

# CollegeBound

## SAINT PAUL

*Pathways for Every Child, Family and Future.*

# LOOKING FOR COMMUNITY PARTNERS!

Become an **Enrollment Referral** or  
**Assisted Enrollment Partner!**

**PARTNERSHIP FORMS DUE:  
THURSDAY, APRIL 30, 2020**

[www.collegeboundstp.com](http://www.collegeboundstp.com)

  
[@collegeboundSTP](https://www.instagram.com/collegeboundSTP)



## COLLEGEBOUND SAINT PAUL PROGRAM OVERVIEW

Building a better future for Saint Paul starts by investing in all our children. That's why on January 1, 2020, the Office of Financial Empowerment launched CollegeBound Saint Paul to seed \$50 in a savings account for every child born on or after January 1, 2020 and lives in Saint Paul. The first citywide college savings account of its kind, this new program is designed to foster a college-bound mindset for families in our community.

Research shows that even small amounts of college savings can have a big impact. Children from low to moderate income households whose families save just \$500 or less are three times more likely to attend college, and four times more likely to graduate. No matter the dollar amount, saving for post-secondary education fosters a college-bound identity in children and raises family expectations, both proven to be crucial factors in whether children go to college.

CollegeBound Saint Paul is the centerpiece of a broader plan to address educational opportunity gaps, financial insecurity and inequities for many of Saint Paul's families. In conjunction with CollegeBound Saint Paul, the Office of Financial Empowerment will help families connect to several related services including financial capability resources and early childhood education and services. It is this comprehensive approach that makes CollegeBound Saint Paul much more than just a \$50 college savings account. It's an investment to help set all our families on the path to economic prosperity.

Working together as a community of residents, businesses and organizations, we can empower every child to reach their full potential by providing access to financial tools and a pathway to success—and by demonstrating to each and every child in our city that we believe in them. The CollegeBound Saint Paul program lays the foundation for our families and our city to be successful for generations to come. Because, when Saint Paul's families prosper, the entire city prospers.

Find more information about CollegeBound Saint Paul visit:

[www.collegeboundstp.com](http://www.collegeboundstp.com)

## COLLEGEBOUND SAINT PAUL KEY PROGRAM DESIGN ELEMENTS

- **Universal, Inclusive Eligibility** — Every child born on or after January 1, 2020 and who is either a Saint Paul resident at birth or who moves to Saint Paul before age six is eligible.
- **Account Vehicle** —Custodial savings accounts at Bremer Bank will be used to hold initial deposits, bonuses, and family deposits on behalf of participating children.
- **Initial Deposit** — Upon account opening, each child will receive a \$50 initial seed deposit.
- **Bonuses to Build Savings** — Children and their families will have the opportunity to receive bonus deposits to grow their account balances and encourage engagement with the program.
- **Flexibility of Use** – Participants will be able to use funds to cover a wide range of postsecondary education, including four-year colleges, two-year colleges, vocational education, and certificate programs.

## ENROLLMENT REFERRAL & ASSISTED ENROLLMENT PARTNERS OVERVIEW

Community partnerships will be a critical foundation of the CollegeBound Saint Paul program as they have the trust and rapport built with families through their existing programs and services. Outreach, referral, and enrollment partners will provide program information to eligible families they serve, provide referrals to the program, and/or help families enroll into the program using the online or paper form.

The following strategies can be used by community partners to facilitate opt-in enrollment with families:

- Integrate CollegeBound Saint Paul referral and enrollment information into partners' existing services including, intake process, classes, and workshops.
- Add the CollegeBound Saint Paul program to benefits screening tools.
- Provide trainings to staff on the program and the enrollment process.
- Provide targeted outreach, referral, enrollment support for historically under-resourced communities.

Referral and enrollment partners will engage participating families in CollegeBound Saint Paul through ongoing activities and conversations that reinforce the key messages of the program.

### WHO ARE IDEAL REFERRAL AND ENROLLMENT PARTNERS?

*Ideal partners are:*

- Organizations that serve the diverse families of Saint Paul
- Organizations that are willing to integrate CollegeBound Saint Paul into their existing programs and services
- Organizations that serve single parents, young parents, and new parents
- Foster care and adoption organizations
- Etc.

*Potential partners include:*

- Culturally specific community organizations
- Organizations that provide prenatal care to age five programs and services to families
- Community-based wrap-around service organizations
- Childcare agencies
- Early childhood education programs
- Health care providers
- Workforce development programs
- Housing agencies
- Adoption & foster care agencies
- Organizations that work with children in other "out of home placements"

### OUTREACH PARTNERS

Community organizations who are interested in getting CollegeBound Saint Paul program materials and forms that they can have available for families at their sites can reach out to the program to get those. Since this is low-touch and formal referrals and enrollments are not required, there will not be any funding support provided to the organizations. Please email [collegebound@ci.stpaul.mn.us](mailto:collegebound@ci.stpaul.mn.us) to request materials or complete the partnership [form](#) and select the "outreach partner" option.

**ENROLLMENT REFERRAL AND ASSISTED ENROLLMENT PARTNERS**

<b>ENROLLMENT REFERRAL AND ASSISTED ENROLLMENT PARTNERS ROLES &amp; EXPECTATIONS</b>	
<b>PARTNERSHIP</b>	<ul style="list-style-type: none"> <li>● Identify the number of eligible families served by the organization.</li> <li>● Commit to taking the time necessary to understand the CollegeBound Saint Paul program and plan for integrating CollegeBound Saint Paul into the organization’s current programs and services.</li> </ul>
<b>OUTREACH</b>	<ul style="list-style-type: none"> <li>● Provide CollegeBound Saint Paul program information to eligible families.</li> <li>● Communicate the various aspects of the program to families and encourage families to enroll and engage with the program.</li> <li>● Support program outreach events and workshops in collaboration with program staff.</li> <li>● Promote CollegeBound Saint Paul account bonus opportunities for families who have enrolled.</li> </ul>
<b>ASSISTED ENROLLMENT</b>	<ul style="list-style-type: none"> <li>● Assist parents and caretakers enroll their child into CollegeBound Saint Paul via online or paper forms.</li> </ul>
<b>TRAININGS</b>	<ul style="list-style-type: none"> <li>● Participate in CBSP trainings for partners               <ul style="list-style-type: none"> <li>○ Orientation – program overview and address frequently asked questions</li> <li>○ Bi-annual enrollment partner retreat</li> <li>○ Monthly check-in with program staff</li> <li>○ Quarterly meetings with all referral and enrollment partners</li> </ul> </li> </ul>
<b>STAFFING</b>	<ul style="list-style-type: none"> <li>● Identify a CollegeBound Saint Paul Partner Lead to serve as the point of contact within your organization who will serve as:               <ul style="list-style-type: none"> <li>○ A liaison between the organization and the CollegeBound Saint Paul program</li> <li>○ Participate in monthly check-ins with CollegeBound Saint Paul staff                   <ul style="list-style-type: none"> <li>■ receive program updates</li> <li>■ review enrollment goals</li> <li>■ share up-coming events</li> </ul> </li> <li>○ Quarterly check-ins with other enrollment partners                   <ul style="list-style-type: none"> <li>■ Share strategies and learnings with other program partners</li> </ul> </li> <li>○ Communicate with the program staff to restock on program materials including, flyers, enrollment forms, pre-registration forms, and other outreach materials</li> <li>○ Report the number of referrals and enrollments made monthly</li> <li>○ Participate in partner trainings</li> </ul> </li> </ul>

\* This table contains information about both enrollment referral and assisted enrollment partners, please see the next table for distinctions between the two roles. \*

	<b>ENROLLMENT REFFERAL PARTNER</b>	<b>ASSISTED ENROLLMENT PARTNER</b>
<b>PARTNERSHIP SUMMARY</b>	Provide CollegeBound Saint Paul program information to eligible families.	Provide CollegeBound Saint Paul program information and assist families enroll with a focus on historically under-resourced communities.
<b>REQUIRED PARTNER CAPACITY</b>	<ul style="list-style-type: none"> <li>• Participate in program orientation, trainings, and meetings with cohort of partners.</li> <li>• Distribute program materials and forms to families.</li> </ul>	<ul style="list-style-type: none"> <li>• Participate in program orientation, trainings, and meetings with cohort of partners. <ul style="list-style-type: none"> <li>○ Participate in trainings on the enrollment process.</li> </ul> </li> <li>• Distribute program materials and forms to families.</li> <li>• Assist eligible families enroll.</li> </ul>
<b>KEY PARTNER ACTIVITIES</b>	<ul style="list-style-type: none"> <li>• Identify at least one staff member to be the lead CollegeBound Saint Paul program liaison.</li> <li>• Embed enrollment referral process into existing intake process.</li> <li>• Collaborate with program staff to provide program information to eligible families in existing classes, workshops, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Identify the number of eligible families served by the partner and strive to enroll a specific percentage of eligible children (to be agreed upon).</li> <li>• Identify 1-2 staff member to be the lead CollegeBound Saint Paul program liaison/s.</li> <li>• Embed assisted enrollment process into existing intake process.</li> <li>• Consider including CollegeBound Saint Paul into participant goal planning (if applicable).</li> <li>• Collaborate with program staff to provide program information to eligible families in existing classes, workshops, etc.</li> <li>• Organization staff facilitate CollegeBound Saint Paul program enrollments for eligible families.</li> <li>• Work with program staff to vet data privacy/sharing procedures.</li> </ul>
<b>TRAINING IMPLICATIONS</b>	Participate in the following: <ul style="list-style-type: none"> <li>• Orientation – program overview &amp; referral process</li> <li>• Quarterly meetings with all referral partners</li> </ul>	Participate in the following: <ul style="list-style-type: none"> <li>• Orientation – program overview &amp; enrollment process</li> <li>• Bi-annual enrollment partner retreat</li> <li>• Monthly check-in with program staff</li> <li>• Quarterly meeting with all referral and enrollment partners</li> </ul>
<b>RESOURCES</b>	CollegeBound Saint Paul program staff will provide program outreach materials and forms	CollegeBound Saint Paul program staff will provide program outreach materials and forms as well as trainings on the enrollment process.
<b>EXTERNAL COLLABORATION</b>	Attend convening of enrollment referral partners to share best practices.	Attend convening of assisted enrollment partners to share best practices on getting information to families as well as assisting families with enrollments. Work with the program to identify opportunities to improve the enrollment process.
<b>TERM</b>	Partners will serve a minimum of two years.	Partners will serve a minimum of two years.
<b>PARTNER FUNDING IMPLICATIONS</b>	Up to \$3,000 (per year) depending on the number of eligible families served by the organization and outreach activities proposed.	Up to \$5,000 (per year) depending on the number of eligible families served by the organization and outreach activities proposed.

\*You will be asked to identify the partnership level of interest on the [online form](#). \*

## BENEFITS OF PARTNERSHIP

We want to make sure there are mutual benefits to our partnership. A partnership means CollegeBound Saint Paul will be an additional resource for you to provide to the families and children you serve. CollegeBound Saint Paul also provides an opportunity for the partner to discuss the educational aspirations of families served. Program staff will work with each selected partner to further specify the mutual benefits of the partnership.

## PARTNERSHIP TIMELINE AND CAPACITY

### Timeline

<a href="#">Online Form Due</a>	Establish a Memorandum of Understanding	Orientation	Trainings	Implementation
Thursday, April 30, 2020 at 5:00 PM	May, 2020	May/June, 2020	May/June, 2020 & Ongoing	June, 2020

Enrollment referral and assisted enrollment partner applications will be on a rolling basis beginning March 2020. The first round of forms are due Thursday, April 30, 2020 at 5:00 PM. The program reserves the right to accept or reject any application, and to request additional information if necessary.

Program staff will reach out to partners after all forms have been reviewed. Applicants should wait to hear back as partners are accepted.

*Funding – Funding will be provided to support organizations in a micro-grant form.*

<b>Enrollment Referral Partners</b>	Up to \$3,000 (per year) depending on the number of eligible families served by the organization and outreach activities proposed.
<b>Assisted Enrollment Partners</b>	Up to \$5,000 (per year) depending on the number of eligible families served by the organization and outreach activities proposed.

## INSTRUCTIONS FOR SUBMITTING A PARTNERSHIP FORM

1. Complete the online partnership form ([link to the form](#)) by Thursday, April 30, 2020 at 5:00 PM

For questions email [lkram.koliso@ci.stpaul.mn.us](mailto:lkram.koliso@ci.stpaul.mn.us) or call 651-266-8838

**ENROLLMENT REFERRAL & ASSISTED ENROLLMENT PARTNER FORM QUESTIONS**

\*Please complete this form online following this link:

[https://forms.office.com/Pages/ResponsePage.aspx?id=5um\\_2dUkQ0SXFFRogaxp1e0bldE3oONihe0qyiUtBsFUMjVTRUZPUVhUUDhQTDkxSkEwRkxSVIZCTi4u](https://forms.office.com/Pages/ResponsePage.aspx?id=5um_2dUkQ0SXFFRogaxp1e0bldE3oONihe0qyiUtBsFUMjVTRUZPUVhUUDhQTDkxSkEwRkxSVIZCTi4u)

Partner Organization Information			
Organization Name:			
Organization Contact Person Name:			
Organization Contact Person Email:		Organization Contact Person Phone Number:	
Organization Mailing Address:	City	State MN	ZIP
Partnership Form Questions			
Please mark the partnership level of interest:			
<input type="checkbox"/> Enrollment Referral Partner* <input type="checkbox"/> Assisted Enrollment Partner*			
<hr style="border: 1px solid #4F81BD; width: 80%; margin: 20px auto;"/>			
Please submit a <a href="#">form online</a> answering the following questions:			
<ol style="list-style-type: none"> <li>1. Please provide an overview of your organization with a specific emphasis on programs and services for families from prenatal care to age five.</li> <li>2. Mission alignment – How does CollegeBound Saint Paul align with your organization’s mission and the families you serve?</li> <li>3. How many families are reached through your programming and services and how often?               <ol style="list-style-type: none"> <li>a. CollegeBound Saint Paul seeks a varied range of partners that serve the diverse populations of Saint Paul. Describe the demographics of the families and neighborhoods you serve.</li> </ol> </li> <li>4. What are the touch points for integration of CollegeBound Saint Paul into your organization’s engagement of families with children?               <ol style="list-style-type: none"> <li>a. Describe the specific strategies and plans you have for integration of CollegeBound Saint Paul into your current workflow processes to successfully complete referrals and enrollments.</li> </ol> </li> <li>5. Please describe your organization’s capacity for providing referrals and assisted enrollment.</li> <li>6. What enrollment referral or assisted enrollment strategies do you have for eligible families you currently serve?</li> <li>7. Are there any challenges or barriers you foresee in participating as a referral or assisted enrollment partner?</li> </ol>			
For questions, please email <a href="mailto:lkram.koliso@ci.stpaul.mn.us">lkram.koliso@ci.stpaul.mn.us</a> or call 651-266-8838.			

Thank you for your interest in becoming a community partner for CollegeBound Saint Paul! We look forward to reviewing your partnership form and working with you!