

SparkPoint Overview

SASE @ Chabot College
December 6, 2018



What we'll cover today:

1. Introductions
2. United Way Bay Area
3. What is SparkPoint?
4. SparkPoint at Community Colleges
5. Lessons Learned
6. Planning Process
7. Next steps



United Way Bay Area

We take an innovative, holistic approach to ending the cycle of poverty in the Bay Area through advocacy and programs. We work to meet the immediate needs and the long-term solutions to poverty.

Our service area covers 8 counties: Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, and Solano



United Way Bay Area

Recent Listening Tour of community needs findings:

- Access to **affordable housing and homelessness**
- There is a general **lack of awareness about community resources and services**
- There is a need for the development of **employment skills and training** in order to prepare adults and young people for the workplace and their careers
- Bay Area young people need services to support their **education and development**. Our children also need **quality, affordable early childcare**
- **Immigrant families and individuals** need more support services that are in the appropriate language and culturally sensitive.
- **The aging and senior population** is growing and the need for services is increasing, particularly in the areas of food and healthcare.



United Way Bay Area

Focus Areas



United Way Bay Area

Our Roles



Why SparkPoint?

1 in 4 Bay Area families cannot make ends meet

1 in 2 Latino & African-American families cannot make ends meet

4 jobs required for many Bay Area families to reach self-sufficiency

77% of struggling families have at least one worker

SOURCE: United Way's Self-Sufficiency in the Bay Area Report, 2014

Families require 4 jobs
to reach self-sufficiency



What is SparkPoint?



SparkPoint Centers are family-friendly places where hard working, low income people can access a full range of free services to help them achieve long-term financial success and prosperity. Clients work with a coach, who helps create a step-by-step plan to set and achieve personal financial goals.

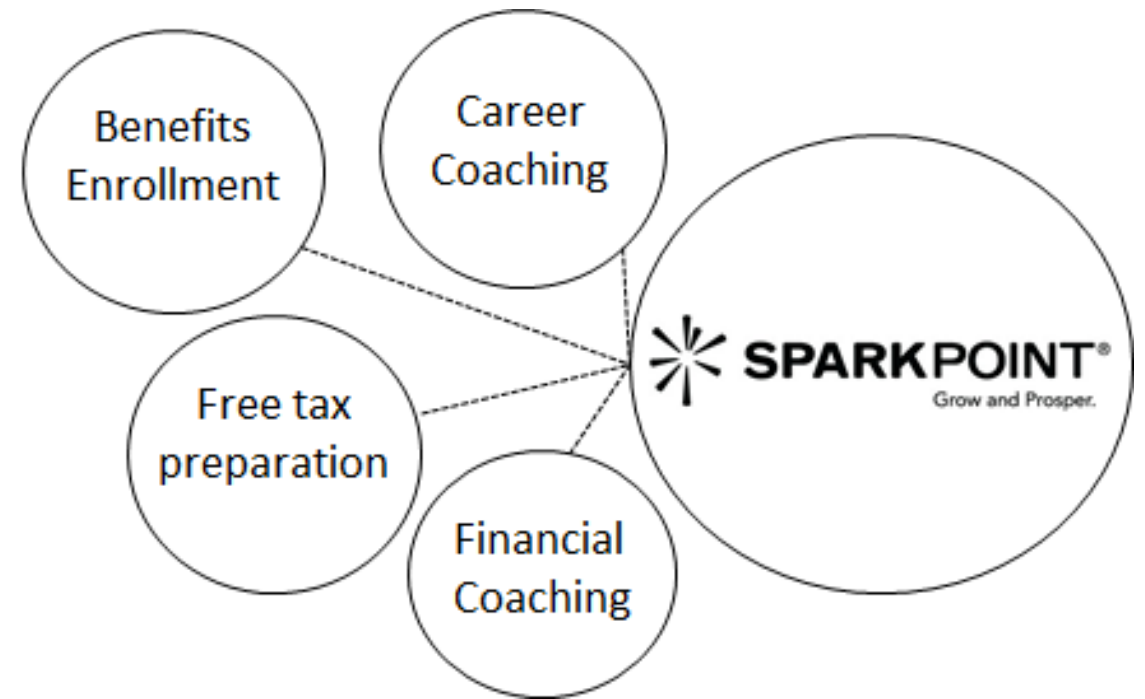


The Model

Creative, Resourceful and Whole

How does it work?

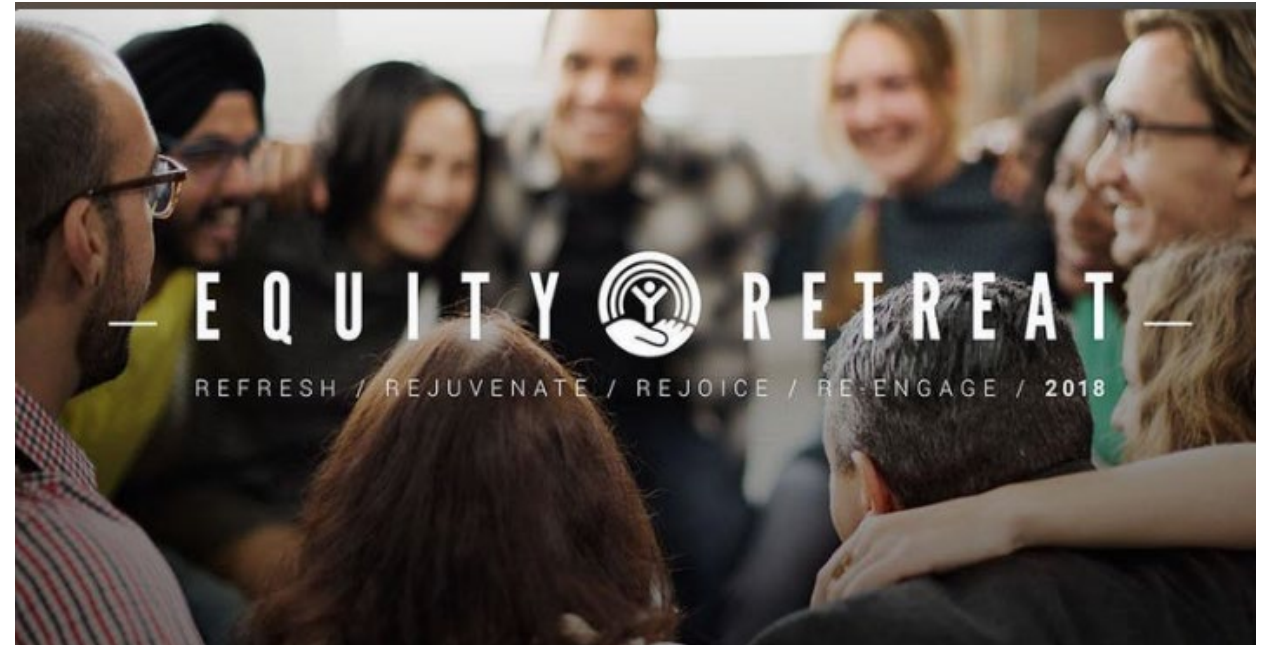
SparkPoint services are provided by over 90 organizations around the Bay Area who integrate their services under a common brand, database, and vision for their clients.



What is SparkPoint: Outcomes

Financial Stability		75% of Self Sufficient Income	2 weeks of savings	600 credit score	
Financial Success		85% of Self Sufficient Income	1 month of savings	650 credit score	
Financial Prosperity		Self Sufficient Income	3+ months of savings*	700+ credit score	No Revolving Debt

SparkPoint Regional Network



SparkPoint Going Forward

SparkPoint Community Schools
A Two-Generation Approach



SparkPoint Community Colleges
Increasing Persistence Rates



SparkPoint Community Colleges

SparkPoint College models are based on two typologies:

1. The lead agency is a community-based organization that oversees SparkPoint at a community college or district with limited services on campus. The full, main SP center is located off campus in the community. This type is evident at:

Community Based Organization	Oversees site co-located at
Children's Network of Solano County, Inc.	Solano Community College
Community Action Marin	College of Marin
East Bay Asian Local Development Corporation	Laney College
Richmond Community Foundation	Contra Costa College

SparkPoint Community Colleges

2. The lead agency is a community college or community college district where SparkPoint services are offered. All authority and vision setting come from college staff. Examples of this type are:

Lead Agency	College Staff oversee Centers
Community College Center for Economic Mobility (San Jose-Evergreen Community College District)	Evergreen Valley College, San Jose City College and Community College Center for Economic Mobility (formerly Workforce Institute)
Skyline College Cañada College College of San Mateo (San Mateo County Community College District)	Skyline College, College of San Mateo, and Canada College

SparkPoint Community Colleges

Persistence rates at Skyline

A 2015 report published by Skyline College concluded that SparkPoint clients who are students will:

- Increase academic persistence rates when bundling services
- Increase likelihood of achieving an academic degree or certificate when bundling services

Avg Skyline Student	SP Skyline Students	
	Persistence rates increase when bundling SparkPoint services	
62%	79%	One Service
	85%	Two Services
	98%	Three Services



SparkPoint Community Colleges

COMMUNITY COLLEGE EXPANSION

Current, SparkPoint community colleges:

- Number of community colleges in the SF Bay area (8 counties): **23**
- Number of community colleges with SparkPoint presence: **9** (in 6 counties)
 - *Alameda: Laney College*
 - *Contra Costa: Contra Costa College*
 - *Marin County: College of Marin*
 - *Santa Clara County: Evergreen Community College and San Jose City College*
 - *San Mateo County: Cañada, College of San Mateo, Skyline College*
 - *Solano County: Solano Community College*



SparkPoint Community Colleges

Readiness Assessment:

- ✓ Survey or needs assessment performed to capture student/community interests
- ✓ Buy-in from District/College leadership, faculty, staff, students
- ✓ Space/location accessible to students
- ✓ Access to public benefits/food pantry
- ✓ Creating successful strategic partnerships – internal and external -- that sit on SP steering committee
- ✓ Integrate SparkPoint services with existing internal community college programs (i.e., career centers, financial aid, scholar programs, athletic program, student services, VITA)
- ✓ Funding Sources: (i.e., Hunger Free Campus*, Mental Health \$, college funds)

**Hunger Free Campus Allocation for Chabot College: \$78,246 - Las Positas College: \$57,247*



What we've learned...

- 80% of clients who participate in financial coaching make progress toward financial goals (at least 5% improvement in income, savings, credit, debt)
- It takes 8-10 months for SparkPoint clients to achieve a financial prosperity goal
- 76% of clients who have been with SparkPoint for 2+ years have increased their savings (\$2,969 avg)
- After 2 years, clients achieved, on avg, \$807 increase in monthly income, 39 point increase in credit score, \$10,856 decrease in debt



What we've learned...

- SparkPoint can be a powerful retention strategy
- SparkPoint integrates programs on campus at a community college
- Magic bundle increases income
- Basic needs is increasingly becoming an important pillar
- Community College expansion



Planning Process

Topics to cover:

- Priority target populations, services, and key outcomes
- Service integration, partnerships, partner MOUs
- Governance systems, data, and outcomes monitoring
- Operational plan (summarizes all of the above and includes hours, availability, staffing, and location)
- Budget & sustainability

Planning Process

SAMPLE Timeline

Dates	Item
Jan – Mar 2019	Needs assessment & planning the planning process
April – Aug 2019	Planning process with key stakeholders
Sept – Dec 2019	Soft launch/pilot phase
Jan 2020	Official launch

<https://www.youtube.com/watch?v=ZjxtGiBDoLg>



Questions?

Drake Lynn is a client at SparkPoint Fremont. He's 23 and was introduced to SparkPoint a few months ago by City of Fremont Mayor Lily Mei. Drake grew up in the foster care and social service system, which involved living in a combination of 36 different foster homes and 8 group homes. As a young adult, Drake experienced periods of homelessness and health problems, including a cancer diagnosis. He spent many nights playing the guitar alone on the streets. With the assistance of multiple organizations, including SparkPoint, Drake is taking his future into his own hands. He is working, and going to community college, pursuing a degree in political science. He aspires to run for office some day and impact the lives of many foster youth. Drake actively partners with his SparkPoint financial coach, who he sees regularly, to work on his life and financial goals. Currently Drake is working on getting his driver's license, establishing his credit, and rebuilding his savings after having to use his funds to complete his deposit on his new apartment in Fremont. Drake has entered a new chapter in his life and is more independent than ever before.

