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OAKLAND UNIFIED
SCHOOL DISTRICT

Memo

To Board of Education

From Antwan Wilson, Superintendent
Bernard McCune, Deputy Chief Postsecondary Readiness

Board Meeting Date October 28, 2015

Subject **Main Tenants of Memorandum of Understanding for Implementation of the Oakland Promise between the District and East Bay College Fund**

Action Requested **Approval of the Main Tenants of Memorandum of Understanding for Implementation of the Oakland Promise between the District and East Bay College Fund (EBCF)**

Background

The term of this MOU is July 1, 2015 to June 30, 2018. The MOU may be terminated by either party on 30 days prior written notice. Oakland Promise is a Cradle to Career College Opportunity Program, a cross-sector collaboration between the Oakland Unified School District, City of Oakland, East Bay College Fund, Brilliant Babies, and K2College. EBCF currently awards over \$1,000,000 in scholarships annually and provides over \$500,000 in services. It has a decade of experience with Oakland students, providing mentoring and persistence services district-wide through college. The EBCF college graduation rate is 80%, four times the national average. Oakland Promise will leverage and scale these assets of EBCF to support students across the city.

Discussion

Under the terms of the MOU, the District will, among other things:

1. Provide approximately \$1,000,000 in a combination of in-kind services, facility use, and direct funding (\$150,000) to EBCF to support the Program.
2. Fund a full-time staff to work in the Future Center, (College & Career Specialist), and 50% of a FTE College Advisor (at 3 large schools matched with EBCF's Promise Funding), in addition to space for every Future Center.
3. Provide \$105,000 in funding directly to EBCF to support the Program district-wide events, scholarship convening, college outreach, and summer melt persistence services.
4. Encourage school sites to contribute directly to EBCF for



- Programs, especially during the first three expansion years.
5. Provide training for all district counselors on best practices of college advising.
 6. Share data with EBCF and vice-versa to monitor success of the Program, make interventions, and report to funders.
 7. Promise funding will support initial set up of the centers, estimated at a \$25,000 per large school, \$15,000 per small school. Various schools will have different degrees of need depending on current facilities. OUSD will determine the actual investment at a site.

Under the MOU, East Bay College Fund will, among other things:

- Provide a match of \$1,500,000 annually in a combination of scholarships, persistence services, and funding match with OUSD for advisors.
- EBCF, with OUSD, will convene college access and persistence partners across the city to connect Oakland Promise services and scholarships and to build best practices, reinforce each other's efforts, and ensure all of Oakland's students are served.
- Provide \$15,000 match with OUSD for a FTE College Advisor for three large school Future Centers.
- EBCF, in combination with Oakland Promise funding, will administer multi-year scholarships for students attending community college and 4-year colleges, including transfer support for students transferring from community college to four-year schools. Anticipated amounts are up to \$3,000 for community college and up to \$16,000 for 4-year colleges. Students who transfer in three years will qualify for up to \$8,000 in additional 4-year college funding. The number of scholarships and requirements are subject to change based on funding.
- Negotiate and maintain MOU's with colleges to support persistence and scholarship matching funds to support Oakland Promise.
- EBCF with Promise funding will offer college persistence services for every OUSD student from spring of junior year through college:
 - The vision is that each Oakland student would receive additional academic counseling, tutoring, cohort services, and scholarship matching funds as an Oakland



- Promise student attending a partner college.
- Financial aid and financial literacy support. Support for annual completion of the FAFSA, review of financial aid packages and support for challenges and appeals, and annual financial training.
- Retreats throughout college to gather Oakland students together to support each other, learn hard and soft skills of persistence, and celebrate their successes each year.

Recommendation

Approval of the Main Tenants of Memorandum of Understanding for Implementation of the Oakland Promise between the District and East Bay College Fund

Fiscal Impact

Funding resource name: General Purpose

Attachments

- Agreement

**Main Tenants of Memorandum of Understanding for
Implementation of the Oakland Promise --
Oakland Unified School District and
East Bay College Fund**

Introduction:

Since September, Bernard McCune, Deputy Chief of Post-Secondary Readiness, representing Oakland Unified School District, has been working to build an Oakland Promise with East Bay College Fund. In January the Mayor's office became involved in championing the program as a cross-sector partnership.

Tomiquia Moss, Chief of Staff for Mayor of Oakland, suggested an MOU to define the "Back of House," as EBCF is an established organization that is being scaled to serve Oakland Promise. In an effort to have the "Front of House" focus on presenting the OUSD and the City to the public and outside partners, it is important to have clarity on the "Back of House" and role of EBCF. The list of main tenants of the MOU below has been reviewed with Bernard McCune and Tomiquia Moss.

Summary:

The Mayor's Office and OUSD will have "front of house" position with the public and EBCF will govern, provide fiscal management, and program implementation for the Oakland Promise middle school to career program.

Organizations:

OUSD is committed to have every student graduate with the skills to be college, career, and community ready. OUSD, as Oakland's educational leader, is committed to increasing the number of students entering college and career programs and persisting to a degree.

The Mayor is committed to developing a community that will ensure that every child graduates high school with the expectations, resources and skills to complete college and be successful in their career of choice. The Mayor's vision, "bully pulpit", fundraising, and convening expertise are leading the Oakland Promise Cradle to Career.

EBCF awards over \$1,000,000 in scholarships annually and has over a decade of experience with Oakland students, providing mentoring and persistence services district-wide through college. The EBCF's college graduation rate is 80%, four times the national average for OUSD's demographic. Oakland Promise will leverage and scale these assets of EBCF to support students across the city.

Terms used in this document:

The term of this MOU is July 1, 2015 to June 30, 2018. The MOU may be terminated by either party on 30 days prior written notice.

Oakland Promise- Cradle to Career College Opportunity Program, a cross-sector collaboration between the Oakland Unified School District, City of Oakland, East Bay College Fund, Brilliant Babies, and K2College.

Oakland Promise Advisory Committee- A convening of organizations leading key components of Oakland Promise that advises on the planning, implementation, and evaluation of the Oakland Promise.

CAP Program- the working title used in this document to describe what was formerly called Oakland Promise that East Bay College Fund is leading—the Future Centers/College Access work (in partnership with OUSD), Scholarships, and College Persistence.

(Outward Facing)

1. Marketing

- OUSD and EBCF accept that the Mayor's Office is using the name "Oakland Promise" for the entire cradle to college effort.
- The Oakland Promise Advisory Committee will create marketing collateral for The Oakland Promise/Cradle to College to reflect the interface of all aspects of the work from birth to career that will include CAP Program.
- Collateral specifically describing the CAP Program work will highlight OUSD and the Mayor's Office and will include district, city, and EBCF logos. Representatives from each body will have an opportunity for input.
- The Oakland Promise Advisory Committee will agree on basic talking points and promote appropriate social media and will cross market between institutions as appropriate.

(Back of the house):

2. Governance

- There is a working Oakland Promise Advisory Committee to advise on overall Oakland Promise strategy: The City of Oakland (Mayor's Office), OUSD (Bernard McCune), and others are responsible for Oakland Promise services to these age groups:
 - 0-5 years old: Brilliant Baby
 - Elementary School: K2College
 - Middle School to Career: EBCF
- EBCF is the governing, fiduciary, and implementing organization for CAP Program, the middle school to career program of Oakland Promise. This includes all Oakland Promise Scholarships and persistence services and, in partnership with OUSD, all Promise Future Centers.
- EBCF and OUSD will develop MOU's with college partners, and EBCF will ensure implementation of the services.
- OUSD and City of Oakland will each have one voting member on the EBCF Board of Directors (Typically 16-20 members total meeting bi-monthly)
- Annually, an independent auditor will audit EBCF's finances and the results will be distributed to partners.
- EBCF's College Access and Persistence programming will be evaluated annually by an independent program evaluator and shared with partners (currently Root Cause Evaluators).
- EBCF is responsible to convene other groups working in the college access and persistence field for best coordination and implementation, to sub-contract support for

additional services if needed, collect and provide data on objectives, and serve as lead agency responsible to implement the services and fulfill the outcomes of the Oakland Promise middle school through college (CAP).

3. Fundraising

- EBCF currently awards over \$1,000,000 in scholarships annually and provides over \$500,000 in services. It has over a decade of experience with Oakland students, providing mentoring and persistence services district-wide through college. The EBCF college graduation rate is 80%, four times the national average. Oakland Promise will leverage and scale these assets of EBCF to support students across the city.
- Fundraising for CAP Program is conducted in a unified approach. All parties understand that in order for Oakland Promise to be successful, students must not only enter college but also persist and graduate. Therefore, the Future Centers/Access Services, Scholarships, and Persistence Support must all be fully funded as a package and not offered in silos. The mayor's office and superintendent's office will focus fundraising conversations tying the three legs of a successful Oakland Promise together: Future Centers, Scholarships, and Persistence services.
- In discussions with major donors and industry partners all parties, including the Superintendent's Office, Mayor's Office, and EBCF, will include requests for volunteers and mentors to serve in the CAP mentoring program whenever possible.
- Working committee partners will request a letter of support from each partner for grant writing purposes and will provide the same for partners.
- Partners will work together to support outreach and follow-up to donors.

4. Contribution of Partners:

Oakland Unified School District:

- OUSD is providing approximately \$1,000,000 in a combination of in-kind services, facility use, and direct funding (\$150,000) to EBCF to support the CAP Program.
- OUSD will fund a fulltime staff to work in the Future Center, (College & Career Specialist), and 50% of a FT College Advisor (at 3 large schools matched with EBCF's Promise Funding), in addition to space for every Future Center.
- OUSD will provide \$105,000 in funding directly to EBCF to support CAP district-wide events, scholarship convening, college outreach, and summer melt persistence services.
- OUSD will encourage school sites to contribute directly to EBCF for CAP Programs, especially during the first three expansion years.
- OUSD will provide training for all district counselors on best practices of college advising.
- OUSD and EBCF will collaborate on the Future Centers leadership with OUSD taking the lead on oversight/coordination of Future Centers and overall implementation of college and career planning and guidance, and EBCF leading the financial aid, scholarship coordination, and transition to persistence.
- OUSD & EBCF will both sign MOU's with colleges and hold a quarterly convening on the progress towards engagement and persistence goals.
- OUSD will share data with EBCF and vice-versa to monitor success of CAP Program, make interventions, and report to funders.
- Promise funding will support initial set up of the centers, estimated at a \$25,000 per large school, \$15,000 per small school. Various schools will have different degrees of

need depending on current facilities. OUSD will determine the actual investment at a site.

- OUSD will promote the CAP Program for college scholarship and persistence services to appropriate potential donors.
- OUSD will collaborate on planning for larger CAP Program events including Decision Day, Awards Night, and Retreats.

City of Oakland:

- City of Oakland will convene and lead the Oakland Promise Advisory Committee that will advise the overall Oakland Promise.
- City of Oakland will use its "bully pulpit" to help educate the community about college access and persistence challenges and how Oakland Promise will transform individuals, families, and the city.
- City of Oakland will engage in fundraising with OUSD & EBCF to industry and individuals to help fund the CAP Program with an overall goal of \$35,000,000.

East Bay College Fund:

- EBCF is providing a match of \$1,500,000 annually in a combination of scholarships, persistence services, and funding match with OUSD for advisors. EBCF, with OUSD, will convene college access and persistence partners across the city to connect Oakland Promise services and scholarships and to build best practices, reinforce each other's efforts, and ensure all of Oakland's students are served.
- EBCF will provide \$15,000 match with OUSD for a FT College Advisor for three large school Future Centers.
- EBCF, in combination with Oakland Promise funding, will administer multi-year scholarships for students attending community college and 4-year colleges, including transfer support for students transferring from community college to four-year schools. EBCF will connect the scholarships to the persistence services and best practices in college success to help students complete their degrees. Anticipated amounts are up to \$3,000 for community college and up to \$16,000 for 4-year colleges. Students who transfer in three years will qualify for up to \$8,000 in additional 4-year college funding. The number of scholarships and requirements are subject to change based on funding.
- EBCF will develop a college-student led committee to help design and advise on services provided by Oakland Promise.
- EBCF will share access, scholarship and persistence data with OUSD and the Oakland Promise Advisory Committee.
- EBCF will negotiate and maintain MOU's with colleges to support persistence and scholarship matching funds to support Oakland Promise. EBCF will work with implementation of college agreements on an individual student level.
- EBCF with Promise funding will offer college persistence services for every OUSD student from spring of junior year through college:
 - All College students 2 and 4-year schools:
 - Additional support services through persistence programs offered by colleges under MOUs with EBCF to provide services for Oakland students. The vision is that each Oakland student would receive additional academic counseling, tutoring, cohort services, and scholarship matching funds as an Oakland Promise student attending a partner college.

- Financial aid and financial literacy support. Support for annual completion of the FAFSA, review of financial aid packages and support for challenges and appeals, and annual financial training.
- CREWS Peer Mentoring Cohorts that provide bi-weekly support for freshman and sophomore students from Oakland upper-classmen on their college campus or online.
- Reboot counseling services to students who drop or stop out of college and want to return
- Retreats throughout college to gather Oakland students together to support each other, learn hard and soft skills of persistence, and celebrate their successes each year.

Additional services for four-year college students:

- Persistence counseling support throughout college, including a minimum of six sessions per student, starting in the summer before college.
- A mentor to support students throughout their college journey, with personal support, college navigation advice, financial aid, and career development/networking.

5. Funding Decisions and Process:

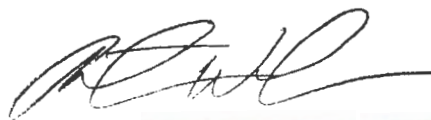
- Scholarship amounts and eligibility may need to be adjusted at times depending on fundraising and agreeable adjustments for major funder priorities. The EBCF Board will make decisions on the amounts of scholarships and the scholarship eligibility criteria, taking into consideration any advice from the Oakland Promise Advisory Committee.
- Oakland Promise scholarships criteria will be nimble and will grow in phases, focusing at the start with the most at need, with the ambition to eventually serve all Oakland students. The following outlines the anticipated projection from narrow to broad:
 - Low-income, to middle-income, to all students
 - Some comprehensive middle and high schools first; to a combination with charter schools
 - 2.0 GPA for 2 year college and 2.7-4.0 GPA for 4-year colleges; expand to 2.0 GPA for all colleges
 - Attending colleges with MOU's with EBCF that will provide additional scholarships and services (Original focus on UC's, CSUs, and private colleges in California, with some HBCU, some privates out of state); to all colleges in the US
 - Students attending 3 or more years of OUSD; to all students
 - **NOTE:** To be eligible for Promise Funding EBCF may require items the following: students must demonstrate that they have applied to a minimum of 5 colleges including a CSU and community college, 3 additional scholarships, and apply by the Promise Scholarship deadline in order to receive Promise Scholarship to start college.
 - **NOTE:** To be eligible for on-going Promise Funding each year of college EBCF may require items like the following: 1) FT enrollment, 2) minimum 2.0 GPA, 3) complete of FAFSA or Dream App, and 4) participate in a minimum of services provided by the college and/or EBCF.

Agreement on basic tenants of MOU:

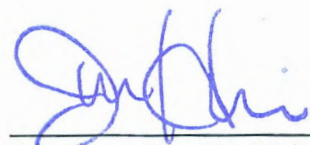
East Bay College Fund




Diane Dodge
Executive Director




Antwan Wilson
Superintendent and Secretary Board of Education



President, Board of Education
Oakland Unified School District

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By: 

Approved as to Form



Jacqueline Minor, General Counsel