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# District Partnership Program

FALL 2021

Dear District Leaders,

Thank you for your interest in the OneGoal District Partnership Program. We're thrilled to discuss the opportunity to collaborate in ways that will dramatically improve post-secondary outcomes in your community. Today, the average young person in an under-resourced traditional public high school receives about 38 minutes of post-secondary advising per year. This is simply not enough. **The OneGoal program doubles this advisement from the first day of implementation**, ensuring that over two years, students are explicitly taught the landscape of post-secondary education as a subject matter.

Nearly 12 years ago, OneGoal began as a small after-school program in Chicago, IL. With a group of brilliant and committed students, we set out to prove that it is indeed possible to change the life trajectory of students with a late-adolescent intervention that is both low-cost and high-impact; that with the right supports, middle- to low-performing students (GPA between 2.0-2.7) from low-income districts can succeed in college. Since its founding, OneGoal has grown to reach more than 17,000 Fellows (students) across six regions: Chicago, New York City, Houston, parts of Massachusetts, Metro Atlanta, and the Bay Area. **OneGoal students enroll seamlessly into post-secondary institutions at a rate of 86% and persist in a postsecondary path one year later at a rate of 76%**. These rates reflect the transformative experience young people are having by participating in our program.

The District Partnership Program provides an opportunity to be one of the first school districts in the country to experience never-before-seen postsecondary outcomes for your students. By working closely with OneGoal to integrate a one-stop solution to system-wide post-secondary success, participating schools receive (1) a standards- and research-based post-secondary curriculum that is culturally relevant and responsive to the whole child, (2) teacher professional development that redistributes the responsibility of preparing students for post-secondary success beyond overburdened guidance counselors, and (3) real-time analytics that identify whether students are on- or off-track to post-secondary success beginning their Junior year.

We are excited to partner with you in the coming years to broaden our reach and enroll every Junior/Senior in your community in the OneGoal program! The following pages outline our model, what you might expect as a partner, and the process of becoming a OneGoal district partner.

We look forward to learning about your district's work in the post-secondary space and how we can work together to further advance your vision!

Sincerely,  
Patty Diaz-Andrade  
Chief Impact Officer

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## Why OneGoal?

**“ The landscape of higher education is a subject matter that must be explicitly taught to first-generation students.”**

CARA Policy Brief  
2020

Students from low- and high-income communities aspire to complete their postsecondary education at similar rates, but those from low-income communities—the majority of whom are students of color—face enormous systemic barriers to earn their degrees, an injustice made worse by COVID-19. As a result, hundreds of thousands of young people transition to adulthood without the skills, experiences, and credentials needed to build careers and lives of their choosing. **Only 22% of students from low-income communities earn a postsecondary degree (bachelor's and/or associate), compared to 67% of their peers from high-income areas.**

OneGoal addresses the depth and breadth of the problem by focusing on three pivotal transitional years from high school through the first year of college, while working in close partnership with districts, high schools and postsecondary institutions. We partner with high schools in low-income communities to ensure college and postsecondary planning, preparation, and support aren't treated as extracurricular activities, but as integral components of the high school experience for *all* students.

## What Differentiates Us

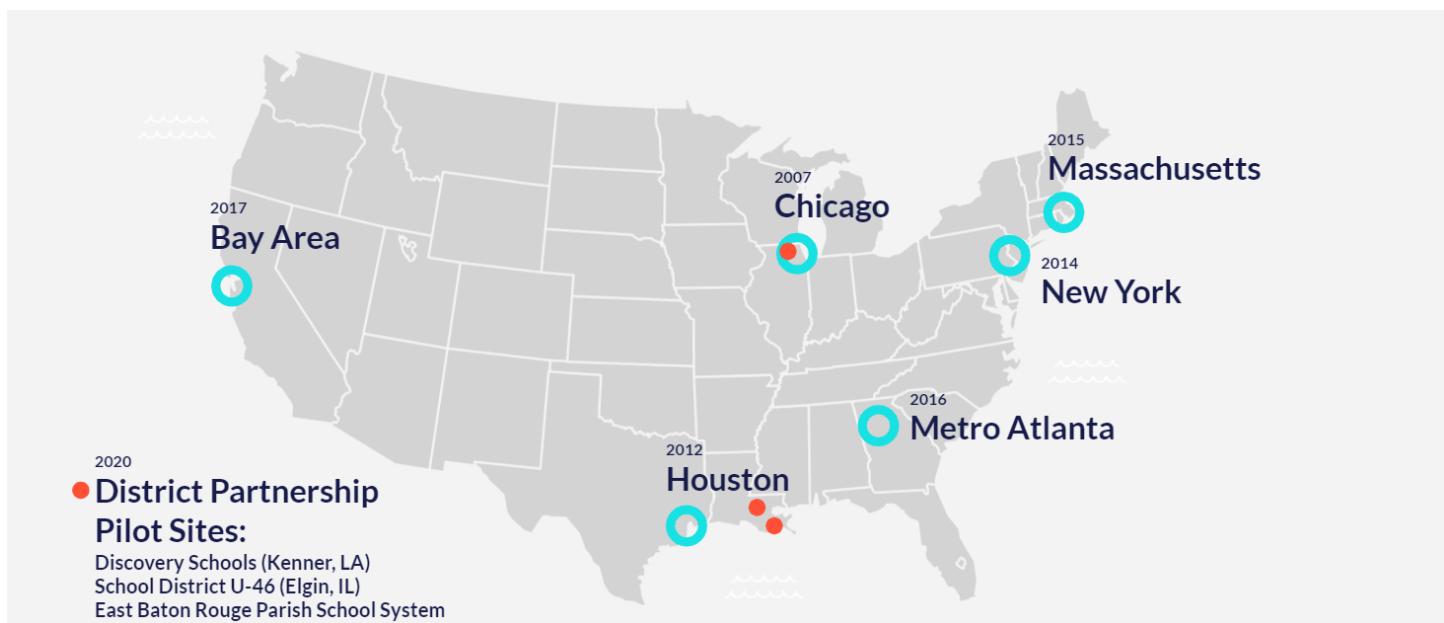
- We are a comprehensive and research-based program that addresses critical barriers to a student's successful completion of a postsecondary degree, those of which include:
  - Students having access to rigorous mentorships and caring relationships with adults
  - Making “smart” post-secondary decision rooted in good matches
  - Receiving support in the transition from high school to post-secondary, directly addressing summer melt
  - Dedicated time rooted in culturally-responsive pedagogy to understanding the post-secondary landscape and connecting that knowledge to individual interests,
  - Access to real-time analytics that immediately inform key adults when students are off-track toward post-secondary success as early as Junior year in high school.
- The program is offered to all students - there is no minimum requirement OR application processes
- The partnership re-distributes the responsibility of advising young people to and through postsecondary from just guidance counselors or a small number of post-secondary success experts to many more adults/teachers within a district

Rather than creating “patch solutions” for students in schools -for example, a partnership for summer melt, a separate partnership for financial aid support, and yet another partnership for mentorship - OneGoal is the one-stop solution that school leaders need to minimize redundancy and maximize the time invested in managing post-secondary strategy.

Moreover, a OneGoal partnership ensures that the skills needed to advise young people to post-secondary success are built within every partner school, and not continuously brought in through external vendors/partnerships.

### History and Impact

OneGoal has grown from a small afterschool program serving just 32 students in Chicago to a nationwide movement enrolling some 12,500 students in six communities and an additional 250 students at our pilot sites by the end of the 2020/21 school year.



### Our Impact

Across these six communities, 86% of OneGoal students seamlessly enroll in a post-secondary institution during the fall following senior year and graduation. Of those who enroll, 76% persist into a second year.

In 2020, OneGoal launched the District Partnership Program, aimed at delivering the OneGoal program at a greater scale than historically achieved. The program launched in East Baton Rouge, Louisiana, Kenner Discovery High School in New Orleans, LA, and Elgin U-46, outside of Chicago, IL.

## The District Partnership Program

Today, the average high school counselor-to-student ratio is 464:1. This typically translates to only 38 minutes of advising for high school seniors in low-income communities. This is not nearly enough. Imagine if more students in your district felt affirmed, engaged and supported in reaching their college and career aspirations! That's the power of OneGoal's District Partnership Program.

The District Partnership Program (DPP) ensures consistency in postsecondary support across all participating district high schools by utilizing the same curriculum, tools, training, and supports to accelerate and improve students' post-secondary journeys. To ensure this consistency, the program is anchored in three key components of a robust and holistic advising program:

- Student Post-Secondary Curriculum
- Teacher Training and Professional Development
- Analytics

Educators are equipped with the training and tools to equitably support all students' postsecondary pathways and complement the existing systems.

What to Expect		
Professional Learning	Analytical Tools	Robust Curriculum
<ul style="list-style-type: none"><li>- Interactive training on curriculum and data tools, building expertise in postsecondary</li><li>- A train-the-trainer model that equips school leaders (Assistant Principals &amp; Counselors) to effectively coach and provide tailored support to OneGoal teachers</li></ul>	<ul style="list-style-type: none"><li>- Early warning indicator system to direct educators to high-impact actions</li><li>- School and classroom level reports to help monitor progress towards goals</li></ul>	<ul style="list-style-type: none"><li>- Culturally relevant content focused on students' identities and interests as well as postsecondary milestones</li><li>- Embedded instructional materials, lesson plans and supplementary resources to help teachers facilitate the curriculum</li></ul>

## The Program Model | Student and Teacher Knowledge Building

OneGoal starts as a credit-bearing class during students' junior and senior years of high school. During Junior year, students understand their identities and connect that understanding to the local post-secondary landscape. Then, in Senior year, students spend the bulk of their time completing the tactical steps of applying to post-secondary programs, completing financial aid applications/processes, and subsequently making the decision to enroll in the right institution for them. Students then continue to receive mentorship and support during the first year of post-secondary education.

The OneGoal course is typically taught by an existing teacher or other adult (e.g., guidance counselor) in the building during the regular school day as an elective or during an advisory period.

**Upon completion of the OneGoal program, students will be able to:**

- Connect their personal interests/aspirations to post-secondary pathways that are “best fit” and ensure high levels of success
- Successfully transition from high school to their chosen post-secondary pathways
- Successfully persist in their post-secondary pathways by leveraging a network of champions and key socio-emotional skills

**Annual Student Goals and Benchmarks**

Junior Year	Senior Year	First Year of Post-Secondary
<ul style="list-style-type: none"> <li>— Established regular advising with OneGoal teacher</li> <li>— Established regular engagement about postsecondary goals with a personal Champion</li> <li>— Identified 1 or more career paths of interest</li> <li>— Identified multiple postsecondary programs of interest</li> <li>— Completed a Financial Plan to support postsecondary goals</li> <li>— Identify and achieve academic goals</li> <li>— Complete standardized test needed for postsecondary program entry</li> </ul>	<ul style="list-style-type: none"> <li>— Continued investment in mentorship spaces with teacher and personal champion</li> <li>— Finalized list of postsecondary programs to apply to</li> <li>— Complete applications to each postsecondary program</li> <li>— Complete FAFSA or equivalent</li> <li>— Complete financial plan</li> <li>— Complete academic plan</li> <li>— Make enrollment decision</li> <li>— Complete summer transition plan</li> </ul>	<ul style="list-style-type: none"> <li>— Establish mentorship connection(s) at postsecondary program</li> <li>— Complete FAFSA or equivalent for second year of post-secondary pathway</li> <li>— Regular assessment of leading indicators that include attendance, credit accumulation, engagement with professors/adults in their community</li> </ul>

**Educator Professional Learning**

Through OneGoal’s professional learning series, Site Directors and OneGoal teachers (Program Directors) receive training on OneGoal’s curriculum and data tools, and become postsecondary advising experts in their community. Specifically, participants can expect to:

- Develop deep knowledge and expertise in the post-secondary space, including understanding the local postsecondary landscape, effective student list-building, and the components of postsecondary enrollment processes
- Become post-secondary leaders in their schools, advancing a school’s investment in post-secondary work
- Execute effective postsecondary advising conversations to ensure that students receive adequate, sustained, and meaningful 1-1 supports

- Align key strategic actions to data analysis, informed through OneGoal analytics
- Become part of a national network of OneGoal teachers and Site Directors, actively invested in transforming post-secondary supports in their communities (this includes participating in an annual summer training)

Educators can expect monthly professional learning sessions delivered virtually. Site Directors also receive monthly 1:1 coaching sessions with OneGoal **to help them effectively coach and provide tailored support to OneGoal teachers.** Additionally, OneGoal provides supplementary resources and tools that further strengthen participating teachers' postsecondary advising skills.

Though a teacher's course load is not increased because the OneGoal course is taught in place of (not in addition to) a typical course connected to a participating teacher, OneGoal recommends that school leaders provide additional funding/stipends to support teachers' participation in the program during the professional learning sessions.

OneGoal estimates a total time commitment (outside of the in-school class and associated prep period) to be:

- 30-40 hours of annual professional learning
- 30-40 hours of annual 1:1 coaching support

### Analytics

To ensure that teachers and students have the most relevant information that directly impacts post-secondary success, OneGoal monitors data associated with the following critical questions:

1. Are students strengthening their competitiveness in the post-secondary space by improving key selection criteria like GPA, SAT score, etc?
2. Are students enrolling in high-quality match programs/institutions that have high success rates with low-income, first-generation students and are aligned to students' aspirations, interests, and values?
3. Do students feel supported by a caring adult to persist through their post-secondary choices?
4. Are they receiving adequate and timely advising?
5. Are students persisting in their post-secondary choices?
6. Do students understand the financial costs and benefits of their postsecondary pathways?

OneGoal staff regularly collect data on and monitor:

<ul style="list-style-type: none"><li>▪ GPA growth</li><li>▪ SAT/ACT growth</li><li>▪ Match</li></ul>	<ul style="list-style-type: none"><li>▪ Submission of post-secondary applications (2-year, 4-year or certification programs)</li><li>▪ FAFSA completion</li></ul>	<ul style="list-style-type: none"><li>▪ Seamless Enrollment</li><li>▪ Persistence</li><li>▪ Completion</li></ul>
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In partnership with district leaders, OneGoal works with key staff to execute a Data Sharing Agreement that ensures we collect, analyze, and report data in compliance with FERPA regulations. This data and associated analyses allow OneGoal and school partners to understand:

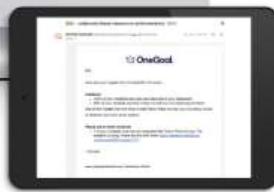
- Program implementation successes and challenges,
- Student content mastery,
- Student's path to post-secondary success via on-track indicator analyses.

Participating schools and districts have access to a real-time dashboard that provides high-level insight into the student and teacher experiences during each program year.

**Fellow Milestone View**



**Program Director View**



**Program Director  
Early Alert**

## Becoming a District Partner

### Requirements + Commitments

To become a OneGoal District partner, schools and districts must meet the following requirements:

1. A student demographic population that is aligned with OneGoal's mission to close the degree divide in America
  - 50%+ FRPL or ED students
  - Sizeable population of first generation college enrollees
  - Significant gaps in post-secondary enrollment/attainment between groups of students, most likely by FRPL status
2. School districts have stated post-secondary goals
3. School districts have a strong desire to build their own post-secondary support capabilities/capacity
4. School districts and schools have resources to invest in prioritizing post-secondary strategy system-wide

To ensure that the program is accessible to most students in the district, at scale, schools must also commit to:

- Integrating the OneGoal course into participating high school's master schedule and enrolling the requisite number of students
- Allocating the staff resources/capacity to successfully deliver the OneGoal program
  - Site Director - one person per high-school; this is the person who will lead OneGoal program implementation and support/coach OneGoal teachers and is OneGoal's primary point of contact at each school. This individual is typically an Assistant Principal or Lead Counselor
  - OneGoal teachers - typically one per OneGoal class; however, some schools will assign two OneGoal classes to a single teacher. This teacher is already a staff member in the school and the OneGoal class is a part of their overall teaching course load
- Participating in OneGoal quarterly partnership update meetings to assess progress to goal and ensure mutual benefit

### Partnership Costs

The cost of partnering with OneGoal is \$300/student/year, in addition to the staff needs outlined above. This cost includes:

- Access to post-secondary curriculum, rooted in Culturally Responsive Pedagogy
- Training to Site Directors and teachers
- Robust analytics that leverage student-level data to understand each student's path to post-secondary success and overall program health
- District advisement and support to understand the system levers available via the OneGoal partnership to significantly advance post-secondary strategies

Payment to OneGoal is typically completed in October of the partnership launch year, and OneGoal's program is aligned to Title I, II, and IV funding.

## Leveraging ESSA Funds to bring OneGoal to your school

OneGoal Components	Title I Improving basic programs operated by state and local educational agencies	Title II Preparing, training and recruiting high-quality teachers, principals, or other school leaders	Title IV 21st Century Schools
Culturally Responsive Curriculum	✓	✓	✓
Teacher Training and Professional Development		✓	✓
Preparation for Postsecondary Success (College and Career)	✓		✓
Data Analytics to Drive Evidence Based Improvements		✓	
Student-Facing Blended + Digital Learning Platforms that Prepare Students for a Tech World		✓	✓

### Timeline

In pursuit of Fall 2021 partners, OneGoal's key actions and deadlines include:

#### Partner Recruitment

OneGoal engages in interest conversations with potential partners >> District Partner Interest Form sent to OneGoal at [partner@onegoalgraduation.org](mailto:partner@onegoalgraduation.org) >> OneGoal engages in learning conversations with interested partners, to further flesh out partnership goals >> **OneGoal announces Fall 2021 partners!**

#### Partner Onboarding

Schools identify Site Directors and teachers; Site Directors receive implementation training >> School staff (Site Directors and teachers) receive first training to understand OneGoal program >> School staff participate in on-site OneGoal launch/training

## District Partner Interest Form

**Please note: In order to complete this form, please email us at [partner@onegoalgraduation.org](mailto:partner@onegoalgraduation.org) to receive an editable copy.**

Interested District (Full Name)	
Name of primary contact at the district	
Title of primary contact at the district	
Email	
Phone Number	

1. Please describe your district's vision for postsecondary success. Include where you are seeing bright spots vs. opportunities for continued growth.

2. Who are current external post-secondary partners that you/your schools work with? Please include strengths of these partnerships and areas where you would like to see improvements.

3. How do you believe a partnership with OneGoal would strengthen your post-secondary work? Please include how you might align the OneGoal partnership with existing partners/work.

4. Are there specific high schools in your district that come to mind as potential OneGoal partner sites?
  - a. Why do you think these would be good fit partners?
  - b. Do you believe these schools are able to commit the staffing needs (teachers and Site Director) to effectively implement the program? Please explain.
  - c. Do these schools have a designated master scheduler? When do they typically begin their master scheduling and student enrollment process for the next school year?

5. Are there any opportunities to connect OneGoal with graduation or funding requirements in your district?

6. Do you have early thoughts on how you would fund the OneGoal program in these schools? Please include your thinking re: number of students with which you'd want to launch, and how that would grow over time.

7. What questions do you have for OneGoal?



## FAQs

### Has OneGoal made any adjustments to its model because of COVID-19? What has been your response?

The OneGoal program is designed to be delivered in-person, via a hybrid model, or 100% virtual. Students access the OneGoal content via an LMS platform that ensures students track their progress toward key annual benchmarks. In addition, we work closely with OneGoal teachers to ensure students are receiving meaningful 1-1 advising whether they are attending class in-person or remotely.

### Who is currently participating in the OneGoal District Partnership Program?

OneGoal currently exists in six regions: New York City, Chicago, Metro Atlanta, the Bay Area, Houston, and Massachusetts. Additionally, three districts currently participate in the District Partnership Program (DPP), with approximately 250 students enrolled in the program. Our district partners are:

Discovery Charter Schools  
(Kenner, LA)

East Baton Rouge Parish School System  
(Baton Rouge, LA)

School District U-46  
(Elgin, IL)

### What is OneGoal's selection criteria for choosing a district partner?

OneGoal is committed to selecting partners that align with our mission to provide equal opportunities for all students. The criteria is as follows:

- Student demographic population that is aligned with OneGoal's mission to close the degree divide in America
  - 50%+ FRPL or ED students
  - Sizeable population of first generation college enrollees
  - Significant gaps in post-secondary enrollment/attainment between groups of students, most likely by FRPL status
- School districts have stated Post-Secondary goals
- School districts have a strong desire to build their own post-secondary support capabilities/capacity
- School districts and schools have resources to invest in prioritizing post-secondary strategy system-wide

### Will there be a limit to the number of districts OneGoal partners with for Fall 2021?

Though we do not have a maximum number of districts in mind for the Fall 2021 partnership program, we will ideally partner with 2-4 districts. We will utilize the selection criteria listed above to understand the "right" number that ensures high quality partnerships leading to improved student outcomes over the long-term.

### How will teachers be selected for the program?

OneGoal works collaboratively with school leaders to identify teachers invested in the postsecondary advising process. Ideally, those teachers also want to continue to build their school's postsecondary capacity through a leadership role. OneGoal partners with school leaders to ensure potential candidates teach OneGoal as a part of, not in addition to, their overall teaching course load.

OneGoal shares job descriptions and other related resources with school leaders to help them select an individual with strengths that align to the content and structure of the OneGoal model. Specifically, OneGoal seeks to select teachers that (1) display a strong commitment to closing the degree divide, (2) have strong emotional intelligence that allows them to effectively mentor students, and (3) have a track-record of supporting students who are typically first-gen and low-income to succeed in high school and beyond.

#### **What are potential funding streams that partners can access to support this program?**

\*OneGoal's program is aligned to Title I, II, and IV funding. Additionally, OneGoal is happy to work with local district/state leadership to identify local funding opportunities at the onset of the program to support initial launch.

#### **How are you different/similar to AVID or other similar post-secondary, in-school programs?**

OneGoal has a unique approach that sets us apart from other college readiness programs.

<b>All Students</b>	There is no application process. Any Junior year student who can fit OneGoal into their master schedule can participate in the program.
<b>Many Pathways</b>	OneGoal supports students' multiple aspirations, ensuring a successful transition to a 4- or 2-year college, or a high quality market relevant credential program. Some students may decide to join the military but we still believe that the information provided via the OneGoal program is valuable to all students.
<b>Analytics</b>	OneGoal provides three analytic tools to support program effectiveness: <ul style="list-style-type: none"> <li>- <b>Student Journey Map</b> - an interactive online "map" that allows students to understand their progress against key annual milestones that are proven to ensure post-secondary success</li> <li>- <b>Teacher Dashboard</b> - a real-time data reporting system that provides educators with classroom metrics to monitor student-level engagement and milestone completion</li> <li>- <b>Weekly Early Alerts</b> - data-informed insights sent to students and teachers in real-time ensuring that key actions are taken to support students' progress throughout the OneGoal program</li> </ul>
<b>Whole Child Curriculum</b>	OneGoal's curriculum is rooted in culturally relevant pedagogy, with a focus on not just knowledge acquisition but also the continued refinement of socio-emotional skills that are critical for post-secondary success.
<b>World-Class Teacher Professional Development</b>	Teachers participate in a robust coaching program that ensures they become post-secondary experts in their communities; in some cases, participating teachers receive professional development credits. OneGoal works with district/state leadership to align the OneGoal training program to PD requirements.
<b>Tech-flexible Model</b>	OneGoal provides a flexible model that can be delivered in-person, online or through a hybrid structure. Students can set their own pace and track progress, freeing educators to offer differentiated coaching and supports.

#### **Who is typically a Site Director?**

A Site Director is typically an Assistant Principal or Lead Counselor within the school. Generally one person per high school, this is the individual who will lead the OneGoal program implementation, support/coach OneGoal teachers, and is OneGoal's

primary point of contact at each school. In some instances, OneGoal would consider allowing a OneGoal teacher to also be a Site Director, but this would require the school's support to ensure the teacher has time in the day to both deliver the OneGoal course and serve as a OneGoal Site Director in addition to his/her primary responsibilities.

**How many students must be enrolled in the first year to launch?**

At minimum, we request two cohorts (50 students) to launch the program in your community but preference is given to districts/schools interested in exploring the path to a "whole school/system" model.

## Diversity, Equity + Inclusion Commitment

OneGoal is committed to building an organization that seeks and embraces diversity, actively pursues equity and fosters an environment of inclusion. Our commitment stems from an understanding of historic injustice and an unwavering belief that differences in perspectives, experiences, and identities ultimately get us closer to our vision and lead to stronger teams and better organizational performance. We value diversity across multiple dimensions, including but not limited to race, ethnicity, socioeconomic background, sexual orientation, religious beliefs, gender identity, disability status, and age. We additionally recognize and act on the impact of intersectionality because we understand that individuals may be further impacted by oppression when their identities overlap a number of marginalized groups. We live out this commitment by driving toward our organizational diversity, equity and inclusion aspirations:

- **Diverse representation at all levels.** We recognize that, in order to close the degree divide, we need the perspective of those who share the same racial/ethnic background, socio-economic status and/or first-generation college status of our Fellows across the organization.
- **All staff members have an equitable, engaging, and rewarding experience while working at OneGoal.** Staff bring their whole selves to work because the organization operates in ways that values people and allows them to show up authentically every day.
- **Policies and procedures that meet the needs of all staff members.** OneGoal consistently analyzes our policies and procedures to ensure that we are responsive and flexible to meeting the needs of all our staff members considering the intersection of racial, cultural, ethnic, gender, sexual orientation, and ability identities.
- **Staff members are developing a Liberatory Consciousness.** Our staff will engage in the ongoing work of developing a liberatory consciousness so that we can become increasingly more culturally competent and critically conscious. We are committed to seeking justice and eliminating systemic oppression.
- **An anti-racist journey.** We are on a journey to becoming an anti-racist organization so that we can tackle the systems that prevent our Fellows from having the real opportunity to achieve their highest potential.