MBK COMMUNITY CHALLENGE
STEP 1: Supplemental Materials

✓ **STEP #1:   ACCEPT THE PRESIDENT'S CHALLENGE AND UNDERSTAND THE ISSUE**
Notify the White House that you will participate (localgovernment@who.eop.gov), provide contact information for a designated point of contact on your staff, and confirm your pledge to build and execute a plan to accomplish as many of the following goals as possible:

A. Ensure all children enter school cognitively, physically, socially, and emotionally ready
B. Ensure all children read at grade level by 3rd grade
C. Ensure all youth graduate from high school

D. Ensure all youth complete post-secondary education or training
E. Ensure all youth out of school are employed
F. Ensure all youth remain safe from violent crime and are provided a second chance

Also, begin to understand the specifics of how these issues affect your community uniquely. There is no "one-size-fits-all" solution to the complex obstacles and barriers facing today's youth, so the solutions you put in place will need to account for the unique needs and challenges facing your community.

> **Build baseline knowledge and data capacity**

a. **Inventory and collect data on your community's youth** – To gain a comprehensive view of the issues facing youth in your community, research their main characteristics and commonalities:

   i. **Key characteristics of young people in your community** – Collaborate with local city, county, and tribal governments, youth initiative offices, education departments, juvenile services, etc. to answer the following questions:

      a. <u>Size and Scope</u> – What is the population size of youth in your community? What portion of the overall community do they make up? How does this compare to other cities in your area?
      b. <u>Geography</u> – In which neighborhoods or areas are young people mostly concentrated?
      c. <u>Demographics</u> – How are young people distributed across household income levels, education, race/ethnicity, gender, and/or age?
      d. <u>Family Structure</u> – What distribution of family units do young people grow up in (e.g., two parents, single parent, grandparent caretakers)

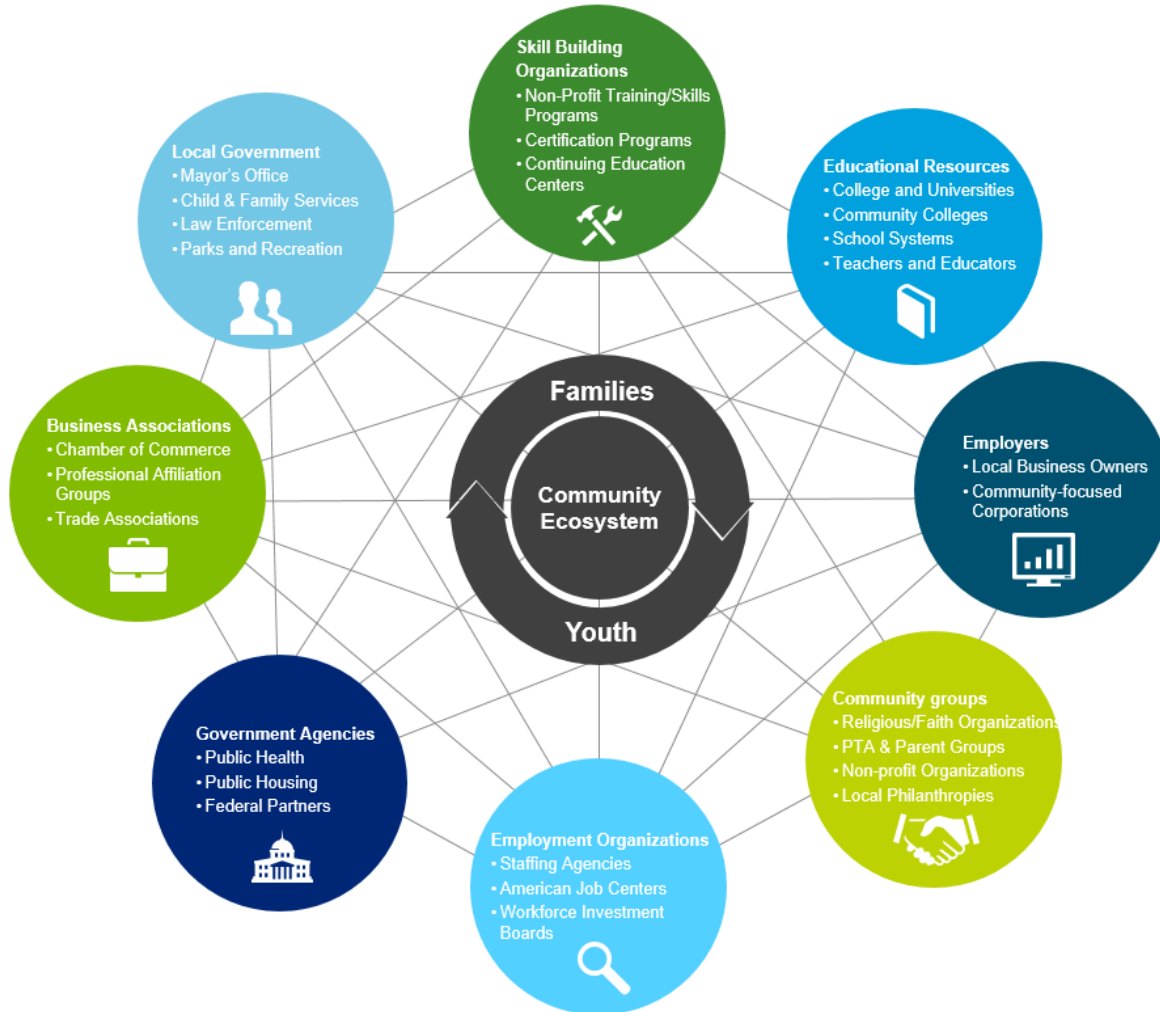*Links to a collection of additional informational resources can be found through MBKChallenge.org.*

b. **Understand the key issues that young people face in your community** – Research the economic, educational, and social data that describes the well-being of youth in your community. A good starting point is the *[My Brother's Keeper Task Force Report to the President](#)*, which outlines key milestones on the path to adulthood that are especially predictive of later success. Consider the following questions as they relate to your community, and corresponding data/metrics to measure well-being, disaggregated by, among perhaps other things, age, race, gender, socioeconomic status and national origin.

     i.   Six areas of focus for the MBK initiative, and related data categories to potentially track:

1. Are young people entering school ready to learn?
   - Enrollment in quality pre-K
   - Children entering kindergarten ready to learn
   - Adolescent births
   - Low birth weight
   - Child maltreatment
   - Youth developmental screening
2. Are they reading at grade level by third grade?
   - Reading and math achievement
   - School attendance
3. Are they graduating high school adequately prepared for college and a career?
   - High school graduation rate
   - AP/IB/Dual Enrollment
   - Youth with effective mentors
4. Are they completing education or training after high school?
   - Advanced degree enrollment/completion
   - STEM BA enrollment/completion
5. Are they successfully entering the workforce, and if not, what are the main barriers they are facing?
   - Youth in school or working
   - Labor force participation rate
   - Median youth earnings
   - Summer employment
6. What are common interactions with the law? Is your community making efforts to reduce violence, as it affects young people in particular, and helping to ensure that justice-involved youth have a second chance?
   - Arrest rate
   - Exposure to violence
   - Imprisonment/detention rate
   - Homicide rate
   - Adolescent mortality

    ii.   Additional questions for consideration may include:

1. Do all youth in your community have adequate access to healthcare?
2. What is the general employment outlook in your community? What is the unemployment rate?

c. **Learn about existing programs and initiatives that target youth –** Research what programs, initiatives, and institutions exist that focus on young people:

    i.   Check with other local leaders to learn more about what resources already exist in your community

    ii.   Gain an understanding of each initiative's mission, evidence on outcomes and results, and overall impact to the community

    iii.   Read any available articles or features from local press about key recent issues facing young people

    iv.   Also consider resources or programs that may not specifically target youth, but utilize business models that could be leveraged to target young people.

Identify your community ecosystem and form a cross-sector partnership

Once you've identified the local challenges facing youth in your community, you can start identifying the individuals and organizations that have the authority and ability to address them. You can do this by understanding your local *community ecosystem*, which is the group of private, public sector, and non-profit organizations and individuals who have the ability and interest to form a cross-sector partnership committed to improving outcomes and opportunities for youth in your community.

a. **Identify the major and/or influential stakeholders and individuals in your community ecosystem** – Using the general community ecosystem model, identify the individuals and organizations in your local community that fit into the following categories:

   i. **Educational Resources** – What resources are available? What are the challenges (funding, programs, etc.) that face the schools in your community?

   ii. **Community Groups** – What are the community-based organizations, including faith centers, parent groups, and other non-profits that have a focus on youth?

   iii. **Employment Organizations** – What are the public and private organizations that have the ability and resources to assist young people from all walks of life?

   iv. **Government Agencies** – What government organizations are specifically focused on promoting opportunities for youth?

   v. **Business Associations** – What business associations promote and support economic success for all youth in your community, including chambers of commerce and trade associations?

   vi. **Local and State Government** – What government agencies and resources are committed to the success of young people, including law enforcement and Child & Family Services?

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Skill Building Organizations – What organizations offer exposure and skill building opportunities, including educational and career fairs/events, non-profit training/skills programs, certification programs, or continuing education centers?
Employers – Who are your major employers? What skills do they need in their employees, and how can you equip young people with these experiences and skills? Do these employers have existing mentorship, internship or development programs, or the capability to create these programs? Do these employers host visits or field trips from local schools or youth organizations? Can you also use your growing network of community allies to engage small business owners to get engaged?

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Pinpoint the individuals and/or organizations that are committed to improving outcomes for youth – Within the community ecosystem, identify the individuals and organizations that may have the ability and influence to improve educational, economic, and public safety outcomes for all youth, regardless of who they are, where they come from, or the circumstances into which they are born. If there are many, you may want to consider focusing on 3-5 individuals and organizations focused on each of the goals you have set. This will become your local ecosystem. Aim to identify at least one individual or organization from each category to help ensure a balanced set of priorities and perspectives.