

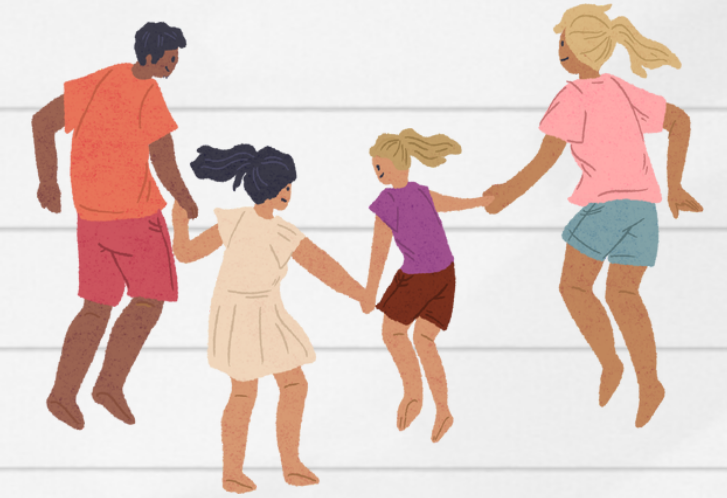


A SNAPSHOT OF SCHOOL OUTREACH FOR CALKIDS: CHALLENGES AND OPPORTUNITIES

NANCY ZELAYA



Reason for CalKIDS Study?



1) Collaborated in training local community organizations on various savings accounts

2) Difficulty in Implementation: Action requires more than the delivery of financial information



3) At my internship school site, noticed the lack of knowledge and awareness of CalKIDS

4) Among local public schools in East LA and Boyle Heights, what is the current awareness of CalKids? Outreach efforts?



Access to child savings account leads to asset building among low-income families

Caregivers less likely to enroll to CSA if they don't understand how it works



Local agencies (i.e., schools) are seen as legitimate and trustworthy

What does the Research Say?

Initial monetary investment may encourage more families to enroll to CSA



Caregivers less likely to enroll to CSA if there is mistrust



Some caregivers may need additional outreach to learn about CSA and support in enrolling

GAPS IN THE RESEARCH



Lack of research in community-based outreach efforts to connect child savings account programs with targeted populations

Trusted local agencies in communities have not been a key focus in current research

Lack of research in outreach efforts and community awareness of CSA's



CalKIDS



- Launched in 2022 by the State of California to make it easier for more children to save for their future education
 - Opportunity L.A. is another similar program based in LA, launched in 2021
- Offers newborns and eligible low-income public school children in California with an initial seed deposit (with other potential financial incentives)



(CalKIDS, 2024)



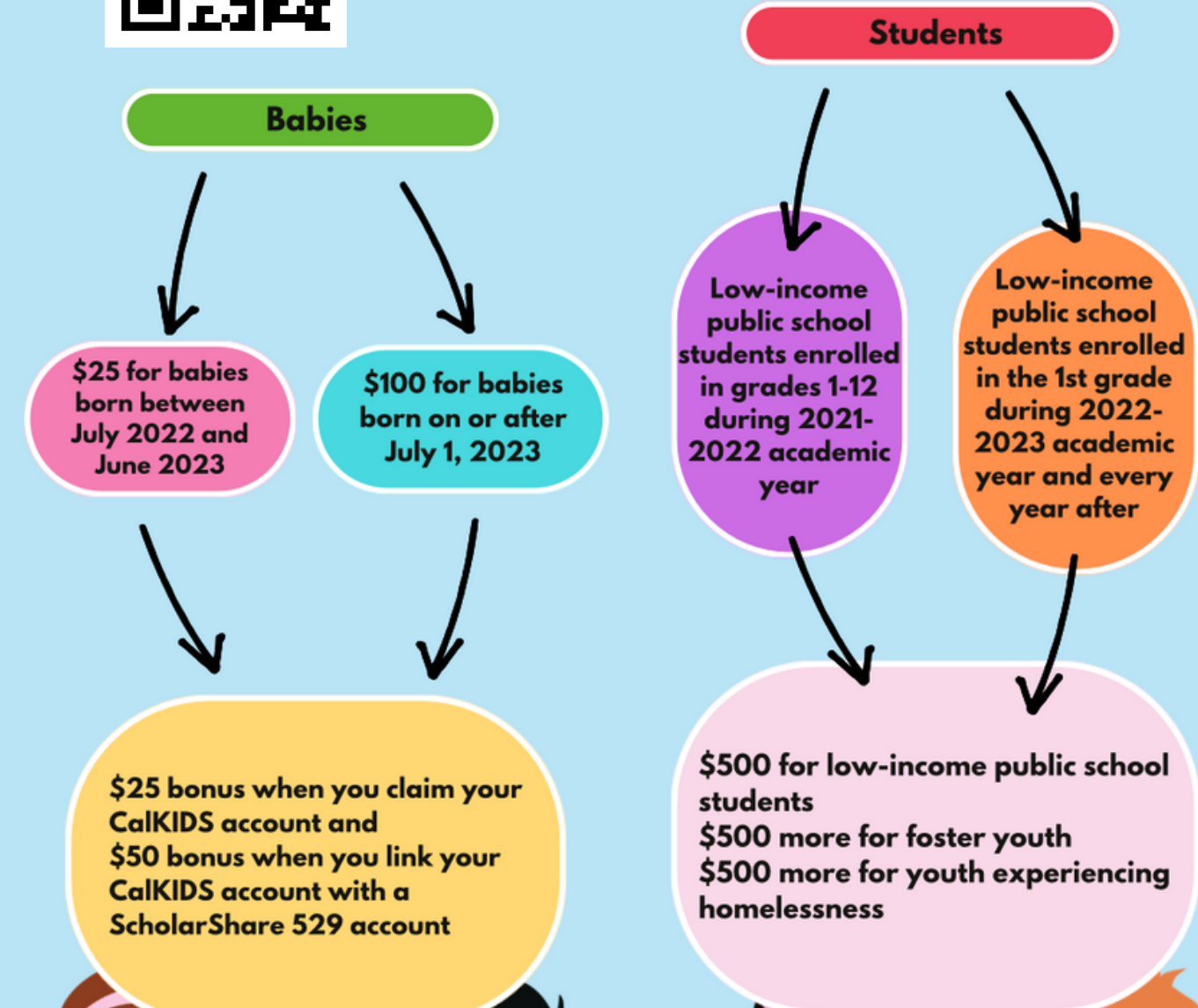
Claim your CalKIDS account:

CalKIDS.org
(888) 445-2377



CalKIDS

Who is eligible?



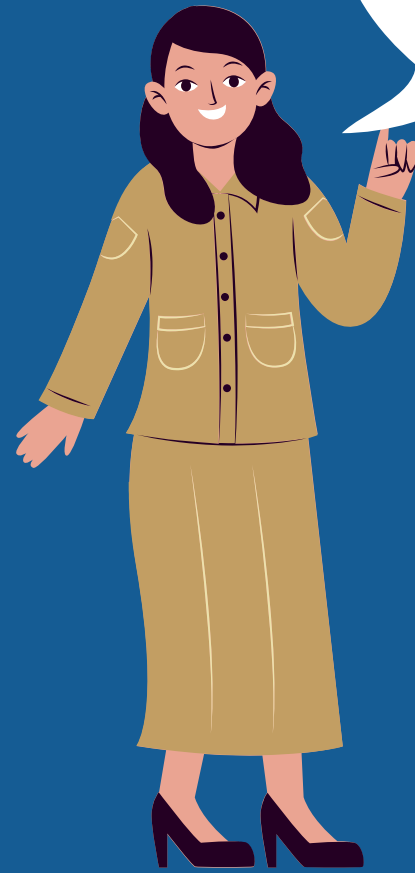
(CalKIDS, 2024)

CalKIDS Knowledge and Outreach Efforts in Local Public Schools

	East LA	Boyle Heights	Total
LAUSD Schools Called	26	23	49
Interest	4	0	4
Awareness	1	3	4
Current Outreach Efforts	0	1	1

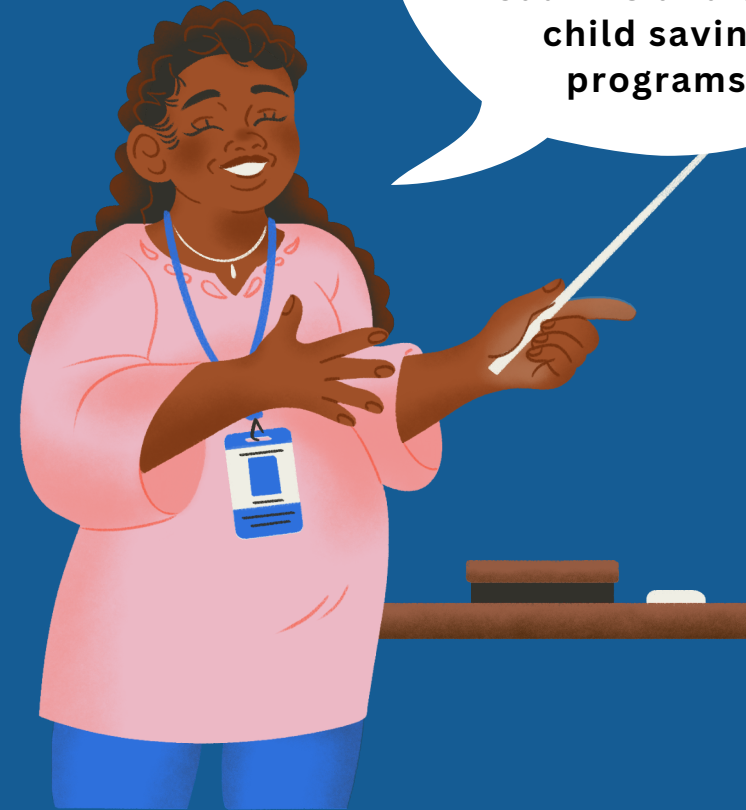
Interest in CalKIDS

Interested in any help with outreach



Community School Coordinator
(Ford Boulevard Elementary)

“Would love to have people come to teach my 6th grade class on CalKIDS and other child savings programs”



Teacher
(Robert Hill Lane Elementary)

Interested in having someone talk about more about it to students and families



Principal
(Ramona Opportunity High School)

Interested to learn more about CalKIDS



PSW
(Hilda L Solis Learning Academy High School)

Awareness of CaKIDS

Heard about it at an elementary school

Learned about it through a presentation at the school they were placed last year

Heard about it through the CaKIDS pamphlets sent to families

Has knowledge about the program, as they help to share information to students



Main Office Rep
(Robert Louis Stevenson College
& Career Prep Middle School)



Healthy Start Rep
(Belvedere Elementary)



Family Resource Coordinator
(Sheridan Street Elementary)



College Success Advisor
(Roosevelt Senior High
Science/Tech/Math Magnet)

OUTREACH EFFORTS

“A program that provides a college account fund that can be applied to college. This program is for low-income families.”



**College Success Advisor
(Roosevelt Senior High
Science/Tech/Math Magnet)**

	Roosevelt Senior High Science/Tech/Math Magnet
Timeframe	1 Semester
# involved in outreach	2 College Success Advisors
Outreach Efforts	Peer counselors: seniors that are trained in college and financial aid applications, as well as CalKIDs.

IDEAS FOR FUTURE IMPLEMENTATION

“CalKids should allocate funds to hire trained employees to present in classrooms and teach students to create and register their accounts. Most schools do not have the capacity to fully implement CalKIDS.”

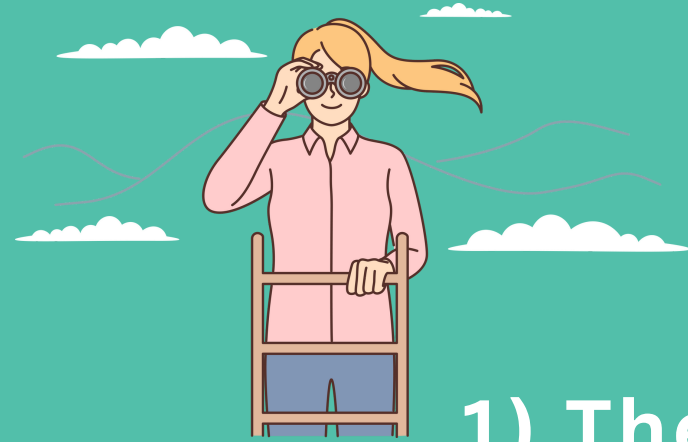


College Success Advisor
(Roosevelt Senior High
Science/Tech/Math Magnet)

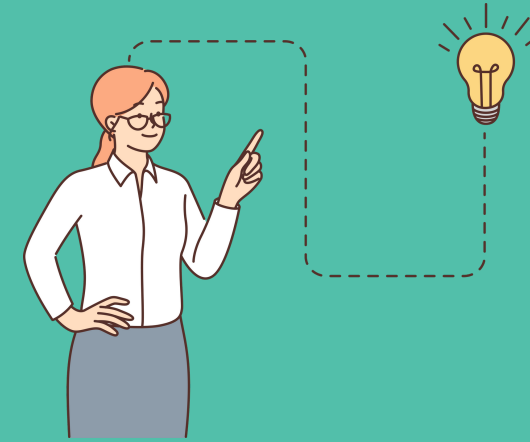
“Information could be distributed at parent workshops”



Family Resource Coordinator
(Sheridan Street Elementary)



WHAT DOES THIS MEAN?



- 1) There is interest in CalKIDS and opportunities to increase awareness in local schools
- 2) Would benefit to increase outreach to connect low-income communities (whom this was designed for) to CalKIDS

How?

MY IDEAS FOR OUTREACH

- Learn more at CalKIDS.org
- Talk about CalKIDS with your friends and family members:
 - Those who have a baby
 - Child that's a student in public school (1-12th grade)
- Share the flyer and QR code in your communities (i.e., schools, churches, YWCA, etc.)
- Spread the word and learn more about other local child savings account programs such as Opportunity LA and ScholarShare 529



QR CODES



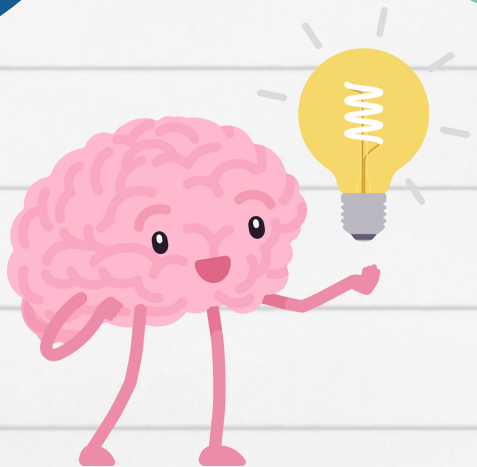
Learn more about Opportunity L.A.:
<https://communityinvestment.lacity.gov/opportunity-la>
(213) 820-4283



Learn more about CalKIDS:
CalKIDS.org
(888) 445-2377



Learn more about ScholarShare 529:
scholarshare529.com
1-800-544-5248



**YOUR TURN!!!
WHAT CAN WE DO? WHAT
ARE YOUR IDEAS?**

