






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



The cost

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

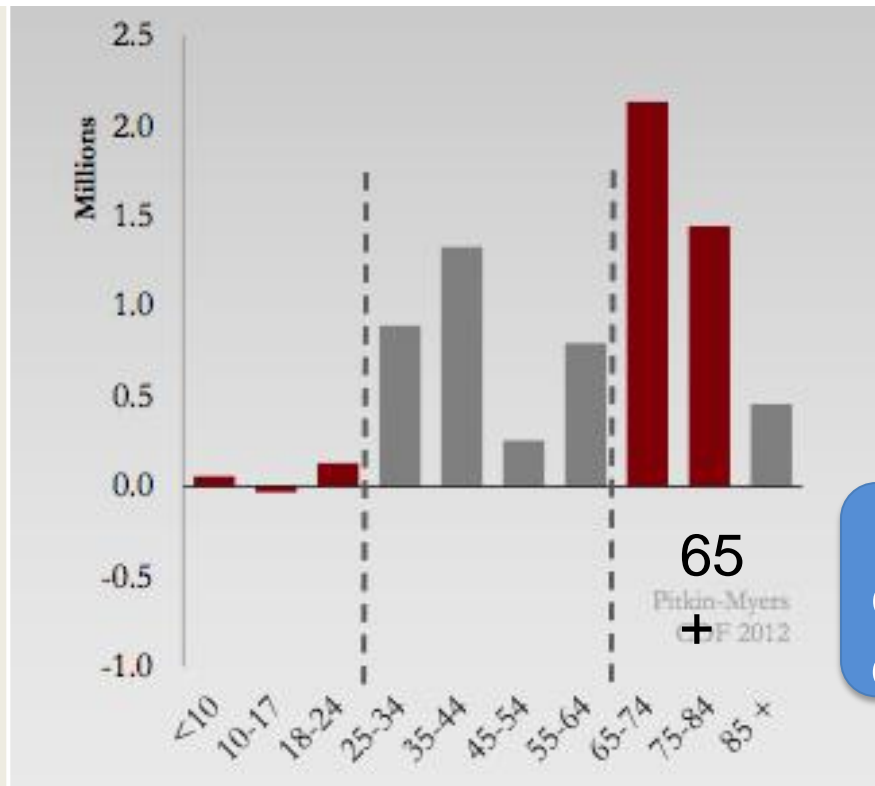


The cost?

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

Costs will grow

State population growth: 2010-30



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.



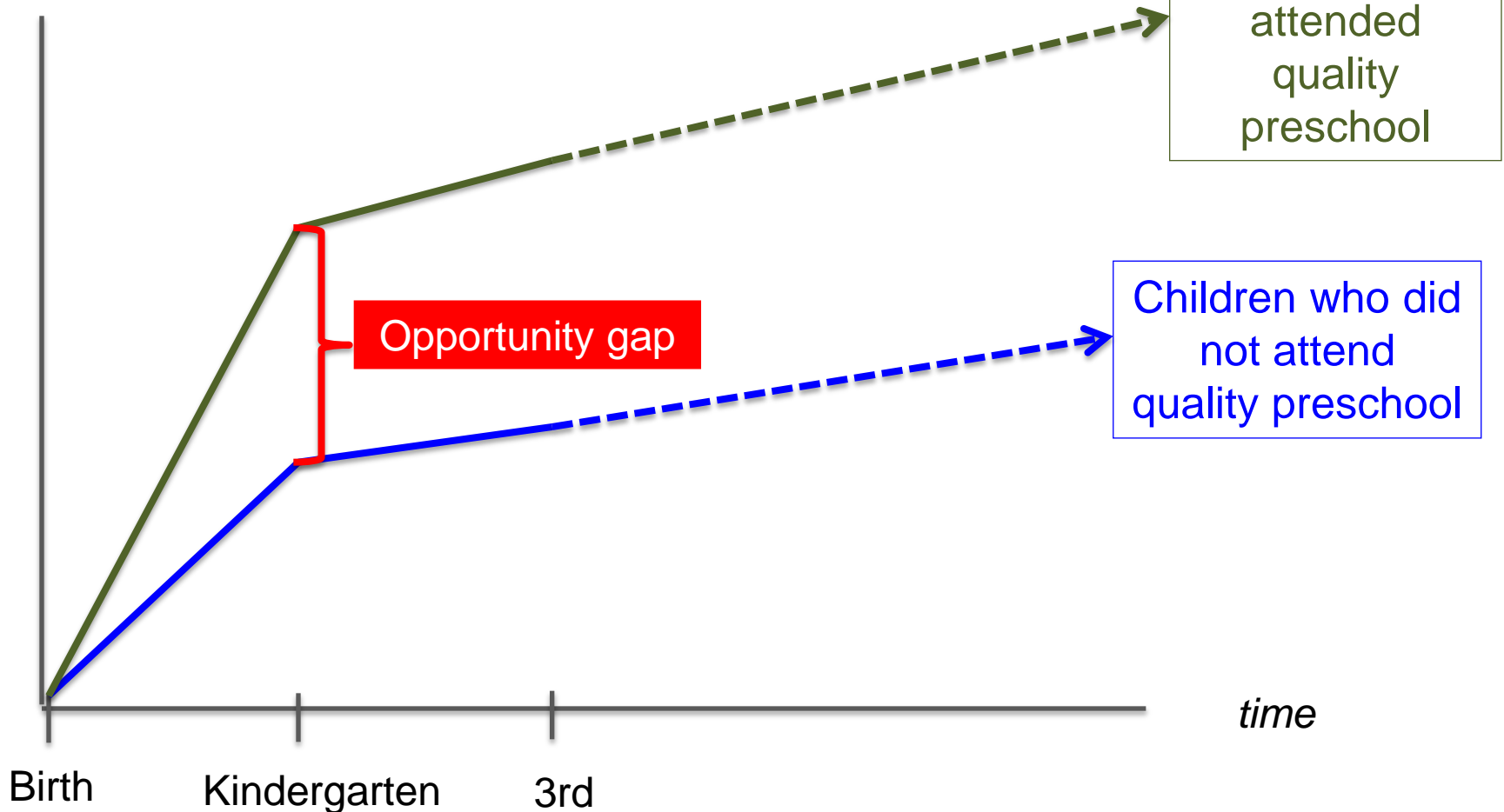
- U.S. ranked 26th in preschool participation
- 3300 county kids who qualify don't have access
- 60% of county parents now work full-time

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

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

The opportunity gap

*academic
progress*



A systems response to a systems problem



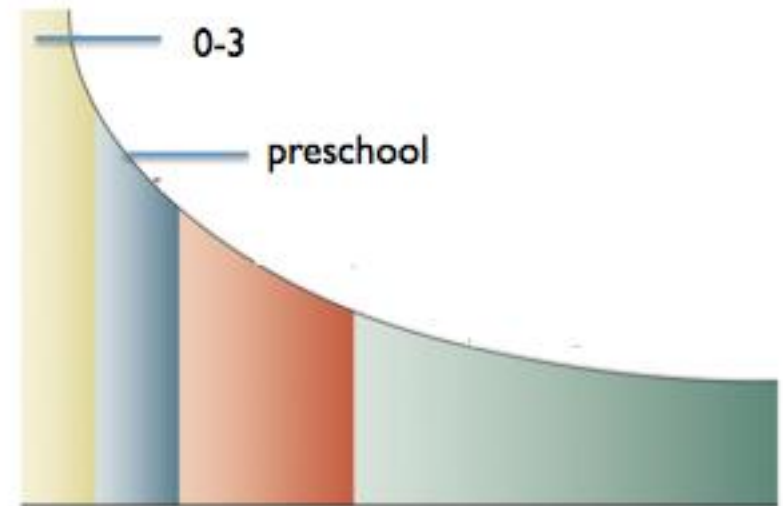
- ✧ Quality preschool for all 3 and 4 year-olds
- ✧ All-day kindergarten, currently optional, should be standard
- ✧ And children's reading progress must be sustained by:
 - Addressing chronic absences
 - Providing quality summer programs

The ROI on the right start

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



Returns to a Unit Dollar Invested



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 3rd grade to 80% by 2020**
- **Overall Strategy: Pursue a “big lift” on education outcomes via collaboration**

**Make big
system policy
changes**

- Provide quality preschool for 3- & 4-year-olds
- Offer full-day kindergarten

**Sustain progress
through**

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

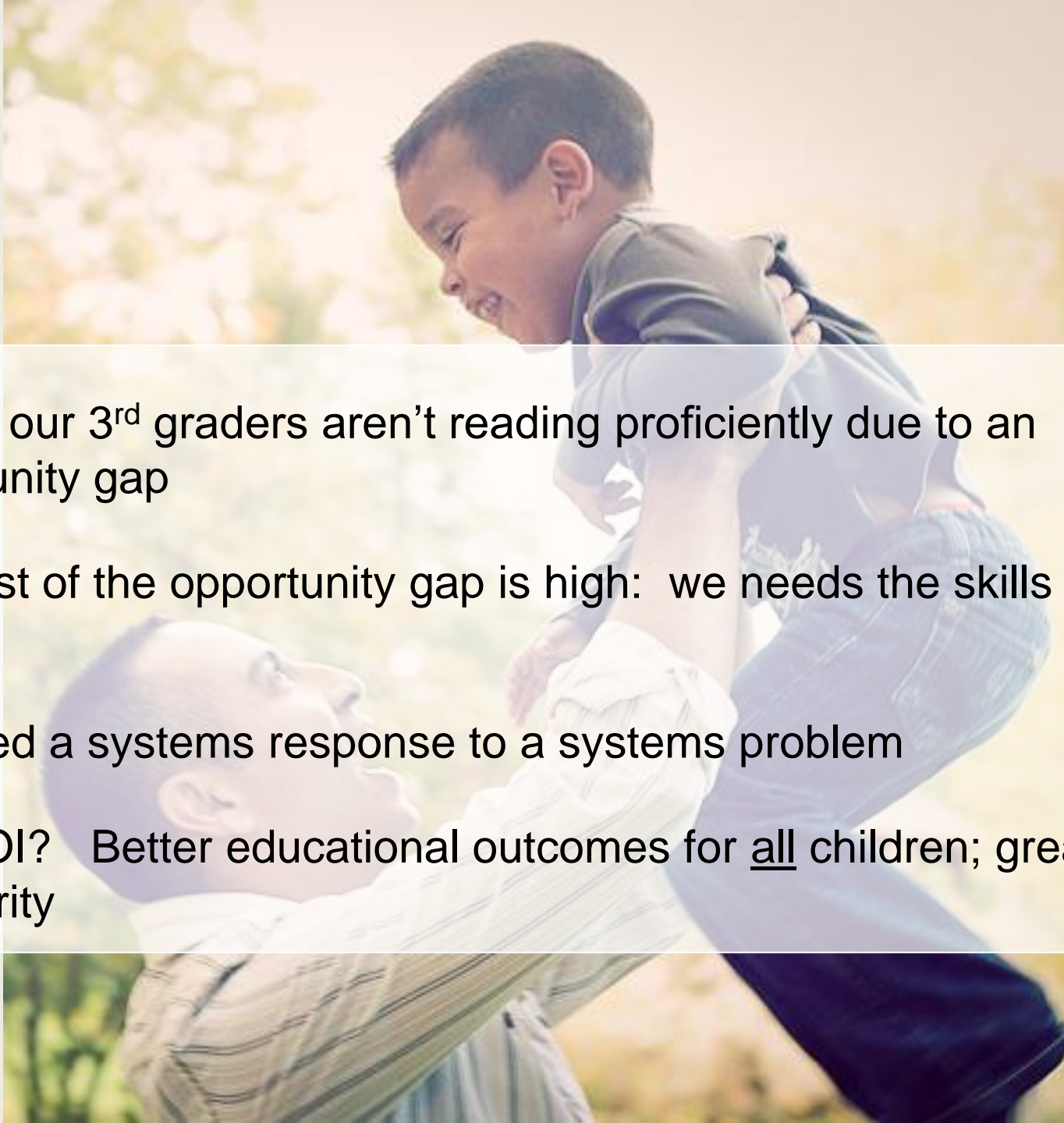
Convene

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**

Make big system policy changes

- Provide quality preschool for 3- & 4-year-olds
- Offer full-day kindergarten

Sustain progress through

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*

The Big Lift 2013 Calendar

	Overall	Readiness	Attendance	Summers	Families
July	<ul style="list-style-type: none"> Follow up meetings from convening 				
August	<ul style="list-style-type: none"> Form fundraising task force 	<ul style="list-style-type: none"> Superintendent Convening: Case for Preschool 			<ul style="list-style-type: none"> Ensure family engagement is integrated across all
September			<ul style="list-style-type: none"> Attendance Awareness Month (with Attendance Works) 		<ul style="list-style-type: none"> Plan family engagement groups convening
October	<ul style="list-style-type: none"> Strategic Advisors meeting 	<ul style="list-style-type: none"> Preschool Convening TBD 		<ul style="list-style-type: none"> Summer providers Convening 	
November	<ul style="list-style-type: none"> Foundations Convening 	<ul style="list-style-type: none"> TK Conference: making the case connected to P-3 objectives 			
December		<ul style="list-style-type: none"> Transition Plan Preschool model and roll-out plan submitted to Board of Sups 			



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