

OneGoal

SCALING PLAN OVERVIEW

Key Factor: Academic Preparation

Headline

OneGoal is a growing college persistence organization that identifies, trains and supports our nation's most effective teachers to lead underserved high school students to reach their full potential and graduate from college.

Project description

- OneGoal recruits and selects high-performing teachers already working in high schools in low-income communities to lead OneGoal implementation in their school.
- OneGoal provides teachers, called Program Directors (PDs) with the curriculum, training and support to implement a three-year college success model with a cohort of Fellows, beginning in junior year of high school and continuing through the first day of sophomore year of college.
- In Years One and Two (junior and senior years of high school), the OneGoal course is taught daily as a credit-bearing class by PDs who implement the OneGoal model. In Year Three (freshman year of post-secondary), OneGoal continues to support their cohorts of students via remote coaching to ensure that students demonstrate the academic, financial and social indicators of college success.
- Our three-year college success model includes: (1) Curriculum built on research and evidence-based practices (2) Data-Driven support includes progress tracking, predictive benchmarks, proactive and reactive interventions (3) Hard and soft skills growth includes academic behaviors, academic mindsets, savvy self-advocates and decision-makers (4) Teacher coaches ensure curriculum and supports are tailored to specific cohorts of students, as well as individual students (5) Build partnerships with best fit colleges to support Fellows' awareness, applications and enrollment to persist and graduate

1. How do you measure effectiveness?

- % of students increasing GPA and SAT/ACT scores
- % of students who complete/submit FAFSA
- % Seamlessly graduate from High School and enroll in post-secondary
- % post-secondary completion
- # of post-secondary partnerships
- School partnership renewal and growth rates

2. Results achieved in the past 12 months:

- OneGoal-Metro Atlanta is currently impacting 134 students in four Atlanta Public Schools (APS) high schools and has also secured a partnership with DeKalb County School District (DCSD) to begin supporting post-secondary success of 70-90 students across three high schools starting in the 2018-2019 school year.
- Effectiveness in other markets in Houston, Chicago, NYC, and Massachusetts:
 - 82% of OneGoal Fellows enroll in college; and of those who enroll,
 - 78% have graduated or are on track to graduate from college
 - 65% of our Fellows have increased their selectivity tier, thereby increasing the caliber of colleges and postsecondary institutions they have access to.

- A University of Chicago study determined that OneGoal has a significant impact on students' life and postsecondary outcomes, increasing college enrollment and persistence rates by 10-20 percentage points.

3. How do you collect data on your student's success and challenges?

- Data platform called GradTrack that enables our organization to track daily benchmarks to manage performance, make key adjustments, and drive efficiencies.
- OneGoal uses a cloud-based data management system track student outcomes and performance data including: student recruitment; increasing GPA, test scores and selectivity; applying to college; managing financial aid; and tracking college success in Year 3 and beyond.
- National staff members at OneGoal are responsible for comprehensive data management and analysis

4. Milestone Scaling Targets

List of Milestones	2018	2019	2020	2021	2022
Increase Our Student Reach (HS Sophomores, Juniors, and Seniors + College Freshman)	~450	1000	1500	2000	2500
Add additional school district partners?	1-2	1-2	1-2	~	~

5. Potential Barriers of growth

Type of Barrier	Description	Impact	Strategy
Credit Competition	Georgia students are required to complete a CTAE pathway in order to graduate. To complete the pathway, students must complete a number of elective courses aligned with the pathway they've chosen. These required pathway courses, along with foreign language requirements, and credit recovery courses our target students oftentimes have to complete, result in students having little capacity to enroll in and receive the supportive benefits of Y1 and Y2 of OneGoal's program before they graduate from high school.	These conditions limit the number of students we can enroll and retain in our program during junior and senior year of high school.	Explore the possibility of OneGoal being a course that aligns with all CTAE pathway options.
District and School-Level Budgetary Constraints	Schools are asked to contribute about a quarter of the program cost (\$25k/cohort of 20-30 students) of the overall cost (~\$100k) of supporting a cohort of students.	Schools are not able to release teachers to teach OneGoal and/or have to cut teachers we have selected/trained/leveraged – impacts OneGoal growth PD	

		retention, and thus potentially student achievement.	
Fundraising support	OneGoal-Metro Atlanta needs to continue to distinguish its brand and value-add to garner funds needed to translate its known transformative impact.	Inability to scale program to meet district and school demand.	

6. Current Metro Atlanta Partners

- Atlanta Public Schools (Carver, Washington, KIPP Atlanta Collegiate)
- DeKalb County Schools (SW DeKalb, Columbia and Cedar Grove)

7. Key Talking Points: What are the three-to-six most important things we should say or show?

- OneGoal helps bridge the gap for underrepresented students between high school graduation and the transition to post-secondary
- OneGoal teachers work with a cohort of high school juniors and seniors in a credit-bearing class every day during regular school hours to provide them additional support to navigate the challenges post-secondary application, enrollment, and persistence.
- OneGoal targets historically underserved high school students in low-income communities; middle- to low-performers within their schools and underrepresented in higher education.
- Over the past decade, OneGoal has built a strong foundation and a track record of achieving ambitious goals.
- By developing an affordable model that works for this student population, OneGoal is uncovering lessons that can be applied across selectivity tiers and across zip codes.

8. Deliverables/Schedule: A rough schedule of what will be done when?

• **Fall, 2018:**

- District and school partnership cultivation to grow student reach and impact for 2019-2020 school year.
- Direct program support of 130 seniors in APS and 300 DCSD and APS juniors in alignment with Y1 and Y2 of our curriculum/program.
- Conduct professional development trainings for Program Directors to bolster effectiveness of program implementation and student achievement.
- Partnership outreach to potential philanthropic investors.

• **Spring, 2019:**

- Support 130 seniors in APS with enrollment and transition to post-secondary world.
- Design and implement strategies that thwart “summer melt” (students who are accepted, enrolled, and financially prepared for college not showing up for the first day of college)
- Identify and begin selecting teachers to serve as Program Directors for new cohorts in existing and new partner schools

- Identify new fellows (rising juniors) for OneGoal program; work with school administration to program students in course
- **Fall, 2019:**
 - **Same as/Similar to Fall, 2018, plus**
 - Continue PD professional development, with an emphasis on Y3 support (coaching and supporting Fellows in Freshman year of college)
 - Refine collaboration/partnership with post-secondary institutions leveraging insights from Y3 Fellow (Freshman) experience.
 - Coach and support Fellows in freshman year of college