



# My Brother's Keeper Community Challenge

## Implementation Webinar

MY BROTHER'S KEEPER  
*Community Challenge*

# Agenda

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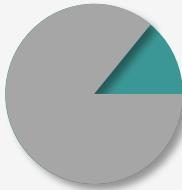
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# The MBK Community Challenge

## CHALLENGES



By 2020, we will need 123M workers in the United States. But **only 2 out of 5 citizens will be qualified** for these jobs.<sup>1</sup>



23.2% of Hispanics, 25.8% of Black, and 27% of American Indians and Alaska Natives (AIAN) live in poverty.<sup>2</sup>

Only **20% of low income teens had a job last year** versus 33 - 36% of middle income youth and 44% of those from upper middle income<sup>3</sup>



## YOUR ACTION

# 182

Number of mayors, county executives and tribal leaders who have accepted the Challenge

Number of states that accepted the Challenge

# 42

# 18

Number of tribal nations that accepted the Challenge

Number of stakeholders who have signed up as MBK Community Allies

# 1,800

# 74

Number of Local Action Summits hosted since the Challenge launched

<sup>1</sup> Forbes Insights, [http://images.forbes.com/forbesinsights/StudyPDFs/Innovation\\_Through\\_Diversity.pdf](http://images.forbes.com/forbesinsights/StudyPDFs/Innovation_Through_Diversity.pdf), p. 10

<sup>2</sup> U.S. Census Bureau: American Community Survey 2007-2011

<sup>3</sup> Center for Labor Market Studies, Northeastern University, <http://www.northeastern.edu/clms/>

# MBK Webinar Introduction

Starting in January, MBK Community Challenge Milestone webinars will be conducted by TA Providers and Federal Agency Leads. Each webinar will cover one milestone and you are invited to attend based on your community focus areas:

## MBK Community Challenge Milestones



**1** Entering school ready to learn

**2** Reading at grade level by third grade

**3** Graduating from high school ready for college and career



**4** Completing post-secondary education or training

**5** Successfully entering the workforce

**6** Reducing youth violence and providing a second chance

## Objectives

- Introduce the communities to TA providers and resources available through the MBK Community Challenge
- Provide resources for continuing education around implementing milestones for Mayors and Staffers
- Enable sharing of leading practices for community programming / lessons learned from local initiatives undertaken to date
- Provide opportunity for Q&A with webinar facilitators and discuss resources coming available through the MBK Community Challenge

# Build Understanding: Cradle-to-College-to-Career Approach and Key Principles

## Cradle-to-College-and-Career Approach<sup>4</sup>

The disparities between children from poor families and those from non-poor families are significant and pervasive, but targeted, continuous intervention at multiple life stages has the potential to *eliminate these disparities across the cradle-to-career continuum.*



## Key Principles for Developing Sustainable Approach<sup>5</sup>

1. Engage the Community 
2. Focus on Eliminating Locally Defined Disparities 
3. Develop a Culture of Continuous Improvement 
4. Leverage Existing Assets 

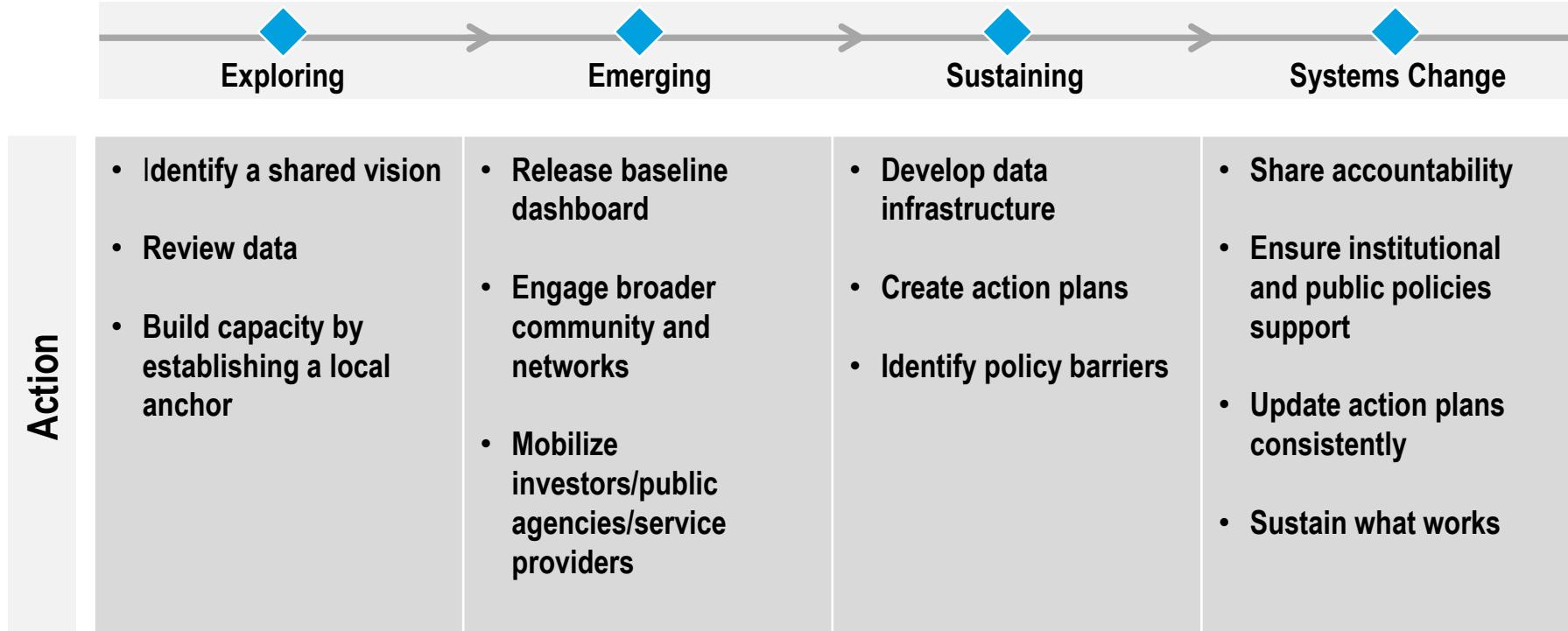
In order to effectively and sustainably implement a cradle-to-college-and-career approach it is important to understand the underlying key principles

<sup>4</sup> PolicyLink Technical Assistance Resources, November 2014.

<sup>5</sup> StriveTogether Theory of Action.

# Build Understanding: Driving Systemic Change<sup>6</sup>

Below is a proven model to consider when working towards creating sustainable impact in your community:



To turn key principles into action requires weaving together various existing programs into a comprehensive solution that will lead to improvement across MBK milestones areas being targeted in your community

# Identify Leading Practices: Elements of Success<sup>7</sup>

By incorporating some elements of success into your design, you will drive systemic and sustainable change in your community, no matter the issue at hand. These elements of success include:

**1. Clear Goals**

**2. Emphasis on Place**

**3. Authentic Youth and Community Engagement**

**4. Committed Leadership**

**5. Support from Political Leaders**

**6. Engaging Local Intermediary Organizations**

**7. Leveraging Expertise of Organizations / Networks**

**8. Policy and Systems Reform**

**9. Strategic Use of Data**



# Identify Leading Practices: Programmatic Success in the Field

## All Hands Raised Partnership – Portland, OR

### Highlights:

- Partnership focused on specific organizational actions to eliminate high school graduation rate disparities
- The results showed a 12.3% increase in graduation rates for students of color over a four-year period, and a reduction in the graduation gap between white students and students of color from 14.3% to 9.5%



## Milwaukee Succeeds Cradle-to-Career Partnership – Milwaukee, WI

### Highlights:

- The community issue focused on the statistic: less than 20% of city's third-graders were proficient in reading
- Literacy coaches working with teachers intensively led to a majority of children doubling literacy scores in two target schools in only three months



## StrivePartnership with United Way of Greater Cincinnati – Cincinnati, OH

### Highlights:

- Strategically leveraged local data and identified star rated centers to better prepare children for Kindergarten
- Resulted in 11% increase over 5 years in readiness level



# Take Action: Resources for Turning Theory in Action

## Building an Accountability Structure Toolkit:

Access Accountability Structure Toolkit

<http://www.strivetogether.org/accountability-structure-toolkit>

Key Partner Reservations/Motivations

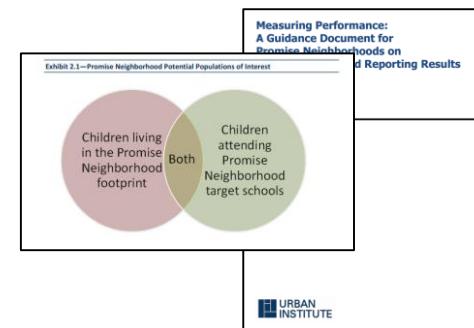
[http://www.strivetogether.org/sites/default/files/images/Key%20Sector%20Motivations\\_JB.pdf](http://www.strivetogether.org/sites/default/files/images/Key%20Sector%20Motivations_JB.pdf)



## Measuring Performance – A Guidance Document for Promise Neighborhoods on Collecting Data and Reporting Results:

Access Measuring Performance – A Guidance Document for Promise Neighborhoods on Collecting Data and Reporting Results

<http://www.promiseneighborhoodsinstitute.org/Technical-Assistance/Data-Center/Guidance-Document>



## Accelerating Results for Black Males:

Access Accelerating Results for Black Males – A Resource Guide Part 1

<http://www.promiseneighborhoodsinstitute.org/Technical-Assistance/Black-Male-Achievement/Black-Male-Achievement-Resource-Guide>



*Note: These resources include information and examples from nongovernmental sources. These resources are provided for informational purposes only. Inclusion of nongovernmental information and resources does not indicate endorsement by the White House or the U.S. government of entities, their products or services, and the information contained at referenced sites does not necessarily reflect the official views of the U.S. government*

# Additional Resources: Data Workbook

A Data Workbook will be available to help centralize baseline data and track success on key indicators.

## MBK Community Challenge Milestones: Priority Indicators



- 1 Children entering kindergarten ready and prepared to learn based on pre-k assessments



- 2 Reading and math achievement



- 3 High school graduation rates



- 4 Advanced degree enrollment / completion



- 5 Youth in school or working



- 6 Imprisonment / detention rate



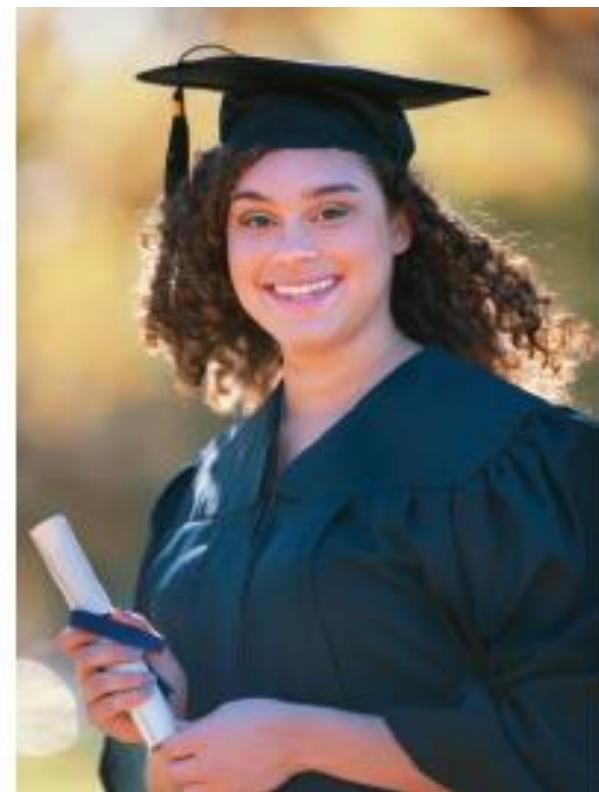
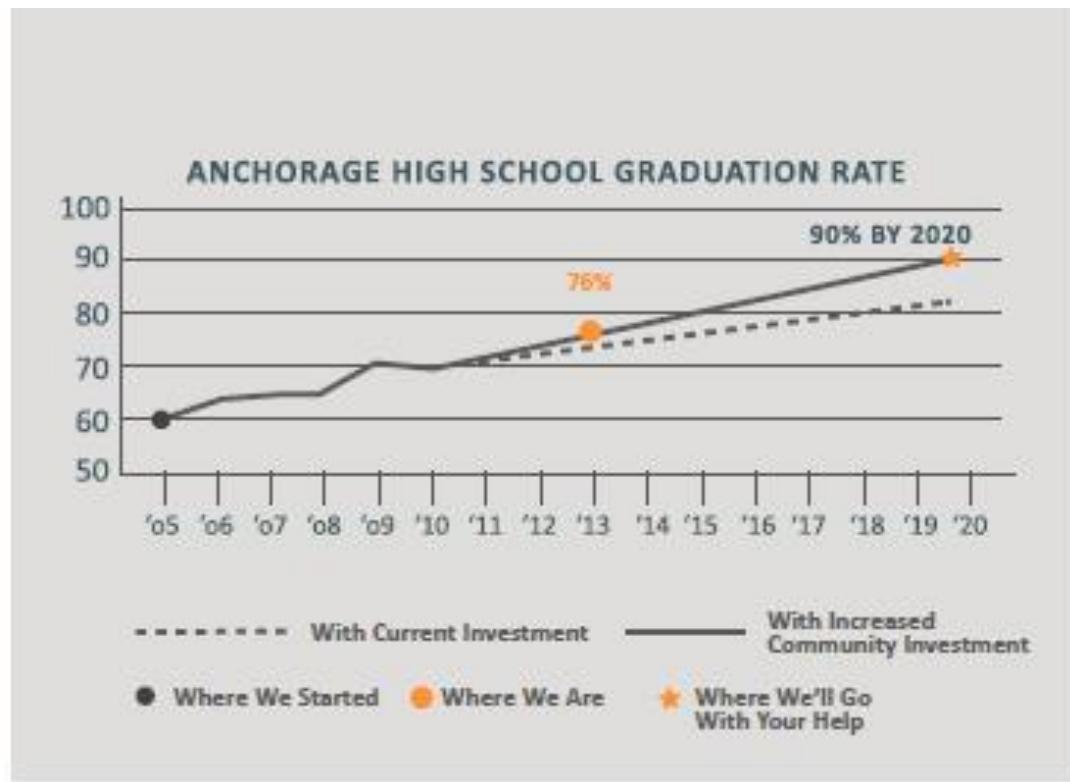
## Resources

1. Data workbook to track and drive progress
2. Reliable data sources to find baseline and future data
3. Universally defined data to ensure appropriate indicators are being measured
4. Comprehensive set of instructions to utilize the data workbook effectively

With the Data Dashboard, you will have the tools and resources to update, track, and compare your city's progress in key areas around education, employment, and justice year-over-year and against national and state data

## Additional Resources: Community Report Card

In order to illustrate impact or results, communities must first identify where they are now as a baseline for comparison. This is done primarily through the Community Report Card, which highlights changes in student outcomes the partnership collects data for annually when compared to the community's baseline data. Below is a snapshot of a community report card from Anchorage, Alaska:



# Additional Resources: Sample Community Metrics Tracker

Below outlines a sample community metrics tracker that communities can consider and leverage key indicators identified:

Community Outcomes Areas	Kindergarten Readiness	Early Grade Reading	High School Graduation	Post-Secondary Enrollment	Post-Secondary Completion	Career Placement and Retention
Core Outcomes (Measures)	<ul style="list-style-type: none"> <li>Percent of students assessed as ready for school at Kindergarten</li> </ul>	<ul style="list-style-type: none"> <li>Percent of students proficient at third grade reading</li> </ul>	<ul style="list-style-type: none"> <li>Percent of students who graduate from high school</li> </ul>	<ul style="list-style-type: none"> <li>Percent of students who enroll in a post-secondary institution within six months of graduation</li> </ul>	<ul style="list-style-type: none"> <li>Percent of students who graduate from a local post-secondary institution</li> <li>Percent of students who earn a certification</li> </ul>	<ul style="list-style-type: none"> <li>Percent of population placed/retained in high demand careers</li> <li>Reduction in public assistance</li> </ul>
Contributing Indicators	<ul style="list-style-type: none"> <li>Percent of children enrolled into a quality pre-school program</li> <li>Percent of children identified as potentially developmentally delayed</li> <li>Percent of students assessed as socially/emotionally ready</li> <li>Parent education opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Percent of students chronically absent</li> <li>Percent of ELL / ESL students</li> <li>Percent of students K-3 participating in extended learning time/high quality summer learning opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Percentage of students completing state graduation tests</li> <li>Percent of students dropping out</li> <li>Percent participating in extended learning time</li> </ul>	<ul style="list-style-type: none"> <li>Percent of students scoring "college ready" on ACT/SAT (by subject)</li> <li>Percent of students completing FAFSA</li> <li>Percent of students applying to college</li> </ul>	<ul style="list-style-type: none"> <li>Percent of students still enrolled after 1/2 years</li> <li>Percent of students needing 2 or more remedial courses (and 1 or more)</li> <li>Percent of students receiving federal/institutional aid</li> </ul>	<ul style="list-style-type: none"> <li>Recidivism rates</li> <li>Home ownership rates</li> <li>Placement of veterans and formerly incarcerated in high demand careers</li> <li>GED completion rates</li> </ul>
Contextual Indicators	<ul style="list-style-type: none"> <li>Percent Free &amp; Reduced Lunch</li> <li>Percent children w. medical home</li> </ul>		<ul style="list-style-type: none"> <li>Poverty rates</li> <li>Mobility rates</li> </ul>		<ul style="list-style-type: none"> <li>Children feel safe</li> <li>Unemployment rates</li> </ul>	

# Additional Resources: Corporate Playbook

A Corporate Playbook will be available to help corporations better support MBK and ultimately improve life outcomes for boys and young men of color and all youth.

## Business and Community Impact

### Why should corporations get involved?

- *The Social Imperative:* benefits target population & community at large
- *The Economic Imperative:* benefits bottom line & national economic indicators



## Corporate Playbook includes:

### Involvement Options

#### How can corporations support MBK?

- External Outreach Efforts: Corporate Citizenship
  - E.g., Mentoring, job shadowing, tutoring
- Internal Strategy: Talent Attraction and Development
  - E.g., Sourcing tactics, retention strategies



### Toolkit

#### How can corporations get started and sustain progress?

- Who to connect with
- What actions to take
- How to measure success



With the Playbook, corporations and businesses will better understand why they should get involved in supporting the MBK mission, the most impactful involvement opportunities available, and how to start and sustain support

## Wrap Up

Thank you for reviewing the MBK Community Challenge Webinar presentation. For additional questions, please visit our website at [www.mbkchallenge.org](http://www.mbkchallenge.org)



Note: MBK Community Action Resource Guides are a project of the National Convening Council, with support and technical assistance from the White House, Federal agencies, and external partner organizations including the National League of Cities, StriveTogether, United Way, PolicyLink, Urban Institute, and Deloitte

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## Appendix

# Speaker Biographies



**Michael Smith** is Special Assistant to the President for My Brother's Keeper. He previously served as director of the Social Innovation Fund, a CNCS program launched by President Obama to scale effective community solutions. Prior to CNCS, he served as Senior Vice President for Social Innovation at the Case Foundation, where he was a member of the senior leadership team and led social innovation strategy, including investments, programs and partnerships.



**Jeff Edmondson** is the Managing Director of StriveTogether, a subsidiary of KnowledgeWorks. StriveTogether is a national cradle-to-career initiative that brings together leaders in Pre-K-12 schools, higher education, business and industry, community organizations, government leaders, parents and other stakeholders who are committed to helping children succeed from birth through careers.