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

A. OUTCOMES
- HOPE: COLLEGE AS AN EXPECTATION
- 3RD GRADE LITERACY
- HIGH SCHOOL GRADUATION
- COLLEGE GRADUATION
- KINDERGARTEN READINESS
- 8TH GRADE ALGEBRA
- COLLEGE ENROLLMENT
- CAREER SUCCESS

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
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
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.
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
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