



# National League of Cities' Institute for Youth, Education, and Families

Municipal Leadership for Black Male Achievement:

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# National League of Cities (NLC)

- ◆ Oldest and largest national organization representing municipal governments throughout the United States
- ◆ Represents roughly 18,000 cities
  - ◆ Direct member cities – 1,600
  - ◆ 49 state municipal leagues
- ◆ Work with local elected officials from cities of all sizes and all parts of the country



## **NLC's Mission:**

*To strengthen and promote cities as centers of opportunity, leadership, and governance.*



# Institute for Youth, Education, and Families (YEF Institute)

- ◆ The Institute for Youth, Education, and Families (YEF Institute) is a special entity within the National League of Cities (NLC).
- ◆ In 2000, NLC launched the YEF Institute in recognition of the roles that mayors, city councilmembers, and other local leaders can play in strengthening families and improving outcomes for children and youth.

## **YEF Institute's Mission:**

*To help municipal leaders take action on behalf of children, youth, and families.*





# YEF Institute: Five Core Program Areas

## 1) Early Childhood Development

## 2) Education and Afterschool

- ◆ K-12 School Improvement
- ◆ Afterschool Programs
- ◆ High School Reform

## 3) Family Economic Success

- ◆ Asset Building
- ◆ Benefits for Working Families
- ◆ Transitional Jobs

## 4) Safety of Children and Youth

- ◆ Gang Prevention (in Youth Development)

## 5) Youth Development

- ◆ Disconnected Youth
- ◆ Obesity in Children and Youth
- ◆ Youth Leadership & Youth Participation in Municipal Government
- ◆ Youth Master Planning



# YEF Institute: Services for municipal officials

## ◆ **Guidance and assistance**

- ✓ **Technical assistance projects**
- ✓ **Leadership academies and trainings**
- ✓ **National Summit on Your City's Families**

## ◆ **Information on promising practices**

- ✓ **Action kits**
- ✓ **Audioconferences**
- ✓ **Research reports**

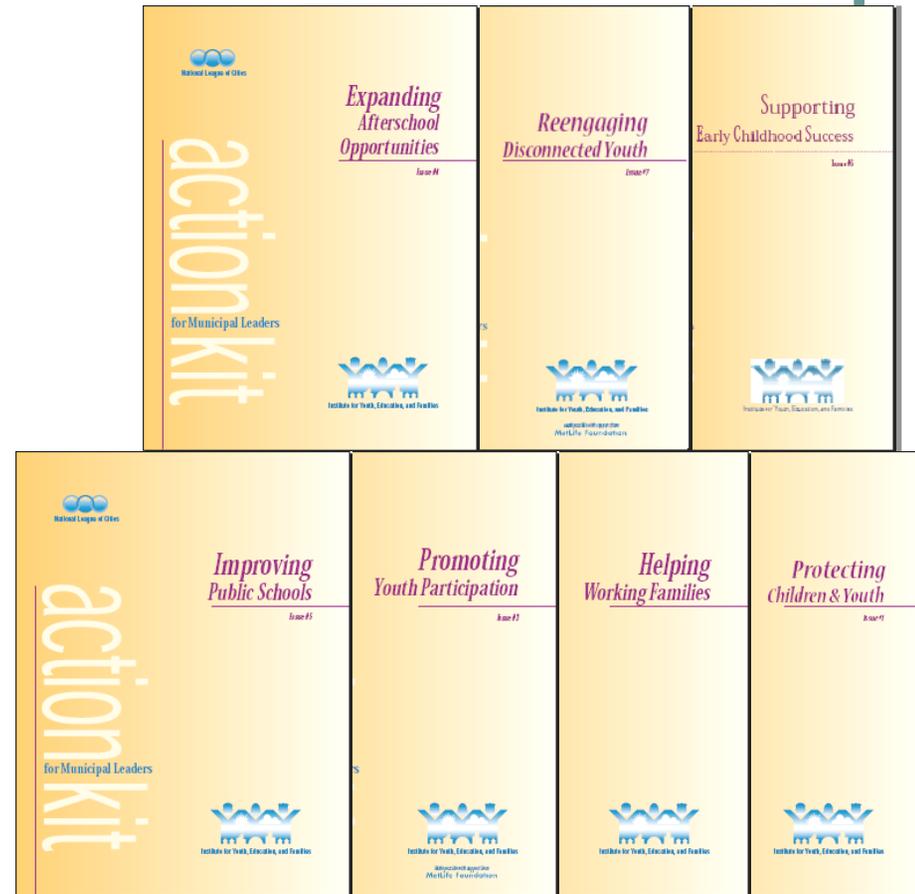
## ◆ **Networking opportunities**

- ✓ **Education Policy Advisors Network**
- ✓ **Early Care and Education City Network**
- ✓ **Afterschool Policy Advisors Network**
- ✓ **Municipal Network for Disconnected Youth**
- ✓ **Youth Participation Advisors Network**



# Action Kits

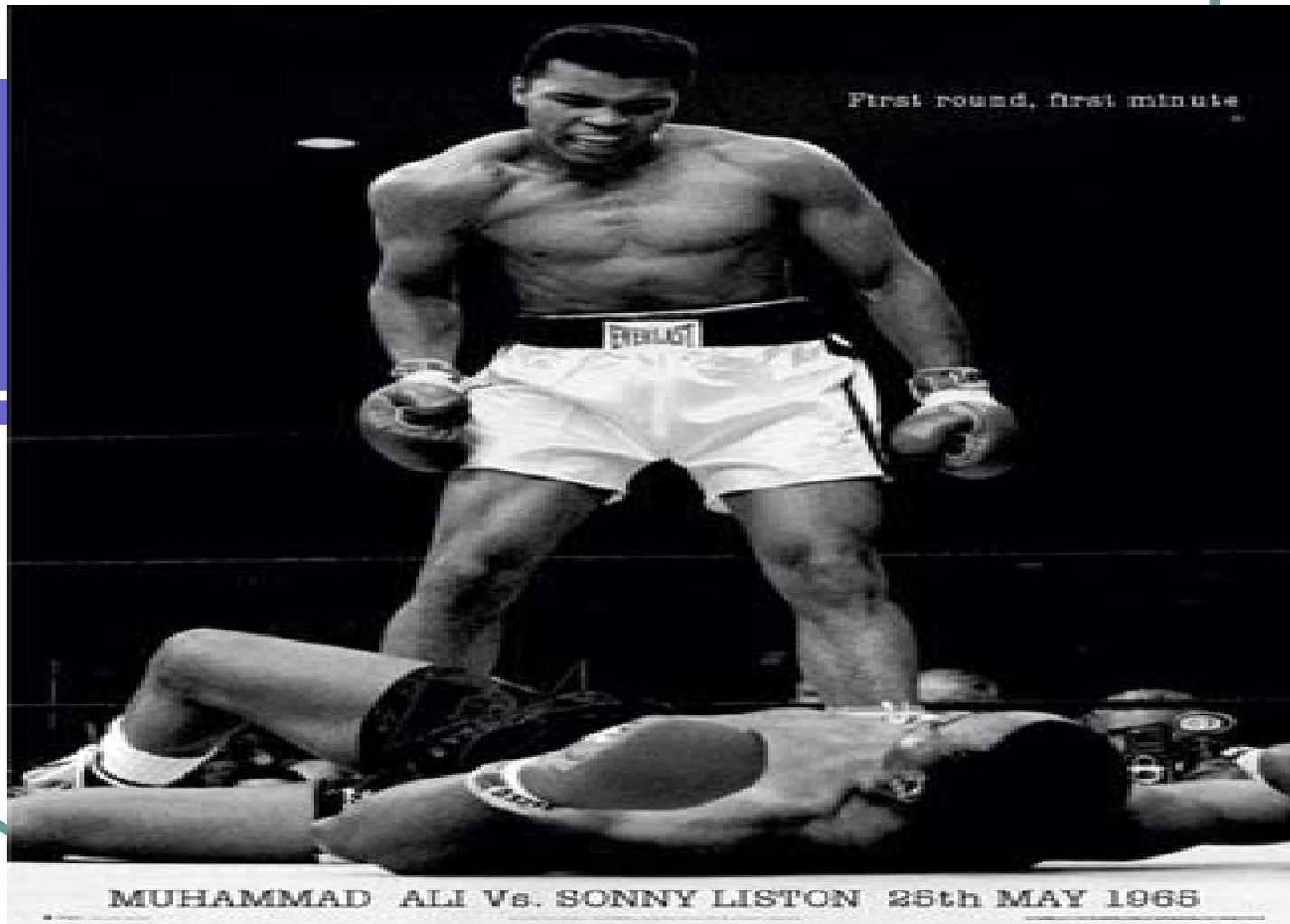
1. Protecting Children and Youth
2. Helping Working Families
3. Promoting Youth Participation
4. Expanding Afterschool Opportunities
5. Improving Public Schools
6. Supporting Early Childhood Success
7. Reengaging Disconnected Youth
8. Combating Childhood Obesity
9. Creating a Youth Master Plan





**THE  
POWER of  
MENTORSHIP**

# What Does Winning Look Like?



Campaign for Black Male Achievement



# CBMA 3 Buckets, 1 Pillar

- Increasing **Work** Opportunities
- Strengthening **Family** Structures
- Increasing **Educational** Equity

**STRENGTHEN THE FIELD**



# OSF Campaign Goals

- To strengthen low-income black families through responsible fatherhood initiatives, policy advocacy, and supporting efforts that lift barriers facing single mothers raising black boys.
- To ensure that black boys have the opportunity to excel academically, to prepare for college, and to learn skills essential to earning a living wage.
- To expand and ensure 21st century family supportive wage work opportunities for black males.
- To integrate strategic communications and arts & culture into CBMA's work across its three core areas to promote positive frames and messages about black men and boys.
- To serve as a catalyst in the field of philanthropy for leveraging additional private and public funds for the field of black male achievement.



# Place Matters!

- **Midwest**, with a focus on Chicago, Illinois and Milwaukee, Wisconsin;
- **Gulf Region**, with a focus on New Orleans, Louisiana and Jackson, Mississippi;
- **Mid-Atlantic**, with a focus on Baltimore, Maryland and Philadelphia, Pennsylvania.



# Race & Gender Matters Too!

- Asset-based Language about Black Men and Boys
- Community-Building Strategy, Inclusive of Women; LGBT Community
- Blend of Direct Service/Demonstration Projects & Policy Advocacy Investments



# Family Strategies

- Develop placed-based strategy for responsible fatherhood initiatives
- Fund advocacy to address the needs of single mothers
- Invest in advocacy to expand use of the Earned Income Tax Credit
- Invest in child support reform to account for non-custodial fathers, custodial mothers, and their children
- Help regional fatherhood groups access federal funding



# Family Impacts

- Adoption of balanced child support policies that forgive arrears and are scaled to take into account the father's earning power
- Expanded EITC access for non-custodial fathers who are up-to-date on their child support payments
- Strengthened capacity to exchange strategies and document best practices of emerging responsible fatherhood initiatives



# Education Strategies

- Invest in mentoring and other models that ensure school success and increase learning out of school and during the summer
- Invest in ongoing federal policy advocacy for educational reform
- Invest in technical assistance for organizations applying for funding through federal programs to ensure a focus on black male achievement
- Invest in the development of innovative education models



# Education Impacts

- 100,000 middle school youth matched with adult mentors by 2015
- Closing of achievement gap for black males in CBMA regions
- Increased high school graduation rates for black males in regions
- Decreased reliance on zero-tolerance school discipline policies in CBMA regions
- Strengthened network of school and community partnerships for improved educational outcomes



# Work Strategies

- Invest in placed-based school-to-work initiatives and workforce development opportunities for black males ages 16 to 24
- Invest in the development of workers' centers in targeted communities that can serve as models for national replication in CBMA's placed-based sites
- Leverage CBMA funding to increase federal investment in job training and workforce development programs.



# Work Impacts

- Decreased unemployment rates in CBMA regions
- More collaboration between immigrant and native-born low-wage workers to advance workers' rights
- Increased involvement of the Obama administration's Office of Urban Policy and the Department of Labor in developing urban work opportunity initiatives
- Replication of Los Angeles Black Worker Center model in 2-3 CBMA target states



# Strengthen the Field Investments

- Implement plan to meet the field's communications capacity needs
- Support efforts to challenge negative perceptions through media and social marketing campaigns, including youth-led initiatives bridging new media to organizing
- Lead and support affinity groups, convenings, and donor collaboratives
- Partner with corporate philanthropy to increase funding from the business community



# Strengthening the Field Impacts

- Increased capacity and sustainability for 25-30 organizations across the CBMA target states
- Increased number of partnerships with national and local funders to improve the image of black men and boys through a campaign-style communications effort
- Increased coordination and information exchange among local, state, regional, and national funders working on this issue



# CBMA High 5!

1. Keep BMB Crisis/Opportunity in National Discourse
2. Cultivate Philanthropic Partnerships
3. Measure & Promote What Works
4. Strengthen the Field through Leadership Organizational Development
5. Sustain the Campaign



# Creating a Local Action Plan: Five Key Components

**FORGING A COMMON  
VISION**

**ENGAGING ALL  
STAKEHOLDERS**

**DEVELOPING  
STRATEGIES**

**SHARING  
ACCOUNTABILITY**

**COORDINATING  
INFRASTRUCTURE**



# Action Plan Component: FORGING A COMMON VISION

Communities Need to Ensure That		
<i>throughout their developmental years</i>	<b>Age Groups</b>	Early childhood, High School, etc.
<i>and throughout their waking hours</i>	<b>Time</b>	During School, After School, etc.
All Children and Youth		
<i>need constant access to a range of services, supports and opportunities</i>	<b>Supports</b>	Basic Care, Relationships, etc.
<i>in the settings where they spend time</i>	<b>Settings</b>	Youth Organizations, Schools, etc.
<i>in ways that address challenges, strengthen skills and connections</i>	<b>Strategies</b>	Protection/Treatment, Prevention, etc.
<i>in order to be well-prepared for college, work and life</i>	<b>Outcomes</b>	Learning, Working, etc.
Achieve to Their Full Potential		
<i>and get additional supports, if needed.</i>	<b>Challenges</b>	Poverty, Race, etc.



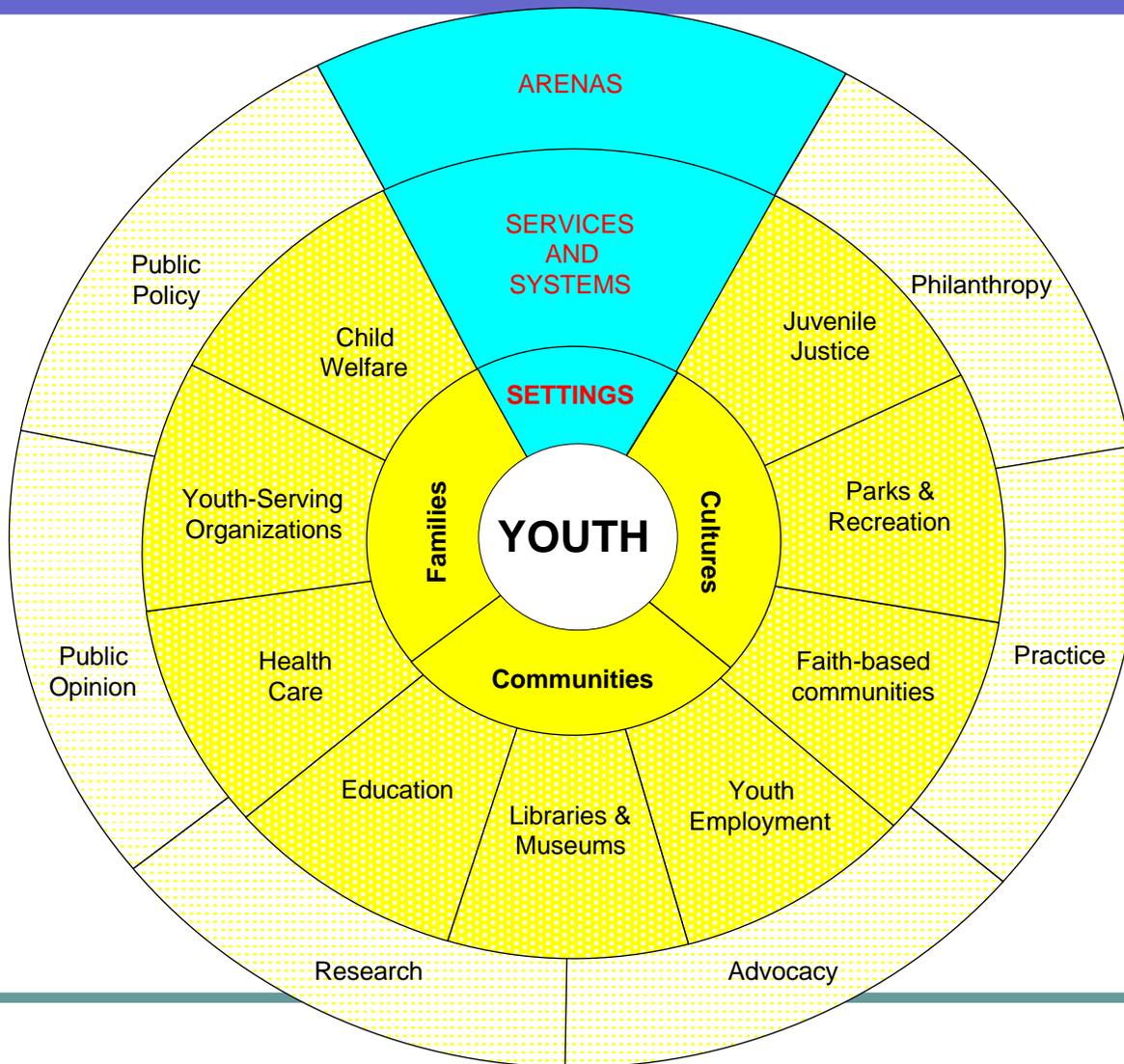
# 2025 Vision for Black Men & Boys: FORGING A COMMON VISION



*We envision a time when our public education system will truly provide a quality education to all children and youth where there is no gap in achievement between Black and White students. Schools will be supportive environments for learning for all students, and educators will see the potential and gift in Black Boys. All Black boys will graduate from high school and pursue educational opportunities and skills training beyond high school that enable them to achieve the “American dream.” Adults who have been victims of the old systems will have greater access to education and training options that can prepare them for new opportunities and lift them out of poverty.*



# Action Plan Component: ENGAGING ALL STAKEHOLDERS





# Action Plan Component:

## IMPLEMENT WELLNESS STRATEGIES

- Speak about strategies in a language shared and agreed upon by all stakeholders:
  - ✓ Range of Assets Youth Need
  - ✓ Set of Services, Supports and Opportunities
- ✓ Define a shared and comprehensive framework:
  - ✓ Education
  - ✓ Health
  - ✓ Fatherhood & Families
  - ✓ Employment & Wealth
  - ✓ Justice Rights, Responsibilities, and Opportunities
- Cross-systems coordination of services and alignment of policies





# Action Component: DEVELOPING STRATEGIES

*The National Research Council reinforced the need to support the development of a range of assets:*

- Physical development
  - e.g., health habits, risk management skills
- Intellectual development
  - e.g., life skills, vocational skills, school success, critical thinking, decision making, navigation
- Psychological and emotional development
  - e.g., good mental health, positive self-regard, self-regulation, coping skills, autonomy, time use
- Social development
  - e.g., connectedness, sense of place, attachment to pro-social institutions, navigate cultural contexts, commitment to civic engagement



# Action Component: DEVELOPING STRATEGIES

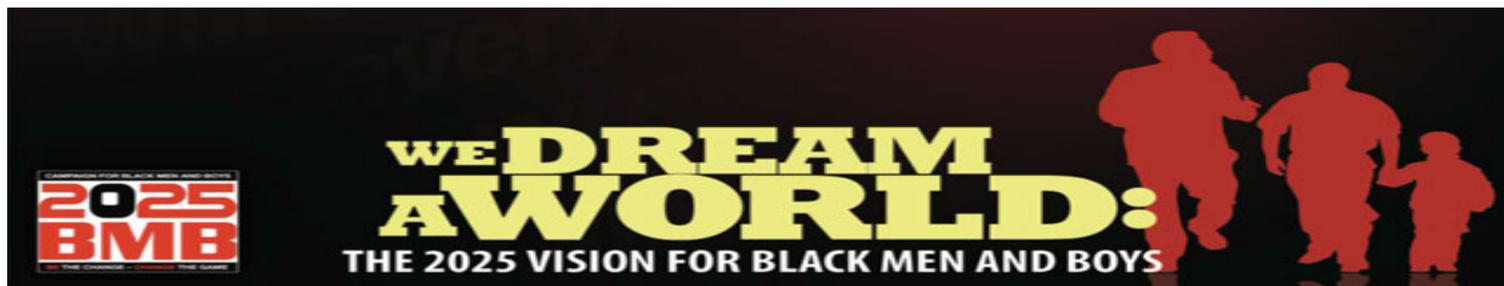
*NRC suggests a set of supports that teens need to have in the settings where they spend time that reflect*

- Physical and psychological safety
- Appropriate structure
- Supportive relationships
- Opportunities to belong
- Positive social norms
- Support for efficacy and mattering
- Opportunities for skill building
- Integration of family, school and community efforts



## Action Plan Component:

# IMPLEMENT WELLNESS STRATEGIES



- ✓ Assemble a broad range of strategies for black men and boys:
  - ✓ Education
  - ✓ Health
  - ✓ Fatherhood & Families
  - ✓ Employment & Wealth
  - ✓ Justice Rights, Responsibilities, and Opportunities
- ✓ Please visit: [www.bmb.org](http://www.bmb.org) for details on broad strategies



# Action Plan Component: DEVELOPING STRATEGIES

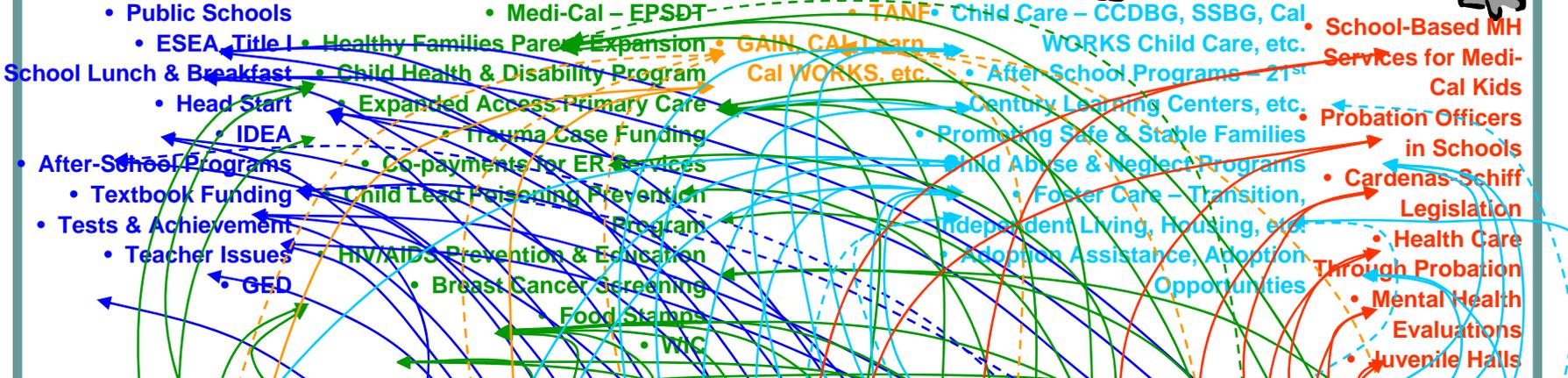
## Education

## Health & Food

## Social Services

## Child & Family Services

## Mental Health & Probation



Mom



Dad



9 year old



5 year old

Baby 1 1/2



Mom's sister

Boyfriend in trouble



## Leaders' roles – 5 Cs and a P

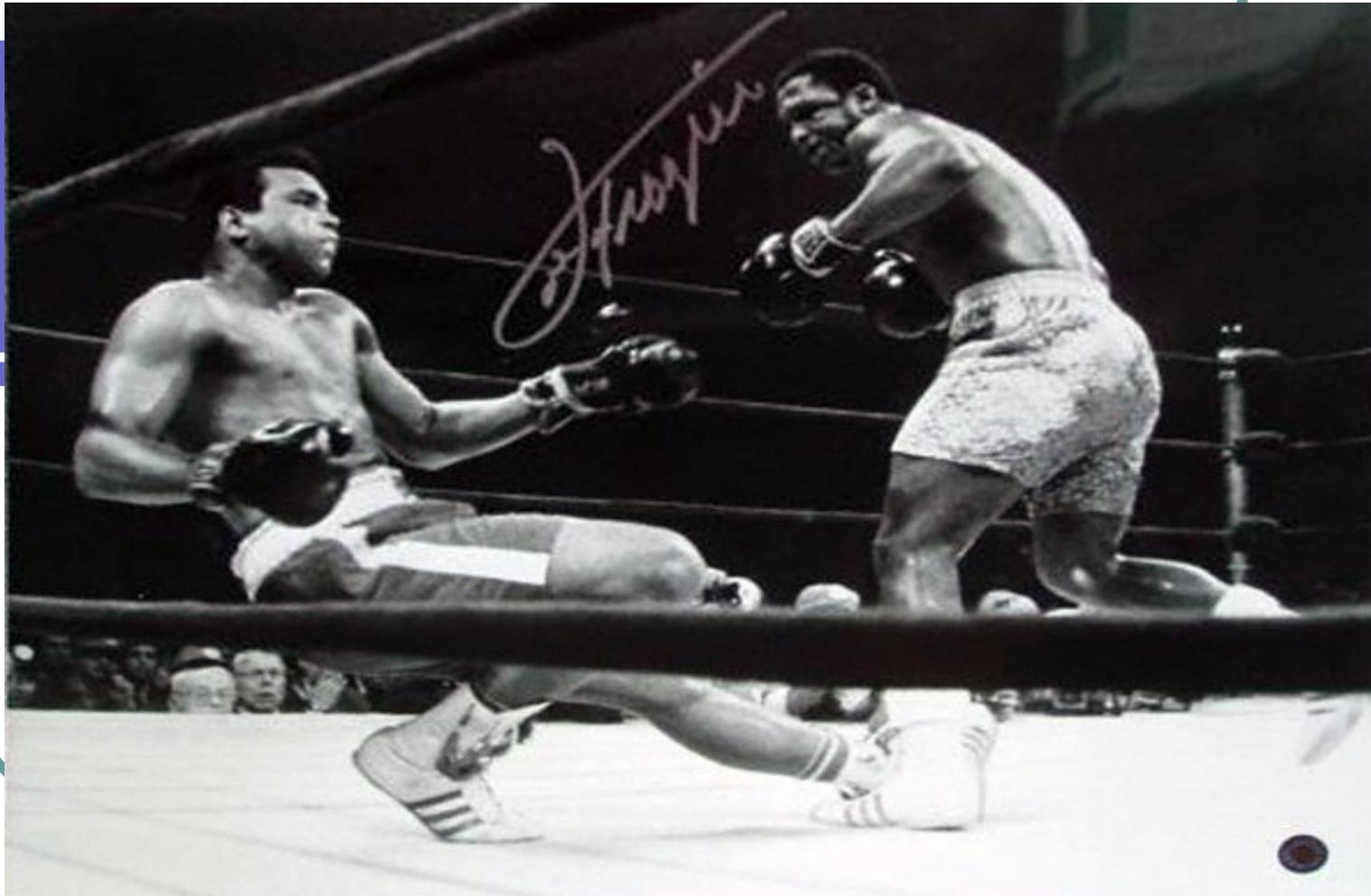
- Conceptualizing – vision
- Convening
- Commissioning – research, intermediaries
- Co-financing
- Cross-walking – with counties, school districts, foundations, businesses
- Promoting



# Where does a community start?

- Recruit leadership
- Convene stakeholders
- Assess strengths/needs
- Involve youth
- Use existing resources
- Build public awareness and support

# What Does Winning Look Like?



Campaign for Black Male Achievement



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