

# BRIGHT FUTURES NEWS



## NEW CAMPAIGN SHOWS PROGRESS! CALKIDS REGISTRANTS INCREASE IN MAY

In Monterey County, there are over \$30 Million available for children to receive college savings accounts. Bright Futures and the Hartnell College Foundation began a soft marketing campaign in May on social media, fliers, and most recently, with banners to be placed at school sites throughout the county. Gonzales Unified School District was the first district to put up a CalKIDS banners. (Pictured above).

Thanks to this push and its community partners, more than

270 new accounts were opened in just one month! A more robust campaign using television, print, radio, and digital advertising will begin in June.

There are 64,000 eligible children who can claim their college savings account right now. “A big Thank you to MCOE, Partners For Peace, Door To Hope, Action, Salinas Union High School District, Alisal Union School District, and Soledad Unified School district,” said Tony Amezcua, director of Bright Futures.

“We are looking for more partners to help us strengthen our CalKIDS awareness campaign.” Banners and fliers are available and can be requested by emailing Tony at, [tamezcua@hartnellcollegefoundation.org](mailto:tamezcua@hartnellcollegefoundation.org).



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## DATA TALKS BY MICHAEL APPEGATE

Hosted by Bright Futures

At Bright Futures, we support the sharing of local stories and insights alongside quantitative data. These two sources of information support the awareness of disparities and collaborative community-wide efforts to improve student outcomes.



This month, we presented data on two critical areas for student success, early-grade reading and writing (our goal 2) and middle-grade math (our goal 3). Our presentation included several math and English language arts analyses, such as pre-/post-COVID and racial and socioeconomic disparities at different grade levels. For instance, we found that about 16% of

socioeconomically disadvantaged students are performing at grade level for math, compared to 41% of students who are not socioeconomically disadvantaged.

Additionally, we gathered and shared insights from 25 local college students who recently attended high schools in Monterey County. They shared their perspectives on the disparities and offered potential solutions. Our collective aim is to support collaborative efforts with youth, parents, and local organizations that enhance outcomes for all students while working to eliminate any group-based equity gaps.

**Please reach out to us and tell us what you think. How can we support collaborations across organizations in MC to improve math outcomes? How can parents, youth, schools, and community organizations work together to improve opportunities and outcomes?**

We support the sharing of qualitative and quantitative data that help prioritize strategies and evaluate where there are opportunities for new policies and programs.

We help support broad, data-based understanding of factors contributing to equitable outcomes, and we facilitate the sharing of data for cross-sector action. Part of that includes breaking down the data and disparities and presenting them in a format that is accessible to a wide range of audiences, including sectors outside of education.



### Contact Us

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