

EAST OAKLAND YOUTH DEVELOPMENT CENTER

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PATHWAY TO COLLEGE

Annual Report
2011 Issue



Brotherhood & Sisterhood Across America- August, 2011

Changing Lives One Day at a Time

EOYDC's Pathway to College (PTC) program serves 400 young people every year.

PTC guides students, middle school, high school and re-entry, through the rigors of transitioning to college. PTC provides:

- Academic counseling
- Scholarship assistance
- College tours
- Workshops
- Internships
- And much more!

These services introduce students to an array of human and social service professions and opportunities, SAT testing, personal statement reviews and financial aid counseling.

In This Issue

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THE FACTS

PTC members:

30 Middle School
120 High School
25 GED
150 Undergraduate

PTC Alumni

20 Post Graduate
50 Professional

400 served

**96% of Seniors
accepted to 4 year
universities**

**"EDUCATION is the passport to the future for tomorrow
belongs to those who prepare for it today"** Malcolm X

What does Youth-Led Mentorship Look Like?

It looks like an EOYDC Pathway to College students!



UC Davis students Amber Simmons (3rd year) & Ashaki Scott (1st year)

At University of
San Francisco with USF
student Adrienne Batiste



Our Youth-Led Mentoring Initiative

Brotherhood & Sisterhood Across AMERICA!

The first annual Sisterhood Across America and the second annual Brotherhood Across America took place in December 2011. It consisted of icebreakers and introductions, wisdom circles and special presentations by young professionals and Obama For Change staff. There were 100 students and professionals in attendance, double the size of last year's event. Some of the topics discussed were: 1) personal identity and development 2) academic preparation 3) social networking and 4) community responsibility. This initiative is demonstrated when new college students are greeted on campuses where older PTC members attend. To date, the mentorship has occurred on the following campuses: **UC Davis, Georgetown, Clark Atlanta, Morehouse College, Sacramento and San Francisco State Universities, UC Riverside and Cal State University, East Bay.** This initiative also has allowed the PTC population to grow and include young professionals. This component allows the college students to receive similar mentoring and exposure that they offer to the high school population. In addition, these connections are influential in identifying and securing internship and job opportunities.

The Six Pillars of Character SHINE through EVERY PTC student!!



Trustworthiness Respect Responsibility Fairness Caring Citizenship

CHARACTER COUNTS!!



At University of California,
Berkeley with Cal student
Victor Sandifer

At Morehouse College
with Morehouse student
Rodney Horne



Staying Connected!

Reaching forward...

Reaching back...

COLLEGE TIPS

- Establish** a study schedule
- Experiment** with a variety of classes
- Learn** major requirements
- Find** out when to declare major
- Know** graduation requirements
- Meet** advisors
- Meet** instructors
- Take** time to socialize
- Know** your campus & utilize resources
- Explore** beyond campus
- Get** a checking account
- Set** up a monthly budget
- Explore** internship opportunities
- Balance** work & play

REACHING FORWARD... EOYDC stays connected with its college student participants and pushes them to continue to be an inspiration and a support system for one another. We have derived new methods of staying connected with our out of town and out of state college students : the “We’re Thinking of You e-GRAM”. This gram was sent to students throughout the school year. Briefly, the card was filled with inspirational quotes and a note saying that WE want to know how you are doing (obstacles/ accomplishments/ anything new). During a time in young people’s lives when so many personal, academic, and career related changes are taking place, we want to let our youth know that EOYDC is thinking about them. Coupled with this idea, we recently conducted a survey to assess the needed services for our current college students. The results yielded:

- ◇ **67%** of the students lived off campus
- ◇ **61%** of students stated financial aid was their biggest challenge
- ◇ **44%** of students identified as procrastinators
- ◇ **82%** of students use social media sites daily

This information lead to the need for healthy shopping and meal options workshops in addition to time management and financial literacy information. Additionally, this information speaks to the need for college access and college readiness programs to integrate social media into the regular communication tools.

REACHING BACK ... EOYDC introduces college readiness and access as early as middle school students. **University of California student extern**, Elena Frink, hosted an interactive workshop to introduce the Pathway to College program to the middle school population. The workshop included games and questions to help the students choose career paths. PTC participants, Garrett Cole and Adrianne Batiste shared their college experiences with the group allowing the students to hear real testimonials. The workshop ended with a survey . There was a total of 17 participants in this workshop.



In this photo: PTC middle students, Garrett Cole, 3rd year college student and Elena Frink, 2011 Cal Extern



Boys & Men of Color Our strategies for Success



1. Youth Led College Mentoring Model

Brotherhood Across America concept speaks to the intentional connects that happen across college campuses nationwide. There is an unspoken responsibility of older college students to guide and mentor middle, high school and younger college students.

2. Professional mentoring & engagement

Dress for Success is an event held at EOYDC and hosted by EOYDC alumni Michael White. The event catered to males only, ages 13-20 led by African American business professionals. It promoted four workshops: Negotiation Skills, Interviewing Skills, Social Media and Appropriate Dress. The event was a great success and will be held annually.



3. Character Development

The Six Pillars of Character are woven throughout all EOYDC programming and are underscored in assessments, workshops, and trainings. Our theory of change is Character Development, Readiness and Access.



4. Advisory Council Participation

Housed under the Mitchell Kapor Foundation, the College Bound Brotherhood initiative hosts several college readiness and access programs in the East Bay. In addition, the initiative consists of an advisory council, which 3 PTC males served on in 2011-2012. The board

meets monthly.

Impact statement

Each year, EOYDC celebrates at least 30 graduating high school seniors who effectively become part of the organization's *Brotherhood Across America* network of alumni. Imbued with a strong sense of loyalty and responsibility to contribute to their community wherever they go, these young adults provide critical role modeling and mentoring to their younger peers at EOYDC.

EOYDC's alumni mentors in *Brotherhood Across America* are undergraduate and graduate students in dozens of states, in a wide variety of fields, including business, law, social sciences, and the arts. Nearly 20% attend Historically Black Colleges, such as Morehouse and Clark Atlanta. Other EOYDC alumni are students at :

- UC Berkeley
- Harvard University
- New York University
- Georgetown University
- Northwestern University
- University of Michigan



2011-2012 Brotherhood Advisory Council members: Julian Clark, Jamal Rasheed & Andrew Morris.



SPEAKING OUT on the Issues!

PTC informs POLICY



State Assembly Select Subcommittee
on Boys and Men of Color

Oakland Hearing & “There Ought to be a Law” Contest



Several PTC students had the opportunity to inform California policy and legislation.

The students also submitted bill ideas to Assemblymember Sandre Swanson’s “There Ought to be a Law” contest. The following is an example of a submission:

Challenge: Youth are unaware of laws and penalties for poor choices

Recommendation: Much like there are warning labels for food, there should be “warning” posters created and displayed in youth serving institutions and organizations which highlight common youth offenses and consequences.

Results: Two PTC students now have assembly bills.



With Assemblymember Sandre Swanson



“They assume that every teen from Oakland is gang affiliated, a criminal, a dropout
But that’s not the case”— Genesis Preciado

EOYDC youth had the opportunity to participate in a doctoral dissertation by UC Berkeley PHD candidate **LeConte Dill**. She conducted her dissertation on the Successful Approaches to Engaging AFRICAN AMERICANS and LATINOS in community-based youth research. Dr. Dill and 26 PTC students conducted participatory action research and the outcome was a poetry anthology called “Y U Gotta call it Ghetto?” In addition, Regina Jackson, Executive Director and Dr. Dill presented at the Annual Public Health Conference in both 2010 and 2011 discussing community-based organizations as healthy learning environments.



“The spirit of the young people of EOYDC is felt deeply on the pages of this book of poetry. Y U Gotta Call It Ghetto? is the testimony of the life that is theirs now, their longing for what they know it should be, and their conviction that they will not be trapped by circumstances they did not create. I’m very proud of these young people and the honesty they express on these pages.
Pam Moore, Anchor, KRON 4

We cast a WIDE net...

Coast to Coast College Tour Opportunity



New York



In Spring 2011, EOYDC set off to New York City for the **Southwest Airlines College Tour**. This tour served as a vehicle to expose students to college campuses, historical landmarks and once in a lifetime networking opportunities. It was imperative for youth to immerse themselves in unfamiliar new environments to truly understand their own.



They had the opportunity to be a part of the Good Morning America studio audience.



Columbia University

They toured New York University where they met with respected Professor Pedro Noguera and explored the Gallatin School of Graduate Studies with PTC alumni Dominique Drakeford. "I never thought that I would end up attending graduate school in the infamous New York City, let alone welcome my EOYDC family to NY". They also toured the School of Visual Arts with PTC member Kevin Matthews and the campus of Columbia University. At NYU, students guest lectured at the Robert F. Wagner Graduate School of Public Service on Frampkin's Framework of Volunteer and Social Action.

School of Visual Arts



"It feels so good to have Oakland in the house"

Kevin Matthews— School of Visual Arts

He fed us wisdom while we fed him warmth



At United Nations

During the trip the students took a phenomenal tour of the United Nations and participated in a US Mission Briefing. They also traveled to Harlem to visit the Malcolm and Betty Shabazz Education Center and the famous Apollo Theater on 125th street and Lenox.

Whether it was walking the 6,016 foot Brooklyn Bridge, taking a tour of Donna Karan headquarters, getting an exclusive tour of Essence Magazine, watching the Broadway musical Lion King or experiencing Times Square, the Pathway to College students encountered new and life-changing experiences on the New York college tour.

Essence Magazine



Donna Karan



Brooklyn Bridge



We cast a WIDE net...

Coast to Coast College Tour Opportunity Washington D.C.



"Everything started at the Oakland International Airport where people constantly asked, 'Where are you going?' Our reply was 'to the White House and a college tour in Washington DC'. It felt good to say this and it made me feel proud"-
Edwin Manzano, junior at Oakland High School.



One aspect of this college tour was to allow youth to experience great institutions of higher education that they might not have considered researching.



At Georgetown University

Students visited college campuses such as **Georgetown**, linking up with PTC member Dalvin Butler, and then went to **Howard University** where they had the opportunity meet **Dr. Michael Eric Dyson**. These experiences opened their eyes to another level of prestigious learning. During the trip the students took a tour of the White House meeting **Deputy Assistant to the President, Michael Strautmanis** (See below).



Students also had the opportunity to visit several historical monuments such as the **Jefferson, Lincoln and Martin Luther King Jr. Memorials**.



Recent GED graduate Cristian Marin documents his experience at the

Memorial: *"Seeing the memorials made me realize anything is possible"*. They had the opportunity to have briefings and tours of government buildings at the **World Bank and Cameroonian Embassy**. This trip was not only informative,



Ambassador Foe Antagana

but it pushed the youth to excel at all they endeavor. Caleb Smith, senior at Dougherty Valley High School declares: *"This trip gave me an invaluable educational experience"*.

Tichelle Smith, senior at Oakland School for the Arts remarked *"The trip was a phenomenal eye opener. I can truly say I returned home a better person"*.



In front of the Nation's capitol



We cast a WIDE net...

Coast to Coast College Tour Opportunity

Bay Area

In an effort to support the Bay Area college PTC students and showcase the local university option for high school students, the Bay Area College Tour Series was created. This three day event took place during the Thanksgiving break and included 5 universities. PTC participants ranged from middle school to college students.

The first day of the tour, we visited UC Davis and Sacramento State University. On the Davis campus we received a tour and student panel from the Student Recruitment and Retention Center (SRRC). We also had the privilege of briefing with **Director of Undergraduate Admission, Walter Robinson**. He shared the keys to success: CONSCIOUSNESS, CONFIDENCE AND COMPETENCE.



UC DAVIS

After this meeting we were able to connect with PTC members, Ashaki Scott and Amber Simmons. From the Davis campus we continued north to Sacramento State University where we were greeted by



PTC members, ShaQuea Pratt and James Evans.

All PTC college students shared lessons learned and advice for the transition from high school to a college campus.



UC Berkeley

On the second day of the tour, we visited UC Berkeley, San Francisco State and the University of San Francisco (USF). On the Cal Berkeley campus we were greeted by PTC alumni Victor Sandifer; on the San Francisco State campus we were welcomed by PTC members Alejandra Paredes and Lionel Gowans; and at USF PTC member Adrienne Baptiste served as our tour guide. Each campus visit included tours, student engagements and valuable lessons learned.



Cal State East Bay

On the final day of the tour we visited California State University, East Bay. We were received by **Stan Hebert, Vice President of Student Affairs** and PTC member Jasmine Williams.

These tours served a total of 20 high school and middle school students. The experience served as proud mentoring moments for the PTC college students.

We cast a WIDE net...

Coast to Coast College Tour Opportunity

PUSH Excel

“People United to Save Humanity”



Alabama State University



PUSH Headquarters
w/ PUSH staff



The PUSH Excel partnership began in 2005 when Rev. Jesse Jackson Sr. established the Bay Area scholarship reception to benefit bay area students in their pursuit to attend college. Since 2005 the partnership has expanded to include access to the PUSH Excel HBCU Tour. Since then PTC students have received scholarship assistance and have attended the historically relevant PUSH Excel tours. Over \$35,000 has been given to EOYDC students in the form of scholarships. Approximately 16 students have had the opportunity to attend college tours. In 2010-2011, Executive Director Regina Jackson served as a motivational speaker to middle school, high and college students during the 39th and 40th Annual PUSH Conferences held in Chicago IL. **The Brotherhood Across America** concept has been supported and expanded due to tremendous partnerships such as this.

The tour started in Chicago where they visited President Obama's neighborhood and heard inspirational words from Reverend Jesse Jackson and Judge Mathis. They heard a powerful sermon in Tennessee, visited Florida, and trucked through the wide network of Atlanta black colleges. They also visited historical venues such as The King Center and the National Civil Rights Museum. Throughout the tour, they visited universities such as:

- Florida A&M
- Clark Atlanta
- Morehouse
- Spelman
- Tuskegee
- Talladega
- Tennessee State
- Fisk



Dureana Murphy &
Rev. Jesse Jackson



President & CEO, Regina
Jackson & Judge Mathis

Show me the MONEY!



7th Annual Something for Everyone Event

“An afternoon of Art, Wine and Music”

The 2011 event was the celebration and fundraiser honoring the PTC scholarship recipients. There was a silent auction, local vendors and live music provided by as Doug Ellington Quartet. In addition to entertainment, the delectable food was prepared by catered the Soroptimist International of the East Bay. Celebrity guests included: Gary Payton, Mark Curry, Brian & Nikki Shaw and Aaron Goodwin. During the program each scholarship recipient shared their educational goals and career plans. A total of \$43,000 was distributed to 34 PTC students. Since 2005, \$165,000 has been awarded in scholarship support. This event was sponsored by ABC7, Southwest Airlines, Coliseum Lexus of Oakland, Soroptimist International of the East Bay, Clorox, College Access Foundation of California and Rainbow Push.

Scholarship Essay

Tips & Tricks

- ◇ Be Clear & Concise
- ◇ Be Specific
- ◇ Answer the Question
- ◇ Be Positive
- ◇ Take YOUR Time
- ◇ Show emotion
- ◇ Find others to proofread

NEW SCHOLARSHIP UNVEILED

Pam Moore is a native of Detroit who graduated from the University of Michigan with a degree in Radio/ Television and Film. She is most widely known for anchoring on the KRON 4 evening news. At KRON 4 since 1991, Moore has garnered an array of prestigious honors, including a George Foster Peabody Award for her five-part series, “About Race,” an Emmy for her series of HMOs, and the Associated Press Television-Radio Award for “Mercury Rising.”

Since 2005 she has shown dedicated service to EOYDC by leading creative writing and special outings during EOYDC’s Summer Cultural Enrichment Program as well as sponsoring field trips, and supporting children in need. Her ongoing hard work and dedication are now being directed to support of the Pathway to College Scholarship students with great achievements and sheer determination. **“My parents and all of the adults who contributed to my upbringing, stressed the importance of education and giving back. A lot of people pitched in to help make sure I had a college education. I want to share those values with young people and was inspired to do just that ... by the young people at EOYDC.”**



Pam Moore & 2011 awardee
Sha'Quea Pratt

The Pam Moore Scholarship was awarded to Genesis Preciado and Sha'Quea Pratt.

Show me the money!

2011 Pathway to College Scholarship Recipients

Josue Preciado– Cal Poly San Luis Obispo
 Alma Barocio– Chabot College
 Lorenzo Manag– UC Merced
 Selena Wilson– Northwestern University *
 Shanelle Middleton– Marquette University
 Estefany Maldonado– San Francisco State
 Taylor Brandon– DePaul University
 Monica Buenrostro– Chabot College
 Victor Sandifer– UC Berkeley
 Abigail Hernandez– Merritt College
 Lanikque Howard– University of Utrecht (Netherlands) *
 Jamal Cole– California State University, East Bay
 Paulina Buenrostro– Chabot College
 Sha'Quea Pratt– Sacramento State
 Kamilah Reed– Dillard University
 Mario Echeverria– Laney College
 Ashaki Scott– UC Davis
 Allen Williams III– University of Southern California
 Coretta Howard– Merritt College
 Agyei Wallace– Chabot College
 Dominique Drakeford– New York University *
 Djuan Rogers– ITT Tech
 Genesis Preciado– California State University, East Bay
 Acacia Woods-Chan– University of San Francisco
 Taneja Williams– Chabot College
 Amber Murphy– Holy Names University
 Ashlee Wood– Hampton University
 Garrett Cole– San Francisco State
 Alejandra Paredes– San Francisco State
 Jade Hooker– Fisk University
 Guadalupe Barocio– California State University, East Bay
 * Post graduate students

Oakland Black Firefighters– Ernest Robinson & Royal Towns Scholarship



This scholarship was available to African American high school seniors attending an Oakland public high school. Kamilah Reed was one of the 2011 awardees.

Sinkler Miller Scholarship

The Sinkler Miller Medical Association is an organization of more than 300 African-American physicians. Their primary goal is to provide and advocate for the highest quality of health care for all members of our community, especially the underserved. They believe that encouraging young people to enter health related fields is essential to continuing the legacy of past years. The following students were awarded in 2011: Julian Clark, Julia Philips and Caleb Smith.

East Oakland Rotary

The purpose of this scholarship is to offer financial support of \$1,000 to East Oakland residents graduating from East Oakland high schools towards their college career. Josue Preciado and Kamilah Reed were 2011 awardees.



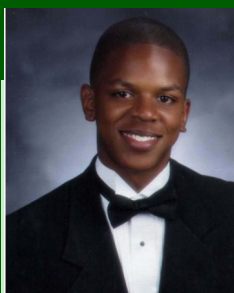
Special thanks to the College Access Foundation for their extraordinary scholarship assistance & resources !

FUTURE LEADERS



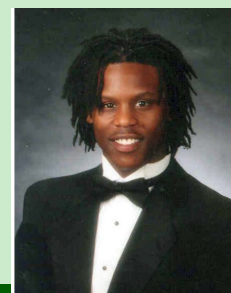
International distinction: Trinity Wilson, one of our PTC seniors won distinction of World Youth Champion Gold Medalist, 100-meter hurdles in Lillie, France. She also won the Pan American Junior Championships in Miramar, Florida.

Donna Karan Internship: Dominique Drakeford participated in the 2010 Fall Market Week for Donna Karan Incorporated. The position consisted of learning new collections (fabrics, styles by group, and appropriate vocabulary), dressing the models, assisting in the presentation of merchandise to clients, and replenishing the supply of the line lists and look books. "Overall, my experience with Donna Karan Market Week was great. I learned about a very important process in the fashion world, by one of the most recognized companies. It definitely was tiresome, but at the end of the day I am happy that I partook in the opportunity." In September of 2011, she continued with Donna Karan in her private collection and philanthropic fashion line "Urban Zen".



The Foxx Hole Internship: Landon Hill worked with Jamie Foxx on the radio show confirming artists and coordinating subject matter. He later organized a formal intern program and created a framework so that other students who want a career in the entertainment industry can learn more about the inner workings of the industry.

Investment Banking Summer Analyst: Langston Hill was an intern analyst at Deutsche Bank and was involved in the research process that supports analysis of superiors. He assembled and formatted pitch books that were sent to clients and assisted in all other projects. He received a job offer before he graduates in June 2012.



FUTURE LEADERS



Deloitte Human Capital Consulting: Selena Wilson served as a Summer Associate on two very different client projects. The first was a consumer-product company based out of Chicago who was in need of an Organization Design review. She was responsible for analyzing their current organizational structure, benchmarking industry trends, and identifying recommendations accordingly. She was responsible for creating support materials for the organization including communications, training guides, assessments, and templates.

The second client, **Kraft Foods**, was a multi-billion dollar, global consumer-product company based out of Pittsburg, PA. She served as a member of the Business Readiness team tasked with preparing key stakeholders for the full-scaled transition between firms. She has created several learning materials designed to help managers effectively lead during this major change, researched applicable leading practices, and developed change management and knowledge transfer approaches and tools.

NASA Internship: DeJuan Brooks participated in a 5 week paid internship. Mr. Brooks along with his team of five had to produce a layout of a new designed space shuttle that could be operated without a pilot. His specific role was to design prototype computer software that would be used to pilot the shuttle and to allow home base to communicate with the shuttle. He was trained under Dr. McGuire who specialized in computer software. "During this internship I received valuable training and knowledge of how computer robotics works as well as knowledge and experience how to configure the circuitry required to make the robots function. Overall, I truly enjoyed this experience and I am glad that I was given the opportunity to go deeper into my future career field. I now know exactly what I need to do in school to prepare myself for my career."



Upcoming Events

Graduation Celebration– Thursday, June 21

Something for Everyone– Saturday, July 21

Summer Youth Leader Conference-Saturday, Aug 4

Florida College Tour– TBA

Washington DC tour– November 10-17

Northern California College tour– November 19-21

Dress for Success—Saturday, December 1

Brotherhood/Sisterhood Across America– Thursday, December 21

Pathway to College
East Oakland Youth Development Center

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