



“I Have A Dream” Milwaukee Progress Report

May 2019

Submitted by

Margaret Henningsen, Board Chair
Star Batton, Program Manager

“I Have A Dream” Milwaukee

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Mission

Our mission is to put every Dreamer on a path to succeed in college and beyond.

Vision

Our dream is a world where every child has equal access to educational and career opportunities that will ignite their innate potential.



Background and History

“I Have A Dream” Milwaukee is a unique affiliate of the “I Have a Dream” Foundation. The national parent organization was founded in 1981, when businessman Eugene M. Lang returned to his alma mater, P.S. 121 in East Harlem, to address the graduating sixth grade class. He intended to tell the students, “Work hard and you’ll succeed.” But on the way to the podium, the school principal told Lang that three-quarters of the school’s students

would probably never finish high school. The principal’s comment prompted Lang to make an impromptu change to his speech. Lang told the class about witnessing Dr. Martin Luther King Jr.’s famous “I Have a Dream” speech at the 1963 March on Washington. He urged the students to dream their own dreams and promised to do all he could to help them achieve their academic and career goals. He promised college tuition support to every sixth grader who stayed in high school and graduated. The results were truly amazing - 90% of those sixth graders graduated high school and 60% went on to college.

Lang’s impromptu promise sparked a national movement. Over 200 “I Have A Dream” programs have operated in 28 states, Washington, D.C., and New Zealand, together serving over 18,000 Dreamers.

“I Have A Dream” Milwaukee was launched in 2008 at Clarke Street School by Mayor Tom Barrett and other supporters including Margaret Henningsen, founder of Legacy Bank. After being approached by the national “I Have A Dream” Foundation in 2007,



Eugene M. Lang

both agreed that establishing an “I Have A Dream” Milwaukee chapter would be ideal. Other major supporters include the Brady Foundation and Ted and Mary Kellner. The Milwaukee chapter, like the national “I Have A Dream” Foundation, is a 501(c)(3) nonprofit.

“I Have A Dream” Milwaukee is the first and only “I Have A Dream” program in the state of Wisconsin. The program began with 1st and 2nd grade students and is currently serving nearly 40 high school juniors and seniors who are attending various high schools around the city. Nearly 20 Dreamers will be entering higher education institutions of their choice this fall.

Mr. Lang died at his home in Manhattan at the age of 98 on April 8, 2017, but his legacy will carry on for generations to come.

Program Description

“I Have A Dream” Milwaukee works to ensure that all young people, and especially those who need us the most, have the opportunity to pursue a higher education and reach their full potential. The program empowers children from low-income backgrounds to graduate from high school and further their education by equipping them with the skills and knowledge needed to succeed in college. It also offers college tuition support to remove financial barriers. By helping Dreamers to pursue a higher education, “I Have A Dream” Milwaukee is putting the students on a different academic and life trajectory, while having a broader impact on the student’s families and the generations that follow.

Unlike other “I Have A Dream” programs, Milwaukee chose to start the program in the earliest school years. It was designated as a pilot program by the national “I Have A Dream” Foundation. Rather than pre-selecting students based on high achievement and strong parental engagement, the program was open to all students in the 1st and 2nd grades at Clarke Street School. The goal was to plant seeds of hope in children and families from low-income households with low educational aspirations and improve educational outcomes of students at the school.

Clarke Street School was chosen because it is located in Metcalfe Park, a neighborhood in great need. At the time of the program launch:

- 97% of the school students were African American.
- 99% were eligible for free or reduced-price lunch.
- Only 46% of the third grade was proficient in reading, and only 32% were proficient in math.
- 71% lived in single parent, female-headed households with annual incomes of less than \$20,000.
- Nearly half of the residents were living below the poverty line.

In addition to college tuition assistance, “I Have A Dream” Milwaukee made a long-term commitment to provide Dreamers with resources needed to excel from the early years through college. Program supports include:

- Academic programming and tutoring
- Social and cultural enrichment
- Community service activities
- Life skills education and college preparation
- Career and job skills training awareness
- Mentoring and counseling
- Drug, crime and pregnancy prevention

The long-term, comprehensive approach of “I Have A Dream” Milwaukee is driven by the goal of college matriculation. A full-time program manager facilitates programming that reinforces the importance of academic achievement and cultivates the confidence and life skills needed to pursue a higher education and ambitious dreams. The program manager works with Dreamers after school, on the weekends, and over the summer. Students are also provided the opportunity to take part in college exploratory tours and “I Have A Dream” Foundation national conferences.

Through all of these efforts, Dreamers and their families also set the example for siblings and peers about the importance of higher education and becoming responsible, productive citizens.

Program Partners

“I Have A Dream” Milwaukee is supported by public and private sector partner organizations and individuals committed to helping children from low-income backgrounds overcome tremendous obstacles to achieve a higher education. To date, the program has garnered over \$1.5 million in investments to guarantee every Dreamer college tuition support and access to comprehensive, year-round tutoring, mentoring, and other social support services until they complete college.

In 2008, Mayor Tom Barrett and Margaret Henningsen successfully raised funds needed to provide college tuition support on a “last dollar” basis for every Dreamer (with prevailing in-state tuition rates serving as the minimum baseline guarantee). “I Have A Dream” Milwaukee scholarships help to fill gaps left after private scholarships, federal financial aid and other grants are in place.

Efforts to support annual program operations have been ongoing. The annual program operations budget has averaged \$100-\$125K annually, and includes funding to support a program manager. Past and current donors include:

- Legacy Bank
- City of Milwaukee
- Herzfeld Foundation
- Brady Foundation
- Milwaukee Public Schools
- Weiss Foundation
- Ted and Mary Kellner
- Betty Brinn Foundation
- ManpowerGroup

“I Have A Dream” Milwaukee has received significant administrative support from the Boys and Girls Club of Greater Milwaukee (BGCGM) over the last several years. The BGCGM has been serving as the program’s fiscal agent since 2012. The BGCGM also shares space and resources including a centralized location for services such as academic support workshops and events. During school programming, staff provides facilitated weekly workshops & activities open to all Dreamers and their families. Workshops pertain to topics related to academic success, career exploration, financial literacy, college admissions, scholarships, academic writing, character/leadership, as well as, career development, and service learning projects.

“I Have A Dream” Milwaukee’s current board members include:

Margaret Henningsen, *Retired, Board Chair*
Daniel Milbeck, *GE Healthcare*
Kathryn Campbell, *Johnson Controls Inc.*
Mary Kellner, *Kelben Foundation*

Active honorary participants include representatives from the City of Milwaukee Department of Administration, Brady Corporation, and Boys and Girls Clubs of Greater Milwaukee.

Program Participants

For the past eleven years, “I Have A Dream” Milwaukee has sought to empower every Dreamer to dream big and be the best they can be. Our Dreamers are now high school juniors and seniors attending various Milwaukee area high schools.

“I Have A Dream” Milwaukee is making a difference by:

- Fostering the expectation of college
- Ensuring academic readiness
- Cultivating Dreamer’s ongoing leadership
- Empowering Dreamers and their families
- Creating a context for success

“I Have A Dream” Milwaukee will be providing ongoing annual “last dollar” scholarship awards to nearly 20 Dreamers who will be graduating from high school this 2018-19 school year and have been accepted to attend various institutions of higher education this fall. “Last dollar” is defined as the scholarship commitment that is based on the average cost of four years of in-state (using the State of Wisconsin) tuition at an accredited college or university of choice. Based on current in-state rates, the anticipated scholarship award for each student will be \$9,588 annually (for up to 4 years). The Program/Sponsor/Parent Agreement is attached and provides detailed information about what is required of “I Have A Dream” Milwaukee as well as parents and Dreamers during their college experience.





During the 2019-2020 school year, “I Have A Dream” Milwaukee’s program manager will strive to interact with every Dreamer that will be attending college this fall. Following is the list of colleges Dreamers are currently planning to attend this fall:

Albany State University

Alverno College

Arizona State University

Dillard University

Drake University

Florida Memorial University

Grand Canyon State

Howard University

Marian University

Milwaukee Area Technical College

North Carolina Central University

Smith College

University of Wisconsin – La Crosse

University of Wisconsin – Whitewater

The program manager will assist nearly 20 other Dreamers who will soon complete their junior year of high school and enter their senior year this fall with college planning and preparation. These Dreamers are on track to attend college in the fall of 2020-2021.

Challenges

“I Have A Dream” Milwaukee is proud of its successes, but like many programs has faced challenges since its inception in 2008. The program started with approximately 80 Dreamers. There are many reasons why Dreamer retention has been an issue. For instance, several families relocated to other areas outside of the city without providing the program manager with updated contact information. Also, high incidents of crime around Clarke Street School including the tragic shooting of a young girl at the school playground led some families to enroll their children at other schools and opt out of the program because they did not want their children attending activities at the school. While we are proud of our efforts to retain as many Dreamers as possible, a program spanning over 10 years will have some natural attrition.

In addition to this attrition, several years into the program, “I Have A Dream” Milwaukee’s board members and college tuition funders made a tough strategic decision to drop certain materially noncompliant students whose performance and attendance did not meet reasonable standards. Rigorous attempts were made to help bring noncompliant Dreamers into compliance including mailings and home visits. For instance, families were repeatedly reminded that they were required to share report cards and sign annual agreements outlining program requirements. Likewise, Dreamers were repeatedly reminded of the requirement to actively participate in mandatory college readiness and other programming (except in instances where they had a valid excuse) – activities that are designed to demonstrate that students have the discipline needed to pursue a higher education and handle the rigors after being admitted. In addition to being offered additional academic support services such as mentoring, tutoring, and counseling, these students were offered transportation services.

“I Have A Dream” Milwaukee is proud to be providing annual scholarship awards to nearly 40 Dreamers who are on a path to attend college this fall and in the fall of 2020. Likewise, we are pleased that remaining college tuition investment dollars are being used by our investors to support other low-income youth consistent with the program’s mission and target population, many who are Boys and Girls Clubs of Greater Milwaukee program participants.

Conclusion

In 2008, “I Have A Dream” Milwaukee identified a need for youth development support services for students. The board has reached the conclusion that the program was a worthy investment despite the program’s challenges.

Unlike a number of college readiness programs that hand pick students and tout amazing outcomes, the program took an untraditional approach and chose not to cherry pick students who are almost certain to succeed even without the program. The program was open to the entire 1st and 2nd grade class at Clarke Street School including those who resided in households with low educational attainment and low educational aspirations.

Since its inception, “I Have A Dream” Milwaukee has operated under the premise that all of our children matter and are worth investing in and especially those who are living on the margin of society, face multiple disadvantages, and are excluded from full participation in all that life has to offer.

Clearly, programs like “I Have A Dream” Milwaukee come with challenges, but the members of the “I Have A Dream” Milwaukee board stand firm in our belief that we should never play it safe or give up on any of our children just for the sake of numbers, and the fact that we have almost 40 Dreamers preparing for a college education demonstrates the value the program has brought.

“Nothing you do will ever go to waste. The ripple effects can be beyond imagination.”

~ Eugene Lang



Program/Dreamer/Parent Agreement

The Program

The objective of the “I Have a Dream” Foundation - Milwaukee (also noted as “IHADF-MKE”) is to inspire and motivate students (the “Dreamers”) to do all things necessary, both personal and educational, to complete high school and to pursue education beyond high school to the highest level possible for each Dreamer. The Sponsors of IHADF-MKE will provide tuition assistance to a college, funded on a “last-dollar” basis (as defined below) that considers other financial resources, to those Dreamers who realize their full potential. This program is about:

- giving the Dreamers their long-term growth and development.
- the Parents/Guardians giving their time and attention, and the Sponsors providing funding and support, because they believe our young people are our most precious resource.

Sponsor’s Commitment

The Sponsors of this program enthusiastically commit themselves to the following activities:

- Provide ongoing support to work with your Dreamers;
- Work with Dreamers from the time of adoption into IHADF-MKE throughout their high school and college years;
- Provide the operational funding-contributions to cover the annual operating expenses of IHADF – MKE programming and the necessary tuition assistance for each Dreamer.
- Give their time and to enlist the support of others to provide mentoring, tutoring, personal discussions, and activity support for the growth and development of each Dreamer.

Dreamers who graduate from high school are eligible for a “last-dollar” tuition-assistance scholarship from the IHADF-MKE, commencing on the year following their high school graduation year. “Last dollar” tuition is hereby defined as, and the scholarship commitment is based on, the average cost of four years of in-state (using the State of Wisconsin) tuition at an accredited College/University of your choice. Sponsor may consider providing assistance to cover alternative direct operational costs if tuition is covered, and the Sponsor may consider modifications to the tuition assistance in the event a hardship occurs, all at Sponsor’s sole discretion.

As of May 1, 2019, the “last dollar” tuition assistance is determined to be **\$9588** per full school year in college scholarship money, which will be dispersed directly to the selected college or university on a per semester basis or as otherwise agreed to with the selected college or university (and not

provided directly to the Dreamer or Parent), as long as the Dreamer remains in good standing with the program and remains enrolled in such institution, and the Parents and Dreamers meet the commitments set forth in this Agreement.

Please initial here to confirm the Sponsor's Commitment and your understanding of the "last dollar" tuition definition: _____

A Dreamer may be placed on a *probationary contract* or *removed from the program*, and will become ineligible for the tuition-assistance scholarship, if he or she fails to meet the commitments set forth below, including attendance in IHADF-MKE mandatory programming curriculum, does not comply with the listed college experience standards, or does not reasonably meet behavior expectations fitting a representative of the Dreamer program.

Dreamer's Commitment

1. "I Have a Dream"* will succeed only to the extent that each Dreamer commits himself or herself to the educational challenge. Anything less than total commitment to education at each step along the way will make the realization of the goal more difficult. Therefore, each Dreamer has made the following commitment related to their Dreamer experience:
2. I will attend Monthly meetings & workshops as they are mandatory. I understand that if I cannot be there due to a reasonable cause it is my responsibility to alert the IHAD staff to reschedule a one on one meeting.
3. I will work hard to learn well, recognizing that a good education will open opportunities for me to enjoy my life to the fullest.
4. I will respect myself by exhibiting what it means to be a leader. I will respect my school and my teachers because I can reach my goal only with their help and support.
5. I will dedicate the time and effort to take full advantage of the educational opportunities I have in school and in the "I Have a Dream"* Program.
6. I will be a responsible student and a responsible citizen, recognizing that certain tasks, rules and directions are necessary for the long-term benefit of me and of all Dreamers and other students.
7. I will faithfully participate in the Dreamer Programs and its activities.
8. I will always be conscious that being a Dreamer means committing myself to be the best I can be.
9. I will inform any then-current Program Manager in a timely, if I am unable to attend mandatory meetings via phone or email.
10. I will comply with any agreed-to Participant Agreement.

In addition, specific to the college experience, the Dreamer agrees to:

1. Meet with IHADF-MKE staff at least once per semester, regardless of school status, via phone, in-person or video.
2. As a rising college freshman, participate in the I Have a Dream Foundation - Milwaukee Summer Emergence Experience.
3. Participate, as required, in IHADF-MKE workshops to support academic, personal and career goals during semester breaks
4. Promptly update IHADF-MKE regarding any changes in collegian status.
5. Apply for other scholarships, internship and career exploration opportunities throughout college experience (*If eligible).
6. Dreamers must attend an accredited 2-year or 4-year college or university.
7. Dreamers must submit a transcript at the end of each academic term, regardless of scholarship eligibility.
8. Dreamers must submit an academic plan detailing courses including a graduation timeline by the end of your freshman year of college.
9. Dreamers must be registered for at least 12 credits for each semester to receive tuition assistance/ discretionary funds, as well as, Bursar's office documentation of balance due.
10. First year/Freshmen Dreamers must maintain a cumulative GPA of at least 2.75.
11. Second year and older Dreamers must maintain a cumulative GPA of at least a 2.75.
12. I Have A Dream Foundation - Milwaukee will not award summer/winter session financial awards.

If the Dreamer becomes a Pipeline Dreamer, as defined below, during their college experience, the following shall apply:

1. A Pipeline Dreamer is defined as a Dreamer who is not currently enrolled in school but wishes to re-enroll. Every Pipeline Dreamer must meet with IHADF-MKE staff at least once during the semester to create an action plan to enroll in or return to school and to discuss progress on the goals.
2. Additional communication (phone calls, emails, or meetings) may be required depending on the action plan. Students are required to communicate in a timely fashion and meet action plan deadlines.
3. Pipeline Dreamers are required to enroll or re-enroll in college within one year (academic year) from the time they withdrew from college.

4. Failure to attend a scheduled appointment with IHADF-MKE staff will result in a warning letter. More than one missed appointment may result in loss of last dollar tuition assistance or removal from the program.
5. Pipeline students cannot be out of school longer than two semesters.
6. IHADF-MKE retains full discretion as to the terms, conditions, and rules by which a Pipeline Dreamer will be provided tuition assistance, or the extent by which the Pipeline Dreamer will be re-admitted to the program.

The Dreamers hereby acknowledge that they understand the Collegian Program Eligibility and College Scholarship Disbursement Guidelines as stated above. Dreamer understands that signature serves as permission for IHADF-MKE staff to verify my school status and collegiate persistence utilizing the National Student Clearinghouse, an online database, or another information database utilized by IHADF-MKE staff, even if I am removed from IHADF-MKE. Dreamer understands that failure to meet the criteria could result in permanent removal of program enrollment and loss of remaining college tuition assistance or discretionary funds.

Parent/Guardian Commitment

As parents, we recognize that we have a vital role in helping our children grow, mature, and learn. Their success is our success. We therefore pledge that we will provide the environment for them to study and learn; encourage them to study and be responsive in school; assist them when they stumble; motivate them in their quest for higher levels of learning; and dream some of their dreams.

IHADDF-MKE Parental Expectations

1. I will attend Parent meetings (two per school year) as they are mandatory. I understand that if I cannot be there due to a reasonable cause it is my responsibility to alert the IHAD staff to reschedule a one on one meeting.
2. I will take the time and effort to support my Dreamer; monitoring his/her homework and correcting negative behaviors by working with the IHAD-Milwaukee Staff. In addition, I am committed to be a visible parent participating in school events and attending Parent Teacher Conferences.
3. I will submit all reports cards as this will maintain my Dreamers eligibility to receive the tuition assistance.
4. I will treat all Dreamers, Parent/Guardian(s) of participants with respect.
5. I will inform any then-current Program Manager in a timely if I am unable to attend mandatory parent meetings.
6. I will comply with any agreed-to Participant Agreement.

A Mutual Commitment

As members of the “I Have a Dream”® Program, we commit ourselves to work together, play together, dream together, and achieve together to make completing high school and attending college and graduating from college a reality. Together our dreams can come true!! This agreement replaces all prior commitment agreements previous presented by I Have Dream Foundation – Milwaukee.

The following Agreement sets forth the terms and conditions of the I Have A Dream Foundation-Milwaukee Program. This Agreement supersedes and replaces all other prior Agreements, as it sets forth the updated terms and conditions in anticipation of the Dreamer’s upcoming college experience. If Dreamer has not executed below, Parent/Guardian’s signature below binds Dreamer to this Agreement, as if Dreamer has also executed this Agreement.

IHAD Staff: _____ Date: _____

Parent/Guardian Signature: _____ Date: _____

Dreamer Signature: _____ Date: _____