



News from: Office of Mayor Libby Schaaf

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OAKLAND LAUNCHES PROMISE INITIATIVE TO TRIPLE NUMBER OF COLLEGE GRADUATES

OAKLAND – Today, Oakland Mayor Libby Schaaf and Oakland Unified School District Superintendent Antwan Wilson launched the Oakland Promise. Over the next decade this cradle-to-career effort will triple the number of low-income Oakland public school graduates who complete a post-secondary education.

“This is the single most transformative thing we can do for Oakland and its young people,” said Mayor Schaaf. “In a district where 71 percent of students are low-income, ensuring that more of our kids earn a college degree has the potential to interrupt generational poverty. Today, we’re raising the bar for this entire community by setting out a clear expectation for our children’s futures and giving them the tools and the support to exceed those expectations.”

Within a decade the Oakland Promise will:

- Open 55,000 college savings accounts for Oakland children
- Invest \$100 million in college scholarships
- Serve nearly 200,000 students and families across Oakland
- Triple the number of college graduates from Oakland

“The partnerships and resources coming together through the Oakland Promise will help us ensure that every student graduates prepared for success in college, career, and community,” said Superintendent Wilson.

Mayor Schaaf and Superintendent Wilson were joined at Oakland High School for the launch by Oakland Promise lead partners from the City of Oakland, Oakland Unified School District, East Bay College Fund and the Oakland Public Education Fund. California Lieutenant Governor Gavin Newsom and OUSD graduate and current Oakland teacher Michael Jefferson delivered keynote remarks, speaking to the importance of the broad-based Oakland effort.

“For too many, economic growth has become a spectator sport and we know that income inequality is synonymous with barriers to educational opportunity,” said Lt. Governor Newsom. “The Oakland Promise offers a model for the rest of the state, weaving together the best practices to tackle generational poverty in a way never done before.”

Students with college degrees earn \$1.4 million more over a lifetime than those with just a high school diploma, and their children are three times as likely to graduate college too.

United States Department of Education Under Secretary Ted Mitchell spoke on behalf of the U.S. Secretary of Education John King. University of California President Janet Napolitano represented the University of California system – one of the state and national colleges and universities that are also key partners in implementing the Oakland Promise.

At the event it was announced that 22 colleges signed MOUs with the East Bay College Fund as part of the Oakland Promise to provide additional persistence support on their campuses.

Highlights include:

- The four Peralta Colleges will offer all eligible Oakland students a free first semester – no tuition and no fees;
- California State University East Bay will guarantee enrollment to every eligible Oakland student;
- Several East Bay private colleges and some historically Black colleges and universities (HBCUs), including: Holy Names University, Mills College, University of San Francisco and Paul Quinn College, will cover the cost of tuition for a number of new Oakland freshmen each year in combination with the Oakland Promise scholarship;
- The UC Office of the President, in partnership with the Oakland Promise, is transferring the administration of their Oakland Community Scholarship to East Bay College Fund.

OAKLAND PROMISE COMPONENTS

The Oakland Promise combines best practices from across the country in an expansive way to ensure that all Oakland students and families are supported on their way from birth through college, launching into a successful career. There are four components:

Brilliant Baby

Through a two-generational approach, babies born into poverty in Oakland will have a college savings account of \$500 opened in their names – setting an expectation for college from birth. Brilliant Baby will provide parenting support and financial services, including the opportunity for parents to earn financial awards as they support their child's healthy development. Brilliant Baby will launch as a pilot in fall 2016 serving 250 families in the first year. An additional 500 families will enroll in year two and another 1,000 in the third year. Within the next decade, the vision is to reach all of the most vulnerable families in Oakland, serving approximately 2,200 babies and their parents each year at scale.

K2College

The Oakland Promise will establish a universal college savings program in Oakland Public schools, setting college as an expectation for all. By 2020, every Oakland student entering kindergarten will have a college savings account of \$100 opened in his or her name, setting college as an expectation for all. Subsequent school and community-based activities will encourage savings and promote a college-going culture. Modeled after a successful program in San Francisco, Oakland's K2College will be piloted in the 2016-17 school year. Beginning in the fall of 2016, every kindergartner entering OUSD will be eligible for a college saving account that will be set up by the time they graduate elementary school. The vision is to expand K2College to all Oakland public school students by 2020.

Future Centers

Every Oakland high school student will have access to a Future Center where they will develop college and career plans. Staff will help students apply for college, financial aid, scholarships, and internships. Students and their families will be able access computers and technology at the Future Centers. Middle schools will have school-wide programs to develop college awareness.

College Scholarships and Completion

In partnership with East Bay College Fund (EBCF), every eligible Oakland student will receive a college scholarship ranging from \$1,000 to \$16,000. Scholarships will be phased in by school, contingent on funding. To ensure students graduate from college ready for career success, EBCF, in partnership with colleges and other organizations, will align services, providing counseling, mentoring, and peer support. There are over 30 implementation partners and another 100 organizational champions supporting this broad-based effort. Additionally, every member of the Oakland City Council and the Oakland School Board is an individual champion.

FUNDING

To date, the Oakland Promise has \$25 million dollars in expected contributions over the first four years out of an estimated cost of \$38 million. Major donors include:

- Kaiser Permanente \$3 million over three years;
- PG&E \$1 million over five years;
- East Bay College Fund \$1.5 million annually;
- OUSD & City of Oakland \$1.25 million annually;
- Payette River Foundation is sponsoring scholarships for CCPA High School

“Oakland Promise is a key strategy that will contribute immeasurably to a vibrant and secure future for our city,” said Kaiser Permanente Northern Region Chief Operating Officer Janet Liang. “That is why Kaiser Permanente has made a multi-year commitment of \$3 million and we commit to much more – our on-going support for the partners leading this amazing effort. Kaiser's vision is to be a partner for the long haul by investing in the continued success of the Oakland Promise. We urge others to join us in support of the Oakland Promise and the future of our fine city.”

The annual investment at full scale which the Oakland Promise expects to reach in 8 to 10 years is projected to be \$20 to \$35 million a year, depending on the number of families and students served. If performance and college enrollment stay the same, we estimate the investment to be between \$20 to \$25 million per year at scale. The larger estimate presumes program success and a substantial increase in the number of students eligible for college scholarships and completion support.