



northern california
college promise coalition



Year-End Report

July 2021 - June 2022

Member Map



Executive Summary

The Northern California College Promise Coalition (NCCPC) convenes, contributes to, and leverages member power, skills, and knowledge to collectively make systemic change in the areas of college access, success, and affordability with the vision of eliminating income and wealth disparities. We work in Northern California, with impact statewide and beyond.

Our diverse members all work in and bring expertise in one or more of the following areas:

- college access including financial assistance and college affordability,
- college success including academic supports and comprehensive student services, and
- developing connections to the workforce opportunities that bring new economic and social opportunities to underrepresented students.

As of June 2022, the Coalition collectively serves over 150,000 students across 12 Northern California Counties by engaging, connecting, disseminating knowledge, and leveraging the strengths of 150 leaders representing 30+ member organizations. NCCPC members include college promise programs, college access and/or success organizations, education technology nonprofits, advocacy organizations, and city and mayoral offices.

Our mission is to bring together leaders, practitioners, and resources to shape the college success efforts in Northern California. We do this by pursuing our Four Key Pillars, advanced through sub-committees:



Advancing
Public Policy



Enabling
Transition Into
the Workforce



Establishing
Campus
Partnerships



Facilitating
Communities
of Practice

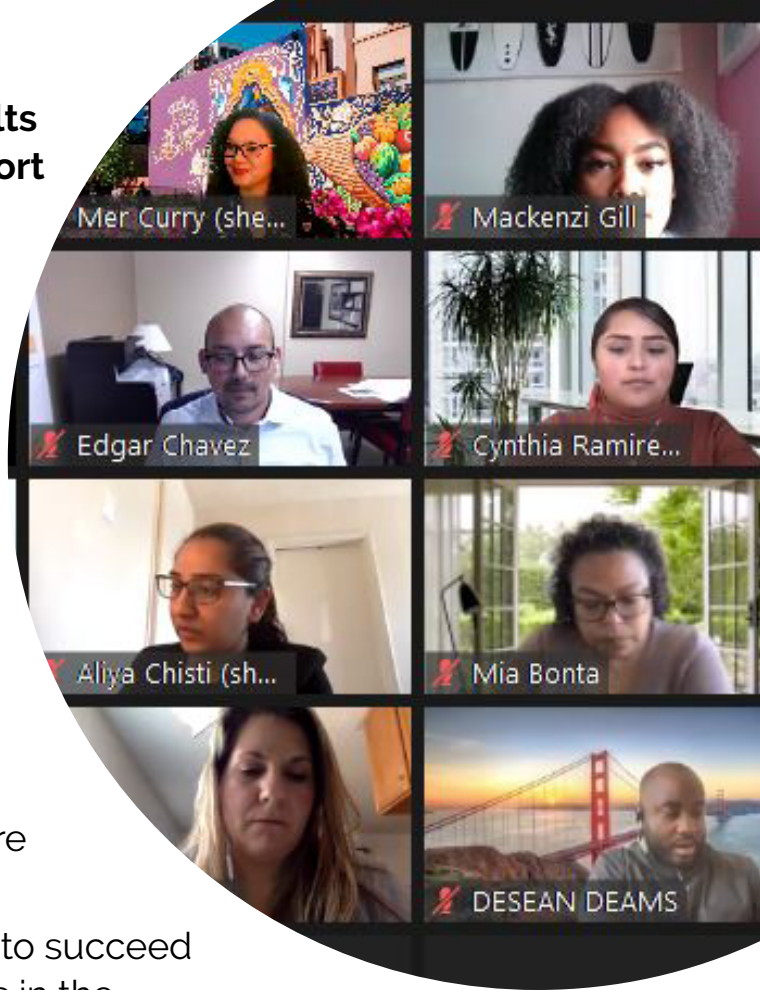
NCCPC achieved 28 of 31 (90%) critical results in these four areas as of June 2022. This report details activities in our most recent fiscal year (FY22), July 2021 - June 2022.

This report explains the goals and mission of NCCPC, our operational structure, our FY22 successes, and our FY23 goals.

The primary goals set by the Executive Director for FY23 are to:

1. Define NCCPC as a collective impact model
2. Design an evaluation to assess our approach toward collective impact
3. Scale the organization in FY23 with more human and financial resources
4. Strengthen the conditions for students to succeed in post-secondary and career pathways in the short- and long-term

Additional goals will be determined and set by each committee through September 2022.



**OVER 150,000 STUDENTS
THAT ARE FIRST-GENERATION
LOW-INCOME, BIPOC, AND
MULTIPLY MARGINALIZED, UNDERREPRESENTED (MMU)
SERVED BY 30+ MEMBERS COLLECTIVELY
ACROSS 12 COUNTIES**

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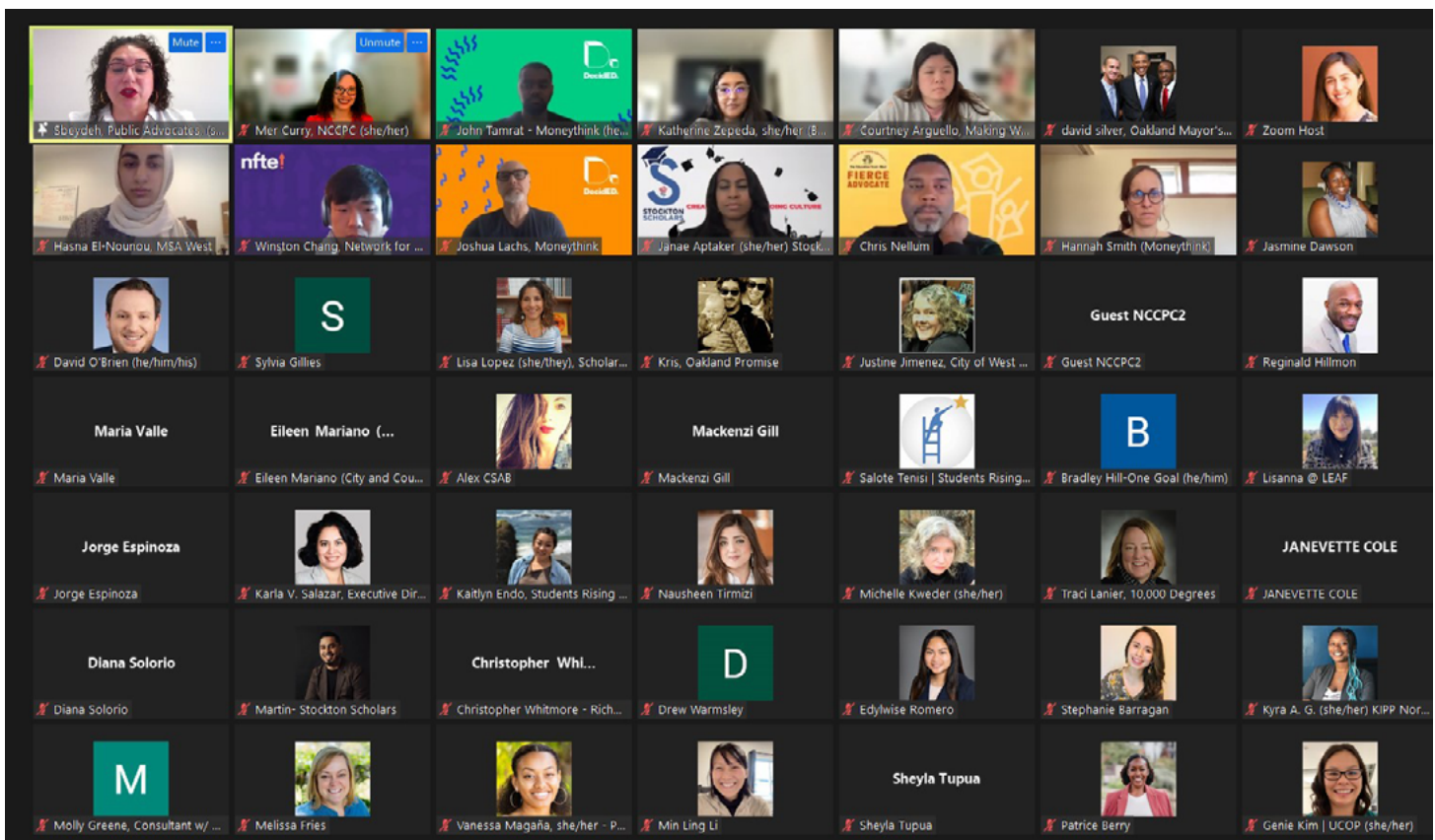
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Who We Are

The Northern California College Promise Coalition (NCCPC) (www.norcalpromisecoalition.org/) engages in system change work that increases college affordability, increases college access, and improves the rates of college completion among BIPOC, low-income, first-gen, multiply marginalized and underrepresented students in Northern California and beyond.

NCCPC is a collective impact coalition. That is, we organize cities, colleges and universities, college promise programs, nonprofit organizations, and additional stakeholders committed to co-create solutions to create, operationalize, and achieve our goals, mission, and vision. We know that the sum of our individual actions, when strategic and coordinated, are more effective and efficient. Together, we are powerful.

Founded in 2019, NCCPC was formed by 11 members at a PromiseNet conference in California. As of June 2022, the Coalition collectively serves over **150,000 students** and has **150+ leaders representing 35 active members**, representing college promise programs, college access and/or success organizations, education technology nonprofits, advocacy organizations, and city and mayoral offices.



Mission:

NCCPC convenes, contributes to, and leverages member power, skills, and knowledge to collectively make systemic change in the areas of college access, success, and affordability with the vision of eliminating income and wealth disparities that disproportionately impact first-generation, low-income, BIPOC, and multiply marginalized, underrepresented (MMU) students. We work in Northern California, with impact statewide and beyond.

We do this by pursuing our Four Key Pillars, advanced through sub-**Committees**:

- ★ Advancing Public **Policy**
- ★ Enabling the Transition Into the **Workforce**
- ★ Establishing **Campus Partnerships**
- ★ Facilitating **Communities of Practice**

NCCPC is a cross-sector educational initiative that knits together the work of K12 and post-secondary school systems, nonprofit college access organizations, and local government agencies in order to focus on systematically improving college enrollment and completion outcomes for traditionally excluded students. Each sub-committee focuses on a pillar intended to address key challenges of coordination, focus, sustainability, and reach in order to leverage better outcomes for more students.



Vision:

Our vision is a world where everyone has access to affordable higher education, leading to fulfilling work and life opportunities that eliminate income and wealth disparities.

NCCPC is a cross-sector collaboration educational improvement initiative that includes K-12 and higher education institutions, expands beyond the education system to include agencies within local and regional government, and extends representation to local nonprofit service providers, community promise programs, the civic sector, and the business community. Each sub-committee focuses on a pillar intended to bridge sectoral divides in order to address key challenges of coordination, focus, sustainability, and reach in order to leverage better outcomes for more students. NCCPC engages members and partners through sub-committee work:

- **Members:** those who sign up to engage with NCCPC in committees
- **Partners:** those who work with NCCPC and its members to provide supports for students and the community



Our Members:

The founding members of the coalition came together to provide a collaborative, cultivating space for people to solve every day and systemic issues. At NCCPC we have created a table at which leaders and advocates can sit, start a conversation, and do what organizations can't do alone. Together, we have representation and we have a system of how those representatives work together and make decisions for collective impact.

NCCPC Advocate

Focused on four (4) Key Pillars, our community is focused on changing outcomes and systems for low-income, underrepresented youth in NorCal:

Aligning Public Policy Enabling Transition into the Workforce

Creating Campus Partnerships Speed up Adherence to Best Practices

You're invited to join NCCPC, a community of Northern California cities, college promises, and college access programs dedicated to serving low-income, BIPOC, first-generation college students to and through their postsecondary pathways and into careers.

You Receive:

- Leadership over all collaboration activities and communities of practice events.
- Access to all negotiated benefits at participating benefit staff.
- Access to all negotiated career development, opportunities which directly benefits staff.
- Receive a 25% discount on your National College (NCAN) membership dues.

Participation Looks Like:

- Participate in at least one (1) sub- and ad hoc Coalition's goals related to governance and Partnerships, Practice, Workforce.
- Renewal by June for each new fiscal year begins.

NCCPC Champion

Focused on four (4) Key Pillars, our community is focused on changing outcomes and systems for low-income, underrepresented youth in NorCal:

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Creating Campus Partnerships Speed up Adherence to Best Practices

You're invited to join NCCPC, a community of Northern California cities, college promises, and college access programs dedicated to serving low-income, BIPOC, first-generation college students to and through their postsecondary pathways and into careers.

NCCPC Steering Committee

Focused on four (4) Key Pillars, our community is focused on changing outcomes and systems for low-income, underrepresented youth in NorCal:

Aligning Public Policy Enabling Transition into the Workforce

Creating Campus Partnerships Speed up Adherence to Best Practices

You're invited to join the Steering Committee, a community of Northern California cities, college promises, and college access programs dedicated to serving low-income, BIPOC, first-generation college students to and through their postsecondary pathways and into careers.

Your Students are eligible* to receive:

- Access to the [COVID-19 Resource Guide + FAQ for College Students](#) with access to Employment, Food, Health + Well-Being, Housing, Utilities, Storage, and other local resources (updated annually).
- NCCPC's public and recorded Events for high school and college students including career development workshops and conferences, scholarship and community college resource panels, and scholarship displacement.
- Access to campus partner-related benefits for enrolled students** including dedicated access to advising, targeted ongoing access to persistence and career planning resources, and financial aid support and advising with partners like CSU East Bay and the UC Office of the President.
- Access to career coaching and development, internships/fellowships, and more by partners like [Management Leadership for Tomorrow](#) and [Gap, Inc.](#)
- Access to financial aid application and planning support, local scholarships, and interest-free loan student loan opportunities.
- Benefits derived from NCCPC-sponsored policies such as the protection of scholarships through the CA Ban of Scholarship Displacement (see AB 288).

Your Students Receive:

- Access to the [COVID-19 Resource Guide + FAQ for College Students](#) with access to Employment, Food, Health + Well-Being, Housing, Utilities, Storage, and other local resources (updated annually).
- NCCPC's public and recorded Events for high school and college students including career development workshops and conferences, scholarship and community college resource panels, and scholarship displacement.
- Access to campus partner-related benefits including dedicated access to advising, targeted ongoing access to persistence and career planning resources, and financial aid support.
- Access to career coaching and development, internships/fellowships, and more by partners like [Management Leadership for Tomorrow](#) and [Gap, Inc.](#)
- Access to financial aid application and planning support, local scholarships, and interest-free loan student loan opportunities.
- Benefits derived from NCCPC-sponsored policies such as the protection of scholarships through the CA Ban of Scholarship Displacement (see AB 288).

Additional targeted benefits available for members who enter data-sharing agreements.

A Steering Committee of 19 organizations collaborates to bring communities together toward a shared vision of increased post-secondary success. The Steering Committee commits to governance and fundraising. Each organization appoints a leader to represent them at Steering Committee meetings held every six to eight weeks.

The Value NCCPC Gives: Steering Committee members benefit from governance-level membership by networking with C-suite and director-level leaders, thought-partnership around shared societal and systemic challenges, and collaborating to define shared principles, coordinate regional data and metrics, and lift up students' experiences. NCCPC leverages data and stories representing tens of thousands of students across 12 counties to inform policies and partnerships and co-create solutions for our most persistent systemic challenges around educational equity and economic security. Their students benefit from partnerships and pilot programs that support them across each stage of their high school - to college - to career journey.

The Value Steering Committee Members Give: The coalition benefits by having one or more staff from each member organization assigned to the steering committee, commitment to supporting governance and fundraising, optional staff assigned to one or more sub-committees, human and financial capacity maximized for widespread impact.

As we close FY22 and enter FY23, the Steering Committee members driving our governance and strategy are:



*founding member since 2019

Champion members are organizations that participate on the sub-committees, but do not have governance or fundraising commitments.

The Value NCCPC Gives: Champions benefit from membership by networking with peers, discussing best practices for shared challenges, and collaborating around pilot projects and network-wide campaigns. Their students benefit from negotiated partnerships and pilot programs that support them across each stage of their high school - to college - to career journey.

The Value Champions Give: The coalition benefits by having one or more staff from each member organization assigned to one or more sub-committees, adding value in the form of insights, human capacity, and thought-partnership.

The Champion members are:



Advocate members are individuals who largely participate on one sub-committee, but do not represent an organization, and do not have governance or fundraising commitments.

The Value NCCPC Gives: Advocates benefit from membership by networking with peers, discussing best practices for shared challenges, and collaborating around pilot projects and network-wide campaigns.

The Value Advocates Give: The coalition benefits by having this individual assigned to one or more sub-committees, adding value in the form of content expertise, human capacity, and thought-partnership.

Learn more about our Steering Committee, Champion, and Advocate members at www.norcalpromisecoalition.org/membership.



The advocate members are:



Lorna Contreras-Townsend
(Gap, Inc.) *



Nadja Jepsen
(College Track)



Jackie Nevarez
(Sacramento City Unified)



Jessie Stewart
(UC Berkeley)



Sbeydeh Viveros-Walton (Public Advocates) *

*founding member since 2019

In addition to the Steering Committee, an Advisory Council consisting of renowned community leaders have lent their names and expertise to the movement since 2021. There are currently three members of the Advisory Council:



President Dr. Michael Drake of the University of California Office of the President with delegate Sandra Williams-Hamp, Executive Director of Outreach and Educational Partnerships.



Chancellor Eloy Oakley of the California Community Colleges Chancellor's Office with delegate David O'Brien, Vice Chancellor of Government Relations.



Michael Tubbs, Founder and Board Chair, Reinvent Stockton Foundation



What We've Achieved



“ When we band together, we can leverage the power of the investments in each of our individual promise programs. We can secure essential funding from the state. We can break down barriers that are there because of policy when we work together. So this is a great way to leverage your investment in each of our promise programs, amplify and spread it and make it go a lot further.”

~ Oakland Mayor Libby Schaaf, March 2021

NCCPC was formed just in time.

Since officially launching in November 2019, NCCPC has successfully grown its membership and advancement activities and actions in each of its four key areas: Policy, Workforce Partnerships, Campus Partnerships, and Communities of Practice. In February 2022, the national College Promise Initiative highlighted NCCPC as a model initiative in [The Northern California College Promise Coalition: Post-Secondary Impact Is Leveraged When Promise Programs Unite](#).

Bringing diverse leaders from across the Bay Area together in November 2019 and launching our formal structure of committees and activities in early 2020, we were well-poised to support the field as soon as shelter-in-place was announced. NCCPC was formed in order to leverage the collective impact of local programs, support the scaling of those programs, and work on broad systemic change in California.



NCCPC 2021-22 Highlights

From July-October 2021, NCCPC's Executive Director led the Steering and sub-Committees through goal setting exercises. These goals were finalized in December 2021; strategies deployed and progress reviewed in March 2022. NCCPC achieved significant goals from July 1, 2021 through June 30, 2022; they are described below by committees. Throughout this report you will see the acronym OKR which stands for Objectives and Key Results.

In this extremely productive year we achieved or are on track for 28 of 31 (90%) critical results in these four areas in as of June 2022. We did this despite not having a FT Executive Director until January and continuing to adapt in a persistent pandemic.





Policy:

Advocate for policies promoting college access, affordability, persistence, and success.

The Policy Committee is driven by [the legislative cycle](#) which follows a different timeline than other committees, and depends on their level of engagement on an issue. [AB 288 CA Ban on Scholarship Displacement](#) became a two-year bill in Spring 2021 which required advocacy in January 2022. The committee's work will follow the timeline of the bill, which as of June 20, 2022 was assigned to the [Senate 28.8 Measures file](#).

★ **POLICY Co-Chairs:** Sbeydeh Viveros-Walton, Director of Higher Education at Public Advocates and Dr. Chris Nellum, Executive Director at The Education Trust--West



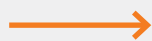
Sbeydeh Viveros-Walton
Public Advocates



Dr. Chris Nellum
The Education Trust--West

POLICY: FY22 Objectives & Key Results

1 Define Policy Priorities



KR 1: Identify one local champion (NorCal) and up to two non-local champions (SoCal, Central Valley)

KR 2: Define the short-term opportunities to support Q1-3 2022

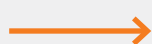
2 Design a Two to Three Year Policy Agenda



KR 1: Define the policy areas that impact all four committees

KR 2: Present a two to three year policy agenda for Steering Committee approval

3 Build State and National Partnerships



KR 1: Formally partner with two to three state or national advocacy groups

KR 2: Engage in one state and one national campaign

How are we doing on the OKRs we set for the year?

100%

Total # KRs: 6

ON Track: 6

OFF Track: 0

NCCPC was 100% On Track for all Policy OKRs in FY22.

#1 Define Policy Priorities

KR #1 Identify one local champion (NorCal) and up to two non-local champions (SoCal, Central Valley).

ON Track. Asm. Mia Bonta is our NorCal champion and Asm. Lisa Calderon is our non-local champion (SoCal).



Mia Bonta (D18)
NorCal Champion



Lisa Calderon (D57)
SoCal Champion

KR #2 Define the short-term opportunities to support Q1-3 2022.

ON Track. The bill we continue to sponsor is AB 288 CA Ban on Scholarship Displacement. The 2nd bill we've supported heavily is Cal Grant Reform.

#2 Design a Two to Three-Year Policy Agenda

KR #1 Define the policy areas that impact all four committees.

ON Track. Co-Chairs, the Executive Director, and members completed Phase 1 of a three-part policy retreat that will define the committee's policy agenda through FY2025.

KR #2 Present a two to three-year policy agenda for Steering Committee approval.

ON Track. The plan to define the Policy Agenda was approved and shared at the June 27 Policy Committee meeting.

CELEBRATE!

What we achieved in FY21-22

Policy Highlights

AB 288 passed out of the Senate!

Thank you to co-authors Asm. Mia Bonta and Asm. Lisa Calderon and 300+ organizations and individuals who supported!

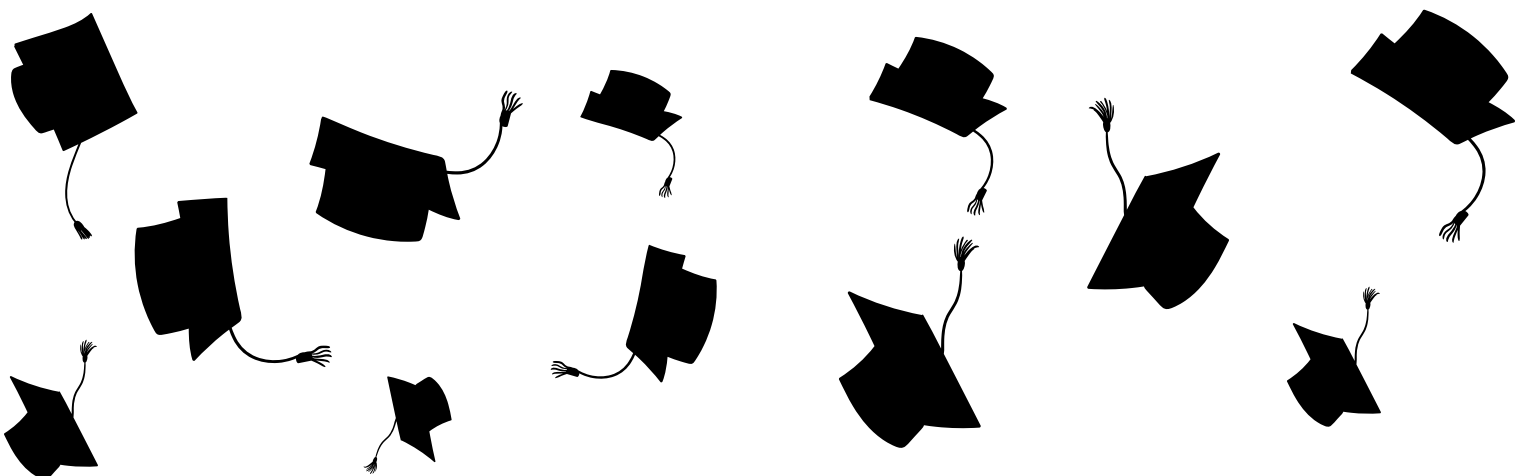
Thank you co-sponsors SoCal CAN and Scholarship America!



Looking ahead to FY23...

As of August 22, 2022: AB 288 is headed to the Governor's Desk!

We continue to advocate, meet with systems and legislators, and will work with the Department of Finance and the Governor's office.





Campus Partnerships:

Partner with colleges and enter student-level data-sharing agreements for on- and off-campus coordinated care.

The Campus Partnerships committee closely follows the college academic year timeline. Goals are set around development of partnerships with specific campuses and deliverables.

- ★ **CAMPUS PARTNERSHIPS Co-Chairs:** Katherine Zepeda Arreola, Chief of Staff to the CEO and the Senior Director at Beyond 12 and Allyson Takara, Associate Director of Post-Secondary Success at KIPP Northern California



Katherine Zepeda Arreola
Beyond 12

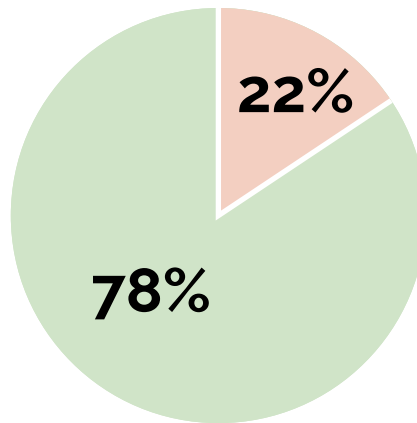


Allyson Takara
KIPP Public Schools
Northern California

CAMPUS PARTNERSHIPS: FY22 Objectives & Key Results

- | | | |
|--|---|---|
| 1 Evaluate Campus Partnerships Pilot with CSUEB | → | KR 1: Two student surveys sent to CSUEB students by June 2022
KR 2: Design a partnership dashboard for CSUEB by April 2022
KR 3: Share CSUEB pilot experience with two campus partners by June 2022 |
| 2 Activate Students to Provide Peer Support at Partner Campuses | → | KR 1: Recruit up to three student ambassadors at CSUEB by March 2022
KR 2: Engage 60% of identified NCCPC students at CSUEB by June 2022
KR 3: Launch Let's Go To College Bay Area with campus resources by March 2022 |
| 3 Publish NCCPC Member Guide for Campus Partners | → | KR 1: Evaluate and enhance campus partnership toolkit by April 2022
KR 2: Communications strategy designed by March 2022 to implement starting in April
KR 3: Collect campus partner testimonials by March 2022 |

How are we doing on the OKRs we set for the year?



Total # KRs: 9
ON Track: 7
OFF Track: 2

NCCPC was 78% On Track for all Campus Partnerships OKRs in FY22.

#1 Evaluate Campus Partnership Pilot with CSUEB

KR #1: Two student surveys sent to CSUEB students by June 2022.

OFF Track. Ambassadors not confirmed until March and did not have time to design and launch the surveys.



LESSON: Student surveys need to be drafted in the beginning of the academic year and distributed in the Spring for optimal response.

KR #2: Design a partnership dashboard for CSUEB by April 2022.

ON Track: East Bay developed an ambassador informed by the data we have sent them, demonstrated in March.

KR #3 Share CSUEB pilot experience with two campus partners by June 2022.

ON Track: Discussions begun with San Francisco State and San Jose State.

#2 Activate Students to Provide Peer Support at Partner Campuses

KR #1 Recruit up to three student ambassadors at CSUEB by March 2022.

ON Track: Three Ambassadors, all seniors. [Read profiles.](#)

KR #2 Engage 60% of identified NCCPC students at CSUEB by June 2022.

OFF Track. NCCPC has identified the students with data-sharing pilot members (four organizations) to date and aggregate totals for less than half of members.



LESSON: NCCPC and members need to improve data-reporting (aggregate and student-level) before we can accurately identify students at a partner campus.

KR #2 Launch Let's Go To College Bay Area with campus resources by March 2022.

ON Track: Ambassadors recruited and trained on website in March.

#3 Publish NCCPC Member Guide for Campus Partners

KR #1 Evaluate and enhance campus partnership toolkit by June 2022.

ON Track: Campus Partnership Toolkit enhanced with data and security recommendations.

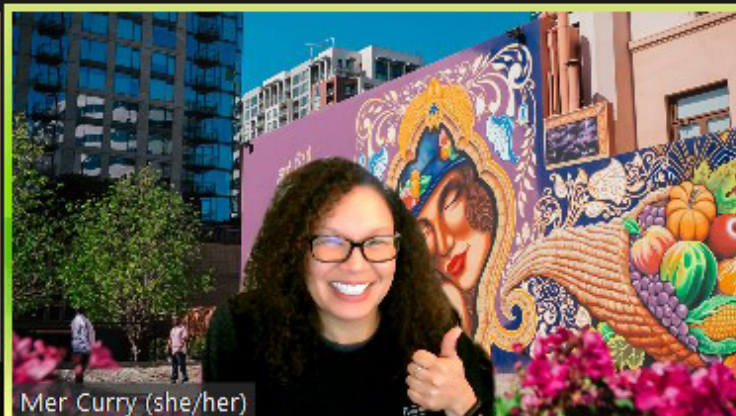
KR #2 Communications strategy designed by June 2022 to implement starting in FY23.

ON Track: Communications strategy designed. Research and implementation plan will be finalized in Q3 2022.

KR #3 Collect campus partner testimonials by June 2022.

ON Track. We received Dean of Academic Programs testimonial.

NCCPC Cal State East Bay Campus Ambassadors 2022



Campus Partnerships Highlights

NCCPC and East Bay August 2021 Convening

- 30+ leaders representing 11 members and 13 campus departments attended
- Second Convening is Thursday August 11 from 9-11am PT

NCCPC members share 233 unique student records with East Bay

- Members = KIPP NorCal, Oakland Promise, Richmond Promise, Stockton Scholars
- FERPA process refinement will inform all other CSU partnerships

NCCPC launches Campus Ambassador program with East Bay

- Three scholars from Oakland CSAB, Students Rising Above, and Making Waves Foundation
- Research and input to be shared at upcoming meetings

Looking ahead to FY23...

Relaunch East Bay Ambassadors in Fall 2022

Enhance partnership with East Bay to inform future campus partnerships.





Workforce Partnerships:

Partner with employers and programs to develop students' career clarity and provide targeted internship and job placement.

The Workforce Partnerships committee focuses on workforce development year-round. Goals are set around development of partnerships with workforce development programs and/or employers.

- ★ **WORKFORCE PARTNERSHIPS Co-Chairs:** Courtney Arguello, Lead Career and Alumni Coach of Making Waves Foundation CAP and Lorna Contreras-Townsend, Sr. Manager, Workforce Diversity at Gap Inc.



Courtney Arguello
Making Waves
Foundation CAP

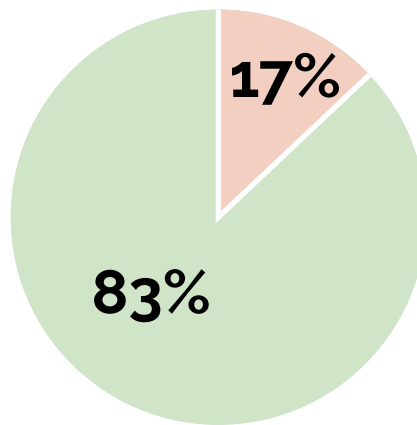


Lorna Contreras-Townsend
Gap Inc.

WORKFORCE PARTNERSHIPS: FY22 Objectives & Key Results

- | | | |
|---|---|--|
| 1 Define a Two-Year Workforce Development and Partnerships Plan | → | KR 1: Develop a workforce partnerships strategy by January 2022
KR 2: Define Partner Success Criteria for workforce orgs and employers by March 2022 |
| 2 Strengthen the Workforce Partner Opportunity Pipeline for Students | → | KR 1: Strengthen workforce partner pipeline with partners serving 200 students by June 2022
KR 2: Publish one case study by March 2022 |
| 3 Expand Career Activities for High School and College Students | → | KR 1: Launch career partner and opportunity promotion on website(s) by November 30, 2021
KR 2: Host or support career events that reach 1,000 students by June 2022 |

How are we doing on the OKRs we set for the year?



Total # KRs: 6

ON Track: 5

OFF Track: 1

NCCPC was 83% On Track for all Workforce Partnerships OKRs in FY22.

#1 Define a Two-Year Workforce Development and Partnerships Plan

KR #1: Develop a workforce partnerships strategy by June 2022.

ON Track.

KR #2: Define Partner Success Criteria for workforce organizations and employers by June 2022.

ON Track. Partner Success Criteria recommendations defined. Internal and external guides will be finalized in Q3 2022.

#2 Strengthen the Workforce Partner Opportunity Pipeline for Students

KR #1: Strengthen workforce partner pipeline with partners serving 200 students by June 2022.

ON Track. Multiple partners identified for the pipeline that can serve more than 200 students.

KR #2: Publish one case study by March 2022.

ON Track. NCCPC partnered with College Promise to publish a policy brief where each committee's goals and successes were highlighted, including partnership. Though not a true case study, it was the first public piece about NCCPC. NCCPC has identified MLT as a partner to focus on as a case study, however that specific format of publication has not been completed. It is slated for FY23 with confirmation from MLT to provide data, quotes, and content.

#3 Enhance Event Career Activities for High School and College Students

KR #1: Launch career partner and opportunity promotion on website(s) by November 30, 2021.

ON Track. Completed partnership with Gap Inc. and promoted the Fall career conference on Let's Go Bay Area as well as NCCPC students webpage.

KR #2: Host or support career events that reach 1,000 students by June 2022.

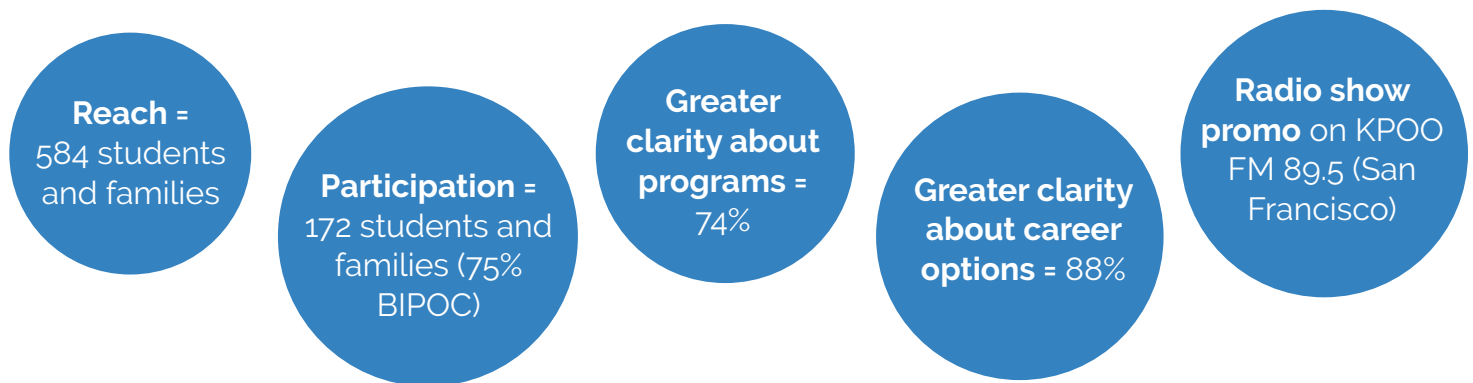
OFF Track. Career conferences reached 300 students.

CELEBRATE!

What we achieved in FY21-22

Workforce Highlights

NCCPC co-hosted the Retail Career Conference with Gap Inc. & Warriors Foundation



“ It gives insight to students that had no prior knowledge of these local organizations. Especially for high seniors like myself, it is a great opportunity that can get us started in networking. Nowadays because of the pandemic, we have lost many physical opportunities so students like me should grab onto valuable experiences like this.”

~ Student

Looking ahead to FY23...

NCCPC & Old Navy This Way ONWard partnership for FY23

Build out direct pipelines to associate opportunities in South Bay and East Bay (with potential for Santa Rosa and Sacramento).



Communities Of Practice:

Co-create best practices, solve shared challenges, and implement solutions TOGETHER.

The Communities of Practice committee officially began in June 2022, thus the formal goal-setting process was delayed as the co-chairs and committee spent July-December 2021 forming its membership, agenda and structure. Goals are set around development of partnerships with workforce development programs and/or employers. The goals focused largely on implementing programming for students and the field while remaining a space that allowed for open forums and providing time for dialogue around real-time challenges and opportunities.

- ★ **COMMUNITIES OF PRACTICE Co-Chairs:** Patrice Berry, Executive Advisor for Office of Oakland Mayor Libby Schaaf and Melissa Fries, Executive Director at CAP of Making Waves Foundation



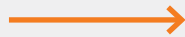
Patrice Berry
Office of Oakland
Mayor Libby Schaaf



Melissa Fries
Making Waves
Foundation CAP

COMMUNITIES OF PRACTICE: FY22 Objectives & Key Results

1 Launch Student-led Virtual Hub



KR 1: Design a partnership with SoCal CAN to launch Let's Go To College Bay Area for all NorCal students

KR 2: Launch Let's Go To College Bay Area in Q1 2022 with a defined maintenance plan informed by and working with students

2 Host Open Access Events Around College Affordability



KR 1: Partner with every major post-secondary system in CA

KR 2: Launch events for advisors, students, and families in Q1 2022

How are we doing on the OKRs we set for the year?

100%

Total # KR: 4

ON Track: 4

OFF Track: 0

NCCPC was 100% On Track for all Communities of Practice OKRs in FY22.

#1 Launch Student-led Virtual Hub

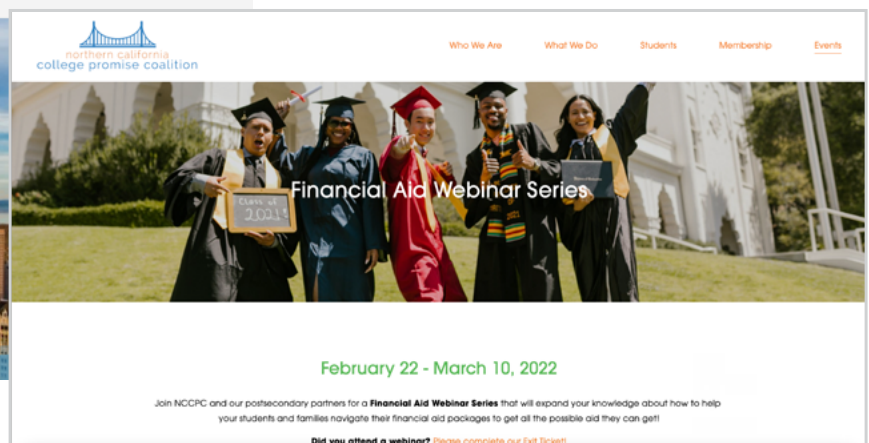
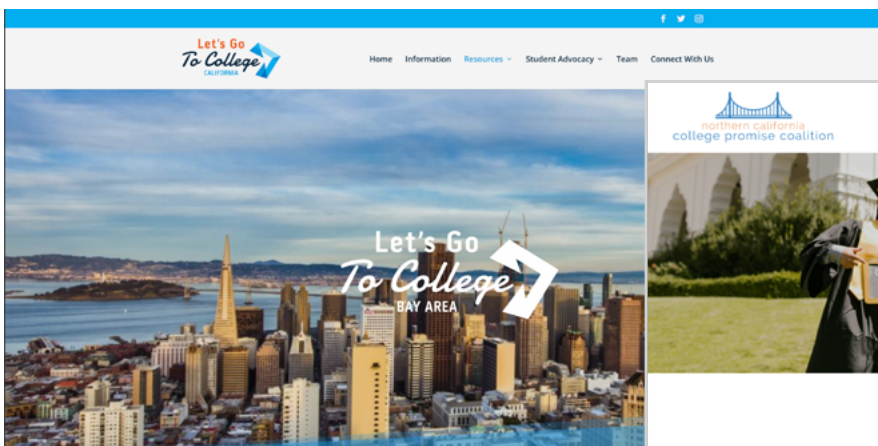
KR #1 Design a partnership with SoCal CAN to launch Let's Go To College Bay Area for all NorCal students.

ON Track. Hub launched in January 2022, <https://letsgotocollegeca.org/bayarea>. Content created by intern Edwin Burgos Perez (Oakland Promise, UC Berkeley senior).

KR #2 Launch Let's Go To College Bay Area in Q1 2022 with a defined maintenance plan informed by and working with students.

ON Track. Content outlined by high school interns and prior intern Aliyah Perry (Making Waves CAP, USC sophomore). Content created by intern Edwin Burgos Perez (Oakland Promise, UC Berkeley senior). Content management will be a key component of all student interns and fellows.

RECOMMENDATION: Work with SoCal CAN to prepare an FY23 editorial timeline.



#2 Host Open Access Events Around College Affordability

KR #1 Partner with every major post-secondary system in CA.

ON Track. Spring Financial Aid Webinar Series hosted from February 22-March 10 with key partners UCOP, CSUCO, and CCC.

www.norcalpromisecoalition.org/financial-aid-webinar-series-2022.

RECOMMENDATION: Engage AICCU sooner in the process, difficult to schedule.

KR #2 Launch events for advisors, students, and families in Q1 2022.

ON Track. The Spring Financial Aid Webinar Series included student-facing webinars from Moneythink and Immigrants Rising.

Also partnered with CSAC for CA College Affordability Summit on April 20 (Q2).



Communities of Practice Highlights

NCCPC All-Member Meetings #1 (July '21) and #2 (February '22)

- Special Guests: CA Community College Chancellor's Office and UC Office of the President

NCCPC hosted a three-week Financial Aid Webinar Series February-March '22

Reach = **260**
practitioners,
students and
families

Video Hits
after series =
210 views

Participation
= **156** (60%)
practitioners,
students and
families

100+
participants
+ **70** video
views

**NCCPC partnered with
CSAC for Summer Melt
Workshop April '22**

Looking ahead to FY23...

NCCPC is a CSAC Statewide Financial Aid Workshops partner!

NCCPC materials will be distributed at 50 workshops across the state. NCCPC, 10,000 Degrees, and Rancho Cordova Promise have partnered with CSAC to co-host financial aid workshops for advisors in Folsom, Sonoma, and San José this fall.



The Panelists

Mer Curry
Executive Director,
NCCPC



**Krismin
Inocentes Bell**
Executive Director,
OneGoal Bay Area



Janae Aptaker
Director of Stockton Scholars
Program & Strategy, Reinvent
Stockton Foundation

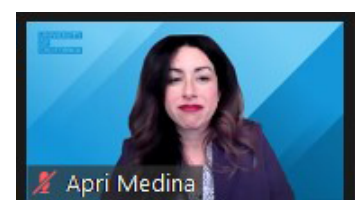


Dr. Eve Shapiro
Chief Knowledge
Officer, Beyond 12



**Christopher
Whitmore**
Executive Director,
Richmond Promise







Steering:

The Steering Committee discussed and approved organization-wide strategic goals and objectives with key results (OKRs) aligned to those goals. Rather than set goals ending in FY22, the goals were intended to launch in FY22 with success measured at the end of FY23.

- ★ **STEERING leadership:** Chair David Silver, Director of Education for the Office of the Oakland Mayor and Vice Chair Janae Aptaker, Director of Program Strategy for Stockton Scholars, Reinvent Stockton Foundation



David Silver
Office of Oakland
Mayor Libby Schaaf



Janae Aptaker
Reinvent Stockton
Foundation

Proposed Outcomes for 2021-2023



Resourced Students

Double Students Served

Increase students served by collective +50K to get to 100K.

Students receive targeted career, campus, financial, and other supports from the coalition enhancing the services provided by member organizations.



Active & Agile Network

Double Members Served

Grow members to 50 deepening impact in existing 12 county footprint.

All members engaged and activated to support policy, campus, workforce, and practice campaigns and distributing coalition-negotiated services and resources to their students.



Sustainable Organization

75% of 2021-22 OKRs Achieved

Coalition is supported by fiscal sponsor, staff has the capacity to shepherd the work of the committees, 75% of the budget is raised by June 2022 for fiscal year 2022-23, and neither financial nor human constraints get in the way of meeting the objectives.

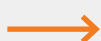
The two primary objectives for FY22 were to:

- 1** Extend the network's reach in organizations and students, and
- 2** Strengthen the conditions for students to get into college, graduate, and enter careers.



STEERING COMMITTEE: FY22 Objectives & Key Results

1 Extended network's reach in organizations and students



KR 1: Grow the NCCPC membership to 50 organizations and individuals

KR 2: Close 2021-22 gap by March 2022

KR 3: Retain consultants by January 2022 to improve operational capacity in two of three high need areas (CRM, data security, communications)

2 Strengthen the conditions for students to get into college, graduate, and enter careers



KR 1: Strengthen partnerships to serve 2K students (campus, workforce, practice)

KR 2: Pass and support policies that improve college access, affordability, and success for BIPOC/low-income students

KR 3: Four core operations improvements planned by December 30 for January 2022 implementation

How are we
doing on the
OKRs we set
for the year?

100%

Total # KRs: 6

ON Track: 6

OFF Track: 0

NCCPC's Steering Committee was 100% On Track for all organization-level OKRs in FY22.

#1 Extended Network's Reach in Organizations and Students

KR #1 Grow the NCCPC membership to 50 organizations and individuals.

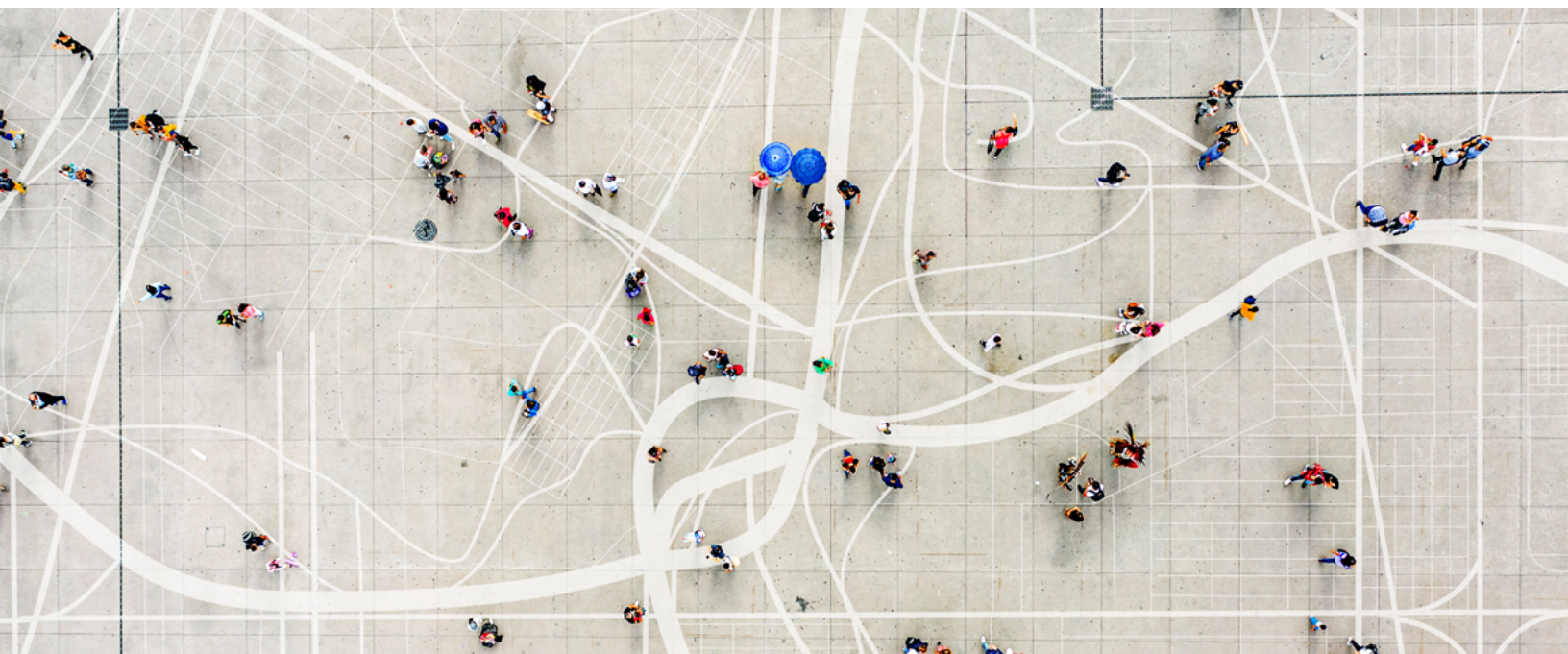
ON Track. NCCPC had 26 members when the goal was set. NCCPC is at 35 members as of June 2022, 40%+ of the growth goal.

KR #2 Close 2021-22 gap by March 2022.

ON Track. NCCPC exceeded its fundraising goals for fiscal year 2021-22, raising over \$300,000 as of June 2022.

KR #3 Retain consultants by January 2022 to improve operational capacity in 2 of 3 high need areas (CRM, data security, communications).

ON Track. Hired eight consultants in high need areas: CRM, data security, communications/PR plus evaluation, strategy, development, and policy.



#2 Strengthen the Conditions for Students to Get Into College, Graduate, and Enter Careers

KR #1 Strengthen partnerships to serve 2,000 students (campus, workforce, practice).

ON Track. We have seven campus prospects: UCs Berkeley, Davis, Merced, and Santa Cruz continue to be interested. As a result of the CSU Chancellor's Office Community Partnerships Initiative Grant, we've entered conversations with San José, San Francisco, and Sacramento State campuses.

KR #2 Pass and support policies that improve college access, affordability, and success for BIPOC/low-income students.

ON Track. AB 288 is headed to the Governor's desk!

KR #3 Four core operations improvements planned by December 30 for January 2022 implementation.

ON Track. Implemented five core operations: 1) improvements to Salesforce CRM, 2) network evaluation planning, 3) development planning, 4) data and security analysis with recommendations, and 5) strategic hiring planning.



NCCPC 2022-23 Goals

Goal-setting for the year beginning July 1, 2022 and ending June 30, 2023 has begun and will 1) have more input from co-chairs, and 2) be informed by the evaluation planning process and input from consultants. The draft goals will be added here by August 2022 for consideration.

Internal Strategy:

The Executive Director (ED) sets goals in order to drive the scalability and sustainability of the coalition. The primary goals set by the ED for FY23 include 1) defining NCCPC as a collective impact model, 2) designing an evaluation to assess NCCPC's approach towards collective impact, and 3) scaling the organization in FY23 with more human and financial resources. Additional goals to be determined and set by each committee through August 2022.

- **GOAL:** Define NCCPC as a collective impact model.
- **GOAL:** Design an evaluation to assess NCCPC's approach towards collective impact.
- **GOAL:** Scale the organization with more human and financial resources.

Steering Committee:

- **GOAL:** Develop a theory of change that demonstrates how our collective impact leads to incremental, structural, and [transformational change](#). The Driver Diagram, Root Cause Analysis, and evaluation plan will provide a roadmap for NCCPC to launch an evaluation that measures the coalition's collective impact around 1) Incremental, 2) Structural, and 3) Transformational systems change.
- **GOAL:** Implement deeper member engagement strategies to optimize 1) staff participation in one or more committees and 2) use of member benefits (student- and or practitioner-facing programs and activities).

Policy:

- **GOAL:** Develop a policy agenda that clarifies NCCPC's policy principles, priorities, and the scope of the Policy Committee in achieving the agenda.

Workforce Partnerships:

- **GOAL:** Implement a local pilot program in partnership with Gap Inc. that will strengthen pipelines for NCCPC scholars to work in retail, fashion design, business, and tech.

Campus Partnerships:

- **GOAL:** Complete the CSUCO Community Partnerships Initiative program with East Bay.

Communities of Practice:

- **GOAL:** Implement a year-long calendar of practice topics with a focus on mental health, affordability, and longitudinal data.



Financials

Chart of Expenses for FY20 through FY23

	FY 19-20	FY 20-21	FY 21-22	FY 22-23
Launch Coalition	\$69,000			
Build committee and operations capacity		\$85,000	\$329,000*	
Hire first full-time staff and pilot programs				\$520,000
Hire second staff, pilot programs, data & eval				

*Final financial information will be available in mid-September; this information is based on May 2022.

Our Supporters

We are grateful for the support of our Steering Committee members and our foundation and workforce partners. This list reflects generous support received between July 1, 2021 and June 30, 2022.

Adelina Tancioco
 Bartz Marr Family Foundation
 Beyond 12*
 CA Community Colleges Chancellor's
 Office #ICanGoToCollege Campaign*
 City of Hayward / Hayward
 Promise Neighborhood*
 Education Trust–West*
 iMentor Bay Area*
 Making Waves Foundation *
 Moneythink*
 Oakland Promise*
 OneGoal Bay Area*

Rancho Cordova Promise*
 Reinvent Stockton Foundation /
 Stockton Scholars*
 Richmond Promise*
 San Francisco Dept. of Children
 Youth & their families*
 ScholarMatch*
 San José Public Library Foundation*
 Sobrato Foundation*
 Sue & David Tunnell*
 The California Endowment*
 Yellow Chair Foundation*
 10,000 Degrees*

*Multi-year commitment or multiple grants

On behalf of our membership, NCCPC thanks you for your support!



For more information contact Meredith Curry Nuñez at mer@norcalpromisecoalition.org.

Visit our website at <https://www.norcalpromisecoalition.org/>

READ OUR FAQ