



# Fund My Future Milwaukee

Milwaukee Children's Savings Account Initiative

Charter School Review Committee

April 17, 2018



# WHAT ARE CSAs?

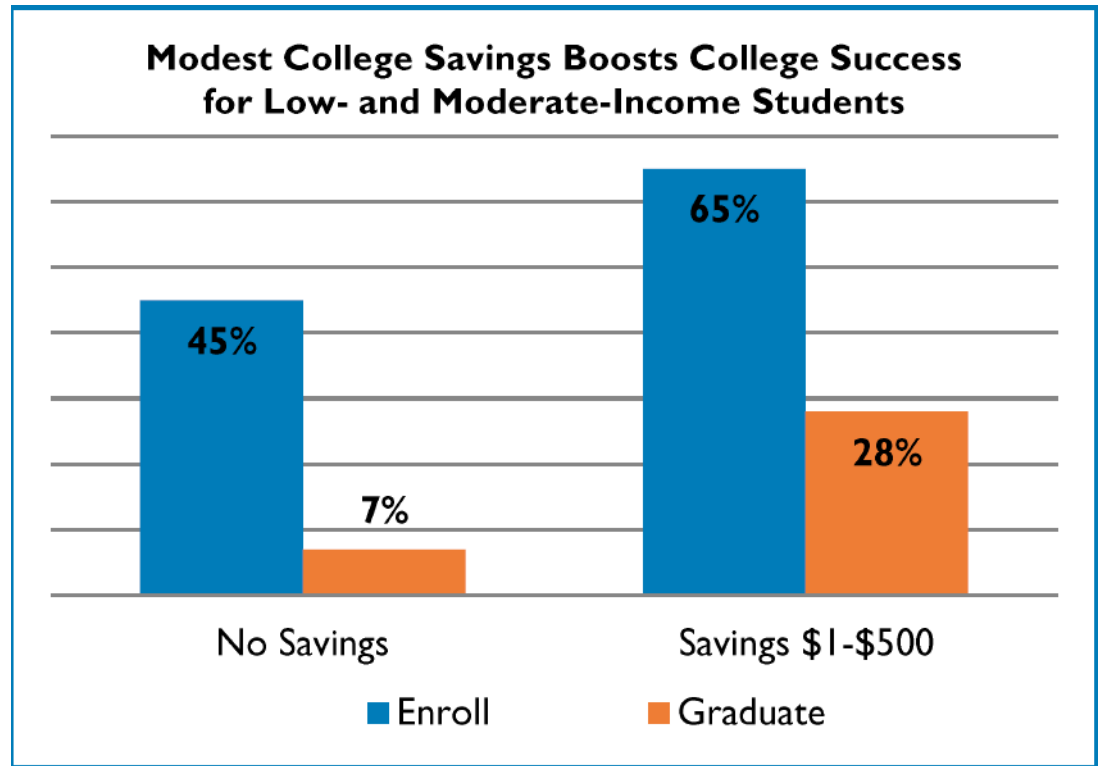
CSA programs help children ages 0-18 - especially low-income youth - save for their future, and all have three defining features

- **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*

# PROGRAM GOALS

**Goal 1:** Increase educational attainment rates to ensure Milwaukee has a 21<sup>st</sup> 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



# 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

Outcome Measure	Data Source
Attendance rate	School Data/DPI WISEdash
Children with savings for college	Program database
Children and family postsecondary education expectations	Surveys of children and parents/guardians
High school graduation rate	School Data/DPI WISEdash
Postsecondary enrollment	National Student Clearinghouse/WI DPI
Postsecondary completion	National Student Clearinghouse



# KEY NEXT STEPS

- Continue onboarding schools and community partners (follow with participants who attended March donors/community stakeholder forums hosted by GMF and United Way)
- Continue completing grant submissions
- Launch aggressive fundraising effort
- Hire program manager
- Software selection
- Execute partnership agreements
- Enroll first cohort of kindergarteners and alert parents
- Implement public awareness campaign

