

EDUCATIONAL ENHANCEMENTS

Key Focus Area Team

Council Planning Session
January 16, 2008



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- ∞ Envisioned Future
 - ∞ Council Objectives
 - ∞ Strategy Map
 - ∞ Strategies & Data
 - ∞ Links - Other KFAs

ENVISIONED FUTURE

Recognizing that education is the foundation for achieving prosperity, health and well-being, the City of Dallas supports lifelong learning opportunities through partnerships with agencies throughout the Dallas community and beyond...

COUNCIL OBJECTIVES

OBJECTIVE

MOST RECENT DATA

Improve Student Performance

- Graduation rate: Through early development programs and graduation incentives, bring the high school graduation rate to 85% by 2010
- Achievement tests: Improve lower-grade students performance on standardized tests
(match DISD objective of 90% pass rate by 2010)

Graduation Rate¹:

| Class | DISD Rate |
|-------|-----------|
| 2006 | 68.8% |
| 2005 | 77.8% |
| 2004 | 80.8% |
| 2003 | 81.3% |

Achievement Tests¹:

| 2007 Test | State | District |
|-----------|-------|----------|
| Reading | 89% | 77% |
| Math | 82% | 71% |
| All Tests | 78% | 64% |

COUNCIL OBJECTIVES

| OBJECTIVE | MOST RECENT DATA |
|---|---|
| <p>Encourage Mentorship</p> <ul style="list-style-type: none"> • General: Increase number of youth in mentoring programs by 5% per year through 2011 • City: Increase employee participation in mentoring programs by 5% per year through 2011 • Private Sector: Establish a mechanism to encourage developers & businesses to mentor and promote higher education (expose students to science, math & tech careers) | <p>After spending 18 months with a Big Brother/Big Sister, participants were²:</p> <ul style="list-style-type: none"> • 46% less likely to begin using illegal drugs • 27% less likely to begin using alcohol • 52% less likely to skip school • 37% less likely to skip a class |
| <p>Promote Bilingualism</p> | <p>2006 Dallas pop. >5 years of age (est.) Percent³</p> <ul style="list-style-type: none"> • Foreign born 26.9% • Speak no English at home 43.4% • Speak English less than 'very well' 24.7% |

COUNCIL OBJECTIVES

OBJECTIVE

MOST RECENT DATA

Improve odds of success

- Pre-literacy: Increase participation in Library pre-literacy program to **10,000 encounters by 2009**
- Parent-teacher: **Increase participation in parenting programs by 5% per year for 3 years**
- Resource center: **Determine capacity of City programs, evaluate overall usage rate, and set goals for future years**

Pre-literacy:

- Knowledge of alphabet letters at entry into kindergarten is a strong predictor of reading ability in 10th grade⁴
- Vocabulary of greater than 2,000 words upon entry to school is correlated with later academic achievement⁴

Support targeted programming: **Close gap in graduation rate by 2015 with particular emphasis on those populations demonstrating lower rates than the norm**

| 2006 Students | TX Grad Rate ⁵ |
|------------------------|---------------------------|
| Female | 72% |
| Male | 65% |
| African Am. Males | 53% |
| Asian/Pacific Islander | 82% |
| Hispanic Males | 53% |
| White Males | 72% |

COUNCIL OBJECTIVES

| OBJECTIVE | MOST RECENT DATA | | | | | | | | | | | |
|---|--|--|----------------------------|------------------------------|-------------------|--------|--------------------|--------|----------------|--------|---------|-------|
| Recognize student excellence: By 2009, collaborate with DISD to provide at least one citywide program to recognize academic excellence | N/A | | | | | | | | | | | |
| Provide scholarships: Raise \$1.875 million to award in scholarships to high school students through 2010 | <table border="1"> <thead> <tr> <th data-bbox="1310 634 1688 678">2007-08 Donor⁶</th> <th data-bbox="1797 634 1955 678">Amount</th> </tr> </thead> <tbody> <tr> <td data-bbox="1310 695 1667 738">Chesapeake Energy</td> <td data-bbox="1797 695 1913 738">\$625K</td> </tr> <tr> <td data-bbox="1310 755 1688 799">Chesapeake (match)</td> <td data-bbox="1797 755 1913 799">\$625K</td> </tr> <tr> <td data-bbox="1310 815 1562 859">City of Dallas</td> <td data-bbox="1797 815 1913 859">\$200K</td> </tr> </tbody> </table> | | 2007-08 Donor ⁶ | Amount | Chesapeake Energy | \$625K | Chesapeake (match) | \$625K | City of Dallas | \$200K | | |
| 2007-08 Donor ⁶ | Amount | | | | | | | | | | | |
| Chesapeake Energy | \$625K | | | | | | | | | | | |
| Chesapeake (match) | \$625K | | | | | | | | | | | |
| City of Dallas | \$200K | | | | | | | | | | | |
| Better utilize Youth Advisory Commission (YAC) | <ul style="list-style-type: none"> <li data-bbox="1310 915 1948 1101">• 30-member body appointed by Council and the City Manager's Office; Held, or participated in 8 events in 2006⁷. | | | | | | | | | | | |
| Prevent Truancy: Maintain at least 95% attendance rate at school | <table border="1"> <thead> <tr> <th data-bbox="1310 1159 1541 1203">School Year</th> <th data-bbox="1654 1159 1990 1203">Attendance Rate¹</th> </tr> </thead> <tbody> <tr> <td data-bbox="1310 1219 1457 1263">2005-06</td> <td data-bbox="1759 1219 1871 1263">95.2%</td> </tr> <tr> <td data-bbox="1310 1279 1457 1323">2004-05</td> <td data-bbox="1759 1279 1871 1323">95.5%</td> </tr> <tr> <td data-bbox="1310 1339 1457 1383">2003-04</td> <td data-bbox="1759 1339 1871 1383">95.5%</td> </tr> <tr> <td data-bbox="1310 1399 1457 1443">2002-03</td> <td data-bbox="1759 1399 1871 1443">95.2%</td> </tr> </tbody> </table> | | School Year | Attendance Rate ¹ | 2005-06 | 95.2% | 2004-05 | 95.5% | 2003-04 | 95.5% | 2002-03 | 95.2% |
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| 2005-06 | 95.2% | | | | | | | | | | | |
| 2004-05 | 95.5% | | | | | | | | | | | |
| 2003-04 | 95.5% | | | | | | | | | | | |
| 2002-03 | 95.2% | | | | | | | | | | | |

COUNCIL OBJECTIVES

OBJECTIVE

MOST RECENT DATA

Support higher education/research

- Law School: **University of North Texas Law School completed and operating by 2012**
- Pharmacy School: **Increase resident knowledge of Texas Tech Pharmacy School campus in Dallas**
- Research institute: **New or existing Tier-1 research institution in Dallas ranked in the top 25 by 2015**

Law School:

- 30% of practicing attorneys in the North Texas region graduated from out-of-state law programs⁸
- City has \$21.9M in renovation funding for the Old Municipal Building

Pharmacy School: Texas Tech relocated to Dallas VAMC in 2002⁹

Research Institute: Texas is 6th in nation in federal R&D funding¹⁰

Enhance Council leadership in education

Increase educated workforce: **Increase the number of well-educated residents over 25 years old by 5% per year for 3 years**

| | |
|--|----------------------|
| 2006 Dallas pop. >25 years of age with | Percent ³ |
| • Higher-ed degree | 31.7% |
| • No high school diploma | 29.6% |

PREREQUISITES FOR CONSIDERATION

- ∞ Partnerships
- ∞ Outreach
- ∞ Outcomes-based
- ∞ Special Consideration:
self-sustaining

STRATEGY MAP





Research / Knowledge

"It is impossible for a man to learn
what he thinks he already knows."

-Epictetus, c. 55 - c.135 AD
[Greek Stoic philosopher]



Strategy #1

Encourage data collection and analysis across agencies (such as forecasting, benchmarking, identifying best practices and cross-functional networking). This might include:



Council Objectives:
Bilingualism
Research institute

Sub-strategies

- 1 Gathering and using data to make decisions around policy, resource provision and programming;
- 2 Developing a repository for research data from new/existing projects, programs, studies, and/or other efforts; and
- 3 Addressing the impact of developing the built environment on local communities (i.e. on the learning environment, neighborhood quality and stability, tax-base implications, etc.).

Data

Dallas foreign-born population
(over 5 years of age)³

26.9%

Dallas population speaking a language
other than English at home
(over 5 years of age)³

43.4%

Dallas population speaking English
less than 'very well'
(over 5 years of age)³

24.7%

Texas is 6th in nation in federal Research & Development funding (Texas
Higher Education Plan)¹⁰



Council Objectives:
Bilingualism
Research institute

STRATEGY MAP



"The direction in which education starts a man will determine his future in life."

-Plato, c.427-c.347 BC
[Classical Greek Philosopher]





Strategy #2

Promote access to information and learning opportunities, addressing variables such as convenience, affordability, non-traditional hours, proximity and appropriateness. This might include:



Council Objectives:
Resource Center

Sub-strategies

- 1 Utilizing existing facilities for easy access and proximity (supplement to and partnership with neighborhood organizations and community centers to enhance continuous learning);
- 2 Enhancing residents' capability to use technology to access educational opportunities; and
- 3 Promoting alternative forms of transportation to allow increased physical access to educational facilities.

Data

Respondents to the 2007 Citizen Survey who rated educational opportunities in Dallas as good or excellent¹¹

60%

Respondents to the 2007 Citizen Survey Who reported using the Internet during the last 12 months¹¹

77%

Informal learning venues reported operating at 53% capacity in a survey performed by the National Research and Development Center for Adult Literacy and Numeracy¹²



Council Objectives:
Resource Center

STRATEGY MAP



"Treat people as if they were what they ought to be, and you help them become what they are capable of being."

-Johann Wolfgang von Goethe, 1749-1832

[Novelist, dramatist, poet, humanist, scientist & philosopher]



Facilities



Strategy #3

Create a sound infrastructure that can accommodate the learning needs of various populations. This might include:



Council Objectives:

Truancy

Resource center

Sub-strategies

- 1 Constructing and maintaining facilities (such as libraries, black box theaters and athletic venues) which are comfortable and appropriately equipped;
- 2 Creating a safe physical and emotional environment free of hazards and distractions;
- 3 Maximizing access through coordinated planning with partner agencies; and
- 4 Increasing opportunities for residents to provide input and/or feedback regarding accommodations/needs.

Data

There are 22 colleges, universities and professional schools within 30 miles of the City compared to an average of 29 among the Top 10 Best Places to Live¹³

There are 24 junior colleges and technical institutions within 30 miles of the City compared to an average of 18 among the Top 10 Best Places to Live¹³

8% of students report having stayed at home on a school day in the past 30 days due to not feeling safe at school¹⁴



Council Objectives:
Truancy
Resource center



Motivators

“The purpose of learning is growth, and our minds, unlike our bodies, can continue growing as we continue to live.”

-Mortimer J. Adler, 1902-2001

[Aristotelian philosopher & author]



Strategy #4

Provide or support positive opportunities to attract Dallas youth into learning environments. This might include:



Council Objectives:

Graduation rate

Mentorship

Scholarships

Student excellence

Sub-strategies

- 1 Offering direct programming (such as athletics, cultural and arts-based activities);
- 2 Promoting mentorship and other positive role model development;
- 3 Providing encouragement for completing a formal education; and
- 4 Providing concrete rewards for participation in learning opportunities, such as scholarships, internships or the prospect for high-quality employment.

Data

Only about 30 percent of ninth-graders will graduate high school with the skills they need to take the next step in their lives according to the Bill Gates Foundation¹⁵

A college graduate can expect to earn \$1.2 million more over a lifetime than a high school dropout National Center for Educational Statistics¹⁵

5% of Texans enter higher education compared with 5.4% nationally which translates to 76,000 students in recent years¹⁶

After 18 months of spending time with their Big Brothers/Big Sisters, 52% of participants were less likely to skip school, 46% less likely to begin using illegal drugs, 37% less likely to skip a class and 33% less likely to hit someone¹⁷



Council Objectives:

- Graduation rate
- Mentorship
- Scholarships
- Student excellence

"We have a hunger of the mind which asks for knowledge of all around us, and the more we gain, the more is our desire; the more we see, the more we are capable of seeing."

-Maria Mitchell, 1811-1899
[Astronomer, educator, civil rights advocate]

Community
Capacity





Strategy #5

Recognize and build upon existing community capacity to promote the value of learning. This might include:

Sub-strategies

- 1 Facilitating involvement of the entire family in a child's education;
- 2 Soliciting support from the business community;
- 3 Long-term planning in conjunction with the various ISDs in and around Dallas;
- 4 Partnering with similarly focused entities to solicit private, state and federal funding;
- 5 Advocating and/or encouraging individual and group volunteer opportunities;
- 6 Provide opportunities for youth leadership and voice in the community decision-making process; and
- 7 Ensure young people graduate from high school ready for college or the workforce.



Council Objectives:

- Mentorship
- Parent-Teacher
- Council Leadership/YAC
- Law School
- Pharmacy School
- Educated workforce

Data

Dallas test scores in reading were 4.6% lower than the state average compared to an average of 20.1% above the state average among Top 10 Best Places to Live (1.0% and 24.8% for math scores, respectively)¹³

The combined income and tax loss from a single year's dropouts is about \$192 billion¹⁸

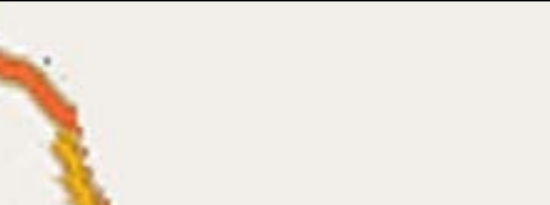
Each young person who drops out and moves into a life of drugs and crime costs the nation between \$1.7 - \$2.3 million over his or her lifetime¹⁸

In the 2007 Citizen Survey, 41% of respondents rated Dallas as a good or excellent place to raise children, 51% rated unsupervised youth as a major problem in Dallas, and 35% rated Dallas public schools as good or excellent¹¹



Council Objectives:

- Mentorship
- Parent-Teacher
- Council Leadership/YAC
- Law School
- Pharmacy School
- Educated workforce



Outside
the
Classroom

"Wisdom is not a product of schooling but of the
lifelong attempt to acquire it."
-Albert Einstein, 1879-1955, [physicist]



Strategy #6

Prepare Dallas residents to actively engage in the learning process through targeted programming. This might include:

Sub-strategies

- 1 Increasing a child's probability of success in school;
- 2 Helping students meet or exceed national and state education standards;
- 3 Improving the out-of-classroom experience for students;
- 4 Encouraging partnerships between area ISDs and informal learning venues;
- 5 Providing quality, wide-ranging and outcome-based programming for children and youth;
- 6 Enhancing the community's ability to serve targeted populations, engaging parents and caregivers; and
- 7 Ensuring comprehensive service delivery (e.g. in schools, community centers, after-school programs, etc.).



Council Objectives:

- Graduation rate
- Achievement tests
- Pre-literacy
- Parent-Teacher
- Targeted programming

Data

According to UNESCO's Institute for Education, 92% of all learning occurs outside the classroom¹⁹

Knowledge of alphabet letters at entry into kindergarten is a strong predictor of reading ability in 10th grade⁴

Roughly 35% of children in the U.S. enter school without the skills necessary for learning to read²⁰

Estimates indicate that for every \$1 spent on early education up to \$7 in other social service costs are saved over a lifetime²¹



- Council Objectives:**
- Graduation rate
 - Achievement tests
 - Pre-literacy
 - Parent-Teacher
 - Targeted programming

CHE

Clean, Healthy Environment: Civic responsibility

CAR

Culture, Arts & Recreation: Out of school

EV

Economic Vibrancy: Tax base
Workforce development

E³

E³ Government: Employee development

PS

Public Safety: Facilities
Prevention & preparedness

Recognizing that education is the foundation for achieving prosperity, health and well-being, the City of Dallas supports lifelong learning opportunities through partnerships with agencies throughout the Dallas community and beyond...

SOURCES

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8. Law School (p. 9): Texas Higher Education Coordinating Board Study, 2005
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16. Motivators – 5% enrollment rate (p.30): Closing the Gaps: The Texas higher Education Plan, 2003
17. Motivators – Big Brother/big Sister data (p. 30): Tierney, J.P., Grossman, J.B., and Resch, N.L. (1995) [Making a Difference: An Impact Study of Big Brothers Big Sisters](#). Philadelphia: Public/Private Ventures
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19. Outside the Classroom – lifelong learning (p. 40): United Nations Educational, Scientific and Cultural Organization's (UNESCO) Institute for Education, 2001.
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