Two-Generation Strategies for Economic Mobility

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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
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
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
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