



MBK COMMUNITIES CHALLENGE

Playbook for Mayoral Action

Purpose of this Playbook

- A. To encourage Mayors to accept the President's 'MBK Communities Challenge'
- B. To provide a process framework for the development of an effective plan of action
- C. To define the policy and programmatic focus areas central to the Challenge
- D. To promote data-driven strategies and a framework for data-tracking protocols

My Brother's Keeper at a Glance

In February 2014, President Obama launched the My Brother's Keeper (MBK) initiative to address persistent opportunity gaps faced by boys and young men of color and ensure that all young people can reach their full potential. The initiative seeks to organize and capitalize on the commitment of community leaders in order to reach that goal.

Starting this fall, the Administration will take the next crucial step in this effort by issuing a challenge to cities, towns, counties and tribes across the country to become "MBK Communities." This challenge represents a call to action for all members of our communities, and Mayors in particular, as they often sit at the intersection of many of the vital forces and structural components needed to enact sustainable change through policy, programs, and partnerships. In addition to issuing this challenge to Mayors and local officials, the Obama Administration has conducted outreach to business leaders, non-profits, philanthropies, and local school-systems, who are organizing themselves independently to support communities' efforts.

The MBK Communities Challenge encourages communities (cities, rural municipalities, and tribal communities) to implement a coherent "cradle – to - college - and - career strategy" for improving the life outcomes of all young people, including boys and young men of color.

It is important to underscore that this is not a new federal program, but rather a call-to-action, and a targeted effort to convene leaders, identify effective strategies, and to work together to accomplish our shared goal of improving life outcomes for young people. We encourage you to use this Playbook to guide your planning and outreach with the understanding that you may have already begun some of these steps. Challenge participants are encouraged to reach out with questions or ideas by emailing localgovernment@who.eop.gov.

LAY THE GROUNDWORK FOR AN MBK COMMUNITY

✓ **STEP #1: ACCEPT THE PRESIDENT'S CHALLENGE**

Notify the White House that you will participate (localgovernment@who.eop.gov), provide contact information for a designated point of contact on your staff, and confirm your pledge to build and execute a plan to accomplish as many of the following goals as possible:

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| A. Ensure all children enter school cognitively, physically, socially and emotionally ready | D. Ensure all youth complete post-secondary education or training |
| B. Ensure all children read at grade level by 3rd grade | E. Ensure all youth out of school are employed |
| C. Ensure all youth graduate from high school | F. Ensure all youth remain safe from violent crime |

✓ **STEP #2: CONVENE A "LOCAL ACTION SUMMIT" TO BUILD AN MBK COMMUNITY**

This effort will require a coalition of partners with an ownership stake in the strategy, and a sense of empowerment to help lead the effort. **Within 30 days** of accepting the President's Challenge, host a Local Action Summit with key stakeholders to assess needs and assets, determine priorities, and set concrete goals.

EXTERNAL PARTNERS

- University presidents
- Job training programs
- Chambers of Commerce
- Local business owners
- Faith groups & leaders
- Non-profit orgs
- Local philanthropies
- Teachers, educators
- PTA & parent groups
- Banks/financial orgs

GOV'T STAKEHOLDERS

- School systems
- Law enforcement
- Child & Family Services
- Employment Services
- Public Health
- Public Housing
- Parks and Recreation
- Federal partners

✓ **STEP #3: CONDUCT A POLICY REVIEW & FORM RECOMMENDATIONS FOR ACTION**

Following your Local Action Summit, direct a working group of pertinent government stakeholders to scour existing local policies, programs, and practices in search of ways to introduce or expand on existing efforts to better serve the needs of the city's youth. The working group should assess the evidence base on the impact of both existing and proposed programs. **Within 90 days** of accepting the President's Challenge, this body should produce a report with recommendations for action on your selected areas of focus (from Step 1), standards for tracking and sharing data across public agencies and community partners, and structural recommendations for institutionalizing the effort until goals are reached.

SUGGESTED DATA FIELDS FOR COMMUNITY TRACKING (not exhaustive):

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|---|---|--------------------------------|
| - Enrollment in quality pre-K | - School attendance | - Median earnings |
| - Children entering kindergarten ready to learn | - High school graduation rate | - Summer employment |
| - Adolescent births | - AP/IB/Dual Enrollment | - Arrest rate |
| - Low birth weight | - Advanced degree enrollment/completion | - Exposure to violence |
| - Child maltreatment | - STEM BA enrollment/completion | - Imprisonment/detention rate |
| - Youth developmental screening | - Youth in school or working | - Homicide rate |
| - Reading and math achievement | - Labor force participation rate | - Adolescent mortality |
| | | - Youth with effective mentors |

✓ **STEP #4: LAUNCH A PLAN OF ACTION, NEXT STEPS & A TIMETABLE FOR REVIEW**

Within 120 days of accepting the President's Challenge, convene key partners to publicly launch a plan of action for accomplishing selected goals based off the results of your policy review. It should include a protocol for tracking data, benchmarks and timelines for review to ensure the transparent assessment of progress towards goals, and the open examination and retooling of ineffective strategies. Include a blueprint for resourcing your efforts which outlines plans to use or redirect existing resources, new public or private sector commitments, and specific areas where additional commitments, investment, or partnership could help your community reach its MBK goals, to help potential new partners target their involvement.