



# 2022-23 YEAR END REPORT

The Year-End Report outlines the goals and mission of NCCPC, our members, our operational structure, successes, and goals. We invite you to read the report to learn more about how far we've come and our vision for the future.

Together, we can change the trajectory for hundreds of thousands of Northern California students.







# Dedicated to college access, support, and success.

The Northern California College Promise Coalition is a fiscally sponsored project of the West Contra Costa Public Education Fund.

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# EXECUTIVE DIRECTOR LETTER

Dear Community,

**At NCCPC, we strive to challenge the status quo and find new ways of cultivating a better world for our most disenfranchised youth and their families. Here in Northern California, we are witnessing the highest income disparities and wage gaps we’ve ever seen, and the cost of living has skyrocketed beyond what the average salary can support. Across the country, while we see movements in the positive direction around issues like scholarship displacement with five states passing bills banning the practice and three more in progress, we have also seen the intolerable dismantling of safeguards and civil liberties that have protected our communities for decades. What is happening today requires collective action—the challenges we face demand a coordinated, regional approach if our youth and families are to see economic mobility and inclusion in our lifetime.**

In this 2022-2023 year-end report, we are proud to share several small wins and large successes, including our enhanced member-driven approach, pilots to support students across 12 counties, a bill passed that will safeguard over 1 million students from having their scholarships displaced, and systems change work in partnership with campuses, employers, and policy leaders. The pathway to economic mobility is complex, plagued with systemic issues that require decolonization in policy and practice. A postsecondary education, whether a

certificate, license, associate’s degree, or bachelor’s degree, is a known vehicle to escape the cycle of poverty. For the over 330,000 high school students enrolled across NCCPC’s 12-county footprint, clear guidance and trusted resources are crucial to getting into and through college on time and with little to no debt. We need the collective efforts of all 50+ NCCPC members providing college promise programs, scholarships, career services, and mentors to students across their cradle to career journeys. This also means that NCCPC must continue to provide

the backbone function that can produce the collective impact necessary to see more students unlock economic mobility through a postsecondary education in Northern California, and across the state.

***Established in time for the COVID-19 pandemic. Ready to take action in the wake of the Supreme Court’s June decisions.***

Since NCCPC was established by its founding members in November 2019, we have convened, organized, and taken actions to respond to our community’s most urgent and imperative issues.

Formed just in time before the March 2020 closures in response to the COVID-19 pandemic, our members coordinated and published a free multi-county resource guide highlighting vetted and trusted resources to respond to food and housing insecurity, mental and physical health needs, job and college resources, and more.

In the wake of the Supreme Court’s ruling [to abolish the consideration of race as an independent factor in college admissions on June 29, 2023](#),

and then [striking down President Biden’s executive authority to implement his loan forgiveness program on June 30, 2023](#), today, more than ever, we need to band together for collective impact. This attack on our civil rights, freedoms, and economic justice must be addressed by working together, leveraging our students’ voices and community organization’s best practices developed within and across city and county boundaries. [CLICK HERE](#) to read our Member, Partner, and Ally responses to the SCOTUS Decisions.

**We must use our collective voice** to strengthen legislative advocacy efforts that have a big multiplier effect on student access, affordability and completion while in college.

**We must use our collective reach** to negotiate strategic partnerships that members could not negotiate on their own, such as partnerships with college campuses—in order to focus collaborative student support resources to improve college enrollment and completion rates.

**We must use our collective power** to negotiate strategic partnerships that members could not negotiate on their own, such as partnerships with employers—in order to increase the number of students who have pathways to careers by an order of magnitude.

Kaya natin / Si se puede /  
Together we can,

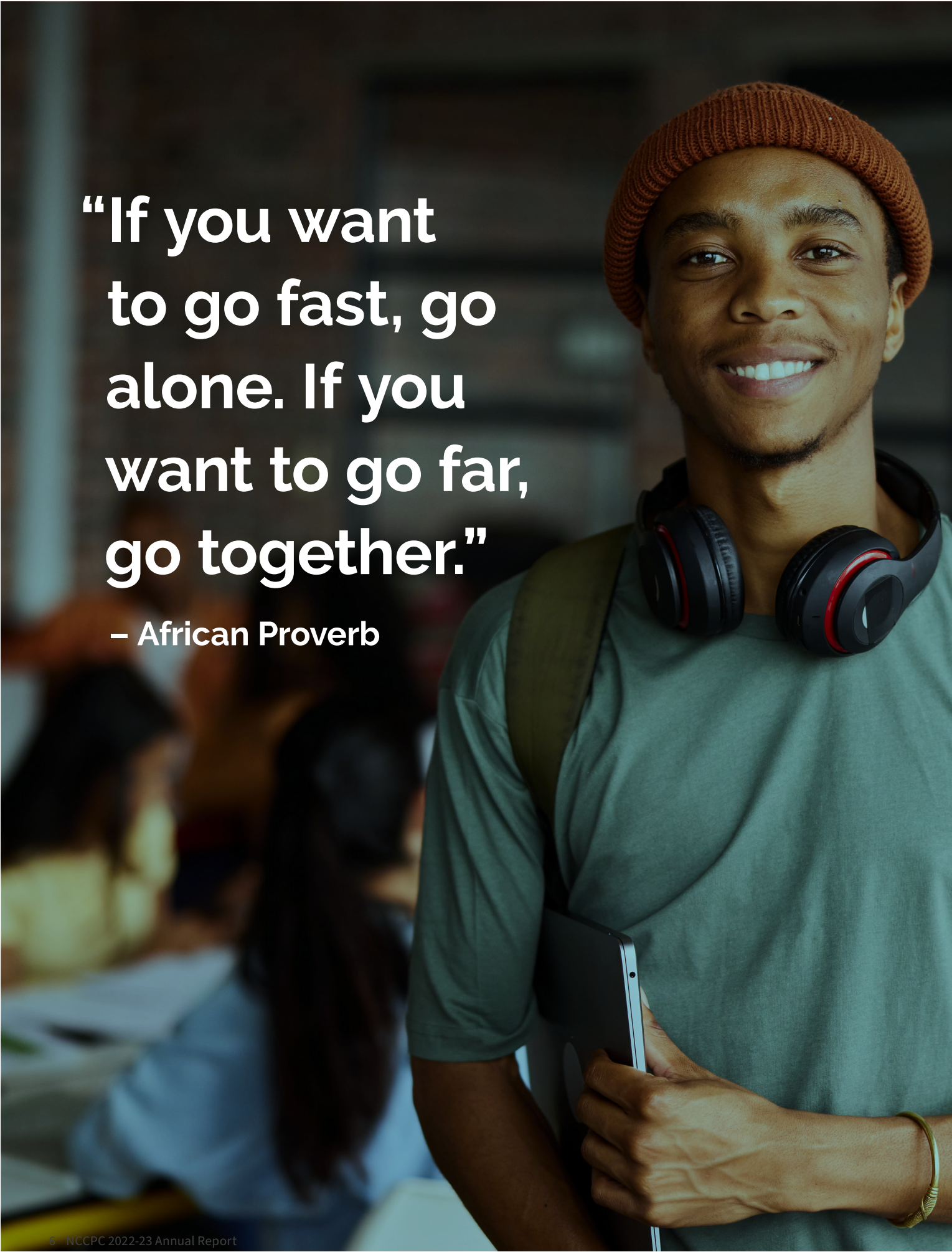
Meredith Curry Nuñez  
Executive Director

David Silver  
Steering Committee Chair

Janae Aptaker  
Steering Committee Vice Chair







“If you want  
to go fast, go  
alone. If you  
want to go far,  
go together.”

– African Proverb

## EXECUTIVE SUMMARY

Over the past year (FY22-23) NCCPC has emerged from a scrappy seed-stage startup into a member-led, collective impact organization with a staff of 3.5 FTE and an annual budget of \$653,000. At the end of June 2023, our membership base grew from 38 to 45 members serving 200,000+\* students over 12 counties in Northern California. At the close of the fiscal year, we achieve the following:

- Passage of AB288, a major victory for college affordability!
- Learning from the Cal State East Bay partnership and initiation of two potential campus partners: San Jose City College and UC Merced.
- Improved implementation of the Old Navy workforce partnership.
- Implementation of a pilot Emergency Microgrants Program.
- Implementation of a College Ambassadors Program (peer support).

**In addition, much organizational work resulted in an established and funded organization that provides the “backbone” function for the NCCPC coalition:**

- Development of a fundraising pipeline to support the next 3 years of growth.
- Shift in committee leadership to 8 committee co-chairs who come from our member organizations (enabling Mer to transition into the first full-time NCCPC Executive Director role).

*\*estimate; currently being recompiled*



# 330K+

High school  
students enrolled  
across NCCPC's  
12-county footprint\*



northern california  
college promise coalition

## Who We Are

The Northern California College Promise Coalition (NCCPC) ([www.norcalpromisecoalition.org/](http://www.norcalpromisecoalition.org/)) gathers leaders, practitioners, and resources invested in supporting college success through policy advocacy, workforce development, and promoting best practices within education and youth services. NCCPC works to make systemic change by advocating for and/or directly implementing solutions centering first-generation, low-income, BIPOC (Black, Indigenous, People of Color) students and multiply marginalized and underserved (MMU) students<sup>1</sup>.

Our agenda is to make college accessible and affordable; our vision is to end income and wealth disparities. NCCPC is the backbone organization that skillfully coordinates over 45 members across twelve counties as an emerging collective impact organization.

At the end of our fiscal year ending June 30, 2023, NCCPC collectively serves 200,000+ first-generation, under-resourced, and MMU students and has 220+ leaders representing over 45 active members from college promise programs, college access and/or success organizations, education technology nonprofits, advocacy organizations, and local government offices.

The Member Profiles on our website provide more detail about the kinds of work our members do: (<https://norcalpromisecoalition.org/member-highlights/>)

<sup>1</sup> Multiply marginalized and underserved—refers to individuals who have multiple, intersecting identities that are confined or relegated by social processes to the outer edge of mainstream society, preventing these individuals from full participation in cultural, social, economic and political life enjoyed by dominant society resulting in insufficient representation.



# WHO WE ARE

For the 2022-2023 fiscal year,

## A STEERING COMMITTEE OF LEADERS FROM 19 NCCPC ORGANIZATIONS

collaborated to bring these communities  
together toward a shared vision of  
increased post-secondary success.

## NCCPC'S 26+ CHAMPION AND ADVOCATE

(individual) members advance the goals of the coalition by participating in committees focused on our four pillars. Learn more about our members at <https://norcalpromisecoalition.org/membership/> and our levels of membership at <https://norcalpromisecoalition.org/levels-of-membership/>.

An advisory council of

## 7 LOCAL, STATE, AND NATIONAL LEADERS CHAMPION THE WORK AND GOALS OF NCCPC.

Learn more about our Advisory Council at <https://norcalpromisecoalition.org/advisory-council/>.

### NCCPC Team



Meredith Curry Nuñez,  
Executive Director



Barbara Gee  
Deputy Director

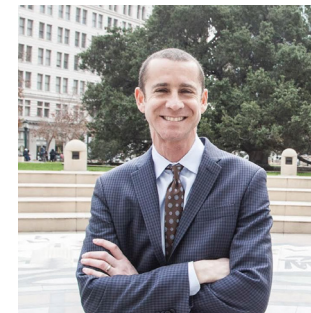


Alex Badaoui  
Program & Operations  
Coordinator

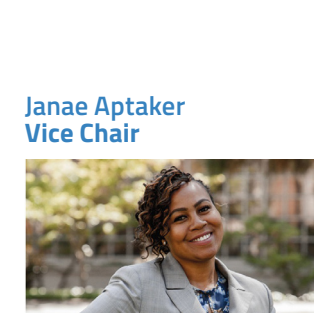


Heather Miller  
Director of Infrastructure  
& Growth

### Steering Committee



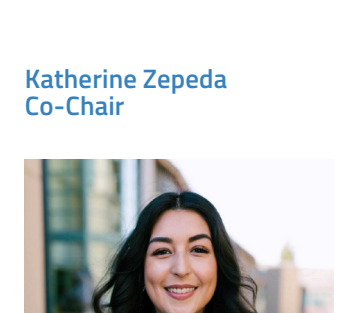
David Silver  
Chair



Janae Aptaker  
Vice Chair



Allyson Takara  
Co-Chair

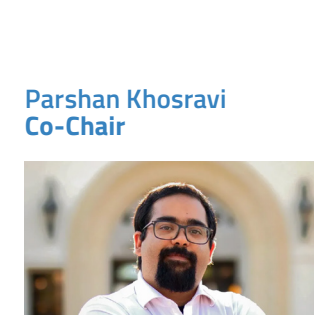


Katherine Zepeda  
Co-Chair

### Policy Committee



Dr. Christopher Nellum  
Co-Chair

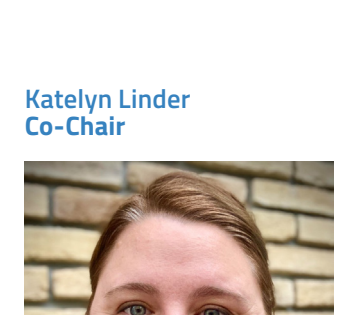


Parshan Khosravi  
Co-Chair



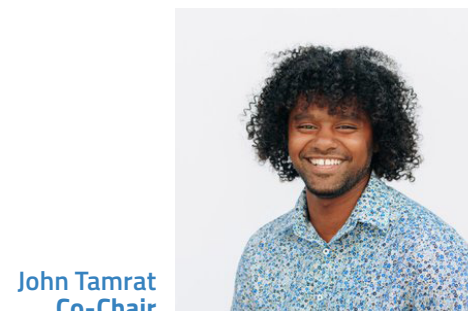
Kaitlyn Endo  
Co-Chair

### Workforce Committee

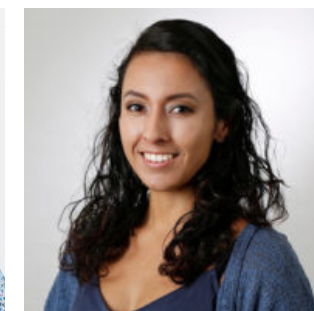


Katelyn Linder  
Co-Chair

### Communities of Practice Committee



John Tamrat  
Co-Chair



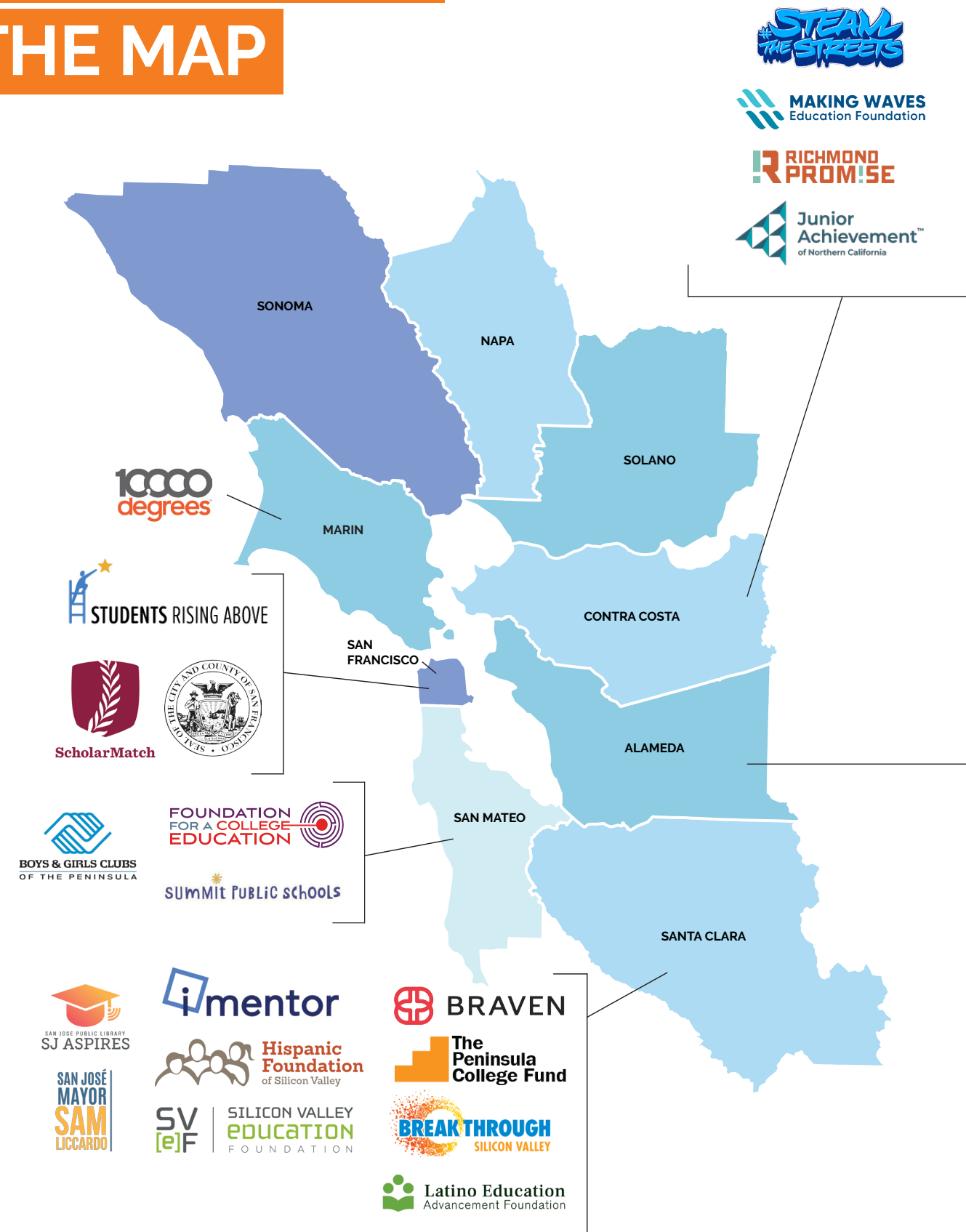
Rose Allen  
Co-Chair

Melissa Fries & Patrice Berry  
Co-Chairs through December 2022





# MEMBERS ON THE MAP



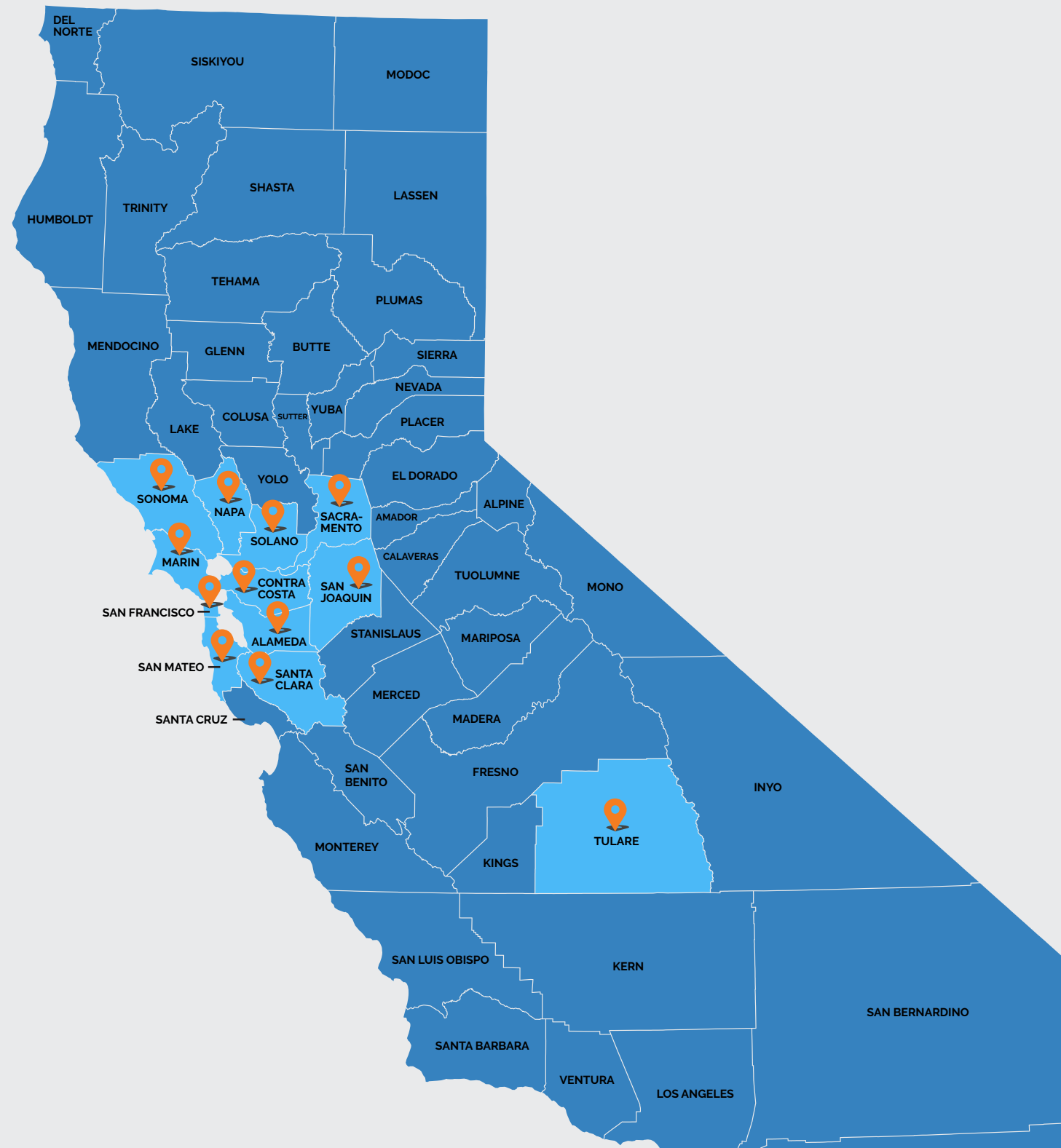
- ADVOCATE (Individual) Members:**
- Aditi Goel (P16 Partners)
  - David Silver (California Volunteers Fund)
  - Jackie Nevarez (Sacramento City Unified)
  - Janae Aptaker (Blue Shield of CA)
  - Lorna Contreras-Townsend (Capital Group)
  - Mary Le (Partner with Mary Le)
  - Mckenzie Richardson (Council for a Strong America)
  - Nadja Jepsen (College Track)
  - Patrice Berry (End Poverty in CA)



# WHERE WE WORK

The counties served by NCCPC are Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, Sonoma, Sacramento, San Joaquin, and Tulare. As we grow our membership, our footprint has also started to expand to the Central Valley and beyond.

## NCCPC's 12 county footprint





# WHAT WE DO

Our student community’s most pressing needs are wealth-building through: 1) equitable policies, 2) student-centered culturally competent support, 3) campus partnerships, and 4) workforce opportunities to ensure our students can be successful in college, career, and life.

NCCPC is a collective impact education 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. As a convener, NCCPC established committees focusing on distinct pillars intended to bridge sectoral divides to address key challenges of coordination, focus, sustainability, and reach, which in turn, leverages better outcomes for more students.

Through 60+ committee meetings held annually, we fold in diverse perspectives and form a complex intersectional lens to support all students on their journey toward economic mobility and general well-being. Committees are composed of NCCPC members and partners who convene, collaborate and troubleshoot urgent issues to better

support students and their communities. Committee participants bring a wealth of expertise in one or more of the following areas: students’ limitations to college access and affordability, college success, and developing connections to the workforce opportunities. Further, we have taken steps to ensure that the students we serve have a seat at the table and their interests and opinions are heard and incorporated into NCCPC’s project planning and actions. Since March 2023, over 700 students and practitioners have attended committee meetings, convenings, and workshops. Our holistic approach considers the higher education life cycle during critical moments within the student timeline focusing on college readiness, college success, and career clarity as students transition into the workforce.

NCCPC has demonstrated success in supporting Northern Californian students. The organization’s achievements can be attributed to its work across four key pillars.

First, NCCPC’s **policy advocacy** yields concrete results. Our efforts passed AB 288, a California law prohibiting scholarship displacement. This bill safeguards students’ financial stability by ensuring that scholarships do not

diminish other forms of financial aid.

Second, through strategic collaborations, NCCPC forges valuable **workforce partnerships** that create meaningful opportunities for students. By facilitating internships and job placements, NCCPC helps students gain real-world experience and establish employment pathways.

Third, NCCPC’s **campus partnerships** enhance students’ access to resources and support. For instance, collaboration with Cal State East Bay has enabled data-sharing agreements and coordinated care approaches, with the aim of establishing a comprehensive on-campus support system for students. We also piloted a Campus Ambassadors program to gain insight into how best to implement peer support. Furthermore, agreements with the UC Office of the President have bolstered financial aid troubleshooting and strengthened campus partnerships for member organizations.

Fourth, NCCPC fosters **communities of practice** and creates spaces for collaboration and sharing best practices. Within these peer-learning environments, participants co-create effective strategies and solutions that address students’ unique needs. The collective

knowledge and expertise exchanged within these communities contribute to positive outcomes in college access, success, and career readiness.

NCCPC offers a balance between the localized approach of a city or county-level coalition and the broader reach of a statewide coalition. Our coalition’s size allows us to move nimbly in response to emerging issues; hone a more targeted approach to addressing the

unique needs of the Northern California area, while still having the potential to influence and shape meaningful policy change at a regional level.

Moreover, we are able to tap into larger swathes of local knowledge, cultural nuances, and community-based partner organizations that have a deep understanding of Northern California’s challenges and opportunities. This collective approach allows for the sharing

of resources, knowledge, and expertise among our coalition members. By pooling together these collective assets, NCCPC can streamline its efforts to maximize its impact and effectiveness. Further, this localized perspective enhances the coalition’s ability to develop contextually relevant solutions and build trust within the community.

## FY23 Successes & Organizational Development Context

FY23 was a ground-breaking year in NCCPC’s history: this was the year NCCPC emerged from being a seed-stage startup (supported by a half-time consultant), to an organization experiencing resource growth—enabling us to hire key staff, support member-led committees, and build up a fundraising pipeline to support further growth in FY24-26.

In July of 2022, the first employee, our Executive Director (ED) Meredith Curry Nuñez (“Mer”), was added to the NCCPC Payroll. This was followed by hiring a Deputy Director, a Program & Operations Coordinator, and a Director of Infrastructure and Growth.

### The staff is currently augmented by a team of expert consultants:

- **Evaluation Consultant, with collective impact expertise**
- **Policy Consultant, with CA State-level legislative expertise**
- **Salesforce Consultant, with deep expertise in NCCPC’s implementation of the Salesforce database**
- **Events Consultant, with a strong track record working with NCCPC**
- **Interns, with strong grounding in the student experience**

Another key organizational win was the shift to committee co-chairs (from our member organizations) who stepped up to expanded leadership roles that included leading the committee OKRs (Objectives and Key Results) planning process, and driving the agendas and facilitation of all committee meetings.

We rely on our cohort of 8 member co-chairs to give us feedback and insight into the design of roles in our new structure, and they are critical to steering the organizational development at NCCPC.

With our hiring successes and co-chairs stepping up, we have made great progress in offloading Mer’s workload, freeing her up to focus on fundraising, our external messaging, and key convenings—and getting established as NCCPC’s first full time ED.

**700+** students and practitioners have attended committee meetings, convenings, and workshops

2023 Steering Committee





## FROM OUR MEMBERS

### What successes would you like to share about our collective impact work at NCCPC?

The San Jose & Milpitas Promise Programs, housed at San Jose City College, are Steering Committee members of NCCPC as of May 2023. When you support NCCPC, you support scaling successful best practices around college access, success, economic mobility, and wealth building in and around the Bay Area.

When I was asked if it made sense for our Promise programs to join NCCPC, I saw it as a “no-brainer” because of the leverage of the investment. It is rare to see an organization that can combine both long-term policy change with responding to the urgent COVID-related immediate needs of our community. While we may be out of the pandemic, the impact of the last three years on our students and communities will reverberate for years to come. To improve outcomes for marginalized communities, we need a regional coalition like NCCPC to drive collective action and impact.

— President Dr. Rowena Tomaneng, San Jose City College

Beyond 12 is a proud member of NCCPC because we believe in the power of the collective - collective responsibility, collective action, and collective success. We know that if our students succeed, we all succeed, and in Northern California alone, there are so many organizations dedicated to supporting students through college, career, and life. We are proud to work alongside dedicated leaders and organizations who share our vision of ensuring that students not only earn college degrees but that they translate their degrees into meaningful employment and choice-filled lives.

Whether it's sharing lessons learned through communities of practice or partnering on data-sharing agreements with institutions of higher education or impacting policy so that we can remove the systemic barriers that stand in the way of student success, NCCPC is already having such a tremendous impact. Many may be familiar with the old proverb, “if you want to go fast, travel alone but if you want to go far, travel together” and, for me, NCCPC is the very embodiment of that principle.

— Alex Bernadotte, Founder and CEO of Beyond 12

We believe that systems change is possible in coordination and community with other agencies looking to close gaps in education, wealth, health, etc. Place-based, direct service work informs how these policies address gaps in services and access. Working with this coalition allows us to advance systems-change efforts. HPN has been advocating for AB 1321 (Bonta) It Takes a Village Act for the last three years, and we are excited to see that it has been included in NCCPC's policy priorities for 2023.

HPN will work with City of Hayward Mayor Salinas to host the 3rd Mayor's Circle on November 2, 2023 at our partner campus, Chabot College. [We are] Continuing to work with NCCPC leadership to continue building on our work in the East Bay and the region through partnerships such as Bay Area K-16 Collaborative. In addition to the Policy Committee, HPN will be supporting the Campus Partnerships committee as they continue to strengthen their work with CSUEB and other campuses.

— Edgar Chavez, Executive Director of Hayward Promise Neighborhoods (HPN)

At OneGoal, our mission is to close the degree divide in America so that every young person has the opportunity to achieve their greatest postsecondary aspirations. There are millions of students in this country who have been marginalized, without equitable access to quality postsecondary advising and ultimately the credentials they need to live a purposeful career and access economic mobility. OneGoal has never believed it could achieve this mission on our own. In addition to our work with school and community partners, we are thrilled by the opportunity to build lasting and collaborative relationships with other member organizations of NCCPC so that we can strategize, plan and act as a collective and hopefully see the degree divide close in our lifetime.

The leaders that make up NCCPC are experts in their work, they're brilliant, resilient and I know are in it for the long-haul, SO we have a unique opportunity to come together as city, county, non-profit and institution partners so that we can improve outcomes for students in our region. I believe that our intentional collaboration can lead to improved and increased access to quality postsecondary advising, increased enrollment at our state institutions and more adequate financial aid and holistic support services—all ultimately better positioning our students to persist and complete their chosen postsecondary paths. The work we do is hard because it's personal and it takes a special kind of endurance and one of the things I'm most grateful for about NCCPC is the comradery among members—it lessens the load and makes the vision of equitable outcomes for all students feel so much closer.

— Krismin Inocentes-Bell, Executive Director of OneGoal Bay Area

Our organization (The NROC Project) collaborates with secondary, post-secondary, and adult-education institutions all over the country to improve student readiness for college and career and to improve institutional processes associated with student matriculation, agency, and persistence. We have found that many of the more densely populated regions of the country can be very challenging to work with because there are so many institutions and non-governmental programs competing for limited resources and attention even as the numbers of students who need support are especially large. We have seen how intermediary organizations—often coalitions—can help cut through the noise, find spaces for collaboration, and ultimately move things forward. The NCCPC looks like exactly the organization that is needed in the greater Bay Area and could potentially provide our organization with improved visibility into the efforts of our current and potential collaborators as well as opportunities to reach some of our target populations in a more systemic manner.

— Dr. Ahrash Bissel, Founder & CEO with The NROC Project



SRA is involved with NCCPC because we believe in collective impact—we can do more to help make systematic change together. SRA is involved with NCCPC because it’s important for us to think of the intersectionality of our work, services and stakeholders and how we can make a greater impact together for the greater Bay Area region.

— **Angela Bugayong, Senior Director of Program Strategy with Students Rising Above**

Being a governing member of NCCPC has been an immensely rewarding experience for Stockton Scholars. Not only do we feel a sense of pride and accomplishment in contributing to the organization’s decision-making processes, but we have also been able to witness firsthand the positive impact NCCPC has on the community. We look forward to continuing our active participation in NCCPC and are honored to be a part of such a distinguished group.

— **Jorge Espinoza, Scholarship Operations Manager with Reinvent Stockton Foundation and Stockton Scholars**

I’m personally involved because NCCPC supports issues that are both personally and professionally important to me. As a scholarship provider and a former scholarship recipient myself AB-288 is very important to me and working on banning scholarship displacement is something I am very passionate about.

— **Nadja Jepsen, Senior Director of Financial Programs and Scholarships with College Track**

**We felt it was imperative to join NCCPC to contribute to, and benefit from, the broader systems change, policy/advocacy, and field-building activities that will result in more equity and better outcomes for all students in California.**

— **John Hiester, Executive Director of Breakthrough Silicon Valley**

The Richmond Promise joined NCCPC as a founding Steering Committee member because we believe and understand that long-term sustainable change is best achieved through meaningful collaboration. Through NCCPC, the Richmond Promise has been able to learn from and collaborate with numerous partners throughout the region who have similar goals in making higher education and career pathways more equitable, inclusive, and attainable—especially for young people from backgrounds that have been historically shut out from the world-class educational and career opportunities that help define Northern California.

— **Anjanine Bonet, Chief Operating Officer at Richmond Promise**

NCCPC is a collective of subject matter experts that work together to bring the best we have to offer to the students, particularly for first-gen and BIPOC students. Through creating a central collaborative space, we are able to serve our students, their families, and our greater communities in stronger, more united ways than if we were to go it alone.

— **Katie Linder, Literacy Program Specialist with San Jose Public Libraries**

The coalition is valuable in supporting our partnership efforts by connecting us to leaders that are working similarly to advance opportunities for college-access and college-affordability for vulnerable populations.

— **Randi Kay Stephens, Community Enhancement and Investment Management Analyst II with City of Rancho Cordova**

I have found a common obstacle in Education is the Industrial Revolution approach to Education which created silos, lack of collaboration and the inaccurate notion that a person can be segmented like widgets and then put together at the end to produce a “good” product. Coalitions like NCCPC take the accurate and holistic view that people, communities, districts, etc. do not always have defined lines so need entities that allow for fluid dialogue to solve problems and create best practices for humanity.

— **Jackie Nevarez, Coordinator, College and Career Experience with Sacramento City Unified**

NCCPC provides our organization with an opportunity to coordinate high-impact practices and support regional and state-level advocacy. Together, many small organizations have a powerful voice!

— **Devon Moore, Senior Director of Programs and Compliance with ScholarMatch**

uAspire is a nonprofit organization ensuring that all young people have the financial information and resources necessary to find an affordable path to and through college. Our singular focus is on college affordability and removing financial barriers so that every student has an equitable opportunity to attain a postsecondary degree without burdensome debt. That is why we believe in the mission of NCCPC and are proud to be a part of it.

— **Parshan Khosravi, California Policy Director with uAspire**

We are aiming to grow our network, presence and community in California, with like-minded visionaries and systems-thinkers who want to reform education.

— **Mark Gaskins, Co-Founder with ScholarPrep Nation**

We are looking for ways to support each other in providing support to students and more importantly collaborating to ensure our students are supported at their campuses.

— **Diana Rubio, Postsecondary Success & Partnerships Manager with KIPP Northern California**



# OVERVIEW OF FY23 GOALS

## The following goals were outlined in the FY21-22 Year End Report for FY22-23:

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

Since officially launching in November 2019, NCCPC has successfully grown its membership and advanced activities and actions in each of our four (4) key areas: Policy, Workforce Partnerships, Campus Partnerships, and Communities of Practice.

## Define NCCPC as a Collective Impact Model

NCCPC has emerged as a model organization for collective impact. We believe that “If you want to go fast, go alone. If you want to go far, go together” (African Proverb).

In the spirit of this ethos, NCCPC has collectively accomplished a number of objectives this year:

- **Passage of AB288 (Scholarship Displacement Act)**
- **Formal adoption of a three-year policy agenda**
- **Formal adoption of an evaluation plan rooted in a collective impact lens**
- **Establishment of a member-led committee structure (shared leadership)**

Dr. Martha Kanter, nationally-respected College Promise leader (and NCCPC Advisory Council member) considers NCCPC a model coalition that gets results. NCCPC was asked to author a Case Study to examine the efforts in California to integrate CSA (Child Savings Accounts) programs with College Promise programs. We co-authored the case study with Amanda Feinstein, representing the CA CSA coalition. The case study can be found here <https://norcalpromisecoalition.org/announcements/nccpc-partners-with-college-promise-and-the-child-savings-account-csa-coalition/>

“

The NCCPC Team has brought together regional leaders from the public and private sectors to craft a remarkable collective impact model for College Promise. They are singularly focused to increase college access and success for Northern California youth and adults, especially those low-income students who live in underserved communities. At the national level, we are thrilled that NCCPC is paving the way for other regions to form and learn from their design and best practices.

— Dr. Martha Kanter, CEO, College Promise



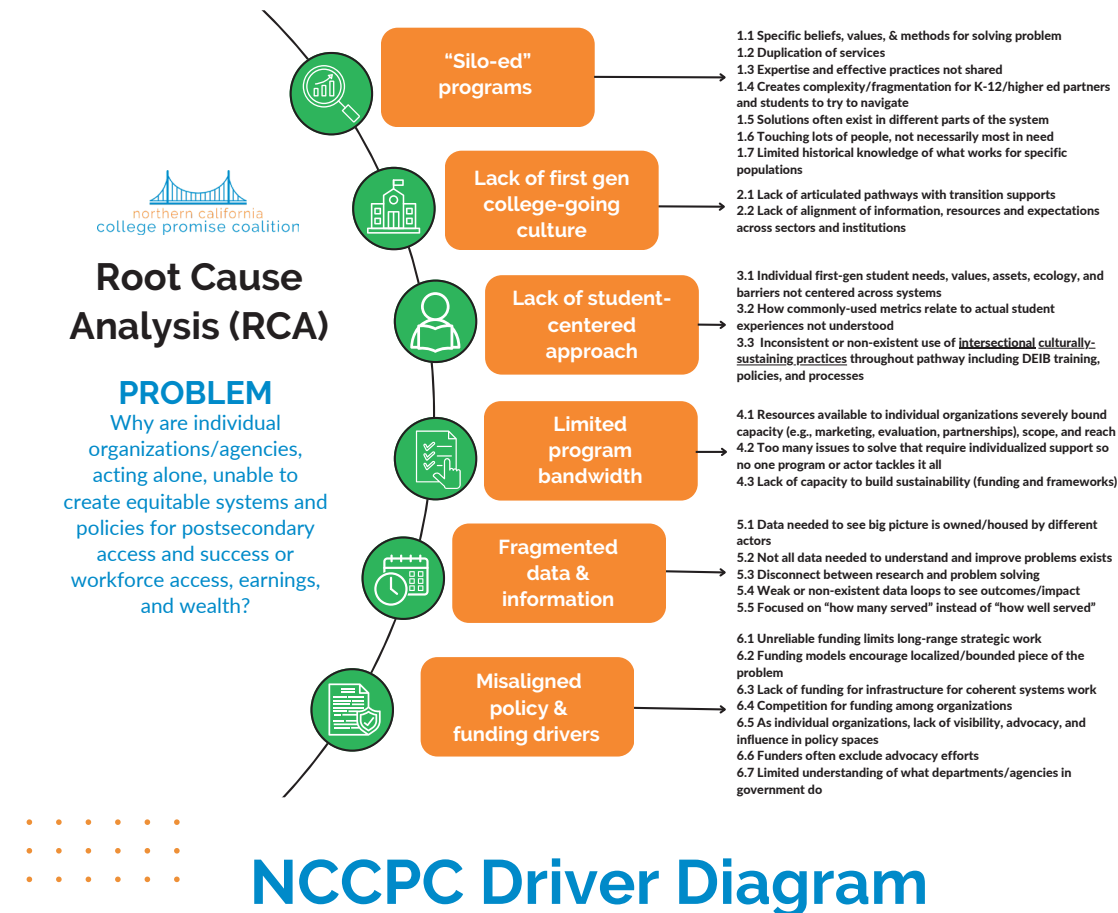
2022 Funders Convening



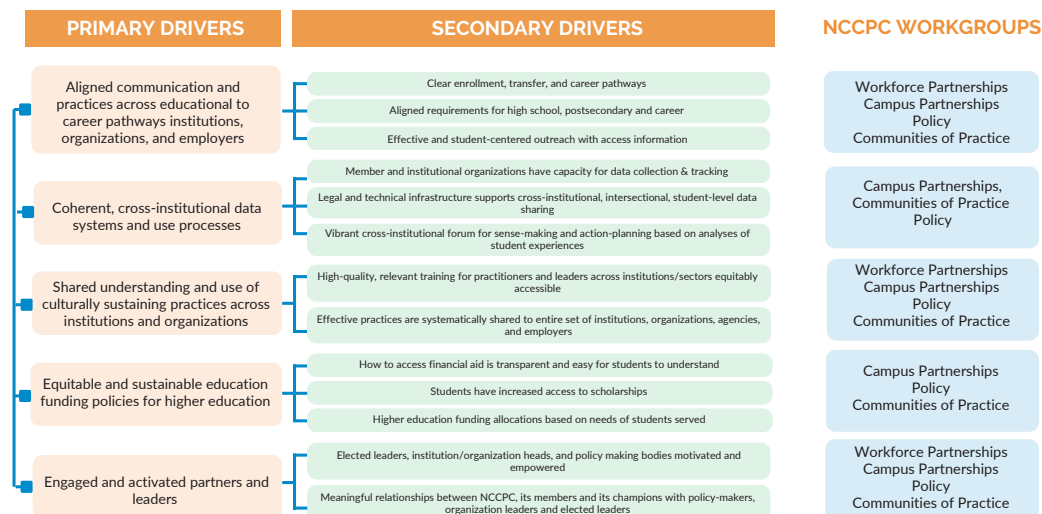
## Design Evaluation Plan for Collective Impact

NCCPC staff and NCCPC members joined an Ad Hoc Evaluation committee facilitated by an Evaluation consultant. Together, the committee developed an evaluation plan that outlines specific measurable markers that will assist us in tracking the progress of our collective impact. The plan is very specific with problem identification, root-cause analysis, and systems solutions—with a 15-year roadmap that outlines the phases and measures to be tracked to help guide the work of NCCPC.

The Evaluation Plan was formally adopted by the Steering Committee on December 5, 2022.



## NCCPC Driver Diagram



## Scale the Organization

- **This past year, NCCPC has successfully accomplished a number of growth results:**
- **The number of member organizations grew from 35 to 45**
- **The number of students served grew from 150,000 to 200,000+\*** *\*estimate; currently being recompiled*
- **The number of full time staff grew from 0 to 3.5**
- **Revenue grew from \$340,050 to \$737,072**
- **The number of committee co-chairs who assumed an increased leadership role grew from 0 to 8**

## Strengthen Conditions for Student Success

This past year, NCCPC has accomplished three initiatives that strengthen conditions for student success:

1. **AB288 (Scholarship Displacement Act):** through the efforts of our Policy committee, and in collaboration with numerous allies throughout California, we won the campaign to pass AB288, eliminating one condition that places un-necessary stress on college affordability.  
Universities can't yank financial aid from students who get private scholarships, new law says (11/2/22 CalMatters)—article published about CA's bill AB 288 being signed into law.  
California Bans Scholarship Displacement (10/13/22 NCAN)—article published about how NCCPC, SoCal CAN, and Scholarship America worked together on this campaign
2. **NCCPC Emergency Microgrant Program:** at the request of member organizations, NCCPC was asked to implement an Emergency Grant Program in order to supplement member program offerings. (Often, emergency financial assistance as small as \$500 can help prevent a student from dropping out of college). With the generous support of Sobrato Philanthropies, NCCPC implemented a pilot program, providing emergency grants in a one-time disbursement of \$27,000 in emergency aid through our members. Our next step is to implement a year-long "when needed" program, using an automated platform (called BEAM) that is optimized for quick turnaround and disbursement of requested funds.  
Emergency Microgrant Program Phase 1 Impact Report (1/31/23)
3. **Peer Support Program:** in the Spring of 2023, NCCPC implemented a Campus Ambassador Program at Cal State East Bay in order to continue learning what kinds of peer support can make a difference in student college completion rates. Our next step will be to research what kind of virtual community for NCCPC scholars could make a difference.



# FY24 OKRS: LOOKING AHEAD

For the first time in NCCPC history, OKRs for the year are in place by the start of the fiscal year! The top-level Steering Committee Goals are outlined, followed by Operations and Committee objectives.

Goal 1: Meet 2023-2025 budget needs and prepare for growth

Goal 2: Renew and recruit members to support student reach goals

Goal 3: Strengthen the organization to facilitate coalition growth

Goal 4: Successfully meet all org-wide and committee OKRs

Goal 5: Grow base of network scholars

## Steering Committee

Objective #1 Meet 2023-2025 budget

Objective #2 Renew and recruit members

Objective #3 Strengthen the Organization (501c3 plan by March 2024)

## Operations

Objective #1 Develop and Implement bylaws for NCCPC

Objective #2 Fundraise to support the Evaluation Plan to measure NCCPC's collective impact

## Campus Partnerships

Objective #1 Sign a partnership agreement with SJCC or UCM

Objective #2 Research and analyze (with NCCPC staff support) peer support infrastructure for NCCPC

## Workforce Partnerships

Objective #1 Meet monthly with Workforce Partners to track NCCPC participation and progress towards partnership goals

Objective #2 Launch one additional Workforce Partnership

Objective #3 Develop an outreach strategy to communicate workforce and employment opportunities to NCCPC members involved in career work

## Communities of Practice

Objective #1 Implement/run at least two social gatherings for members

Objective #2 Have three or more member-led share-outs

## Policy

Objective #1 Be a consistent advocate against scholarship displacement in California

Objective #2 Host an Advocacy Day at the California State Capitol in Spring 2024





Conclusion

Looking back on FY22-23, there is much to be proud of. NCCPC emerged from being a thinly resourced startup organization, to a team of 3.5 FTE with fundraising results to support it. We leveraged the leadership skills of 8 committee co-chairs, who belong to a variety of member organizations. Participation on committees comes from member organization staff, who contribute to our collective effort and build community among our member organizations.

In FY22-23 NCCPC navigated a high growth phase, and we are appreciative of the support we have received, and the foundation we have built to enable future growth.

Ways to Support the Coalition

Contact Us!

Online at this link:  
<https://bit.ly/contact-nccpc>

Donate to NCCPC!

Online at this link:  
<http://bit.ly/donatetonccpc>

By check:

Make the check out to “West Contra Costa Public Education Fund”

Write “NCCPC” in the Memo Line.

Mail the check to:

ATTN: NCCPC  
West Contra Costa Public Education Fund  
1400 Marina Way South  
Richmond, CA 94804

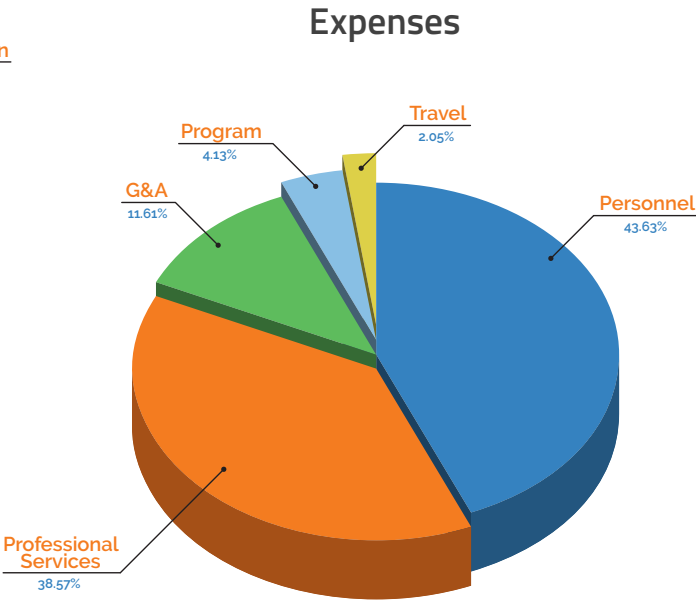
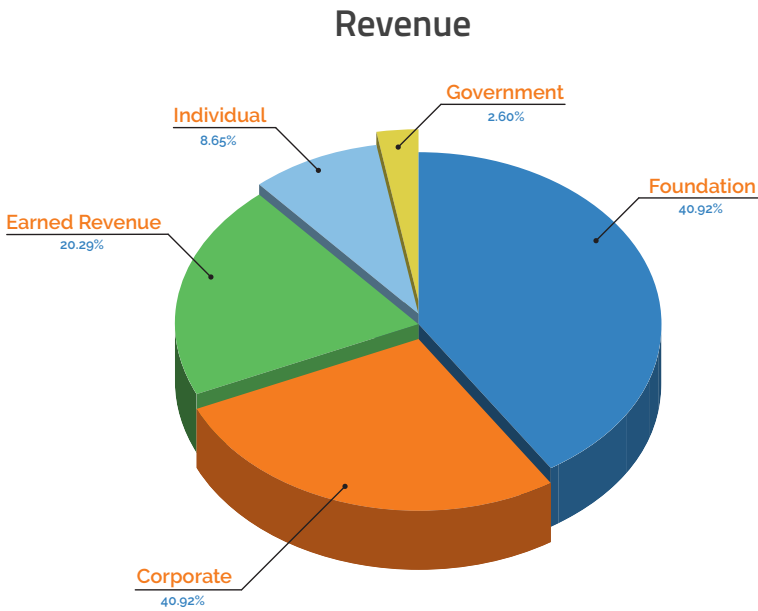


FINANCIALS

Revenue	2022-2023	Percent of Revenue
Government	\$19,162	2.60%
Individual	\$63,750	8.65%
Corporate	\$203,043	27.55%
Foundation	\$301,580	40.92%
Earned Revenue (member fees)	\$149,537	20.29%
Total Revenue	\$737,072	100%

Expenses	2022-2023	Percent of Expenses
Personnel	\$289,403	43.63%
Professional Services	\$255,839	38.57%
Program	\$27,394	4.13%
Travel	\$13,597	2.05%
G&A (includes fiscal agent fees)	\$77,010	11.61%
Total Expense	\$663,243	100%

Numbers represented in the charts are unaudited. For our most recent financial audit, please contact us to receive a copy of our fiscal sponsor the Ed Fund West’s audited statements.





# DONOR SPOTLIGHT

## Sobrato Philanthropies

NCCPC thanks the Trustees of **Sobrato Family Foundation** and **Sobrato Philanthropies** for their continued support since 2021. In partnership with Program Manager Hana Ma, NCCPC received a Capacity Building Grant (2021), two Emergency Microgrants Program Grants (2022 and 2023), and a three-year grant to support our collective impact coalition work centered on removing systemic barriers to college access, persistence, and completion for first-generation students of color and low-income students. Learn more at <https://norcalpromisecoalition.org/announcements/sobrato-grant/>.

If you're interested in opportunities to support NCCPC with a financial contribution, please contact [heather@norcalpromisecoalition.org](mailto:heather@norcalpromisecoalition.org).

## Our Supporters

We are so grateful for the generosity of these non-Steering Committee supporters since we were founded in 2019:

- Adelina Tancioco
- Bartz Marr Family Foundation
- Block (Square Inc.)
- Blue Shield of California
- California Community Colleges Outreach Partnership
- Crankstart Foundation
- CSU Chancellor's Office Community Partnerships Initiative
- Excite Credit Union
- Gap Inc.
- Golden State Warriors Community Foundation
- Management Leadership for Tomorrow
- MUFG Union Bank
- National College Attainment Network (NCAN)
- Old Navy
- Partner with Mary Le
- PG&E
- Skyline Foundation (previously Yellow Chair Foundation)
- Sobrato Philanthropies
- Stupski Foundation
- Susan & David Tunnell
- The California Endowment

## Steering Committee

*Note: NCCPC membership is from July 1 through June 30. The list below does not reflect the Steering Committee members who are active as of July 1, 2023. Members are listed alphabetically by organization.*

### 10,000 Degrees \*

Traci Lanier, Vice President

### Beyond 12

Alexandra Bernadotte,  
Founder & CEO

### Braven Bay Area

Diana Phuong, Executive Director

### City of Hayward/Hayward Promise Neighborhoods

Edgar Chavez, Executive Director

### City of Rancho Cordova

Randi Kay Stephens, Community Enhancement and Investment Manager Analyst II, City Manager's Office

### City & County of San Francisco Department of Children, Youth and Their Families \*

Kia Wallace, Free City College Analyst

### City of San José/San José Aspires \*

Michelle Ornat, Deputy Director of Public Services

### iMentor Bay Area

Dr. Jamal Fields, Executive Director

### Improve Your Tomorrow

Michael Lynch, CEO & Co-Founder

### Making Waves Education Foundation \*

Aiyana Mourtos, Chief Program Officer

### Moneythink

Joshua Lachs, CEO

### Office of the Oakland Mayor's Office \*

Previously David Silver, Director of Education under former Oakland Mayor Libby Schaaf

### Oakland Promise \*

Sandra Ernst, CEO

### OneGoal Bay Area

Krismin Inocentes-Bell,  
Executive Director

### Reinvent Stockton Foundation / Stockton Scholars \*

Nikolas Howard, Executive Director

### Richmond Promise \*

Christopher Whitmore,  
Executive Director

### Students Rising Above \*

Angela Bugayong, Senior Director of Program Strategy

### The Education Trust-West

Dr. Christopher J. Nellum,  
Executive Director

### The NROC Project

Dr. Ahrash Bissell, Ph.D.,  
President, EdReady Manager

**\*Founding member of NCCPC**

## With Special Thanks To...

Anette Bidwell (Virtual Cathy); Beth Norber (BN Events); Elemental Design; Everyday Impact Consulting; Dr. Jennifer Iriti, Ph.D.; Julie Kling, CPA; Lia Izenberg; Liza Chu; Dr. Michelle Kweder; Patricia Dwyer (Digital Chaos Control)



# OUR MEMBERSHIP

## Steering Committee

10,000 Degrees



Beyond 12



Braven Bay Area



City of Hayward/ Hayward Promise Neighborhoods



City of Rancho Cordova



City & County of San Francisco Department of Children, Youth and Their Families



City of San José/ San José Aspires



iMentor Bay Area



Improve Your Tomorrow



Making Waves Education Foundation



Moneythink



Oakland Promise



Office of the Oakland Mayor's Office



OneGoal Bay Area



Reinvent Stockton Foundation / Stockton Scholars



Richmond Promise



Students Rising Above



The Education Trust–West



The Education Trust–West

The NROC Project





Champion Members

Boys & Girls Clubs of  
the Peninsula



FutureMap



ScholarMatch



Summit Public Schools



The Peninsula College Fund



Breakthrough  
Silicon Valley



Hispanic Foundation of  
Silicon Valley (HFSV)



ScholarPrep Nation



The Village Method



California Competes



KIPP Northern California



Steam the Streets



uAspire



Foundation for a  
College Education



Latino Education  
Advancement Foundation



Silicon Valley  
Education Foundation





Advocate Members

- Aditi Goel

P16 Partners
- David Silver

California Volunteers Fund
- Jackie Nevarez

Sacramento City Unified School District
- Janae Aptaker

Blue Shield of California
- Lorna Contreras Townsend

Capital Group
- Mary Le

Partner with Mary Le
- Mckenzie Richardson

Council for a Strong America
- Nadja Jepsen

College Track
- Patrice Berry

End Poverty in California
- Sbeydeh Viveros-Walton

Public Advocates



APPENDIX A:  
FY24 OKRs

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# STEERING COMMITTEE

**LEAD(s):** NCCPC Staff

## Organization-wide goals to inform all OKRs

**Goal 1:** Meet 2023-2025 budget needs and prepare for growth

**Goal 2:** Renew and recruit members to support student reach goals

**Goal 3:** Strengthen the Organization to facilitate coalition growth

**Goal 4:** Successfully meet all org-wide and committee OKRs

**Goal 5:** Grow base of network scholars

## Objective #1: Meet 2023-2025 budget

### Key Results #1:

- Close 2023-2024 budget gap by banking \$1M by January 31, 2024

### Key Results #2:

- Approve 2024-2025 budget by March 31, 2024

## Objective #2: Renew and recruit members

### Key Results #1:

- Increase member engagement through 2-3 improvements (e.g. member toolkits, communications)

### Key Results #2:

- Improve committee participation (e.g. increased membership and meeting participation)

### Key Results #3:

- Engage 75% of all members in at least one campaign (e.g. AB 288 implementation, emergency microgrants, CSAC workshop, committee partnerships)

## Objective #3: Strengthen the Organization

### Key Results #3:

- Inform and approve a plan and timeline to become a 501(c)(3) by March 2024

# OPERATIONS

**LEAD(s):** NCCPC Staff

## Objective #1: Develop and Implement bylaws for NCCPC

### Key Results #1:

Lead bylaw development:

- Research bylaw requirements and standards
- Develop draft bylaws

### Key Results #2:

- Engage key stakeholders and staff to review proposed bylaws
- Obtain approval of bylaws from Steering Committee by May 2024 to inform 2024-2025 beginning July 1, 2024

## Objective #2: Fundraise to support the Evaluation Plan to measure NCCPC's collective impact.

### Key Results #1:

Launch Fundraising Campaign:

- Coordinate with staff and development consultant to identify fundraising opportunities
- Raise 60% of Evaluation budget by March 2024 to activate the plan by Q3 2024
- Build a pipeline to raise 100% of Evaluation budget by August 2024 to ensure the evaluation plan is budgeted for 2 years (ending Q3 2026)



# CAMPUS PARTNERSHIP

**LEAD(s):** Committee Co-Chairs

**Objective #1:** Sign a partnership agreement with SJCC or UCM

**Key Results #1:**

- Outline and mutually agree on the data-sharing process between SJCC or UCM, and data-sharing members to ensure student data is shared in 2024

**Key Results #2:**

- Conduct monthly “case management” meetings with SJCC or UCM to provide coordinated services and learn which data is most critical for “early warning”, a way to help our members prioritize critical casework.

**Key Results #3:**

- Summarize learnings and key insights from the partnership at the end of the year (June 2024) that include committee members’ feedback

**Objective #2:** Research and analyze (with NCCPC’s support) peer support infrastructure for NCCPC.

**Key Results #1:**

- Assess the need and desire for a peer support program with NCCPC members

**Key Results #2:**

- Deliver a recommendation to NCCPC that includes member input and feedback

# COMMUNITIES PRACTICE

**LEAD(s):** Committee Co-Chairs

**Objective:** Create a space for members to connect, network, and learn from each other.

**Key Results #1:**

- Implement/run at least two social gatherings for members

**Key Results #2:**

- Have three or more member-led share-outs

# WORKFORCE PARTNERSHIP

**LEAD(s):** Committee Co-Chairs

**Key Results #1:**

- Meet monthly with Workforce Partners to track NCCPC participation and progress towards partnership goals

**Key Results #2:**

- Launch one additional Workforce Partnership

**Key Results #3:**

- Develop an outreach strategy to communicate workforce and employment opportunities to NCCPC members involved in career work



# POLICY

LEAD(s): Committee Co-Chairs

**Objective #1: Be a consistent advocate against scholarship displacement in California**

Key Results #1:

- Lead community-based implementation of AB 288 in alignment with our 3 Principles and these key deliverables

Key Results #2:

- Streamline Policy Committee functions and processes

**Objective #2: Host an Advocacy Day at the California State Capitol in Spring 2024**

Key Results #1:

- Plan an Advocacy Day in alignment with our 3 Principles and these key deliverables

Key Results #2:

- Conduct an Advocacy Day in alignment with our 4 Functional Priorities and these key deliverables

## RESOURCING WHAT MATTERS MOST & SHAPING COLLEGE SUCCESS

A **3-Year Policy Agenda** to advance education equity and holistic student success in Northern California and beyond

The **Northern California College Promise Coalition (NCCPC)** is a regional effort to bring together leaders, practitioners and resources and share leadership over the shape of college success efforts in the region. NCCPC works to make systemic change by advocating for and/or directly implementing solutions centering first-generation college applicants who are low-income, BIPOC, and multiply marginalized and underrepresented (MMU) students. As of April 2023, NCCPC has 40+ members serving over 150,000 students across 12 Northern California Counties.



## OUR PRINCIPLES

Our foundational principles are decision-making filters and enabling conditions to keep us aligned and accountable to our communities, practical and effective policies, and a systems-thinking approach.

### 1 / Provide a Thoughtful Local Context

To seize unique opportunities to serve students throughout Northern California.

### 2 / Serve the Highest Needs Students

To actively engage in public policy-making, advocacy, and implementation where it impacts first-gen, low-income, BIPOC, and MMU students.

### 3 / Create Successful Conditions

To influence broader systems to establish the successful conditions for our priority student population and society as a whole.

## ISSUE PRIORITIES

1

### STUDENT ECONOMIC RESOURCES

Scholarships (displacement, taxation), student savings accounts, increasing/protecting access to and awareness of available aid, and cost transparency.

2

### MENTAL HEALTH, BASIC NEEDS, & OTHER SUPPORTS

Access to mental health resources, campus supports, resources beyond college, career and economic mobility, basic needs (transportation, housing, non-tuition costs, childcare).

3

### CRADLE-TO-CAREER DATA SYSTEM

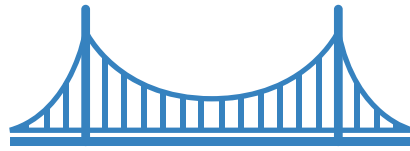
Implementing the state's data system and tools for greater equity, data democratization, and accountability. NCCPC's Executive Director and four members are on the Governing & Advisory Boards.

4

### STATE INVESTMENT IN PROMISE PROGRAMS

College Promise Programs; Neighborhood Promise Programs; Child Savings Accounts; and regional, local, neighborhood-level, and place-based models aimed at college access and success.





northern california  
college promise coalition

Together, we can change  
the trajectory for hundreds  
of thousands of Northern  
California students.



[norcalpromisecoalition.org](https://norcalpromisecoalition.org)

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E-mail:	<a href="mailto:admin@norcalpromisecoalition.org">admin@norcalpromisecoalition.org</a>
Telephone:	510-400-7407
Hashtags:	#nccpc #norcalpromisecoalition