BACKGROUND

• Chapter 5 of *Growing Prosperity* called for investigating national CSA models that change the educational aspirations of low-income youth

• Department of Administration tasked with leading this action item

• CSA work group formed and reached conclusion that Milwaukee needs a large scale CSA program

• CSA work group comprised of local and national partners including Prosperity Now, MPS, Greater Milwaukee Foundation, United Way of Greater Milwaukee & Waukesha County and many others
WHAT ARE CSAs?

CSA programs help children ages 0-18 - especially low-income youth - save for their future, and all have three defining features

- **Incentive structures to grow savings** - such as initial seed deposits and savings matches
- **Savings designated for postsecondary education** (i.e., college, vocational/technical school)
- **Incentive funds that are restricted** to paying for postsecondary education or another allowable asset (i.e., home or business)
THE POWER OF CSAs

Low- and moderate-income children who have between $1 and $500 in savings for college are 3 times more likely to enroll in college and 4 times more likely to graduate than those whose families do not have college savings.

Source: Assets and Education Initiative, Building Expectations, Delivering Results, Asset Based Financial Aid and the Future of Higher Education, July 2013
STAKEHOLDER ENGAGEMENT

• Fund My Future Milwaukee reflects a community centric design

• P3 Development Group formalized process to gather feedback from education, business, financial, philanthropic and community leaders and organizations

• Neighborhood and resident feedback sessions held at:
  ▪ Longfellow Elementary School (18 parents)
  ▪ Children’s Outing Association (7 students)
  ▪ Wisconsin Women Business Initiative Corp (15 parents)
  ▪ Next Door Foundation Head Start (12 parents)
  ▪ MPS District Advisory Council (60 parents)
STAKEHOLDER ENGAGEMENT

Key CSA Work Group Members
- City of Milwaukee
- MPS & MPS Foundation
- Edvest & TIAA CREF
- Greater Milwaukee Foundation
- United Way of Greater MKE & Waukesha
- Great Lakes Higher Education
- Journey House
- FDIC

Education & Policy
- UEDA and Financial Equity Group
- Bruce-Guadalupe Community School
- Milwaukee College Prep
- Seton Catholic Schools
- Community Advocates Public Policy Institute
- Urban Economic Development Association

Other Philanthropy
- Herb Kohl Philanthropies
- MATC Foundation
- Bradley Foundation
- Milwaukee Bucks Foundation
- Northwestern Mutual
- Wisconsin Philanthropy Network

Corporate & Civic
- Greater Milwaukee Committee
- MMAC
- M7

Regional/National
- Prosperity Now
- Upper Midwest CSA Coalition
PROGRAM GOALS

Goal 1: Increase educational attainment rates to ensure Milwaukee has a 21st century workforce positioned for greater economic mobility.

Goal 2: Improve the financial capability of participating children and their families.
KEY PROGRAM FEATURES

All Milwaukee K5 kindergarteners will have a CSA seeded at $25 (26,400 by end of 2020-21 school year)

- **Automatic Citywide Enrollment** – Children automatically enrolled, parents can opt out
- **No cost accounts** – City will work with Edvest to open master 529 account - 71% of large scale programs use 529 accounts
- **Rewards or Bonus Savings** – Program offers benchmark incentives to encourage student achievement (good attendance included)
- **Outreach and Engagement** – Program manager will conduct outreach to connect families to financial services
<table>
<thead>
<tr>
<th>Age</th>
<th>Children/Youth Services and Programs</th>
<th>Parents Services and Programs</th>
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<tbody>
<tr>
<td>Kindergarten</td>
<td>The Big Read</td>
<td>Organizations/Activities:</td>
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<tr>
<td></td>
<td>CSA SEED Programming</td>
<td>Financial Opportunity Centers (LISC)</td>
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<tr>
<td></td>
<td></td>
<td>• Journey House</td>
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<td>Elementary</td>
<td>Money Smart Week</td>
<td>• Riverworks</td>
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<tr>
<td>School</td>
<td>Teach Children to Save Day</td>
<td>• Milwaukee Jobs Work,</td>
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<td>• Milwaukee Urban League</td>
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<td>Goodwill Industries of SE WI</td>
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<td>Middle</td>
<td>Money Smart Week (Essay Contest)</td>
<td>GreenPath Financial Wellness</td>
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<td>School</td>
<td>Mapping Your Future</td>
<td>Money Smart Week Resource Guide</td>
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<td>Annual Free Tax Preparation Sites (VITA/EITC) available at:</td>
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<tr>
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<td>• Social Development Commission</td>
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<td>• Journey House</td>
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<td>• Riverworks</td>
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<td>Wisconsin Saves</td>
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<td>WWBIC/HACM Make Your Money Talk</td>
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<td></td>
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<td>YWCA Southeast Wisconsin</td>
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<tr>
<td>High School</td>
<td>Secure Futures</td>
<td>Online:</td>
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<td></td>
<td>Milwaukee Summer Earn &amp; Learn</td>
<td>Adventures in Education (AIE)</td>
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<td></td>
<td>Junior Achievement</td>
<td>FastWeb</td>
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<td></td>
<td>Asset Builders of America (investment clubs, money conference, FICB)</td>
<td>Mapping Your Future</td>
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<td></td>
<td>Online:</td>
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<tr>
<td></td>
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<td>Adventures in Education (AIE)</td>
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<td>FastWeb</td>
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<tr>
<td></td>
<td></td>
<td>Mapping Your Future</td>
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<tr>
<td>Post</td>
<td>Financial Opportunity Centers (LISC)</td>
<td>Online:</td>
</tr>
<tr>
<td>Secondary</td>
<td>Look Forward to Your Future (web)</td>
<td>Financial Literacy Teach It! (Parents section)</td>
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<td></td>
<td>Wisconsin Dept. Financial Institutions (DFI)</td>
<td>GreenPath Kids &amp; Money</td>
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<td></td>
<td>WI Student Loan Debt Task Force</td>
<td>Hands On Banking (modules for kids, teens, adults)</td>
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<td>MyMoney.Gov</td>
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INCENTIVE PROGRAM ROLL OUT

• Incentives will be phased in over time with a mix of public, charter and private schools (over 200 serve K5 students)

  Year 1 – 15 schools (7% of schools, 750 students)
  Year 2 – 50 more schools, 65 (30% of schools, 3380 students)
  Year 3 – 146 more schools, 211 (100% of schools, 26,400 students)

• Schools will be selected through RFP process

• Phased roll out allows for testing and refining incentive program with most motivated schools
MEASURING SUCCESS

Program success will be measured against set of short-, medium- and long-term outcomes that track progress toward program goals

<table>
<thead>
<tr>
<th>Outcome Measure</th>
<th>Data Source</th>
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<tbody>
<tr>
<td>Attendance rate</td>
<td>School Data/DPI WISEdash</td>
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<tr>
<td>Children with savings for college</td>
<td>Program database</td>
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<tr>
<td>Children and family postsecondary education expectations</td>
<td>Surveys of children and parents/guardians</td>
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<tr>
<td>High school graduation rate</td>
<td>School Data/DPI WISEdash</td>
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<tr>
<td>Postsecondary enrollment</td>
<td>National Student Clearinghouse/WI DPI</td>
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<tr>
<td>Postsecondary completion</td>
<td>National Student Clearinghouse</td>
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# BUDGET
## THREE YEAR SNAP SHOT

<table>
<thead>
<tr>
<th></th>
<th>Year One</th>
<th>Year Two</th>
<th>Year Three</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td><strong>Program Delivery</strong></td>
<td>$177,390</td>
<td>$179,657</td>
<td>$183,148</td>
<td>$540,195</td>
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<tr>
<td><strong>Seed Deposits</strong></td>
<td>$220,000</td>
<td>$220,000</td>
<td>$220,000</td>
<td>$660,000</td>
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<tr>
<td><strong>Benchmark Incentives</strong></td>
<td>$10,125</td>
<td>$43,095</td>
<td>$106,275</td>
<td>$159,495</td>
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<tr>
<td><strong>TOTALS</strong></td>
<td>$407,515</td>
<td>$442,752</td>
<td>$509,423</td>
<td>$1,359,690</td>
</tr>
</tbody>
</table>
KEY NEXT STEPS

• Continue onboarding schools and community partners
• Launch aggressive fundraising effort building off March 23 donors convening (invites to submit LOIs and proposals are coming in)
• Hire program manager
• Software selection
• Execute partnership agreements
• Enroll first cohort of kindergarteners and alert parents 2018/19 school year
• Implement public awareness campaign
FOR MORE INFORMATION

Please contact:

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