



**OAKLAND UNIFIED
SCHOOL DISTRICT**
Community Schools, Thriving Students

**EAST BAY
COLLEGE
FUND**



**OAKLAND
PUBLIC EDUCATION FUND**

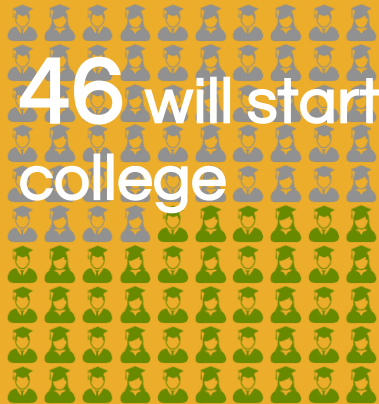
If 100 Oakland
Students Start the 9th
Grade Together....



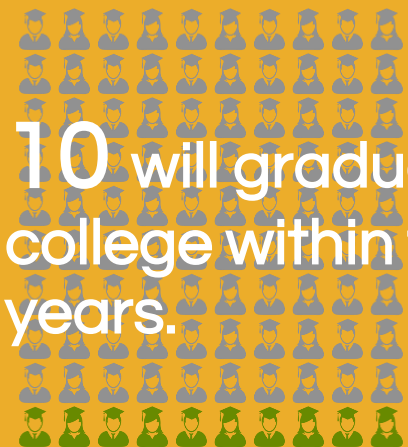
67 will
graduate high
school.



46 will start
college.



10 will graduate
college within five
years.



WE CAN DO
BETTER.

A young girl in a graduation cap and gown, looking thoughtful with her finger to her lips. The image is overlaid with a blue gradient on the left side where the text is located.

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 their choice.

Our Goal: Triple the number of college graduates from Oakland within a decade.

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.



Oakland Promise Launch

“This is a promise to me that all five of my siblings....will have the opportunity to not only go to college but to actually complete college.”

-**Darius Aikens**, current Oakland High School senior



“When I teach, I see myself in them. By existing in their lives I am...creating a ripple of generational change. That is the Oakland Promise.”

-**Michael Jefferson**, former OUSD student and college graduate supported by East Bay College Fund





"Instead of looking at Oakland's young people as *at-risk youth*, after today we are going to be looking at our young people as *at-promise youth*."

-OUSD graduate and current college student **Caheri Gutierrez**

A low income child with a college savings account in his or her name with as little as \$500 is 3x more likely to attend college and 4x more likely to graduate from college.

2020 Goals

- 5,000 people served
 - 2,500 Babies on their way to college with CSAs
 - 2,500 parents supported with coaching
- Improved early childhood development outcomes
- Over \$1 million in college savings accounts





2016 Key Milestones:

- Established a robust, multi-year external evaluation
- Financial coaching training for Brighter Beginnings, Unity Council and Alameda County Home Visiting staff



Kindergarten to College



K2College opens an early college scholarship seeded with \$100 for the nearly 3,200 OUSD students that start kindergarten each year and supports families to open their own 529 college savings account.

2020 Goals

- 12,800 OUSD students have an early college scholarship
- Principals, teachers, parents and students expect college success
- At least 50% of families open a 529 college savings account



© Photo by: Hasain Rasheed Photography





Kindergarten to College Impact



2016 Key Milestones:

- **ALL students who entered K in 16-17 school year will have \$100 in an early college scholarship by the time they leave elementary school**
- **18 pilot elementary schools with the principal, lead teacher, parent, & community liaison implementing college-going culture activities**

K2C Pilot Schools (2016-2017)

- Allendale Elementary School
- Bridges Academy at Melrose
- Brookfield Elementary
- Community United Elementary School
- Encompass Academy
- Esperanza Elementary School
- Franklin Elementary School
- Fred T. Korematsu Discovery Academy
- Global Family School
- Greenleaf Elementary
- Howard Elementary School
- International Community School
- Kaiser Elementary School
- Laurel Elementary School
- MLK, Jr. Elementary School
- REACH Academy
- Sankofa Academy
- Think College Now





Future Centers



Future Centers are college and career hubs on middle and high school campuses providing college application & scholarship support, technology, & access to internships, setting students on a path to college & career success.

2020 Goals

- 10,000 middle & high school students receiving college & career support at future centers
 - Increase FAFSA/Dream App completion rate to at least 80%
 - Increase college applications & scholarships received
 - Support OUSD's strategic goals of at least 85% high school graduation & 80% wall-to-wall Linked Learning Pathways





Future Center Impact



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

- At CCPA, 100% of students completed the FAFSA/Dream App & the number of UC Applications was doubled, which led to 85% admission rate and twice as much support received in grants & scholarships (\$650k to \$1.3 M)
- Oakland High students received 10 times more scholarship funds from East Bay College Fund (\$120,000 to \$1.2M)

In 2016-2017, we expanded to middle schools: Frick, CCPA, Life, Bret Harte, and Castlemont High School, supporting all 9th-12th graders with scholarships and persistence.



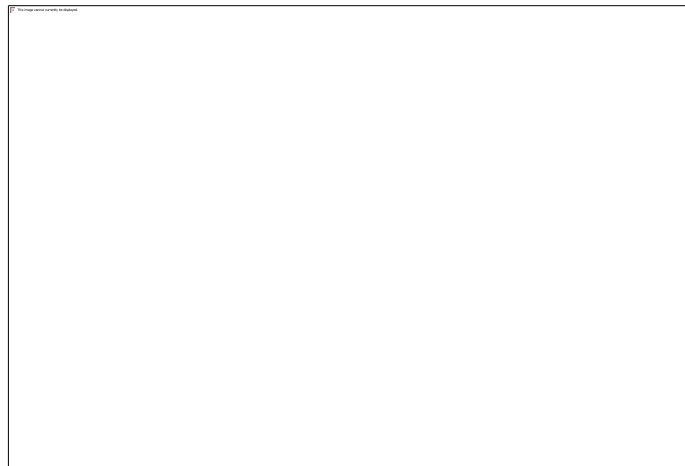


College Scholarships & Completion

Currently, **fewer than 500 OUSD 12th graders** graduate from a 2 or 4-year college within 6 years of high school graduation. Through our lead agency East Bay College Fund, Oakland Promise students receive **multi-year scholarships** linked with **persistence supports**.

2020 Goals

- **Nearly 3,000** students served
- **Over 2,000** scholarships of \$1,000 to \$10,000 linked with persistence support
- Nearly **\$20 million** in scholarships distributed to students



As a part of the Oakland Promise, 300 students were awarded \$2.5M in scholarships linked with persistence services in 2016, growing to 400 in 2017.



ALL OUSD students have access to additional support and persistence services in college.

- Free tuition and fees for All OUSD students at Peralta College
- Guaranteed admission to CSUEB w/ qualifying GPA & SAT scores
- Partnerships with 20 Colleges, including 6 HBCUs

Over **800 individuals** & nearly **200 organizations** have endorsed the Oakland Promise as **champions**, including every OUSD School Board Director, every Oakland City Councilmember & many others.



Ambassadors are a dedicated group of **47** students, parents, educators and community leaders who **strategically engage the community** around the Oakland Promise.



Oakland Promise East Bay College Fund Awards Night

“Dr. King would be so happy. **You are the Promise of the Dream.** If you can do it in Oakland, you can do it anywhere in the world.” *-Reverend Jesse Jackson*



“When I was 15...I found out I was pregnant with twin girls...this motivated me to be a somebody. I told myself, I have to further my **education** not just for myself but for my daughters.”

-Isabel Carlay, Cal-SAFE Fruitvale graduate attending Merritt College

Summary of Our Impact to Date

Every Oakland Public School kindergarten starting school in 2016 will have an early college scholarship fund with \$100.

Through the **East Bay College Fund (EBCF)**, we awarded, **300 scholarships** coupled with persistence support, including mentors, retreats, and counseling.

Impact at our two initial Future Center sites:

- Coliseum College Prep Academy
 - Cohort HS graduation rate **over 90%**
 - **100%** Federal Financial Aid and Dream App Completion
 - **Doubled** the # of UC College Applications
 - **85%** admission rate to UCs
 - **Doubled** the amount received in grants & scholarships (\$650k to \$1.3M)
- Oakland High School
 - Increased EBCF scholarship money by **ten times**, **increasing from \$100,000 to \$1,000,000**
 - Increased the number of college applications



As a result of the Oakland Promise, **every graduating Oakland high school student has:**

- **First semester free at Peralta Community College District**
- **Access to college persistence support, including near peer mentoring on campus as well as Beyond12's "My Coach" app, helping students manage key deadlines**
- **Access to over 20 partnerships with colleges to ensure Oakland students will graduate**

IMPACT IN THE NEXT DECADE

21,000

College Savings
Accounts Opened
for Newborns

\$51 M

In early
scholarships
awarded

\$10M

In College
Savings
Accounts

124,000

Students
awarded an
early college
scholarship

22,000

Students
Enrolled in
College

**over
150,000**
Children and
Families
Engaged

**TRIPLE THE NUMBER OF COLLEGE
GRADUATES FROM OAKLAND**



Oakland Promise Sustainability

As of January 2017, we have secured approximately **\$25 million** for the first four years.

\$3,000,000 and above

Marc and Lynne Benioff
Kaiser Permanente Fund at the East
Bay Community Foundation

\$1,000,000 - \$2,999,999

East Bay College Fund
Oakland Unified School District
Pacific Gas and Electric Company
The San Francisco Foundation
The Koshland Family Foundation

\$100,000 - \$999,999

Anonymous
Payette River Foundation
Citi Foundation
City of Oakland
David and Lucile Packard Foundation
Educate 78
Kenneth Rainin Foundation
Rogers Family Foundation
Salesforce
SV Angel
Tom Steyer and Kat Taylor (Tides
Foundation)
Walter and Elise Haas Fund
The Warriors Community Foundation
California Wellness Foundation
Oakland Fund for Children and Youth

\$50,000 - \$99,999

Akonadi Foundation
Beneficial State Bank
Clorox
District Development
Hellman Foundation
Morrison & Foerster Foundation
Quest
The California Endowment
TMG Partners
Turnitin

\$25,000 - \$49,999

Alex R. Graf Memorial Scholarship Fund
Kazan McClain Partners Foundation
The Moriah Fund
Signature Development Group

\$10,000 - \$24,999

AT&T
Jesse Blout
Comcast
Ellis Partners
Fisher Family
Friedman Family
Gina Rafanelli and Jay Flynn
Hannah Kellogg
Riaz, Inc.
Seven 26
Wells Fargo

\$2,500 - \$9,999

Anonymous
Bank of the West
Barbara Parker
Brightpath Capital Partners LP
Carl Chan
College Track
Core Security Solutions
Creative Hospitality
Crystal Land
Donahue Fitzgerald LLP
East Bay Community Foundation
EMC Research
Head Royce
Madison Park REIT
Milo
Oakland Chamber of Commerce
Rotary Club
Sam Tadesse
Sandy Dean
Teamster Local 70
Terry and Mary McRae
Townsend Public Affairs, Inc.
Tres Coronas Farms
Uplands Foundation
Veritas Investments
Visit Oakland



Oakland Promise Sustainability

As of January 2017, we have secured approximately **25 million** for the first four years.

Special thanks to the East Bay College Fund's Champions Donor Circle for pledging over \$2 million to the Oakland Promise to date

Andrea Walker
Andy and Barb Fremder
Beth and Joe Hurwich
Earl and Bonnie Hamlin
Francesca and Jim Cervantes
Gary and Cathy Meyer
Gavin Kwong
Jim Saavedra
Joe Downes
Julie and Chuck Palley
Leslie Hsu
Marc Roth
Martin Schifffenbauer and Caskey Weston

Morgan and Sarah Smith
Neill Sullivan
Peter Pervere and Georgia Cassel
Richard and Sandra Gilbert
Richard Nagler and Sheila Sosnow
Sam Miller
Seth Hamalian
Susan and Mark Stutzman
Susan Sugarman
Susie Poncelet
Terry and Suzan Kramer
Tom Gold
Yusef Freeman



Oakland Promise Leadership

Advisory Board Members

Annie Campbell Washington, Vice Mayor, Oakland City Council
Anthony F. Earley, Jr., Chairman, CEO, and President, PG&E Corporation
Antwan Wilson, Superintendent, Oakland Unified School District (OUSD)
Barbara Leslie, President & CEO, Oakland Chamber of Commerce
Bert Lubin, President & CEO, Benioff Children's Hospital & Research Center Oakland
Chris Iglesias, CEO, The Unity Council
Eloy Ortiz Oakley, President, Long Beach City College and Regent, University of California
George Holland, President, NAACP Oakland
Greg Adams, Executive Vice President, Kaiser Foundation Hospitals and Health Plan, Inc.
Jowel C. Laguerre, Chancellor, Peralta District
Leroy Morishita, President, California State University East Bay
James Harris, President, OUSD Board of Directors
James Head, President & CEO, East Bay Community Foundation
Jane Garcia, CEO, La Clínica de la Raza
Janet Napolitano, President, University of California
L. Karen Monroe, Superintendent of Schools, Alameda County
Libby Schaaf, Mayor, City of Oakland
Lynette Gibson McElhaney, President, Oakland City Council
Michael Sorrell, President, Paul Quinn College
Rob Bonta, Assemblymember, California State Assembly
Sabrina Landreth, City Administrator, City of Oakland
Susan Muranishi, County Administrator, Alameda County
Susan Stutzman, Board President, East Bay College Fund
Tony Thurmond, Assemblymember, California State Assembly
Janis Burger, CEO, First 5 Alameda County
Wilma Chan, Supervisor, Alameda County

Steering Committee Members

Amanda Feinstein, Project Director for Brilliant Baby, Office of the Mayor
Annie Campbell Washington, Vice Mayor, Oakland City Council
Bernard McCune, Deputy Chief, Post-Secondary Readiness, OUSD
Brian Stanley, Executive Director, Oakland Public Education Fund
David Silver, Director of Education, Office of the Mayor
Diane Dodge, Executive Director, East Bay College Fund
Jose Corona, Director of Equity & Strategic Partnerships, Office of the Mayor
Michael Gaal, Chief of Staff, OUSD
Preston Thomas, Executive Director of College & Career Readiness, OUSD
Shereda Nosakhare, Chief of Staff, Office of the Mayor

Operations Team Members

Leaders of all Oakland Promise Impact Teams



Thank You For Your Partnership!

