

THE
J300

C A M P A I G N

STRATEGIC PLAN

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BELOVED COMMUNITY

We are honored to share information about the 1300 Campaign and its strategic plan to increase the number of young men of color with opportunities for post-secondary educational options. An initiative of The Center at Sierra Health Foundation and the My Brother's Keeper Sacramento Education Strategy Committee, the campaign seeks to enroll an additional 1,300 young men of color at California State University, Sacramento and University of California, Davis by 2025.

This campaign was inspired by the 13th Amendment to the U.S. Constitution, which banned slavery in 1865. However, since that time, institutionalized racism, oppression and racial inequities have contributed to a historically perpetuated mass incarceration pipeline, poor health outcomes, miseducation and limited opportunities for young men of color. Consequently, boys and men of color are underrepresented in post-secondary education and overrepresented in the criminal justice system. While tremendous efforts have worked to address these challenges, many with significant impact, much more remains to be done.

This strategic plan resulted from courageous and collaborative discussions among numerous community, educational, policy, health and social justice advocates, philanthropic leaders, youth, and many others. The plan is a call to interrupt the systematic barriers that have limited opportunities for young men of color in Sacramento County. The 1300 Campaign's Executive Strategy Committee and the My Brother's Keeper Sacramento Education Strategy Committee are dedicated to providing leadership, coordination and implementation oversight for the campaign's strategic plan to achieve its ambitious and transformative goals and objectives.

On behalf of the Executive Strategy Committee, we express gratitude to the city and county officials, post-secondary partners, K-12 representatives, the youth who inspire us to do better, and the many community partners who have contributed to the development of the strategic plan. It serves as an acknowledgment of what might be if we move forward together through a racially conscious lens and an unapologetic commitment to reimagine a community where our young men of color are valued, loved, supported and seen for all their glorious potential.

We look forward to working with those who stand in solidarity with us and those who have yet to join the 1300 Campaign.

We are our brother's keeper.

DR. EDWARD BUSH, CO-CHAIR

Co-Chair / President, Cosumnes River College

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INTRODUCTION

Environmental contexts and school system operations contribute to the adverse academic outcomes of young men of color. In Sacramento County, an estimated 1,200 young men of color graduate high school and nearly 735 pursue a post-secondary option each year¹. While these numbers have been stable over the past five years, the number of young men attending University of California or California State University specifically is relatively minimal². The annual average is 62 students who attend a UC and 156 who attend a CSU after high school graduation. Table 1 below shows the average 2014-2017 high school graduation to post-secondary enrollment data.

TABLE 1

High School Graduation to Post-Secondary Data 2014-2017

(This is data only from targeted schools, not all of Sacramento)

TOTAL	# OF HS GRADS	# TO COLLEGE	# TO A UC	# TO A CSU	# TO A CCC
AVERAGE	1,198 4,793	735 2,939	62 247	156 622	473 1,891

We can and must do better to disrupt the harmful practices that minimize educational opportunities and access for our young men of color in Sacramento. This call to action is driven by the 1300 Campaign's Executive Strategy Committee. The 1300 Campaign is an initiative of The Center at Sierra Health Foundation and the My Brother's Keeper Sacramento Education Strategy Committee. The campaign is working with local, regional and statewide partners to develop, advance and establish deep-rooted change to send 1,300 additional young men of color to California State University, Sacramento and University of California, Davis by 2025.

¹ Source: <https://www.cde.ca.gov/ds/sp/>

² Source: <https://www.ucdavis.edu/admissions/undergraduate/statistics/>; <https://www.csus.edu/president/institutional-research-effectiveness-planning/dashboards/admissions.html>

Through a place-based mentorship engagement model, the 1300 Campaign will focus implementation efforts in eight neighborhoods, seven of which are the highest-need communities in Sacramento County impacted by race-based disparities in education, health, economic conditions and community violence, as identified by the Sacramento County Blue Ribbon Commission Report³. The seven neighborhoods also are the focus of the Black Child Legacy Campaign, which is working to reduce African American child deaths in Sacramento County. The eighth neighborhood, Florin, is in South Sacramento.

This model strengthens coordination and alignment of efforts in the neighborhoods of focus to address disparities that profoundly affect outcomes for young men of color.

NEIGHBORHOODS OF FOCUS:

- Arden Arcade
- Del Paso Heights and North Sacramento
- Florin
- Foothill Farms and North Highlands
- Fruitridge and Stockton Boulevard
- Meadowview
- Oak Park
- Valley Hi



³ Sacramento County Blue Ribbon Commission (2013). Report on Disproportionate African American Child Deaths. <http://www.philsena.net/wp-content/uploads/2013/05/Blue-Ribbon-Commission-Report-2013.pdf>.

COLLECTIVE IMPACT STRATEGIC PRIORITIES

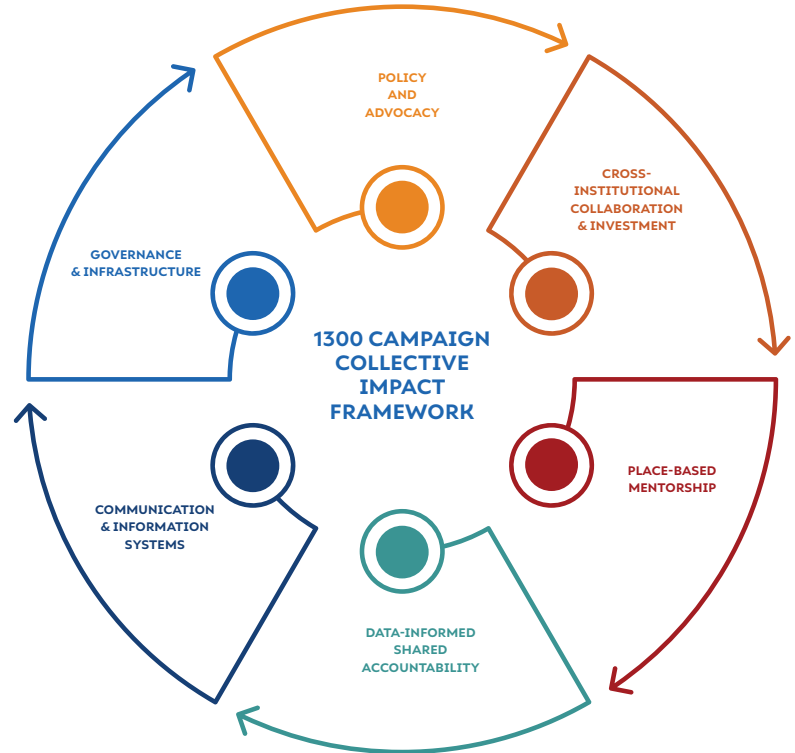
To sustain deep-rooted transformative change, the Executive Strategy Committee has identified six interlocking strategies to guide the 1300 Campaign.

Policy and Advocacy. Engage at least 20 multi-sector partners for the 1300 Campaign Executive Strategy Committee. These partners will promote and advocate for policies, procedures and practices that will disrupt systemic barriers for young men of color in K-12 for post-secondary academic success.

Cross-Institutional Collaboration and Investment. Activities and actions of the 1300 Campaign Executive Strategy Committee are differentiated, while still operating in close collaboration with the My Brother's Keeper Sacramento Coordinating Committee, to focus public system investment on increasing representation of young men of color in post-secondary options.

Place-Based Mentorship. Establish a place-based mentorship model focused on eliminating disparities for young men of color in school systems, while improving social-emotional conditions. This will be done through relationship-centered mentorship rooted in indigenous healing practices of resistance and agency.

Data-Informed Shared Accountability. Use data-informed strategies to drive disruption of disparities and dismantling of systemic barriers through improvement efforts, with shared accountability of increasing representation of young men of color in post-secondary options by establishing a data collection, monitoring and reporting process.



Communication and Information Systems. Create a socially responsible communication strategy to increase awareness of 1300 Campaign efforts, particularly in the eight neighborhoods of focus, so that communication occurs across multiple sectors with mutual objectives, culturally responsive branding and motivation to inform practices.

Governance and Infrastructure. Establish an accountability governance infrastructure with clear roles and responsibilities rooted in shared purpose.

STRATEGIC DIRECTION

An examination of the most prevalent causes for the underrepresentation of young men of color in post-secondary options by a collaborative group of K-12, post-secondary, health, policy, community-based and philanthropic leaders identified the following policies and systems changes that inform the strategic direction of the 1300 Campaign to achieve measurable results.

ESTABLISH CULTURALLY RESPONSIVE PATHWAYS

Goal: Address systemic barriers to college that contribute to divergence in educational outcomes by establishing culturally responsive mentorship and educational excellence pathways to ensure that young men of color graduate eligible for post-secondary options with a caring, lifelong mentor.

Key Transformative Strategies:

- **A-G Eligibility For All**

Incorporate the A-G requirements as an educational practice of excellence for all students to ensure that all graduates, particularly young men of color, are eligible for post-secondary options. A-G eligibility for all students addresses a systematic barrier to college that contributes to the divergence in educational outcomes, particularly for young men of color.

- **Ethnic Studies**

Incorporate ethnic studies as a graduation requirement. As an interdisciplinary study, ethnic studies draws upon many disciplines to foster cross-cultural understandings of the diverse ethnicities that have contributed to the history of the United States, helping students value their own cultural identity while appreciating the differences around them. Ethnic studies heightens critical thinking, academic achievement and problem-solving skills.

- **Place-Based Mentorship**

Establish a place-based mentorship model for young men of color attending schools in eight targeted high-need neighborhoods in Sacramento County. This model is focused on improving the social-emotional and academic conditions of scholars through relationship-centered mentoring rooted in indigenous healing practices of resistance, agency, identity and culture. Ultimately, this will create an inter-generational community of positive and consistent male mentors for young men of color in Sacramento.

Performance Statement: By 2025, the 1300 Campaign will have established a culturally responsive place-based mentorship model in the eight neighborhoods' high schools, increased the number of young men of color who are on track to graduate high school and are A-G eligible, and increased the number of K-12 districts in Sacramento County adopting ethnic studies as a graduation requirement.

BRIDGE THE OPPORTUNITY AND ACHIEVEMENT GAP

Goal: Address disparities by changing policies and practices that perpetuate the unjust tracking of young men of color based on ethnicity, gender, socioeconomic, English language proficiency, identity, immigration status and disabilities. Early prevention and intervention increases the academic success, graduation rates and college preparedness of young men of color who far too often are impacted by the opportunity and achievement gap.

Key Transformative Strategies:

- **Increase Number of High-Level Counselors**

Allocate resources to hire high-level counselors to provide academic guidance and social-emotional support specifically for young men of color. Individual and small-group counseling contribute to student success by providing the critical intervention and prevention supports needed for young men of color in the classroom and beyond.

- **Development of an Organizational Racial Equity Assessment Tool**

Develop a tool to critically examine the inputs and outputs of educational initiatives, programs, curriculum and budgets for impacts and alignment with educational outcomes.

- **Dual-Priority** Provide dual-priority enrollment to increase access and inclusion for young men of color in post-secondary options, earning college units while progressing toward high school graduation.

Performance Statement: By 2025, the 1300 Campaign has improved collective impact by aligning county and city policy discussions and practices related to young men of color, with an increase in academic and social-emotional support for young men of color in the focus high schools and colleges. Also, improved access to post-secondary options through an established system of dual-priority enrollment and development of an organizational racial equity assessment tool to monitor inclusivity, efficiency, accountability and implementation impact to increase the number of young men of color with post-secondary options by 1,300.

INTERRUPT HARMFUL NARRATIVES AND PRACTICE

Goal: Interrupt harmful, false narratives surrounding young men of color that unjustly influence differential treatment, perceptions of academic competence, disengagement, profiling, relationships with teachers and disproportionate disciplinary actions for young men of color from early childhood to adulthood based on societal and cultural context.

Key Transformative Strategies:

- **Mandatory Implicit Bias Training**
Incorporate mandatory implicit bias training for K-12 educators as an ongoing effort to address racial inequities and unconscious biases that impact learning opportunities for young men of color.
- **Moratorium On School Suspensions**
Implement a moratorium on school suspensions for all schools in Sacramento County for no less than one year. A moratorium on school suspensions is a responsive shift from punitive disciplinary practices that seldomly address root causes of behaviors and instead focus on the symptoms, resulting in counterproductive actions.

- **Culturally Responsive Pedagogy**

Design and implement ongoing countywide professional development centered on culturally responsive pedagogy as informed by principles of culturally responsive teaching for educators. To advance educational preparation for young men of color, preparedness of educators must also occur to increase understanding of how societal circumstances influence or shape practice.

Performance Statement: By 2025, the 1300 Campaign has expanded the investment in evidence-based practices that increase the breadth of educators' culturally responsive preparedness to meet the academic, social and emotional needs of young men of color, and as a safeguard against racially disproportionate punitive disciplinary practices.

IMPLEMENTATION FRAMEWORK

The 1300 Campaign strategic plan identifies the interlocking priority strategies for collective impact. It provides the direction toward transforming systems to increase the number of young men of color who access and thrive in post-secondary options.

In close collaboration with the 1300 Campaign Executive Strategy Committee, the My Brother's Keeper Sacramento Education Strategy Committee will determine key annual performance indicators to measure progress. Additionally, the Education Strategy Committee will actively engage in implementing the transformative strategies, working collaboratively with stakeholders toward the campaign's goals and objectives.

The My Brother's Keeper Sacramento Education Strategy Committee will provide quarterly progress reports to the 1300 Campaign Executive Strategy Committee to determine ongoing areas of positive progress, unanticipated developments, data-informed refinement of strategies, and recommendations to guide continued implementation efforts. Additionally, progress will be reported and communicated to the neighborhoods of focus and collaborative partners through various community engagement activities and posting on the 1300 Campaign web site.

ACKNOWLEDGEMENTS

Thank you to those who have provided their leadership, knowledge, expertise, insights, experience, passion and voice to shape the 1300 Campaign's strategic plan.

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