

LEAP for Education



LEAP *for Education*

LEARN EXPLORE ASPIRE PURSUE

FOUNDED: 2002 under the name “Salem CyberSpace”; 2014 as LEAP for Education

CURRENT ORGANIZATION BUDGET: \$1,041,000

CONTACT: Linda E. Saris, Executive Director

PHONE: 978.740.6667 x109

EMAIL: lsaris@leap4ed.org

WEB: www.leap4ed.org

Investment Opportunity

LEAP for Education seeks an investment of \$2.5M over the next two years to hire additional program staff and expand its physical facilities to enable growth in career programs and the number of students served; hire (or contract with) a curriculum specialist to formalize its career-focused curricula (Career Connections) to train staff and benefit students at LEAP and other organizations; develop a formal Business and College Partner Network; and upgrade its infrastructure, particularly to improve its data collection and analysis through better online data reporting systems.

LEAP for Education (LEAP) addresses the skills and wage gaps in Essex County, Massachusetts, through after-school programs designed to help underserved students identify careers that match their interests and pursue post-secondary pathways that will qualify them for jobs that offer professional and wage growth. The need for these programs are paramount due to the following:

- Only 40% of Massachusetts students complete a post-secondary degree
- Yet, in 2020, 70% of Massachusetts jobs will require a post-secondary degree
- Two out of three employers cannot find employees with the necessary skills to fill job openings
- Non-degreed youth are at higher risk for unemployment and significantly lower lifetime earnings

LEAP (Learn – Explore – Aspire – Pursue) achieves its mission of empowering youth to be successful in education, career, and life by providing a personalized and comprehensive approach that includes academic engagement, college and career readiness, social-emotional learning, and building social capital.

Two-Year Goals

- Increase the number of students served by 35% from 350 to 475
- Complete formal Career Connections curricula for grades 6 through 12
- Plan and implement a formal Business and College Partner Network and recruit partners
- Expand career-focused programs for students at LEAP as well as for students at other youth-serving organizations and schools in Essex County

Ways to Invest

FINANCIAL

- \$50,000 funds a full-time program staff member or curriculum specialist
- \$40,000 funds the purchase of a van to enable real-world learning experiences
- \$25,000 funds an additional 2,000 square feet of space for one year
- \$15,000 funds expansion of the student data reporting system

IN-KIND

- Volunteer tutors and mentors
- Professionals offering work-based learning experiences
- School supplies and snacks
- Consulting (development, marketing, Salesforce)

Leadership & Governance

Linda Saris, Executive Director, founded LEAP in 2002. Ms. Saris graduated from the University of Chicago MBA program and received an honorary doctorate in humane letters from Salem State University. Ms. Saris draws on her experience in various leadership roles in the corporate world and in the community.

The 10-member Board of Directors is chaired by Dr. David Silva, Provost of Salem State University. LEAP's diverse board is proactive and brings a wide range of expertise in law, finance, education, marketing, technology, and government.

“We can see the growth of the kids who enter LEAP in middle school or high school. There's no way we would have those kids on track to graduate and go on to college and successful careers without the programs at LEAP.”

KIMBERLEY DRISCOLL

Mayor of Salem



LEAP FOR EDUCATION'S MODEL



LEAP'S APPROACH TO CAREER SUCCESS

LEAP's student success model includes academic enrichment, social-emotional learning, college and career readiness, and access to social capital.

Academic Enrichment: LEAP uses a project-based learning model in order to create real-world learning opportunities for its students in grades 6-12. These programs are designed to allow each student to explore in their own way a wide variety of subjects in STEM and humanities. Each program provides students with opportunities to see linkages between learning and careers.

Social-Emotional Learning: Students go through a process of self-exploration in order to identify their own strengths and interests and to develop a belief in themselves and a vision for their future. LEAP provides mentoring programs and workshops for students to build interpersonal skills such as communication and teamwork, and intrapersonal skills such as self-regulation and self-advocacy.

Post-Secondary and Career Readiness: LEAP is in the process of developing a curriculum called Career Connections that uses a whole-student approach to ensure post-secondary and career success. This curriculum includes life-skills building and a myriad of career learning opportunities such as internships, career speaker series, and field trips. Starting in middle school, students annually create an Education and Career Plan, which reflects each student's unique interests and outlines the education and career pathway necessary to reach those future goals. LEAP staff work with students and parents during the entire college application process, including financial aid and scholarships, and prepare them for college life. Each student is assigned a LEAP adviser through post-secondary graduation.

Social Capital: LEAP provides students with multiple opportunities to network with community leaders and business professionals in both formal and informal settings, such as networking nights and job shadowing.

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When I arrived from the Dominican Republic as a scared 8th grader with no English skills, I found a safe haven at LEAP. I learned English, received academic support, went to college and found a career I am passionate about.

JOHANNA RODRIGUEZ

Northeastern University 2016,
Enrolled in MSW program at
Salem State University

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Key Investors

- AMELIA PEABODY FOUNDATION
- CUMMINGS FOUNDATION
- JAMES C. MELVIN TRUST
- NORMAN H. READ CHARITABLE TRUST
- WELLINGTON MANAGEMENT

Partners

- LOCAL BUSINESS COMMUNITY
- MASSHIRE NORTH SHORE WORKFORCE BOARD
- SALEM AND PEABODY PUBLIC SCHOOLS
- SALEM STATE UNIVERSITY
- UNITED WAY OF MASSACHUSETTS BAY AND MERRIMACK VALLEY

IMPACTING SOCIETY

Increasing Career Awareness and Work-Based Learning Experiences – Students come to LEAP with little knowledge of their career options and a small network of professional connections. LEAP provides opportunities to explore different careers and meet professionals in various fields. Students can choose a post-secondary pathway with a purpose, an aspiration, and a set of achievable goals, and find mentors to guide them. This focus keeps students on track to graduate and enhances their qualifications and connections when they enter the workforce.

Improving College Enrollment and Graduation – By breaking down the barriers that students and their families face – be they financial, academic, or cultural – LEAP staff help students and their families navigate the entire school experience from grade six through post-secondary education.

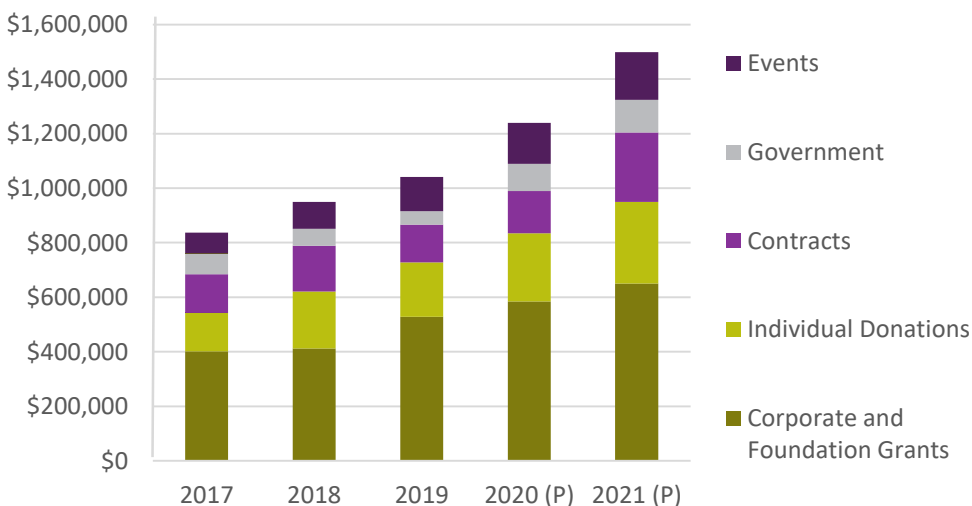
Closing the Opportunity Gap – Low-income students are provided with opportunities to build connections within their communities, take on leadership roles, and find employment with career and wage growth potential. The benefits that LEAP’s activities afford to its students cascade down to other family members and the community as a whole.

Closing the Skills Gap – Only 40% of Massachusetts students complete post-secondary education, yet 70% of the jobs require a degree. LEAP students enter the workforce with a post-secondary degree, prepared to fill the jobs of the future.

FINANCIAL SUSTAINABILITY

LEAP depends on philanthropy for 80% of its revenue, with the remaining 20% derived from contracts with local schools, universities, and local government. In FY19, with LEAP’s first development team, corporate and foundation funding increased by 60% over FY18 and the individual donor prospect pool continued to grow. Furthermore, LEAP has secured multi-year grants providing needed sustainable streams of revenue. LEAP’s goal is to increase its revenue by 19% in 2020 and 21% in 2021.

Revenue by Source



Success Story: Manny Cruz

Manny started coming to LEAP when he was in middle school. Manny came from a low-income, single parent household where English is not spoken. Due to his challenging family situation, Manny had issues dealing with his emotions and became a disengaged student, earning below average grades when he came to LEAP. LEAP staff never gave up on Manny, and worked closely with him throughout his middle and high school years. With LEAP's guidance, Manny enrolled at Salem State University to pursue a degree in political science. At the end of his second year, LEAP staff helped Manny transfer to Northeastern University, with a full-tuition scholarship. During his time at Northeastern, Manny completed three co-op experiences and graduated with a bachelor's in political science. After graduation, Manny was hired as a legislative aide to a state representative and won his first election to Salem's School Committee. Manny joined the LEAP Board in 2018.



PROGRAM PERFORMANCE AND ORGANIZATIONAL HEALTH

Below is a summary of the key measures that LEAP will track to demonstrate progress, create internal accountability, incorporate lessons learned, and adjust strategy as necessary. Fiscal year is July-June.

	FY 2019	FY 2020 (P)	FY 2021 (P)
PROGRAM PERFORMANCE			
Students served	350	400	475
Students completing Education and Career Plans	65%	75%	80%
Average attendance hours/student/year	286	298	308
Partners	42	55	65
ORGANIZATIONAL HEALTH/CAPACITY-BUILDING			
Full-time equivalent staff	15	18	20
Board reflective of population served	20%	33%	40%
Number of volunteers	160	180	205
Business and College Network	Recruitment, planning	15 members	20 members
Upgrade technology	Phase 1 Upgrade network; implement Salesforce	Phase 2 Add Salesforce automation	Phase 3 Family and student portal
Total revenue	\$1,041,000	\$1,240,000	\$1,500,000

SOCIAL IMPACT

LEAP for Education works to make a positive and lasting difference that significantly alters the trajectory of the lives of students who are underserved and first in their families to complete a post-secondary education. LEAP is the catalyst that creates lasting value for the students, their families, and their communities. Below are five indicators that LEAP will track to ensure that it meets students' need to learn, explore, aspire, and pursue.

INDICATOR	2018	2020 (P)
Annual improvement in social-emotional learning based on Search Institute's validated surveys	Metric and baseline	+10%
On-time high school graduation (4 years)	100%	100%
Students who enroll in post-secondary education within 6 months of high school graduation	90%	95%
Post-secondary students who receive a 2- or 4-year college degree within 6 years/any post secondary credential (e.g. degree, trade or certificate)	72%/81%	75%/85%
Post-secondary graduates in a career aligned with their Education and Career Plan within 6 months of graduation	71%	80%