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OAKLAND

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AGENDA REPORT

TO: Sabrina B. Landreth
City Administrator

FROM: Mayor Libby Schaaf,
David Silver
Director of Education

SUBJECT: Oakland Promise Report

DATE: June 13, 2019

City Administrator Approval

Date:

RECOMMENDATION

Staff Recommends That The Joint City Council OUSD Education Partnership Committee Receive An Informational Report On The Goals, Programs, And Outcomes Of The Oakland Promise, Including Budgetary Information

EXECUTIVE SUMMARY

This is a supplemental presentation to accompany the Agenda Report that was submitted for this agenda item on June 06, 2019.

REASON FOR SUPPLEMENTAL OR REPLACEMENT

This will be a presentation with slides to accompany the more verbose agenda report that was previously submitted.

BACKGROUND / LEGISLATIVE HISTORY

See previous agenda report

FISCAL IMPACT

See previous agenda report

PUBLIC OUTREACH / INTEREST

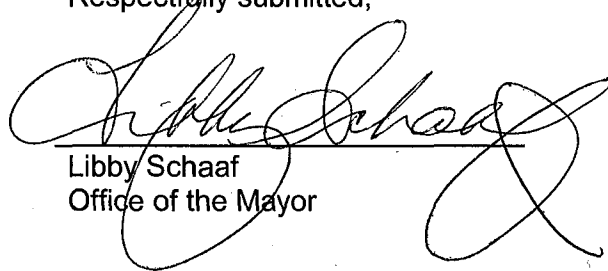
See previous agenda report

ACTION REQUESTED OF THE CITY COUNCIL

Staff Recommends That The City Council Receive An Informational Report On The Goals, Programs, And Outcomes Of The Oakland Promise, Including Budgetary Information

For questions regarding this report, please contact NAME, TITLE, at PHONE NUMBER.

Respectfully submitted,



Libby Schaaf
Office of the Mayor

Prepared by:
David Silver, Director of Education
Office of the Mayor

Attachments (1):
Presentation to the Education Partnership Committee



Oakland Promise Overview

Presentation to Education Partnership Committee
June 17, 2019

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

67 will
graduate high
school

46 will start
college

WE CAN DO
BETTER.

15 will graduate
college within five
years.

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.





*"I am impressed by the bold and comprehensive approach of the Oakland Promise which has pulled together best practices from around the country. As former US Secretary of Education, I've seen many initiatives across the country ---- Oakland Promise is one of the most strategic and effective and has **the potential to be a national model**... it leverages private philanthropy for public dollars and has already achieved outstanding results. **OP changes the trajectory of our Oakland students from the time they are born, through the time they graduate from college and enter the workforce. Oakland Promise is truly a game changer for Oakland and its future generations.**"*

- Arne Duncan, Former Secretary of Education under President Barack Obama (2009 - 2015)

Brilliant Baby

Kindergarten to
college

Future Centers

College Scholarships
and Completion





Oakland Promise

Annual Impact At Scale (by 2025)

3,000

College Savings Accounts Opened
for Children ages 0-10

5,000

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

10,000

HS Students receiving
College Access Supports

3,750

Students enrolled in college
annually with scholarships
and persistence supports

1,000

Oakland Students
Graduating from College
each year

More than 20,000 students and families served every year

@Oakland Promise #OurOaklandOurPromise

Oakland Promise Building a Movement



Progress to Date

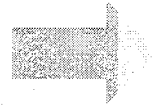
1,725 individual and organizational champions

128 community ambassadors strategically engaged with OP

800 individual donors

92% of demonstration project funded

72 community engagement events held



2019 Goals

1800 individual and organizational champions

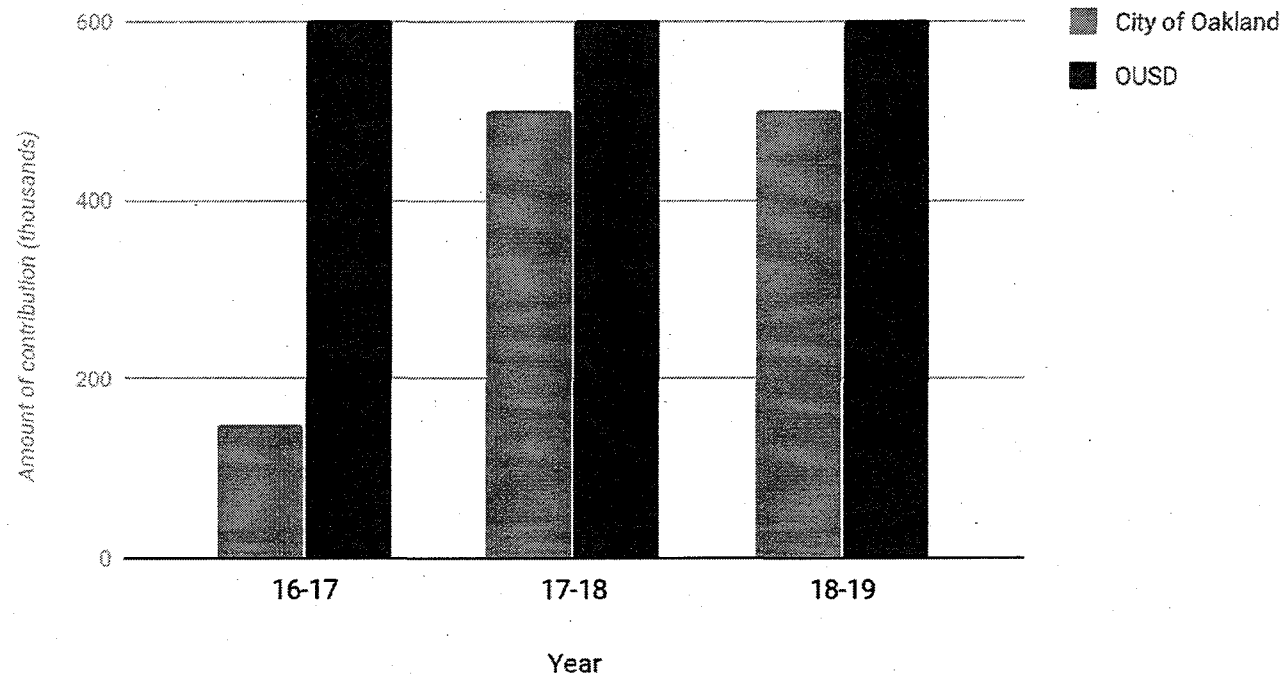
150+ community ambassadors strategically engaged with OP

850 Individual donors

100% of demonstration project funded

What have the City and OUSD given previously?

Comparison of Contributions Over Time



In-Kind Contributions:

City:

- 11th Floor of City Hall Office Space (16-18)
- Technology materials and services
- Mayor's Director of Education (17-19)

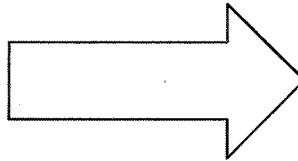
OUSD:

- Full-time Site-based support for students
- College Access Director and OUSD Liaison
- Below market rate for rent
- Access to OUSD internet

Where will funding from the City of Oakland go?

Directly to Oakland public school students through scholarships.

**\$500,000 per
year for 2 years
from the City of
Oakland**



Goes to...



**5,000 \$100 scholarships for
Oakland Kindergarteners**

The East Bay College Fund / Oakland Promise will cover
ALL administrative costs for scholarships and programming AND will provide
**up to \$400 (in philanthropic funding) to students in grades 5-12, in addition
to additional equity-based college scholarships.**

Flow of Funding from the City to Oakland Students

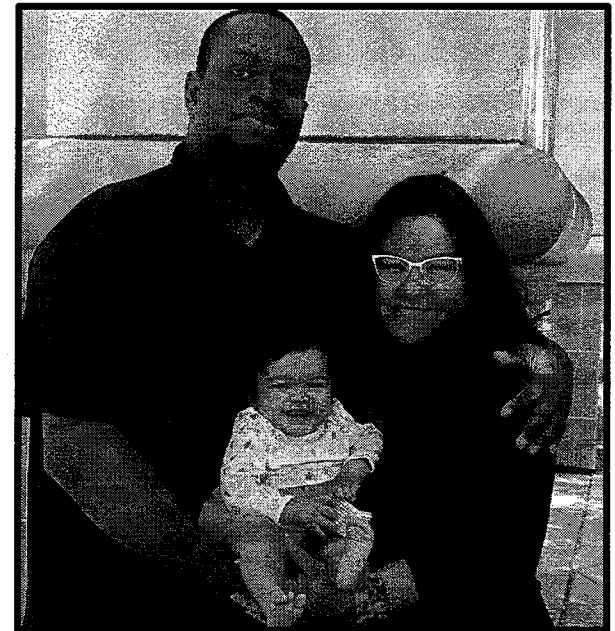
Getting funding directly to students.

City of Oakland	Oakland Promise	Investment	Graduating Students
The City of Oakland Contributes \$500,000 per year for 2 years to the Oakland Promise.	Total \$1,000,000 contribution is put into the Oakland Promise's Early College Scholarship Fund. \$100 is encumbered for each kindergarten student (10,000 total students).	Funds are invested for up to 12 years or until a student graduates. Funds for each student's Oakland Scholar Fund are tracked in partnership with OUSD.	Upon graduation, accumulated scholarship funds are disbursed to each student for the sole purpose of funding postsecondary education.



Brilliant Baby

Having a college savings account for a new baby inspires parents and guardians to feel optimistic and engaged in their child's early development. Financial coaching services support parents to set and achieve their financial goals for their family, reducing stress and improving economic well-being. Together these resources support the powerful bond between parent and child, improve the early socio-emotional development and health of babies, and help the lay foundation for their future academic, economic and social success.



Program Overview

- College Savings accounts seeded with \$500 for babies
- A holistic Financial Coaching program for parents
- Stipends and savings match to support parents in achieving their financial goals for their family (up to \$500)
- Randomized control trial (RCT) to measure impact

Approximately 2,200 babies are born in Oakland each year to families with incomes low enough to qualify for Medi-Cal. ***Our vision is to offer Brilliant Baby resources to all of these children and their families.***

OP Impacts to Date: Brilliant Baby



Progress to Date

454 Babies have a \$500 College Savings Account

291 Families participating in Financial Coaching

63%+ of Families participating in Financial Coaching

73% of Brilliant Baby parents believe their child is college-bound

2019 Goals

650 Babies have a \$500 College Savings Account

325 Families participating in Financial Coaching

75% of Brilliant Baby parents believe their child is college-bound

70% of Brilliant Baby families report improved financial well-being

Brilliant Baby

K2C

Future
Centers

CS & C

@Oakland Promise #OurOaklandOurPromise



Kindergarten to College

Kindergarten to College (K2C) aims to **cultivate a college-bound identity in Oakland's youngest students**. Students who perceive themselves and people like them as college-goers may tend to make different choices and be more persistent than those who don't. **Research shows that low- and moderate-income students who have a college savings account of up to \$500 are 3x more likely to go to college and 4x more likely to graduate.**



Program Overview

- Open an early college scholarship seeded with \$100 for all Oakland public school kindergarten students
- Support families to open their own 529 college savings accounts, offering up to \$100 as incentive
- Funding and support to create a college-going culture at schools with K2C teams consisting of teacher, parent, principal and community liaison

There are approximately **5,000** students who start Kindergarten in Oakland public schools each year. ***Our vision is to serve every kindergartener in Oakland public schools by 2020.***

OP Impacts to Date: Kindergarten to College



Progress to Date

60 schools implementing K2C

~9,500 students awarded early college scholarships

420 K2C families opened a college savings account

800 students and families attended Cal Day in April 2019

2019 Goals

60+ schools implementing K2C

~14,500 students awarded an early college scholarship

~700 K2C families opened a K2C college savings account

900+ students and families visit a college as part of K2C

Brilliant Baby

K2C

Future
Centers

CS & C

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Future Centers

Linking educational learning to career exposure and “real-world” experience helps build low-income students’ social capital, allowing them to bridge social/economic stratification.



Program Overview

- College and career hubs on middle and high school campuses
- College application & scholarship support, technology, & access to internships
- Physical space for college access providers to coordinate and align services

There are approximately **24,000 middle & high school students** in Oakland Public Schools. ***Our vision is for all middle and high school students to have access to personalized support to set them on a path to college & career success.***

OP Impacts to Date: Future Centers



2019 Progress to Date

6 Future Centers serving 3,700 students

91% FAFSA/Dream App completion in 2018

80% of OP FC senior class of 2018 reported applying to at least one college

64% of class of 2017 OP FC seniors enrolled in college directly after graduating

2019 Goals

At least 6 Future Center schools serving 5000 students

90% of OP FC seniors apply to at least one college

80% of OP FC seniors enrolled in college directly after graduating

Brilliant Baby

K2C

**Future
Centers**

CS & C

@Oakland Promise #OurOaklandOurPromise



EAST BAY
COLLEGE
FUND

College Scholarships & Completion

Nationally, **only 20% of students** from low-income backgrounds that start college graduate within 6 years. Through need-based scholarships & persistence services (including mentors & retreats), **80% of students from the East Bay College Fund graduate college within 6 years.**



Program Overview

- **Multi-year scholarships** and support to ensure completion through East Bay College Fund, OP Lead College Completion partner
- Scholarships paired with **persistence services** such as 1-1 mentors, peer mentors, retreats, and counseling
- Partnerships with over 31 colleges, including 8 HBCUs, 1.5 years of free tuition and fees at Peralta, and guaranteed enrollment at CSUEB for qualifying Oakland students

Currently, **fewer than 500 Oakland public school 12th graders** graduate a 2 or 4-year college within 6 years of high school graduation.

Our vision is to dramatically increase the number of college graduates from Oakland public schools. 16

OP Impacts to Date: College Scholarships & Completion



Progress to Date

1,073 OP students attend college with scholarships & persistence supports

\$10 million in multi-year scholarships awarded to students

93% first-year completion rate for OP senior class of 2017 (+3%)

925 mentors recruited and provided to OP college students (+425)

2019 Goals

1,400 OP students attend college with scholarships & persistence supports

\$10 million in cumulative multi-year scholarships awarded

90% first-to-second year persistence rates for class of 2018

1,000 mentors for OP college students

Brilliant Baby

K2C

Future
Centers

CS & C

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OAKLAND PROMISE

Evaluation Framework

Brilliant Baby (birth - 1 year old)

**\$500 CSA,
Family-owned CSA**
Financial coaching and
workshops, stipends and
savings match

Data Tools: Parent surveys, Electronic Medical
Records, Financial statements

Longitudinal, Randomized Control Trial of a
subset of families. Phase 1 is through age 60
months/kindergarten entry. Assessing impact
on child development and parent financial
well-being. (UCSF Benioff Children's Hospital/
Oakland, NORC University of Chicago, AED/
University of Michigan)

- Improved development and health,
college-bound identity, and K-readiness of
Brilliant Babies
- Improved parent/guardian economic outlook
and well-being
- Increased parent/guardian expectations of
college for their child; confidence, skills, and
understanding of child's development
- Degree to which program implements program
as outlined

Kindergarten to College (k - 5th grade)

**\$100 Early College
Scholarship,
Family-owned CSA
and Match**
School-based events and
parent workshops

Data Tools: Student interviews using Puppet
Interview instrument, Parent Survey,
Administrative data

6-year longitudinal evaluation to assess the
impact on academic standardized tests, social
emotional development, and absenteeism
(NORC University of Chicago, Oakland Unified
School District, AED/ University of Michigan)

- Increased uptake of program at schools
- Improved student college-going mentality,
identity-based motivation, cognitive
development, and non-cognitive development
- Increased parent college-going mentality,
planning, self-efficacy, hope, and optimism
- Improved parent-child interactions

Future Centers (middle - high school)

**On site college and
career navigation and
support hubs, events and
classroom presentations**

Data Tools: Student interviews, California
Healthy Kids Survey, Seniors survey, FAFSA,
National Student Clearinghouse,
Administrative data, Focused interviews

Quasi-experimental matched comparisons of
student outcomes between Future Center and
non-Future Center schools (NORC University of
Chicago, Oakland Unified School District)

- Fidelity to Future Center curriculum and school
environment
- Increased A-G requirements met, awareness of
and applying to high school pathway of interest,
belief in ability to successfully earn college
degree, engagement in career-related activity
- Increased FAFSA completion
- Increased on-time graduation, scholarships,
admission, and enrollment into college and or
career certificate programs

College Scholarships & Completion (college - career)

\$1,000 - \$4,000/year
Individual and group
mentoring, counseling,
retreats

Data Tools: National Student Clearinghouse,
Student advising data

Proposed matched comparisons of College
Scholarships & Completion students'
enrollment, withdrawal and completion of
academic terms compared to students across
the country (NORC University of Chicago, East
Bay College Fund)

- Increased persistence by completing first year
of college, continued enrollment in 2nd and
subsequent years in college
- Improved college graduation rates

Equity

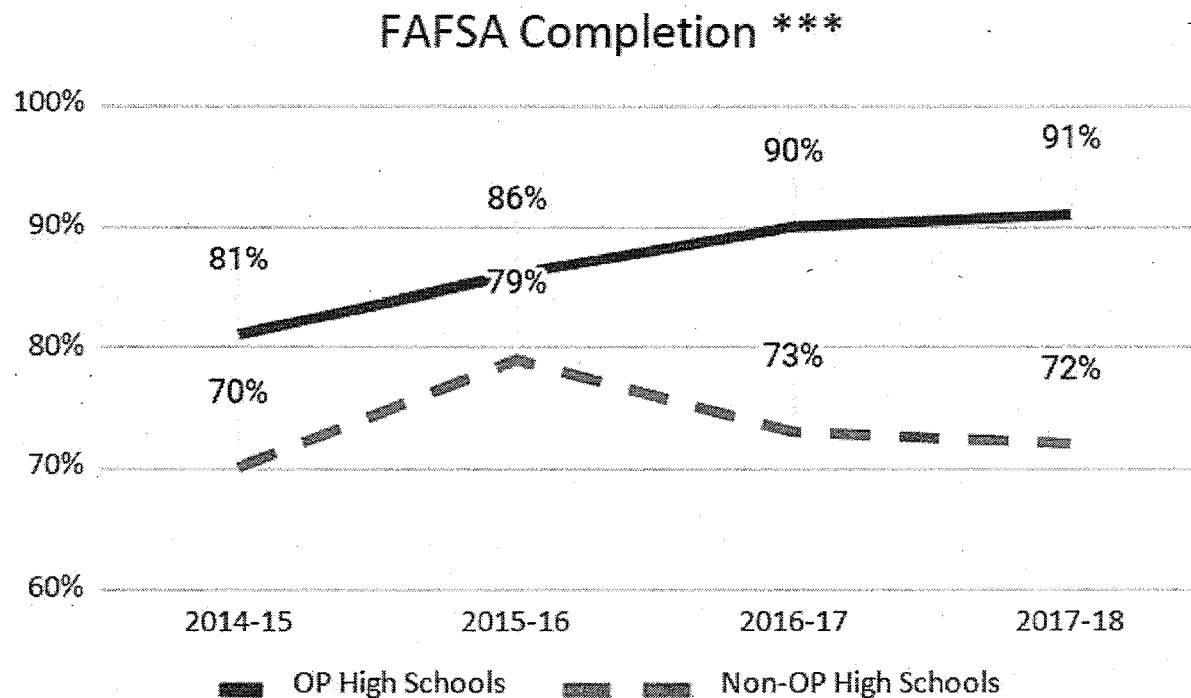
Who is furthest from opportunity

Race / Ethnicity, Gender
Displacement
Access

Are we closing this gap

Oakland Promise External Evaluation Results

For three years in a row, FAFSA / Dream application completion among students in Oakland Promise high schools were significantly higher compared to their peers at non-OP high schools.
(Data source: California Student Aid Commission)

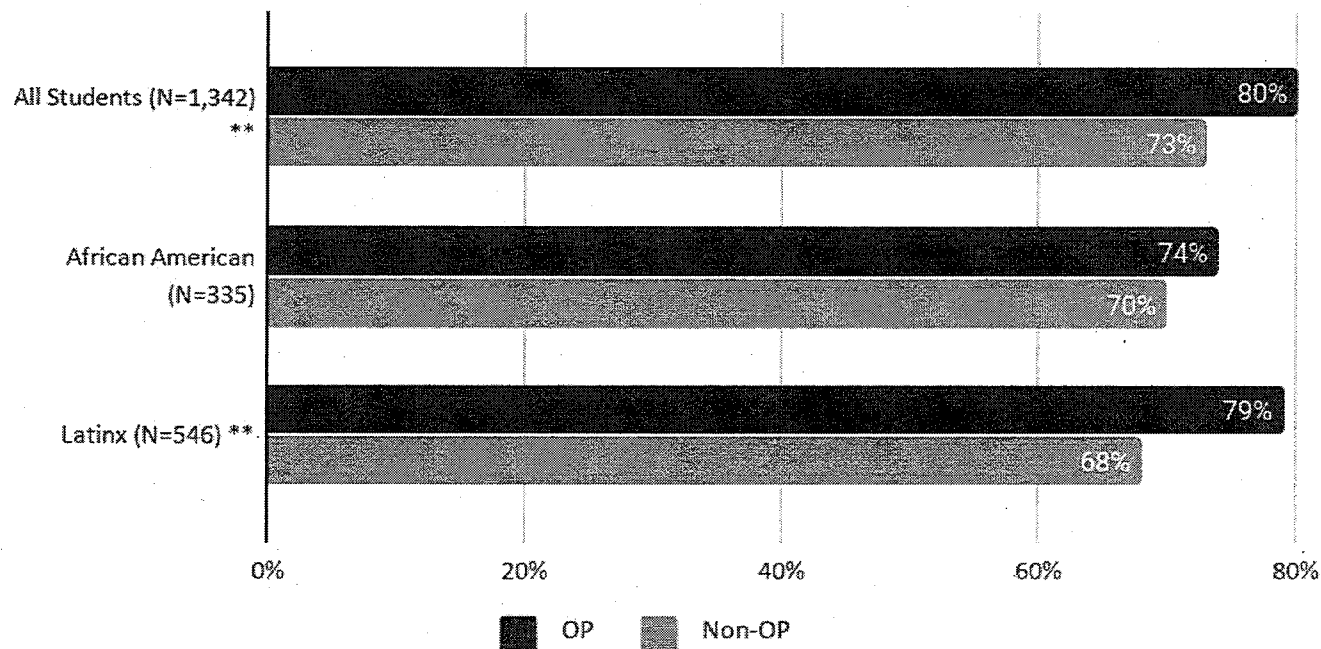


Oakland Promise External Evaluation Results



Students from OP high schools reported applying to college at higher rates than students at non-OP high schools. (*Data source: Senior Survey 2018*)

% APPLIED TO ANY POST-SECONDARY SCHOOL
CLASS OF 2018

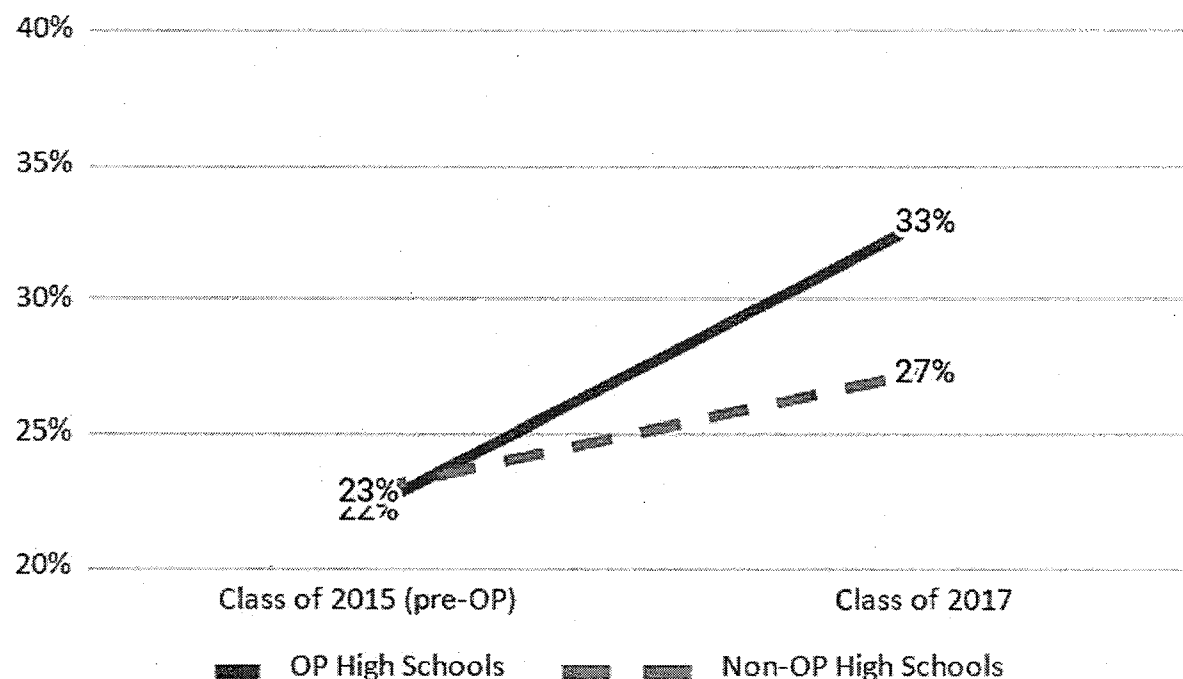


Oakland Promise External Evaluation Results



Enrollment in 4-Year College

AFRICAN AMERICAN STUDENTS***



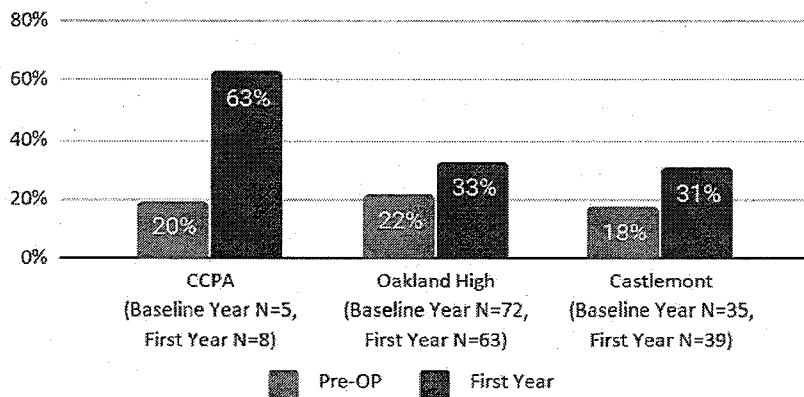
Enrollment in 4-year college for African American students at OP schools enroll at higher numbers, and increasing enrollment at higher rates than students at comparable non-OP high schools. (*Data source: National Student Clearinghouse, class of 2017*)

Oakland Promise External Evaluation Results

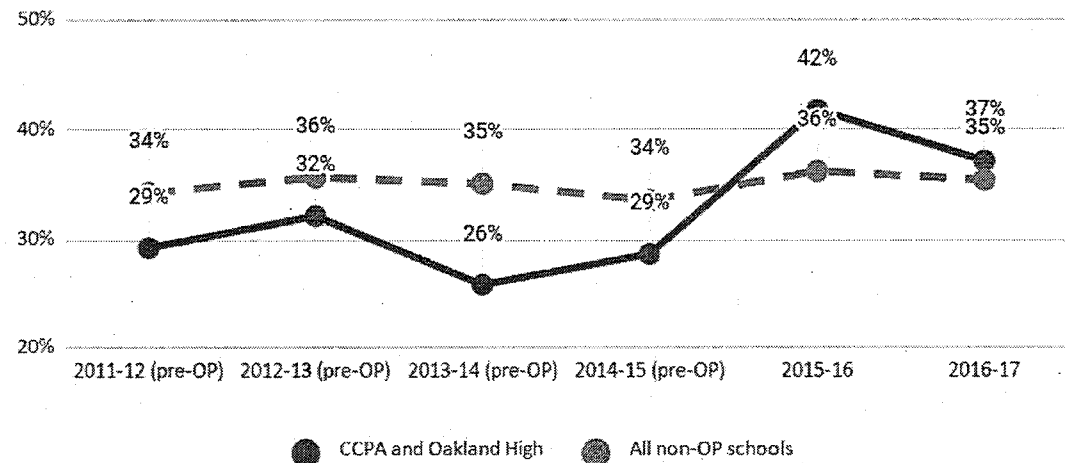


Enrollment in 4-Year College

African American 4-Year College Enrollment, First Year of



Percent of Graduating Seniors Enrolling in College Immediately after Graduation



Enrollment in 4-year college among students at OP schools is trending up, with clear increases, especially among African American students in each school during the first year of OP. (Data source: National Student Clearinghouse)

Oakland Promise

External Evaluation Highlight

“The Oakland Promise’s innovative cradle-to-career design is the most comprehensive Children’s Savings Account program intervention to date. Its rigorous research design means that the Oakland Promise has the potential to not only affect the lives of children and families in Oakland, but across the country.”

– Dr. William Elliott, III from the Center on Assets, Education, and Inclusion (AEDI)

APPENDIX

Oakland Promise



Schools & Implementation Partners

ACORN Woodland Elementary
Allendale Elementary School
American Indian Public Charter School II
ASCEND
Aspire Berkley Maynard Academy
Aspire ERES Academy
Bella Vista Elementary School
Bridges Academy at Melrose
Brighter Beginnings
Brookfield Elementary School
Carl B Munck Elementary School
Castlemont High School
Cleveland Elementary
Coliseum College Prep Academy
Community School for Creative Education
Community United Elementary School
Cox Academy
East Oakland Pride Elementary
Emerson Elementary
EnCompass Academy

Esperanza Elementary School
Franklin Elementary School
Fred T Korematsu Discovery Academy
Fruitvale Elementary
Futures Elementary School
Global Family School
Grass Valley
Greenleaf Elementary School
Henry J Kaiser Elementary School
Hoover
Howard Elementary School
International Community School
Joaquin Miller Elementary School
La Escuelita
Laurel Elementary School
Lazear Charter Academy
Learning Without Limits Elementary School
Lighthouse Community Charter Public School
Lodestar, A Lighthouse Community Charter Public School

Lincoln Elementary
Manzanita SEED Elementary
Manzanita Community School
Markham Elementary School
Martin Luther King Jr Elementary School
Melrose Leadership Academy
New Highland Academy
Parker Elementary School
Piedmont Ave Elementary School
Prescott School
Oakland High School
REACH Academy
Rise Community School
Roses in Concrete Community School
Roots
Roosevelt
Sankofa Academy
Sequoia Elementary
Think College Now Elementary School

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City Council Investment



What have the City and OUSD given previously?

- **CITY OF OAKLAND:** The \$1.15M investment that the City of Oakland has made thus far in the Oakland Promise is to provide every kindergartner in Oakland (nearly 5,000 students annually) with a \$100 early college scholarship. This initial investment was a City Council initiated commitment to support Oakland children.
 - The City of Oakland has also generously supported with in-kind contributions:
 - 11th Floor of City Hall Office Space from 2016-2018
 - Desktop computers, phone, and internet service for approximately 5 Oakland Promise Staff (note: additional Oakland Promise staff had laptops purchased through philanthropically-funded dollars and used the free City of Oakland public wifi)
 - Mayor's Director of Education funded by the City for 17-18 & 18-19 (note: the Governing Board and incoming CEO of Oakland Promise, not the Mayor's Director of Education, has decision-making authority on the Oakland Promise now and moving forward.)
- **OUSD** has supported with over \$600,000, as well:
 - Full-time Site-based support for students: College & Career Readiness Specialists at School sites (i.e. 3 FTE: Castlemont, Oakland High, Coliseum College Prep Academy) to support students on their college and career pathway, leveraging scholarships, fill-out FAFSA and Dream App, submit college applications, apply for internships, etc.
 - College Access Director and OUSD Liaison to the Oakland Promise to support middle and high school sites in Oakland to have effective college and career access hubs
 - Below market rate for rent (see question 14 in packet for how much is spent directly on rent)
 - Access to OUSD internet at 1000 Broadway and school sites

City Council Investment



What would the new proposed dollars be for?

- The \$500,000 (\$1.0 million over two years) from the City of Oakland will seed with \$100 the “Oakland Scholar Fund” established for each kindergartener in Oakland public schools for approximately 5,000 students. These funds will go directly to students and families. None of this money will be used for personnel, operations, etc. In fact, the Oakland Promise Governing Board’s Executive Committee has approved adoption of a board resolution to make it explicit that all money received from City of Oakland in support of early college scholarships is restricted to college scholarship funds going directly to Oakland students.
- In addition to the \$100 provided to Kindergartners, the Oakland Promise is raising resources to make additional contributions to each student’s Oakland Scholar Fund throughout their educations. Our goal is that all students who stay in Oakland public schools in grades 5-12 could earn as much as \$500 towards this scholarship fund by the time they graduate from an Oakland public school. We also are raising funds to provide equity-based scholarships (based on need) to students across Oakland.
- These early college scholarships are important because research shows that low- and moderate-income students who have a college savings account of up to \$500 are 3x more likely to go to college and 4x more likely to graduate.
- Students who leave Oakland Public Schools before graduation can still access the funds in their Oakland Scholar Fund to pay for postsecondary education. Because the City of Oakland funds will all go directly for students and families, the operational costs of administering the scholarships, tracking the students, providing college access and persistence support are all covered by the Oakland Promise. While many other nonprofits would likely take at least 10% of the funds to support those operational costs, the Oakland Promise is covering all those costs through privately-raised dollars.

City Council Investment



Where does the City of Oakland funds go?

The money will go to East Bay College Fund and its successors (which will be Oakland Promise).

When will the City of Oakland money get to kids and how? What is the mechanism and intermediary?

The funds will be transferred from the City of Oakland to the East Bay College Fund and its successors (which will be the Oakland Promise as of July 1, 2019). The City of Oakland contributions will be deposited into the existing cash account (Bank of America) and then transferred to an investment account. College scholarship funds will be invested for up to 12 years, until students graduate high school. Contributions to each student's individual Oakland Scholar Fund will be tracked in partnership with OUSD, using student identification and enrollment data. Funds will be disbursed only for the purpose of paying for postsecondary education expenses of the student. This approach is aligned with the investment strategy with additional scholarship dollars for students that the city's investment leverages to ensure its a cohesive and clear process for students and families.

Students' cumulative scholarship value will be tracked and accessible to students and families through an online portal. Families will be able to log-in and see their students' balances and how much they've earned over time that will be accessible once they attend college. Note: as students can access the funds once they have completed High School, and the funds can only be used for post-secondary expenses (as long as it helps the student attend and complete any postsecondary education, which we define broadly to include not only 4-year colleges, but also 2-year colleges, trade schools, certificate programs, etc.) to support them be successful in a career of their choice.



This is our opportunity to maintain our collective commitment to students and families across Oakland that we support them to achieve their dreams

