



THE OAKLAND PROMISE

— *Cradle to Career*

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



THE OAKLAND PROMISE *Cradle to Career*

0-5

K-12

COLLEGE/CAREER

A. OUTCOMES



B. OAKLAND PROMISE INITIATIVES

Brilliant Baby

K2College

Future Centers

College Scholarships & Completion

C. SUPPORTING INITIATIVES to reach goal of college graduation and career success*

Alameda County Home Visiting Program
Talk Read Sing (0-3)
Oakland Starting Smart and Strong Initiative
High Quality, Accessible Pre-K
Early Head Start / Head Start
Help Me Grow
Best Baby Zone
First Five Alameda Hospitals
Access to Schools & Libraries
Restorative Justice

Techquity
Oakland Reads 2020
Intensive Support Schools Initiative
Oakland Community Schools
African American Male Achievement
African American Young Women and Girls Initiative
Latino Men and Boys Initiative
Alameda County Alliance for Men and Boys of Color
Parents Raising the Bar
Family and Community Engagement
My Brother's Keeper
Effective Talent Programs
Social Emotional Learning & Restorative Practices

Health and Wellness/
School Based Health Centers
Oakland Achieves Partnership
Information Communication Technology (ICT)
Dual Enrollment
East Bay Career Pathways Consortium
Classrooms2Careers
Oakland 100
Tech Hire
Emerging100
Measure N
Linked Learning
Collective Impact
OUSD Pathways and Academies



* Please note: This list is not exhaustive, and as we deepen our work we continue to add partners and initiatives.

This vision is supported by partners and champions throughout Oakland.

BRILLIANT BABY

Brilliant Baby

Over the course of a three-year demonstration project, Brilliant Baby (BB) will establish **college savings accounts for 1,500 babies**. Parents will be offered financial and parenting coaching, and financial awards to support their goals.

Our vision is to serve **all 2,200 babies born into poverty each year in Oakland** within a decade.

Implementing partners are: Alameda County Public Health Home Visiting, UCSF Benioff Children's Hospital, First 5 Alameda County, Oakland Early Head Start, Brighter Beginnings, and the Unity Council.

Establishing a robust, multi-year external evaluation assessing the impact of BB on early development of babies and economic well-being of families.





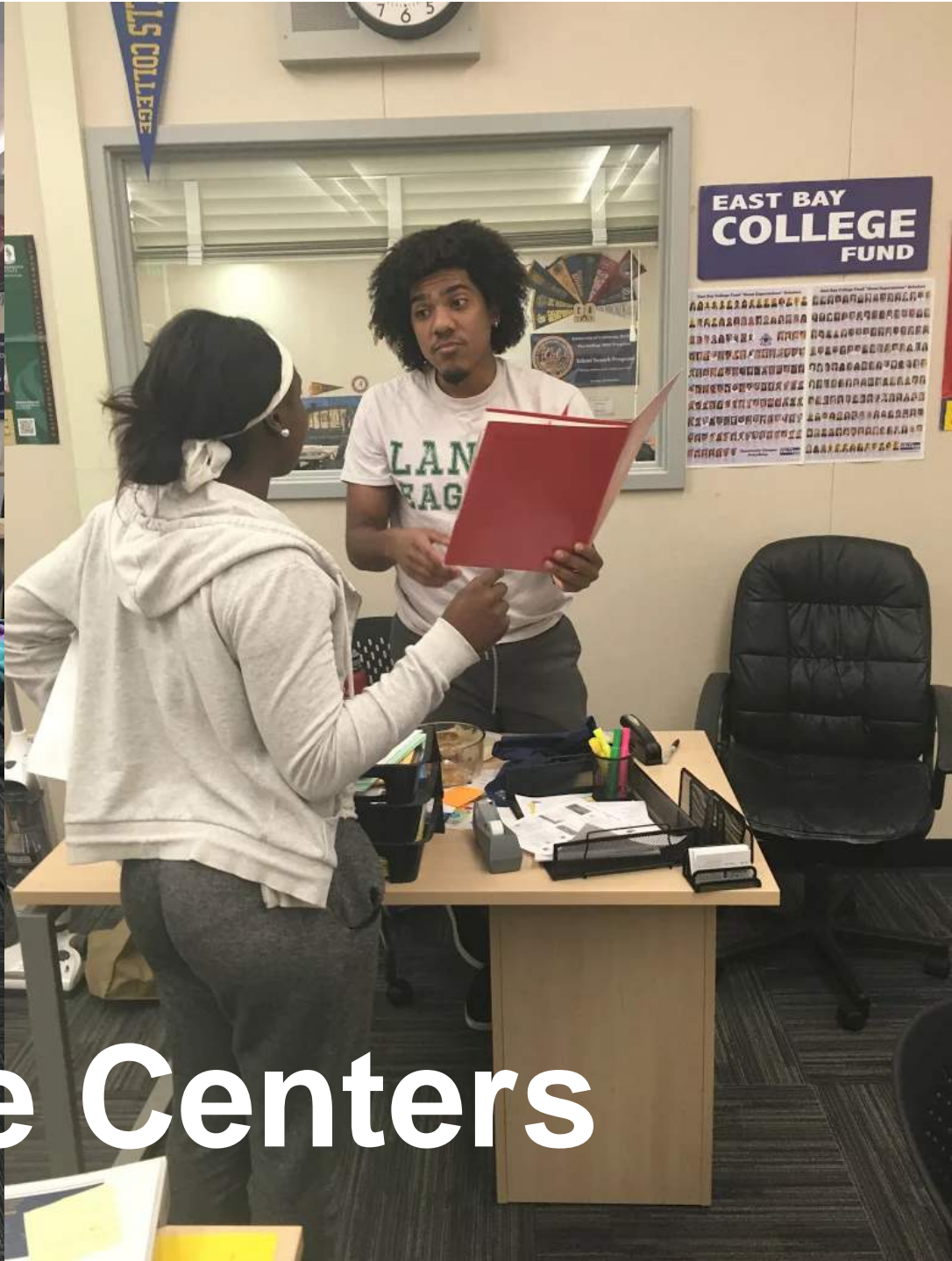
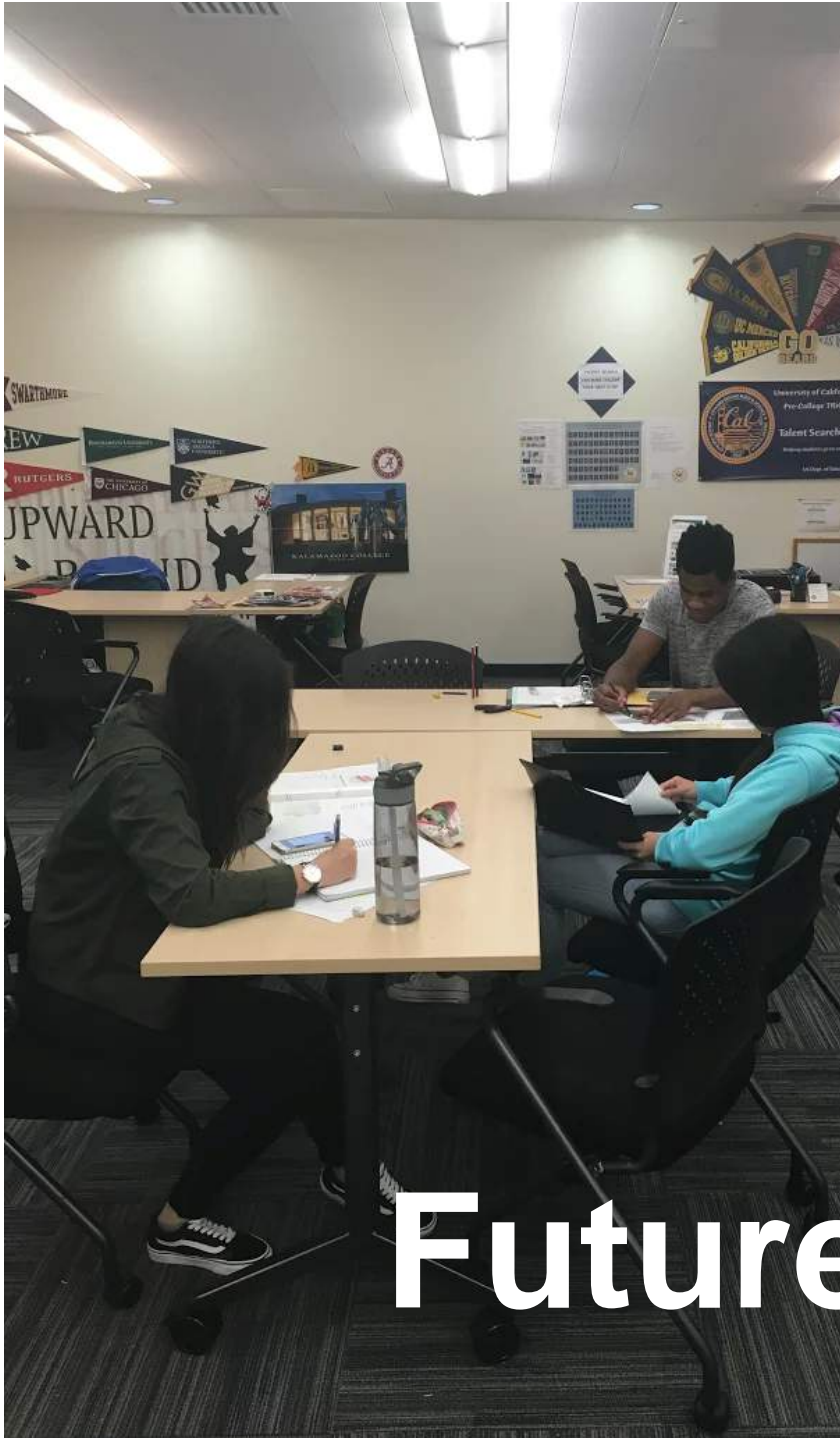
Kindergarten to College

Kindergarten to College

Every kindergartner who enters Oakland public schools in 2016-17 and thereafter will have a \$100 college savings account in his or her name by the time he or she leaves elementary school.

- 18 schools were competitively selected to pilot K2C in the 2016-17 school year, with the vision of reaching the 5,000 students in all Oakland public schools by 2020.
- The principal, a lead teacher, a parent, & a community liaison from each school signed an MOU committing to implement K2C activities in their school.





Future Centers

Future Centers

College and Career Hubs at Middle and High Schools

In 2015-16, Future Centers were established at **Oakland High** and **Coliseum College Prep Academy (CCPA)**.

- CCPA Accomplishments: **100%** FAFSA/Dream App Completion & **double the number** of UC Applications
- Oakland High Accomplishments: 10x more EBCF scholarship funds received by students, from \$120,000 to **\$1.2 million**

In 2016-2017, we are expanding to middle schools: **Frick, CCPA, Life, & Bret Harte**. We are planning to announce an additional high school by October. Our vision is to serve all middle & high school students in the next decade.



College Completion *Scholarships and Persistence*



College Completion

Scholarships and Persistence

All OUSD college bound students have access to persistence services. 300 students were awarded \$2.5M in scholarships linked with persistence services including individual mentors, retreats, summer programs and transfer support for students at 2-year colleges.

Through the Oakland Promise, EBCF has secured partnerships with over 20 Colleges and Universities for counseling and financial support.

- All OUSD students that start a Peralta College full-time in the fall will have **free tuition** and fees and counseling support.
- **Guaranteed admission** from CSU East Bay to Oakland students with qualifying GPA & SAT scores
- UC transferred their scholarship to EBCF through the Oakland Promise
- **Partnership with 6 HBCUs** including Paul Quinn, which will provide free tuition for Oakland students who work 15 hours a week

In partnership with the Mayor's Office, EBCF recruited **over 400 volunteers**, nearly 200 of were matched with Oakland college students.



Challenges

Complexity – Multiple Programs, Partners

Infrastructure – Building/Acquiring The Pipes

Sustainable, Diverse Funding – Public, Private, Endowment, etc.

Sustained Leadership, Institutional Home(s), Politics

Sustained Family & School Engagement

Inclusion of Undocumented Families

Appropriate Evaluation