



give a year. **change** the world.



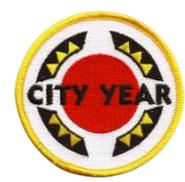
New Pipelines for Social Innovation: The Role of National Service in Addressing America's Dropout Crisis & Developing the Next Generation of Leaders

March 10, 2011



NATIONAL LEADERSHIP SPONSORS





City Year's Roots

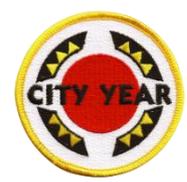


In 1988 City Year was two Harvard roommates...

... but today it's nearly **1800 young adults** serving full time in 20 cities across the US, and in London and South Africa. With 13,700 Alumni



- City Year Boston
- City Year Chicago
- City Year Cleveland
- City Year Columbia
- City Year Columbus
- City Year Detroit
- City Year Little Rock/North Little Rock
- City Year London
- City Year Los Angeles
- City Year Louisiana: Baton Rouge
- City Year Louisiana: New Orleans
- City Year Miami
- City Year Milwaukee
- City Year New Hampshire
- City Year New York
- City Year Greater Philadelphia
- City Year Rhode Island
- City Year San Antonio
- City Year San José/Silicon Valley
- City Year Seattle/King County
- City Year South Africa
- City Year Washington, DC

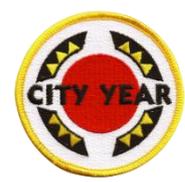


City Year's Vision

City Year's VISION
is that one day
the most
commonly asked
question
of an 18 year old
will be:

**“Where are you
going to do your
service year?”**





Developing the Next Generation of Civic Leaders and Social Entrepreneurs



CITY YEAR ALUMNI
LEADERS
FOR LIFE

In an independent study, Policy Studies Associates found that **City Year alumni excel** on established indicators of civic engagement.

CITY YEAR ALUMNI:

LEAD: 90% of alumni reported that their City Year experience contributed to their ability to lead others

INCLUDE: More than 90% of alumni reported that their City Year experience contributed to their ability to work as part of a team and work with people of diverse backgrounds.

ENGAGE: City Year alumni are three times more likely to belong to a community group or civic organization compared to their peers.

VOTE: City Year alumni are twice as likely to vote as their peers



Innovation: National Service as a Solution



Diverse

Near Peer

Full-Time

Team-Based

Idealistic Leaders





The Dropout Crisis is Solvable

The Problem is Concentrated

50% of the country's dropouts come from only **12%** of the high schools

Likely Dropouts Can be Identified

There are three off-track indicators that can identify likely dropouts *as early as 6th grade*:

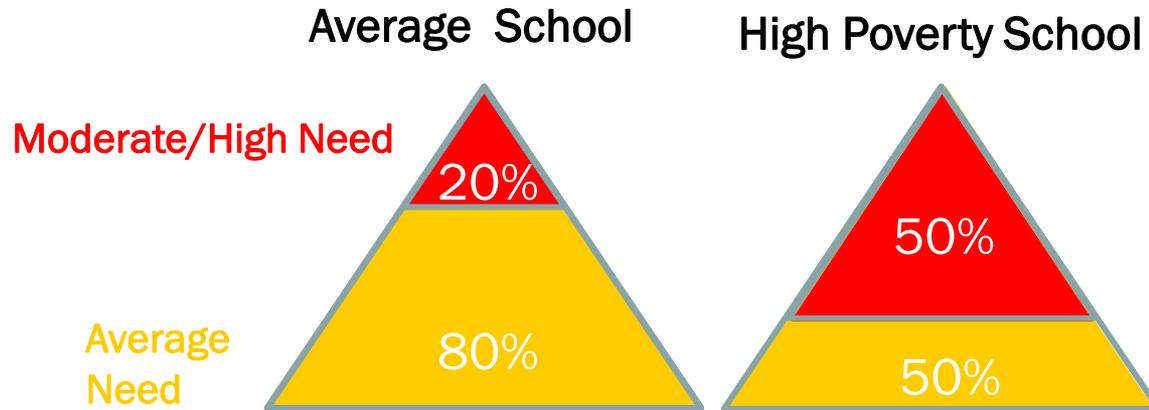
- Poor **Attendance**,
- Disruptive **Behavior**,
- **Course** Failure in Math/English

Research-based interventions for these indicators can help students get back on track and increase the nation's **graduation pipeline**





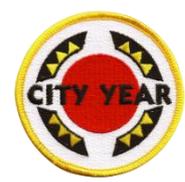
A Human Capital Solution is Needed



Public schools are designed to provide additional supports to 10% - 15% of students who are high-need

In addition to great teachers and school leaders, a **Human Capital Strategy** is required to address this challenge

- ***A second set of full-time, caring adults in schools***



City Year's Whole School, Whole Child Model

Tiers of Impact

Targeted Support

- Individualized academic and socio-emotional interventions to hundreds of students

Classroom Support

- Enabling differentiated instruction
- Reinforcing classroom learning before, during and after school

Whole School Prevention

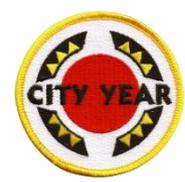
- Attendance, positive behavior and enrichment programs

Student Outcomes

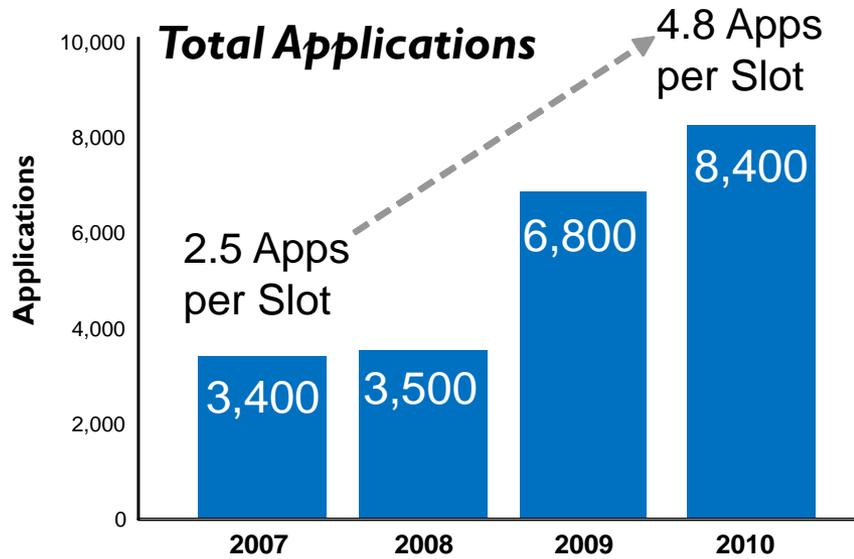
Improved student Attendance, Behavior and Course Performance: English & Math

Improved on-time grade progression

Student mindset and skills for school achievement and civic participation



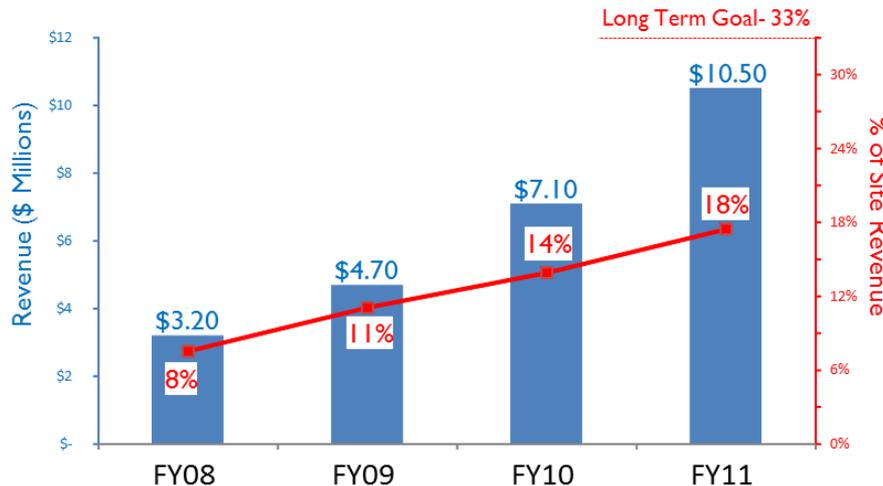
Momentum of National Service as an Innovation



Investing in Innovation (i3)

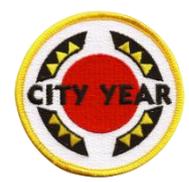


City Year Public Ed Funding



- 1700 Applications ▶ 49 Grantees
- \$30M federal grant + \$6M match through generous support of the PepsiCo foundation





The Millennial Generation Is Ready To Change the World

MILLENNIAL FACTS

- Work well with friends/on teams
- Seek to make a difference
- Want to produce something worthwhile
- Are goal oriented
- Are diverse and inclusive
- Inclined to serve
- Have a global/civic mindset
- Very tech-savvy, connected 24/7
- Highly Entrepreneurial

30% of 17-24 year olds (10.5 million) are interested in a year of full-time service**

Top two causes of interest for 17-24 year olds: Education and Children/Youth



“Combined with their technology-driven culture, Millennials are ready to mobilize differently, more powerfully, more collaboratively, and more creatively than past generations. The results are likely to be astounding.”

– Eric Greenberg, *GENERATION WE*

* Howe, Neil, and Strauss, William. *Millennials Rising: The Next Great Generation* New York: Vintage, 2000.

** MarketTools City Year Brand Survey July 2009

give a year.
change the world.



BRAND TRUTH

The ultimate articulation or core essence of a brand, which resonates with the winning mindset.

Young people can change the world.
The path begins at City Year.

WINNING MINDSET

The shared outlook or "psychographic" of a brand's target audience (regardless of demographic).

Boundless Idealists

take the path less traveled + are self-defined + break the mold + don't settle for less than the ideal + live a life with meaning work until the answer becomes *yes* + meet challenges head-on + see a better way and work to achieve it + are masters of their own destiny + are the change they seek + seek to learn from others who are different from them

**BOUNDLESS
IDEALISTS:**

Are Self Defined

Break the Mold

See a Better Way

**Seek to Learn From
Others Who Are
Different**

The City Year Recruitment Profile

The Mindset

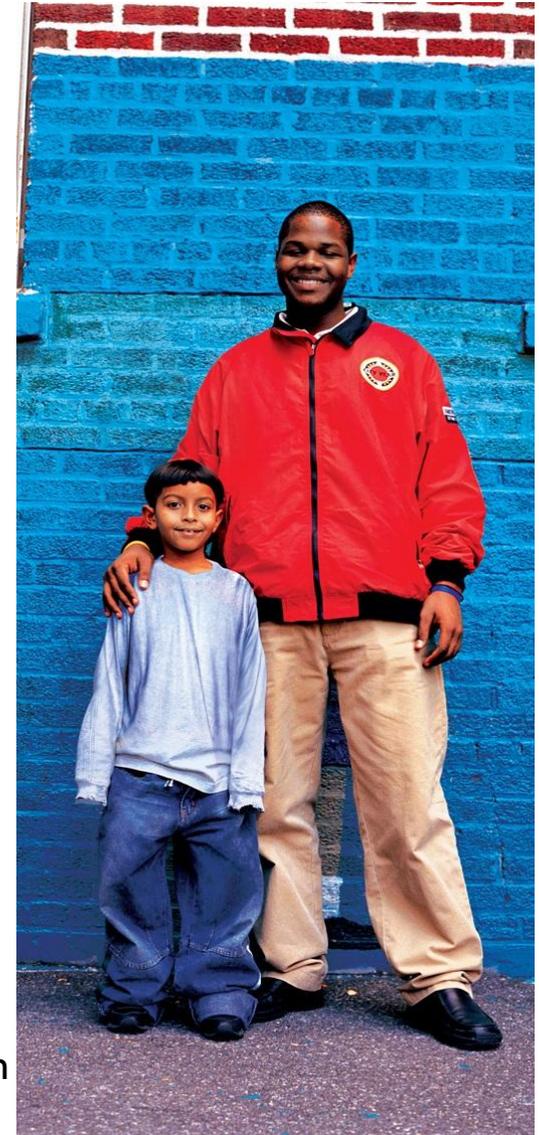
Idealistic
Passion for Social Justice • Entrepreneurial Mobilizer
Civically Engaged
Continuous Learner • Action Oriented

Characteristics

Inclusiveness • Locus of Control
Empathy
Social Skills • Self-Awareness
Self-Regulation
Motivation • Entrepreneurism

Prerequisite

Capacity to Serve
Commitment, Service Readiness & Experience, Team Skills

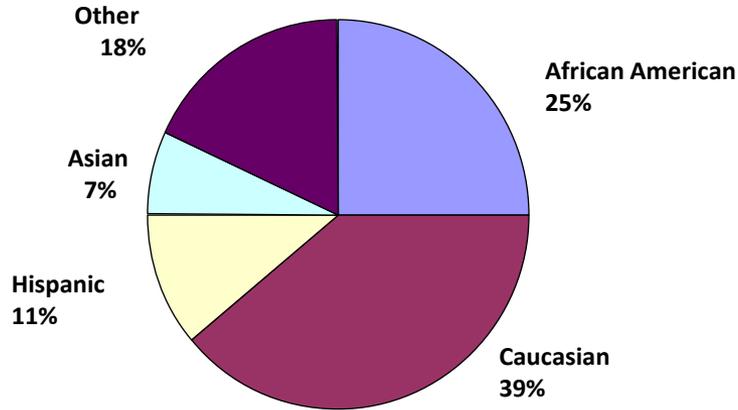




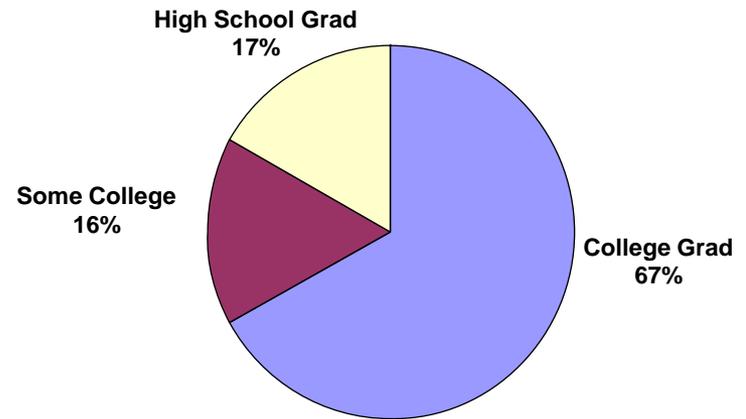
Who Makes up City Year's Corps?

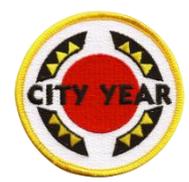
Diversity: City Year is the most diverse youth corps in the U.S.

Ethnicity



Education





“Give a Year. Change the World.”

**Change the
Outer World**



Service

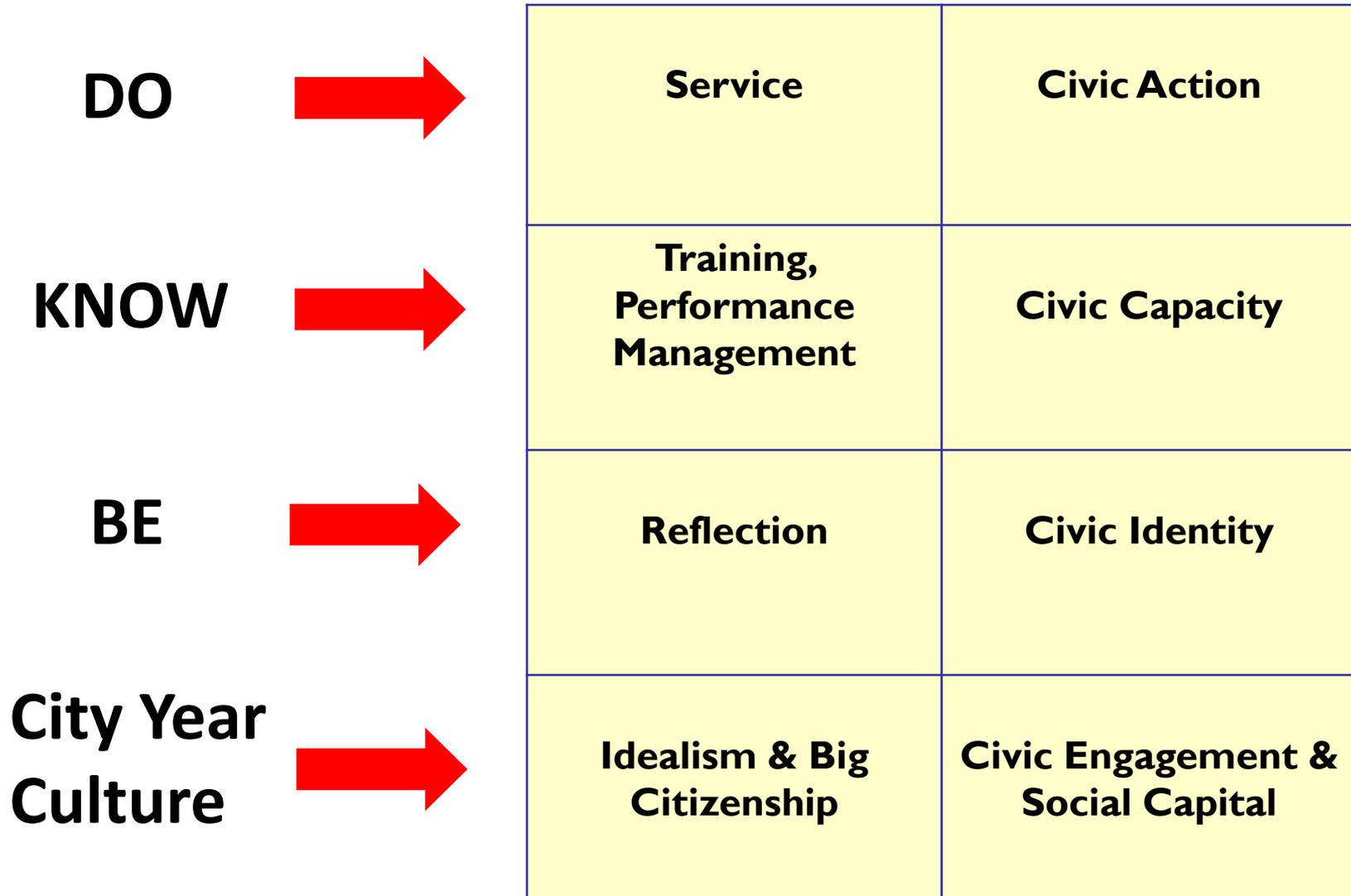
**Change the
Inner World**

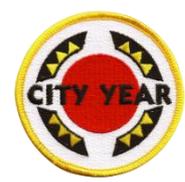


**Leadership
Development**



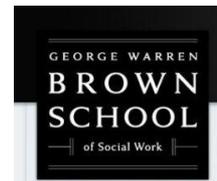
City Year's Leadership Development Model





Investing in Leaders for Life

Graduate Schools (23)



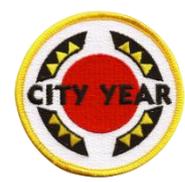
Undergraduate Schools (5)



* City Year has two partnerships with Boston University (School of Management and School of Social Work) and Clark University (Graduate School of Management and the IDCE program)

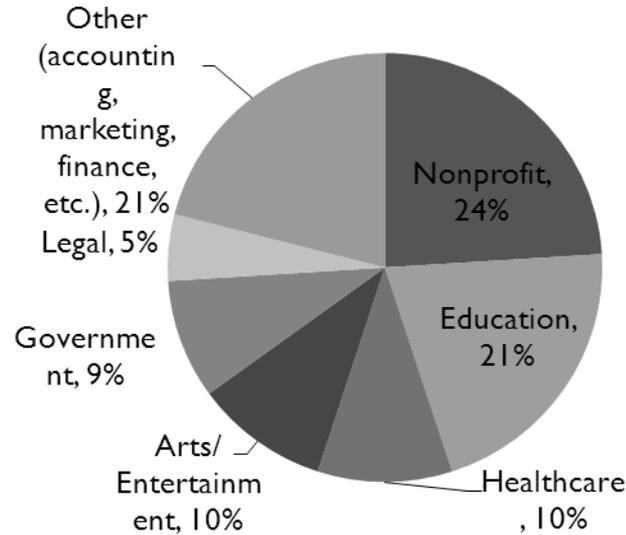


Appendix



What's Next: Supporting the Corps Member Lifecycle

Corps Member Career Interests (2009-2010 Corps End-of-Year Survey)



Online Career Center (First release-May 2011)

- One-stop resource for corps members and alumni to access professional and educational development opportunities and content and promotes alumni as students and employees of choice among universities and companies.
- Employer Partnerships: Developing with corporations, education organizations, nonprofits, and government entities who create enhanced employment opportunities for graduating corps members and alumni.

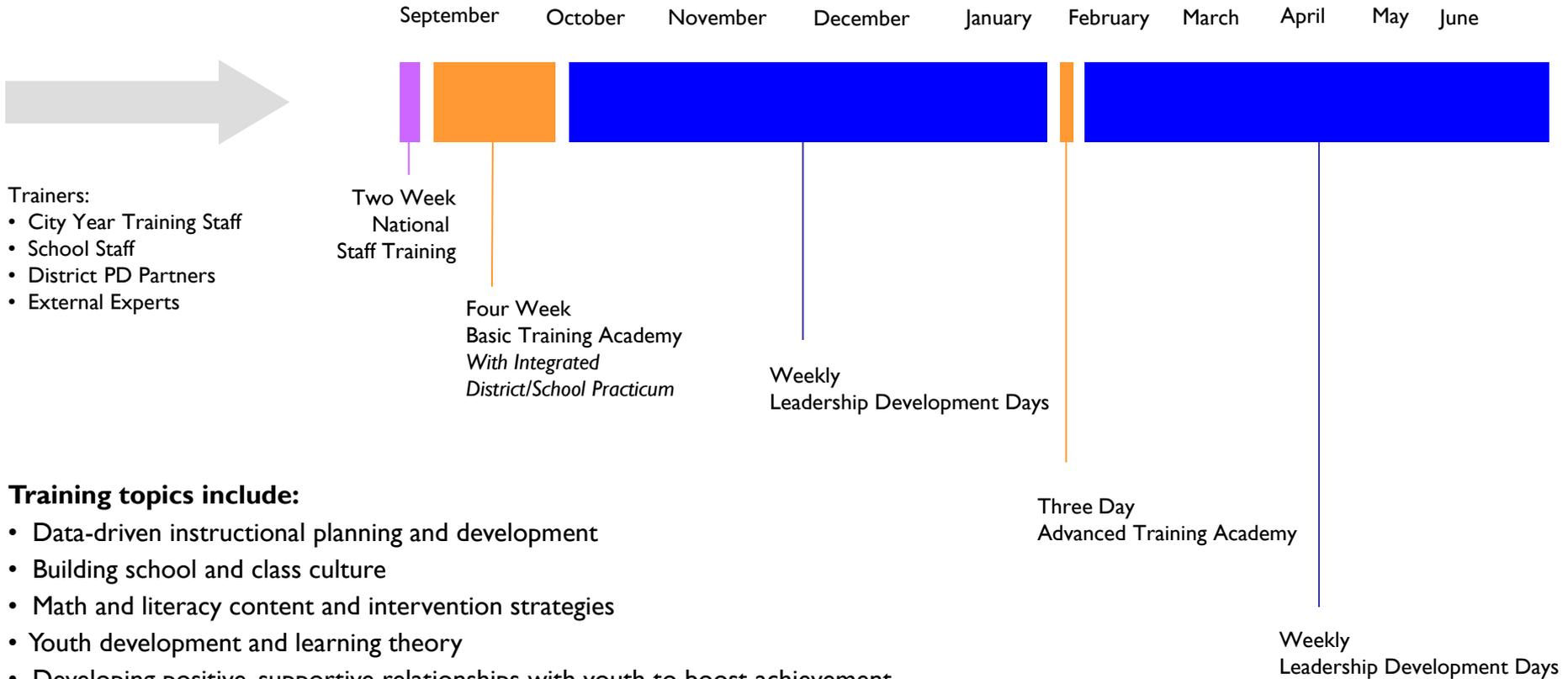
Sample Alumni Careers in Social Innovation

- Spencer Blasdale, Boston '88, Founding Director, Academy of Pacific Rim Charter School in Hyde Park, MA – one of the highest performing charter school in Massachusetts, serves 5th-12th grade with a college matriculation over 95%.
- J. Carrie Oelberger, Boston '94, Founder, Jifunze Project works alongside individuals living in under-served areas of rural Tanzania to help them create innovative and self-empowering educational opportunities.
- Taj Mustapha, Boston '92, Co-Founder, At The Crossroads - reaches out to homeless youth and young adults to build healthy and fulfilling lives.



Corps Member Training and Support

City Year uses an experiential learning model to prepare corps members to lead our educational interventions in schools, incorporating direct training, in-service observation and coaching, guided reflection and frequent performance assessment and review.



- Trainers:**
- City Year Training Staff
 - School Staff
 - District PD Partners
 - External Experts

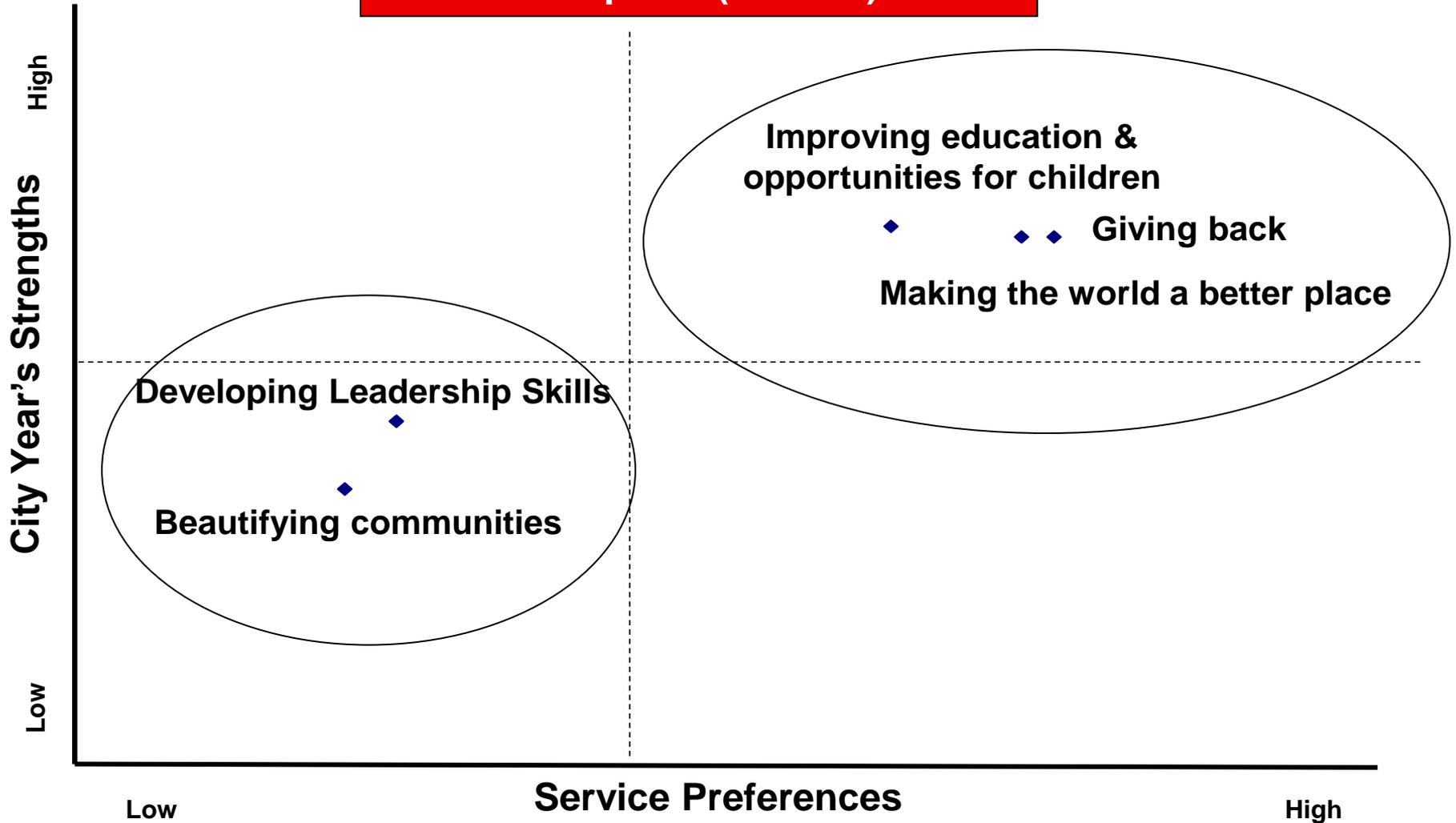
Training topics include:

- Data-driven instructional planning and development
- Building school and class culture
- Math and literacy content and intervention strategies
- Youth development and learning theory
- Developing positive, supportive relationships with youth to boost achievement
- Social make up of local communities
- Engaging parents and families
- Building the self-identity of corps members as life long learners, youth developers, and civic leaders



It is the desire to make the world better which **draws** people to City Year

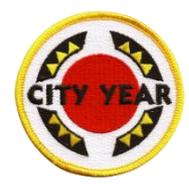
Prospects (non-CY)



Q11: Stated Importance: What is important to you when you choose what types of service and service organizations you want to be involved in?

Q15: City Year's Performance: Rank the different aspects of City Year in order of how well the organization achieves them.

Source: Arnold Online Youth Survey

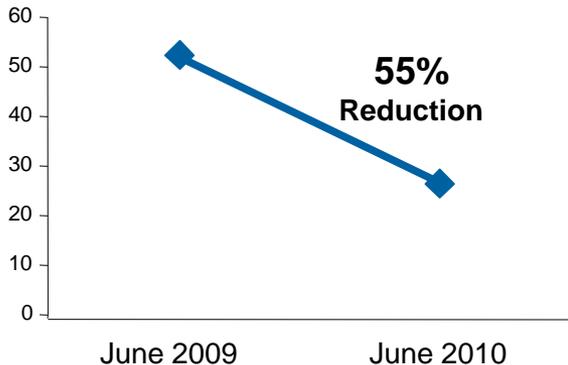


Diplomas Now Sample Results: Philadelphia Middle Schools

Diplomas Now partnered with three Philadelphia high poverty middle schools in 2009-2010. These schools average 615 students, 84% of whom are eligible to receive free or reduced price lunch. Below are the aggregate results for all three schools from the 2009-10 school year.

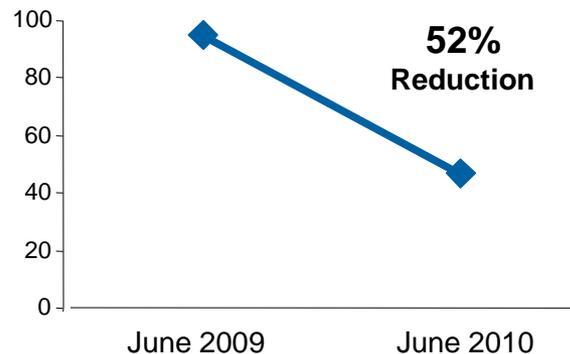
Attendance

of Students with less than 80% Attendance



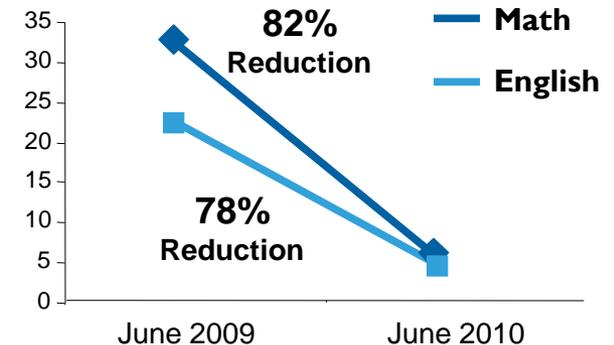
Behavior

of Students with 3 or more negative behavior marks



Course Performance

of Students receiving an F in Math or English





Founding Innovation: Tapping the Civic Power of Youth

