

# Two-Generation Strategies for Economic Mobility

National Conference: Exploring Financial Resiliency and Mobility  
*8 September 2016*

*Janae Bradford*

*Manager, Family Advancement Services and Partnerships*

*CAP Tulsa*

# CAP Tulsa Overview

- **Vision:** All children served by CAP Tulsa reach their full developmental potential by the end of third grade.
- **CAP Tulsa's Theory of Change:** Combining high-quality early education for young children with supports that promote nurturing parenting and family financial stability will ensure that children reach their full developmental potential by the end of third grade.

# Key Strategies



## Child Success

Ensure children receive high-quality education and care services from birth through third grade



## Community Success

Work collectively with other organizations to improve the broader system supporting child and family success

## Family Success

Partner with families to create a nurturing and secure environment for their children



## Organizational Success

Optimize process management and resource stewardship while providing a great place to work



# Family Success – The Strategic Shift

- In 2011 the agency made a strategic shift to focus all resources on Early Childhood Education and implemented a new, innovative ideology called a two- or dual-generation approach
- All community-facing lines of business were exited (except Early Childhood Education) over the next two years and programs were created or re-engineered specifically for ECP families
- Department was re-named Family Advancement as it now includes programs such as:
  - CareerAdvance® – workforce development
  - English as a Second Language (ESL)
  - Financial Capability
  - Learning at Home/Home Visiting
  - Family Support Services – Parenting Programs

# Family Advancement

Family Support Services

Parenting Programs

Mental Health and other family supports

Family Support Specialist (F&CS)

Learning @ Home

Supports parent-child connection

Sets parent up as child's first teacher

Parent Educator

English as a Second Language

Contextualized to daily life as a parent

Peer-supported cohort model

Financial incentives and supports

ESL Coach

CareerAdvance

Healthcare sector training and job placement

Peer-supported cohort model

Financial supports

Soft-skills training

Academic Coach and Career Advisors

Financial Capability

Financial assessment and goal setting

Current and future financial planning

Financial Coach

Data Team

Data collection, input, analysis, reporting, and integrity

# CareerAdvance® - Video

- Keilula's Story

# CareerAdvance® - Overview

- Started as a pilot in 2009; focused in the healthcare sector (high demand occupations); 15 participants in nursing track
- 2010 applied for and received HPOG funding; expanded to:
  - Nursing ladder (CNA, LPN, RN)
  - Health Information Technology
  - Allied Health
  - Short Tracks: Pharmacy Tech, Medical Assistant, Dental Assistant
- 2015 applied for and received HPOG 2.0 funding; shifted to shorter, more technical tracks:
  - Nursing ladder (CNA, PCT, LPN)
  - Phlebotomy Tech
  - Pharmacy Tech
  - Medical Assistant
  - Dental Assistant

# CareerAdvance® – Supportive Services

- **Guaranteed/Required**
  - Peer-Supported Cohort Approach
  - Academic Coach
  - Career Advisor
  - Transportation Assistance
  - Childcare Assistance
  - Tuition/Fees/Books/Supplies/Exam Fees
  - Job Placement Assistance and Retention Follow-up
- **Optional/Referral**
  - Financial Coach
  - Family Support Specialist
  - Mental Health Support
  - Eye Exam and Glasses
  - Other Supports As Needed

# ESL - Overview

- Attempted several versions of ESL offerings over the past 10 years with very low take-up from ECP families
- In 2011, mirrored *CareerAdvance*® structure and created a closed enrollment, semester-based, cohort design
- Originally intended to be an on-ramp to career training

# ESL - Overview

- Contextualized curriculum to conversational English to:
  - *Talk to their child's teacher*
  - *Call 911*
  - *Have conversation with a doctor*
  - *Call child out sick from school*
  - *Read to their child/understand and communicate with their children about what they learn in the classroom*

## Parent Teacher Conference

- Hello! Good Morning Mrs. Mang
- Hello! Good Morning Mrs. Colon
- I have some questions about my son.
- OK go ahead.
- Q) Can my son count numbers?
- A) Yes, he can count 1 to 20.
- Q) Can he paint pictures?
- A) Yes, he can paint.
- Q) Can he write the letters well?
- A) No, he can't, but he is trying.
- Q) Can he tie the shoelaces?
- A) No, he can't. He needs help.
- Q) Can he eat by himself?
- A) Yes, he can.
- Q) Can he open the milk bottle by himself?
- A) Yes, he can.
- Q) Does he share toys and books?
- A) Yes, he does.
- Q) Does he play well with his friend?
- A) Yes, he does.
- Thank you so much!
- Your son is doing well in class. You should be proud of him.
- Thank you.
- You are welcome.

# Expanding 2G

- New programs at CAP Tulsa
  - Revising parenting offering
  - Investigating combo model options
  - Continuously scanning environment for new and innovative ways to engage parents/improve economic stability
- Partners
  - Engaging with more partners in the community to educate and help implement 2G strategies
  - Working on a sustainability plan for *CareerAdvance*®

# Questions



# Contact Information

## **Janae Bradford**

*Manager, Family Advancement Services and Partnerships*

918-382-3360

[jbradford@captulsa.org](mailto:jbradford@captulsa.org)

[www.captulsa.org](http://www.captulsa.org)