

overview

DESCRIPTION: Dallas County is in the midst of a dropout crisis, with nearly half of all Hispanic students dropping out of high school. If the trend doesn't change now, we will find our community with an unskilled and uneducated workforce. The Concilio's Parents Advocating for Student Excellence (PASE) program addresses this crisis by increasing parent engagement, which is often lacking due to cultural barriers. Parent involvement is a significant factor contributing to higher grades, test scores and graduation rates. Through PASE, parents of pre-K-12 students learn how to navigate the school system, how to improve their student's performance in the classroom and what steps to take so their student can achieve high school and post-secondary education. As a demonstration of the value they place on PASE, participating schools pay fees amounting to approximately 50% of the program costs. PASE aspires to create a time in North Texas when students from every family graduate from high school ready for college and the workforce.

INVESTMENT OPPORTUNITY: The PASE program is seeking \$700,000 over the next three years to expand into seven additional school districts in North Texas.

NEED FOR CHANGE

A financially stable and educated Hispanic community equals a financially stable and educated Dallas community.

- 38% of Dallas County's population is Hispanic, a number that will rise to 70% by 2040.
- For every 100 Hispanic students who enter 9th grade in Dallas County, only 51 will graduate from high school, only 21 will enter college and only two will graduate from college.
- Many Hispanic parents are not actively involved in their student's education because of unfamiliarity with the Texas educational system, language barriers and/or cultural traditions from their countries of origin, which inhibit engaging directly with the schools.
- Each high school dropout costs taxpayers approximately \$292,000 in additional government services over the course of their lifetime. Dallas County taxpayers will pay \$2.74 billion for dropouts from the Class of 2009, and that is just for one class.

OPPORTUNITY FOR SOCIAL IMPACT

Studies show parent engagement leads to higher grades and graduation rates, as well as greater enrollment in post-secondary education. The PASE program uses The Concilio's experience with the Hispanic community combined with deep relationships with public schools to deliver its parental engagement curriculum.

- Impacted the educational success of over 10,000 students in the last eight years through PASE program completion by over 5,000 parents.
- Based on a survey of over 2,100 parents who completed the PASE program since its inception:
 - 90.2% of their students graduated from high school, and
 - 78.0% entered post-secondary education.
- Over the next three years, PASE plans to expand to seven new school districts and continue offering programs in Dallas ISD and Plano ISD, impacting 18,000 additional students. If 90.2% of these students graduate from high school, it will save taxpayers \$4.74 billion in dropout costs.

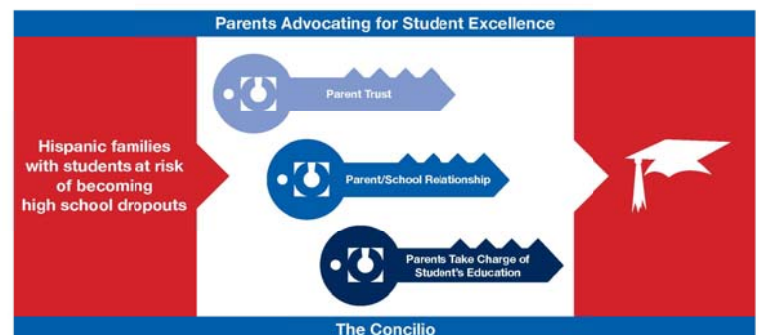
SOCIAL INNOVATION IN ACTION – INVOLVED PARENTS LEAD TO ACADEMIC SUCCESS

PASE uses three key components to increase parental engagement in their student's education and improve those students' academic achievement:

1. PARENT TRUST: Former Concilio parents reach out to new parents once a school is selected. Through culturally-appropriate personal outreach techniques, the experienced parents are able to share their successes and gain the trust of new parents to embrace the PASE program.

2. PARENT/SCHOOL RELATIONSHIP: The interaction between the parents and the school changes during the 9-week course which emphasizes the importance of parent engagement in their student's education. It provides parents with information, tools and practice needed to navigate the school system and embrace their role as partners with principals and teachers.

3. PARENTS TAKE CHARGE OF STUDENT'S EDUCATION: Parents now have the skills, knowledge and experience to engage the principal and teachers in conversations about their student's education. They recognize their role and take responsibility for guiding their student through the school system and their academic future. Parents also have the opportunity to participate in additional curricula such as Leadership, Life After High School, and College Day (a trip to a local college).



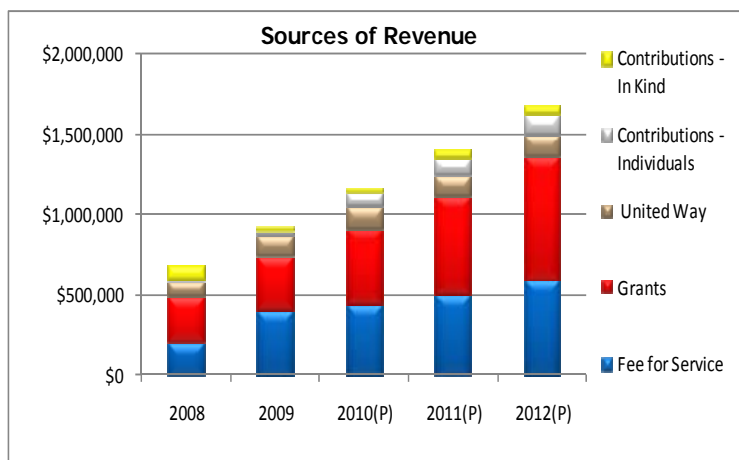
FINANCIAL SUSTAINABILITY

Over the next three years, PASE is seeking an investment of \$700,000 to increase the number of school partnerships from 39 to 71 in 2012 and to serve thousands more parents and students.

Total revenue for the PASE program is projected to increase by 80% over the next three years. Revenues will increase in:

- Fee for service by 45%, from \$414,000 to \$600,000 by increasing the number of schools served.
- Individual contributions by 200%, from \$41,000 to \$125,000 through a rigorous individual donor campaign.
- Grants from foundations and corporations by 127%, from \$336,000 to \$765,000 through building targeted relationships.

In addition, the Texas Education Agency has designated funding for parent involvement that should be available to fund a portion of the PASE Program in the future.



GOALS AND PERFORMANCE MEASUREMENT

PROGRAM AND ORGANIZATIONAL HEALTH: Below is a summary of the key measures PASE will track to demonstrate progress, capture lessons learned and make course corrections as needed.

	FY 2009	FY 2010 (P)	FY 2011 (P)	FY 2012 (P)
Program Performance				
Number of parents completing the 9-week PASE program	1,995	2,495	2,998	3,600
Number of students served	3,990	4,990	5,996	7,200
Number of school partnerships	39	49	59	71
Number of school districts	2	4	7	9
Organizational Health/Capacity Building				
Update and copyright The Concilio's curriculum	---	Development	Implementation	Implemented
Grow individual donor base	\$41,000	\$83,000	\$100,000	\$125,000
Total revenue	\$932,593	\$1.2 million	\$1.4 million	\$1.7 million

SOCIAL IMPACT: Currently, The Concilio uses the metrics below to measure PASE's impact on families.

Behavioral Indicators	% of PASE Participants	High School Completion	Rate
Parents read to their student	75%	PASE students from 2002-2009	90.2%
Parents met with their student's teacher	49%	Dallas County Hispanic students	51.0%
Parents attended a PTA Meeting	35%		

invest

Ways to Invest: Financial

- \$100,000 Add one new school district (four schools) to participate in PASE Program
- \$ 25,000 Sustain one school within existing school district participating in PASE Program
- \$ 5,000 College Day - field trip to a local college or university
- \$ 1,000 Instructor to teach one nine-week PASE course

Ways to Invest: In-kind

- Printing of parent binders containing weekly lessons
- Light catering services for parents and students during weekly classes
- Transportation for College Days
- Web updates to reflect weekly activity in PASE Program