

Engaging Community to Inform a Cradle-to-Career Vision *Place: Philadelphia, PA*

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At Harlem Children's Zone

EdRedesign
OPPORTUNITY FOR ALL



#PowerofPlace

WJWI Community Learning Tour

Philadelphia 2025



At Harlem Children's Zone

City-wide Multi-sector Engagement

WJWI has multiple entry points for engagement with Comcast and Neubauer acting our starting point with upcoming opportunities to engage with the school district and city government



Neubauer Family Foundation

Funds efforts around **education**, the arts, and Jewish continuity with **numerous projects** around Philadelphia; the organization also supports several faculty members in their research across American universities



Rebecca Cornejo
Executive Director



Comcast NBCUniversal Foundation

The primary mission is to empower communities by providing access to technology, relevant digital skills and training, volunteerism, and leadership. **Donated \$220 million** to organizations nationwide.



Gwyneth Gaul
VP, Strategic Partnerships & Philanthropy



The School District of Philadelphia

The district serves **198,299 students** in Philadelphia. Providing every student with the opportunity to achieve positive life outcomes in partnership with diverse families, educators, and community members who are valued and respected.



Dr. Tony Watlington
Superintendent



City of Philadelphia: Mayor's Office

Mayor Cherelle Parker's **100-day action plan** focuses on housing, public safety, clean and green, economic opportunity, education, and roundtables. She is the first woman to be elected mayor of Philadelphia.



Cherelle Parker
Mayor

Proposal development timeline and progress

- ✓ **March 2024:** Dr. Tony Watlington participates in WJWI Superintendent Cohort
- ✓ **May 2024:** Mayor Parker and team visit Harlem Children's Zone
- ✓ **Summer/Fall 2024:** Ongoing engagement with School District of Philadelphia leadership
- ✓ **Fall 2024:** Comcast engages WJWI for involvement in Philadelphia based on interest in WJWI's role in ENOUGH Act in Maryland
- ✓ **Spring 2025:** Informational engagement with North Philadelphia community organizations
- ✓ **April 2025:** WJWI Community Learning Visit to Philadelphia
- ✓ **May 2025:** Leaders from school district, including School Board members, visit Harlem Children's Zone
- **May/June 2025:** Interviews with key Philadelphia stakeholders

Community Learning Tour

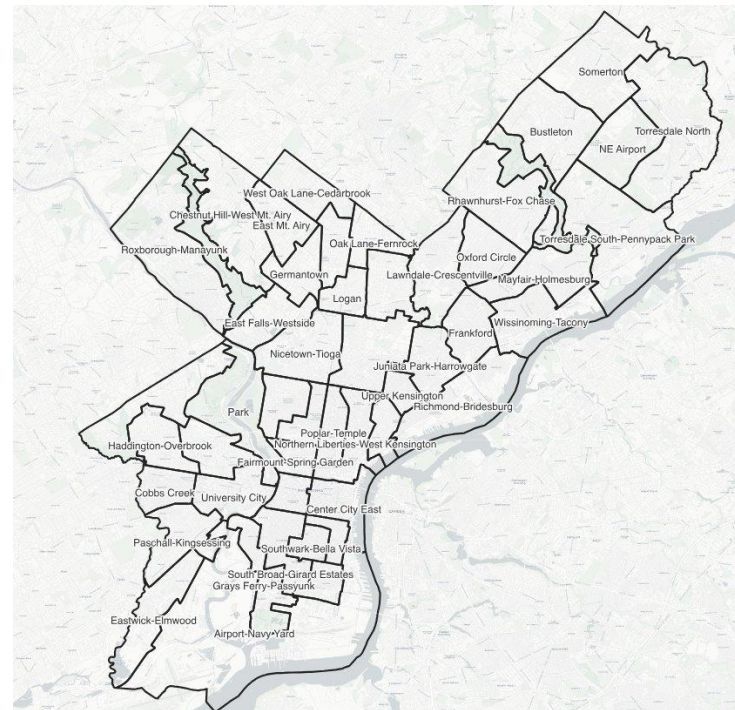
Introductory engagement across different communities with a host organization

Purpose: Gain community-level understanding of key neighborhood organizations and local efforts that align with place-based cradle-to-career across Philadelphia

Structure: Two-day Visit







- **Introductory meeting:** Between WJWI and primary host organizations to cover an overview of local priorities and set intentions for the visit
- **Series of Neighborhood Tours:** Up to half-day visits across 2-3 neighborhoods to meet and learn about the work of organizations along the C2C pipeline; ideally these would be organizations that partner together and work with schools
- **Debrief & Strategy Session:** We would debrief the experience and discuss any big takeaways and key questions we have – we can talk more tactically about how to move forward

Timeline: 4-6 Weeks



Six Principles of Cradle-to-Career

WJWI has outlined the following six principles of neighborhood-based, cradle-to-career strategies, which inform our process






Continuity	Accountability	Neighborhood-Based	Systems Change	K-12 Engagement	Proximate Leadership
					
<p>Programming within a neighborhood spans the full C2C continuum with clear links between all developmental stages</p> <p>Services may be provided by a single organization or a collection of organizations, but they should be coordinated and connected</p>	<p>One organization / entity is accountable for all C2C outcomes within the neighborhood</p> <p>Though services may be delivered by multiple providers, there is a singular centralized body taking responsibility across the continuum</p> <p>Accountable entity leverages data to inform outcomes</p>	<p>The programming is rooted in and designed for a particular neighborhood with a focus on the most historically underserved communities, where outcomes are rarely impacted by systems change</p>	<p>The effort engages systems leaders and leverages conditions of systems change* to support the formation and sustaining of contiguous, accountable, neighborhood-based strategies</p> <p>Systems change/related efforts provide access to sustainable funding for efforts over time</p>	<p>The approach includes a focus on K-12 education, given the central role the system plays in shaping children's outcomes</p> <p>This focus may involve working to influence school systems, operating / partnering with a K-12 school, or operating / partnering with afterschool, weekend, and / or summer programs</p>	<p>The effort is led by members of the community being served</p> <p>Leaders should have deep connections and longstanding relationships within the community</p>

* Policies, practices, resource flows, relationships & connections, power dynamics, mental models (FSC, 2018)

Community Learning Tour: Checklist

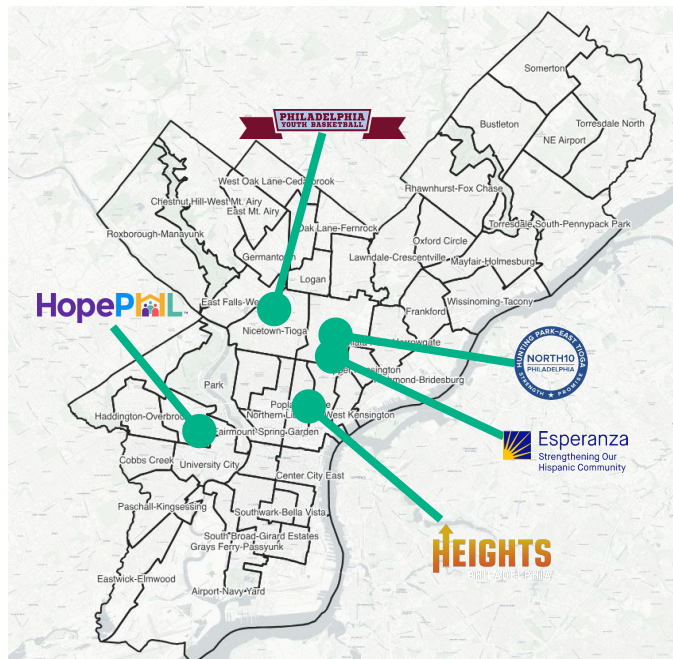
Activities

Description

	Community Profiling	Develop community profiles at zip code/census tract level to inform identification of priority neighborhoods by leveraging child outcome indicators and contextual information on key stakeholders and local efforts
	Informational Conversations	Conduct outreach to key stakeholders involved in local efforts that reflect neighborhood-based cradle-to-career to introduce WJWI and learn more about local priorities, needs, and efforts serving children and families
	Co-planning with Host Organizations	Invite a single or multiple organizations to host WJWI for a community learning tour to learn about local efforts and leaders aligned with neighborhood-based C2C. WJWI co-plans the structure and substance for the tour with host organizations.
	Conduct Community Learning Tour	2-3 day visit to learn about local organizations, neighborhood and school partners, and community needs and priorities along the cradle-to-career pipeline while highlighting opportunities to effectively improve outcomes
	Close Out & Transition	Conduct close out conversations with host organizations and partners to receive feedback, ask follow up questions, and discuss next steps related to staying connected to WJWI and opportunities to support local efforts

Philadelphia Community Learning Tour

WJWI will lead a community learning tour with Comcast Foundation and Neubauer Family Foundation to understand the context of different neighborhoods and learn about local neighborhood-based C2C efforts



Potential community partners

Description



North10 supports community revitalization efforts in Hunting Park and East Tioga to build cradle-to-career educational services, access to affordable food, health services, and high-quality housing.



Heights Philadelphia the place where Black, Brown, and first-generation-to-college students from low-income communities find support to reach their full potential across high school, college, and their careers.



Philadelphia Youth Basketball leverages the iconic game of basketball to provide a safe, nurturing environment for young people to build the skill-sets and mindsets they need to succeed on the court and in their education, careers, and lives.



HopePHL inspire Philadelphia's children, youth, families and communities to thrive by providing housing, advocacy, and trauma-responsive social services designed to promote equity, resilience, autonomy, and well-being.



Esperanza is a faith-based organization creating pathways out of poverty in Hunting Park through education, community economic development, social change, and arts and culture.

North10, Philadelphia



In 2018, North10 Philadelphia was formed to operate the Lenfest Center and **implement community programs and services** within, to **invest in local real estate**, and to be the **backbone** of innovative and inclusive efforts to support neighborhood revitalization.



North10's goal is to improve life outcomes of community residents; to improve the neighborhood **with**, not for, the people of our neighborhood.

Community Strategy Implementation

As a community backbone, North10 brings operational expertise, through our **Community Strategy Team** that provides our partners with crucial resources to achieve goals and support long-term sustainability. **Convening, Connecting, Capacity Building, Celebrating.**



The Broad, Germantown, Erie Collaborative (BGEC)

The Broad, Germantown, Erie Collaborative (BGEC) is committed to the goal of ensuring the neighborhoods at and immediately around the intersection of Broad, Germantown, and Erie Avenues in North Philadelphia become healthy neighborhoods where current residents can prosper and thrive. These organizations are place-based, local and have this part of North Philadelphia as their core focus.



BROAD GERMANTOWN ERIE COLLABORATIVE

BRINGING THE 'NEIGHBOR' BACK IN 'NEIGHBORHOOD'



Nicetown-Tioga Improvement Team RCO
planting seeds for our future

CTS
CALLED TO SERVE



The Hunting Park – East Tioga Neighborhood Plan

9 GOALS

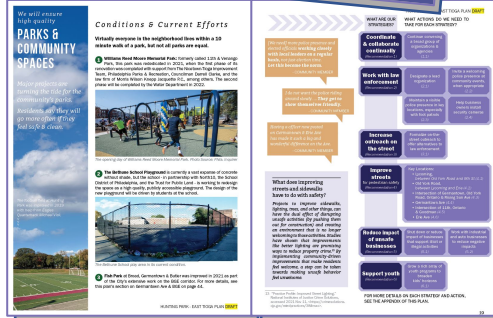
- 1 **Improve SAFETY.**
- 2 **Clean up TRASH AND DUMPING.**
- 3 **Support YOUNG PEOPLE.**
- 4 **Help residents INVEST IN THEIR HOMES & BLOCKS.**
- 5 **Make sure the COMMUNITY BENEFITS FROM NEW DEVELOPMENT & MAJOR EMPLOYERS.**
- 6 **Ensure HIGH QUALITY PARKS & COMMUNITY SPACES.**
- 7 **Improve COMMUNITY HEALTH.**
- 8 **Improve GERMANTOWN AVE & BGE.**
- 9 **Make sure the community can IMPLEMENT THE PLAN.**

[This is] a community like many others that's in danger of gentrification - but that is working on coming together with residents and local organizations to fight for what we deserve.

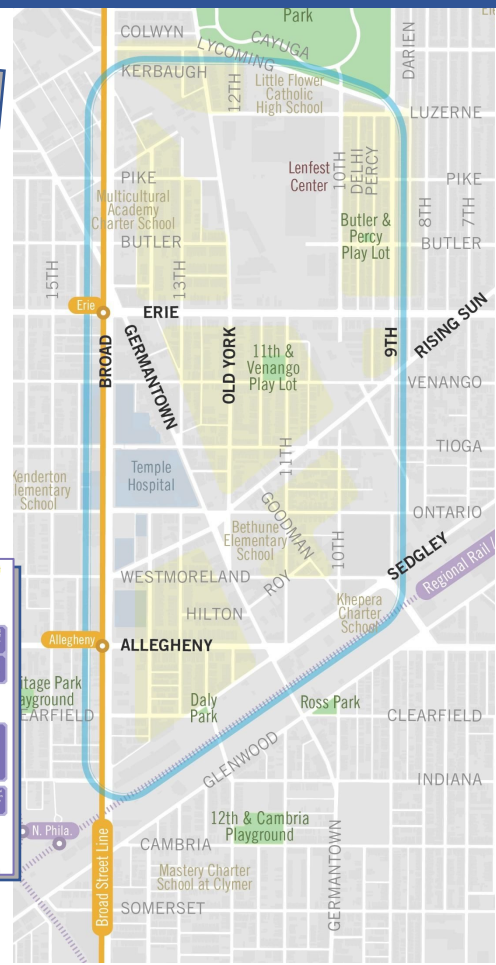
- COMMUNITY MEMBER

in the community and bring back the "neighbor" in "neighborhood."

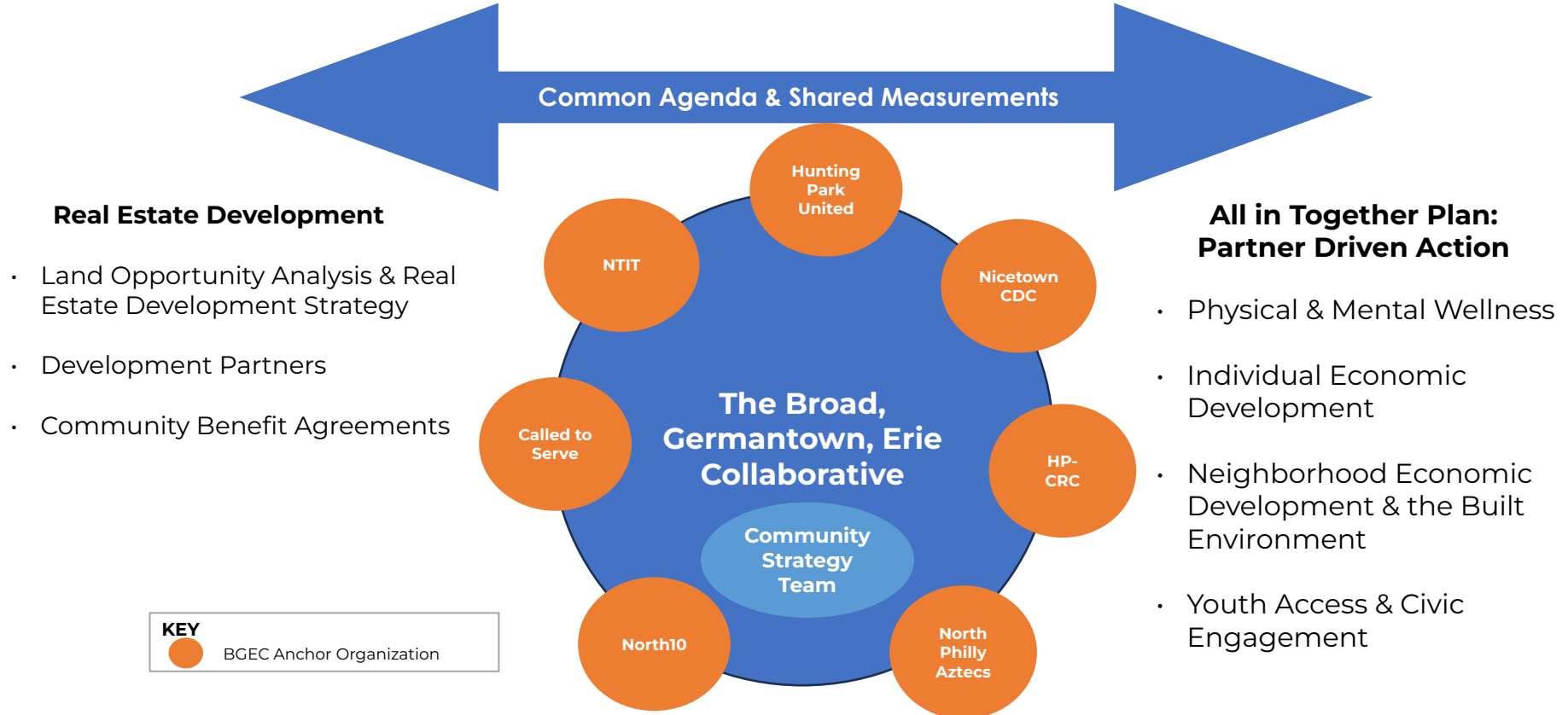
- COMMUNITY MEMBER



The plan includes 9 goals with about 30 recommendations and 100 actions.



Broad, Germantown, Erie Collaborative Collective Impact Model



What does *Dis-Investment* Look Like?

In Hunting Park-East Tioga:

- The population is **6,738** with **27%** of the population under 18 years-old, compared to 22% citywide
- **44%** of residents live below the poverty line compared to **24%** citywide.
- **95%** of the students attend public school with **71%** of students graduating high school.
- The median household income for residents is **\$20,611 per year**. The median household income in the US is **\$68,703 per year**.
- Nearly **every block** in the community has seen **at least one shooting since 2015**, and several blocks in the neighborhood rank among the most violent in the city.
- No supermarket within walking distance of residents.
- **Less than 10%** of food stores in the neighborhood have an adequate **supply of produce**

Let's Connect!



At Boston Children's Zone



Thank You



At Harlem Children's Zone