





**“Failure to graduate hurts our children,  
damages our economy, and weakens our  
national security position in the world.”**

General Colin J. Powel (ret.)  
Founding Chair of America’s Promise Alliance



- Missouri's graduation rate ranks 18<sup>th</sup> in the nation, at 75%. However, when race is taken into account, just over half of African-American and Hispanic students in Missouri graduate from high school.
- The graduation rate for St. Louis Public School District was 62.2% for the 2010-2011 school year, which reflects a steady improvement over the past several years.

## Impact on Missouri's Economy...

### If 10,000 More Students Graduated in the Class of 2010

- Collectively, this single class of new graduates would likely earn as much as \$106 million more in an average year compared to their likely earnings without a high school diploma.
- New graduates' increased earnings, combined, would likely allow them to spend an additional \$80 million and invest an additional \$26 million during an average year.

## Impact on Crime

- High school dropouts are more than eight times as likely to be incarcerated. Across the country, 68% of state prison inmates have not received a high school diploma.
- The annual cost to educate a student is \$9,644; the cost to incarcerate a person for a year is \$22,000.

# Increase High School Graduation Rates



Increase delivery of dynamic and engaging public media educational materials, resources, and services to teachers and at-risk students in the middle grades and high school

Increase awareness, understanding and dialogue about the dropout crisis through public media content on-air, online, and in the community

Develop models for funding infrastructure, and partnerships that will ensure long-term initiative stability

Increase opportunities for American to engage in conversation and local efforts designed to address the dropout crisis

Increase and mobilize community partnerships that engage diverse individuals, civic, corporate, and faith organizations

## Outcomes

- Understanding about the dropout crisis.
- Engage in conversation and local efforts designed to address the dropout crisis.
- Mobilize community partnerships.
- Enhance learning via public media educational resources and services to teachers and students.
- Develop models for funding, infrastructure, and partnerships —sustainability.

## Why Public Media?

- Public media combines community engagement and formal and informal collaborations with new media technologies, coupled with the power of our broadcast capabilities, to help our communities and the country grasp and confront important issues.
- Forming networks of people and resources to address issues is central to the vision of American Graduate.
- American Graduate embodies what public media can do well — we generate greater understanding of the complex issues that need attention in our communities, and then we create impact by mobilizing people to address these issues.

## Public Media Is Uniquely Positioned

- Independent
- Trusted
- Local
- Connectors/Conveners
- Large Audiences
- Essential Community Role

## Framing the Initiative

- Primary national and local research to understand context.
- Establish national and local network of trusted community partners.
- Establish partnerships with other public media organizations.
- Convene community through engagement of key constituents—community conversations.
- Foster ongoing collaboration among partners.

## **Create, Aggregate and Disseminate Content and Tools**

- Engage the community through all available platforms.
- Create online spaces to foster dialogue and curate content; link partner network locally and nationally.
- Aggregate related content from PBS and other content providers.
- Create local and national content.
- Engage youth in content creation.
- Create educational, interactive learning experiences for youth and educators.
- Engage the community via Teacher Town Halls.

## Lather, Rinse, Repeat...

- Ongoing engagement of communities.
- Evaluate outcomes—interval measurement.
- Tell the story of impact locally and nationally.



## **Sustainable Impact in St. Louis**

As a result of this work, we envision a proud and confident network of groups and individuals coalesced around the high school dropout crisis armed with the requisite resources, knowledge and direction to positively impact our community over a five-year period.



American **GRADUATE**  
*Let's make it happen*



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