

**Team Name:** Equity

**Tactical Plan:** December 2018 / March 2019 / April 2019 / June 2019 / July 2019 Update // February 2020

# TACTICAL PLAN

**Team Vision:** The Inland Empire will significantly increase degree and certificate completion by reaching equity in attainment for all ethnic and gender groups, so that our historically under-represented have economic opportunities to prosper in this region and negotiate future economic changes.

**Team Strategy:** Utilize and align various community-based partners to address systems of support – including but not limited to educational, economic, faith-based, and social emotional - in order to eliminate equity gaps and reach parity in attainment for all ethnic and gender groups.

**Tactic:** Create an outreach campaign to address equity in college and career success and be the guiding force on equity across all teams.

Output(s)	Output Metric(s)	Short-term Outcome(s)	Short-term Metric(s)	Mid-Term Outcome 18-24 months	Mid-Term Metric(s)	Long-term Outcome 24-36 months	Long-term Metric(s)
<ul style="list-style-type: none"> <li>Identify location of target groups for campaign that have the highest need by district and disaggregated by elementary-high schools – be courageous! Explore where parents and students are and not typically reached and assure universal message on college and good jobs for all.               <ul style="list-style-type: none"> <li>- Black and brown boys are priority</li> <li>- Include elementary grades – early outreach, engagement</li> </ul> </li> <li>Identify specific student groups within this location.</li> <li>Identify trusted community partners (i.e. Umoja) and engage to reach target groups.</li> <li>Draft a marketing and outreach campaign, tailored to targeted student/parent groups.</li> </ul>	<ul style="list-style-type: none"> <li>Specific communities and locations for campaign are identified, informed by CA Dashboard, NSC and other data.</li> <li>(X) Student groups within these communities are selected.</li> <li>(X) of trusted partners have committed to implementation of outreach campaign.</li> <li>Marketing and outreach campaigns are ready for piloting.</li> </ul>	<ul style="list-style-type: none"> <li>Marketing and outreach campaigns are piloted, results reviewed, and revisions made.</li> <li>Final outreach campaign is approved and launched.</li> </ul>	<ul style="list-style-type: none"> <li>Pilot test and revise marketing campaigns with # students and # community partners.</li> <li>Outreach campaign is communicated to all key partners.</li> </ul>	<ul style="list-style-type: none"> <li>Increase in the number of target parents/students aware of support resources and are engaged.</li> <li>Increase in the number of target students indicating intention to enroll and apply for financial aid.</li> <li>Increase in 12<sup>th</sup> grade students complete summer bridge programming.</li> <li>Increase number of 12<sup>th</sup> grade students in targeted programs/outreach are applying for college.</li> </ul>	<ul style="list-style-type: none"> <li>(X) of students/parents receive information. Participate in outreach or demonstrate awareness.</li> <li>(X) or % increase in FAFSA completion.</li> <li>(X) % increase of students completing summer bridge program.</li> <li>(X) % increase of students applying for college.</li> </ul>	<ul style="list-style-type: none"> <li>Educational, career, community policies and initiatives are aligned within a, bi-county cradle to career, collective impact model have produced equity.</li> </ul> <div data-bbox="1999 1170 2341 1370" style="border: 1px solid black; padding: 5px;"> <ul style="list-style-type: none"> <li>African American / Black Hispanic parents are priority</li> <li>Be aware of challenges reaching those who don't identify in traditional groups.</li> </ul> </div>	<ul style="list-style-type: none"> <li>(X%) Increased enrollment, persistence, graduation rates, and overall educational attainment of targeted groups of students within the Inland Empire.</li> </ul>

## Tactic #1: Design and implement an equity-focused, equity-minded Communications/Outreach Strategy and Plan to create a community-wide college going culture in the IE

Target Population	Expected Dates of Implementation	Description	Services needed from the community
<p><b>Who will benefit from this initiative?</b></p> <ul style="list-style-type: none"> <li>• Low-income first-generation students</li> <li>• African American students</li> <li>• Foster Youth</li> <li>• Students with Disabilities</li> <li>• Veterans</li> <li>• Homeless</li> <li>• DACA Students</li> <li>• Young men of color</li> </ul> <p>EL students (NOTE: There are many African American students did not designate EL but are missing basic English Language skills)</p> <p>Long-term EL student population (those who were designated as EL when started school, and still designated EL in high school – need to get to these students before they start high school so that they can be successful with a-g)</p> <p>Parents</p> <p>Students not currently engaged in other programs</p>	<p><b>Start Date:</b> August 28, 2019</p> <p><b>End Date:</b></p> <ul style="list-style-type: none"> <li>• Launch of Pilot Campaign to limited audience: January 2020 for 20/21 school year</li> <li>• <u>June/July 2020</u> – media outreach campaign created</li> <li>• <u>May 2020</u> – creative collateral finalized</li> <li>• <u>February 2020</u>– creative content developed</li> <li>• <u>September-November 2019</u> – Focus groups conducted to inform campaign creative materials</li> <li>• Launch of refined region-wide campaign: August 2021 for 2021/2022 school year</li> </ul>	<p><b>How will you describe to the greater community what you are doing?</b></p> <p>We think every child can go to college. We are working to assure that every student understands that college (post-secondary) education is possible, and they are capable. This message begins at Kindergarten.</p> <p>Convince students and parents that students are worthy of attending college and that there are resources available to support and empower them (i.e. Summer Bridge)</p> <p>We are developing an inspirational campaign that includes success stories of local students.</p> <p>We are framing college going as a continuation of the parents' dreams and aspirations – finding a way to say that college may be unknown and challenges, but you (parents) have tackled other unknowns and challenges, and encourage them to draw on these experience to support their students.</p>	<p><b>How can community partners engage this initiative? What are you looking for? How can existing resources in your community be aligned?</b></p> <p>Contribute knowledge and data to inform the campaign</p> <p>Provide access to parents and students to participate in focus groups and share success stories</p> <p>Respond to outreach invitations to participate in the message and campaign development and to help disseminate the messaging – spread the message and share the campaign (“We’re all in this together!”)</p> <p>Connections to our target populations, and special programs that serve these populations</p> <p>Access to program alums who are considered success stories that can be featured in the outreach campaign</p> <p>Share existing affiliated community groups who can assist in disseminating the campaign message</p> <p>Leverage faith-based communities in this outreach campaign</p> <p>Assist Equity ANT to develop an asset map of orgs with existing strong connections, partnerships and relationships with parents and students so that we begin as a true partnership and alliance from the outset</p> <p>Join this ANT!</p> <p>Share visual assets that they already have – logos, photos, other – that might help us to develop our visual campaign. Will help create familiarity and trust among parents when they associate this campaign with another they know and trust</p>

**Systemic Change through Collective Impact**

How does this change business as usual in our community?	How will this affect future generations?	How will this scale and be sustained?
<p>Stronger economy</p> <p>Stronger, inspired community</p> <p>Community buy-in</p> <p>Collaborative cross institutional engagement</p> <p>Greater school enrollment/attendance and employment</p> <p>Stronger family and community success</p>	<p>Increased college awareness and college going</p>	<p>Ownership by community partners and educational network</p>