

The Big Lift

All of San Mateo County Behind All of Our Kids



The Big Lift Story

- Act I: The Problem
- Act II: The Solution
- Act III: What's Next, What We Have Learned
- Act IV: Questions, Answers and Discussion

Act I: The Problem

San Mateo County



- One of most prosperous counties in the country
- A world leader in technology and innovation
- Stepped up to provide universal healthcare coverage for children



But many children struggle in school

The facts

- 42% of third-graders (3,000) children, are not reading proficiently
- 60% or more for Latino, African American and Pacific Islander children
- Those behind tend to stay behind
- 88% of dropouts could not read proficiently by third grade

Before 3rd grade, children learn to read.
After 3rd grade, they must read to learn.

Source: Dataquest, Bureau of Labor Statistics' National Longitudinal Study of Youth



The cost

- These kids will struggle academically or may drop out
- They are likely to be under-employed or unemployed throughout their lives

The cost?

- Lower productivity and competitiveness
- Lower tax revenue and higher social costs
- More crime and spending on prisons



Why can't the kids read?



Many assume it is the schools' fault, but:

- 50% of our children are not ready for kindergarten
- They lack critical academic, social and emotional skills



There is no system from birth to 4.

Education has not changed

We compete globally, but the U.S. has a patchwork non-system from birth to 4, when critical learning must take place.

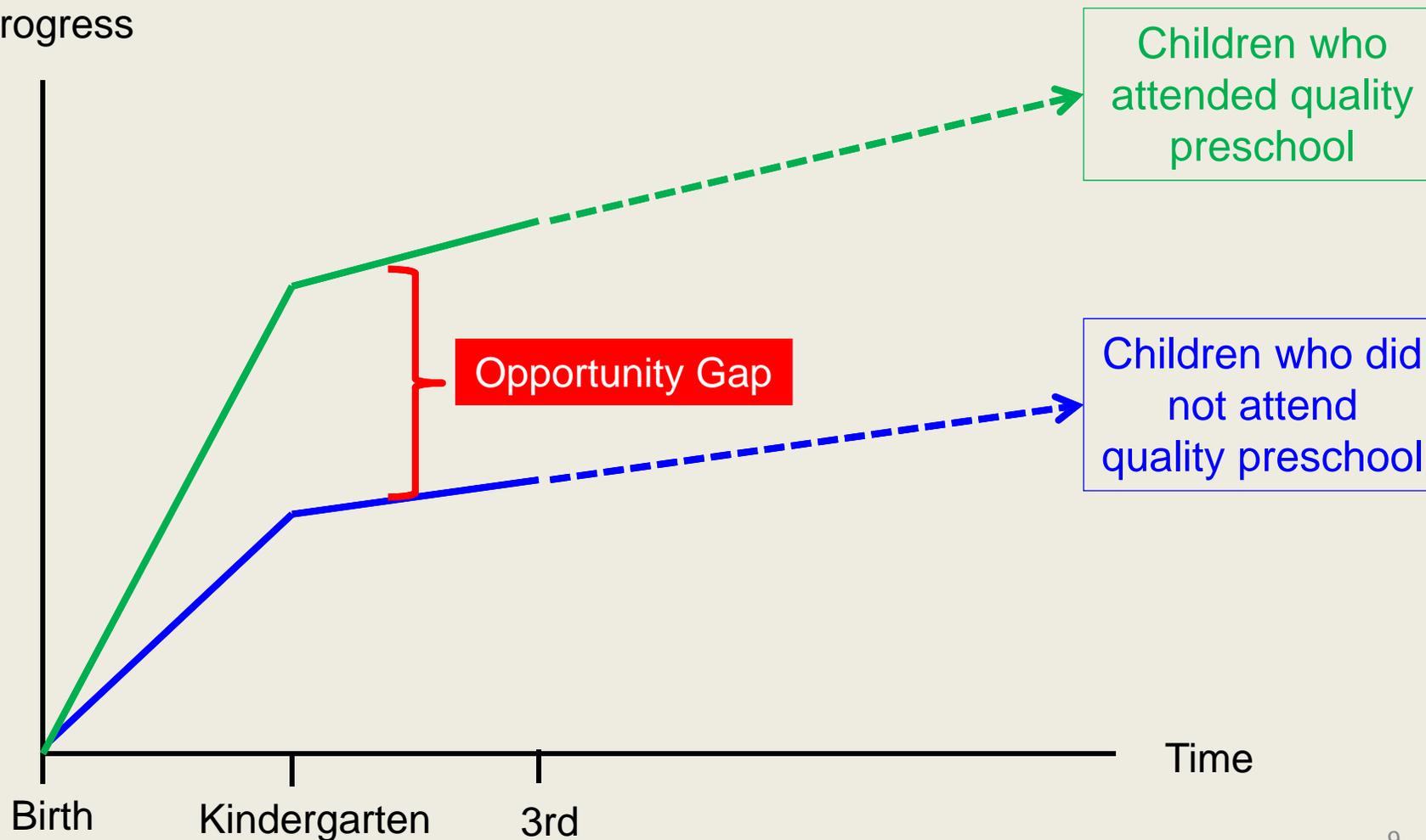
- 95% of brain development happens by age 5
- U.S. ranked 26th in preschool participation
- 3,300 kids who qualify for subsidized preschool can't get a space
- 60% of county parents now work full-time

If we were designing the school system today, it would start at age 3.

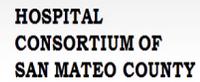
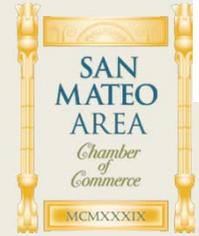
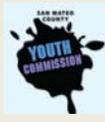
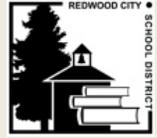


The opportunity gap

Academic Progress



Act II: The Solution



The Big Lift Way

Everyone

- Has skin in the game
- Works together
- Leverages all community resources
- Plans, implements, measures and improves
- Is accountable for better outcomes for all of our county's kids

The Big Lift Plan

Overall Goal Increase reading at grade level by third grade from 58% to 80% by 2020

Overall Strategy Pursue a “big lift” on educational outcomes via collaboration

Make Big System Policy Provide quality preschool for underserved 3- and 4-year-olds

Sustain progress through

Aligned PreK-3 system

Better attendance

Inspiring summers

Family engagement

The Big Lift Structure



Key Milestones

- 2009** Children's Bill of Rights
- 5/2012** Adopt Annie E. Casey framework
- 5/2013** Convening of top county leaders
- 6/2013** Board of Supervisors pledge \$10 million to Big Lift
- 3/2014** Receive \$500,000 Kellogg grant
- 5/2014** Begin strategic engagement with SV2
- 8/2014** Partner with Stanford Business school
- 9/2014** Receive Social Innovation Fund award

Shared Investment Model



County of San Mateo

- Core BL Funder
- Measure A funds



County Office of Education

- Core BL Funder
- State preschool funds
- Kellogg grant



SVCF

- Core BL Funder
- SIF grant
- SV2 grant
- United Way grant



First 5

- Funding for high quality preschool and family engagement components of BL
- Race to Top-ELC funds

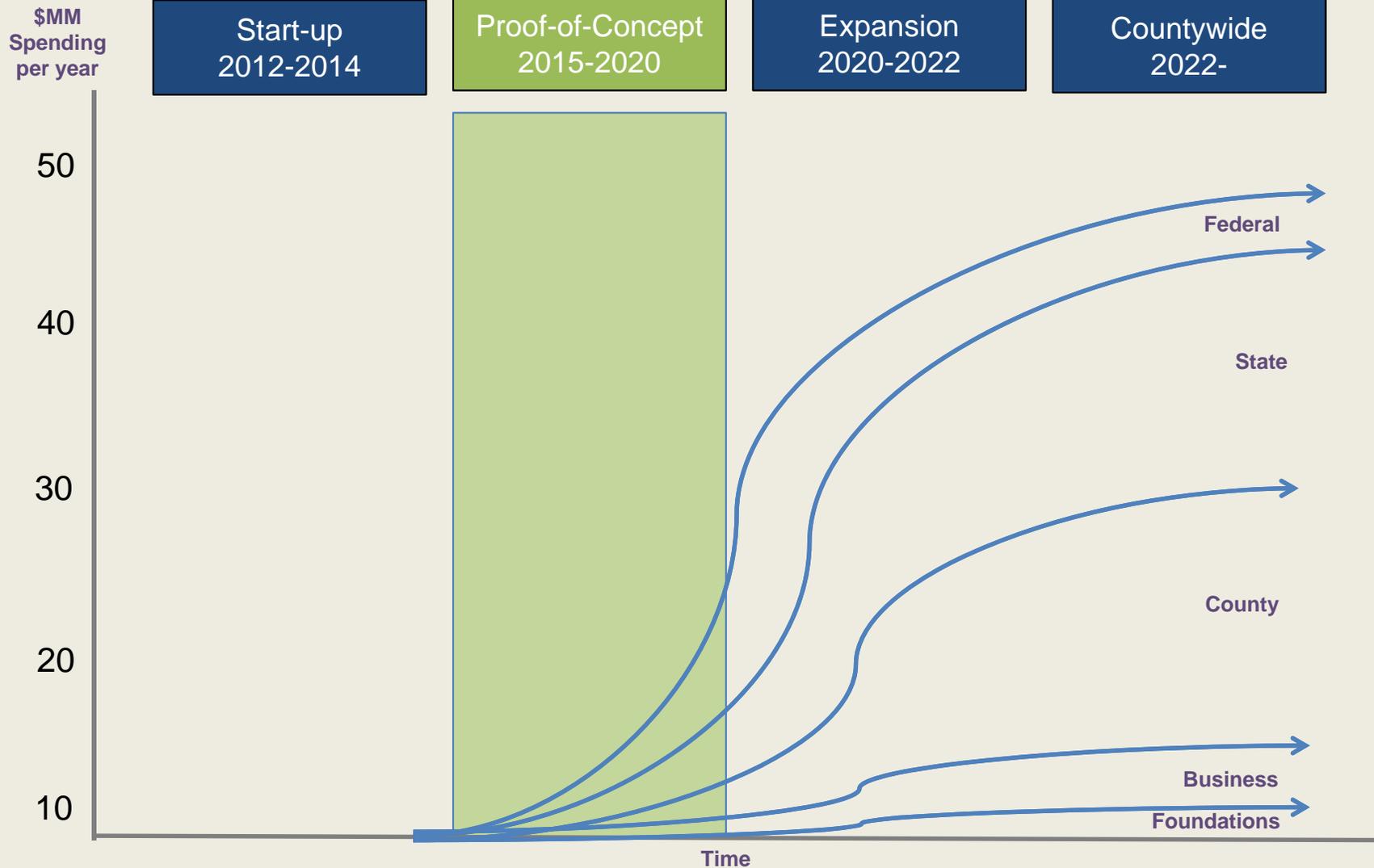
Act III: What's Next, What We Have Learned

Social Innovation Fund

- A key White House Initiative and program of the Corporation for National Community Service
- Awarded \$7.5 million over 3 years; the Community Foundation applied on behalf of Big Lift
- Additional \$9 million in Years 4 and 5 pending successful implementation and appropriations
- Finding what works and making it work for more people



Proof-of-Concept Phase



Five-year budget

\$16.5M SIF Grant

+\$30.0M Required SIF matching funds

\$46.5M Total SIF Budget for 5 years

Funds raised to date:

\$16.5M SIF

\$10.0M Measure A

\$26.5M

Assessing Impact

- Selection of top tier external evaluator currently in progress
- Rigorous evaluation of the Big Lift collective impact model and interventions
- Centralized database will be integral to assessing progress
- Build our levels of evidence and refine model based on results

Rollout Plan

Select first Big Lift communities
(March, 2015)

Launch Big Lift preschool
(Spring, 2015)

Begin rollout of attendance and family
engagement (Summer, 2015)

Begin rollout of inspiring summers
(Summer, 2016)

What we have learned

- Find champions who are high profile community leaders
- Think big! Set an ambitious, but credible goal
- Start with the facts about the problem
- Develop a motivating story on the problem and plan to address it
- Convene community leaders across sectors early to get buy in
- Try to achieve an early win to build credibility

"[Collective impact] is indeed long-term, rigorous work requiring that all of us behave very differently."

Act IV: Questions, Answers and Discussion