



GLR WEEK 2023

BRIGHT SPOTS AND SILVER LININGS



What Happens (or Doesn't) in One Generation Affects the Next

Two-Generation Strategies for Alleviating Poverty

Wednesday, July 18, 12:30–2 PM ET

GLRWeek2023.gradelevelreading.net / #GLRWeek #BrightSpotsSilverLinings

The Campaign for
**GRADE-LEVEL
READING**



GLR WEEK 2023 JULY 17-21

Bright Spots and Silver Linings

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Presenters



Camille M. Busette, Ph.D.
Interim Vice President,
Governance Studies Director
Race, Prosperity and Inclusion
Initiative, Brookings Institution



Ayeola Fortune
Vice President
Impact Team, United Way
Worldwide



Becca Bice
Director of Family Pathways
United Way for Greater Austin



Amy Weber
Chief Impact Officer
United Way of Greater
Cincinnati

Moderator



Marjorie Sims
Managing Director
Ascend, Aspen Institute

Opening Remarks



Ralph Smith

Managing Director

Campaign for Grade-Level Reading

UW's Global Impact Agenda & Early Grade Reading



Childhood Success

Children enter school ready and are successful in primary school.



Youth Success

Youth graduate secondary school and gain the knowledge, skills, and credentials to obtain family-sustaining employment



Economic Mobility

Individuals gain good jobs and effectively manage their resources

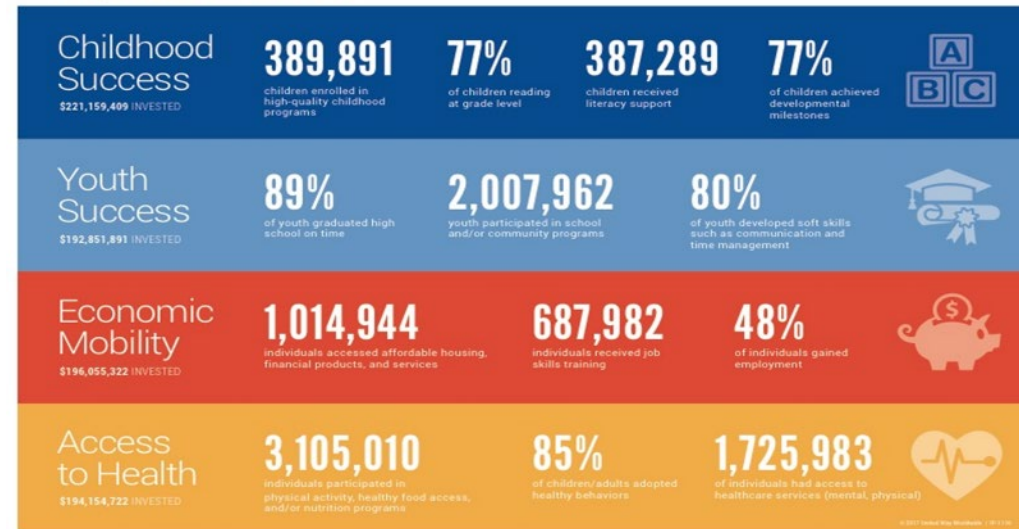


Access to Health

Individuals/families have access to healthcare and improve their health

- Network of 1,000+ UWs in communities around the world.
- Not single-issue focused.
- Knowledge of and ability to mobilize the community.
- Boundary-spanners: Deep connection to Non-Profit, Public, and Private sectors.
- Focus on equity.
- EGR Campaign aligns with our focus on Early Childhood – 0-8; access to ECD, early literacy, family engagement, school readiness, reading proficiency
- 2GEN strategies leverage our ability to integrate holistic solutions that span the issues we work on in community.

GLOBAL RESULTS FRAMEWORK Impact at a Glance



What Happens (or doesn't) in one generation affects the next

July 2023

Marjorie Sims

Managing Director,
Ascend at the Aspen Institute

About the aspen Institute

We drive change through dialogue, leadership, and action to help solve society's greatest challenges

The Aspen Institute is an educational and policy studies organization with the mission of fostering values-based leadership and providing a nonpartisan venue for dialogue around critical issues.

The timeless values that inspired the creation of the Institute after World War II continue to guide us today.



About ascend at the aspen Institute

We are a catalyst and a Convener for diverse leaders working to build intergenerational family prosperity and well-being

We co-create and elevate innovative two-generation (2Gen) approaches with families and partners to forge pathways to family prosperity and intergenerational well-being for both children and the adults in their lives.



We **invest in leadership** to advance systems, policy, and narrative change.



We **elevate and scale ideas** and innovations that show early traction in communities.



We **leverage the power of convening** and foster radical collaboration.



Our values

Embrace an abundant and ambitious mindset

We believe that when we do right by families, we all do better. We bet on bold leaders and savvy risk-takers to remake society to one where all children and families flourish and fulfill their dreams.

Together, we can climb high and go far

We welcome diverse viewpoints as we reimagine leadership. We invest resources, networks, and power in systems, policy and social impact leaders for the long-run because it's only together that we can build the future children and families deserve.

Honor lived experience

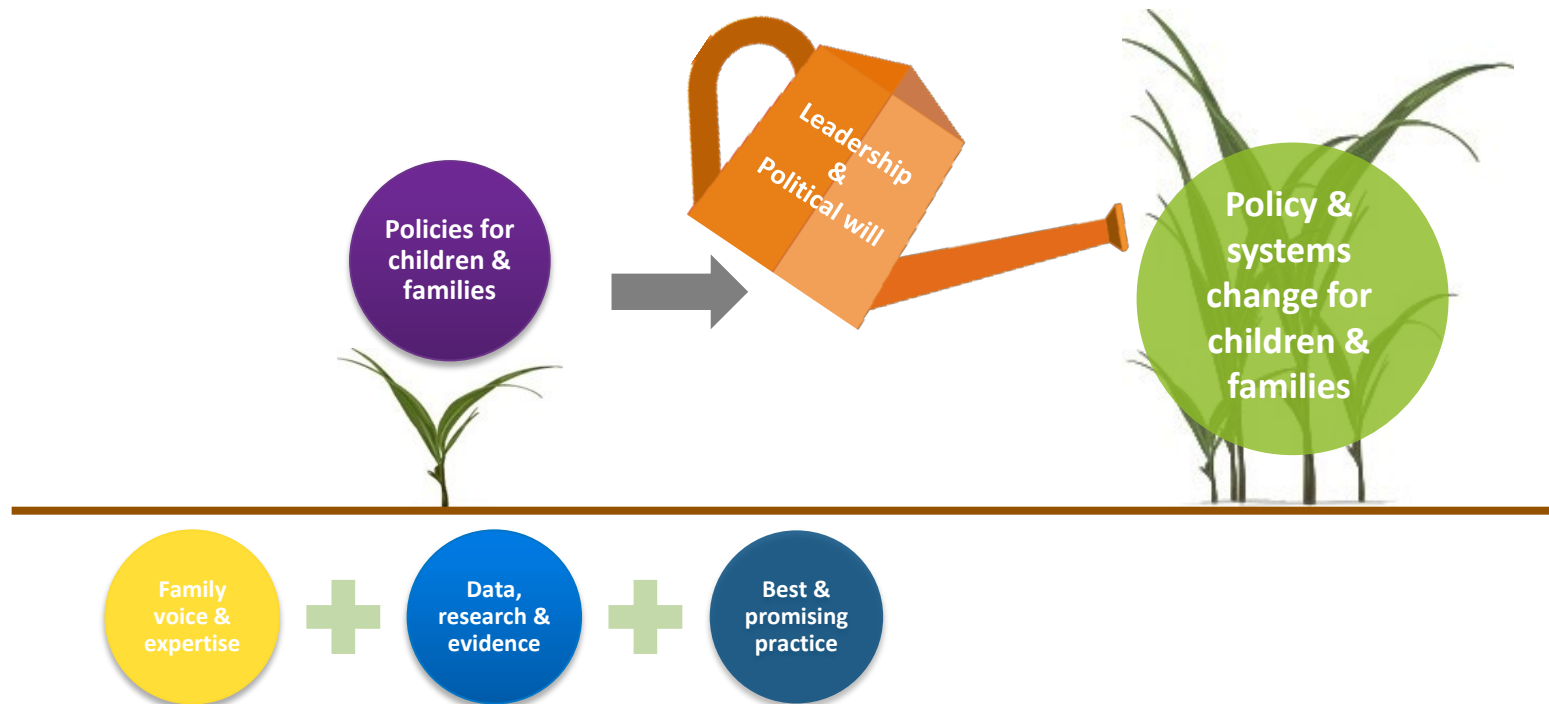
Ascend centers the voices of parents, caregivers, and families: their expertise, experiences, challenges and solutions. It's how we co-create actionable solutions that meet their needs.

Equity is the moral center of all we do

Ascend believes we do right by children and families when we center equity in our relationships and our work. We encompass racial, gender, and economic equity with an intersectional lens in all we do.

Our Theory of policy & systems change

We drive change through combining the power of family voice, research, and promising practices



2gen

The approach and movement for building intergenerational family prosperity and well-being

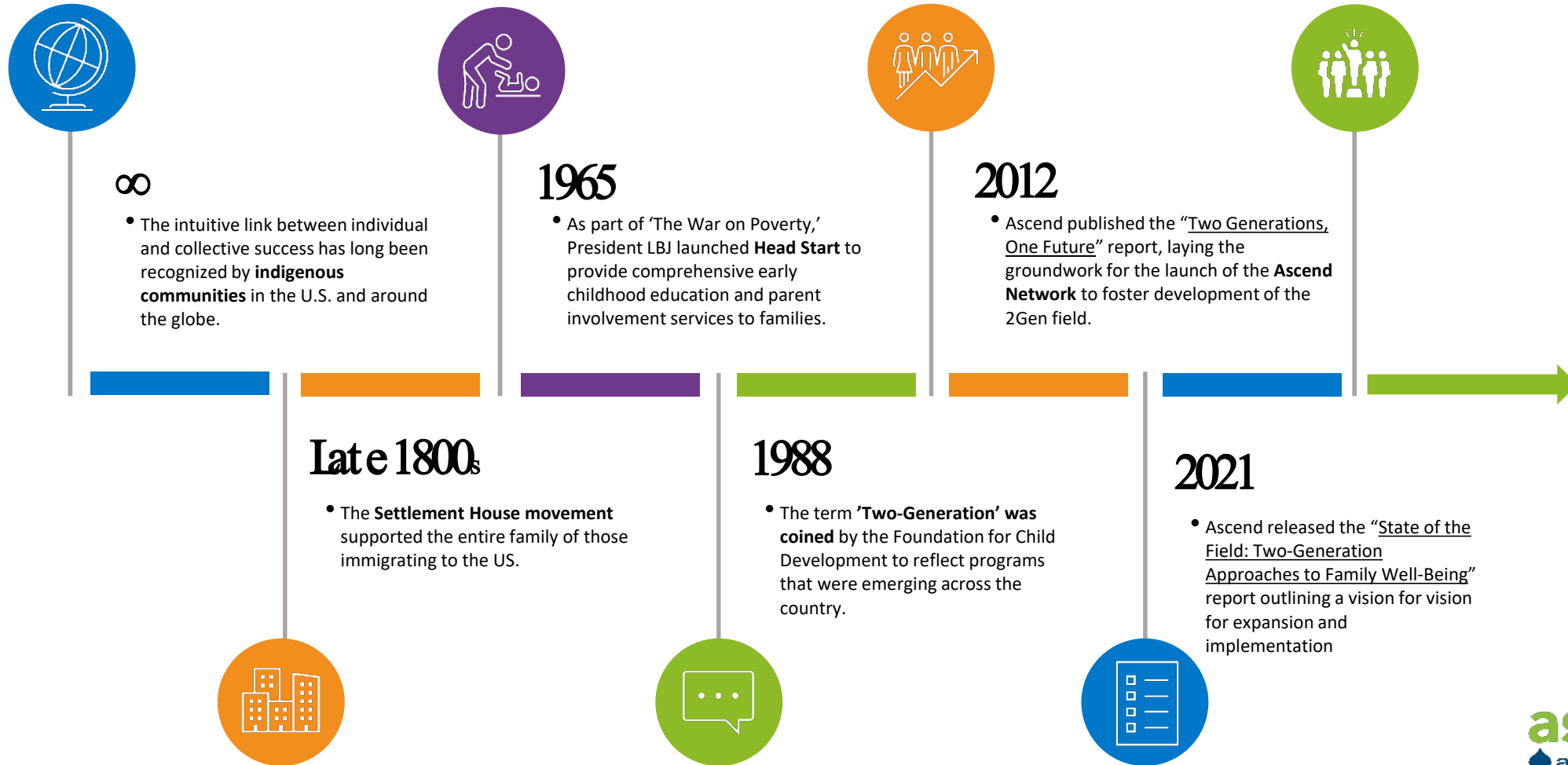


About the two-generation (2gen) approach

2Gen builds family well-being by intentionally and simultaneously working with children and the adults in their lives *together*.

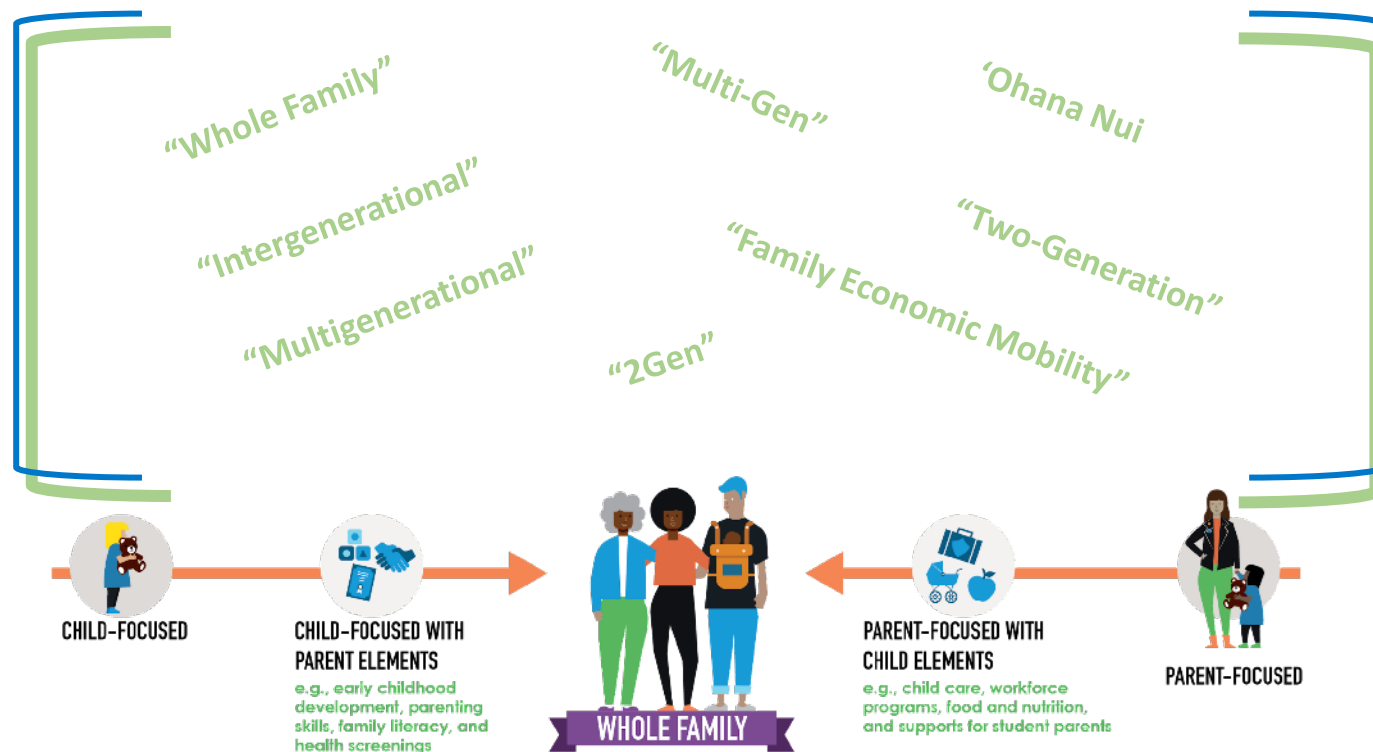


The origins & evolution of 2gen in the us



Many names – one approach

2Gen approaches reflect and embrace the diverse shapes, sizes, and structures of families to ensure all family members can reach their full potential.



6 Components of Whole family well-being

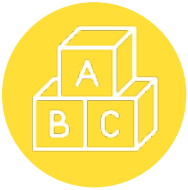
Well-being is a multifaceted process and lifelong pursuit.

2Gen approaches have six key components to improve families' financial stability, social capital, health care, and quality education.



#2GEN

Research proves 2gen has an outsize impact



Research demonstrates a **13% ROI** in high quality early childhood education. ([Heckman, 2016](#))

A \$3,000 increase during early childhood yields a **17% increase** in adult earnings. ([Duncan & Magnuson, 2011](#))



A college degree **doubles** a parent's income. ([Kominski, 2011](#))



The brains of new parents undergo **major changes**. ([Phu, Erhart, Kim, & Watamura, 2020](#))

Parents with health insurance are more likely to seek care for their children. ([Rosenbaum & Whittington, 2007](#))



Predictable, monthly unconditional cash aid given to low-income families may increase infant brain activity. ([Troller-Renfree et al. 2022](#))

5 guiding principles for 2gen approaches

- Measure and account for **outcomes** for both children and the adults in their lives.
- Engage and listen to the **voices of families**.
- Ensure **equity**, particularly racial equity.
- Foster **innovation** and evidence together.
- Align and **link systems** and funding streams.

2gen approach continuum

Parent voice and a focus on Cultural competency is a prerequisite for 2Gen



mindset

A new **way of thinking** for designing programs and policies that serve children and parents simultaneously.

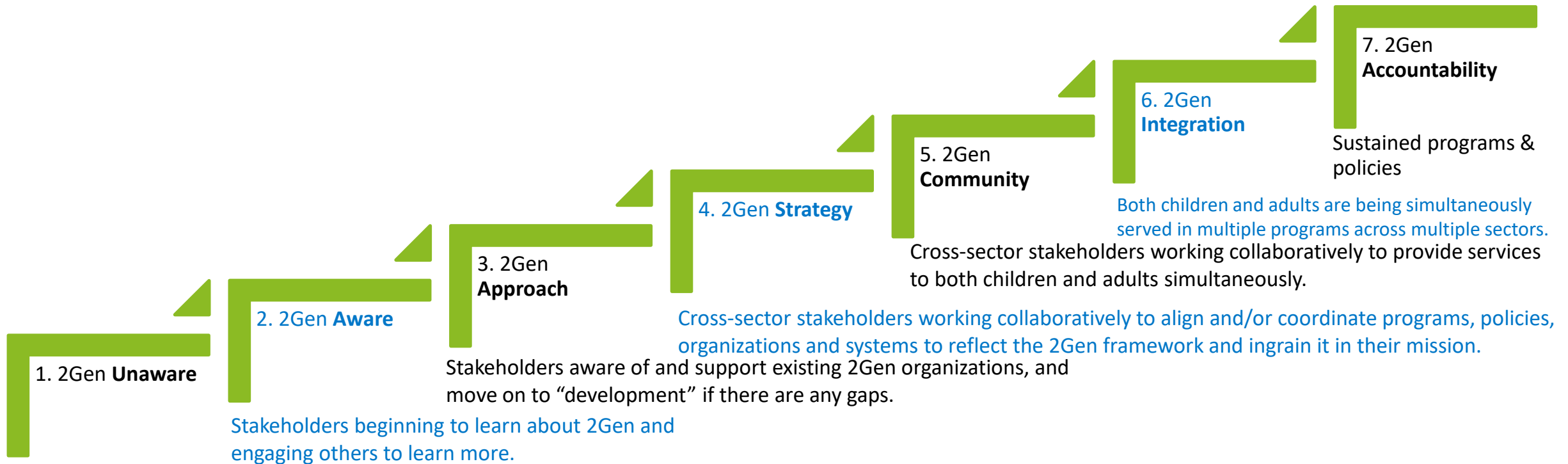
strategy

Aligning and/or **coordinating services with other organizations** to meet the needs of all family members.

organization

Providing services and supports to both children and adults simultaneously and tracking outcomes for both.

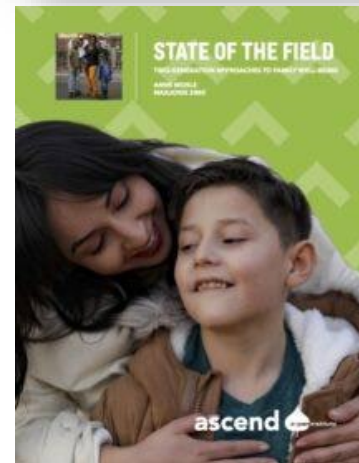
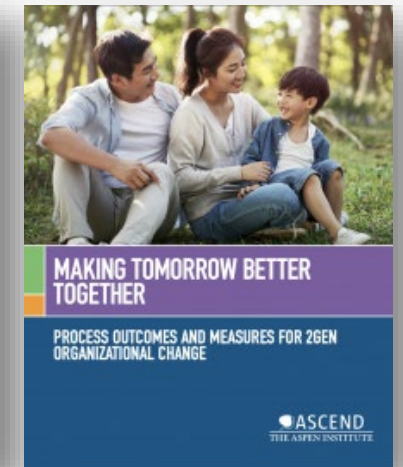
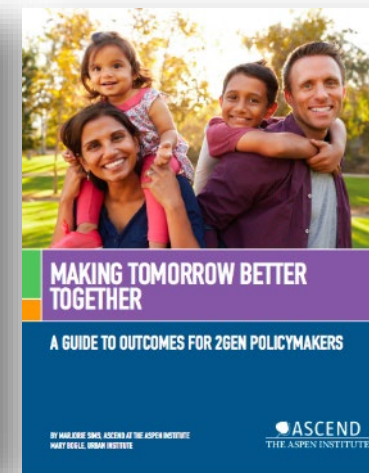
2gen community continuum



Fragmented programs and systems due to limited understanding of the 2Gen framework.

Outcomes & earnings from 2gen

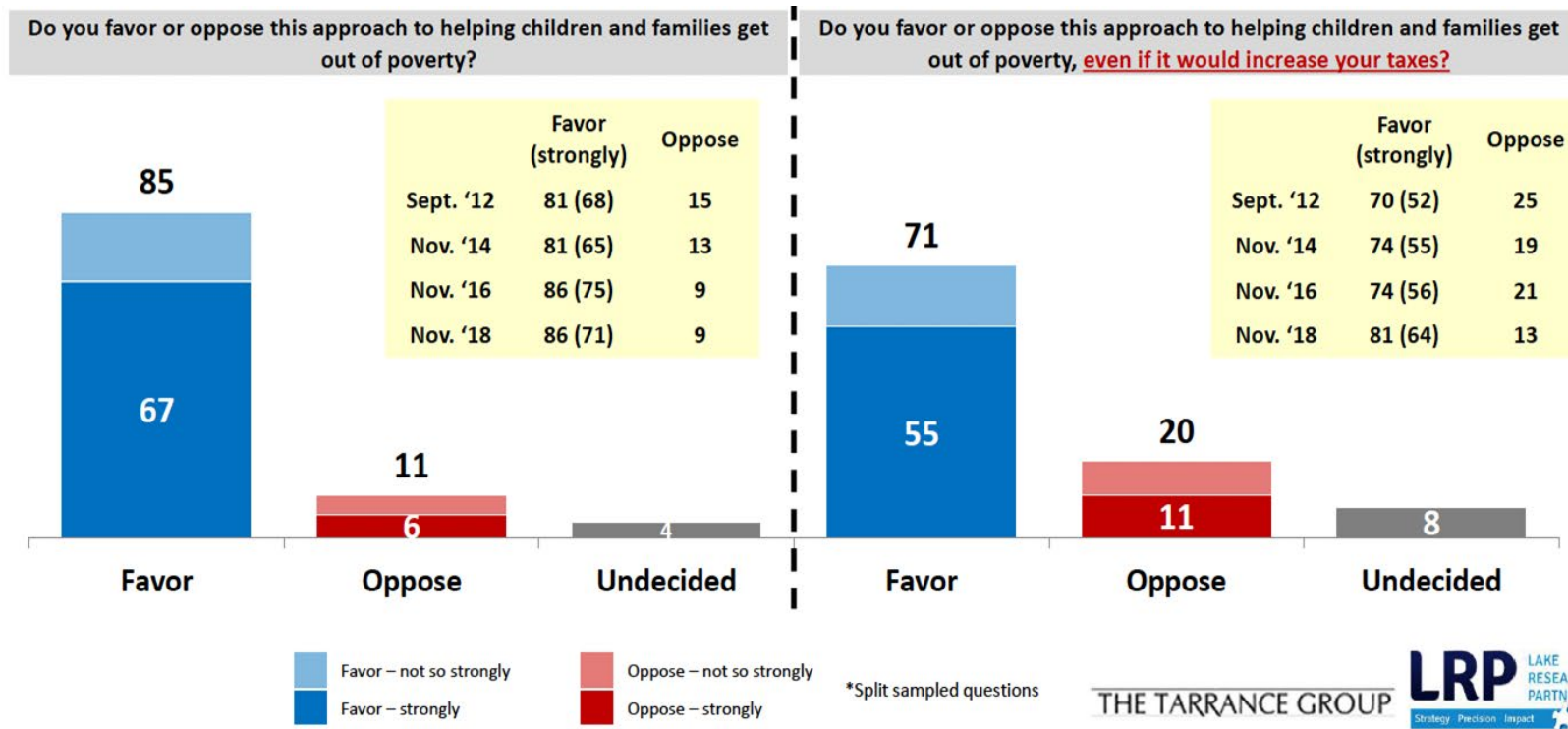
- Intentional service integration is critical
- Quality matters
- Intensity is important
- Who is targeted matters
- How you work with families matters



Strong bipartisan public support for 2gen

A majority of voters favor 2gen investments and programs, even if it increases taxes

One program designed to help children and families who are living in poverty get out of poverty targets both parents and children so that parents get education and skills training to get a better job at the same time their children get a good start with Head Start, early education, and quality schools.



Challenges and opportunities

- Lack of clear collaboration partners and/or terms of agreement
- Staff buy-in and capacity
- Parent recruitment and retention
- Knowledge of and access to blended funding streams
- Policy barriers: lack of aligned resources and policies

Ascend network

The community of over 500 organizations driving 2Gen in policies and practices at local, state, and federal levels.



2gen leaders across the country

12M+

Children and families are reached by Ascend leaders.

\$34B

in public resource funding that Fellows steward to transform how key sectors support communities across the US.

521

Network Partners organization implementing 2Gen.

120

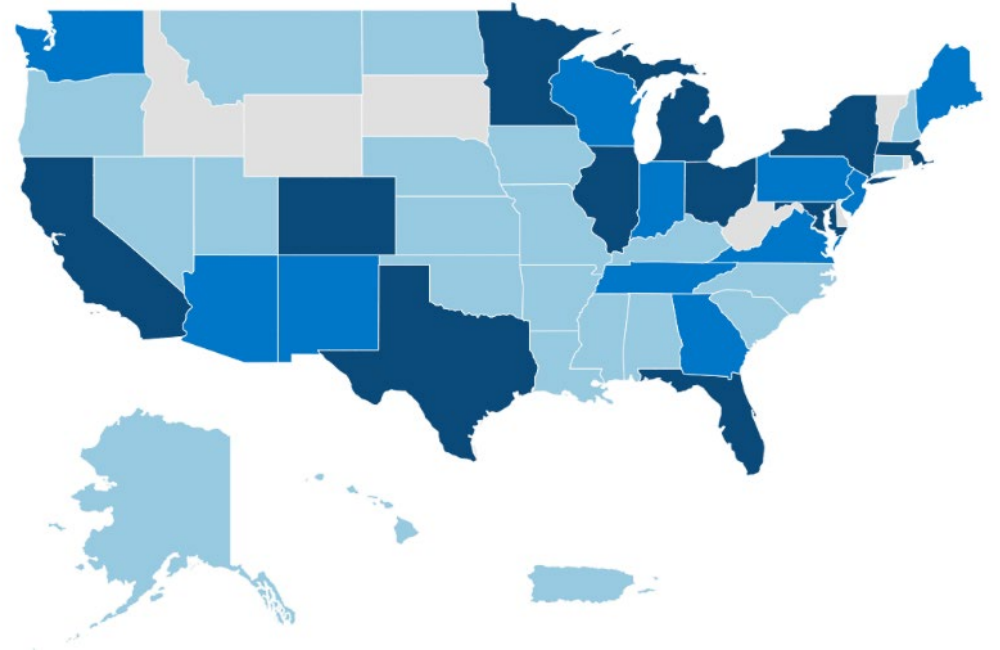
Ascend Fellows are leading levers of change, innovation, and impact across key sectors that influence family well-being.

50+ states

We're in all 50 states, DC, and Puerto Rico.

4 countries

We've also gone global and now reach Guatemala, Ireland, and Rwanda.



25 UNITEDWAYS

United Way of the Bay Area, CA

Mile High United Way, CO

United Way of Greater Atlanta, GA

United Way of Central Indiana, IN

United Way of Kaw Valley, KS

United Way of Massachusetts Bay and Merrimack Valley, MA

United Way of Central Maryland, MD

Greater Twin Cities United Way, MN

United Way of 1000 Lakes, MN

United Way of Greater Greensboro, NC

United Way of the Greater Triangle, NC

Heartland United Way, NE

United Way of North Central New Mexico, NM

United Way of New York City, NY

United Way of Greater Cincinnati, OH

United Way of Greater Nashville, TN

United Way of the Mid-South, TN

United Way for Greater Austin, TX

United Way of Greater Houston, TX

United Way of San Antonio and Bexar County, TX

United Way of Salt Lake, UT

United Way of the National Capital Area, VA

United Way of Pierce County, WA

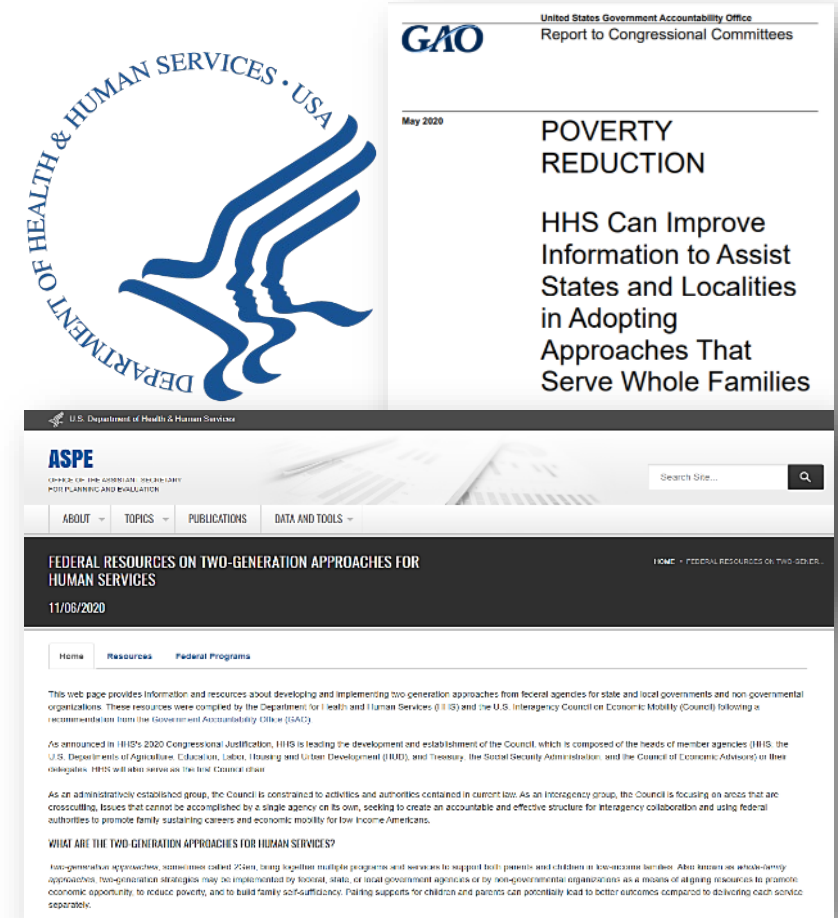
United Way of Dane County, WI

United Way of Portage County, WI

Federal opportunities to advance family economic mobility

25 cross-cutting recommendations for federal agencies

- In February 2020, Ascend presented more than 25 cross-cutting recommendations that support more data sharing, horizontal integration and simplification of eligibility determinations and encourage a healthy balance of innovation with high quality and accessible services.
- In 2021, Ascend doubled down with the recommendations in its [“State of the Field: Two-Generation Approaches to Family Well-Being”](#) report.
- Recommendations bisect programs and funding streams
 - **US Department of Health and Human Services:** TANF, CCDBG, Child Support Enforcement, Child Welfare, Medicaid, and SAMHSA
 - **US Department of Agriculture:** SNAP
 - **US Department of Labor:** WIOA
 - **US Department of Housing and Urban Development:** Public Housing and Homelessness Assistance
 - **US Department of Transportation:** Discretionary and Competitive Federal Grant Program



2gen movement in congress

- **2Gen Economic Empowerment Act** or the “2Gen Bill” (Senators Heinrich and Collins)
 - Introduced for four consecutive Congresses
- **Health Profession Opportunity Grants**
- **Government Accountability Office (GAO)**
 - 2020 Report: HHS Can Improve Information to Assist States and Localities in Adopting Approaches That Serve Whole Families

"In New Mexico, I've seen firsthand just how effective a two-generation approach can be. Just recently I met with local education leaders that are providing parents with childcare services so that parents can finish out their degrees. This approach makes financial security accessible for both parents and children simultaneously."

Senator Martin Heinrich (D-NM)
U.S. Senate



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"This bill marks an important step toward reevaluating our approach to poverty and promoting innovation, more effective uses of taxpayer dollars to uplift whole families."

Senator Susan Collins (R-ME)
U.S. Senate



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“Don’t just meet us where we are.
Meet us where we dream.”

Janine mcMahon

Ascend Parent Advisor



2-Gen in Greater Austin



United Way for
Greater Austin

Grow UNITED

All children enter Kindergarten happy, healthy, and prepared to succeed in school and beyond

Learn UNITED

Children are reading on grade level by the 4th grade, a critical time when children transition from “learning to read” to “reading to learn”

Connect UNITED

People in our community are connected to resources for food, health, housing, transportation, and more

Advance UNITED

Families with young children are financially stable



Meet the 2-Gen Coalition



2018-2023 Strategic Plan

Create an ecosystem of programs and services that support intergenerational economic opportunity for families with low income.

- Increase the number of families in Austin/Travis County who are served through a 2-Gen approach
- Improve family outcomes by strengthening existing 2-Gen programs and services

Community Investments & 2-Gen Pilots

- \$810,000 in grants to 2-Gen programs
- Piloting interventions in:
 - Guaranteed income for parenting students
 - College savings accounts
 - Access to tax credits

Overarching Strategies	2018	2019	2020	2021
# of programs, partnerships, or collaborations serving families through a 2-Gen approach as defined by meeting all four 2-Gen criteria (2-Gen)	11	12	13	13
# of programs, partnerships, or collaborations that meet criteria 1-3 and also include services other than formal education or training that advance family economic mobility (housing, health, mental health, social capital, financial education) (Near 2-Gen)	16	18	17	17
# of programs, partnerships, or collaborations that simultaneously provide services to adults and children and meet at least one of the criteria 2-4 (Emerging 2-Gen)	3	5	5	5
Total # of families served in any type of 2-Gen approach	3,376	3,875	3,685	3,677
# of partnerships between organizations that primarily serve parents/caregivers and organizations that primarily serve children aged 0-12	0	5	5	4

Seeing 2- Gen Across Austin



System Shifts

- Launch of ConnectATX
- Community coalitions addressing whole families
- Austin Community College focus on parenting students
- Travis County matching workforce and child care data
- Workforce Board bridging the gap between workforce and child care services

Program Changes

- Collecting data on caretaker status
- Understanding specific needs of caretakers
- Training staff on serving whole families
- Using the Arizona Self-Sufficiency Matrix
- Emphasizing high quality services

Lessons Learned & Looking Ahead

- Big strategic plan encompassing all possibilities for 2-Gen → Focus on a few concise strategies
- Programs & partnerships simultaneously serve parents and children → Parents gain economic stability and organizations are family-focused
- Track metrics to learn, and reach the population not served (the other 92%)
- Capitalize on our strengths in the 2-Gen ecosystem and collaborate with community coalitions for 2-Gen across Greater Austin





OUR TWO-GEN JOURNEY



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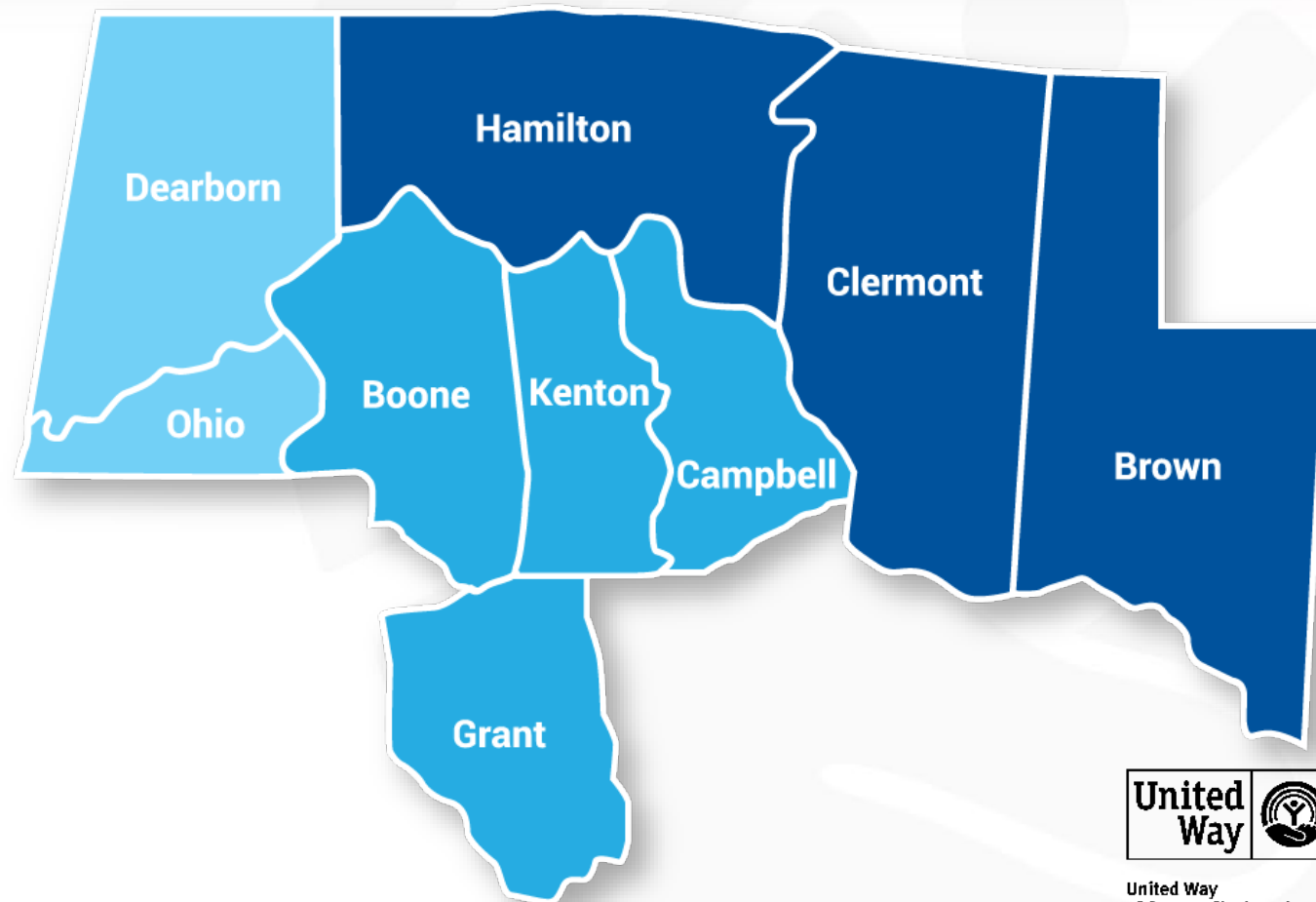
UNITED WAY OF GREATER CINCINNATI

We lead and mobilize the caring power of our community to build a future where everyone can thrive.

WE UNITE OUR COMMUNITY.

WE CREATE POSITIVE IMPACT NOW AND IN THE FUTURE.

WE CAN'T DO THIS WORK ALONE.



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OUR STRATEGY + FOCUS AREAS



WE TAKE ACTION



WE INVEST



WE ADVOCATE



Housing
Security



Educational
Success

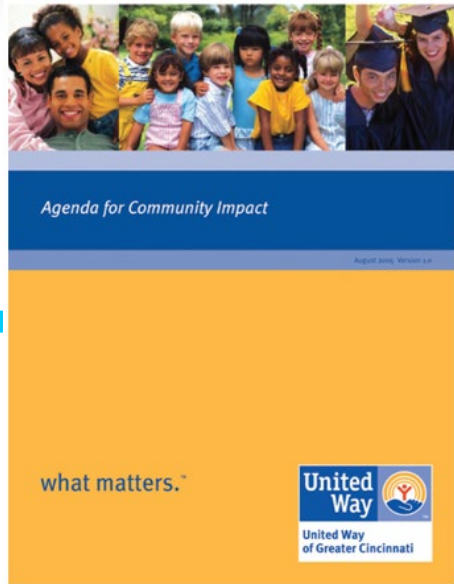


Financial
Empowerment



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OUR JOURNEY



<p>IN 2011 LAUNCHED THE BOLD GOALS FOR OUR REGION</p>	<p>EDUCATION </p> <p>Preparing children, youth & young adults to succeed in school and life</p>	<p>85%</p> <p>of children will be prepared for kindergarten</p>	<p>85%</p> <p>graduating from high school ready</p>	<p>45%</p> <p>of adults will have an associate's degree or higher</p>	
	<p>INCOME </p> <p>Ensuring individuals and families achieve financial stability</p>	<p>90%</p> <p>of labor force will be gainfully employed</p>			<p>TARGET YEAR TO ACHIEVE BOLD GOALS 2020</p>
	<p>HEALTH </p> <p>Helping individuals live quality lives & achieve maximum health and independence</p>	<p>95%</p> <p>of the community will report having a usual & appropriate place to go for health care</p>			

TWO BOLD STRATEGIES:

BUILD STRONG FAMILIES

Build strong families with a multi-generational approach that integrates services for children and their families.

PRIORITY FAMILIES:
46,000 FAMILIES WITH A CHILD UNDER 5 ARE BELOW 201% POVERTY LEVEL, REPRESENTING HALF OF ALL FAMILIES WITH A YOUNG CHILD

BUILD STRONG COMMUNITIES

Build strong communities with a place-based, community-driven approach that integrates services where people live, learn and work.

PRIORITY COMMUNITIES:
DETERMINED BASED ON NEED, POTENTIAL IMPACT, COMMUNITY CAPACITY, AND LEVERAGE

Anderson
 Bond Hill
 Rosecrest
 Glenwood County
 Covington
 Fair Weather/Irvingtown
 Lawrenceburg
 Mulkrainville
 Midlandtown
 Mt. Healthy
 Newport
 Norwood
 Price Hill
 Walnut Hills
 West End
 Winter Woods

FIVE HOW TO WIN STRATEGIES:

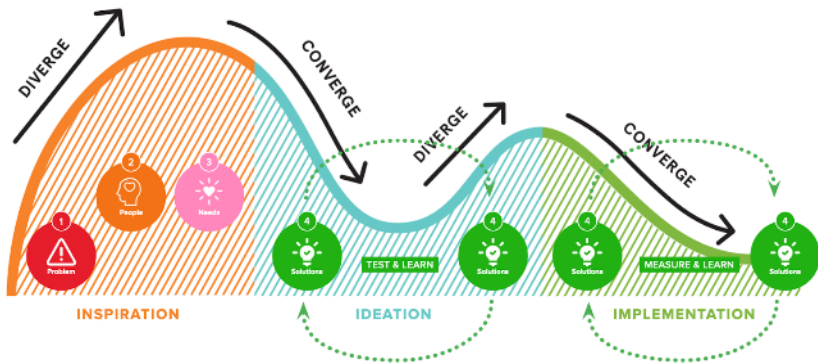
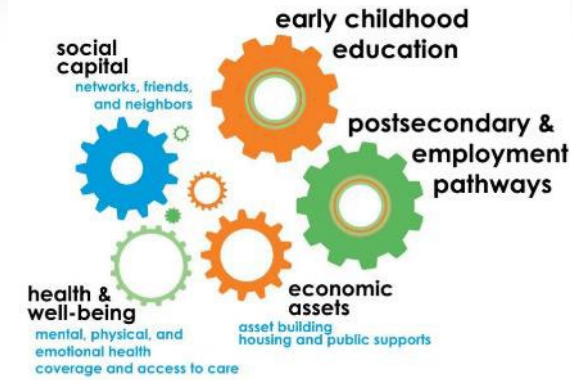
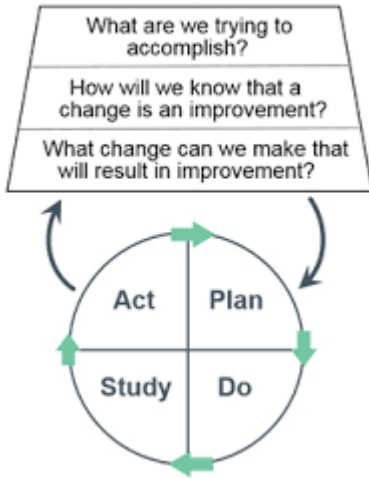
- Calculate Input
- Coordinate Implementation
- Innovate New Solutions
- Public Policy
- Lead What Matters



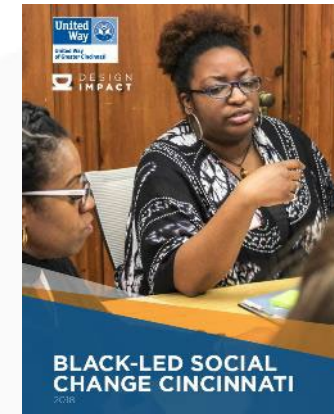
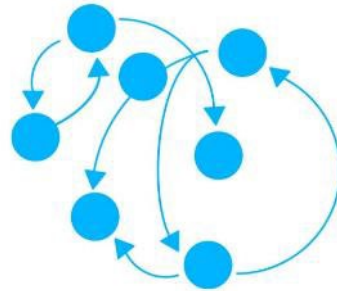
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BUILDING NEW PRACTICES

Model for Improvement



Systems thinking



Guiding Principles



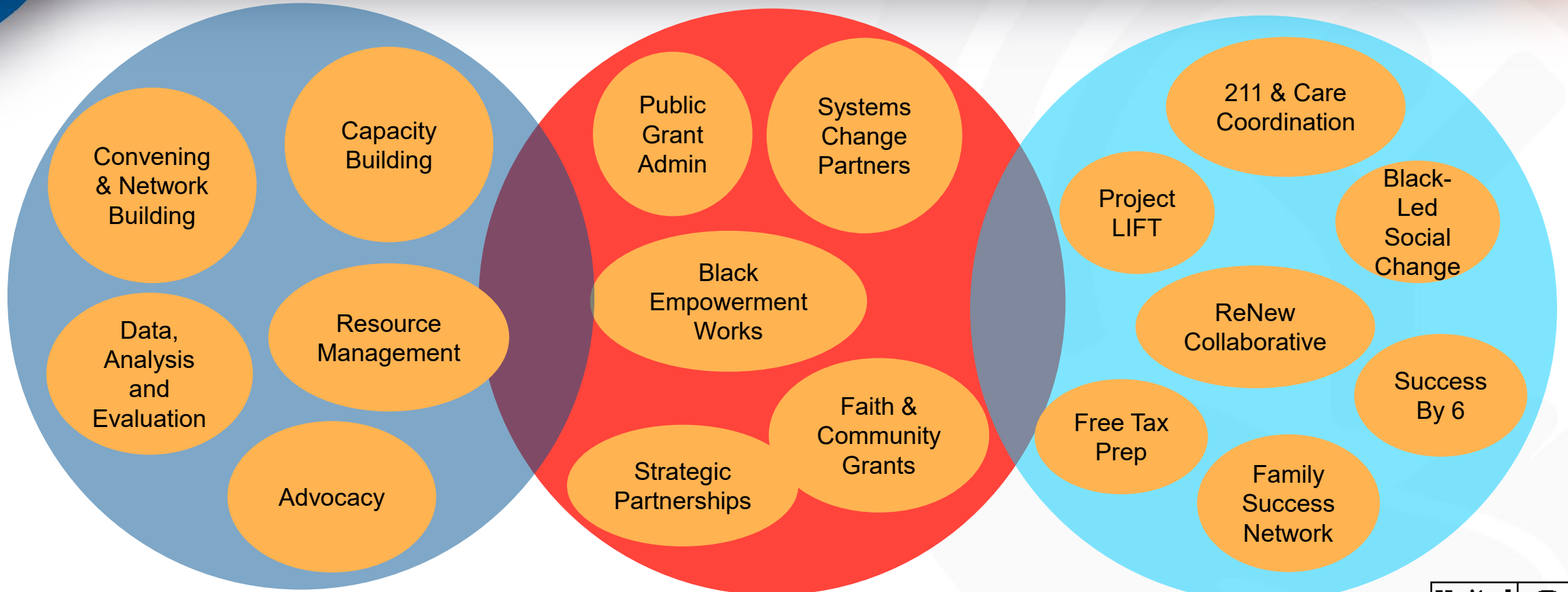
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AN EVOLUTION OVER TIME

- Traditional RFP prioritizing Two-Gen Programs
 - + Two-gen approach & outcomes
- Call for Partners Funding + Family Centered Learning Network (Y1) + Network (Y2)
 - + Two-gen principles
 - + Structured cohorts & capacity building (Y1)
 - + Systems change measurement framework (Y2)
 - + Network building & continual learning + sharing (Y2)
- Black Led Social Change + Black Empowerment Works
 - + Community design & decision making
- Systems Change Portfolios + Testing Teams
 - + Community Insights
 - + Planning Period & testing within a dynamic network
 - + Process evaluation & social network analysis



OUR PORTFOLIO OF STRATEGIES



Knowledge & Relationship Management

Grants & Investments

Community Initiatives & Services




United Way of Greater Cincinnati

KEY INSIGHTS

1. **Change doesn't take place over night:** Set your **vision**, document your theory of change, determine your starting point, monitor your pace and track your progress
2. **Change is hard:** Be intentional about change management at every level (staff, team, organization, board, sector, community, broader system)
3. **Embrace the complexity:** Measure to learn, run experiments, plan for emergence, ask questions, lean into the strength of teams
4. **Relationships, relationships, relationships:** Don't underestimate the power of connections and be mindful of power dynamics. Lean in to early adopters, off ramp distractors and bring along the rest!
5. **Sit in the discomfort of not knowing all the answers:** Create space to learn and grow together. Plan for hitting a dip... but work through it
6. **Feedback is a gift:** And it will come in all forms – it's still a gift. Value it.
7. **The little wins matter:** Celebrate (& document!) your successes along the way. Share what's not working and change. That's a win, too!



A close-up portrait of Marian Wright Edelman, an elderly woman with short, curly grey hair, wearing red-rimmed glasses. She has her hands clasped together in front of her chin, resting on a dark blue top with a patterned scarf. The background is softly blurred, showing hints of green and yellow. The lighting is soft and even, highlighting her facial features.

“If you don’t like the way the world is, you change it. You have an obligation to change it. You just do it one step at a time.”

-Marian Wright Edelman

THANK YOU!



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Plenary Sessions

What Happens (or Doesn't Happen) in One Generation Affects the Next: Two-Generation Strategies for Alleviating Poverty

Tuesday, July 18, 12:30–2:00 p.m. ET

Locked Out of Literacy: Causes Consequences and Costs

Tuesday July 18, 3–4:30 p.m. ET

NCADE Emerging: A Briefing and Conversation With the Institute of Education Sciences

Wednesday, July 18, 12:30–2:00 p.m. ET (invitation only)

Plenary Sessions



AI-Enhanced Efficacy: Assisting the Adults Helping Children

Wednesday, July 19, 3–4:30 p.m. ET

Bright Spots and Groundwork: What's Working in Communities

Thursday, July 20, 12:30–2:00 p.m. ET

Global Perspectives on Post-Pandemic Academic Recovery

Thursday July 20, 3–4:30 p.m. ET

Connect
and
Engage!



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