



**Chicano Latino
Affairs Council**
State of Minnesota

Presentation on Rochester Project to the Board of Directors of the Chicano Latino Affairs Council

Saturday, November 2nd, 2013.

Presenters:

Mayor of Rochester Ardele Brede, BM Michael Muñoz, Miriam Goodson, Arthur Rolnick and Sen. Nelson's

Mayor of Rochester Ardele Brede apologizes for not being present but comments about his appreciation for the value of the discussions that CLAC has brought to the city of Rochester and the work that local police has had with the Latino community and how positive it has been. Then he introduces BM Michael Muñoz to talk about the Rochester Project. Mr. Muñoz talked about the meetings held in Rochester on 10/18/13 in which the group and leaders have been focusing on a Preschool Program and a Community Center that would help the Latino community. He also talked about the work that Rochester Public Schools are doing, in collaboration with Winona State University, Rochester Community and Technical College and business leaders, to create a Career and Technical Center (CTECH), due to open in the fall of 2015. This Center will create programs in 6 areas: Construction and Manufacturing, Health, Information Technology, Engineering, Hospitality and Tourism, and Agriculture and Natural Resources for students with certain skills needed to fulfill the jobs needed in the area. Workforce 2020 Initiative: Make sure that the Rochester students are college and career ready through mentorships, internships, career fairs, job shadowing; and the goal is to connect the students to the careers available in Rochester and the surrounding area. Pilot something that will work and be successful and then roll it out to the rest of the state of Minnesota.

Miriam Goodson represents the Latino community and has been volunteering for many years as a community member to help our community to integrate and empower them and make sure that they are participatory members of the community. Have encountered many obstacles and have done a lot of work for free. She discussed leverage of CLAC. Perfect project because it starts from the bottom because it starts educating the parents. It is a project that will revolutionize the way Hispanics are brought up. She is very thankful that Rebeca Sedarski has done a lot of the legwork needed, because she has a full time job. Also, the Latino Dreams project, in collaboration with Winona State University, has helped us get what we want and build the trust along with Centro Campesino.

Art Rolnick spent 40 years at the Federal Reserve Bank of Minneapolis as the Director of Research. Foundation years in children are the prenatal to 5 years. Research is overwhelming and we are missing a big part of this educational pipeline. We are not investing in the very beginning. Research based proposal. Minnesota Early Learning Foundation took this idea. The CEO business leaders from Cargill, Ecolab, BestBuy, with private funding, promoted some pilots. This is not a funding issue, but a leadership issue. He is so excited to see that all the leaders of Rochester are coming together to support this issue. A longitudinal research study was done and showed that children coming out of a poverty environment, if given a high quality early assistance, focused on the family, family based research, starting as early as Pre-Natal where learning actually starts, did really well. On this 20-30 year study, one major statistic coming out of this research from the children that had this program and the children that did not that there is a drop in crime of 50%-70%. The kids who are nurtured this way at the very beginning, are more likely to succeed in school, less likely to receive special ed, less likely to be retained in 1st grade, more likely to be literate by 3rd grade, graduate from high school, get a job, pay taxes and the crime rates goes down dramatically. Other longitudinal studies (about 4 and 5) show the same thing. Neuroscience over the last 15-20 years, have been studying brain development. Those early years are critical. 80-90% of the brain is developed in those years. If a child in a stress full environment, equate that

with poverty, no matter the culture, the brain does not develop properly. This is called toxic stress where the child's brain does not develop properly in the pre-natal to 5 years. On the economic analysis, the Return on Investment (ROI) is 18% inflation adjusted rate of return on public investment (does not include health care benefits). No better public investment. Over the last 10 years, business leaders are recognizing they need a high quality workforce and have to make sure that all kids have the opportunity to succeed. Warren Stayle, CEO of Cargill and head of Twins Cities United Way created the MN Early Learning Foundation raising 20 million dollars privately working with United Way. He also recruited the CEO of General Mills, Ecolab, Kahler Corporation; Charlie Weaver, formerly Gov. Pawlenty Chief of Staff, and others. To implement it, they focused on family, empowering the family. They took the Frog Town neighborhood and if their income was 185% of poverty, the children got a scholarship to go to a high quality early childhood program. It was hard to implement at the beginning, but at the end, they gave 650 scholarships to this diverse community. The kids are doing great, 3 years later, the kids look like the majority kids. So, based on the MELF pilot, they got international recognition. Mr Rolnick has been in Turkey, Mexico, Chile, Argentina talking about this research and early ed. They got a number of grants, Raised to the Top money, the state of Minnesota got 45 million dollars to replicate what was done in St. Paul. These scholarships are Scholarship + in which the families get a mentor starting at pre-natal. Each family gets a mentor and a home visiting nurse starting at pre-natal. Research shows that it makes a huge difference in healthcare. We are replicating this NAZ model (wrap-around model cradle to college, I call it pre-natal to college) in Rochester, St. Paul, North Minneapolis, White Earth Indian Reservation, Western suburbs Interfaith Organizations. We want to start strong with this pipeline on those foundation years. Caring for Kids Initiative in the Western Suburbs have 150 families with scholarships and they claim that every child is ready to start healthy and ready to learn. 50% of kids in Minnesota do not pass a school readiness test, but we are turning that around. How do we deal with quality? There is a Parent Aware System, which MELF founded working with the University of Minnesota, a rating system. Scholarships have to be used in a 3 or 4 star rated program. We don't get this return without this kind of quality. Quality mentors, quality programs and the parents decide what program to go to. It could be Montessori, faith based, language immersion. We are changing the environment with parents and families. Because their children are in a high quality school, some parents are going back to school or work. Parents are now engaged in their children's education. This is why we need the leaders, superintendents, mayors, business people; they know they need a quality workforce. Rochester is one of the finest cities in the world. We came and talked to Rochester. The traction to this idea is exploding in Rochester for the Latino community. Resources are not a problem. With this approach, we can start small with 50, 100 and then 1000 scholarships. 4 stars programs are going to start to develop. If you don't have a quality rating, parents are going to know this. We are going to demand quality, and demand that these programs produce kids that are ready to learn.

Senator Carla Nelson discussed the importance of a pilot program. A pilot program is important because it allows legislators the ability to look at new ideas and try them out in a small setting. There are a lot of advantages. One of the advantages is the financial advantage. There is a tremendous stress on state budgets that are only going to continue to grow. A pilot project cost less than a full statewide roll out. They have the ability to be more nimble, the ability to revise and refine. Secondly, the successful pilot project needs achieve the goal (make sure that kids are prepare and ready to learn when they enter kindergarten and continues on through their schooling) and meets the mission with successful data. It also allows for greater buy-in from the entities involved. This is how a statewide policy happens: a successful pilot project is successful, coalitions are built in support of this successful pilot project and then a statewide roll out. Why is Rochester such a great place for this pilot? Superintendent Muñoz talked about all the resources that are lined up in Rochester and then you can add the Reading Corp is in Rochester: age 3 to grade 3 laser focused on literacy, grade level, proficient readers by grade 3. Early literacy and parent involvement are key to address the achievement gap. Rochester is a unique

community. It is the fastest growing city in the state. The Latino population in Rochester is 5.2%. It is higher than the state average. The population growth under 5 age group is also higher than the state average: 7.9% of the population is under the age of 5 group and the state average is only 6.7% and this is the group that you want to focus on. The number of foreign born citizens in Rochester is over the state average by about 5%. The state average is 7.1%, in Rochester is 11.9% are born somewhere other than the United States. Rochester is a community that sees and values and expects diversity. The growing industries Healthcare and High Tech are actually very dependent on those highly successful, well educated foreign born folks that come and relocate to Rochester. Rochester is the community that can make this pilot project very successful that can lead to the further statewide roll out.