

MY BROTHER'S KEEPER

DETROIT



Supporting boys and young men of color so that they
connect to and thrive in Detroit's new economy

RECOMMENDATIONS FOR ACTION

Broad-Based Leadership

Co-Chairs



Tonya Allen
*President
& CEO,
Skillman
Foundation*



Dave Bing
*Business
Owner,
Former
Mayor,
NBA Hall-of-
Famer*



**Mike
Duggan**
Mayor



James Tate
*City Council
Member*

Steering Committee

Andy Arena
Detroit Crime Commission

Edward Egnatios
The W.K. Kellogg Foundation

Tim Richey
Detroit PAL

Thomas F. Stallworth III
*Black Caucus Foundation of
Michigan*

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Mayor's Office MBK Liaison

Joe Gaglio
Deloitte

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*Education Achievement
Authority*

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*Michigan Black Chamber of
Commerce and Real Life 101*

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*Neighborhood Service
Organization*

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Consortium of Hispanic Agencies

Cynthia Smith
*Wayne County Juvenile
Assessment Center*

Alice Thompson
Black Family Development, Inc.

Jim Comer
Comer Foundation

Maurielle Lue
Fox 2 Detroit

Kevin A. Smith
Detroit Public Schools

Frank Venegas
Ideal Group

Eva Garza Dewaelsche
SER Metro-Detroit

Barbara McQuade
*U.S. Attorney, Eastern District of
Michigan*

We want to acknowledge the countless individuals and organizations who have worked diligently on subcommittees over the past year. We also would like to thank the young men of color who provided critical input in committee meetings and focus groups.

Detroit is ready.

In February 2014, President Barack Obama challenged the nations' cities to sign onto his initiative to provide greater opportunities for young men of color.

Since then, the public and private leadership of Detroit have rallied to develop a five-part strategy to address this challenge.

Detroit's rebirth is happening. But too many young men of color in Detroit remain trapped by circumstance. They cannot be counted out. Engaging them in our community's inevitable recovery is the only way to complete and sustain a real turnaround.

The success of our city is directly tied to our youth. We need everyone in the game. And together we will thrive.

Mayor Mike Duggan

"This is an issue of national importance — it's as important as any issue that I work on. It's an issue that goes to the very heart of why I ran for President — because if America stands for anything, it stands for the idea of opportunity for everybody; the notion that no matter who you are, or where you came from, or the circumstances into which you are born, if you work hard, if you take responsibility, then you can make it in this country."

PRESIDENT BARACK OBAMA



Background

More than 100 leaders from Detroit's civic, corporate, and philanthropic communities, including Mayor Mike Duggan and former Mayor Dave Bing, committed to President Obama's My Brother's Keeper Community Challenge. Through a series of meetings, a plan of action was developed to support young men of color so that they **connect to** and **thrive in** Detroit's new economy. Beginning with shovel-ready programs, many already underway, we have five ambitious goals:

1. **All boys of color enter school cognitively, physically, socially, and emotionally ready**
2. **All boys of color are present, participating, and progressing in school**
3. **All young men of color are prepared for career success**
4. **All men of color are present, participating, and progressing in the new economy**
5. **All boys and men of color are supported in a community that is rapidly building capacity**

Our Focus: 280,000 Young Men of Color

Detroit population by age, males, 2013

	All Races	African American	Hispanic/Latino
Under 5 years old	25,298	19,351	3,023
5 years	5,503	4,041	1,153
6–11 years	26,621	20,003	3,710
12–14 years	14,491	11,658	1,651
15 years	4,663	4,214	212
16–17 years	9,509	8,063	944
18–24 years	40,030	32,406	3,498
Total	320,920	252,753	27,206

Source: ACS 1- Yr, 2013. B17001, B17001b, B17001h



Momentum Is Building

Several initiatives already are making progress in supporting boys and young men of color. Going forward, we can build on their impact.

Black Family Development, Inc. — Restoring Our Youth

Black Family Development, Inc. is a leading organization providing Restorative Practices Training in Detroit. Detroit Public Schools, the Educational Achievement Authority, and community organizations are adopting the model and achieving measurable improvements in youth outcomes. During the 2014–15 school year, DPS reported a 21 percent decline in reports of serious incidents among students. The fundamental premise of Restorative Practices is that people are happier, more productive, and more likely to make positive changes in their behavior when those in authority work *with* them rather than do things *to* them or *for* them.

Campaign for Black Male Achievement — Act Local, Think Global

The Black Male Achievement Social Innovation Accelerator is a key strategy to showcase and scale what works in the field by selecting and supporting leaders whose organizations exemplify the pursuit of high performance. This leads to tangible results in improving the life outcomes of black men and boys. In 2013, the Accelerator selected its inaugural cohort of seven BMA Innovators, which included one Detroiter, Charles Small, president & CEO of Don Bosco Hall. The 2015–16 BMA Innovators include five Detroiters: Sharlonda M. Buckman, CEO, Detroit Parent Network; Frank McGhee, program director, Neighborhood Service Organization; Donele Wilkins, CEO, The Green Door Initiative; Jason Wilson, founder/CEO, The Yunion; and Malik Yakini, executive director, Detroit Black Community Food Security Network.

Detroit Head Start Enrollment Campaign — Little Steps, Big Difference

A collaborative of Head Start agencies launched a citywide enrollment campaign focused on registering families for 1,500 open Early Head Start and Head Start spots across 60 facilities offering early childhood education and supportive resources to low-income families across the city. This coordinated communications effort is supported by a group of Southeast Michigan funders led by the Kresge

Foundation and the W.K. Kellogg Foundation and is managed by the Community Foundation for Southeast Michigan. The citywide enrollment campaign is the first of its kind in the country, incorporating social media and traditional tools such as neighbor-to-neighbor outreach; yard signs; fliers; advertising in ethnic and minority media; and a one-stop, mobile-friendly website for parents at DetroitHeadStart.com. It has already begun boosting Detroit's Head Start enrollment and is succeeding in building relationships with a hard-to-reach population of young families. Families who qualify receive up to \$7,000 worth of services at no cost, including prenatal and health care and job training for parents.

Detroit PAL — TEAM UP

Detroit PAL has partnered with Police Chief James Craig to launch the TEAM UP program, an initiative that matches police officers, who serve as mentors, with baseball and softball teams. Their mentorship will last for the entire 2015 seasons. The program was created to improve the quality of relationships among police officers, kids, and community. As a result, participating youth have reported feeling safer in their neighborhoods.

Goodwill Industries of Greater Detroit — Flip the Script

Flip the Script positively transforms the lives of black and brown males, ages 16–30. It has evolved into one of the country's more proven and successful program models, delivering an array of educational, counseling, and workforce development services to more than 600 low-income individuals annually.

Grow Detroit's Young Talent — Putting Youth to Work

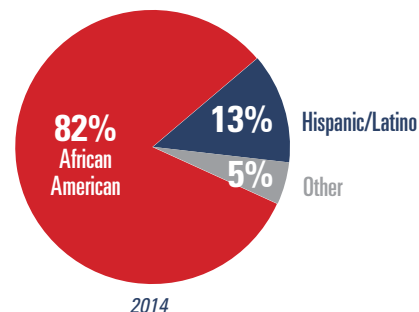
By combining resources from philanthropic partners, premier workforce development programs, area businesses, and the City of Detroit, this coordinated campaign helps build expertise and create pathways for future career success. In 2015, through the leadership of Mayor Mike Duggan and the support of community partners, nearly 6,000 young Detroiters benefited from a summer work experience.

All boys of color enter school cognitively, physically, socially, and emotionally ready

THE CHALLENGE

Research shows that investment in quality early childhood education pays off in multiple ways, from better school performance to improved health. Detroit needs many more great preschool programs that prepare boys of color for kindergarten. And families need to take advantage of the programs that already exist.

Children of color account for 95% of Head Start enrollment



RECOMMENDATIONS



Increase the number of eligible boys of color enrolled in high-quality early childhood programs

ACTION: Use comprehensive marketing and communications campaigns to increase enrollment in Head Start and Great Start Readiness programs (Early Steps enrollment campaign)

BY 2016

100%
funded slots
filled

among Early Head Start, Head Start, and Great Start Readiness programs



Increase neighborhood-based parent and family engagement in early literacy development

ACTION: Engage families with boys of color, ages 0–8, in ongoing literacy-building activities such as Vroom, Barbershop Books, and the PNC Vocabulary Initiative

BY 2020

at least
100%
increase

in the number of boys of color reading proficiently by the end of 3rd grade



Remove health-related barriers to learning that significantly hamper the development of young children, particularly boys of color

ACTION: Implement/expand developmental, lead, vision, hearing, dental, and asthma screenings

BY 2020

90%
of all students

entering kindergarten receive vision, sight, lead, and other health screenings



"Whenever I need anything, Anthony [executive director of the Clark Park Coalition] is there to help me — whatever it is."

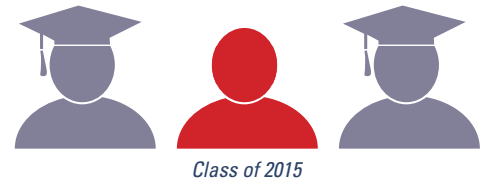
RAYMOND R.

All boys of color are present, participating, and progressing in school

THE CHALLENGE

To succeed academically, boys and young men of color need to be in schools that have high expectations. They need to feel safe — in and out of school. They need to be treated with respect by teachers, staff, and mentors who nurture their confidence and build trusting relationships. And they need to show up.

About **1 in 3** African-American and Hispanic/Latino males in Detroit does not graduate from high school

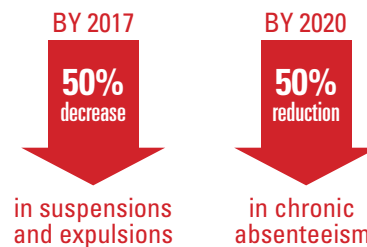


RECOMMENDATIONS



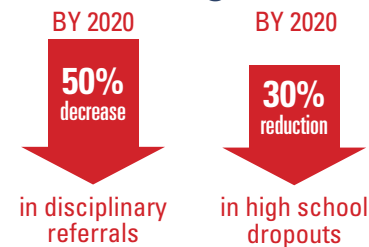
Reduce suspensions and expulsions of boys of color and eliminate chronic absenteeism

ACTIONS: Work with school districts to revise disciplinary codes, create early-warning systems with tiered interventions, and fully implement restorative practices in 100 schools citywide by 2020



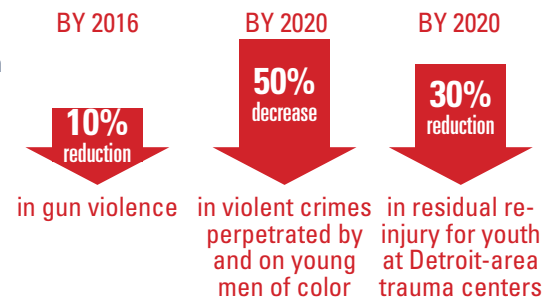
Foster cultural and community competence among teachers and school administrators

ACTION: Engage 1,000 teachers in targeted professional development around trauma-informed practice, relationship-building, and cultural sensitivity and relevance



Reduce violent crime committed by and on young people so that young people feel safe in their neighborhoods and getting to and from school

ACTIONS: Support hospital-based violence prevention and intervention programs for youth admitted to emergency rooms for injuries resulting from interpersonal violence; strengthen work of Detroit Youth Violence Prevention Initiative, including Ceasefire Detroit; and distribute gunlocks in partnership with neighborhood-based organizations



Strengthen and scale mentorship opportunities and high-quality youth development opportunities for young boys of color

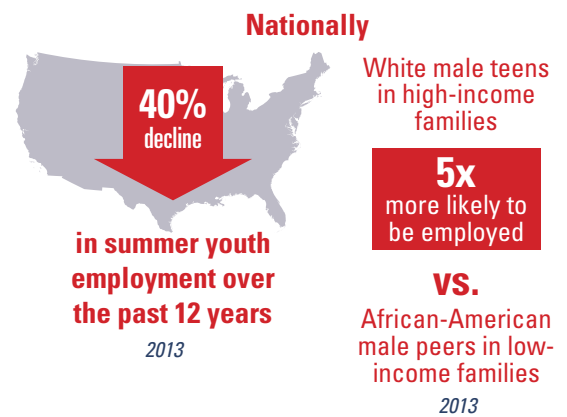
ACTION: Launch Mayoral Challenge to recruit 5,000 mentors to serve as role models, coaches, and caring adults to boys and young men of color



All young men of color are prepared for career success

THE CHALLENGE

Detroit's economy is on the rise. But we will not be able to sustain the gains, let alone accelerate them, without the contributions of young men of color. We must work to ensure that Detroit's recovery is inclusive. Youth need early and ongoing exposure to the world of work. They need programs that better prepare them for life after high school — college for some, technical and vocational training for others. And they need life skills to help manage their earnings.



RECOMMENDATIONS



Increase career exposure and workplace experiences among young men of color

ACTION: Engage business community to employ 10,000 youth through Grow Detroit's Young Talent by 2018



Establish and strengthen higher education and career pathways for young men of color

ACTIONS: Establish 15 college and career academies and increase by 20 percent access to career and technical education courses by 2020



Ensure that young men of color have the knowledge and confidence to manage, protect, and grow their assets

ACTION: Empower 20,000 youth through financial literacy and entrepreneurship training by 2020



All men of color are present, participating, and progressing in the new economy

THE CHALLENGE

As new industries begin to emerge in Detroit, the jobs associated with these high-growth fields are too often out of reach for the city's young men of color. A lack of academic qualifications, inexperience in a professional workplace, and limited professional networks create a near-impossible accessibility for Detroit's African-American and Hispanic/Latino males. These challenges are exacerbated by the lack of African-American and Hispanic/Latino men in positions of corporate leadership and business ownership. Every day, Detroiters demonstrate a willingness to hustle, exercising their creativity and persistence to be productive members of this great city. We must ensure that we create clear pathways to employment, leadership, and ownership in Detroit's new economy so that we see accelerated growth across the region.



RECOMMENDATIONS



Ensure that African-American and Hispanic/Latino adult males are increasingly employed in high-growth industries, encouraging corporations to advance inclusive talent strategies

ACTIONS: Create career ladders and support programs connected to major employers

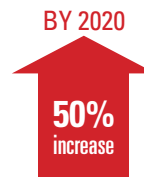


Detroit African-American and Hispanic/Latino males are employed in high-growth industries



Accelerate the growth of businesses owned by African-American and Hispanic/Latino males

ACTION: Establish venture capital fund for African-American and Hispanic/Latino males, coupled with training and mentoring



in businesses owned by African-American and Hispanic/Latino males



All boys and men of color are supported in a community that is rapidly building capacity

THE CHALLENGE

While goals 1–4 focus on scaling projects around key areas of work, our final goal is about the overall community supports we must strengthen for young men of color. We need to grow our leadership capacity and better connect efforts at all levels to wrap multiple supports around our youth. We need to build a media narrative around young men of color that is aspirational and that allows young men of color to see themselves in positive role models. To do this well, we should learn from the best work happening in Detroit and in other communities that are addressing the same challenges we are.

RECOMMENDATIONS



Create positive community narrative around young men of color

ACTION: Strengthen and support the ongoing work of individuals and institutions committed to promoting positive narratives and improving the quality of life for men and boys of color



Create an informed network that enables city government and community stakeholders to use best practices around the My Brother's Keeper Detroit mission

ACTION: Scan national best practices and provide policy recommendations to local, state, and federal officials



Take Action

There are a number of ways for residents, businesses, schools, nonprofits, and community organizations to get involved and provide or receive support to help reach our community goals.

Please check the city's website, **www.detroitmi.gov**, for ongoing updates as we grow opportunities to participate.





"Detroit is expanding right now, and the tech field is blowing up. I want to go into gaming, and I have no doubt there will be an opportunity for me."

Devon B.

"School — that is the biggest key to life. Everywhere now you need to have at least a GED."

Robert K.



"Detroit is helping its youth find a future, giving them an opportunity to get a job, and offering afterschool programs where they can stay out of trouble and learn new skills."

Michael M.



For more information, visit www.detroitmi.gov.

#MBKDetroit