Welcome Community Leaders
Welcome Community Leaders
San Mateo County

“The Big Lift”

Peninsula Partnership Leadership Council
Proud to call San Mateo County home

- One of most prosperous counties (top 1%) 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 county 3rd graders, 3000 children, are not reading proficiently
  • 60%+ for Latino, African American, and Pacific Islander children

Source: Dataquest

Why this matters: Before 3rd grade, children learn to read. After 3rd grade, they must read to learn.

Those behind tend to stay behind 88% of dropouts could not read proficiently by 3rd grade

Source: Bureau of Labor Statistics’ National Longitudinal Study of Youth
42% of the county’s 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
Costs will grow

Key trends:
- Fewer children
- Fewer people moving here
- Surging numbers of retirees

Will trigger crises in:
- Workforce replacement
- Shrinking tax base

Implication: We must educate every child because our future depends on it

Source: Pitkin-Myers California Generational Projections
Why can’t the kids read?

Many assume it is the schools’ fault, but:

• 50% of our children are not ready for kindergarten
• Lack critical academic, social and emotional skills

Source: School Readiness and Student Achievement: A Longitudinal Analysis of Santa Clara and San Mateo County Students

Key insight: There is no system from birth to 4.
Our education system 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.

- U.S. ranked 26th in preschool participation
- 3300 county kids who qualify don’t have access
- 60% of county parents now work full-time

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

Sources: OECD; School Readiness and Student Achievement: A Longitudinal Analysis of Santa Clara and San Mateo County Students
The opportunity gap

Children who attended quality preschool

Children who did not attend quality preschool

Opportunity gap

academic progress

time

Birth
Kindergarten
3rd
A systems response to a systems problem

✧ Quality preschool for all 3 and 4 year-olds

✧ All-day kindergarten, currently optional, should be standard

✧ And children’s reading progress must be sustained by:
  • Addressing chronic absences
  • Providing quality summer programs
The ROI on the right start

Research shows investment in early education returns more than $8 for every dollar spent

Source: Heckman and LaFontaine (2007)
San Mateo County responds

Peninsula Partnership Leadership Council (PPLC)

- A 50+ organization, multi-sector collaborative
- Focused on collective action to improve 3rd grade reading
# The Big Lift Plan

- **Overall Goal:** Go from 58% reading at grade level by 3\(^{rd}\) grade to 80% by 2020

- **Overall Strategy:** Pursue a “big lift” on education outcomes via collaboration

<table>
<thead>
<tr>
<th>Make big system policy changes</th>
<th>Provide quality preschool for 3- &amp; 4-year-olds</th>
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<tbody>
<tr>
<td>Offer full-day kindergarten</td>
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## Greater readiness

**Goal:** Increase % of children ready for kindergarten from 50% to 80%

- Strategy #1: Develop the case for preschool
- Strategy #2: Create a quality preschool model & rollout plan
- Strategy #3: Improve the transition to K

## Better attendance

**Goal:** Reduce chronic absence by 50%

- Strategy #1: Engage school districts annually
- Strategy #2: Share best practices & recommend system changes

## Inspiring summers

**Goal:** 80% of kids reading below level attend a quality program

- Strategy #1: Make the case for quality summer programs
- Strategy #2: Build a network of program providers to improve quality & access

## Family engagement

**Goal:** Integrate family engagement principles and practices county-wide

- Strategy #1: Develop principles
- Strategy #2: Convene groups who support families to inform and engage them
- Strategy #3: Work with preschool model team to incorporate engagement principles
What the PPLC collaborative will do

1. Develop an awareness campaign on importance of reading well by 3rd grade.
2. Convene community leaders to work together on this initiative.
3. Spread promising initiatives, starting in communities that need them most.
• 42% of our 3rd graders aren’t reading proficiently due to an opportunity gap

• The cost of the opportunity gap is high: we need the skills of every child

• We need a systems response to a systems problem

• The ROI? Better educational outcomes for all children; greater prosperity
It is a big lift, but we can do it
The Big Lift

- **Overall Goal:** Go from 58% reading at grade level by 3rd grade to 80% by 2020

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<th>Sustain progress through</th>
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**Greater readiness**

Goal: Increase % of children ready for kindergarten from 50% to 80%

- Strategy #1: Develop the case for preschool
  - Developing; due Aug ’13
- Strategy #2: Create a quality preschool model & rollout plan
  - Developing; due Dec 2013
- Strategy #3: Continue plans to improve the transition to kindergarten
  - Developing; due Dec ’13

**Better attendance**

Goal: Reduce chronic absence by 50%

- Strategy #1: Engage school districts annually
  - Co-sponsoring an event with SMCOE in Sept ’13
- Strategy #2: Share best practices & recommend system changes
  - Sharing best practices at Sept. convening

**Inspiring summers**

Goal: 80% of kids reading below level attend a quality program

- Strategy #1: Make the case for quality summer programs
  - Developing PPT preso.
- Strategy #2: Build a network of program providers to improve quality & access
  - Developing a convening for Oct. ’13

**Family engagement**

Goal: Integrate family engagement principles county-wide

Strategy #1: Develop principles
- Developing in fall ’13
- Strategy #2: Convene groups who support families to inform and engage them
  - Creating a list of organizations in SMC
- Strategy #3: Work with preschool model team to incorporate engagement principles.
  - Developing in fall ’13
<table>
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<tr>
<th></th>
<th>Overall</th>
<th>Readiness</th>
<th>Attendance</th>
<th>Summers</th>
<th>Families</th>
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<tbody>
<tr>
<td>July</td>
<td>• Follow up meetings from convening</td>
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<tr>
<td>August</td>
<td>• Form fundraising task force</td>
<td>• Superintendent Convening: Case for Preschool</td>
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<td>• Ensure family engagement is integrated across all</td>
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<td>September</td>
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<td>• Attendance Awareness Month (with Attendance Works)</td>
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<td>• Plan family engagement groups convening</td>
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<td>October</td>
<td>• Strategic Advisors meeting</td>
<td>• Preschool Convening TBD</td>
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<td>• Summer providers Convening</td>
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<td>November</td>
<td>• Foundations Convening</td>
<td>• TK Conference: making the case connected to P-3 objectives</td>
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<tr>
<td>December</td>
<td>• Transition Plan</td>
<td>• Preschool model and roll-out plan submitted to Board of Sups</td>
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