

Philadelphia
Council
for College and
Career Success



STARTING FAST: THE FIRST ANNUAL PROGRESS REPORT TO MAYOR NUTTER

FROM THE PHILADELPHIA COUNCIL
FOR COLLEGE AND CAREER SUCCESS

DECEMBER 2009



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In November 2008, Mayor Nutter appointed the Council for College and Career Success and charged its members to work with him to achieve his ambitious education improvement goals for the City. This report documents and summarizes the Council's major accomplishments during its first year of work.

Council Roles and Responsibilities

The Council, which serves as the City's Workforce Investment Board Youth Council, manages and aligns an expanding portfolio of contributions from committed investors -- including government, foundations and employers -- and directs these diverse funding streams to support strategic initiatives designed to promote youth workforce development, to increase the quality and quantity of high school graduates, and to expand college access and success for growing numbers of Philadelphia residents.

Organizing for Action

Once established, the Council immediately set about organizing itself to deliver on the Mayor's charge. Balancing the needs to continue leadership and oversight of major on-going efforts with redesigning and repurposing policies, practices and funding - all in an atmosphere of transparency and accountability, the Council quickly developed an action plan framework, devised an organizational structure to address its priority elements, and built a solid base of knowledge on which to act.

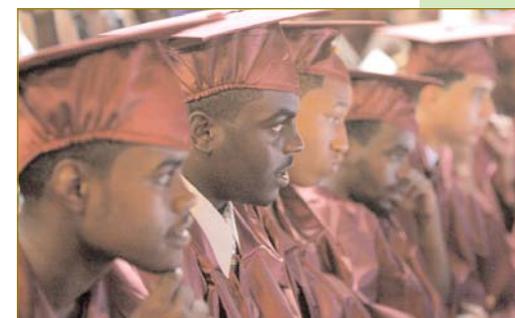
As it turned out, there was no time to waste. Not

only did the timelines associated with existing funding streams under its purview require quick analysis and reconsideration, but the Council's portfolio of responsibilities was dramatically increased two months after its establishment when the President signed the American Recovery and Reinvestment Act, which provided an additional \$7.4 million locally for youth employment. The urgency and pace of the Council's response to the Recovery Act set the tone for the year, and foreshadowed a variety of challenges and opportunities to come.

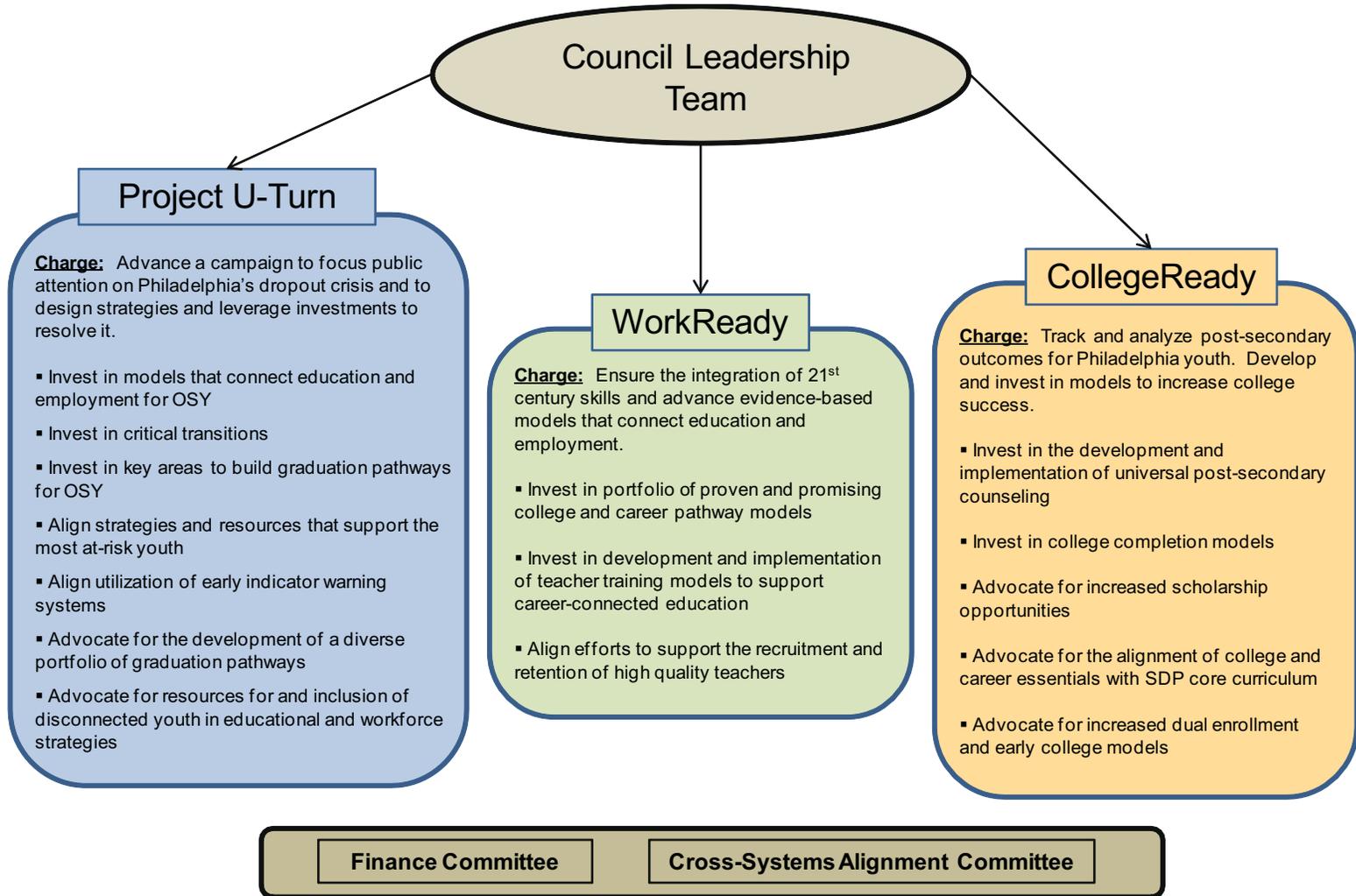
The Work of the Council Committees

In all, during the course of its first year the Council would design three new competitive procurement processes that directed more than \$8 million dollars to research-based strategies; sponsor major events to celebrate progress and build public will; and institute and shepherd a variety of other citywide strategies to promote the City's ambitious education goals, with particular attention to related priorities of the School District's Strategic Plan, *Imagine 2014*.

The following section identifies several notable examples of these efforts.



E³ Centers Graduation



I. WORKREADY PHILADELPHIA

Providing opportunities to acquire 21st century skills

The Council's WorkReady Philadelphia Committee leads a broad range of work-related activities designed to help City students master skills needed for college and career success. Responsibilities of the Committee include overseeing multi-sector investments in the City's summer employment programs, which this year provided more than 8,500 young people with high quality internships and other work-related experiences; directing year-round programs for hundreds of at-risk students, funded through federal Workforce Investment Act dollars; and identifying and funding a continuum of school-based and out-of-school time activities that enable students to master 21st century skills.

The Committee reviewed and clarified current approaches to these responsibilities at a day-long retreat. Based on this initial work session and subsequent meetings, the Committee began the process of redesigning and refocusing its work. Major accomplishments for 2009 include:

- **Successfully organizing and delivering programs funded through the American Recovery and Reinvestment Act** (the Recovery Act), which involved directing \$3.9M to the creation of 2,571 summer jobs. In January and February, the Council monitored deliberations on the Recovery Act, and met via conference calls in advance of its passage to make plans for the summer jobs component should it be included in the final package. When that came to pass, the Council was well positioned to move quickly, initiating a new competitive procurement process within three weeks of the Recovery Act's passage, and identifying successful applicants by mid-April to manage summer programs hosting more than 2,500 14-24 year-old at-risk youth and young adults.
- **Working with the Chamber to generate more than 1,000 employer-paid summer internships.** One of the

year's greatest challenges was to maintain the extraordinary commitment of Philadelphia-area employers to youth internships in the teeth of the worst economic recession in at least 35 years. Business leaders from the Council and the Chamber worked tirelessly to secure as many opportunities as possible and, in the end, were able to generate more than 1,000 opportunities for talented youth, a major accomplishment under the circumstances. In fact, two-dozen employer partners actually increased their commitment in the 2009 summer, economic woes notwithstanding.

- **Re-programming \$2.1M** in federal funding to:

Build **industry "pipeline" models**, which operate over several years and prepare cohorts of young people for college and entry into high-wage/high-demand careers. These sophisticated models incorporate academics and industry-specific skills, require close working relationships between schools and participating employers, and offer successful students guaranteed employment and access to post-secondary education.

Support strategies that promote **acquisition of 21st Century skills**. To this end, the Council recommended funding for a set of organizations that proposed devising and providing a coherent, sequential set of activities for cohorts of students over the junior and senior years.

- **Expanding and promoting aspects of WorkReady Philadelphia:**

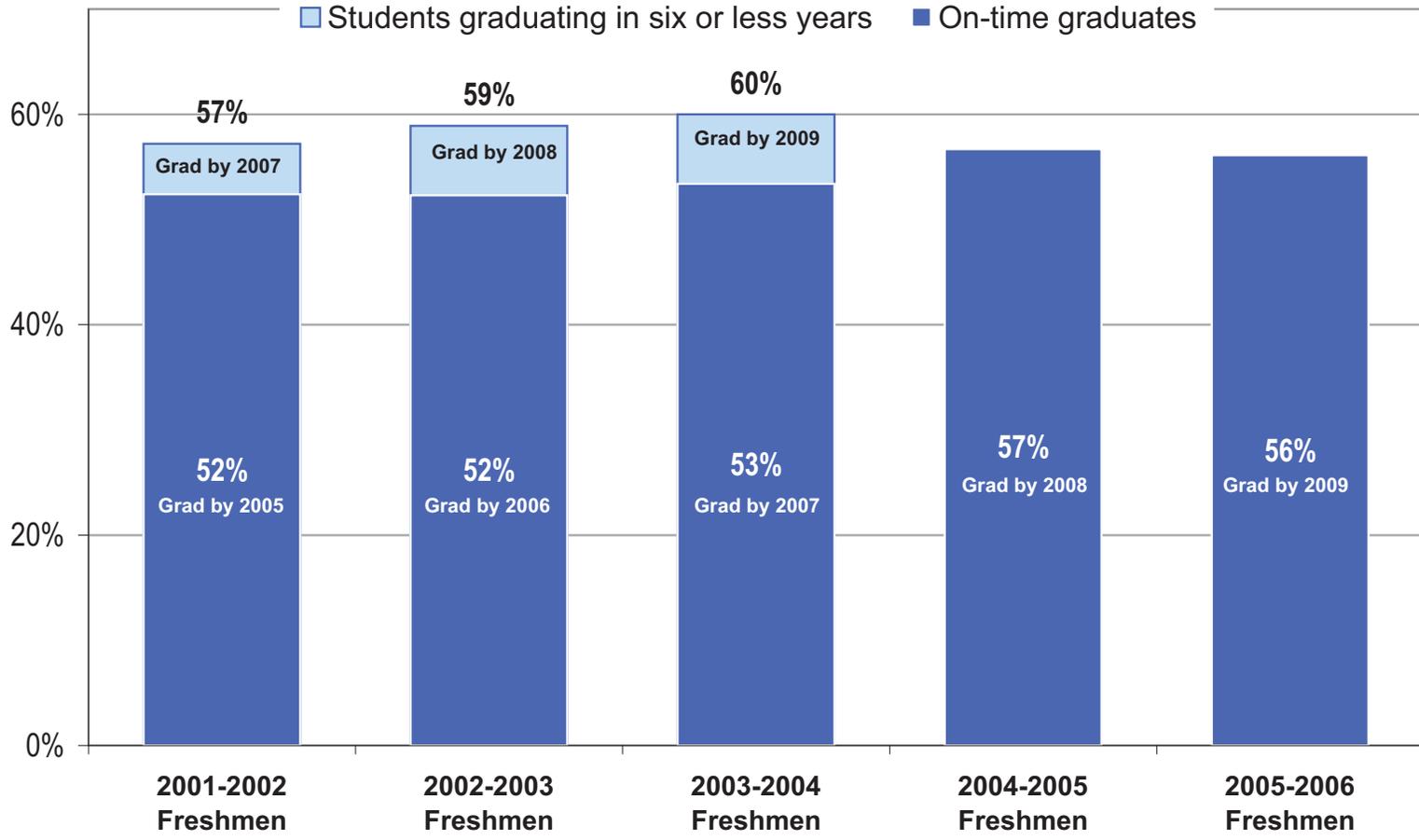
WorkReady 2009 **Concluding Celebration**, which showcased the project and portfolio work of more 500 youth participants in summer and year-round programming; and

Third Annual **Breakfast of WorkReady Champions** and "First Break" Awards, held to honor the more than 200 area employers and funders who supported youth internships during 2009 and to build support for expanded employer participation for 2010 and beyond.



Speakers at the Breakfast of WorkReady Champions, (right to left) David L. Cohen, Comcast; Joseph Frick, Independence Blue Cross; and Rob Wonderling, Greater Philadelphia Chamber of Commerce

School District of Philadelphia Graduation Rates



Four and six-year graduation rates for cohorts of *first-time* 9th graders

II. PROJECT U-TURN

Understanding and resolving the City's dropout crisis

In 2006, City leaders launched Project U-Turn, a citywide campaign to resolve Philadelphia's dropout crisis. Given the clear connections between the work of Project U-Turn and the goals of the Council, the U-Turn steering committee became a standing committee of the Council.

To help guide its reconsiderations of current approaches, the Committee convened a group of out-of-school youth program operators to provide input on models that have been particularly successful, and to identify gaps in the current system. This process, and ongoing discussions within the Committee, helped to produce important results in 2009, including:

- **Successfully organizing and delivering programs for out-of-school youth funded through the Recovery Act.** In addition to its summer jobs component, at least 30% of Recovery Act funding (approximately \$2.1 million) was required to be spent on programming for out-of-school youth. In an effort to ensure that Recovery Act funds were dedicated to new, high-quality strategies, the Committee developed a supplemental Request for Proposals based on the system gaps identified earlier in the year. The process funded innovative approaches, including programs linking GED and post-secondary education; occupational skills training for green jobs; and a new system offering centralized job placement services for youth and young adults.
- **Supporting cross-system efforts to reduce truancy.** Based on research supported by Project U-Turn, it is clear that thousands of Philadelphia students are chronically truant, and that these young people are at considerable risk of eventually dropping out. To address this major problem, stakeholders from City government, Family Court, the District Attorney's office and the School District are working in partnership to create a comprehensive plan to coordinate and focus truancy reduction efforts across these systems.

- **Hosting a citywide professional development symposium for practitioners**, highlighting effective practices in dropout re-engagement, accompanied by the release of *Project U-Turn @ 2.5*, which continued the campaign's commitment to regular public reporting on progress towards resolving the dropout crisis.

III. COLLEGEREADY PHILADELPHIA

Increasing college degree attainment among Philadelphia's youth

Because its area of concern had a more limited foundation on which to build projects and initiatives, the CollegeReady Committee's initial scope of work focused on identifying what was known about City students' college attendance, persistence and completion. These efforts included:

- **Collecting data and performing analyses on college-going patterns** of School District graduates, including supporting a staff position in the School District's Office of Accountability focused in part on gauging college attendance, persistence and success.
- **Identifying and bringing a common focus to college resources** available to School District and Archdiocese students, and working to ensure that they are equitably disbursed and consistently delivered.
- **Convening leading researchers to identify national best practices** in promoting college preparation, access and success, and to recommend strategies for potential implementation in Philadelphia.
- **Supporting the Mayor's "PhillyGoes2College" Initiative**, by actively engaging in its priority activities and key events, and increasing awareness of the college-going process for all Philadelphians.

45%:

Portion of PA jobs requiring skilled training; with 22.5% of population educated to fill them

\$1,594,366:

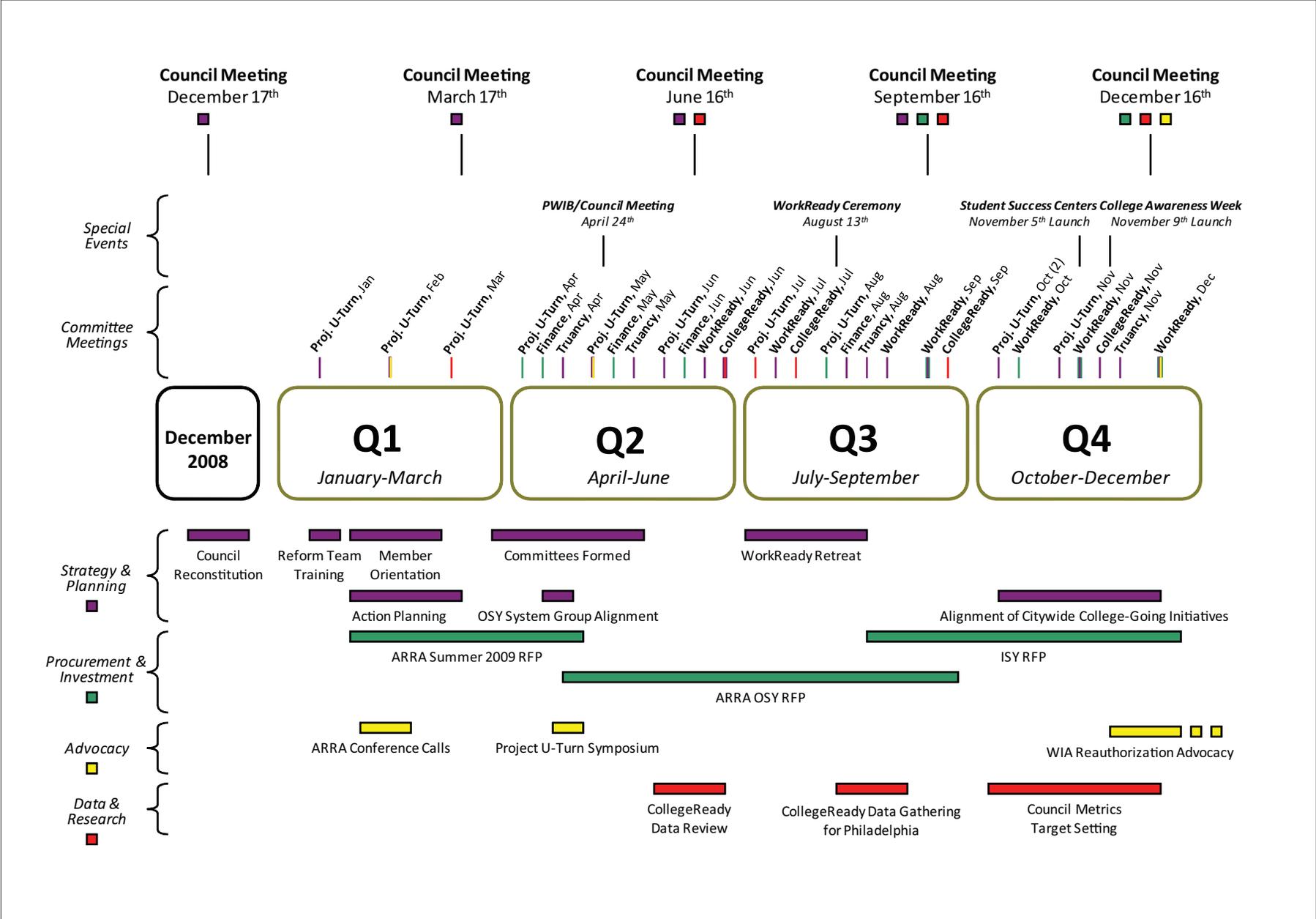
The difference in lifetime earnings between a high school dropout (\$457,089) and a BA degree-earner (\$2,051,455) in Philadelphia

\$942,000:

Potential gain to local, state and federal government by converting a high school dropout to a four-year degree-holder or better over a working lifetime

TIMELINE

The Council's first year:



Scale of Council Investments and Aligned Resources

Current Allocation by Source*	Funds Managed	Aligned Resources
Workforce Investment Act	\$5,658,478	
Temporary Aid to Needy Families	\$7,049,556	
American Recovery and Reinvestment Act	\$7,325,632	
U.S. Department of Labor		\$1,067,000
School District of Philadelphia		\$24,400,000
City of Philadelphia		\$2,750,000
Private Foundations		\$1,810,000
Private Employers		\$837,000
Total	\$20,033,666	\$30,864,000

*Fiscal years vary. Some allocations cross fiscal years.

Overarching Activities

In addition to the work of its committees, the Council has pursued comprehensive strategies that promote a citywide commitment to youth workforce preparation, and that ensure accountability for results. Examples of this work include:

- **Establishing a data dashboard**, with clearly defined metrics that will be reported annually to the Mayor, key stakeholders and the general public.
- **Aligning and integrating new resources** to support Council priorities (e.g. Re-Engagement Center; public, private and non-profit investments in summer and year-round programming, and allocating Community Services Block Grant Recovery Act funds to support the Council's GED-to-College initiative).
- **Explicitly connecting the youth workforce agenda with *Imagine 2014***, the School District's five-year Strategic Plan.
- **Helping to realign policies that govern out-of-school time programs** to focus on students most at-risk of school failure, particularly those who attend School District Empowerment Schools.

Supportive Work By Council Member Organizations

In addition to its direct support for the City's education goals, the Council works to encourage and facilitate system partner investments in strategies that complement and extend its efforts. Examples include:

- **Increasing investments in new small schools and innovative programs** that created almost 1,500 new seats

for struggling students and out-of-school youth in the 2009-10 school year. (*School District of Philadelphia*)

- **Expanding and refocusing Student Success Centers in 11 comprehensive high schools** to provide a range of supports to promote college and career success. (*School District of Philadelphia*)

- **Establishing an Education Support Center in the Department of Human Services (DHS)**, designed to provide DHS case workers and staff with the tools and resources needed to identify, track, and support the educational needs and outcomes of the City's dependent and delinquent children. (*City of Philadelphia*)

- **Instituting College Awareness Week**, a citywide effort to provide students and their families with information on how to prepare for, apply to and succeed in college. (*City of Philadelphia*)

- **Holding a high-visibility Symposium on 21st Century Skills with former President Bill Clinton.** (*CEO Ambassadors for 21st Century Skills*)

- **Instituting a City Systems Alignment Committee**, including DHS, Behavioral Health, Mayor's Office of Education and other related agencies as well as the School District, to ensure that policies and practices across agencies are focused on promoting high school graduation and college completion. (*City of Philadelphia*)

- **Supporting the School District Re-Engagement Center** with qualified staff from DHS. (*City of Philadelphia*)



Youth-led workshop at the Project U-Turn Promising Practices Symposium

COUNCIL CAMPAIGN MEASURES

The Council's work and progress will be evaluated by tracking an annual dashboard of indicators.

To be measured and reported each October	2009 Actual	2010 Target	2011 Target	2012 Target	2013 Target	2014 Target
% First-time 9th graders on track to on-time graduation	65%	68%	72%	74%	77%	79%
4-year cohort graduation rate	56% (1st time 9th graders of 2005-2006)	60%	64%	67%	71%	75%
6-year cohort graduation rate	60% (1st time 9th graders of 2003-2004)	64%	68%	72%	76%	80%
% high school graduates matriculating to college within 1 year	45% (High School Graduates of 2008)	46%	48%	50%	52%	55%
Of the students who enroll in college within one year, the percentage who return to college for a 2nd consecutive year	77% (High School Graduates of 2007)	78%	80%	82%	84%	87%
# of students receiving an industry recognized certification	Insufficient data as of 12/1/2009	TBD	TBD	TBD	TBD	TBD
Of the students who enroll in college within one year, the percentage who earn an Associates or 2-year college degree within 6 years of starting college.	5% (High School Graduates of 2003)	6%	8%	10%	13%	16%
Of the students who enroll in college within one year, the percentage who earn a B.A. or 4-year college degree within 6 years of starting college.	37% (High School Graduates of 2003)	38%	41%	44%	47%	50%

Looking Forward

In the coming year, the Council will continue to manage and move its complex body of work. Specifically:

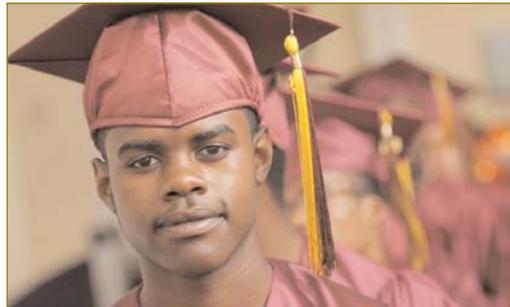
- The **WorkReady Committee** will tackle two major tasks: (1) overseeing the roll-out of its new pipeline and 21st Century Skills continuum initiatives, and (2) working to ensure that the total number of internship opportunities for Philadelphia youth continues to grow;
- The **Project U-Turn Committee** will manage the Council's recent investments in innovative program models for out-of-school youth, and, in concert with the School District, continue to lead youth re-engagement efforts by sustaining and expanding multiple education pathways and strengthening strategies to re-connect more young people to these high-quality opportunities; and
- The **CollegeReady Committee** will continue to research and analyze college-going trends and promote the development of a K-16 system of programs that supports college-going and post-secondary success, with particular emphasis on support for PhillyGoes2College.

In addition to its committee work, the Council as a whole will be active on several fronts, including:

- Focused advocacy efforts on key local, state and federal policy issues of importance to the Council's responsibilities.
- The publication of a progress report on issues within its purview as measured against the Council Data Dashboard; and
- Concerted efforts to develop, leverage and align new

resources to augment current programs and services for young people in Philadelphia.

The Council looks forward to continuing its strong working relationships with major youth-serving systems and other key citywide stakeholders throughout the City in a collective effort to prepare Philadelphia youth to become our next generation of highly skilled employees, entrepreneurs and leaders.



E³ Centers Graduation



The Philadelphia Council for College and Career Success is guided by an over-arching vision of all youth as productive citizens who are ready to participate fully in our region's workforce and the life of the city. To that end, the mission of the Council is to provide leadership and advocacy in support of the Mayor's education goals: 1) increase the high school graduation rate to 80% in 5-7 years; and 2) double the baccalaureate attainment rate of Philadelphians in 8-10 years.

The Council serves as the local youth council, a subgroup of the Philadelphia Workforce Investment Board, as required under the Workforce Investment Act. The Philadelphia Youth Network, selected through an open RFP process, is contracted by the PWIB to provide staffing and coordination support to the Philadelphia Council for College and Career Success.

<http://www.philadelphiacouncil.org/>

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