

iSucceed

A Community-Driven Strategy to Close the Achievement Gap

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Public Sector and Education

Creating the High-Performance Workforce

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Sept. 15, 2010

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iSucceed Partners



Agenda

Opening Remarks and Introductions

- Andy Vaughan - Director of Strategic Programs, Monster Public Sector & Education

iSucceed: Challenge, Solution and Value

- Kate Schrauth - Executive Director, icouldbe.org

Testimonials

- Celie Niehaus, Vice President, E*TRADE Financial
- Tershea Green, Vice President, Bank of America

A Regional Strategic Implementation Framework

- Paula Sullivan, Co-Founder/Partner, Wright Resource Group

A Community Dialogue: Q & A

Monster Public Sector & Education: Creating the High-Performance Workforce

- Develop & Focus the Community's Infrastructure
- Leverage Up-to-date Data to Understand, Forecast & Monitor
- Training and Career Exploration: Empower your talent and reduce Achievement Gap
- Network: Create Communities for Success
- Create a sustainable virtuous cycle



Benefits

- Build a pipeline of qualified workers
- Align Curriculum with Employer Needs
- Attract and retain competitive employers
- Invest with precision & confidence
- Match Employers with Job Seekers
- Create flexible economic growth

Monster's Expansive Education & Career Resources



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iSucceed

Our mission is to create a supportive, sustained environment

- Community involvement
- Shared investment of time, money and other resources
- Take ownership of the outcomes
- Help to close the achievement gap

Major components

- Empower participants with focused online and in-person resources
- Create networking opportunities with local businesses and cultural resources
- Provide access to people who've been there, done that
- Build experiences within the business world
- Enable young people to explore their options
- Prove efficacy through experimental design and data analysis

Funding Strategies

- Leveraging community resources

Challenge, Solution, Value

The Alarming Statistics

In the United States 1.2 million students—30% of all students—will drop out of school this year

- Over 50% of Black and Hispanic students will drop out
- Over 50% of all students in large cities will drop out

(Cities in Crisis: A Special Analytic Report on High School Graduation,” prepared by Editorial Projects in Education Research Center, 2008)

47% of high school dropouts reported the reasons they left school were:

- School was not relevant to what they considered was the “real world.”
- Not one adult ever connected individually with them at any time during their school years.

(John M. Bridgeland, John J. DiLulio, Jr., Karen Burke [Morison, The Silent Epidemic: Perspectives of High School Dropouts] Civic Enterprises in association with Peter D. Hart Research Associates for the Bill and Melinda Gates Foundation, March 2006)

The Alarming Statistics (cont'd)

Research suggests college preparation intervention programs can:

- Double the college-going rates for at-risk youth
- Increase students' educational and cultural capital assets and
- Boost college enrollment and graduation rates.
- Moreover, the benefits are often greatest for low-income students with low initial expectations and achievement

(Patricia M. McDonough, Counseling and College Counseling in America's High Schools, National Association for College Admission Counseling.)

Solutions and Value

The Matrix: Challenge, Solution, Value

	Challenge	Solution	Value
Middle School	Vision	Exposure	Focus
9 th Grade	Transition	Motivation	Academic Success
10 th Grade	Context	Exploration	Engagement
11 th Grade	Planning	Information	Commitment
Senior Year	Connections	Practice	Foundation-building
Post-secondary	Relevance	Alignment	Career success

Program Opportunities

- An ongoing series of **live workshops**, in which students participate in relevant career and educational skill-building while exploring their options and reinforcing academic work
- Safe online career development and college prep **mentoring** with professionals working in each student's chosen fields
- Opportunities to develop and practice **leadership** and other important soft skills
- Facilitated **networking** events with regional employers to build social capital and provide access to internships and summer jobs
- Orientation and ongoing workshops for **parents** to participate in their child's educational and career planning
- **Professional development** for educators to create alignment, context, and relevance between academic requirements and post-secondary preparation
- A **portal** offering 'applied social networking' among stakeholders in each region, providing timely information about regional career paths and in-demand skills, and opportunities for PR

Making It Count: Live Workshops



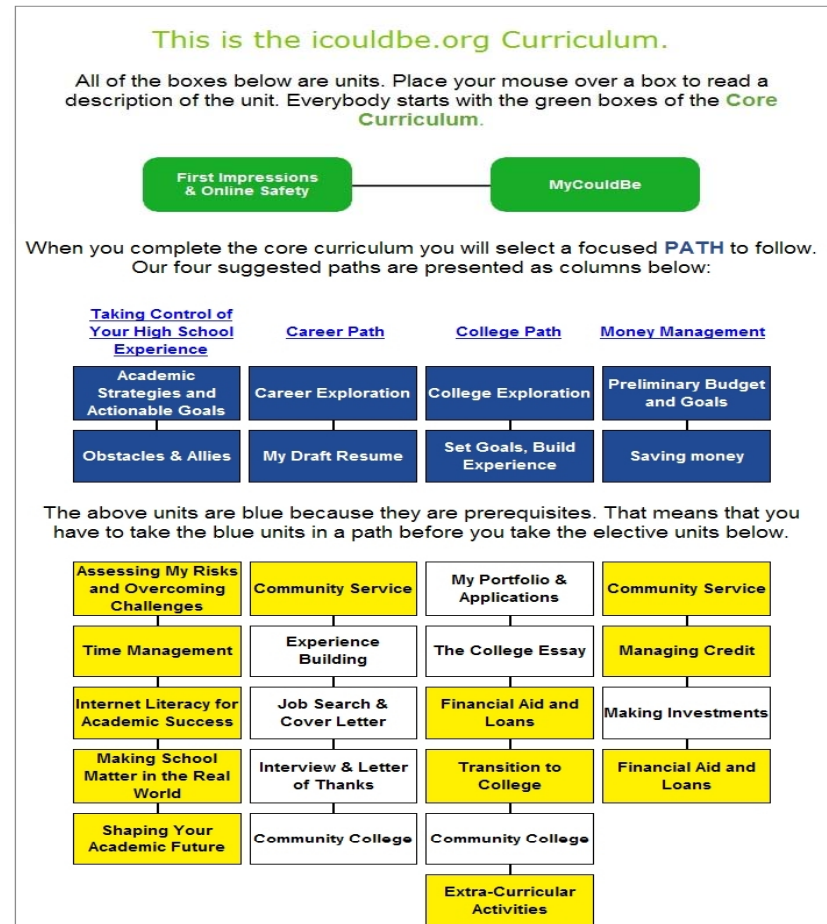
- Making It Count is a powerful tool for building pipelines of educated and skilled workers to support regional economic development and to ensure your employers have the talent they need to thrive in this changing economy.
 - **Target your regional workforce needs**
 - **Reduce your region's Brain Drain**
 - **Increase graduation rates by building pathways**
- Nearly 24 million young people have attended MIC workshops over the past 12 years.
- "The Making It Count presentation is so dynamic our students can't help but feel energized while making important life decisions."
Jody Lehman, School Counselor, Clintonville Sr. High School, Clintonville, WI

icouldbe.org: Program Sample for Safe, Online Mentoring

High-Impact Mentoring for Students

Program Successes and Qualifications:

- 10 years experience providing mentoring programs to at-risk students.
- 10 years experience managing volunteer mentors to work with at-risk youth.
- 30-unit research-backed curriculum for high school students and a specialized pathway for middle school students.
- 200+ public schools in low-income communities across the US served.
- Up to 3 one-to-one mentors provided to each student.
- All mentors available for questions, discussions and advice for all students.
- Fully integrated program assessment evaluated by independent researchers
- Year-long mentee-mentor relationships, plus lifetime alumni status for all mentees to remain in contact with mentors.



KIX.com: Applied Social Networking & Resource Portal



HOME COMMUNICATE ▾ | SHARE ▾ | NETWORK ▾ | SUBGROUPS ▾ | RESOURCES... ▾ |

kix, make it work for you.



What's hot? Things move pretty fast in the kix area. We're keeping track of the hottest jobs, coolest nightlife, interesting employers, discussions and people. Check them out below!

SUBGROUPS Sort by ▾ **MOST ACTIVE MEMBERS**

Young Professionals!
27 members | Latest Activity: 11 days ago

If you're a Young Professional, or just want to join in the conversation, this is the place to do...

Green
28 members | Latest Activity: on Aug-20-10

kix Green is the place to help you plan, grow and advance your sustainable living activities in K...

Entrepreneurship!
24 members | Latest Activity: on Aug-20-10

Some of the best and brightest minds in the country live in the kix region. Join this subgroup to...

Idea Capital of the World
24 members | Latest Activity: on Aug-09-10

The best 4 words in today's economy are "I have an idea!" So, What is your Idea? Join this Subg...

THIS GROUP CONSISTS OF

1845 Group Members you can connect with	34 Key Connections you can leverage	71 Blog Posts you can view

UPCOMING EVENTS **Faces and Places!**

<p>14 Sep Bourbon Festival Tuesday, September 14 2010 10am EDT Monday, September 20 2010 12am EDT</p>	
<p>14 Sep Ring of Fire Tuesday, 6pm - 10pm EDT Derby Dinner Playhouse</p>	
<p>15 Sep Greater Louisville Inc. Small... Wednesday, 11:30am - 2pm EDT Galt House Hotel and Suites</p>	

Featured Education

Strayer U. - Fit a better future in your life.

Since 1892, Strayer University has offered adult students a quality education. More than 54,000 students are currently.. [Read more](#)



Featured Employer

UPS

Millions of satisfied customers around the world have made UPS the leading package delivery company and global... [Read more...](#)



New to kix?

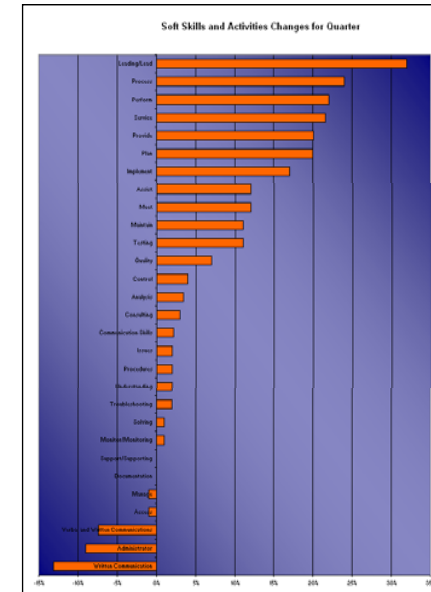
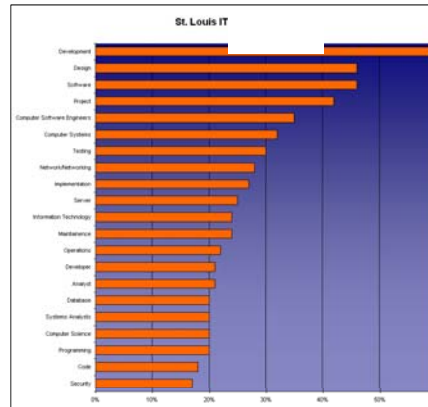
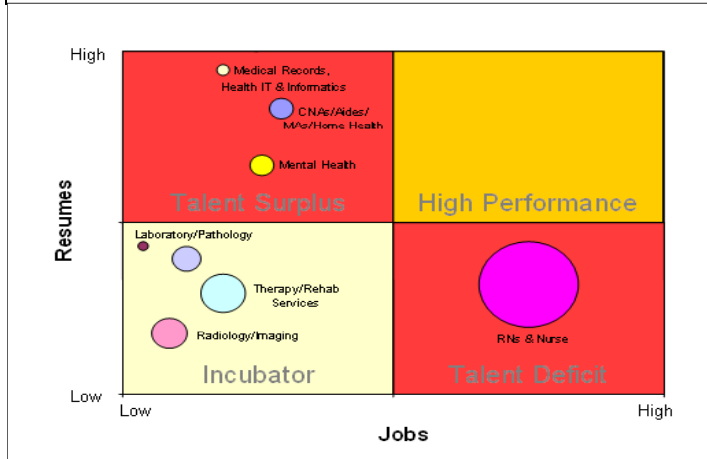
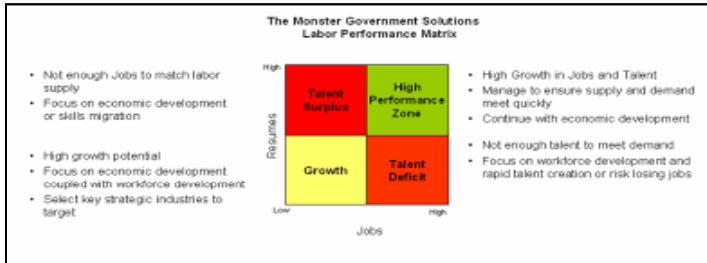
1 WHAT	2 CREATE	3 LEARN
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What is kix?
Kix is where people come together to share the energy and optimism of a region. Kix members will find jobs and educational opportunities on this site, but they'll also find and be empowered to share their personal stories of growth, positivity and change. Stories that show how proud we are of our home, our families and our heritage.

[Create your account](#)

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Sample: RLI Supply and Demand Information



Source: Monster Intelligence Team

Leadership & Professional Development Wright Resource Group

Result-Driven Solutions

- 40 years of Leadership Development Experience
- **Customized and Innovative**- meet the needs of leaders at all levels
- **Comprehensive and Holistic**- Address components of personal, community and professional development
- **SAM Model** – Sustainability, Accountability & Measurability
- **Tangible Approach** – Individualized Action Plans for a purposeful life
- **Research Proven Touch Point Approach** – Front end assessment and back end coaching/mentoring

Education Program Curriculum

- **Phase I** – GPS for Leadership Success
- **Phase II** – Leadership for the 21st Century
- **Phase III** – Developing Global Leaders
- **Phase IV** – Activate, Implement Your Purposeful Plan
- **Phase V** – Access To Success for Tomorrow's Leading Professionals

- Professional Development Training
- Executive/Team Coaching



Testimonials

Corporate & Community Partnerships: E*Trade Financial

Since 2004, icouldbe.org has partnered with corporations, schools and nonprofit organizations to achieve the following:

- 20,000 students served!
- 90,000 employee volunteer hours spent mentoring icouldbe.org kids
- Hundreds of schools in low-income communities across the US served.

E*TRADE Financial

- Over 35,900 volunteer mentor hours served to low-income communities, schools and students.
- More than 8,200 mentees and mentors participated.
- Career Development, college prep and financial literacy curriculum brought to low income communities & students who would otherwise not have access.
- Investment of \$1.75 million.

E*TRADE Partnership Goals

Celie Niehaus - VP, Chief Compliance Officer

Employee Volunteer Program

- Mentors are leaders – at icouldbe.org and at their job

Schools in Need

- Schools with 70% of students on the Federal Free Lunch Program located in communities where we have corporate offices

Community Reinvestment Act (CRA)

- E*TRADE Bank has received favorably consideration for its investment and employees' service hours

Ease of Implementation

- Executive suite is fully supportive and engaged
- Employees may mentor at work, home, anywhere because it's online

...demonstrable impact

My personal experience with online mentoring



Business Consortiums

Tershea Green – VP, Bank of America,
Dallas Regional Chamber

Goals for the Dallas Regional Chamber:

- Education and Workforce Development
- Commitment to Young Professionals – Wright Resource Group –
- Leadership Development Certification Program
- Transfer of leadership training to the workplace
- Creating a local/regional employee pool of 21st Century leaders
- Volunteer Youth Education Program with Dallas Independent School District and The Wright Resource Group
- Corporate Sponsorship

A Regional Strategic Implementation Framework

iSucceed Regional Framework: Our Guiding Principles



iSucceed Regional Framework: Engaging Community Stakeholders



iSucceed Regional Framework: Prevailing Themes

**Enhanced
Communication**

Preventative Solutions

Regional Approach

**Technology to Support
Full Collaboration**

**Engaging
Community
Stakeholders**

iSucceed Regional Framework: Priority Needs

Dropout Prevention Services
- Focus on high risk students

Multiple-Year Programming
-Begin in middle school and follow through to
post-secondary credentials

Multiple Stakeholder Roles and Responsibilities
- Academic Achievement, Career and College Readiness, Community and
Corporate Mentors, Career Networking and Internships, Community
College and University Pathways

Funding for iSucceed

Existing Funding (Survey from Grantmakers for Education)

Top Five Priorities of Private Grantmakers

- New models of learning
- High school reform, including college / career readiness
- Family, community and social supports
- Out-of-school / after-school programs
- Effective School and/or district leadership

iSucceed: Questions & Answers



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