

ED FUNDAMENTALS

A SPECIAL NEWSLETTER FOR FRIENDS OF THE PHILADELPHIA EDUCATION FUND

A Virtual Benefit

**Tuesday, June 15, 2021
12:00 to 1:00 pm**



**Public Health 101:
COVID Recovery and the Future of STEM Education**

Join the Philadelphia Education Fund live for an exciting lineup of speakers, panelists, and student interviews. It's the best distance learning opportunity you'll have this year!

JOIN US

More info: philaedfund.org/EducatePhilly



David Brooks
Vice President,
Global Health Affairs,
Johnson & Johnson
Translational Care



Mace L. Rothenberg MD
Executive Chief
Medical Officer,
Pfizer



Amy P. Abernethy
Senior Principal
Deputy Commissioner,
FDA Food & Drug
Administration

MEET & HEAR THE STORIES OF OUR STUDENT AWARD WINNERS



Rising Star
Cedrick Kazadi
Millersville University



Shining Star
Ariana Rodriguez
Olney Charter High School



Shining Star
Naomi Portillo
Olney Charter High School

EDUCATE PHILLY Gala Raised More Than \$125,000

EDUCATE PHILLY is the Philadelphia Education Fund's signature fundraising event that enables us to provide critical programming support to students, teachers, and schools.

Attendees at this year's event, Public Health 101: Covid-19 Recovery and the Future of STEM Education, were treated to a robust panel of national leaders of the COVID-19 vaccine development and distribution.

Maya Martinez-Davis, President of U.S. Pharmaceuticals for GSK, a long-time PEF partner in STEM education, opened the discussion which was moderated by PEF President and CEO Farah Jimenez.

Panelist Amy P. Abernethy, MD PhD brought her regulatory experience as Principal Deputy Commissioner of Food and Drugs for the FDA. David Brooks, MD, MBA, MPH leads GSK's COVID-19 Therapeutics global medical teams, and award-winning oncologist and physician-executive Mace L. Rothenberg, MD spoke from 30-plus years' experience in drug development, translational research, and risk-benefit assessment.

Bringing it back to what the Gala and PEF are all about, attendees saw videos from current students and a

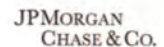
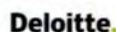
teacher all touched by our work. Each told the story of their educational journey and aspirations.

The Rising Stars, two exceptional high school seniors who participated in PEF's College Access Program, were Naomi Portillo of Olney Charter High School, now attending New York University, and Ariana Rodriguez also of Olney Charter High School and a first year at Worcester Polytechnic Institute. The Shining Star Awardee is a Last Dollar Scholarship recipient of high achievement, and this year is Cedrick Kazadi, a senior at Millersville University.

Lastly, Cesar Cortorreal related how he went from a student in the College Access Program at Olney High School, to Last Dollar Scholarship recipient at Franklin and Marshall College, to Special Education Support teacher at Kensington Creative and Performing Arts High School.

We are tremendously grateful for everyone who attended, sponsored, and donated to EDUCATE PHILLY, especially during this challenging time. PEF exceeded last year's revenue goals, which speaks to the generosity of the Philadelphia community and to the universal belief that students of ability and ambition deserve support.

EDUCATE PHILLY 2021 SPONSORS



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JOIN US IN JUNE 2022 FOR

EDUCATE PHILLY: Psych 101

President and CEO Message



Dear Friends of PEF,

It's been said that necessity is the mother of invention. And, if this past year has taught us anything, it is that with the support of our donors, funders, students, and partners, when faced with a challenge, we at the Philadelphia Education Fund are an agile and creative team. As you'll read in the pages of this newsletter, PEF has been busy identifying new ways to serve the unique needs of students, whether virtually or in person.

Starting this fall, a new community of students can turn to us for support in achieving their fullest potential. Middle grade students will be served through our merger with Spark Philadelphia. And, students experiencing learning loss or involved with the foster care system can turn to Scholars Advantage and Fostering College Readiness, two new programs at the Philadelphia Education Fund.

Invention and innovation are also evident in our efforts to expand access to high quality STEM education. Unique collaborations with such corporate partners as GSK, Johnson & Johnson, and Johnson Controls are affording new opportunities for students to connect with STEM career professionals and see a future for themselves in math or science.

I hope you'll take the time to read about these innovative solutions created by the talented PEF team. Our students have needed us to step up in new and unexpected ways, and it's been our honor to take on that challenge and help them realize their promise.

Farah Jimenez

NEW GROWTH, NEW HIRES



STEM Project Manager Britney Davis

Britney is responsible for Explore STEM Philly/Chester, coordinates the Bridge to Employment

program through Johnson & Johnson (see page 4), and assists with a diverse portfolio of STEM education programs, projects, and initiatives. Britney graduated from Villanova University with a BA in Chemical Engineering with minors in Business and Engineering Entrepreneurship.



TRIO - College Access Program Director Bryan DeFoney

As the Director of TRIO, Bryan is responsible for managing this key U.S. Department of

Education grant that funds our college access

programs and staff. Prior to joining PEF, Bryan served more than 500 students in three school districts as Program Manager at College Possible Philadelphia. He was responsible for student SAT prep programming, student matriculation, and student persistence outcomes. He started in the field as a middle school English teacher in North Philadelphia. Bryan received his BA from Neumann University where he developed a love for higher education as a first-generation college student himself.



Development Director Alison Foster

Alison Foster joined PEF from College Possible Philadelphia, a national nonprofit college access and success organization.

She was responsible for institutional and individual fundraising as well as overseeing the site's marketing and communication efforts. Prior to College Possible Philadelphia, she worked at Children's Literacy Initiative as well as in

publishing and higher education. Alison received her BA in journalism from Temple University. She also holds a certificate in nonprofit management from The Foundation for Delaware County and The Nonprofit Center at La Salle University.



College Access Program Coordinator Rachel Gerberick

Rachel Gerberick is PEF's college access support for 9th to 12th grade students at Kensington Creative

& Performing Arts High School. Rachel graduated from Penn State University with a degree in Human Development and Family Studies and a minor in Psychology. She earned her master's degree in Counseling Psychology and certification as a K-12 school counselor at Temple University.

Join our team! CAP and CFO positions are open now. Visit philaedfund.org/careers

PHILADELPHIA SCHOLARS SPOTLIGHT: Ariana Rodriguez

This is a story of how many disparate pieces often have to come together to get one terrific student into the right college.

There's little more disheartening than having something you've dreamed about and worked hard to achieve be *just* out of reach. Not because you're not good enough, but because you can't afford it.

Many people would give up and go to plan B. But not Olney Charter High School Class of '21 graduate and aspiring aerospace engineer Ariana Rodriguez. The acceptance letter from her top college choice, Worcester Polytechnic Institute, meant much more than having a good college to go to in the fall. "I saw the possibility of being a name in a male-dominated industry," she said, "and, most importantly, I saw that I made it as a daughter, a student, and a Latina." As a student in Philadelphia Education Fund's College Access Program (CAP), she was eligible for the Scholars Program's Last Dollar Scholarship, but even the maximum left her more than \$4,000 short.

At the same time, Ariana's CAP advisors nominated her for a Rising Star award, a PEF recognition and small cash grant given to two outstanding rising first years (see Gala story p. 1). The awards are chosen by the Scholars Advisory Committee and a few friends of the Scholars Program. An individual who took part in the selection mentioned to Scholars Program Manager Allison Kelsey that once her Last Dollar Scholarship was calculated, if Ariana had extra need, she would like to help.

As testimony to CAP's self-advocacy training, Ariana wrote to Worcester appealing her financial aid package and quickly received additional, but not all, the aid she needed. A gulf of \$2,169 stood between her and the prestigious Aerospace Engineering Program she was accepted to.

Allison contacted the person from the Rising Star awards committee. "I'm not sure how much 'help' you envisioned, but Ariana is \$2,169 dollars away from attending Worcester Polytechnic,"

Allison recalls saying. That same evening, she called Ariana with the news that in seven weeks, she'd be moving to Massachusetts.

Already finished with the first quarter, Ariana reported that while her first college finals were "grueling," she loves the challenge and her new community of fellow strivers. "Overall, the experience has been stressful and amazing! I definitely feel like a different person."

Philadelphia Scholars is the largest private, college scholarship program in the city. This academic year, \$550,000 was awarded to more than 100 graduates of our CAP high schools, enabling those low income and largely first generation-to-college, Black, and brown students to achieve a college education

SUMMER SCHOLARS ADVANTAGE PROGRAM RE-IGNITED HIGH SCHOOLERS EXCITEMENT FOR LEARNING

What does a rubber band bungee cord competition, something called "outrageous ooze," and college campus tours have in common? They were just some of the experiences offered in PEF's Scholars Advantage, a summer academic enrichment program designed to ameliorate COVID-19 learning loss and underline the relevance (and fun) of a high school education.

Fifty-two rising juniors and seniors from 21 Philadelphia zip codes opted into this highly-rated, four-week experience and received \$100 for each week of participation. Accredited teachers from the School District of Philadelphia and William Penn School District taught in-person English, Math, and Science classes, and PEF's College Access and GEAR UP staff provided college and career sessions remotely. Fifteen professionals from various backgrounds spoke to students about their careers.

Student feedback was enthusiastic. One student appreciated "Getting to meet new people and understand I have more options after high school," while another commented on the activities: "The logic problems and hands-on parts like the sumo cube building and the bungee."

PEF is grateful to the William Penn Foundation for funding support and University of the Sciences for providing classroom space, lectures, and workshops.



Students visit Cabrini University

Ariana Rodriguez

PEF and Johnson & Johnson Launch Partnership

In October, PEF launched the Philadelphia site of the Johnson & Johnson (J&J) Bridge to Employment (BTE) program with partners Drexel University and La Salle University. BTE is designed to inspire young people to stay in school, improve academically, elevate their career aspirations and consider healthcare and STEM careers.

Forty 10th graders from Mastery Charter High School Lenfest and Shoemaker Campuses will experience workshops, mentoring, site visits, career panels, and more via J&J's local network of STEM professionals. Through this program, students acquire time management, study, teamwork, and communication skills by their senior year; are aware of the practical applications of scientific information in everyday life; and have taken a STEM course or AP course or participated in a STEM-related extracurricular activity.

As site coordinator, PEF staff have been responsible for strategic planning and student recruitment. Going forward, they will manage the collaboration, handle data tracking and reporting, and act as fiscal agent.



GSK's Investment in PEF's STEM Collaborations Increases

Already a backer of PEF's leadership of the Philadelphia STEM Ecosystem and Philadelphia STEM Equity Collective, GSK approved a two-year, \$300,000 grant to expand our capacity to bring new people, organizations, and practitioners into the fold. Principally, PEF will be able to hire an external evaluator for the Equity Collective and establish a "STEM Education Business Partner" affinity group of local businesses investing in STEM education. Also, the funds will enhance PEF's existing Explore STEM Philly program that joins high school students together with STEM professionals.

One of 94 international STEM Learning Ecosystems, the Philadelphia STEM Ecosystem supports collaboration among individuals and agencies, identifies gaps in services, and provides STEM resources to the students and families that need these the most. The Philadelphia STEM Equity Collective is a \$10 million initiative focused on increasing women, Black Americans, and Latinx Americans in the STEM workforce.

McKinney Center's Innovative STEM Program Awarded \$250K+ Expansion Grant

In May 2021 PEF received a \$264,352 PAsmart Advancing Grant to create an Explore STEM Chester County program in partnership with Chester County Intermediate Unit, JEVs Human Services, Johnson Controls, and Temple University. Like Explore STEM Philly, the Chester County project will introduce students in under-resourced schools to STEM careers and extend student learning by training STEM career professionals to present to classrooms. Classroom visits will begin in January 2022.

New Persistence Program Supports Foster Care Students

Youth involved in foster care navigate barriers to educational attainment greater than most. Only 50% of former foster youth will attend college, just 8% will graduate, and less than 3% will earn a degree by age 25. Not only do they need financial support, they also need reliable housing, meals, consistent or ongoing advising, and a college that understands that going "home" for breaks might not be an option.

The Philadelphia Education Fund's experience working with students in foster care is expanding through a three-year, \$1.8 million collaboration with the Brook J. Lenfest Foundation. Fostering College Readiness (FCR), a new PEF program, will recruit and counsel a cohort of juniors and seniors through high school graduation. The Foundation created the Immensitas Scholarship that will augment an existing tuition waiver program with funds for housing, meals, books, technology, and supplies. Immensitas Scholars may attend Penn State University, Harcum College, West Chester University, and Pennsylvania College of Technology.

Leading the initiative is College Access Program veteran Madeline Birkner in the newly created position of Senior Manager of Persistence and College Partnerships. FCR's goal is to work with sixty 11th and 12th grade students in skill-building workshops, virtual college visits, dialogues with college representatives, and one-on-one advising. "We'll ensure that each student has a postsecondary roadmap from high school graduation through college completion," said Birkner.

High School Counselors: to schedule an in-person visit at your school and start the onboarding process with eligible students, please contact mbirkner@philaedfund.org.

PEF AND WAWA WELCOME AMERICA PARTNER ON "I AM PHILADELPHIA" CONTEST

Philadelphia Education Fund and its PhillyGoes2College team partnered with the Wawa Welcome America Festival in "I Am Philadelphia," a contest showcasing student voices and imagination. Open to Philadelphia's high school students, the contest was comprised of two competitions -- one video, one spoken word -- with Welcome America performance slots as the prize.

"Great Things Are Happening In Philadelphia" Video Challenge winner Teyanna Stone graduated in May 2021 from Temple University. "I Am College Bound" Spoken Word Contest winner Candelaria Beatty is a sophomore at Masterman High School and hopes to study science and pursue a career in research. And Spoken Word Finalist Isabel Rose Catalan is a first year student at University of the Arts.



MERGER EXPANDS CAREER ADVISING TO MIDDLE SCHOOLERS

In July 2021, PEF welcomed Spark Philadelphia, which previously operated under its own 501(c)(3), to our family of college and career access programs. The merger followed a year-long process that engaged the boards and staff of both organizations. One outgrowth of our work together was the belief that, as a merged entity, we could better serve the needs of Philadelphia students by offering a continuum of support from the middle grades (Spark's focus) through high school and college (PEF's focus). We are excited to be able to expand our scope of services to these younger students, supporting their growth in social emotional skills, deepening their familiarity with different jobs and careers, and providing opportunities for engagement with mentors from the various professional sectors.

The majority of students who drop out of school do so before the 9th grade. Newly hired to guide Spark are Senior Manager Sarah Clark and Program Coordinator Stacey Sandle. (See inset Right.) Both have extensive experience in college and career counseling and in creating partnerships with businesses. Connecting with students in the 7th and 8th grades comes at a crucial time, not only in their personal development, but also seeing what their career possibilities are and the preparation it takes to achieve those goals.

THE SPARK MODEL		
Understand What's Possible EXPLORATION	Experience What's Possible IMMERSION	Make Possibility Real TRANSITION

In the Spark model, seventh grade students are paired with a mentor based on mutual interests and, pending Covid vaccinations, visit their mentor's workplace once a week for 13 weeks. The mentors guide structured, two-hour sessions filled with social-emotional learning activities. Together, student and mentor create a Spark Project that is shared with their cohort, families, and community at Share Your Spark.

In addition to their mentor's workplace, they visit other organizations to help them develop a broader understanding of industries and careers of all shapes and sizes. Called Spark Labs, employee volunteers guide students through structured, group activities that build skills and help students understand how their interests, abilities, and skills relate to workplaces and positions.

Eighth graders prepare for the high school transition and choice process through student panels and workshops.

Although health and safety adjustments are a challenge to the program's in-person elements, Clark "is hopeful that we will be able to return to in-person programming this spring under

the safest protocols and in line with the School District of Philadelphia's policies and procedures. However, if we need to once again pivot to an alternative structure, we are prepared to do so in order to bring this impactful program to Philadelphia students."

Henry C. Lea School and Middle Years Alternative School are Spark's current partners. In time and with additional funding, the goal is to work with schools that feed into PEF's College Access Program high schools.



You Can Help Spark Philadelphia Succeed

- Be a partner organization! Workplace volunteers are critical to Spark's success.
- Create networking opportunities for the Spark team to meet with contacts. Invite our staff to present to your team.

Individuals and organizations can reach Sarah and Stacey at Spark@philaedfund.org.



Sarah Clark
Senior Manager, Spark Program

Before joining PEF, Sarah served college students in the career centers at Emory University, Florida State University, and the University of North Carolina Wilmington. She holds Education Specialist and master's degree in Counseling and Human Systems degrees from Florida State University and a BA in Psychology from Rhodes College. Currently, Sarah's in the doctoral program of the College of Education at the University of Georgia writing her dissertation on COVID-19's impact on undergraduate student career choice.



Stacey Sandle
Coordinator, Spark Program

Stacey came to PEF from GEAR UP's Norristown program where she was a Site Facilitator and College and Career Coach. She earned her BA in Communication Arts and Sciences at Penn State University and her master's degree from Eastern University in Urban Studies with a concentration in Youth Development.

PhillyGoes2College Meets Students Where They Are

Providing Students with More Individualized Tools and Philly-Centric Content

PhillyGoes2College continues to be a go-to resource for anyone considering their four-year degree. From middle school students to adults revisiting their education goals, from undocumented students to veterans, and LGBTQ high school students to those students who want to attend historically black colleges and universities, PhillyGoes2College helps guide students through the process of applying and transitioning to college and career in a clear, focused approach. PEF's PhillyGoes2College website is packed with information visitors can tailor to who they are and where they are in their educational pursuit. Look for scholarships, college open houses, FAFSA resources, careers guidance, and much more.

Follow Philly2College (Twitter), Facebook, and @PhillyGoes2College (Instagram) to start (or re-start) your college journey!



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