



When Colleges, Communities, and Cities *Unite*, We Can End Poverty

Saturday, November 18, 2023



Community College League of California 2023 Annual Convention

When Colleges, Communities, and Cities *Unite*, We Can End Poverty

TAKE OUR POLL!

#1 Do you have a college promise program at your campus or city?

#2 Are you involved in a K16 or P20 collaborative/network in your region?

#3 Do community college and city leaders collaborate in your city (e.g. mayors, councilmembers)?

#4 Do you believe that you have a clear cradle-to-career strategy in place in your community?





OVERVIEW

When Colleges, Communities, and Cities Unite, We Can End Poverty

What we are experiencing across several college promises should be California's blueprint for success. ~ 50th Mayor of Oakland Libby Schaaf (March 19, 2021)

For collective impact, the Northern California College Promise Coalition (NCCPC) engages college and neighborhood promise programs, child savings account programs, cities, education technology nonprofits, advocacy organizations, K-12 public and charter school systems, and postsecondary.



What We Know

- ★ There are **3.6M children eligible** for the CalKIDS Child Savings Account (CSA) program. **Only 6% of families have claimed** their CalKIDS accounts (Source: CalKIDS/ScholarShare).
- ★ **78% of K-12 students** are students of color. Only **34% of teachers** are teachers of color (Source: CDE).
- ★ **Dual enrollment participation has increased** across all student groups in the last decade, **but equity gaps remain**.
- ★ Over **1.1M English learners** attend California public schools, making up **18% of total TK-12 enrollment** (Source: CDE).
- ★ Through September, **62% of the high school class of 2023 completed a FAFSA**, representing a **9% increase** compared to last academic year (Source: NCAN).

OBJECTIVES

- ★ Explore how through coalitions, we can amplify best practices and advocate for systems change to eliminate poverty.
- ★ Receive tools and tactics to engage stakeholders across sectors who can bridge sectoral divides.
- ★ Learn how you can leverage student voice to advance equitable policies through coalitions and a collective impact model.
- ★ Receive examples of peer-learning environments that convene practitioners across the cradle-to-career continuum.

A Collective Impact Coalition

Our **AGENDA** is to make college accessible and affordable.

Our **VISION** is to end income and wealth disparities.

Students represented

250K+

NCCPC members collectively serve over 250,000 high school, college, and other students across 12 counties

Practitioner reach

317

Over 300 educators and practitioners engage with NCCPC and benefit from membership

Members

63

NCCPC has over 60 organizations and individuals who joined as Steering Committee, Champion, or Advocate members

CONTEXT

What is the *promise* of college?

What do *effective private-public partnerships* look like?

What will/most change *for students*?

What does *effective coalition-building* look like?

PRESENTERS



Mer Curry Nuñez

**Executive Director,
Northern California College Promise
Coalition (NCCPC)**



David Silver

**Director of Workforce, California Volunteers Fund
NCCPC Founder
NCCPC Steering Committee Chair**



Libby Schaaf

**50th Mayor of Oakland
Harvard Senior Fellow
NCCPC Advisory Council Member**



Dr. Rowena Tomaneng

**President, San Jose City College
NCCPC Steering Committee Member
NCCPC Campus Partner**



What is the promise of college?

Dr. Rowena Tomaneng

President, San Jose City College
NCCPC Steering Committee Member
NCCPC Campus Partner



About San Jose City College



WWW.SJCC.EDU

- Founded in 1921
- Located in heart of Silicon Valley, serving students in Milpitas and San Jose
- One of two colleges in the San Jose Evergreen Community College District (SJECCD)
- 8,700+ students per semester
- Hispanic Serving Institution (HSI)-48%
- Asian American Native American Pacific Islander Serving Institution (AANAPISI)-28%
- Offers academic & career education pathways

SJCC Promise

- Enroll in 12 units or more each semester
- Earn a cumulative 2.0 grade point average or higher
- Priority course registration
- Free tuition
- Zero Cost Textbooks
- Financial literacy workshops
- Academic, career, and personal counseling
- Tutoring
- Access to basic needs resources
- Access to co-curricular activities



“I will walk into college without fear of what will come next”

- 2019 Summer Bridge student

A Culture of We

Milpitas Promise

- Enroll in 12 units or more each semester
- Earn a cumulative 2.0 grade point average or higher
- Priority course registration
- Free tuition
- Zero Cost Textbooks
- Financial literacy workshops
- Academic, career, and personal counseling
- Tutoring
- Access to basic needs resources
- Access to co-curricular activities





SAN JOSÉ CITY COLLEGE

**WE HAVE A
SPOT FOR YOU**

The Jaguar SPOT is your Student Pathway to Opportunity and Transfer



<https://www.youtube.com/watch?v=k6QPhrP0dQY>



What do *effective* private-public partnerships look like?

Libby Schaaf

50th Mayor of Oakland
Harvard Senior Fellow
NCCPC Advisory Council Member



The Generation Fund: Creating Home & Long-Term Sustainability

Oakland's \$50M investment to end generational poverty

The Generation Fund will provide \$500 CSAs for all Oakland babies at birth from low-income families within 4 years.

Within 4 years, The Generation Fund will provide \$1,000/year scholarships to all low-income Oakland public school students while pursuing a college degree or trade certificate.



<https://youtu.be/AKBALWbuB3I>

BY 2035:
10,000 Brilliant Babies
20,000 Oakland Promise Scholars



What will/most change for students?

David Silver

Director of Workforce, California Volunteers Fund
NCCPC Founder
NCCPC Steering Committee Chair



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

67 will
graduate high
school

46 will start
college

10 will graduate
college within five
years.

WE CAN DO
BETTER.

Cradle to Career: Kindergarten to and through College.

Think College Now Alumni Panel: Paying it Forward ... for 20 years .



THEN

2008

Think College Now

Kindergarten



Mr. David Silver
Principal



Ms. Doran Catlin
Vice Principal



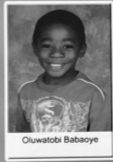
Ms. M.



Idaleen Alvarez



Citlali Andrade



Oluwatobi Babooye



Briana Becerra-Oroho



Alexis Gil-Romero



Ahtzri Hernandez-Navarro



Joshua Landeros-Calderon



Alejandro Lopez



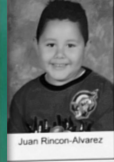
Miguel



Melanie Ramirez



Jessica Ramos



Juan Rincon-Alvarez



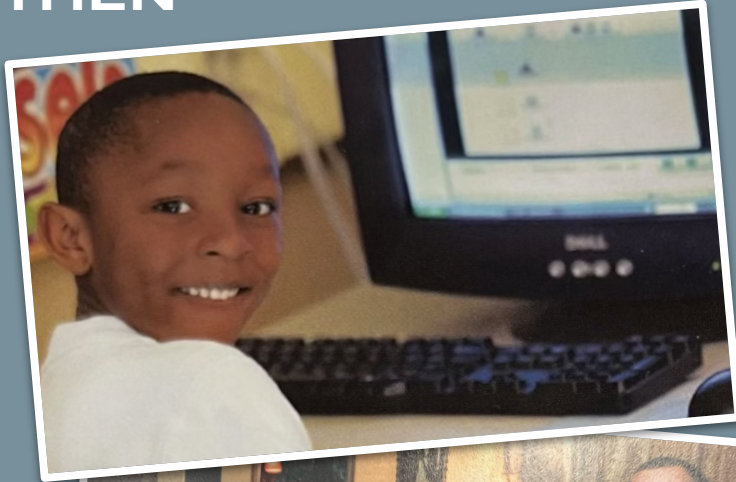
Fernando Salas

NOW



Jessica: From TCN Kindergarten to Oakland Promise, UC Berkeley & Award-Winning Community Leader

THEN



NOW



Chika & Adeleen: From Elementary School to Graduating from Howard University & UC

THEN



NOW



WINTER EDITION 2007

The College Review

OAKLAND CALIFORNIA

A Quarterly Newsletter of Think College Now, a College-Focused Small Public Elementary School

Student Council members consider a proposal during a meeting

Council reps publicizing Crazy Hair Day

The Million Minute Challenge!

TCN readers on pace to send Principal Silver to Dunk Tank

Minutes Read	Goal: "To the booth!"
~500,000	~900,000

Think College Now Student Council Rises to Leadership Responsibilities



Daniela: From TCN Student Council to UCLA to Oakland Teacher & paying it forward

OUR CHALLENGE

Today, **of every 100** Oakland students who start high school:

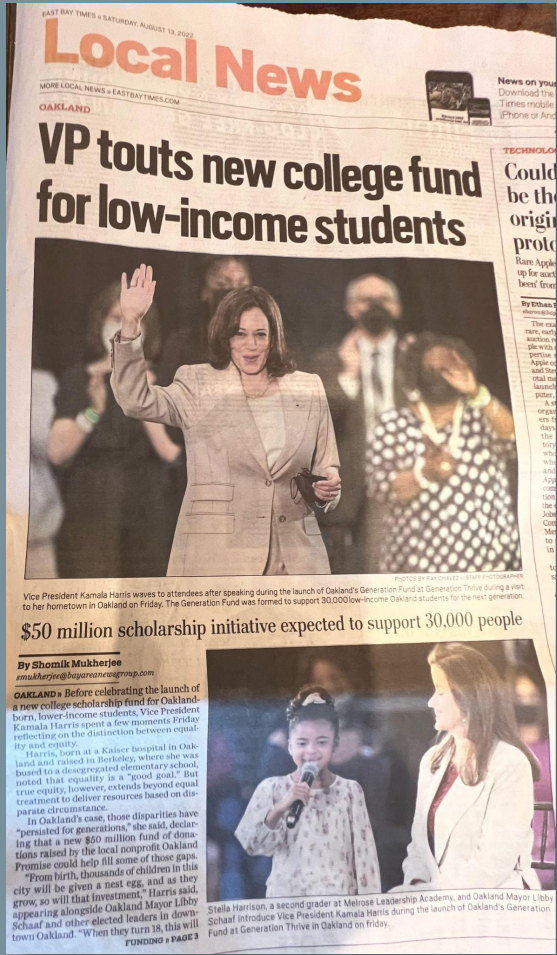
- **67** will graduate.
- **46** will start college.
- **10** will graduate from college within five years.

WE CAN DO BETTER.

This is why we are making the **OAKLAND PROMISE.**



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



Vice President Kamala Harris waves to attendees after speaking during the launch of Oakland's Generation Fund on Generation Thrive during a visit to her hometown in Oakland on Friday. The Generation Fund was formed to support 30,000 low-income Oakland students for the next generation.

\$50 million scholarship initiative expected to support 30,000 people

By Shomik Mukherjee
smukherjee@bayarenews.com

OAKLAND Before celebrating the launch of a new college scholarship fund for Oakland's low-income students, Vice President Kamala Harris spent a few moments Friday reflecting on the distinction between equal opportunity and equity.

Harris, born at a Kaiser hospital in Oakland and raised in Berkeley, where she was lauded as a high-achieving elementary school student, noted that equality is a "good goal." But true equity, however, extends beyond equal treatment to deliver resources based on disparate circumstance.

In Oakland's case, those disparities have "persisted for generations," she said, declaring that a new \$50 million fund of donations raised by the local nonprofit Oakland Promise could help fill some of those gaps.

"From birth, thousands of children in this city will be given a nest egg, and as they grow, so will that investment," Harris said, appearing alongside Oakland Mayor Libby Schaaf and other elected leaders in downtown Oakland. "When they turn 18, this will



Stella Harrison, a second grader at Melrose Leadership Academy, and Oakland Mayor Libby Schaaf introduce Vice President Kamala Harris during the launch of Oakland's Generation Fund at Generation Thrive in Oakland on Friday.

Oakland Promise: From 1 out of 10 to \$50M for the Next Generation

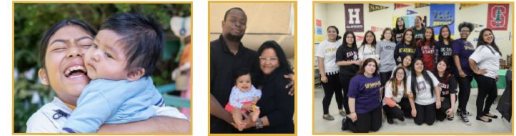


Harris, Oakland leaders announce \$50-million initiative to invest in children, end poverty

latimes.com



Oakland's investment to end generational poverty



The Generation Fund will provide \$500 college savings accounts for all Oakland babies at birth from low-income families within 4 years — 10,000 Brilliant Babies by 2035.

Within 4 years, The Generation Fund will provide \$1,000/year scholarships to all low-income Oakland public school students while pursuing a college degree or trade certificate — 20,000 Oakland Promise Scholars by 2035.



Our Oakland. Our Promise | Impact to Date



- 1,200+** Brilliant Baby College Savings Accounts opened
- 80%** Brilliant Baby families participating in financial coaching
- 92%** Of surveyed parents say, "BB has positively influenced the way I think about my child's future."



- 30,000** Kindergartners awarded initial \$100 as part of their OP Scholarship*
- \$3.0M** Total in OP scholarships awarded to Kindergarten students*
- 60+** Schools receiving targeted support focused on college & career



- >2,100** Students receiving OP scholarships and persistence supports in college
- 1,300** Scholars paired with a Mentor

Oakland Promise collects data on students' 6-year graduation rate. The data for the first class of OP scholars will be available in Fall 2022.





Oakland's investment to end generational poverty

The Generation Fund will provide \$500 college savings accounts for all Oakland babies at birth from low-income families within 4 years — 10,000 Brilliant Babies by 2035.

Within 4 years, The Generation Fund will provide \$1,000/year scholarships to all low-income Oakland public school students while pursuing a college degree or trade certificate— 20,000 Oakland Promise Scholars by 2035



Endorsers: Elected Officials & Organizations

Mayor of Oakland

Sheng Thao (Current)
Libby Schaaf (2015–2023)

Oakland City Councilmembers

Dan Kalb & Noel Gallo
Kevin Jenkins & Treva Reid
Loren Taylor (2018–22)

All City Council

Citali Espinoza, Leader
Linh Le, President

Black Cultural Zone

Nehanda Imara,
Coordinator

Black Joy Parade

Elisha Greenwell, CEO

BlocPower

Donnel Baird, CEO

CA Dept of Ed

Abel Guillén, Dep. Sup.

CA Gov Ops Agency

Amy Tong, Sec. of Gov. Ops

Alameda County

Supervisor Nate Miley
Superintendent Alysse Castro (Current)
Superintendent LK Monroe (2015–2023)

State of California

Assemblymember Mia Bonta
Assemblymember Buffy Wicks
Tony Thurmond, State Superintendent
of Public Instruction

Homies Empowerment

Dr. Cesar Cruz,
Co-Founder
Yolanda Carillo, Parent

Kapor Center

Lili Gangas, CTO

La Clínica de la Raza

Jane Garcia, CEO

Latino Education Network

Emma Roos, Leader
Jorge Lerma, Leader

Lighthouse Community Public Schools

Manisha Patel,
Director of Technology

Oakland Housing Authority

Patricia Wells,
Executive Director

Oakland NAACP

Cynthia Adams, President
Kareem Weaver + Ay'Anna
Moody, Vice Presidents
George Holland (President
2015–2023)

Oakland Promise

Sandra Ernst, CEO
David Silver, Co-Founder
Michael McAfee, Board Chair

The Oakland REACH

Lakisha Young, CEO
Keta Broaw, Co-Founder

Oakland Thrives

Melanie Moore, CEO

OUSD School Board Directors

Sam Davis • Mike Hutchinson
• Dr. Cliff Thompson (Vice President)
Gary Yee & Kyra Mungia (Former directors)

OUSD Student Directors

Natalie Gallegos • Linh Le
Jessica Ramos (former director)

Oakland Unified School District

Superintendent Dr. Kyla
Johnson-Trammell
Curtiss Sarikey, Chief of Staff
Susan Beltz, CTO

Scientific Adventures for Girls

Tiffany Sprague, Co-Founder

Teachers Rooted in Oakland

Kyra Mungia, CEO

Tech Exchange

Ulises Zatarain, ED
Seth Hubbard (Former ED)

Unity Council

Chris Iglesias, CEO
Karely Ordaz, Chief of Staff

Youth Uprising

Yanad Burrell, CEO

Testimonials of Impact

“Words can't express how thankful I am, at the current moment saving for college for my kids is not in my financial budget and I feel a little peace of mind knowing that they have a little something saved to get started for their education. Thank you.”

-Brilliant Baby Parent

“We want our children to go to university and graduate. It is wonderful that many families have the opportunity to participate, which means the progress of our community.”

- Yabnely L., Kindergarten to College parent

“As an Oakland youth, people do not expect very much of us. But I am showing people around me and my family that we are promising. I'm showing them that you can do well in high school, get good grades, use resources to help you get to college, and graduate.”

- Gisel J

“This scholarship is the ultimate reason *why I decided to pursue higher education*, and why I've managed to stay in college all through academic, emotional/mental, and financial support.”

-Oakland Promise Scholar, 12/15/20





What does *effective* coalition-building look like?

Mer Curry Nuñez

Executive Director, Northern California College
Promise Coalition (NCCPC)



A Vision for Collective Impact

11 Members | 36,000 Students

Coalition formed by the cities of Oakland, San Francisco, and San Jose along with Oakland Promise, Richmond Promise, Stockton Scholars, and others just in time for the pandemic shut-down.

30 Members | 51,000 Students

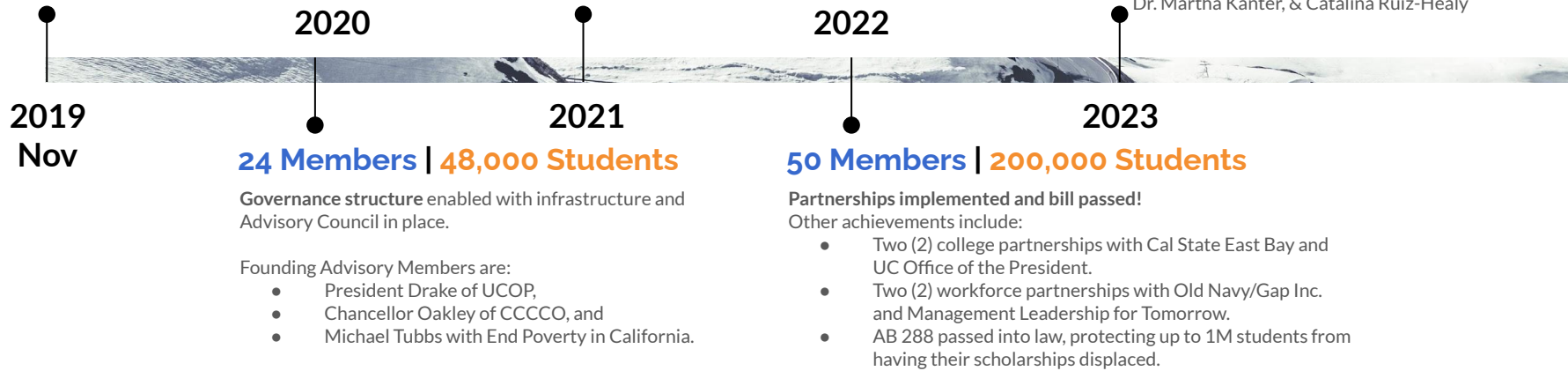
Coalition leadership secured with an Executive Director and student leadership activated through campus ambassadors. Implemented annual Financial Aid Webinar Series, Mayors' Circle, and Funders' Convening.

63 Members | 250,000 Students

4 Year Anniversary!

Other achievements include:

- New campus partnership with SJCC.
- Team in place (3.5 staff)
- Advisory: + Libby Schaaf, Asst. Chanc.Grommo, Dr. Martha Kanter, & Catalina Ruiz-Healy



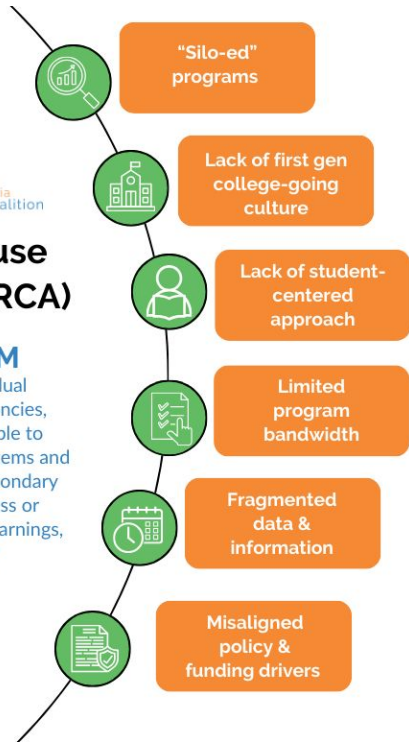
Our Root Cause Analysis & Theory of Change



Root Cause Analysis (RCA)

PROBLEM

Why are individual organizations/agencies, acting alone, unable to create equitable systems and policies for postsecondary access and success or workforce access, earnings, and wealth?



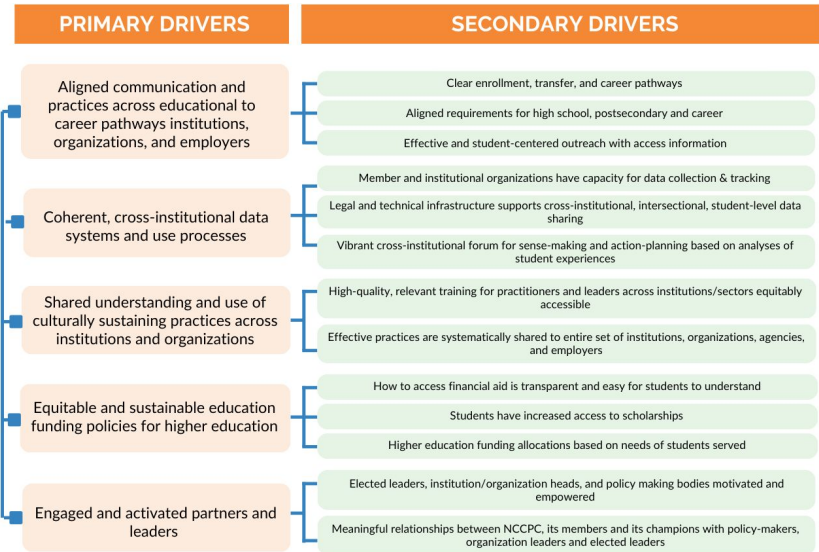
1

Individual organizations/ agencies, acting alone, are unable to create equitable systems and policies for postsecondary access and success or workforce access, earnings, and wealth.



2

We need aligned communication and practices, cross-institutional data systems, shared understanding, equitable and sustainable funding policies, and engaged and activated partners and leaders.





Four (4) Key Pillars



POLICY

Advocacy coordination to focus on systems change efforts that promote college access, affordability, persistence, success, and career launch.

PARTNERSHIPS

Partnering with **Colleges** and **Employers** for a coordinated care approach that includes on- and off-campus resources, financial support, career clarity, and targeted internship and job placement.



PRACTICE

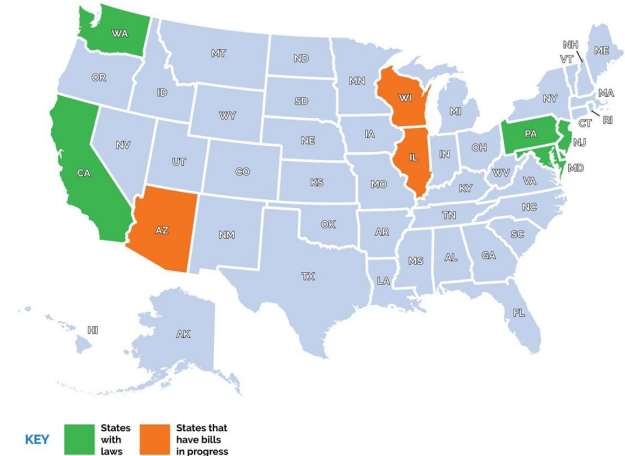
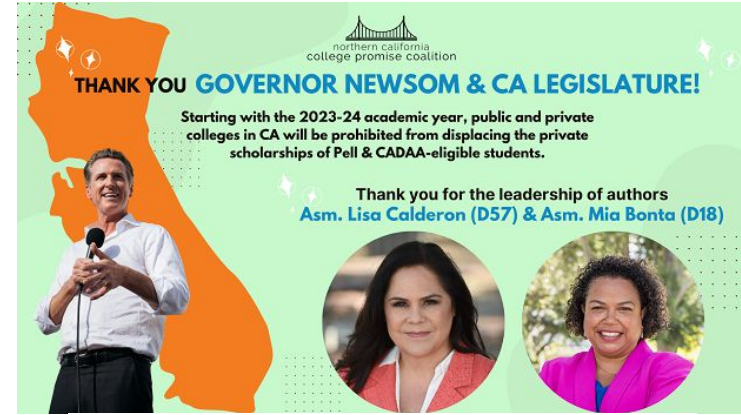
Provide peer-learning spaces for the co-creation of best and first practices, and development, implementation, and continues improvement of solutions.



POLICY: AB 288 CA Ban on Scholarship Displacement

- **2019** - NCCPC formed - takes on first policy project based on student experience: Scholarship Displacement
- **2020** - Introduces AB 3086 - Ban on Scholarship Displacement - dies in committee. Legislature is in emergency session dealing with pandemic-related bills ONLY
- **2021-22** Legislative Session - Introduces AB 288 - Ban on Scholarship Displacement - passes both houses unanimously.
- **September 30, 2022** - Governor Newsom signs AB 288 into law.

Between 2019 to now, NCCPC, SoCalCan, and Scholarship America have been educating stakeholders, the Legislature, and statewide partners on the issue. We are collecting student stories and experiences with scholarship displacement.



AB 288: 300+ Organization & Individual Supporters



NCCPC (Sponsor)
SoCalCAN (Co-Sponsor)
Scholarship America (Co-Sponsor)
Office of Lieutenant Governor Eleni Kounalakis
Mayor Libby Schaaf, Oakland
Mayor Sam Liccardo, City of San Jose
Mayor London Breed, City and County of San Francisco
Mayor Martha Guerrero, City of West Sacramento
Treasurer, City and County of San Francisco Jose Cisneros
10,000 Degrees
100% College Prep Institute
ACLU California Action
Adelante Youth Alliance
Alameda Chamber of Commerce
Alliance College-Ready Public Schools
Alliance for a Better Community
AAUW San Jose
Ascending Lights Leadership Network
Bay Area College Success Network
Beyond 12
BLU Educational Foundation
Bold Through Partners, LLC
Bresee Foundation
Bright Prospect
Bright Star Schools
CSLA
California State Student Association (CSSA)
California Community Colleges Chancellor's Office
California Community Foundation
California Edge Coalition
California Faculty Associations
California Federation of Teachers AFL-CIO
California State Student Association
CSU Dominguez Hills Toro Learning & Testing Center
Center for Equitable Higher Education

Children Youth and Family Collaborative
Cities & People Advisors
City of Rancho Cordova
Coachella Valley Economic Partnership
College Access Plan
College Access, Readiness and Success
College for All Coalition
College Match
College Track Los Angeles
College Track, NorCalRegion
Communities in Schools Los Angeles
Community Coalition
CSUDH
Determined to Succeed
El Monte Promise Foundation
Elevate Your G.A.M.E.
Empowering Pacific Islander Communities
End Poverty in California (EPIC)
Families In Schools
Fulfillment Fund
GENUP
Growing Inland Achievement
Hayward Promise Neighborhood
Heart of Los Angeles (HOLA)
Immigrants Rising
Improve Your Tomorrow
Inland Empire Community Foundation
InnerCity Struggle
Jewish Free Loan Association
John Burton Advocates for Youth
Kern Community Foundation
KIPP Forward NorCal
KIPP SoCal
LEAD

Let's Go To College
Los Angeles Area Chamber of Commerce
Los Angeles Education Partnership
Los Angeles United Methodist Urban Foundation
Mi Casa Es Tu Casa Inc
Minds Matter of Los Angeles
Moneythink
MOSTe MOTIVATING OUR STUDENTS THROUGH EXPERIENCE
Mt. San Antonio College
Muslim Student Association (MSA) West
National Association of Social Workers California Chapter (NASW-CA)
National Scholarship Providers Association (NSPA)
NextGen California
North Orange County Community College District
Oakland Promise
One Voice
OneFuture Coachella Valley
OneGoal Bay Area
Operation Jump Start
Our Voice: Communities for Quality Education
Partnership for Los Angeles Schools
Partnership Scholars Program
Pedrozzi Scholarship Foundation
Planting Justice
Project Soar
Public Advocates
PUENTE Learning Center
Pullias Center for Higher Education
Ready to Succeed
Reinvent Stockton Foundation
Resilient Fruitvale Collaborative
Richmond Promise
Sacramento Region Community Foundation

San Francisco Bay Area Water Emergency
Transportation Authority
San Jose Promise
Sanctuary of Hope (SOH)
Santa Clara University
ScholarMatch
Silicon Valley Education Foundation
Stanislaus Community Foundation
Stockton Scholars
Students Rising Above
Study Smart Tutors, Inc
The Campaign for College Opportunity
The Education Trust—West
The Institute for College Access & Success (TICAS)
The Peninsula College Fund
The San Diego Foundation
The Unity Council
Transformative Action Institute
uAspire
Umoja Community Education Foundation
Uncommon Good
United Friends of the Children
UNITE-LA
University of California Student Association (UCSA)
YesSheCanCampaign
YMCA of Metropolitan Los Angeles
Young Invincibles

and 204 individuals



From Hayward Mayor Mark Salinas & City of Hayward Press Release on Oct 30, 2023

The State of California has invested billions of dollars over the past five years to build equitable career pathways, improve skills training and hands-on experiences, and provide universal and affordable access to education. However, the resources, programs and tools provided by the State of California are only effective if they connect with communities they are meant to serve, and there is an urgent need to align and integrate systems and interest-holders spanning K-12, postsecondary education, community organizations, workforce, labor, business, and local government.



Education City Initiative



Embedding the value of education in local governments and elevating partnerships to eliminate poverty and enhance quality of life.

#1 Introduce an Education City Resolution in jurisdiction & create an Action Plan.

#2 Take Actions to address the following GOALS:

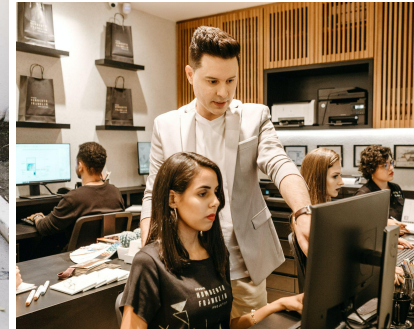
- Universal Access and Affordability
- Career Pathways
- Comprehensive and Coordinated Care



Education City Initiative

Commit to one (1) or more of the following Actions THIS YEAR:

- Promote Child Savings Accounts (CaKIDS, local CSA programs), and promote integration with college promises
- Utilize *AB 288 Scholarship Displacement Know Your Rights Toolkits* to maximize access to aid
- Engage relevant city departments and agencies with local K16 collaboratives (e.g. Bay Area K16)
- Support the implementation of the CA Cradle to Career Data System and its tools (e.g. eTranscript CA, CaliforniaColleges.edu)





Panel Discussion



Q&A

Padlet



Meredith Curry • 1m

NCCPC-CCLC 2023 Panel on Ending Poverty

For Nov 18 CCLC session attendees to vote on their top panel questions and/or add their own audience questions. Be sure to check your seats and our table up here for any handouts that you can take back to your teams. To access this padlet go to <https://bit.ly/nccpc-cclc2023-QApadlet>

POLL

Prepared Questions

Audience Questions

Add section



#1 Do you have a college promise program at your campus or city?

👍 1 🗨️ 0

M Add comment

#2 Are you involved in a K16 or P20 collaborative/network in your region?

👍 1 🗨️ 0

M Add comment

#3 Do community college and city leaders collaborate in your city?

(e.g. mayors, councilmembers)

👍 0 🗨️ 0

M Add comment

What does it take to start a partnership with your city neighbors?

👍 1 🗨️ 0

M Meredith Curry 4d
First question that will be asked!

M Add comment

What is the first common agenda that you can align on (e.g. a policy agenda)?

👍 0 🗨️ 0

M Add comment

Who are the 2-3 critical players that can form the initial governance to move from idea to action?

👍 0 🗨️ 0

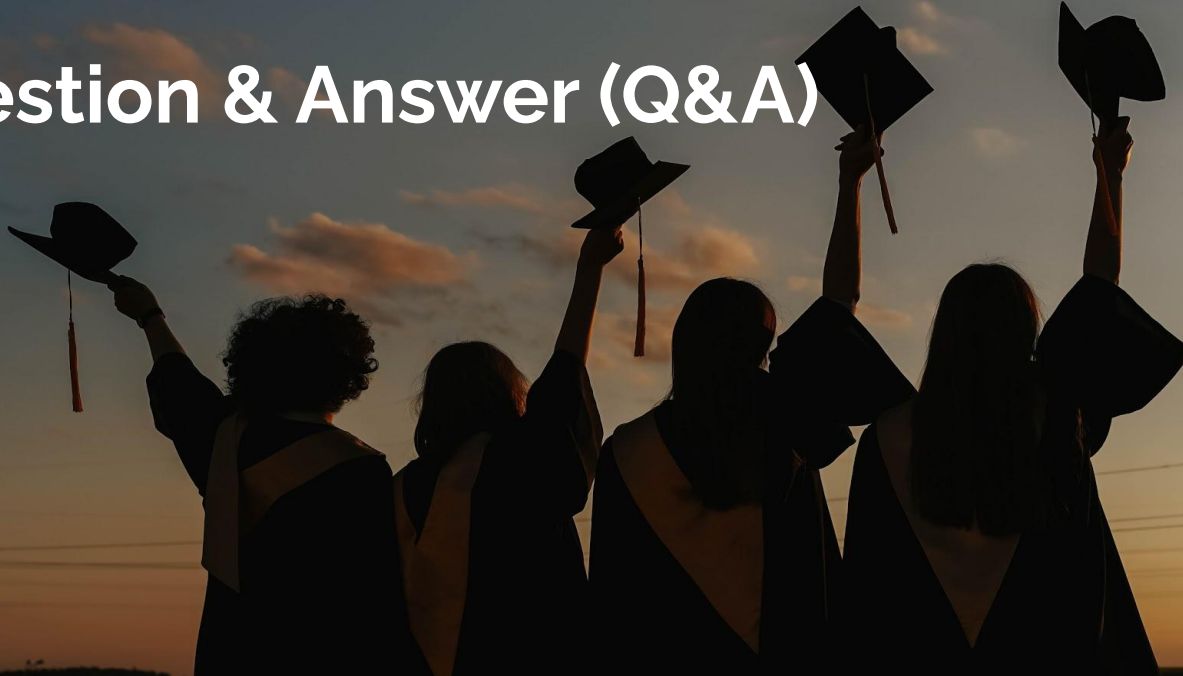
M Add comment





northern california
college promise coalition

Question & Answer (Q&A)





There are **16+ locally-operated** Child Savings Account programs in California.

- Local CSA programs in CA currently **provide 186,000+ young people** (aged infant through high school) with more than **\$30 million** invested for their post-secondary educations

These programs aim to provide more than just money, but also:

- Relationships of trust with parents & students
- Partnerships with local schools & community programs
- Language diversity
- Services & resources: financial, educational, basic needs, child development

Source: Self-reported data from a survey of local CSA programs conducted by the CA CSA Coalition in October 2023.



Administered by the ScholarShare Investment Board and the CA Treasurer's Office, approx. **3,600,000 children** are now eligible for the CalKIDS Child Savings Account (CSA) program. This includes:

- All babies born in California on or after July 1, 2022 will receive up to **\$175** in a CSA
- Public school 1st-12th graders who are low-income, homeless and/or in the foster care system will receive up to **\$1,500** in a CSA

To date, roughly **15,000 high school graduates** have used nearly **\$10 million** for postsecondary education.

Sources: CalKIDS/ScholarShare Investment Board; CalKIDS Registration Data, published in October 2023 press release from the California State Treasurer's Office.

Only
6%

of California families have claimed their **CalKIDS** account
(2023 - CalKIDS registration data)



Thank you!



Mer Curry Nuñez

Executive Director,
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Libby Schaaf

50th Mayor of Oakland
Harvard Senior Fellow
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David Silver

Director of Workforce, California Volunteers Fund
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NCCPC Steering Committee Chair

Closing & Resources



Nov 18 CCLC Workshop Padlet



NCCPC's 3-Year Policy Agenda with Principles and Priorities



AB 288 Scholarship Displacement Know Your Rights Toolkits



NCCPC's Education City Initiative Toolkit with Template and Guide



A Case Study of CSA & College Promise Integration in CA



Access the Data for Equity Walk Toolkit