



The Big Lift 2016 Impact Report

Venture. Transform. Succeed.



Major Funders

Major Partners

- County of San Mateo
- San Mateo County Office of Education
- Silicon Valley Community Foundation
- Bay Area Discovery Museum
- BELL – Building Educated Leaders for Life
- Harvard Kennedy School
- In Class Today
- ParentPowered
- Raising a Reader
- San Mateo Country Libraries

We want all our kids to get the right start.

In San Mateo County, only 55% of our kids read proficiently by third grade.

The Big Lift will give our low income kids who are struggling the early boosts they need to read and succeed: quality preschool, inspiring summers, and family engagement in supporting reading and regular school attendance.

The Big Lift is a public-private partnership that has grown to 300+ organizations working together and has raised over \$24 million in 4 years.

We are up and running in seven San Mateo County communities with below average reading scores and high capacity to address the challenge.

This report describes our impact to date.

The Big Lift is one of the most ambitious projects San Mateo County has ever undertaken.

With the support of the Board of Supervisors, Silicon Valley Community Foundation, the San Mateo County Office of Education, and local residents, we are helping all our kids read proficiently by third grade.

#LiftWithUs

Carole Groom
Board of Supervisors
San Mateo County

Anne Campbell
Superintendent of Schools
San Mateo County

Erica Wood
Chief Community Impact Officer
Silicon Valley Community Foundation

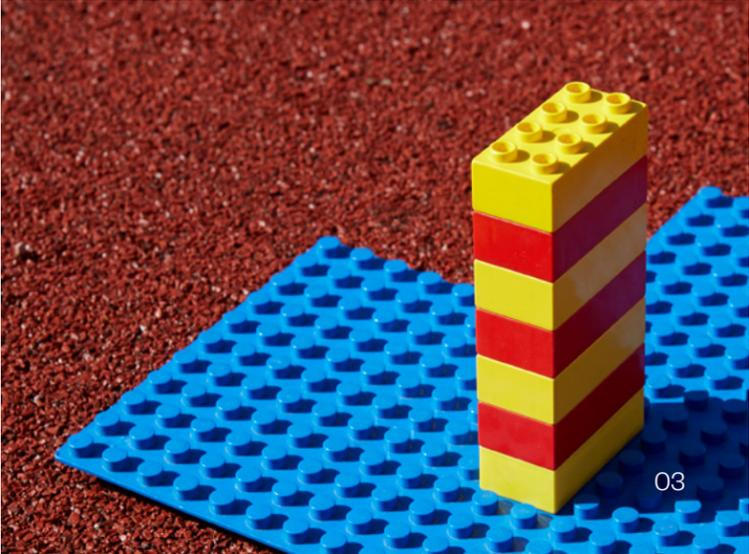
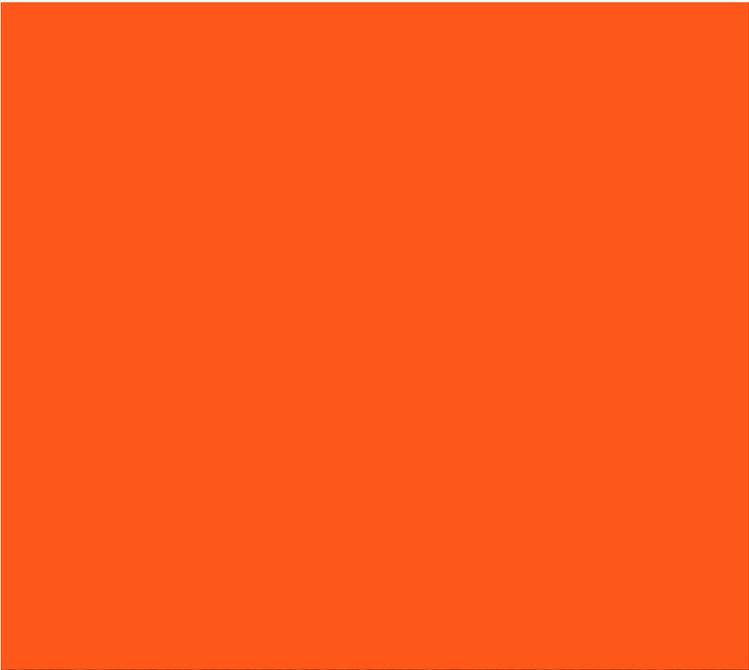


7

communities in San Mateo County, supported by

300+

organizations county-wide.



928 kids attended quality preschool in 2016.

55%

of kids received developmental screening for learning challenges.

145

preschool teachers attended 5 professional development workshops each.

Result

Big Lift kids scored higher on kindergarten readiness than demographically similar kids who did not attend preschool, at a statistically significant level.

1,928 kids are attending our preschool program this year.



753 kids attended our Inspiring Summers program in 2016.

8

books given to each child.

119

college students received 4760 hours of training to lead STEAM activities.

120

local teachers received literacy training to teach in summer program.

Result

+3

month net change in reading progress. One month reading gain over a 5-week program, instead of the normal two month reading loss.



1,530 kids will attend this summer.

928 families participated in our family engagement program in 2016.

2,900

books distributed through Raising A Reader.

Result

50%

increase in the amount of time parents and children spent looking at books.



1,928 families are participating this year.

195 Big Lift Little Libraries placed throughout the county.



5,000

books distributed.

10

organizations built little libraries: Genentech, Google, Microsoft, SAP, GE, Marketo, Salesforce, HandsOn Tomorrow, Menlo Church, Silicon Valley Community Foundation.



65,000 students county-wide involved in Harvard attendance study.

Result

15%

reduction in chronic absenteeism.



Leading us toward
our goal of

80%

of our kids reading
proficiently by 3rd grade.



“We are a family of four that lives in San Mateo County and it is expensive in this area. Without The Big Lift, my 4-year-old daughter would not have gone to preschool. I am tearing up because I feel we are so blessed to have this opportunity. My husband and I seriously stress about how can we afford our children’s education, keep a roof over our heads, and put food on the table. My outgoing and happy daughter absolutely loves going to school and it just makes my day to hear everything that she learned after my long days at work. Thank you from the bottom of my heart.”

— A Mother in Daly City



Collaborative Building

Grew collaborative to 650 members and 375 organizations; kept them and partners informed and mobilized.

Energized our collaborative through five well-attended collaborative meetings, and increased our knowledge base with speakers from Genentech, the Golden State Warriors Community Foundation, Ready4K!, Children Now, Experience Corps, First 5 SMC, Harvard Kennedy School, BELL/SMCL, Second Harvest Food Bank, the Daly City Partnership, Google.org, Ready on Day One, the Creativity Caravan, the RAND Corporation, Marketo, GE Digital, Microsoft, and Peninsula Family Service.

Participated in national and regional convenings/programs:

- National P-3 Institute, in Seattle, sending a Big Lift delegation including staff from local school districts
- Google.org's 2016 Impact Challenge recipient cohort and year-long support and capacity-building program

Maintained these collaborative structures:

- Full collaborative
- Core team
- ACE leadership team
- Special program and other taskforces

Implementation

After an extensive application and review process, expanded The Big Lift to an additional three communities – for a total of seven Big Lift communities and 1,928 preschool student spaces, beginning in September.

- 203 spaces are new preschool capacity in San Mateo County
- 1,725 spaces are existing spaces whose quality is being enhanced

Provided quarterly programmatic and fiscal reports to CNCS for SIF grant.

- Completed second federal audit with no recommendations/findings

Held three meetings of the Knowledge Network, bringing together our four existing communities and adding the three new ones.

Quality Preschool

Big Lift lead teachers participated in an average of 4.7 professional development workshops each.

Big Lift classrooms received an average of 34 hours of individualized, site-based coaching each.

55% of Big Lift preschool children received developmental screenings.

Family Engagement

Two thirds of preschools have dedicated family engagement staff.

Expanded Raising a Reader Plus, an evidence-based early literacy and parent engagement program, to all Big Lift classrooms. Also expanded I Am Raising a Reader to Inspiring Summers program.

Launched other supporting family engagement programs:

- The evidence-based Ready4K! literacy-promoting text messaging program with preschool families
- Launched Parent Cafes in Spring 2016, and conducted 14 Parent Cafes in Big Lift preschool programs, serving over 200 families

Inspiring Summers

Conducted a rigorous review process and selected two organizations, BELL and the San Mateo County Libraries, to work together to create a full-day interactive literacy and STEM-based program.

Within only four months from selecting the providers, implemented Inspiring Summers in four communities, serving 753 rising K and 1st graders.

- Students participated in comprehensive literacy, STEM and mindfulness programs, which included field trips and free snacks and meals

Received outstanding assessment results for the first summer: students gained on average between one and two months in reading proficiency, versus the usual summer slide of two months.

Attendance

Engaged 14 participating districts to implement the San Mateo County Attendance Matters Initiative with the Harvard Kennedy School, reaching 65,000 students county-wide.

Attendance study helped in the following ways:

- Developed ways to collect and analyze district-wide data on improved student attendance
- Identified baseline data countywide for student attendance and chronic absenteeism
- Resulted in clear messages that better informed parents about attendance as well as provided relevant and personalized data

Resulted in a cumulative gain of 3,500 days of attendance, county-wide.

- 8% reduction in absences; 15% reduction in chronic absenteeism
- These messages were especially effective with students who are English Language Learners (ELL)

Big Lift Little Libraries

Placed an additional 100 Big Lift Little Libraries throughout the county, bringing the total network up to 195 little libraries.

- Additional libraries were made by Salesforce and Marketo

Provided over 5,000 free books to kids through these libraries.

Evaluation

Launched the Brigance Kindergarten Readiness Assessment universally in the first four Big Lift districts, training 88 teachers and administering the assessment to 1,496 kindergartners.

Obtained California Student Identifiers (SSIDs) for 89% of preschool children, enabling seamless tracking of children from preschool through 3rd grade.

Implemented The Big Lift Kindergarten Form with all parents of incoming kindergartners in the first four Big Lift districts, providing critical district-wide data on preschool dosage, reading practices and family demographics.

Community Outreach and Marketing

Built a robust social media presence:

- Website: 8K visits, an average 703/month
- Facebook: 99K impressions, 47K users reached, 3.5K total engagements
- Twitter: 442 tweets, 144K impressions, 7K profile visits
- Now being "followed" by leading children's advocacy and early learning organizations, foundations, state and county elected officials, nonprofits, and various opinion leaders

Garnered over 45+ press articles/mentions about The Big Lift, including in reports by the Children's Defense Fund and Microsoft.

Implemented these successful outreach activities:

- Quarterly momentum email campaign, which was sent out to collaborative members and thousands of county residents and leaders
- Presented at over 25 community events



Lift with us[↑]

The Big Lift is a bold social venture to transform early learning, sponsored by the County of San Mateo, the San Mateo County Office of Education and Silicon Valley Community Foundation.

www.thebiglift.org