OUR KIDS CAN

When we change expectations, we change lives.
Texas has a mammoth problem

Most low-income students never think about college. They are twice as likely to be unemployed and three times more likely to experience teen pregnancy, contributing to future generations of poverty and hopelessness.

Almost all jobs paying more than 53K require a college degree. Jobs paying 35k+ required postsecondary education of some kind.

2 ½ million Latino students in Texas public schools. Of them, 1.79 million live in low-income families.

If nothing changes, by 2040 the number of children who don’t believe they’re going to college will grow to 4 million.

Without massive, innovative intervention, Texas will become a failed state by 2040.
The solution is not apparent

It's all about changing beliefs and changing behavior. If a child is expected to go to college, that child is likely to go on to higher education.

We must start with Pre-K.
What if we could change beliefs? If college expectations are not taught at home, they must be taught at school.

College graduation expectations must be fun and culturally relevant.
We can break the cycle of low expectations

Outcomes

- Earns little, can't help family
- Promotes culture of low expectations
- Fewer tax payers. Fewer consumers.
- More people in prison and on Government assistance.
- Too many wind up in a permanent underclass.
- Texas is a failed state.

1. I want to help my family.
2. Work is honorable.
3. Dropping out to help is expected.
4. Can't afford it. Why prepare?
5. College is not for me.
6. I need to stay close to family.
7. $12 an hour is good pay.
8. Am I really helping my family?
Higher expectations change everything

1. I want to help my family.
2. Work is honorable.
3. A degree is worth the hard work.
4. I'll get the help I need.
5. The money will be there.
6. I'll experience new adventures.
7. I'll earn a good living.
8. Now I'm really helping my family!

Outcomes
- Earns a higher salary to really help family.
- Breaks the cycle of low expectations.
- Helps build and sustain good jobs.
- More committed parents. A growing middle class.
- Texas thrives for generations to come

3. A degree is worth the hard work.
4. I'll get the help I need.
5. The money will be there.
6. I'll experience new adventures.
7. I'll earn a good living.
8. Now I'm really helping my family!
The product must be right

- Changes belief structure. Targets low-income students, but benefits all
- Is fun, engaging, and memorable
- Teaches children the way they want to learn today
- Strengthens self-esteem and self-confidence
- Helps them plan and make good decisions to better their lives
- Measures skills by state mandates
- Makes changes for a lifetime
- Stops the poverty cycle dead in its tracks
College is for me,

I will get help every step of the way.

I will work hard, make the right choices and stay in school.

I can succeed. I will succeed.

The money will be there when I need it.

I’ll get a great job and help my family best.
The teacher must be main communicator

- Teachers have a captive audience nine months out of the year.

- They can deliver the right message to the right audience in the right way.

- Once a child truly believes they’re going to college, they will be motivated to learn.
### Main areas of emphasis

<table>
<thead>
<tr>
<th>Awareness</th>
<th>Knowledge</th>
<th>Preparedness</th>
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</thead>
<tbody>
<tr>
<td><strong>Pre-K - 4th</strong></td>
<td><strong>5th - 8th</strong></td>
<td><strong>9th - 12th</strong></td>
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<tr>
<td>Discovering higher education and how it helps</td>
<td>Learning what career opportunities result with each form of higher education</td>
<td>Planning and selecting college and career paths</td>
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</tbody>
</table>
Motivate kids the fun way

- **Awareness**
  - University names
  - Colors
  - Mascots
  - Career paths

- **Videos/Songs**
  - Entertaining
  - Engaging
  - Inspirational
  - Optimistic

- **Games**
  - Choices and consequences
  - Grit
  - Thinking ahead
  - Preparation

- **Rewards**
  - Career/game achievements
  - University awards
Results focused

- Immediate, real time analytics
- Is school, classroom and student specific
- Meets and exceeds state mandates for college and career readiness
- Measures expectations, which is the precursor to behavior and performance
- Measures parents changes in beliefs and behavior
Barriers

- Many superintendents are weary of quick-fix solutions. They are inundated with proposals.
- Some superintendents may require academic research which can be costly and time consuming.
- Teacher’s unions and other entrenched “status quo” organizations may resist program.
- Parent involvement may take time to perfect.
Opportunities

- No competition in “Expectation Change” space.
- All current apps and games focus on academics.
- No college readiness competition in Pre-K to Grade 6 levels.
- School districts have multiple buckets of local, state, and federal funds to draw from, such as Early Childhood Education, Title 6, Part B, Rural and Low-Income Students, Pre-School Development Grants, etc.
- Program will be piloted in the poorest school districts and in the lowest-performing schools in Texas to prove effectiveness.
- Rural, low-performing schools have the greatest need because of fewer resources.
- Is designed for low-performing schools, but works for every child in any school and in any school district.
# How “Our Kids Can” compares

<table>
<thead>
<tr>
<th>Features</th>
<th>Our Kids Can</th>
<th>eSpark</th>
<th>College Summit</th>
<th>enuma</th>
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</thead>
<tbody>
<tr>
<td>Begins in early grade levels (Pre-K – 1st) and goes to Freshman year in College</td>
<td>✓</td>
<td>✓</td>
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<td>✓</td>
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<td>Primary focus is on instilling higher-education expectations for kids and parents</td>
<td>✓</td>
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<td>Comes with a student and teacher tested, ready to implement, curriculum</td>
<td>✓</td>
<td>✓</td>
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<td>Incorporates State college &amp; career and educational requirements</td>
<td>✓</td>
<td>✓</td>
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<td>✓</td>
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<tr>
<td>Offers independent and group game play</td>
<td>✓</td>
<td>✓</td>
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<td>Is fully bilingual and bicultural</td>
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<td>Teaches college-awareness and life virtues like planning, delayed gratification, studying, and grit</td>
<td>✓</td>
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<td>Makes the link between higher education and lifetime earning power</td>
<td>✓</td>
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<td>Available to the 5 million students in Texas</td>
<td>✓</td>
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<td>Gives educators a real-time dashboard of student progress</td>
<td>✓</td>
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Your investment in Our Kids Can is solid and predictable:

- Expenses will never exceed 50%.
- Produces income end-of-year three.
- Is scalable to US - 50M students at $10= $500M in annual income.

5,000,000 Texas students at $10 per year

$50M Annual income

The money is sitting in at least 10 buckets in every school district.

The demand for tools to meet state and federal requirements exceed the current supply.
The prototype

I'M HELPING MI FAMILIA!

I'M GOING TO COLLEGE!

I CAN DO IT!