

## Intergenerational Success Project

In support of Greater Cincinnati's post-secondary attainment and child poverty improvement goals, StrivePartnership is leading a new collaborative focused on helping more than 1,400 local single mothers achieve economic and education success for their families. With national funding from Lumina Foundation in partnership with Kresge Foundation, the Intergenerational Success Project is aimed at strengthening the capability of the Cincinnati / Northern Kentucky region to recruit more women into the education and workforce pipeline, provide stronger family supports, and build connections to self-sufficient career pathways.

Using a two-generational approach, the collaborative plans to engage single mothers and their children in Cincinnati, Covington, Ky., and Newport, Ky., helping women pursue a post-secondary credential that leads to stable employment, set pathways toward long-term economic stability, and inspire academic achievement by their children.

**Prioritizing working with single mothers can have a significant impact on the community's education attainment goals, and working with women in a two-generation approach provides a significant opportunity to impact the future of so many children who are at-risk to continue the cycle of poverty.**

Led by StrivePartnership, a cross-sector partnership working to improve education outcomes from cradle to career for every child in the Greater Cincinnati urban core, the Intergenerational Success Project will build upon and align existing post-secondary attainment programs serving local women and their children. Core partner organizations include [Brighton Center](#), [Cincinnati State Technical and Community College](#), [Gateway Community and Technical College](#), and [Partners for a Competitive Workforce](#). [The Women's Fund of the Greater Cincinnati Foundation](#) will provide technical support to the initiative.

- **Geographical Focus:** Covington and Newport in Kentucky and Cincinnati in Ohio (aligned to StrivePartnership geographical focus)
- **Priority Populations:** Single female heads of household with no postsecondary experience, with specific focus on subpopulations: African American, Hispanic and Low Income
- **Central Focus:** Increase the education attainment of single female heads of household with no postsecondary experience. Specifically, the goal is to engage 1,400 women of which at least 760 would earn their first credentials, such as a workforce certificate or an associate's degree, by 2020. Additionally, 650 of them would move on to employment or the pursuit of a second credential, such as an associate's degree or bachelor's degree.
- **Primary Goal:** Motivating and supporting cohorts of women to pursue a credential that leads to stable employment with a living wage and to persist along guided pathways that lead to long-term economic stability for their families

- **Secondary Goal:** To inspire academic achievement by the children of these women, especially in math and science, through a two-generational pursuit of education attainment in their homes

The Intergenerational Success Project earned Cincinnati / Northern Kentucky a Talent Hub designation from Lumina Foundation, in addition to \$350,000 in grant funding over 42 months.

### **US Census Data**

- Cincinnati is ranked sixth in the nation for childhood poverty.
- Two out of every three kids in poverty living in a single female-headed household.
- There is a disproportionate number of minority children who live in single female households. In Cincinnati, the African American population is 43%, yet 73% of African American children under the age of 18 live in single female households.
- In Cincinnati, 72% of female households with children under the age of 18 received public assistance, compared to 20% for married households and 48% for male-only households.
- In families with single female heads of household, 22% have no workers in the home and of those households 81% have incomes below the poverty level. Even for those female-led households with one worker (57%), 45% have incomes below the poverty level.
- In 2020, four out of every seven women in Greater Cincinnati are predicted to work in occupations with a median wage that is inadequate to support a woman with one child without public assistance.

### **Implementation Strategies**

The strategies identified are based on theories of change formulated through identified gaps and recommendations of regional partners and national thought leaders in the two-generation space. The Project is focused on 11 key strategies:

#### CONNECTION: Relationship Building and Recruitment of Target Population

1. Development of sustainable, regional model for connecting with single female heads of household for participation in self-discovery and goal setting processes

#### ENTRY: Self-Discovery Process, Goal Setting, and Enrollment in Selected Career Pathway

2. Development of a sustainable, regional model for family-centered coaching that begins at the point of self-discovery and continues through job placement and retention

#### PROGRESS: Persistence of Participants through Program

3. Inventory and align opportunities for participation in peer-to-peer networks
4. Alignment and strengthening of new and existing sources for financial assistance

#### COMPLETION: Completion of Program to Credential with Labor Market Value Leading to Employment

5. Alignment of regional training/education opportunities into a seamless network of customizable learning and career pathways leading to employment with self-sufficient wages

6. Increasing workforce development partners' understanding of the two-generation concept, the importance of holistic family supports and the critical impact the target population can have on economic development
7. Expand competency-based curriculum and nontraditional approaches to focus on transferrable skills rather than courses and prescribed programs
8. Engagement with employers to support this population through changes in workplace culture

**INFRASTRUCTURE: System Capacity Building and Continuous Improvement**

9. Comprehensive, asset-based community development mapping
10. Deeper understanding of intrinsic motivation and personal support networks of participants and use insights to inform the continuous improvement of the ecosystem
11. Regional model for data and analytics that provides the opportunity to track two-generation outcomes across partners and states

**Key Measures/Metrics of Success:**

- # of women recruited and begin the self-discovery/family coaching program
- # of women completing self-discovery program
- # of women completing a personalized plan
- # of women enrolling at a partner institution based on personalized plan
- Persistence rates of enrolled women
- # of women completing their first credential
- # of women entering employment and/or continuing their education

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