

Hitting Stride: The Second Annual Report to Mayor Nutter

From the Philadelphia Council for College and Career Success



DECEMBER 2010







Photos, top to bottom: E³ Centers Graduation, June 2010; WorkReady Intern Conference, June 2010; Council site visit, Netter Center 21st Century Continuum program, May 2010.



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Photos, top to bottom: WorkReady Closing Celebration, August 2010; E³ Centers Graduation, June, 2010; WorkReady Intern Conference, June 2010.



Council Leadership Team

Project U-Turn

Charge: Advance a campaign to focus public attention on Philadelphia's dropout crisis and to design strategies and leverage investments to resolve it.

- Invest in models that connect education and employment for out-of-school youth
- · Invest in critical transitions
- Invest in key areas to build graduation pathways for out-of-school youth
- Align strategies and resources that support the most at-risk youth
- · Align utilization of early warning indicator systems
- Advocate for the development of a diverse portfolio of graduation pathways
- Advocate for resources for and inclusion of disconnected youth in educational and workforce strategies

WorkReady

Charge: Ensure the integration of 21st century skills and advance evidence-based models that connect education and employment.

- Invest in a portfolio of proven and promising college and career pathway
- Invest in the development and implementation of teacher training models to support career-connected adversion.
- Align efforts to support the recruitment and retention of high quality teachers

CollegeReady

Charge: Track and analyze post-secondary outcomes for Philadelphia youth. Develop and invest in models to increase college success.

- Invest in the development and implementation of universal post-secondary counseling
- · Invest in college completion models
- Advocate for increased scholarship opportunities
- Advocate for the alignment of college and career essentials with School District of Philadelphia core curriculum
- Advocate for increased dual enrollment and early college models

Hitting Stride: The Second Annual Progress Report to Mayor Nutter

From the Philadelphia Council for College and Career Success

Introduction

Two years ago, Mayor Nutter appointed the Philadelphia Council for College and Career Success and asked its members to work with him to achieve a set of ambitious education improvement goals for the City. The Council's efforts during its first year are chronicled in Starting Fast: The First Annual Report to Mayor Nutter. As we mark the second anniversary of the Council's establishment, this annual report – Hitting Stride – recaps progress made during 2010 and highlights the exemplary work of key partners that have taken the lead in advancing the City's goals over the course of the year.

Overview:

A Year of Memorable Progress

The Council, working through its three committees, continued to build momentum throughout 2010. A short list highlighting progress realized through the collective and individual actions of its members includes:

- High quality summer work and service experiences for more than 11,000 Philadelphia young people.
- A centralized resource center for youth and adults seeking information about and support for college-going.
- Continued growth in six-year cohort high school graduation rates.
- A new Department of Human Services
 Education Support Center to address and
 remove educational barriers for youth in
 the City's child welfare system.
- Millions of additional dollars leveraged and invested on behalf of Philadelphia young people.
- A new Re-Engagement Center for dropouts seeking to earn a high school diploma, serving Eastern North Philadelphia.



The 2010 E^3 Centers Graduation was held at Moore College of Art and Design.

School District Enhances Summer Learning and Connects to WorkReady Programs

The 2010 summer saw the establishment of important connections between the WorkReady youth employment system and the School District's new efforts to extend instruction through July for enrichment and credit recovery. Working closely with Dr. Ackerman and her staff, the WorkReady Committee and the Philadelphia Youth Network were able to connect more than 1,000 participating high school students to summer jobs and service opportunities, ensuring that they could combine learning and earning.

City's Out-of-School Time System Builds First-Ever Connections to WorkReady

Working closely with the City offices, the Committee was able to convert enrichment activities into paid internships for hundreds of older youth during the 2010 summer.



PGW honors their WorkReady summer interns with an annual luncheon.

WorkReady Committee

The WorkReady Committee is charged with designing models and ensuring the quality of programs supported through WorkReady Philadelphia, the city's system for youth workforce development. During the 2010 year, the Committee and its members achieved the following results:

 The largest summer program in more than a decade - The Committee's efforts during 2010 focused on managing and overseeing infusions of funding from the American Recovery and Reinvestment Act available to support youth employment programming in Philadelphia. In 2009, funds allocated to youth employment through the Recovery Act supported summer jobs and service opportunities for more than 2,600 young people, boosting overall enrollments in WorkReady Philadelphia to 8,500. For 2010, federal and state officials made a different Recovery Act funding stream – the Temporary Assistance to Needy Families Emergency Contingency Fund – available to support summer opportunities. However, these funds could be used only for wages. As a result, employer costs, payroll taxes, provider support and other related expenses had to be found elsewhere. Working with the Commonwealth, the City, the William Penn Foundation and other major investors, the Council succeeded in redirecting existing funds to cover these costs, and issued a new RFP which – when combined with employer investments – resulted in summer opportunities for more than 11.000 young people, the highest total in the WIA era.

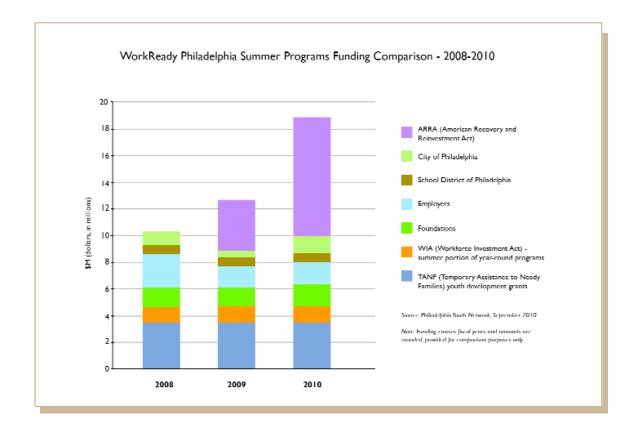
- Aligning Public Systems to Expand Internships The Committee developed first-ever connections between WorkReady Philadelphia and the City's out-of-school time programming, and expanded its efforts to coordinate youth workforce programming with the School District of Philadelphia's new summer enrichment and credit-recovery offerings. As a result of these collaborations, hundreds more young people were able to participate in paid work and service experiences that promoted academic and 21st century skills. (see sidebar for more details)
- Expanding Summer Learning Opportunities In recognition of the Council's work, Philadelphia received a grant from the National Association for Summer Learning one of only three nationally to support continued progress in coordination and expanding summer learning opportunities.
- Council Models for In-School Youth The Committee's six Industry Pipeline programs continue to flourish. Three hundred students are participating in the model, which provides two years of comprehensive, industry-specific training for 11th and 12th grade students designed to prepare participants, upon high school graduation, to become successful employees in a high wage/high-demand industry sector and/or to pursue post-secondary education. In addition. more than 400 students are participating in 21st Century Continuum models that provide twoyear progressive summer and year-round experiences that are integrated into students' current school program, including internships, service learning, 21st century skill-building and post-

...Progress in 2010

secondary preparation and planning. (see sidebar for additional information)

• Defining and Assessing 21st Century Skills – With a grant from the Annie E. Casey Foundation, the Committee is overseeing a project to identify a core set of 21st century compe-

tencies, develop a standard assessment tool, build the capacity to track results, and develop a research design to evaluate the connection between skill acquisition and other secondary and post-secondary outcomes.



Employer Leadership Continues to Bolster WorkReady Programming

Even as the recession continued to tighten its grip on area employers, Philadelphia businesses, led by the Greater Philadelphia Chamber of Commerce, opened their doors to more than 1,000 interns during the 2010 summer.

Industry Pipeline Models in Full Swing

Council-supported industry pipeline programs and their employer partners are:

Architecture, Construction and Engineering (ACE): Pennoni Associates.

Financial Service: Citizens Bank.

Health Care: Children's Hospital of Philadelphia, Penn Health Systems, and St. Christopher's Hospital for Children. (See sidebar on page 13 for photo and story about an industry pipeline alumna.)



In May 2010, Council members visited WorkReady programs for in-school youth including the Netter Center's 21st Century Continuum program.

PARTNER LEADERSHIP

DHS Education Support Center

Informed by U-Turn research that youth involved in public care systems drop out of high school at extremely high rates, Mayor Nutter and DHS Commissioner Anne Marie Ambrose announced the establishment of an Education Support Center within the Department, designed to lower the drop-out rate and improve the educational tracking, support, stability, and achievement of children in placement. The Center represents a strategic collaboration between the Mayor's Office of Education, Department of Human Services, Family Court and the School District of Philadelphia, all active participants in the work of the Council. Key responsibilities of the Office are to:

- Track educational indicators for children in DHS care to identify early warning signals of educational challenges and to ensure that appropriate interventions are in place.
- Track integration of educational wellbeing considerations into child welfare practice and into DHS-funded community-based programs.
- Develop inter-agency communication and practice protocols between DHS and the School District to address educational and social needs of children and youth in care.

700 Students Earn Diplomas through Summer Programming

Understanding that significant numbers of students fail to graduate because they are missing only a few credits, the School

continued on next page

Project U-Turn Committee

The Project U-Turn Committee is responsible for building public support for dropout recovery and prevention, and for designing and supporting efforts aimed at improving educational opportunities for off-track students and out-of-school youth seeking to return to education.

- New High School Reform Grants With support from the Committee, the School District of Philadelphia won grants totaling \$25 million from the U.S. Department of Labor to fund reform efforts in four more high schools (in addition to the seven already receiving USDOL funds). Reform efforts include a strong focus on dropout prevention and recovery.
- Cross-System Truancy Plan Each year, the Department of Human Services, the School District of Philadelphia and Family Court spend approximately \$15 million on truancy prevention and intervention. In an effort to increase coordination among these agencies and reduce truancy rates, the Stoneleigh Center has generously funded a Policy Fellow to help in the development of a new citywide truancy reduction plan through a rigorous process of cross-system planning and collaboration.
- Expanding Opportunities to Re-Enroll
 Dropouts Based on the high demand for services at the first Re-Engagement Center based at the School District's headquarters, and the need to improve access to services for the Latino community, the District opened a second Center at

4224 North Front Street at Hunting Park. In only three months, almost 250 young people have been served through the new Center.

- GED-to-College Recognizing the economic benefits of connecting GED students to postsecondary education and credential attainment, the GED-to-College model provides support and guidance for GED aspirants to help them acquire skills necessary not only to complete the GED, but also to enroll and succeed in college and careers. Currently operating as a pilot, four unique programs have recruited 132 students since early 2010. Important outcomes have been achieved in the early stages. For example: 30% of participants have achieved literacy and/or numeracy gains; 30% have earned their GED or are awaiting results; 9% have enrolled in college and 12% have obtained employment.
- StudentNet In 2010, the School District of Philadelphia launched StudentNet, an online portal enabling students to view their own academic records and to access high quality resources for planning their paths to high school graduation and college success. (see sidebar, right)
- Youth United for Change (YUC) YUC has established a new chapter for youth attending alternative, accelerated, and disciplinary schools; GED programs; reintegration programs for formerly incarcerated youth; as well as those unconnected to any school-based program. Inspired by research conducted by Voices of Youth in Chicago Education (VOYCE), a coalition of Chicago-based youth organizing groups, YUC is partnering with Research for Action to

...Progress in 2010

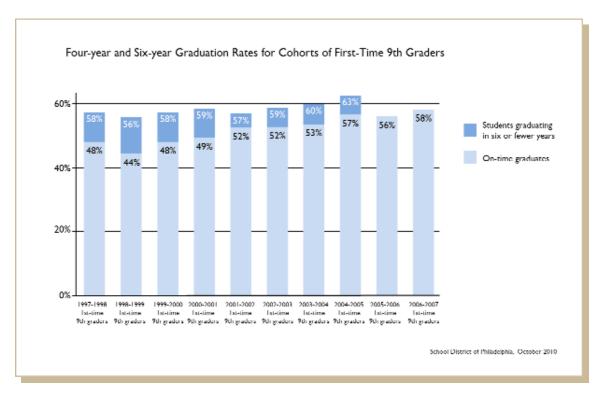
determine how to address the problem of dropouts and push-outs. YUC members will survey out-of-school youth and conduct interviews and focus groups to collect data regarding reasons for leaving school. Based on these findings, YUC will create a report and distribute it to the District and to community groups concerned with the dropout crisis.

• Operation Restart – Committee members are active participants in the statewide coalition formed to promote dropout recovery on the agenda of the next governor. As a result of Operation Restart's work, both Democratic and

Republican gubernatorial nominees included specific reference to dropout recovery in their education or economic development policies.

• Strengthening Community Engagement -

Appreciating the need to extend support for dropout prevention and recovery efforts to neighborhoods and communities, the Committee formed a new workteam to develop specific strategies for further educating and engaging parents and youth around the dropout crisis. The workteam is focusing on how to leverage existing networks to reach parents and other stakeholders in multiple neighborhoods.



700 Students (continued)

District implemented a new summer instructional program enabling students to earn the credits they needed to earn their diplomas. As a result, in July 2010 approximately 700 young people accumulated enough credits to enable them to graduate. Building on these successful outcomes, the School District will hold three graduation ceremonies each year to recognize and honor students who earn their diplomas.

StudentNet Helps Students Stay On-Track for High School Graduation

StudentNet is available to all students, grades K-12, enrolled in the School District of Philadelphia. Students who have withdrawn or dropped out can access StudentNet once they re-enroll in a District school.

StudentNet provides students with access to:

- Academic records: grades, credit accumulation, attendance, grade point average, benchmark scores, and standardized test scores, from 2001-2002 onward.
- Regularly updated learning sup ports: textbooks online, video tutorials, and PSSA prep guides.
- Resources and tools: Individual Learning Plan worksheets and guidelines; information about selecting a high school; career and college planning; jobs, internships, and apprenticeships; after-school and summer programs; social services; and alternative pathways to graduation.

Council Committees...

Graduation Coaches

The Mayor and the Mayor's Office of Education launched the Philadelphia Graduation Coach campaign to ensure that all Philadelphia youth have supportive, knowledgeable adults in their lives who can coach them to succeed in high school, college and careers. To that end, the campaign seeks to empower and equip adults with the training, knowledge and access to information that will enable them to support students' journeys to high school graduation, postsecondary credentials and careers.



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Mayor Nutter congratulates two of the first to volunteer as graduation coaches, at the campaign launch, September 2010.

Penn Health Systems Offers College-Going Incentives to Council Pipeline Participants

In a powerful effort to encourage high school students participating in its Council-supported health care pipeline program to earn professional credentials, Penn Health Systems is offering students the opportunity to attend college tuition-free and, at the same time, to work for Penn Health Systems 20 hours/week while earning salaries equivalent to full-time employment.

CollegeReady Committee

The CollegeReady Committee works to ensure that all Philadelphians understand the importance of a college degree, and have opportunities to earn one or more. Progress during 2010 includes:

• PhillyGoes2College – The Mayor's Office of Education is working to ensure that qualified students are able to access information allowing them to effectively navigate the college application process. PhillyGoes2College addresses this issue, working to ensure that Philadelphians of all ages have access to information they need to get to college.

Professional staff and volunteer college counselors provide up-to-date information to students on a walk-in basis. The office has served more than 400 people in person and over the phone and interacted with nearly 4,700 people through community events and workshops. The PG2C website has registered more than 37,000 hits, and staff stay in touch with students and send them updates on relevant college-going issues through Facebook and Twitter. The website also includes an online calendar, where citizens can access information about free workshops on college-going issues.

• New wide-ranging research into collegegoing - The Council has supported a wide variety of research projects concerning college-going habits and beliefs of Philadelphia students, including in-depth analyses by OMG Center for Collaborative Learning; analyses of the trajectories of Philadelphia students as they enter college using the National Student Clearinghouse; the "Listening and Learning" survey analyzing student experiences in the regional higher education institutions that host many Philadelphia students; a survey of current college preparatory services available to Philadelphia youth; and focus groups with high school students to gauge their knowledge about how to access, pay for and succeed in college.

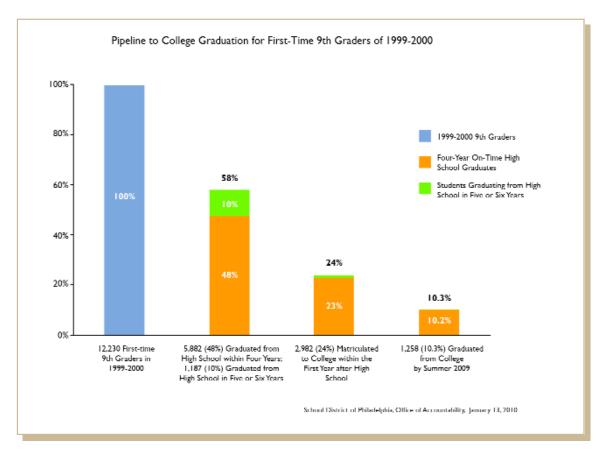
- Promoting a College-Going Culture The Committee reviewed research and best practices aimed at identifying key elements of college preparatory pathways and building a strong college-going culture. Based on these findings, the Committee has developed a document that articulates those practices. This document will also be used to assess the existing system of supports in Philadelphia, identify the gaps in services, advocate for resources to address those gaps, and ultimately track progress towards further aligning and enhancing the system.
- Expanding University Partnerships College and university partners for the 11 Student Success Centers (SSC) were selected and progress has been made on coordinating their services and support for SSC participants. Furthermore, two higher education institutions, Drexel University and Harrisburg University of Science and Technology, have established full-tuition scholarships for Philadelphia students.
- Penn Health Systems Tuition Remission Strategy – Penn Health Systems is taking important steps to encourage students partici-

...Progress in 2010

pating in Council-supported programs to continue on to college and earn professional credentials. (see sidebar, left, for details)

• "Toss Your Caps" Citywide College Graduation Celebration - The Mayor's first college graduation celebration brought together 300 of Philadelphia's recent graduates from area colleges and universities to celebrate the achievement of the Mayor's college attainment goal. The event was highlighted by a photo session with Mayor Nutter, Bill Cosby and college presidents in front of the iconic Art Museum. (see photo, page 13)

• Graduation Coaches – The Mayor's Graduation Coach campaign aims to connect caring and knowledgeable adults to Philadelphia students in order to promote their academic and career success, including college. (see sidebar, left, for details)



Lockheed Martin Registered Apprentices Succeed in College and Prepare for Bright Futures in IT Careers

Since 2001, Lockheed Martin Integrated Systems and Global Solutions has hosted cohorts of approximately two-dozen Philadelphia high school students, who train in sophisticated IT hardware and software applications, in preparation for success in college and careers. Almost all participants in the LMISGS registered IT apprenticeship program enroll in college, and the overwhelming majority of these have either earned a diploma/certificate or are still enrolled.



The School District of Philadelphia held a graduation ceremony for students who earned the remaining credits they needed for a diploma through the Summer Learning and More program.



Mayor Nutter and PGW president Thomas Knudsen congratulated students at the company's annual luncheon for their WorkReady interns. Clarissa Diaz untilized the welding skills she learned at Edison High School during her summer internship at PGW.

A Growing Reputation for Excellence

Not only have the Council's efforts begun to make tangible differences for young people in the City of Philadelphia, they are also beginning to shape and influence work elsewhere.

Hosting Site Visits and Providing Technical Assistance

Teams of officials from cities across the country have journeyed to Philadelphia during the last year to learn about various aspects of the Council's work. These visits have been augmented by presentations and technical assistance based on Council successes. For example:

- Philadelphia representatives journeyed to Pittsburgh to meet with officials from Pittsburgh/Allegheny County who were eager to learn about WorkReady Philadelphia and how it might be replicated. Subsequently, a high-level delegation visited Philadelphia to see first-hand the elements of Philadelphia's system.
- A team from Hennepin County (Minneapolis), MN visited to understand more about the Project U-Turn Committee's successes in convening crosssystem leaders and leveraging resources on behalf of off-track and out-of-school youth. Technical assistance is also being provided to Indianapolis and Seattle on

U-Turn-related issues. Furthermore, Philadelphia hosted teams from Northern Ireland and New Zealand, both of which were eager to learn more about the City's dropout recovery efforts.

- The Child Welfare League of America is planning a convening of eight to ten city/county child welfare agencies from around the country so that they can learn about the Education Support Center and how it can function as a key vehicle to implement new federal foster care legislation.
- Representatives of the Mayor's Office of Education have presented information in San Antonio and Washington, DC on PhillyGoes2College and related efforts to promote college-going.

Showcasing the Council's Work through National Organizations

Requests from national youth advocacy and practitioner organizations to address and share elements of the Council's work are routinely received. Presentations on the Council's work have been made to:

- U.S. Conference of Mayors Workforce Development Council (WorkReady)
- National Youth Employment Coalition (Project U-Turn and WorkReady)

- Jobs for the Future (Project U-Turn)
- Intermediary Network (Project U-Turn and WorkReady)
- National League of Cities Communities Learning in Partnership (CollegeReady)
- National Dropout Prevention Center (Project U-Turn and CollegeReady)

Influencing National Policy

Philadelphia's efforts in youth workforce preparation, dropout recovery and collegegoing are increasingly seen as national models by federal policy-makers in both executive and legislative branches of government. Specifically, the Council's work has been presented to:

- Senior leaders of the U.S. Departments of Labor and Education
- Leaders of the Domestic Policy Council responsible for education and workforce development
- Staff of the Senate HELP (Health, Education, Labor and Pensions)
 Committee responsible for workforce development



Odelia McFadden, a WorkReady alumna, spoke to employers and funders at the Closing Celebration in August about the value of work-based experiences for high school students. She credits her participation in an industry-pipeline program as critical to her post-secondary success. Excerpts from her remarks are reprinted here.

My participation turned out to be the foundation for what I have accomplished academically and professionally. I first began WorkReady during my freshmen year at Olney High School in 2004, working at St. Christopher's Hospital for Children as a Health Tech student. During my years at St. Christopher's, I worked in the Neonatal Intensive Care Unit, Short Procedure Unit, Special Care and Burn Unit, and Adolescent Medicine. My experience working in the Adolescent Medicine department and talking to teens that were pregnant or HIV positive was the motivation behind my decision to pursue a career in

Clinical Adolescent Psychology. I have made becoming a psychologist my goal so that I can help address the many psychological issues our youth are facing in today's society. We live in a world where many teens need help in overcoming obstacles such as absent parents, drugs, guns, violence, bullying, and constant negative peer pressure, which are ultimately destroying our younger generations.

My profession will allow me to have an impact on these teens' lives. I believe that the experience I gained through my participation in the WorkReady program combined with my strong academic record are what allowed me to acquire a full scholarship to Rosemont College, where I am currently attending and working on my Master's in Professional Counseling Psychology and Addictions Counseling. I am also in the process of applying to the University of Pennsylvania for my PhD. in Clinical Psychology.

Thanks to the communication skills, professionalism and work experience I gained through WorkReady, I acquired a job with the Department of Defense: Naval Inventory Control Point, where I am a Management and Program Analyst. In addition to working for the Department of Defense, I am also a Therapeutic Staff Support where I assist children with various behavioral and mental health needs, including working with them to develop age-appropriate, daily living and social skills with peers, family, and in other social settings. I also assist parents in providing therapeutic structure and limits for their children.

My experience participating in WorkReady has allowed me to form many lasting relationships with the doctors and nurses at St. Christopher's Hospital, as well as members of the volunteer department there, and even with those of you that have provided funding. Those relationships have inspired me to give to those who are sitting in the

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Looking Forward – Challenges and Opportunities for 2011

In the year ahead, the Council will face a number of pressing issues that must be addressed in order to continue to make progress. Some key challenges and opportunities include:

WorkReady Committee:

- Fill gaps in funding to support summer youth employment opportunities, based on the loss of American Recovery and Reinvestment Act funds which were available for the 2009 and 2010 summer programs.
- Enhance Industry Pipeline models, continuing to build on existing efforts and engaging new industry partners to create additional opportunities for young people.
- Continue to define and develop assessment strategies for 21st century skills, with the goal of creating rigorous and valid tools to impart these skills and to gauge mastery for youth participating in WorkReady and other activities designed to prepare young people for college and career success.
- Support high-quality education and employment opportunities for out-ofschool youth through a new procurement

of Workforce Investment Act out-of-school youth funding.

Project U-Turn Committee:

- Expand the portfolio of options and supports for off-track and disconnected students which now boasts nearly 5,000 seats to accommodate the hundreds of youth on waiting lists at the Re-Engagement Centers.
- Strengthen the multiple pathways system as a whole, with a specific focus on realizing the full potential of the accelerated school model, building on recent innovations such as the instructional coaching model of professional development and increased accountability measures for providers.
- Create effective community engagement strategies for parents, youth and neighborhood organizations, helping them to answer the question, "what can I do to help young people stay on track for graduation?"

CollegeReady Committee:

• Undertake new data analyses to gauge remediation rates of Philadelphia students

entering postsecondary education, and to integrate Archdiocese and charter school data into analysis of Philadelphia students' college-going and completion trends; and to develop resources to support these and other related studies of college-going, completion, and program development.

- Promote college preparation by identifying strategies to ensure that graduates qualify for admission to credit-bearing coursework, e.g. aligning high school and college curriculum in core subject areas; providing high-quality professional development for multiple pathways providers; and developing new collateral material describing what every student needs to be college-ready.
- Foster college success by piloting program models for replication that have effectively increased college retention and completion.

Continued from page 13

same seat I was in 3 years ago. I am giving back by volunteering my time working with the Director of the Health Tech Program at St. Christopher's to create seminars to help current students with college applications and guide them through the steps that they need to take as they pursue their college education. Working at St. Christopher's instilled in me the importance of giving to others and not just focusing on myself. Life is not always about what you can get from others, but rather what you can do for others to create advancement and positivity in society. Your continuous support will provide young people with the experience they need in order to become successful in life.



"Toss Your Caps" Citywide College Graduation Celebration (story, page 11)



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/

c/o Philadelphia Youth Network • 714 Market Street • Suite 304 Philadelphia, PA 19106 • 267-502-3800