

July 29, 2023

Oakland Promise

*Advancing Economic Mobility
through Cradle to Career Services*



Oakland Children's Initiative Presentation Agenda & Introductions

- Introductions
- Our vision
- Who we are
- What we do
- Partnerships
- Next Steps and Q&A



Sandra Ernst
Chief Executive Officer



Arbour Decker
Chief Development Officer



Veena Pawloski
Chief Program Officer



Pete Haviland-Eduah
Director of Communications
and External Affairs



A thriving Oakland community **without barriers** to educational **opportunity**

North Star

Vision | A thriving Oakland community without barriers to educational opportunity.

Mission | Engaging the Oakland community to advance equity and economic mobility through cradle-to-college and career achievement.



Investing in Oakland since 2016...

2,200+

Families supported with **college savings accounts**

35,000

Kindergartners awarded **initial \$100** as part of their Oakland Promise Scholarship

\$22.1 M

Scholarships awarded to 3,700+ graduating seniors from Oakland Public High Schools



Brief History



Oakland Promise launched in 2016

Mayor's Office, Oakland Unified School District Superintendent & East Bay College Fund came together to form Oakland Promise — an initiative to support increasing postsecondary completion.



Oakland Promise Merged with East Bay College Fund in 2019

Became our own 501c3, East Bay College Fund became the in-house postsecondary programming, and we hired our first CEO



Children's Initiative recipient in 2023

We were selected to receive city funding, which will allow us to deepen our work with our Oakland community partners.

Organizational Priorities



Continue to **build the case for ongoing investment** in Oakland Promise from public and private entities



Develop a **scalable program and operational strategy** to meet the demands of the community



Develop **culture of excellence and trust** through the lens of **curiosity, learning, and data** throughout the organization

Oakland Promise's strategic priorities which balance shorter-term and longer-term needs

Program Continuum



Brilliant Baby™

0-5 years old

Kindergarten to College

5 - 12 years old

Kindergarten to 5th Grade

College Access

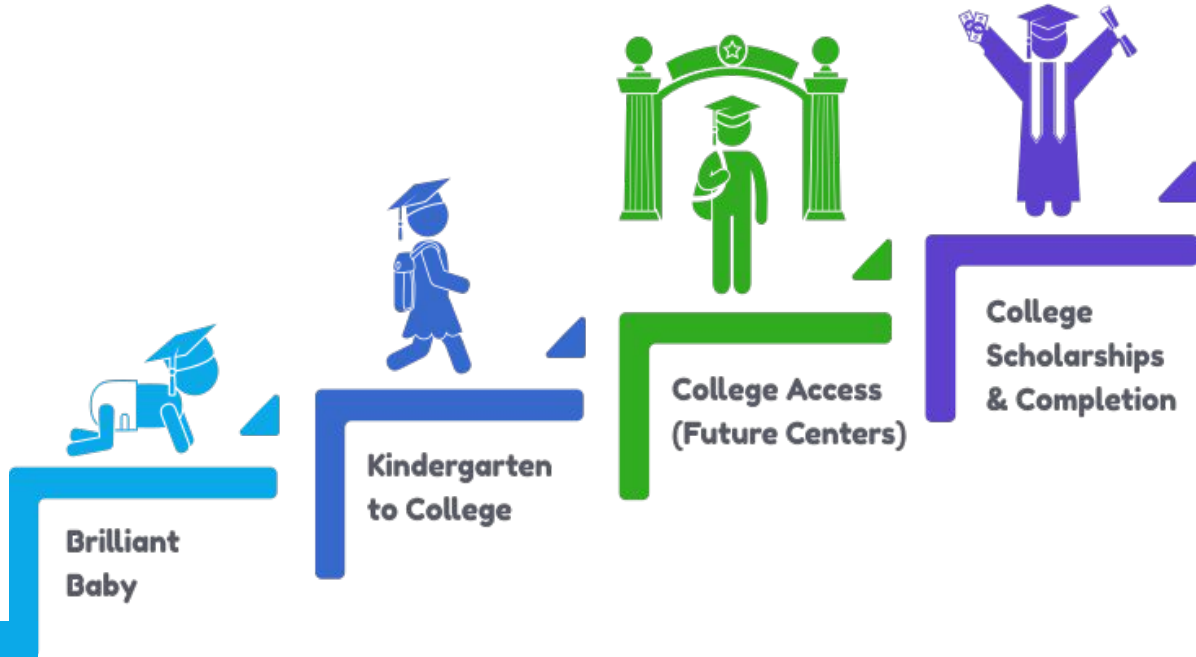
12 - 18 years old

6th grade to 12th grade

College Completion

18 - 24 years old

Postsecondary



Guiding Metrics



How much?

Increase enrollment and participation



How well?

Uplift community voices to assess impact



Who is better off?

Postsecondary-bound identity and completion



Brilliant Baby



- WHO?** Medi-Cal eligible children ages 0-5 years old
- WHAT?** Setting up CSAs (for 0-1 yr old), offering financial coaching, hosting regular parent education sessions
- HOW?** Partnerships with Brighter Beginnings, Unity Council, La Clinica, UCSF Children's Hospital, and Tandem Partners
- WHY?** Research shows children with higher college expectations are 43% more likely to attend college¹

IMPACT | 1,533 Brilliant Babies as of June 2023

66 Community Connection Events - 2580 Attendees! SY22-23








92% of parents surveyed say that "BB has positively influenced the way I think about my child's future."²

Enrollee Demographics: 54% Latinx, 27% Black/ African-American, 7% Multi-Ethnic, 7% Asian...

Overall Summary of Findings



By the time babies had reached the age of 18 months, families receiving Brilliant Baby programming in the CSA only and CSA plus coaching groups **showed multiple benefits across multiple domains**, including **more favorable beliefs about their child's educational future, child development, hope, health, and financial well-being**. Benefits of each intervention group relative to the control group are shown below.

	 CSA ONLY	 CSA PLUS COACHING
 BELIEFS ABOUT CHILD'S FUTURE	Higher parent expectations about the ideal and expected levels of educational attainment for their child	Higher parent expectations about the ideal and expected levels of educational attainment for their child
 CHILD DEVELOPMENT	More developed communication and personal-social skills	More developed personal-social skills
 HOPE	Greater parent hope for the future	Greater parent hope for the future
 HEALTH	Better self-rated parent health and lower parent perceived stress	Lower parent perceived stress
 FINANCIAL WELL-BEING	No significant benefits observed	Greater likelihood of saving for their child's future education, greater participation in WIC nutritional programming, and increased financial well-being



Kindergarten to College



All current K-5th graders who are enrolled in an Oakland public school have up to **\$500** set aside in the **Oakland Promise Scholarship!**

ACTIVATE YOUR OAKLAND PROMISE SCHOLARSHIP TODAY
bit.ly/opsactivate



WHO?

Every K-5 Oakland Public School Student

WHAT?

\$100 Oakland Promise Scholarship in K & 5th Grade, College visits, Parent workshops, incentives for family-owned CSAs, distribute \$1,000 Innovation Grant to schools

HOW?

Partnerships with OUSD, Charter Schools, the City of Oakland, Foundations, Individual Donors, Direct Service (Oakland Promise Staff)

WHY?

Identity-Based Motivation Theory

IMPACT | 35,000 K2C students have about \$4.3M in an Oakland Promise scholarship for college

1,355 total students activated Oakland Promise scholarship

753 families have opened family-owned CSAs

2,500 educational kits given to Kindergarteners in 22-23 SY



College Access

- WHO?** Middle & High School Oakland Public School Students
- WHAT?** Scholarships for postsecondary education, FAFSA / Dream Act App completion, college application support, awareness of postsecondary options, equity measures (AA / Latinx males)
- HOW?** Partnership with College and Career Readiness Specialists, direct services (Oakland Promise Staff)
- WHY?** Increased awareness of and confidence to be on-track to positive academic outcomes



IMPACT | A record 1,200+ Oakland students applied for Oakland Promise scholarships from the HS Class of 2023

25% increase in scholarships awarded, year over year

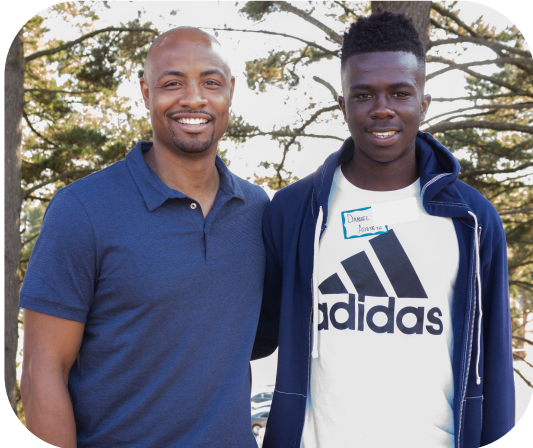
Increasing postsecondary enrollment

96% of award offers were accepted

85% of those students are first generation students of color



College Completion



WHO?

2- year 4-year and CTE Scholars from Oakland Public Schools

WHAT?

Scholarship, mentoring, peer advising, counseling, and OP staff advisors

HOW?

Partnerships with other CBOs and schools, workforce development events, alumni programming

WHY?

To dramatically increase the number of college graduates from Oakland Public Schools

IMPACT | Oakland Promise scholars are persisting and completing postsecondary education at higher rates than their peers

Oakland Promise scholars (2016-2018 cohorts) persist from year one to year two at 78%; a higher rate than Oakland-wide, state, or national trends.

Class of 2016 | 6 year graduation rate of 52.5%

Oakland Promise graduation rate is 59% higher than other socioeconomically disadvantaged (SED) students in California*

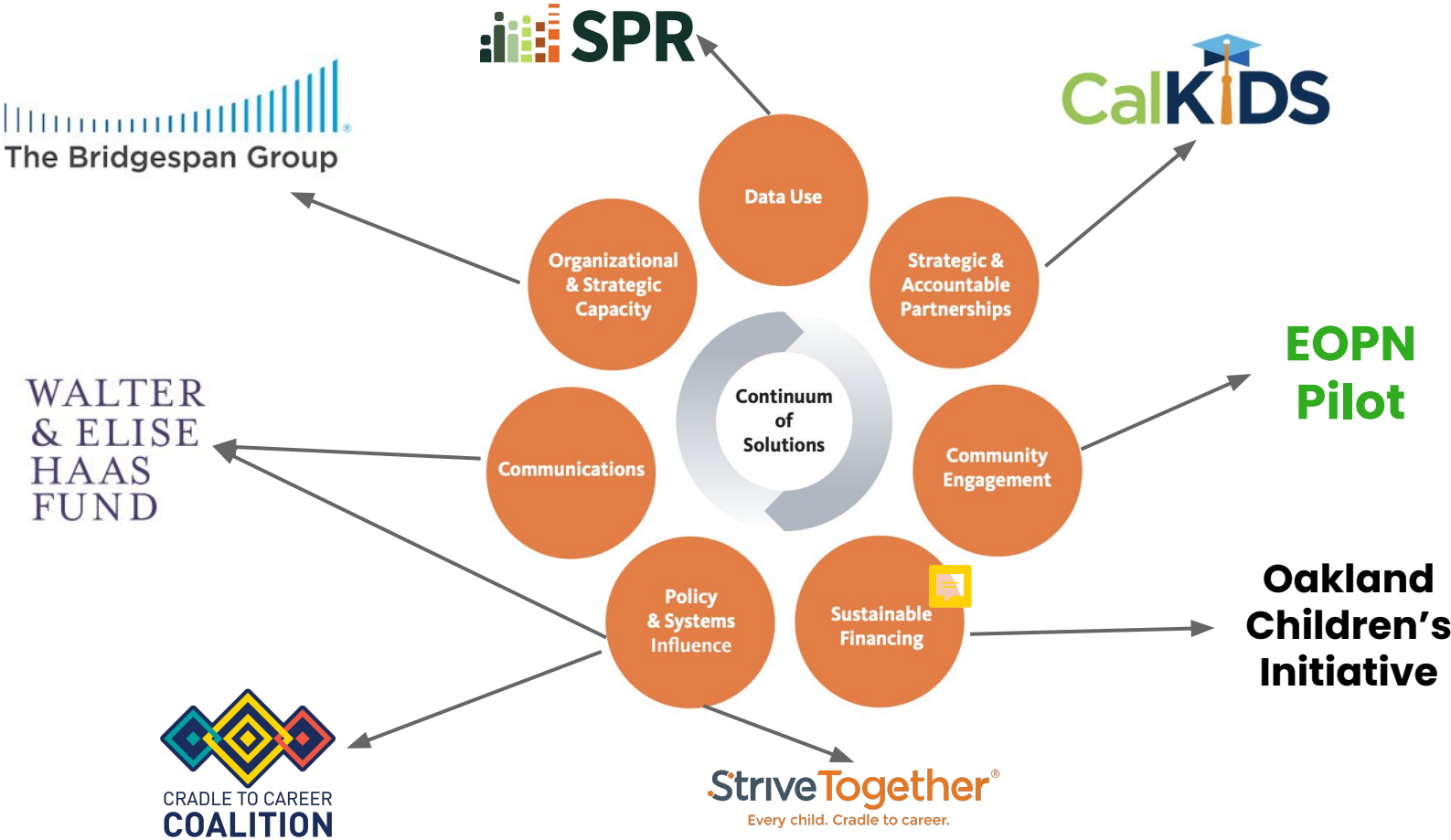
* UC Davis California Education Lab & Tipping Point Community (2020): "Understanding College Access and Completion for Bay Area Students"

Partnerships ~ pushing the work forward



Financial Capability Investment

A Developmental Pathway for Equity Focused Results



By strengthening these capabilities, we're driving towards population-level change in Oakland through the Cradle-to-Career space



Partner management & accountability

- Selecting (and exiting) partners on an ongoing basis
- Developing and reviewing shared partner agreements
- Tracking progress / compliance of partners



Measurement, evaluation & learning

- Data collection and management
- Ongoing review and discussion of data to inform program improvement of OP and partners



Influence & advocacy

- Convening and building alignment across key leaders and actors
- Sharing and encouraging adoption of best practices amongst partners to meet the needs of OP children and families



Communications & engagement

- Publicizing and building buy-in for our programs and OCI
- Ensuring that families, students, and the community are aware of the services available
- Engaging the community to incorporate their voice and feedback into program design



Financial resources

- Continue to secure diverse funding sources to ensure financial stability
- Disbursement of resources to partners / subcontractors as part of grant agreements

Over the next few years, Oakland Promise will increase the scale of its direct work, while laying the foundation for what it will take to drive population-level change



Where we've been

2016 – 2021*

Primary focus on supporting students and families directly through scholarships and CSAs, and establishing organizational and financial stability and cohesion

Where we are

2022 – 2027

Significantly expanding the scale of direct services, and beginning to engage more consistently in systems-change activities

Where we are going

2028 and beyond

Operating at scale to serve all of Oakland, and leading sustainable systems-change to drive population-level impact

*East Bay College Fund was established in 2003 and merged with Oakland Promise in 2019



Thank you!

Chief Executive Officer, Sandra Ernst



Find us on these channels:



For more information about supporting our work, please contact arbour@oaklandpromise.org.