how to measure the STEP Forward with Data metrics, organized by each essential question associated with the Outreach step of the Framework (Question 2). This metric deep dive allows preschool systems leaders to take concrete steps toward measuring the metrics through recommended metrics and suggested measurements for each metric, including the level collected (i.e., child, family, program site, program, workforce, or system) and example data sources (i.e., administrator documentation, administrative data, program documentation or survey item, community family survey items, preschool family survey items, and/or workforce member survey items). For more detailed information, see [System Transformation for Equitable Preschools \(STEP Forward with Data\) Framework](#).

Question 2. Do outreach methods improve knowledge and understanding of program options among families from focal populations?

Metric	Suggested Measurement	Level Collected	Example Data Source Details
Percentage of programs that use more than one outreach strategy to inform families from focal populations about preschool options.	The number of outreach methods used by the program to inform families from focal populations about preschool options divided by the total number of preschool programs.	Program	Administrative documentation: Documents with outreach policies and efforts required by programs in the system. Program documentation/survey: Outreach strategies reported by programs.
Percentage of families from focal populations who report having knowledge and understanding of preschool programs.	The number of families from focal populations who report having knowledge and understanding of preschool programs divided by the total number of families from focal populations.	Family	Community family survey item: Question about families' knowledge and understanding of preschool programs in their community; question about the various ways that a family from focal populations reported learning about preschool options.

The STEP Forward with Data Framework was funded by the Bill & Melinda Gates Foundation. The findings and conclusions contained within this publication are those of the authors and do not necessarily reflect positions or policies of the Bill & Melinda Gates Foundation.

Suggested citation: Lin, V., Hackett, S.E., Richards, D., King, C., & Bredeson, M. (2023). *System Transformation for Equitable Preschools (STEP Forward with Data) Framework: Moving Toward an Equitable Preschool System*. Child Trends. <https://doi.org/10.56417/7986y3601e>