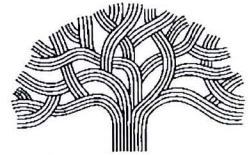


15 SEP 10 PM 3:24

CITY OF OAKLAND



1 FRANK H. OGAWA PLAZA • 3RD FLOOR • OAKLAND, CALIFORNIA 94612

Office of the Mayor
Libby Schaaf
Mayor

(510) 238-3141
FAX: (510) 238-4731
TDD: (510) 238-3254

September 10, 2015

Dear Education Partnership Committee,

The Oakland Promise initiative seeks to empower all Oakland students with two things: the tools to succeed and the belief that they can. We as a community will ensure every child in Oakland graduates high school with the expectations, resources, and skills to complete college and be successful in the career of their choice. Below are the components that make up the Oakland Promise:

Oakland Promise: Cradle to Career

Imagine that every child in Oakland was on a track to college from the day they were born. How? By creating an expectation that college is possible, helping Oakland parents and children save and plan for college at every stage of a child's life, and providing the critical guidance and support needed to access college and persist to earn a degree.

WHY?

Completing post-secondary education—an associates or undergraduate degree, or career technical education certificate—has tremendous impact on earning power and upward mobility. Low-income children are five times more likely to move up the income ladder as adults if they achieve a college degree.¹ However, too many Oakland students do not believe that college is a real possibility in their future. Almost four in ten Oakland high school students do not complete high school, and among our low-income graduates who do attend college, only 13% graduate within six years.

When children know they have money set aside from an early age for college or career technical education, they and their parents embrace a college success expectation and feel inspired to invest in this goal. *Research shows that children with \$500 (or even less) in a college savings account are three times more likely to attend college and four times more likely to graduate.*

HOW WILL OAKLAND PROMISE WORK?

At key stages—at birth, the start of kindergarten, and in middle school and high school—the Oakland Promise will help parents and children save, build their financial know-how, and connect to needed support systems and resources. The Oakland Promise initiative will invest in Oakland's children in every stage of their lives:

Brilliant Baby: This dual child parent savings strategy will target low-income mothers by creating college savings accounts established with seed funding for the newborns and mothers. Both mother and child will be supported to build their own savings, increase their financial know-how, and optimize their babies' early years of development.

Kindergarten to College: Beginning in kindergarten, all of Oakland's public school children and their parents will have the opportunity to save for college and earn matching deposits. Every child enrolled in kindergarten will automatically receive a college savings account with an initial deposit and incentives for them and their families to save. For kindergarteners who already have savings accounts from the Brilliant Baby program, deposits will be made into those accounts. Financial skills and a college-going culture will be supported in the classroom throughout grade school.

Middle School through College to Career: Beginning in middle school and continuing throughout high school, Oakland's students will be supported to enroll in and complete college or career technical education programs. The East Bay College Fund will expand to offer advising, scholarships and persistence support to all qualifying Oakland students. Each middle and high school campus will have a Future Center staffed by college advisors to help students explore college options and apply for colleges and financial aid. High-value scholarships of \$2,000 for career and technical education and up to \$16,000 for four-year schools will be available to qualifying students. And mentors will provide ongoing and intensive support to persist through and graduate from college.

Attached you will find a short two-page document which gives an overview of the initiative as well as the longer presentation that my Director of Education, David Silver will deliver. This initiative is a collaborative and I welcome your feedback on how we can work together.

Sincerely,



Oakland Mayor Libby Schaaf

ⁱ Diana Elliott, Pew Charitable Trusts, Economic Mobility Project presentation at the Asset Learning Conference, 2014.

THE OAKLAND PROMISE

Cradle to Career

OUR VISION: We as a community will ensure every child in Oakland graduates high school with the expectations, resources, and skills to complete college and be successful in the career of their choice.



OAKLAND UNIFIED
SCHOOL DISTRICT
Community Schools, Thriving Students



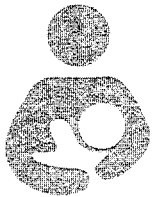
THE OAKLAND PROMISE *Cradle to Career*

0-5

K-12

COLLEGE/CAREER

A. OUTCOMES



HOPE: COLLEGE
AS EXPECTATION

3RD GRADE
LITERACY

HIGH SCHOOL
GRADUATION

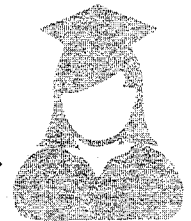
COLLEGE
GRADUATION

KINDERGARTEN
READINESS

8TH GRADE
ALGEBRA

COLLEGE
ENROLLMENT

CAREER
OUTCOME TBD



B. OAKLAND PROMISE INITIATIVES

Brilliant Baby

K2College

Future Centers

**College
Scholarships**

**College
Completion**

C. SUPPORTING INITIATIVES to reach goal of college graduation and career success

Alameda County Home
Visiting Program
Talk Read Sing (0-3)
Oakland Starting Smart and
Strong Initiative
High Quality, Accessible Pre-K
Early Head Start / Head Start
Help Me Grow
Best Baby Zone
First Five Alameda

Techquity
Restorative Justice
Collective Impact
Oakland Reads 2020
Access to Schools & Libraries
Measure N
Linked Learning
Intensive Support Schools Initiative
Oakland Community Schools
African American Male Achievement

Alameda County Alliance for
Men and Boys of Color
Social Emotional Learning
& Restorative Practices
Latino Men and Boys Initiative
African American Young
Women and Girls Initiative
Health and Wellness/School
Based Health Centers

Classrooms2Careers
Oakland 100
Pathways



**OAKLAND UNIFIED
SCHOOL DISTRICT**
Community Schools. Thriving Students.



We will also work with a range of partners to help us reach our goals.

THE OAKLAND PROMISE

Initiative
Prospectus

Draft V. 4

August 2015

THE OAKLAND PROMISE

Introduction

The Oakland
Promise

- + Vision
- + Who graduates from college?
- + Why College Matters: Income
- + Why College Matters: Political Participation
- + Supporting Initiatives

#1

Brilliant Baby

- + An early investment in the healthy development and college expectations for babies in our most vulnerable families
- + Strategy budget

#2

Kindergarten
to College

- + Providing college savings accounts to every public school kindergartner
- + Strategy budget

#3

College
Access,
Persistence &
Scholarships

- + Ensuring every student has a plan, the resources, and support they need to succeed in college and career
- + Strategy budget

#4

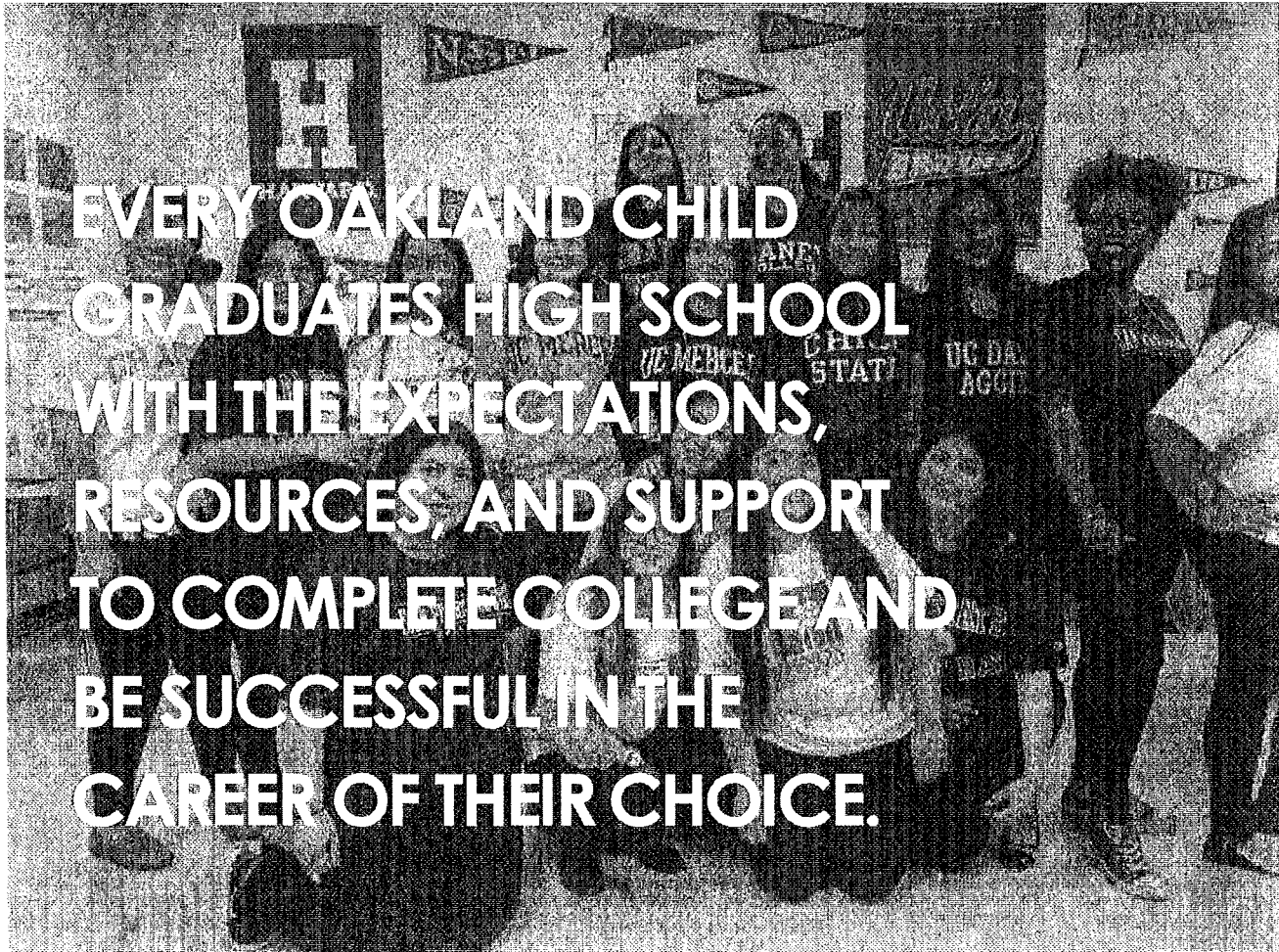
Join us

Learn more about the Oakland Promise and how you can get involved.



Introduction

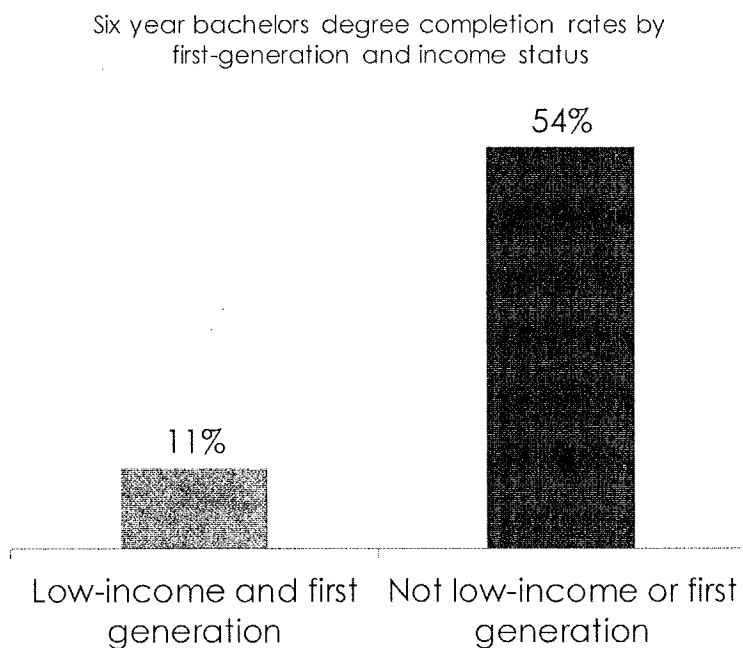
- + Vision
- + Who graduates from college?
- + Why College Matters: Income
- + Why College Matters: Political Participation
- + Supporting initiatives/partners integral to realize our vision



**EVERY OAKLAND CHILD
GRADUATES HIGH SCHOOL
WITH THE EXPECTATIONS,
RESOURCES, AND SUPPORT
TO COMPLETE COLLEGE AND
BE SUCCESSFUL IN THE
CAREER OF THEIR CHOICE.**

WHO GRADUATES FROM COLLEGE

Low-income students enroll and complete college at rates far below the national college graduation rate.



What this data means for Oakland

A college degree has the strong potential to shift generational poverty. Students who graduate from college typically earn \$1,000,000 more over their career than their peers who only graduated from high school. A first-generation college graduate will see 2/3rd of their children also graduate from college.

71% of students in Oakland are low-income and the majority would be the first in their family to graduate from college.

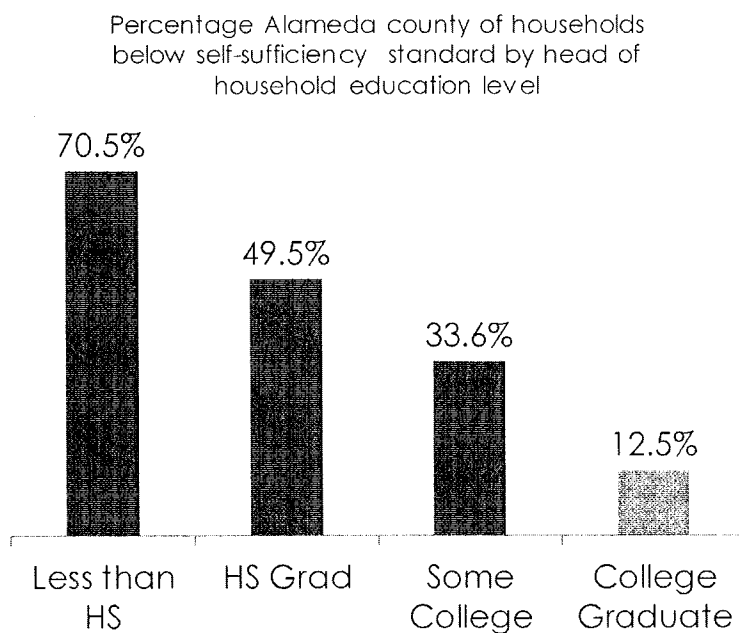
Unless we dramatically increase college graduation rates, Oakland students will not be prepared to thrive in Oakland's economy.

Source: Pell Institute Fact Sheet (2011)

[\(Click here to read more\)](#)

WHY COLLEGE MATTERS: INCOME

In Alameda county, heads of household who only completed high school were nearly four times as likely to struggle economically.



What this data means for Oakland

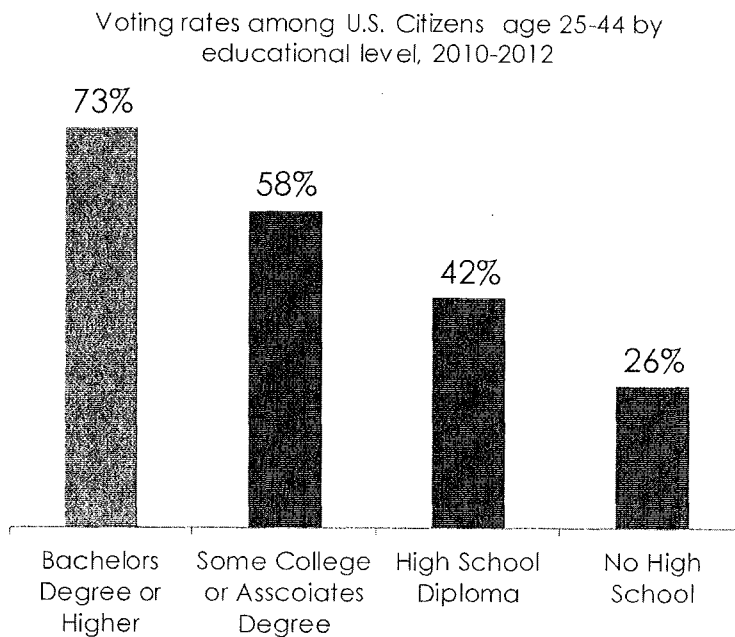
The United Way of the Bay Area developed the self-sufficiency standard to measure the annual cost of living for different households of working age in each county. The sufficiency standard includes key metrics such as housing, food, healthcare, taxes and child care. Generally, homes with incomes below the self-sufficiency standard struggle to pay for these essentials and often work multiple jobs to make ends meet.

In 2014 the 19,340 Alameda County heads of household who did not complete high school are nearly 5 times as likely as college graduates to have incomes below the self-sufficiency standard.

Source: United Way of the Bay Area: Self-Sufficiency in Alameda County 2013 [click here to read more](#)

WHY COLLEGE MATTERS: POLITICAL PARTICIPATION

In the 2012 presidential election, the voting rate of 25- to 44-year-old four-year college graduates (73%) was 1.7 times as high as the voting rate of high school graduates (42%).



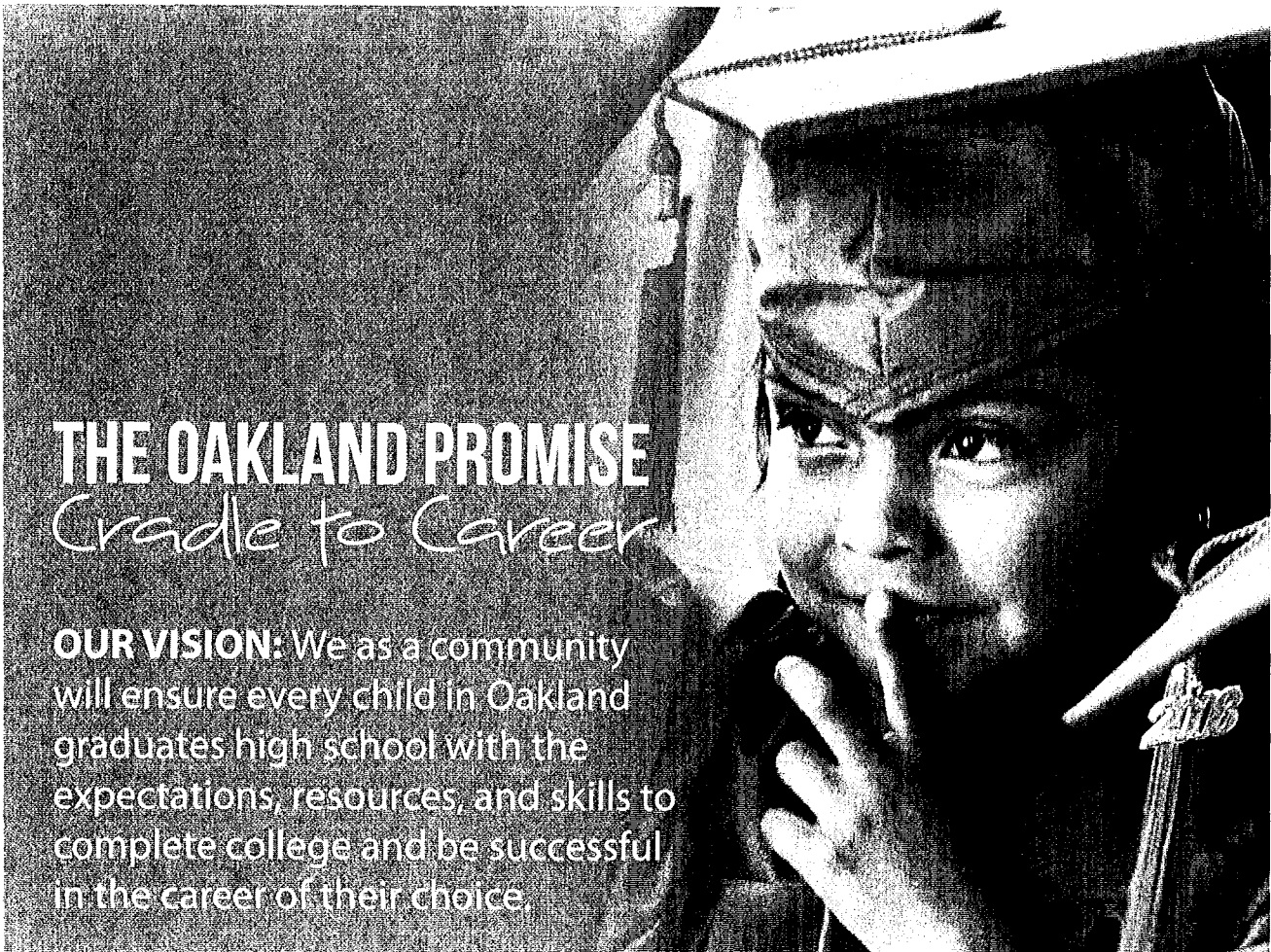
What this data means for Oakland

According to the College Board, in the 2012 presidential election, the voting rate of 25- to 44-year-old four-year college graduates (73%) was 1.7 times as high as the voting rate of high school graduates (42%). In the same age group, in the 2010 election, 25- to 44-year-old four-year college graduates were twice as likely to vote as high school graduates in the same age group.

Source: Education Pay 2013: the benefits of higher education to individuals and society ([Click here to read more](#))

THE OAKLAND PROMISE *Cradle to Career*

OUR VISION: We as a community will ensure every child in Oakland graduates high school with the expectations, resources, and skills to complete college and be successful in the career of their choice.

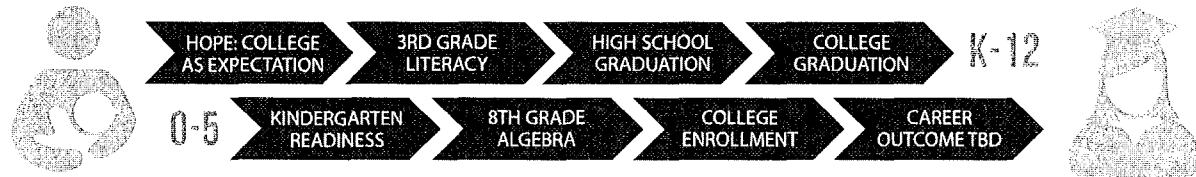


THE OAKLAND PROMISE

Cradle to Career

OUR VISION: We as a community will ensure every child in Oakland graduates high school with the expectations, resources, and skills to complete college and be successful in the career of their choice.

A. OUTCOMES

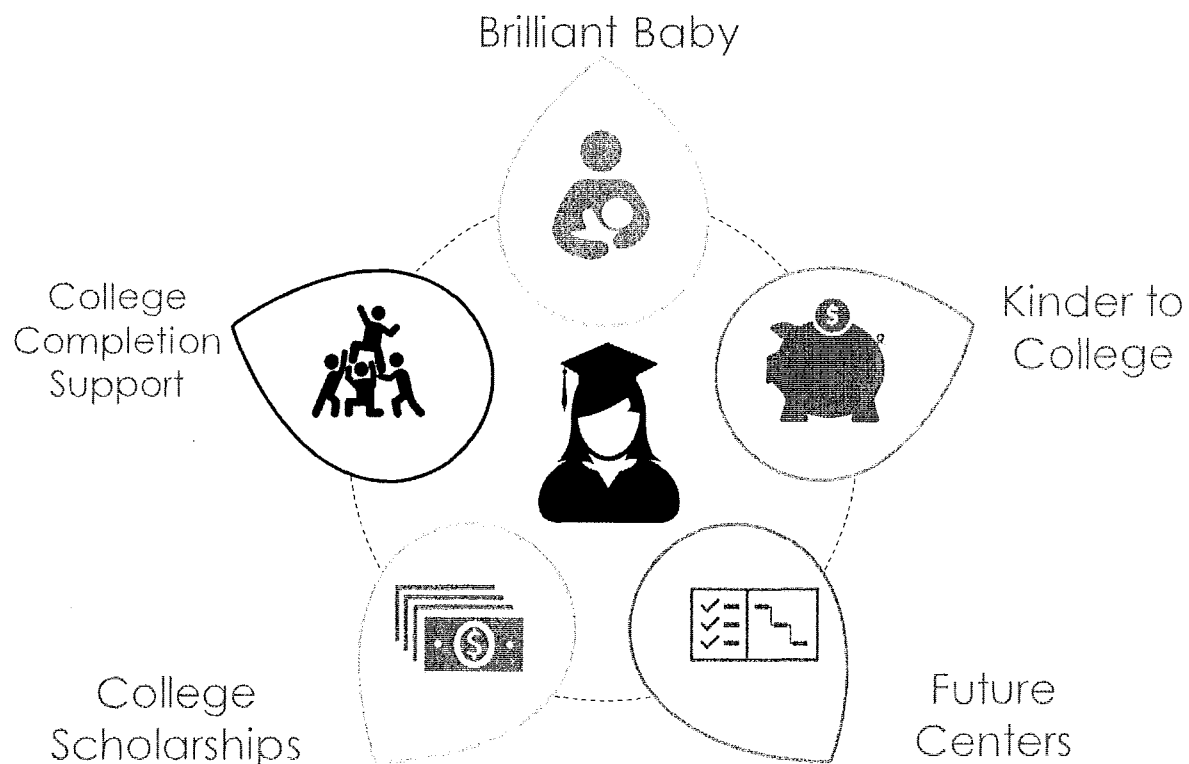


B. OAKLAND PROMISE INITIATIVES



We will also work with a range of partners and initiatives to help us reach our goals.

FIVE COMPONENTS OF THE OAKLAND PROMISE



Brilliant Baby

- + An early investment in the healthy development and creating college as an expectation for babies in our most vulnerable families
- + Strategy Budget

#1

THE OAKLAND PROMISE: **BRILLIANT BABY**



Provide support to low income, vulnerable mothers to help raise babies who start life smart, strong and with college as an expectation.

Why this strategy?

Research has documented the impact of a parent's education, economic stability, and overall health on a child's trajectory. The presence of a college savings account for baby, will inspire parents in their approach to child-rearing, and their own efforts toward economic advancement.

Key research findings

Children provided a child savings account (CSA) at birth score better on socio-emotional development indicators than their counterparts who do not receive a CSA. These positive effects are strongest for low-income babies and occur regardless of the amount or frequency of deposits made by parents into their child's account. [\(Huang et al., 2014\)](#)

How will it work?

Establish \$500 college savings accounts for high need newborns:

Work with existing new-baby home visiting and maternal support programs to identify struggling families who would most benefit. Open a college savings account for baby, seeded by an initial \$500 deposit. While further deposits into this account are not a near-term priority, the presence of the account will be a source of inspiration to new parents. When the child enters kindergarten, she will join Kindergarten to College with college savings and high expectations already in place.

Support new mothers in practical and financial ways:

A second savings account for mom will include financial planning and setting near-term financial goals. Mom will have the chance to earn an additional \$500 as a match to her own savings from incentive payments aimed to actions that support her child's healthy early development. Mom's savings can support her near-term goals or be set aside as a buffer against unexpected expenses. Participation in financial coaching and early childhood development programs will be a requirement.

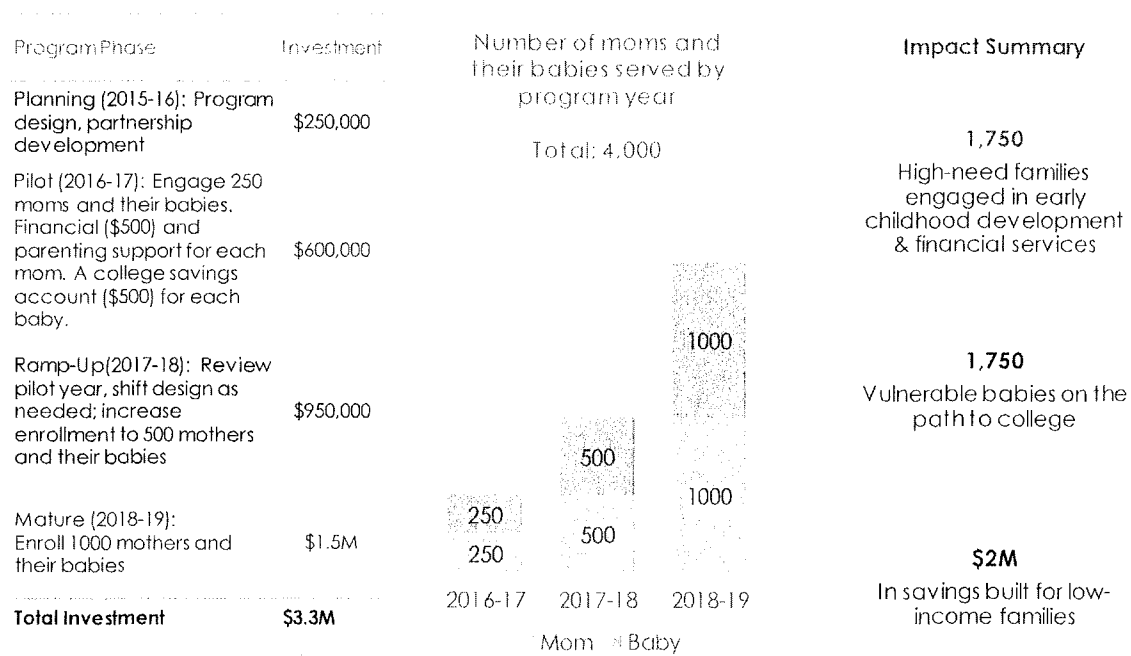
Embed this work in existing services for families:

Integrating Brilliant Baby into existing family support programs within the Alameda County Department of Public Health Home Visiting Program, Head Start, and community-based agencies will ensure that family supports extend throughout children's lives and that the program is sustainable.

THE OAKLAND PROMISE: BRILLIANT BABY



All babies are brilliant and full of promise. We will invest early in our most vulnerable families by establishing college savings accounts for babies and support their mothers.



Kindergarten to College

- + Providing college savings accounts to every public school kindergartner
- + Strategy Budget

#2

OAKLAND PROMISE: KINDERGARTEN TO COLLEGE (K2C)



Oakland's first universal college savings program makes college savings available for every public school kindergarten student and sets college as an expectation for all

Why this strategy?

By investing in college savings accounts for every child from an early age, we will set all of our children on the path to success. This is good for kids and good for the city. A college education increases a person's capacity to secure a well-paid job, open a business, and contribute to the tax base.

Key Research Findings

Low- and moderate-income children with a college savings account in their name (regardless of the amount) are 3 times more likely to enroll in college than children with no savings, and are 4x more likely to graduate. A similar program in San Francisco has encouraged low and moderate income families to save over \$1 million for college in just four years.

How will it work?

Establish a college savings account for every Kindergartener:

At the start of kindergarten in an Oakland public school (OUSD or charter managed), every child will receive a college savings account. Initially funded with up to \$100. When children have money set aside for college, going to college becomes an expectation and feels achievable.

Help families be financially prepared for college and beyond:

To encourage families to save for their children's education K2C will provide a match of up to \$200 as families contribute. More broadly, K2C will foster participation with regular communications, educational materials, and special community events. As children and families see their college savings grow, they will be inspired to continue striving to reach this goal.

Integrate financial education and college as an expectation at every grade:

The K2C accounts will be a teaching tool in elementary school and beyond. Age appropriate financial education - about how banks work, saving money for important goals, how money grows over time, and the impact of education on earnings - will be integrated into the school curriculum.

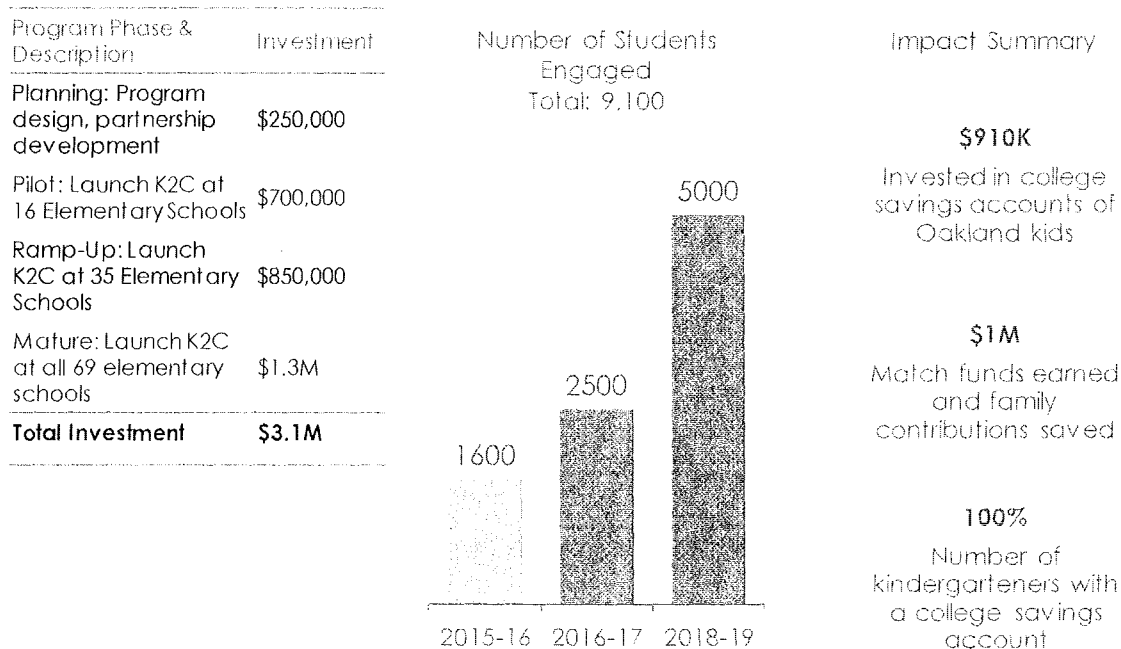
A platform for the Oakland community to invest in our kids:

Individuals and foundations that want to directly invest in the success of Oakland kids can contribute directly to fund K2C college savings accounts.

OAKLAND PROMISE: KINDERGARTEN TO COLLEGE (K2C)



Students with college savings accounts of \$500 or less are 3x more likely to go to college and 4x more likely to complete college.



College Access, Scholarships and Completion

Ensuring that every student has a plan for college and career, and the resources and support they need to reach their dream

Technology Budget

#3

THE OAKLAND PROMISE: FUTURE CENTERS



School based centers to help students design plans for college and career success.

Why this strategy?

Effective school-based college advising for low-income students results in higher numbers of students enrolling and graduating from college.

Currently OUSD has a counselor student ratio far below recommended levels.

A college and career focus for all students contributes to a positive school atmosphere.

Key Research Findings

Effective college counseling results in better fit college selection, for financial aid awards, and social preparation—all of which have a positive effect on persistence and student debt. *National Association for College and Admission Counseling, Issue 1, 2009*

How will it work?

Establish Future Centers on school sites to support college and career planning and advising for all students 6th-12th grade

Place two professional counselors in a centrally located Future Center to coordinate school-wide college activities and support every student to create a college and career plan and review progress each year. Support key coordination services with additional staff members.

Support all seniors to apply for post-secondary training, financial aid, and scholarships and to make informed decisions that will reinforce their success in college.

Students will apply for at least 5 colleges and 3 true scholarships. 90% of students will complete FAFSA by the deadline. High-need students will be supported to apply for Oakland Promise scholarships.

Seamlessly connect to partner with Oakland Promise college partnership centers through East Bay College Fund and its partners at local colleges.

Integrate Future Centers with key initiatives connecting high school academics to real-work experiences and post-secondary education.

Support transitions from Career Learning Academies to industry or apprenticeships and community colleges or community colleges, incentive scholarships and career services.

THE OAKLAND PROMISE: COLLEGE SCHOLARSHIPS



Funding to remove the financial barriers from all qualifying low-income students to ensure they have a true opportunity to go to college and graduate.

Why this strategy?

Scholarships address the key reason low-income students don't enroll and persist in college - lack or perceived lack of finances.

The cost of college has increased by 150% for 2-year colleges and 225% for 4-year colleges since 1985, while the impact of the Pell Grant has been cut almost in half. Consequently, the gap between the cost of college and financial aid is typically 84% of a low-income family's income. The average level of student debt for a low-income college graduate is \$31,000.

Key Research Findings

Performance-based scholarships, which require even a minimal level of achievement for the scholarship to be renewed each year, are a predictor of improved persistence in 3- and 4-year colleges.

How will it work?

Leverage all sources of financial support for Oakland's students.

Future Centers will support seniors to apply for both financial aid and for at least three scholarships. University partners will match Oakland Promise scholarships. Funds invested initially by the city through Brilliant Basics and K2College and increased by families' savings will provide additional funding to support college.

Award to eligible students 300-500 needs-based scholarships annually, linked to the support services that help them persist through college to earn a degree.

Expected awards: up to \$3,000 for community college and career and technical training, up to \$16,000 for 4-year colleges, and up to \$11,000 for students transferring from community college to a 4-year school within three years. (scholarship amounts may change based on available funding.)

Require students to maintain a minimum performance in credits and grades, and link their scholarship to participation in critical persistence services.

Scholarships will be renewed annually based on maintaining full-time credits and a minimum GPA, and completing the FAFSA by the deadline. Students not only have the requirement to reach benchmarks on their college journey, they will also have critical counseling, mentoring, and other supports provided by East Bay College Fund and college partners.

THE OAKLAND PROMISE: COLLEGE COMPLETION SUPPORT



Peer and professional support focused on helping students complete a 2-year, 4-year, or career certification.

Why this strategy?

Only 22% of OUSD students who start college graduate in 5 years.

Oakland Promise builds on the success of East Bay College Fund, whose students graduate at 4x the national average. East Bay College Fund offers comprehensive supports linked to multi-year scholarships and helps students navigate the college system and culture.

Key Research Finding

20-30% of low-income students accepted to 4-year colleges do not show up for classes in the fall due to missing deadlines, isolation, and financial stress. This result is called "summer melt." Connecting students to college counselors and their new college peers during the summer has shown positive results.

How will it work?

Offer college persistence services to all Oakland public school students from Spring of senior year through college graduation.

All Oakland public school graduates attending 2- and 4-year colleges will be encouraged to participate in a "College Crew", a near-peer mentoring group on their college campus. Summer and winter persistence retreats will keep them connected throughout college. Research has shown that students receiving peer support and attending college in "cohorts" are more likely to succeed.

Colleges will commit to providing critical tutoring and counseling support to Oakland students on their campuses, as well as additional scholarship support to those receiving Oakland Promise scholarships.

Commitments from colleges will strengthen the transition and support for Oakland's students on their campuses. Participation in services will be guaranteed and tracked by East Bay College Fund, informing both OUSD and colleges how to better support our shared students to succeed in college.

Connect students to individual mentors for support and career direction.

East Bay College Fund will match students attending four-year colleges with an individual mentor and a persistence course or. Mentors provide personal support and career development/networking for their students.

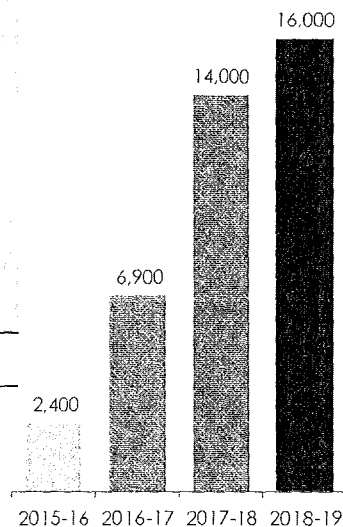
Build a strong transfer process from two-year to four-year college by offering incentive scholarships, counseling, and pathways cohort programs.

THE OAKLAND PROMISE: ACCESS, PERSISTENCE, AND SCHOLARSHIPS

*We have a model that works -- it is now time to scale it to all Oakland students.
Scholarships alone will not ensure our students graduate, but the holistic focus will.*

Program Phase & Description	Investment
YR 1: 3 Future Centers, up to 200 scholarships, 400 students in persistence support	\$3.5M
YR 2: 9 Future Centers, up to 400 scholarships, 600 students in persistence support	\$5.5M
YRS 3&4: 18 Future Centers, up to 500 scholarships, 1200 students in persistence support	\$15M
Total Investment	\$24M

Number of students engages annually



Impact Summary

- \$18M**
In college scholarships
- 12,000**
Students engaged in college & career planning
- Increase in College Enrollment up from 69% to 80%
- Increase in college graduation up from 22% to 60%



THE OAKLAND PROMISE: **IMPACT SUMMARY**

Over the next four years the Oakland promise will serve over 25,000 children/families in Oakland.

Strategy		15-16	16-17	17-18	18-19	Total
Brilliant Babies	Mothers		250	500	1,000	3,500
	Babies		250	500	1,000	
Kindergarten to College			1,600	2,500	5,000	9,100
College access, scholarships, and persistence		2,400	7,500	10,000	12,000	12,000
Number of children/family members served		2,400	9,600	13,500	19,000	25,000

THE OAKLAND PROMISE: **IMPACT SUMMARY**

The Oakland Promise will support babies to have college as an expectation from birth, create savings accounts for all kindergartners, provide college scholarships and access for high school students, and dramatically increase college enrollment and graduation rates.

Brilliant Babies

1,750
High-need families
engaged in early
childhood development
& financial services

1,750
Vulnerable babies on the
path to college

\$2M
In savings built for low-
income families

Kindergarten to College

\$910K
Invested in college
savings accounts of
Oakland kids

\$1M
Match funds earned and
family contributions
saved

100%
Percentage of
kindergartners with a
college savings account

**College access,
persistence, &
Scholarships**

\$18M
In college
scholarships

12,000
Students engaged
in college planning

College Enrollment
up from 69% to
80%

College
Graduation rate
up from 22% to
60%

THE OAKLAND PROMISE: INVESTMENT SUMMARY

To make this vision a reality we will invest 4M in 2015-16 (2.5 of which is committed) and increase to 10M over the next 4 years.

Strategy	2015-16	2016-17	2017-18	2018-19	Total
Brilliant Babies	250k	600k	950k	1.5M	3.3M
Kindergarten to College	250k	700k	850k	1.3M	3.1M
College access, scholarships, and persistence	3.5M	5.5M	7.5M	7.5M	24 M
Total investment	4M	6.8k	9.3M	10.3M	30.4M

THE OAKLAND PROMISE: STRATEGY BUDGET

Brilliant Baby & Kindergarten to College

Strategy	15-16	16-17	17-18	18-19	Total
Brilliant Babies	250k	600k	950k	1.5M	3.3M
Kindergarten to College	250k	700k	850k	1.3M	3.1M
Total	500K	1.3M	1.8M	2.8M	6.4M
Pending Funding		\$300k*	\$600k**	\$600k**	1.5M
Unmet Need	500K	1M	1.2M	2.2M	4.9M

* \$150k committed in Oakland budget; \$150k committed by OUSD

** Anticipated increases in City and OUSD contributions

THE OAKLAND PROMISE: **STRATEGY BUDGET**

College Advising, Persistence, & Scholarships

Strategy	15-16	16-17	17-18	18-19	Total
College access, scholarships, and persistence-Total	3.5M	5.5M	7.5M	7.5M	24.M
Pending funding*	2.5M	2.5M	2.5M	2.5M	10M
Unmet Funding Need	1M	3M	5M	5M	14M

* Anticipated leverage includes \$1.5M East Bay College Fund and \$1M annually from OUSD, jointly providing 1/3 of core funding

THE OAKLAND PROMISE: **JOIN US**

We have the remarkable opportunity to prepare a generation of Oakland students for success in college and career. Together we can do this.

Learn

Contact David Silver Director of Education for Mayor Libby Schaaf at dsilver@oaklandnet.com to learn more about this remarkable initiative.

Partner

Support the year one work of the Oakland Promise to help this start strong.

Support a multi-year investment to ensure it will be sustainable and built to last.

Connect

Share this opportunity with others who are not in this room today.

Connect us with others you think may be interested in learning more.



Every Child Thrives

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