

# Oakland's Children's Initiative

## Increasing Educational Equity across Oakland

Expanding Access to High Quality Early Education and Supporting Students from Cradle to Career to Ensure College & Career Success



# An Access and Equity Gap



Only **43% of assessed OUSD students enter “kindergarten ready,”** as measured by the Kindergarten Observation Form (KOF), administered by First 5 Alameda in 2015.

Specifically, 82% of white students were kindergarten-ready compared to **36%** of African American students and **29%** of Latinx students.

# An Access and Equity Gap



Only about **half** of children from low-income backgrounds are enrolled in preschool, and according to a recent Parent Voices study, **over 2,200** Oakland families with preschool-aged children are on a waiting list for financial assistance.

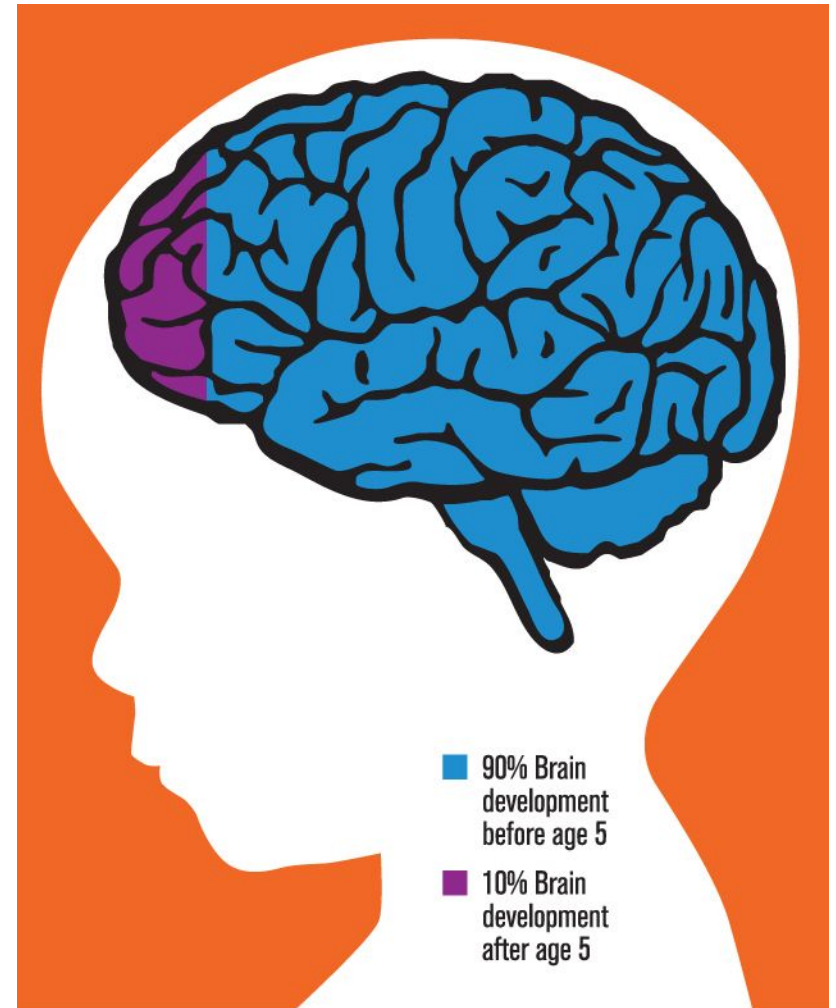
Many of the families unable to access high-quality preschool live in **East Oakland, Fruitvale, and West Oakland.**

# A Clear Window for Deep Investment

# 90%

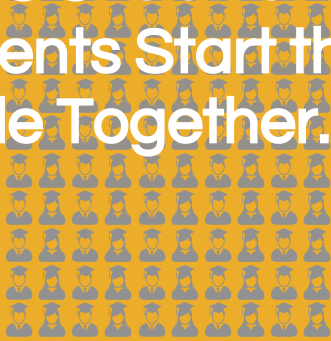
of a child's brain  
development happens  
before age 5

Source: Harvard Center for the Developing Child

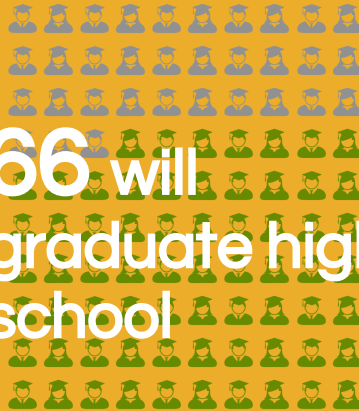


# A College Completion Gap

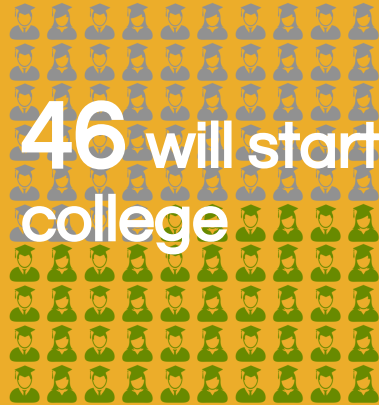
Of 100 Oakland  
Students Start the 9th  
Grade Together...



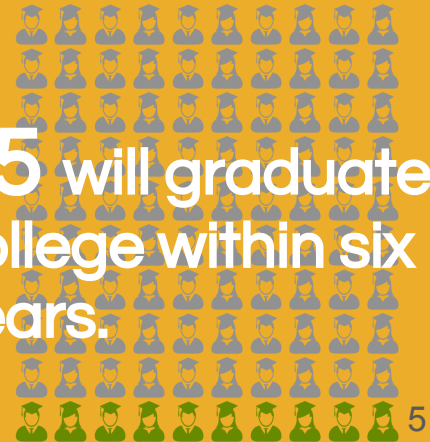
66 will  
graduate high  
school



46 will start  
college



15 will graduate  
college within six  
years.



DRAFT

# WE CAN DO BETTER.



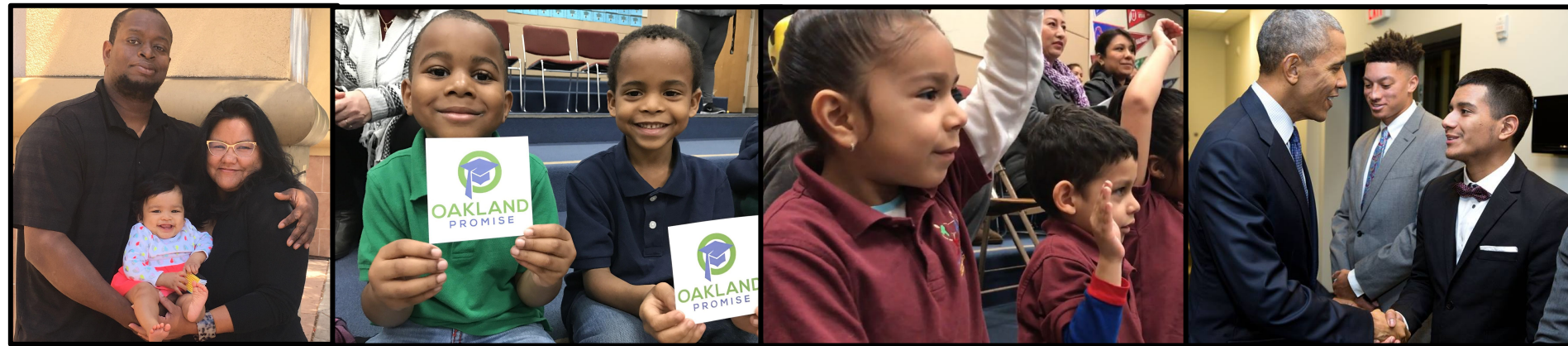
# A Comprehensive Children's Initiative

Eliminate the **kinder-readiness gap** by significantly increasing both access to and quality of preschool in Oakland while supporting children **cradle-to-career** through the Oakland Promise



# Supporting our Students Cradle to Career

We're deepening our **early investment in children** and supporting them **at each critical step** by expanding funding for cradle-to-career programs, so that students can **equitably access** high quality preschool, and the 4-year, 2-year or accredited technical degree they need.



Birth

Preschool

Elementary  
School

College  
Access

College  
Success

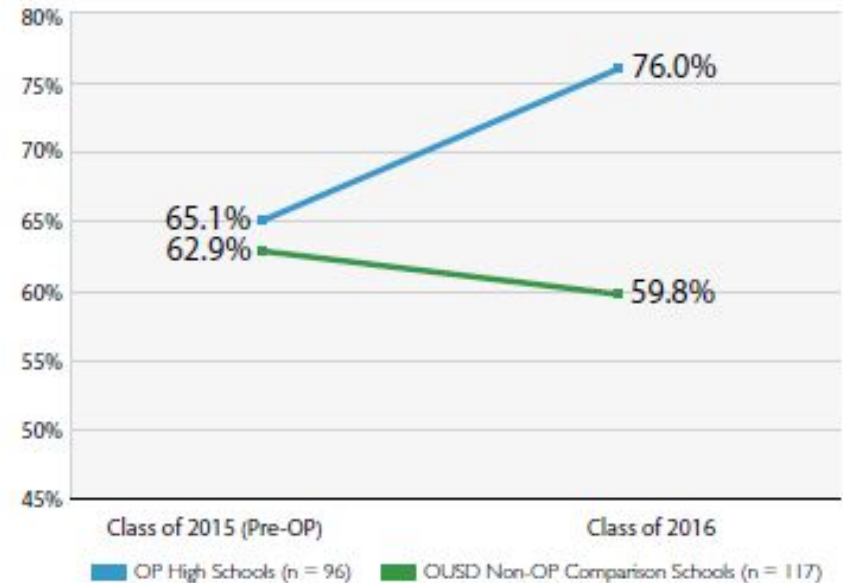
# Oakland Promise External Evaluation

## Enrollment in 2- or 4-Year College

ALL STUDENTS\*\*\*



LATINX STUDENTS\*\*\*



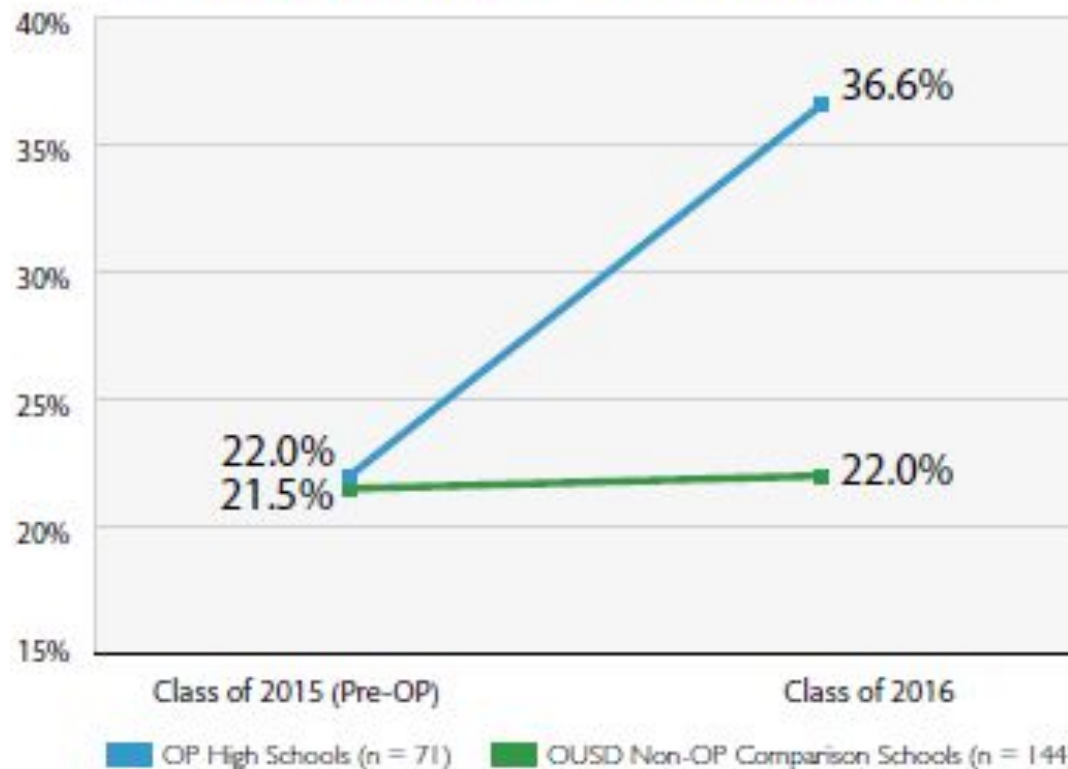
For the 2015-2016 senior class, there was a **7 percentage point increase in students enrolling in any college or university (2-year or 4-year)** in the fall after their senior year for students from OP schools, while rates stayed flat at comparison schools. This included **significant gains of 11 percentage points for Latinx students.**



# Oakland Promise External Evaluation

## Enrollment in 4-Year College

### AFRICAN AMERICAN STUDENTS\*\*\*



**Enrollment in 4-year colleges for African American students increased by 14 percentage points at OP schools, while it stayed flat at comparison schools.**

# Our Strategy

The Children's Initiative is a proposed **November 2018 ballot measure** that would raise revenue from a **parcel tax** (with low-income, senior, and affordable housing exemptions). Combined with funding from a **June 2018 county initiative** and **private funding** the Oakland Promise Implementation Partner must raise, it aims to:

Increase **quality and access** to preschool for **3,500 - 4,500 children annually at scale**:

- *Improving quality*: Professional development and coaching for teachers, family support and engagement, and improving assistant teacher wages to at least \$15/hour to attract talent and increase retention
- *Increase access by*: Expanding preschool for 3- & 4-year-olds from low-income backgrounds, serving thousands of children annually, and offsetting pre-school costs for thousands of middle-income families.
- *Prioritizing high-need families throughout*: Focusing resources on children furthest from opportunity, such as for families suffering from homelessness, or other similar challenges (e.g. trauma, interaction with criminal justice system)

Dramatically increase college graduation across Oakland by expanding access to **cradle-to-career programs** to support over **17,000 students annually** at critical transition points. This will be accomplished by strategies such as providing early college savings for Oakland babies, starter scholarships and building college-bound identity for kindergartners, college access supports for high school students, and scholarships & persistence supports for students underrepresented in college, ensuring that over 1,000 Oakland students graduate college each year.

# POTENTIAL ANNUAL IMPACT AT SCALE

Annually, assumed Oakland Promise implementation partner with additional annual budget of ~\$2 million/year

**1,500**

College Savings  
Accounts Opened for  
Children ages 0-10

**3,500 -  
4,500**

Children attending  
quality preschool

**4,500**

Elementary school  
students awarded  
starter scholarship &  
building college-bound  
identity

**10,000**

HS Students  
receiving College  
Access Supports

**1,000**

Students enrolled in  
college with  
scholarships and  
persistence supports

**1,000**

Oakland Students  
Graduating from  
College each year

**>20,000**

*students and families served*

# Over 90 1:1 or Small Group Meetings to Date

24 Hour Children's Center  
4 Cs Alameda County  
Acts Full Gospel, Bishop Bob Jackson  
Akonadi Foundation, Lateefah Simon & Gina Acebo  
Alameda Health Services, Sherry Hirota & Julia Liou  
Alameda Labor Council  
Andrea Youngdahl  
APEN, Amado Uno  
Arne Duncan, Former Secretary of Education for President Obama  
Assemblyman Rob Bonta  
Brian Rogers  
BANANAS  
Bay Area Council, Jim Wunderman & Matt Regan  
Bob Friedman (CFED)  
City of Oakland Head Start  
Causa Justa / Just Cause  
Chamber of Commerce, Barb Leslie  
Chris Chatmon  
City of Oakland, DHS Sara Bedford  
City Administrator Sabrina Landreth  
Councilmember Abel Guillen  
Councilmember Dan Kalb  
Council President Larry Reid  
Councilmember Noel Gallo  
Councilmember Rebecca Kaplan  
CTA, Rick Wathen  
Dave Brown (Supervisor Chan)  
David Roach  
Dr. Bert Lubin (Children's Hospital)  
East Bay College Fund

East Bay Community Foundation  
East Oakland Boxing Association, Solomon Howard  
EBAYC  
EBALDC  
EBHO, Gloria Bruce  
Educators for Democratic Schools  
First 5 Alameda  
First 5 San Francisco  
Gary Yee  
GO Public Schools  
Hamilton Foundation, Tomiquia Moss  
Head Start Advisory Board  
Healthy Havenscourt Collaborative  
JPA, Lisa Villarreal  
Kenneth Rainin Foundation  
La Clínica de La Raza  
Kidango  
Latino Education Network  
League of Women Voters Oakland  
LitLab  
NAACP Oakland  
Oakland Housing Authority  
Oakland Housing Authority Resident Advisory Board  
Oakland Public Libraries  
Oakland Rising  
Oakland Thrives Leadership Council  
Oakland Unite, Kevin Grant  
OCO  
OEA, Trish Gorham  
OFCY, Sandy Taylor  
OUSD Office of Community Engagement  
OUSD ECE Dept

OUSD Office of Equity  
OUSD Supt. Johnson Trammell  
OUSD Board Director James Harris  
OUSD Board President Aimee Eng  
OUSD Board Director Jody London; OUSD Board Director Jumoke Hinton Hodge  
OUSD Board Director Nina Senn  
OUSD Board Director Roseann Torres  
OUSD Board Director Shanthy Gonzales  
OUSD Chief of Staff, Curtiss Sarikey  
OUSD Network Superintendent Monica Thomas  
OUSD Office of Linked Learning  
Parent Voices Oakland, Clarissa Doutherd Peralta  
PLAN, Pecolia Manigo  
Rainin Foundation, Carla Bryant & Paula Ambrose  
SEIU 1021, Gary Jimenez  
SEIU 1021, Kristin Lynch  
SEIU 521, Cheryl Brown  
St. Mary's Center  
St. Vincent's  
Starting Smart and Strong  
Supervisor Keith Carson  
Supervisor Miley's Office  
Tasha Henneman, Office of Senator Skinner  
Tandem  
Unity Council  
Through the Looking Glass  
Urban Strategies Council  
Vice Mayor Annie Campbell Washington  
Voqal, Vinny Badolato  
YMCA East Bay

# Champions of the Children's Initiative

## Individual Endorsements\*

- Assemblyman Rob Bonta (D18)
- Assemblyman Tony Thurmond (D15)
- Congresswoman Barbara Lee
- Alicia Contreras, ED, East Bay Spanish Speaking Citizens' Foundation
- Amber Childress, Alameda County Board of Education (Area 2)
- Assemblyman Tony Thurmond (D15)
- Bishop Bob Jackson, Acts Full Gospel
- Chris Iglesias, CEO, the Unity Council
- Congresswoman Barbara Lee
- Councilmember and Vice Mayor Annie Campbell Washington (D4)
- Councilmember Noel Gallo (D5)
- Cynthia Adams, NAACP Oakland, VP & Education Chair
- Diane Dodge, ED, East Bay College Fund
- David Roach, Community Leader
- David Harris, CEO & President, Urban Strategies Council
- Dr. Bert Lubin, UCSF President Emeritus
- Emma Roos, Educational Coalition for Hispanics in Oakland
- George Holland, NAACP Oakland, President
- Jane Garcia, CEO, La Clinica de la Raza
- Janis Burger, former CEO, First 5 Alameda
- Josh Simon, ED, East Bay Asian Local Development Corporation
- Jim Wunderman, President, Bay Area Council
- Jorge Lerma, Educational Coalition for Hispanics in Oakland
- Jowel Laguerre, Chancellor of Peralta Community College District
- Kristin Spanos, CEO, First 5 Alameda
- L Karen Monroe, Superintendent of Alameda County Office of Education
- Leroy Morishita, President of Cal State University East Bay
- Lieutenant Governor Gavin Newsom
- Mayor Libby Schaaf
- Mark Friedman, Board Chair, East Bay Community Foundation
- Michael McAfee, President, PolicyLink
- OUSD Director Jumoke Hinton-Hodge (D3)
- OUSD Director Nina Senn (D4)
- OUSD Director Roseann Torres (D5)
- OUSD Student Director Gema Quetzal Cardenas
- President, Alameda County Board of Supervisors, Wilma Chan (D3)
- Sanam Jorjani, Co-Director, Oakland Literacy Coalition
- Scott Moore, CEO, Kidango
- Senator Nancy Skinner (D9)
- Ted Lempert, CEO, Children Now

## Supporters of our Vision

- Latino Education Network
- NAACP Oakland
- The Unity Council
- First 5 Alameda
- 4 C's Alameda
- Alternatives in Action
- Bay Area Council
- Kidango
- Bananas
- Bay Area Community Services
- Child Care Links
- Children Now
- East Bay College Fund
- East Bay Asian Local Development Corporation
- Latino Education Taskforce
- La Clinica de la Raza
- LitLab
- Mills College
- ACORN Woodland
- New Hope Church
- Healthy Havenscourt Collaborative
- Oakland Literacy Coalition
- Oakland Education Fund
- Oakland Housing Authority
- PG&E
- OUSD All City Council Student Union
- Oakland Housing Authority Resident Advisory Board
- Oakland Parents Together
- SPAAT
- SEIU 1021
- Urban Strategies Council
- PolicyLink

*\*Organizational titles for  
identification only*



# Key Themes from Stakeholder Meetings

## Overall High Excitement for Initiative

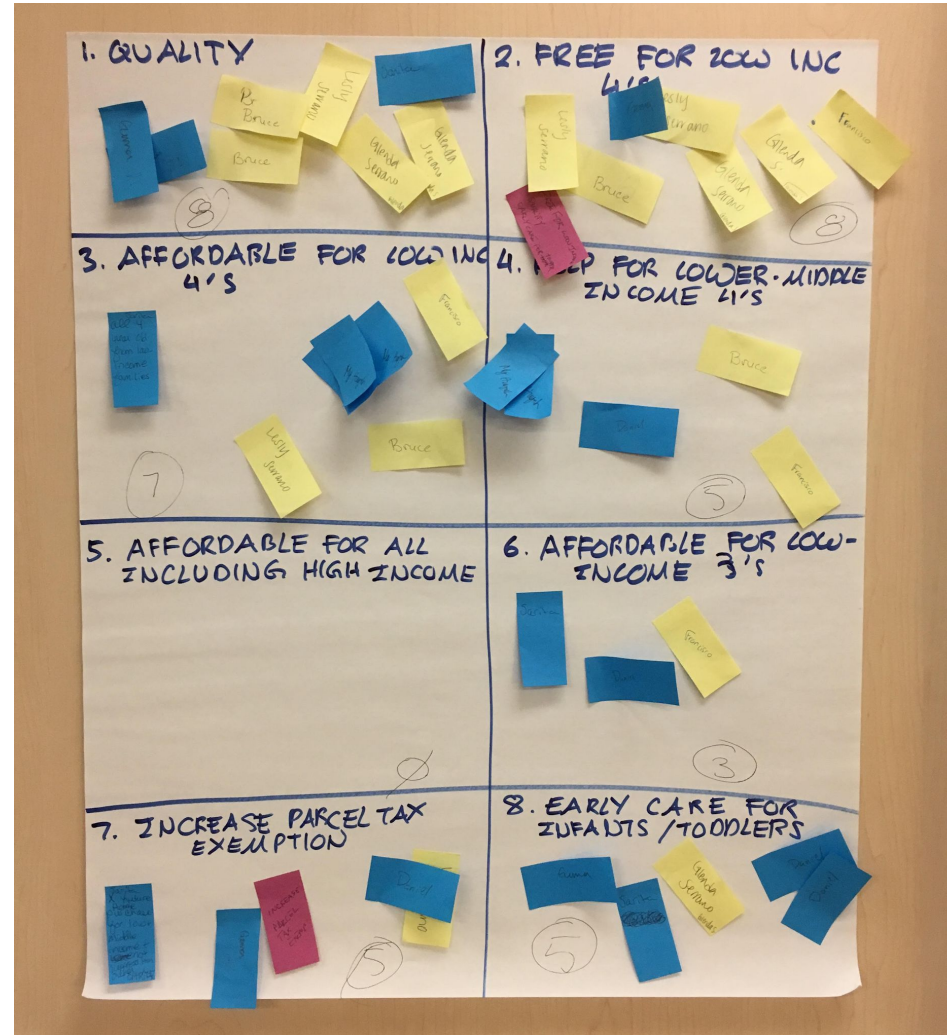
*“Tremendous opportunity to take control of the resources in our community to do what’s most important for the most vulnerable.”*

*“The Children’s Initiative is a direction that Oakland has needed to move in for a very long time. It will have great benefit for the children and families of Oakland.”*

# Community Advisory Council on 11/13

Community members at the San Antonio Fruitvale Senior Center prioritized among several options, and focused on ensuring:

- **Quality preschool provision,**
- **Free or affordable** full day preschool for 4 year olds from low-income backgrounds, and
- Helping **lower-middle income** families.



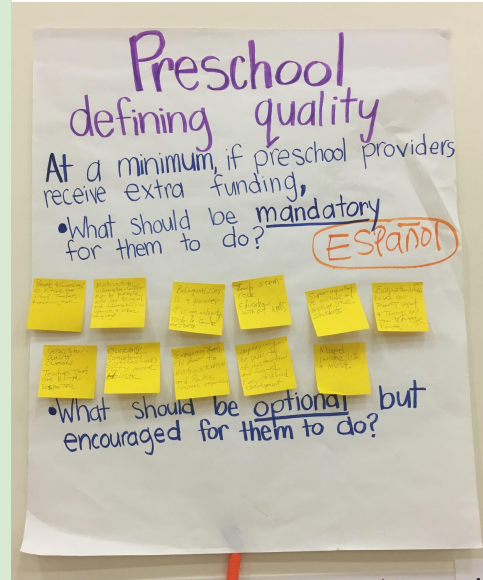
# Community Advisory Council on 12/11

~60 community members, including teachers, educators and parents at the East Oakland Youth Development Center:

**Average Excitement: 9.3/10**

In small group breakout sessions, community members focused on:

- **Early Education:** Improve teacher quality with culturally responsive or bilingual professional development and training for mental health and trauma; ensure parental/family input;
- **College Access Scholarships:** Make sure teachers are supported and understand student and family perspectives; support trips to colleges and on-campus support groups; emphasize community outreach.





# Community Advisory Council on 1/11



Pre-k Oversight Committee	OP Oversight Committee
<ul style="list-style-type: none"><li>• Therapists</li><li>• Pastors</li><li>• Head Start Parents</li><li>• Parents from low-income backgrounds who would benefit from pre-k</li><li>• parents of special needs</li><li>• Foster parents</li><li>• Parents</li><li>• librarians</li><li>• <del>retired from SCORE Foundation</del></li><li>• rec from agencies associated w/ work</li><li>• avoid any conflict of interest</li><li>• early childhood educator</li></ul>	<ul style="list-style-type: none"><li>• Therapist</li><li>• Pastors</li><li>• Foster Parents</li><li>• Financial knowledge that translates to how to support students from low-income backgrounds</li><li>• legal expertise</li><li>• student voice</li><li>• different age ranges &amp; backgrounds</li><li>• someone connected to health services delivery system</li><li>• post grad educator</li><li>• service provider to opportunity youth</li></ul>

~70 community members, including teachers, educators and parents at La Escuelita:

**Average Excitement: 9.4 / 10**

In small group breakout sessions, community members focused on:

- **Families in high need:** Emphasis on homeless, low income, undocumented and/or first generation, ESL students, teen/young adult parents, and students with disabilities
- **Support for them could include:** Emphasis on healthcare needs, counseling services, newsletters with updated information on services, financial coaching, and emphasis on college/career preparedness.



# House Parties: Fruitvale and East Oakland 1/21



## **Governance:** Who should be on the Citizens Oversight Committees?

- Pre-K directors
- Parents without college degrees
- Parents with students with special needs
- People from low-income communities
- People from each district in Oakland
- High school students
- Educators
- Faith Community
- Bilingual community members
- Community Leaders



# Community Advisory Council on 2/8



~35 community members at Asian Health Services:

**Average Excitement: 9.4 / 10**

In small group breakout sessions, community members focused on:

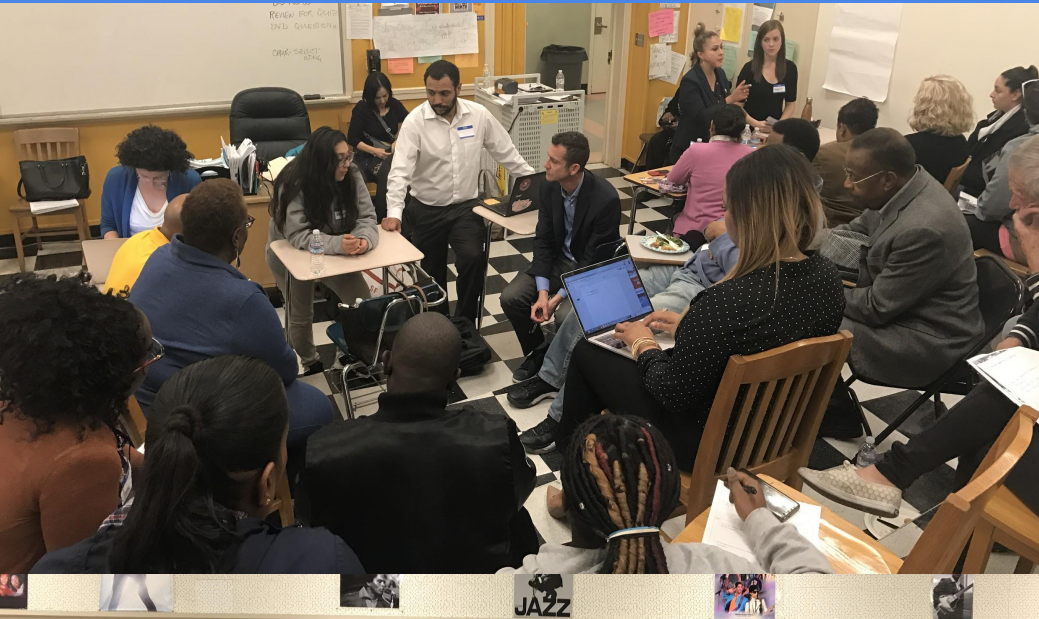
1. **Draft Legislation**
2. **Questions and Answers**
3. **College Savings Account programs**

## Community Feedback

- Major emphasis on providing quality education to children, versus focusing on a large quantity of preschool slots
- Excitement around the new initiative and hope that we maintain transparency in our decision-making process
- Desire to simplify some of the communication so that all constituents can understand the process and impact of this legislation



# Community Advisory Council on 3/5



~30 community members, including teachers, educators and parents at McClymonds High School

**Average Excitement: 9.4 / 10**

In small group breakout sessions, community members focused on:

- **Draft Legislation**
- **OCI Q & A**
- **Kindergarten to College**

**Community Feedback:**

- High excitement!
- Major emphasis on ensuring community voice throughout the process, especially in areas that are traditionally left out of the conversation (e.g. West Oakland)
- Hope that we maintain transparency and develop mechanisms to ensure equity throughout decision-making process



# Early Childcare & Education Programs

**Two-thirds** of the programming revenue (62% of the total) would be used to support programs to expand access to and increase quality of early childcare and education and preschool to increase educational outcomes and reduce educational inequality. By significantly increasing funding directed toward early childhood education in Oakland through the Children's Initiative, the ordinance aims to:

- **Expand Access to High-Quality and Affordable Preschool:**
  - The Oakland Children's Initiative will strive to expand free or affordable high quality preschool for those families who need it most, while offsetting costs for middle-income families as resources allow.
  - This targeted universal approach will ensure we're supporting all students and providing additional resources to those students furthest from opportunity.
- **Increase the Quality of Existing Preschool Slots:**
  - Increasing the quality of existing preschool slots requires a multifaceted approach improving financing, quality standards, curriculum and other supports.
  - By increasing the average per-child preschool reimbursement rate tied to certain quality standards, we will allow providers to improve their current quality, with research-backed interventions such as professional development and coaching for teachers, family support and engagement, and improved entry-level assistant teacher wages to at least \$15/hour to attract talent and increase retention.

# Oakland Promise College Access Programs

**One-third** of the programming revenue (31% of the total) would be used to reduce disparities in postsecondary education outcomes, and increase college awareness and expectations, college savings, family economic well-being, college and career access, college application, enrollment, admission rates, affordability and graduation rates. By supporting students at key transition points, through targeted interventions along the cradle-to-career continuum, the ordinance builds pathways to postsecondary education outcomes and breaks the cycle of intergenerational poverty, with such strategies and goals as:

- **Increasing early college awareness and expectations** in children and their families, such as by instilling a college-bound identity in students and college-going culture in schools;
- **Increasing college savings** and family economic well-being starting early in a child's life, through the creation and seeding of college savings accounts and the provision of financial coaching and supports to families.
- **Increasing College and career awareness, application, and eligibility**, as measured by increases in completing courses required for College enrollment, such as those required by the University of California, and in College acceptance rates of Oakland Public School students, by providing College access services that are integrated into schools.
- **Increasing College admission, matriculation, and enrollment rates**, such as increasing the percent of students who enroll in College in the fall directly following high school graduation through a focus on the above strategies
- **Increasing College affordability**, including by expanding access to public and private student financial aid, such as by increasing FAFSA or Dream Act Application completion rates, increasing the direct provision of College scholarships including multi-year scholarships, and partnering with educational institutions in order to provide institution-specific scholarships and to reduce tuition, room and board, and/or other college expenses.
- **Increasing full-time College persistence rates** for students enrolled in College, especially persistence between their first and second year of enrollment, through means such as mentoring, peer advising, and on-campus supports.
- **Increasing the number of Oakland students** graduating from College within six (6) years of high school graduation.
- **Reducing disparities in post-secondary education outcomes** for students traditionally underrepresented in post-secondary education

# Oversight, Accountability, and Evaluation

**7% of the total revenue** would be used for oversight and accountability costs including the cost of operating the Citizens' Oversight Commission established by the measure, staffing, operations, audits, implementation planning, and outreach. A minimum of **one-third of this amount** would be reserved for independent third-party evaluations of program effectiveness.

- **The Early Education and Oakland Promise Funds will be overseen by an accountability officer**, who is hired by the Oakland City Administrator in consultation with the Oakland Unified School District's Superintendent, as well as a Citizens' Oversight Commission. The accountability officer will be responsible for the management of funds, developing the five-year Guidelines for how revenue is spent, and overseeing the third-party evaluations.
- **The Citizens' Oversight Commission** approves the five-year guidelines and the selection of the Implementation Partners to administer the funds. It will have 9-15 members. All of them must live or work in Oakland; a majority must be residents of Oakland. The ordinance establishes funding Guidelines for programs for the first five years. After the first five years, Guidelines would be developed by the accountability officer and approved by the Commission. The City Council would approve the selection of the administering agency.
- **Implementation Partners** must have a primary mission consistent with the purposes of the Fund they seek to manage and must be a government agency or non-profit agency in good standing.
- **The Mayor must seek recommendations from the Council for Commission membership**, after which the Commission would be appointed by the Mayor subject to City Council confirmation, to oversee programs funded by this measure.



# Alignment with City Outcomes & Goals

## 1. **Building access to wealth and earnings in Oakland:**

- Eliminating student debt for those making < \$50,000 would reduce the Black-White wealth gap by 37%
- 71% of children born to high-saving, low-income parents move up from the bottom income quartile over a generation

## 2. **Public Safety/Incarceration**

- On any given day, 22% of African American men who dropped out of high school are in prison
- Male dropouts are 47 times more likely to be incarcerated than those who graduated from a 4-year university.

## 3. **Housing**

- College graduates are 23% more likely to own a home than those with a high school diploma.
- Students who went to quality preschool were 23% more likely to own a home than those who did not.

## 4. **Improving Health Outcomes:**

- Childhood health outcomes, including asthma rates, obesity, & toxic stress, are linked to family wealth.
- African American and Latino children are most impacted by these types of health issues in Oakland.
- College savings accounts have been proven to improve child socio-emotional development and parental mental health.

**Thank you for your partnership in  
improving educational equity  
across Oakland**

**Questions & Answers**