



Annual Report
2014 - 2015

Purpose & Mission

Launch Manistee is pleased to share their accomplishments for the 2014-15 year. This past year brought about innovative and exciting collaborations and growth in Manistee County as Launch Manistee promoted its **Purpose and Mission:**

Launch Manistee will build, coordinate and promote pathways to prepare its residents for school, college, other postsecondary options, and career.

Who We Are

The Launch Manistee network started because of the efforts of a diverse group of interested and involved community members convened by the Manistee County Community Foundation who wanted to build and sustain a culture of education in Manistee County. Supported by a planning grant through the Michigan College Access Network (MCAN) in 2012 and an implementation grant awarded by MCAN in 2013, Launch Manistee expanded its focus during its planning stages to incorporate a “cradle to career” philosophy and scope in order to promote the value of life-long learning. Launch Manistee partners saw an opportunity for Manistee County residents, beginning with early childhood education, to become empowered to advance themselves and their community through education.

A collective impact framework was adopted with the community working together as partners toward the same goals through a coordinated action plan. Launch Manistee hired a program coordinator who began in that capacity in June 2014. The role of the Launch Manistee program coordinator is to guide the vision and strategy, support the common activities, establish shared measurement practices, and build public good will. The Leadership Team of Launch Manistee provides the strategic direction and oversight. The Manistee County Community Foundation provides administrative and fiscal management for Launch Manistee. The three Action Teams of Launch Manistee (Early Childhood, Postsecondary Options, and Career Readiness) work on targeted initiatives and projects to support the goals of Launch Manistee.

The Launch Manistee network includes partners from education, business, government, human services, work force development, and other organizations.

“Large-scale social change requires broad cross-sector coordination, yet the social sector remains focused on the isolated intervention of individual organizations. Substantially greater progress could be made in alleviating many of our most serious and complex social problems if nonprofits, governments, businesses, and the public were brought together around a common agenda to create collective impact.”¹

Launch Manistee’s Visionary Goals

By 2020, all 3 and 4 year old children in Manistee County will have access to a range of options for quality preschool experiences regardless of ability to pay.

By 2025, 60% of Manistee County residents (ages 25-64) will have a postsecondary degree or high-quality credential, a shared goal with the Lumina Foundation, Michigan College Access Network, Council of Michigan Foundations and many other Local College Access Networks throughout Michigan.

“The world we live in undergoes rapid and constant change so the future cannot be anticipated. Issues are global in scope. These factors demand an educated work force to build and sustain a vibrant economy and healthy community. Manistee County must value life-long learning beginning with early childhood and empower its residents to advance themselves and their communities through education. Education is a lifelong journey that starts before a child sets foot in a classroom and continues well past a cap and gown ceremony. Education is much more inclusive than what happens in the school building alone and involves the collective energy, investment, and commitment of parents, family, and the community.”

Launch Manistee Common Agenda

Why Launch Manistee?

In Manistee County:

- ▶ Manistee County ranks 61/83 counties (2015 Kids Count in Michigan child well being ranking in economic security, health, family, community and education)
- ▶ 25.8% of our children live in poverty
- ▶ 59.5% of our students receive free or reduced lunch
- ▶ 53% of our 3 and 4 year olds attend a preschool program
- ▶ 29.36% of our residents have a 2 or 4 year degree (compared to 38.4 % Michigan & 40% nationally)
- ▶ Our students and families (especially low income and/or first generation college going) lack exposure to postsecondary options
- ▶ Educational attainment is the biggest predictor of success for cities and metro areas today

Current Launch Manistee Leadership Team

Alliance for Economic Success	Manistee Area Public Schools	Manistee Intermediate School District
Baker College of Cadillac	Manistee Catholic Central Schools	Onkama Consolidated Schools
Bear Lake Schools	Manistee Area Chamber of Commerce	Staircase Youth Services
CASMAN Academy	Manistee County Community Foundation	United Way of Manistee County
FiveCAP, Inc.	Manistee County Government	West Shore Community College
Kaleva Norman Dickson Schools	Manistee County Department of Health and Human Services	Youth Advisory Council of the Manistee County Community Foundation
Little River Band of Ottawa Indians	Manistee Great Start Collaborative	
Little River Casino Resort		

What's next for Launch Manistee in 2015-16:

- ▶ Increased network development through use of a network mapping survey and completion of a network evaluation
- ▶ Early Childhood projects which focus on preschool *accessibility* (development of a pre-school scholarship system and increased use of Child Development and Care Assistance), *quality* (common curriculum, professional development, and assessment), and development of common language on kindergarten/school readiness
- ▶ Continue with all postsecondary readiness initiatives- Michigan College Application Week, College Cash Campaign, Decision Day
- ▶ Second annual County-Wide Free Application for Federal Student Aid (FAFSA) completion event
- ▶ Inaugural county-wide Career Expo for high school students
- ▶ Development of a scholarship clearinghouse for high school students
- ▶ Continued pursuit of additional College and Career Advising assistance in Manistee County

Our Data & Dashboard

During this year, the Leadership team of Launch Manistee worked diligently to reach consensus on its common agenda, dashboard, and Launch Manistee priorities for the Action teams. Launch Manistee framed its common agenda into 3 distinct areas:

- Early Childhood
- Postsecondary
- Career Readiness

Launch Manistee's Vision

COLLEGE IS POSTSECONDARY EDUCATION

Launch Manistee uses the term “college” to refer to the attainment of valuable postsecondary credentials beyond high school, including professional/technical certificates and academic degrees.

POSTSECONDARY EDUCATION IS A NECESSITY

Postsecondary education is a prerequisite to success in a knowledge-based economy. Everyone must pursue and complete a post- secondary credential or degree beyond high school.

POSTSECONDARY EDUCATION IS FOR EVERYONE

The postsecondary education attainment rates among low-income students and students of color are significantly lower than those of other students. Launch Manistee is committed to closing these gaps.

POSTSECONDARY EDUCATION IS A PUBLIC GOOD

Postsecondary educational opportunity and attainment are critical to a just and equitable society, strong economy, and healthy communities.

NETWORK DEVELOPMENT

{ The process of network development and implementation

During the 2014-2015 year, Launch Manistee initiated the process of network development and implementation through professional development and development of an evaluation strategy. With assistance from Rotary Charities of Traverse City and the NorthSky Nonprofit Network, Launch Manistee is currently developing an evaluation plan to assess the effectiveness of the design and implementation of the Launch Manistee network. In addition Launch Manistee was selected as one of six regional networks to take part in a six month network learning/development project sponsored by Rotary Charities of Traverse City. The project focuses on understanding network relationships and using network-building techniques to strengthen the impact of networks in communities.

NETWORK DEVELOPMENT HIGHLIGHTS

- ▶ The Launch Manistee Program Coordinator is hired.
- ▶ Program Coordinator attends Michigan College Access Network (MCAN) Maritime Academy.
- ▶ Launch Manistee Leadership Team reaches agreement on a Common Agenda, Launch Manistee Dashboard, and priority areas for Action Teams.
- ▶ Three Action Teams are developed and initiate meetings:
 - Early Childhood
 - Postsecondary
 - Career Readiness
- ▶ Program Coordinator attends *Strive Together, Every Child Cradle to Career, 2015 Convening of Exploring Communities in Indianapolis*.
- ▶ Michigan College Access Network recognizes Launch Manistee and school efforts in Decision Day in its *Michigan College Access Blog*.

EARLY CHILDHOOD

{ All Manistee County residents will be ready for school

Ensure that Manistee County children will have a high quality preschool experience.

The evidence is clear: A solid foundation in children's early years sets them up for success in school and beyond, paving the way for higher test scores, fewer behavioral problems, better job opportunities, and greater income.²

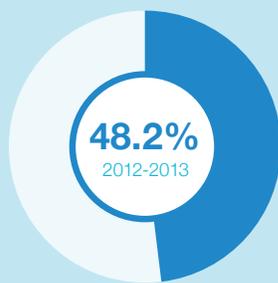
Preschool programs can have a substantial impact on early learning and development. Positive effects on children's development are found for language, literacy and early math skills; for social and emotional outcomes; and in children's health.³

One third of Michigan children entered kindergarten unprepared for school.⁴

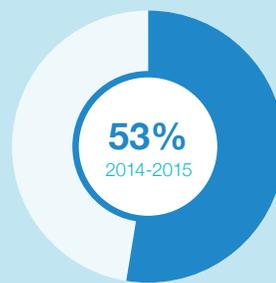
EARLY CHILDHOOD HIGHLIGHTS

- ▶ Kindergarten survey developed to send out to all kindergarten parents to discover why and/or why not children are attending preschool programs.
- ▶ Kindergarten survey is distributed in all area schools.
- ▶ Exploration and development of a system to incorporate preschool data into student level K-12 data.
- ▶ Joined with the Great Start Collaborative in co-hosting an inaugural Early Childhood Luncheon in Manistee.
- ▶ In collaboration with the Manistee ISD and area schools, information and data will be available as to which children attended preschool and local data will be available on the benefits of preschool attendance.
- ▶ Teaching Strategies Gold Creative Curriculum Daily Resources provided to 6 area preschool programs through a Partnership Agreement with Launch Manistee.

METRIC 1. Increase the percentage of Manistee County children enrolled in preschool



MANISTEE COUNTY

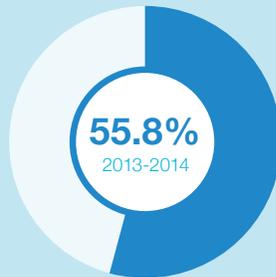


MANISTEE COUNTY

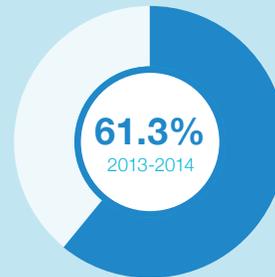
METRIC 2. Increase the percentage of students entering kindergarten with the necessary academic and social/emotional skills

*No data is available for this metric

METRIC 3. Increase the percentage of 3rd grade students at or above grade level in reading



MANISTEE COUNTY



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*No data currently available for M-STEP testing which replaced MEAP testing in the 2014-15 school year

POSTSECONDARY

{ All Manistee County residents
will be ready for postsecondary options

Ensure that Manistee County students graduate from high school or obtain a GED and are prepared to begin postsecondary education.

Lower educational, financial, social and systemic barriers to postsecondary access and success; ensure that Manistee County students are educated about and provided knowledge and access to available options for success.

POSTSECONDARY HIGHLIGHTS

- ▶ All six area high schools sign up for participation in Michigan College Application Week.
- ▶ Michigan College Application Week is held from November 3-7, 2014.
- ▶ Inaugural Free Application for Federal Student Aid (FAFSA) completion event held in Manistee County.
- ▶ Sponsored and promoted a FAFSA Completion event competition between 6 area high schools.
- ▶ Decision Day events are held in area high schools.



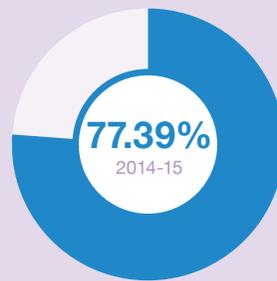
60% of Americans will obtain a college degree, certificate or other high-quality credential by the year 2025. The Lumina Foundation states: “We’re convinced – and economists and other experts give us good reason to be convinced – that reaching this goal is a national imperative. The only way the United States can meet its growing need for talent is to significantly increase Americans’ attainment of high-quality, college-level credentials. It’s the only way we can prepare for lasting success in the workplace and in life.”¹⁴

METRIC 4. Increase the percentage of students with a clear expectation of pursuing postsecondary education*



MANISTEE COUNTY

Data from 8th graders on the Explore Test (discontinued).



MANISTEE COUNTY

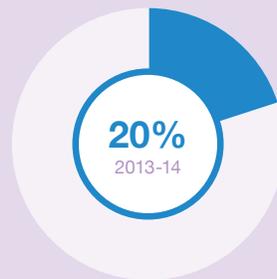
Data from 9th graders using a survey with the same questions on the discontinued Explore Test.

*Postsecondary education is defined as career and technical school, a 2-year community college, a 4-year college/university and graduate or professional study.

METRIC 5. Increase the percentage of Manistee County high school graduating cohort that meets college ready benchmarks on ACT for all subjects



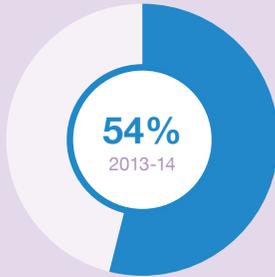
MANISTEE COUNTY



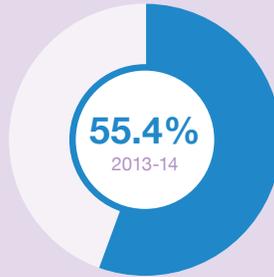
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*Current testing results on the Spring 2015 ACT are not available to date.

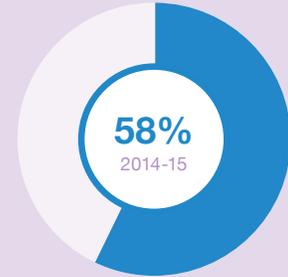
METRIC 6. Increase the percentage of Manistee County high school graduating cohort that completes a FAFSA



MANISTEE COUNTY



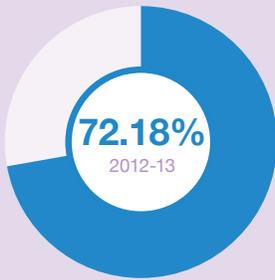
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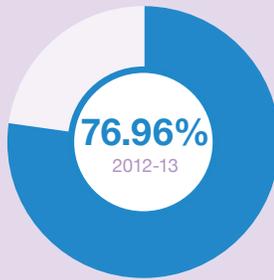
CURRENT MANISTEE COUNTY

Current state data not available to date.

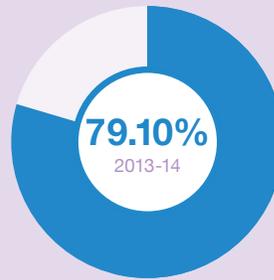
METRIC 7. Increase high school graduation rates for Manistee County students



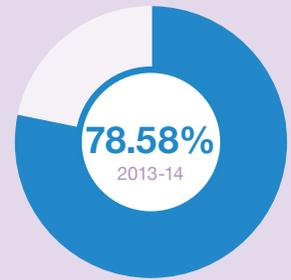
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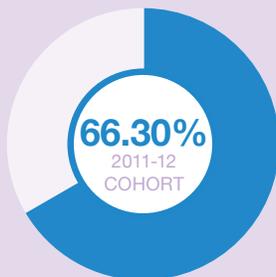


MANISTEE COUNTY

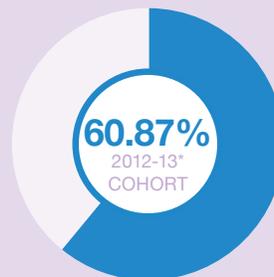


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METRIC 8. Increase the percentage of Manistee County high school graduating cohort that enrolls in a postsecondary program or institution within 12 months after graduation



MANISTEE COUNTY



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*This information does not include CASMAN Academy – no data was available for the 2012-13 cohort.

CAREER READINESS

{ All Manistee County residents
will be ready for careers }

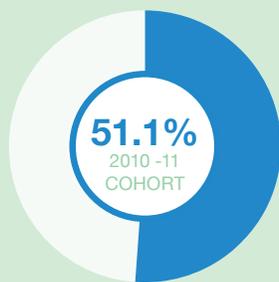
Support students as they complete a college degree or high-quality postsecondary credential and enter the workforce by providing knowledge and access to available resources.

Develop a competitive local workforce with local employment opportunities to build a vibrant local economy.

CAREER READINESS HIGHLIGHTS

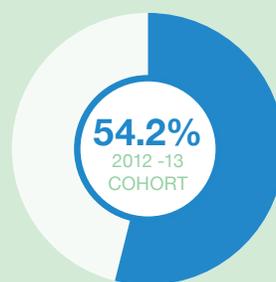
- ▶ Report on *Local Options & Participation for Postsecondary Education in Manistee County* completed; group moved direction to incorporate a more comprehensive project which will outline the scope of both education and training for Manistee County residents and what employers provide in employee education and training.

METRIC 9. Increase the percentage of Manistee County graduating cohort that persists for a 2nd year.



MANISTEE COUNTY

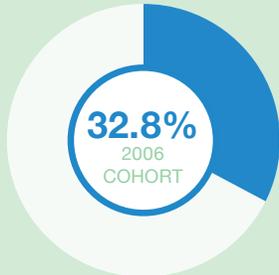
(Of those who enrolled in a postsecondary program or institution within 12 months after graduation, 81.75% persisted for a 2nd year).



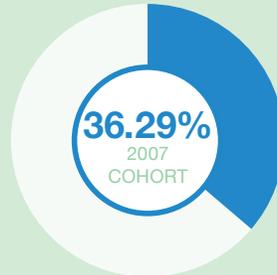
MANISTEE COUNTY

(Of those who enrolled in a postsecondary program or institution within 12 months after graduation, 81.93% persisted for a 2nd year).

METRIC 10. Increase the percentage of Manistee County high school graduating cohort that complete a postsecondary degree within 6 years of high school graduation.



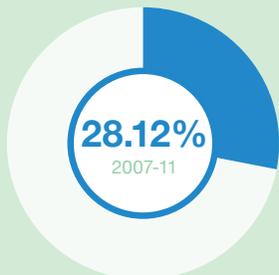
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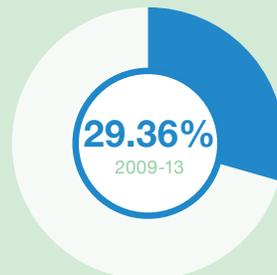
(Of those who enrolled in a postsecondary program or institution within 12 months after graduation, 58.44% completed a postsecondary degree within 6 years of high school graduation).

METRIC 11. Increase Manistee County's postsecondary attainment rate (for residents ages 25-64) and be listed in the top quartile of Michigan counties



MANISTEE COUNTY

(2007-2011 American Community Survey 5-year estimates) 45th out of 83 counties.



MANISTEE COUNTY

(2009-2013 American Community Survey 5-year estimates) 39th out of 83 counties.

METRIC 12. Increase local options/participation for postsecondary education and training in Manistee County

*No data is available for this metric

A Year in Review

JUNE 2014

- ▶ The Launch Manistee Program Coordinator is hired.

AUGUST 2014

- ▶ Program Coordinator attends MCAN's Maritime Academy.
- ▶ All six area high schools sign up for participation in Michigan College Application Week.
"Michigan will be hosting its fourth annual College Application Week with nearly 300 Michigan high schools participating. Launch Manistee organized and led the effort to get 100% school participation for College Application Week for the first time in Manistee County."

OCTOBER 2014

- ▶ Launch Manistee Leadership team reaches agreement on a Common Agenda, Launch Manistee Dashboard, and priority areas for Action Teams.

NOVEMBER 2014

- ▶ Three Action Teams are developed and initiate meetings:
 - Early Childhood
 - Postsecondary
 - Career Readiness
- ▶ Michigan College Application week is held from November 3-7, 2014

Learn more about Michigan College Application Week on the following page

DECEMBER 2014

- ▶ Kindergarten survey developed to send out to all kindergarten parents to discover why children are/are not attending preschool programs.

FEBRUARY 2015

- ▶ Kindergarten survey is distributed in all area schools.
- ▶ Exploration and development of a system to incorporate preschool data into K-12 student level data.
- ▶ Inaugural FAFSA completion event held in Manistee County.



One of the problems many students face is finding the financial means to pay for their education. It is why Launch Manistee, West Shore Community College, Baker College and Northwestern Michigan College and all six area schools joined forces on Tuesday to sponsor a workshop to help students and their parents complete a Free Application for Federal Student Aid (FAFSA) at the West Shore Medical Education Center. Launch Manistee Program Coordinator Mary Ann Behm said “the experts” were on hand to help students and parents fill out the application online.

{ Michigan College Application Week

Manistee County's first county-wide College Application Week was a smashing success with 204 out of 212 high school seniors from all six Manistee County school districts completing at least one application to attend college. By the end of the Nov. 3-7 College Application Week, students had completed a total of 455 college applications, with 383 applications being completed during the week-long event. Thirty percent of those seniors indicated that they would be first generation college going students.

The goal of Michigan College Application Week was to give every graduating senior the opportunity to apply to college or another postsecondary opportunity and promote the need for education beyond high school.

Participating schools and school counselors leading the effort included: Bear Lake High School, Michael Grahl; Brethren High School, Gail Bennett; CASMAN Academy, Henry Van Gemert; Manistee Catholic Central, Ed Kolanowski; Manistee High School, Paul Howes; and Onekama High School, Scott McKenney.

Launch Manistee partnered with Northwest Michigan Works to provide the same opportunity to non-traditional graduates, such as those with a GED and students who may not otherwise apply to college. Five participants at the MIWorks Learning Lab in Manistee completed college applications during this College Application Event.

"Manistee's results are a home run and everyone involved should be immensely proud."

Brandy Johnson, Executive Director of the Michigan College Access Network



MARCH 2015

- ▶ Report on *Local Options & Participation for Postsecondary Education in Manistee County* completed; group moves direction to incorporate a more comprehensive project which will outline the scope of both education and training for Manistee County residents and what employers provide in employee education and training.
- ▶ Program Coordinator attends *Strive Together, Every Child Cradle to Career, 2015 Convening of Exploring Communities* in Indianapolis.

APRIL 2015



- ▶ Joined with the Great Start Collaborative in co-hosting an inaugural **Early Childhood Luncheon in Manistee.**



- ▶ Sponsored and promoted a **FAFSA completion event competition between 6 area high schools.** Students at Manistee Catholic Central were awarded Big Al's Pizza for having the largest number of students who filled out the FAFSA application.

MAY 2015

- ▶ **Decision Day events are held in area high schools.**

"We are having a blast! A bit chaotic with other things going on here, but the seniors are in such an excited mood! They have gone to talk to our middle school students...purely their idea, and are loving the experience of sharing with the younger students. We head into the gym for our rally at 1:35. Kids are all in their shirts...took lots of pictures!"

— Gail Bennett,
Brethren High School Counselor



MAY 2015 *continued*

- ▶ **Manistee High School and Brethren High School are awarded a grant for a full-time College and Career Advisor.**

The Michigan College Access Network (MCAN) has made college advisers available to select high schools in Michigan for the next three years.

Advisers are recent college graduates who will be working alongside high school counselors and other professionals to help increase the number of college-bound students.

Superintendent Marlen Cordes said the whole idea for this program initiated with Mary Ann Behm of the Launch Manistee program.

“Fortunately for KND and the Manistee Area Public Schools, they were able to create a position for the two schools to share an individual,” he said. “That person will just be working with our seniors on career counseling.”

— Marlen Cordes, Superintendent, Kaleva Norman Dickson Schools

JUNE 2015

- ▶ **In collaboration with the Manistee ISD and area schools, information and data will be available as to which children attended preschool and local data will be available on the benefits of preschool attendance.**
- ▶ **Michigan College Access Network recognizes Launch Manistee and school efforts in Decision Day in its *Michigan College Access Network Blog*.**

“Launch Manistee has bragging rights. The LCAN successfully rallied all six high schools within its boundaries to participate in College Decision Day (and two other statewide initiatives) for the first time this year. Launch Manistee’s inaugural effort resulted in six high schools participating in all three state-wide initiatives; they should certainly be proud of that.”

Michigan College Access Network Blog

JULY 2015

- ▶ **Teaching Strategies Gold Creative Curriculum Daily Resources provided to 6 area preschool programs through a Partnership Agreement with Launch Manistee.**

REFERENCES

1. Kania & Kramer. Winter 2011. Collective Impact. Stanford Social Innovation Review.
2. The Annie E. Casey Foundation. 2014. Creating Opportunity for Families – a Two-Generation Approach (KIDS COUNT Policy Report). Baltimore, MD.
3. Hirokazu Yoshikawa, et al. October 2013. Investing in our Future: The Evidence Base on Preschool Education. Ann Arbor, MI: Society for Research in Child Development.
4. W.K. Kellogg Foundation; Crain Content Studio. February 2015. Invest in Our children, Our Economy, Our future – Executive Insights. Detroit, MI.
5. Lumina Foundation. April 2015. A Stronger Nation through Higher Education. Indianapolis, IN.

“Launch Manistee is an innovative, cooperative initiative that reflects a shared appreciation of the relationship between a quality pre-school experience, achievement in K-12 education, completion of postsecondary programs and success of individuals and communities. We are pleased to support an initiative that builds for Michigan’s future and helps develop the future leaders of the communities we serve.”

Carolyn Bloodworth, Secretary / Treasurer of the Consumers Energy Foundation



Mary Ann Behm

Launch Manistee Program Coordinator
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**Launch Manistee is grateful to the following donors for their support of the network through
Launch Manistee Fund of the Manistee County Community Foundation
and for contributions in kind.**

Bayard & Nancy Lyon

ExxonMobil

Manistee Rotary Club

Big Al's Pizza

Frey Foundation

Michigan College Access Network

Blarney Castle Oil & Propane

James and Chris MacInnes

Oleson Foundation

Consumers Energy Company

Kresge Foundation

Pennies from Heaven Foundation

Council of Michigan Foundations

Manistee County Community
Foundation Spirit of Giving Fund

Sports Ink

Crystal Mountain

Manistee County Community
Foundation Youth Advisory
Council (YAC)

United Way of Manistee County