



Defending Diversity, Equity, Inclusion, and Access through Belonging

DATE

June 20, 2024

PRESENTER

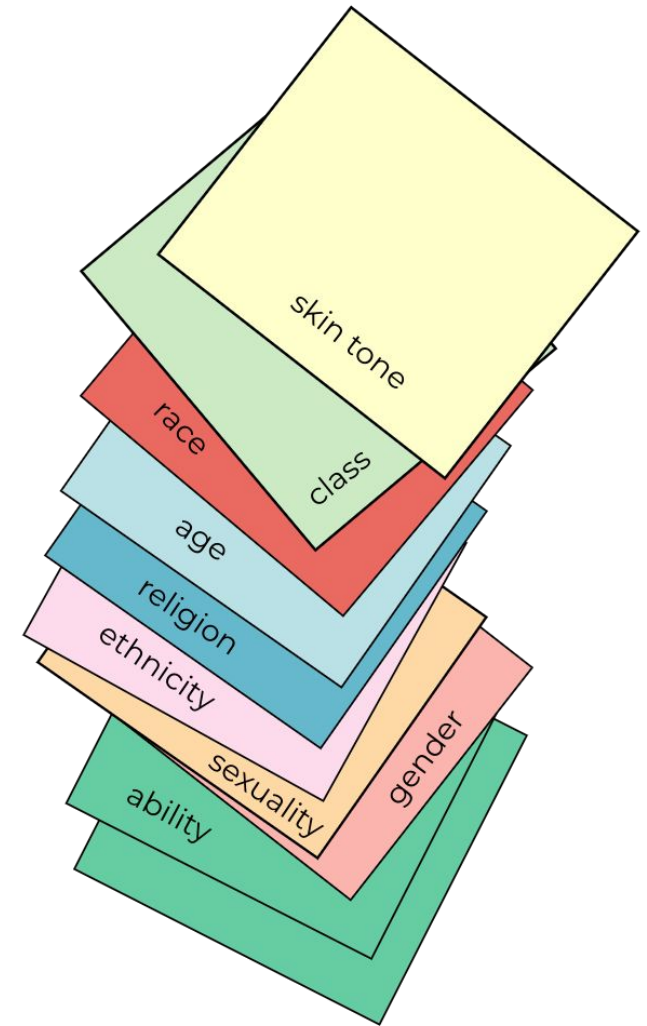
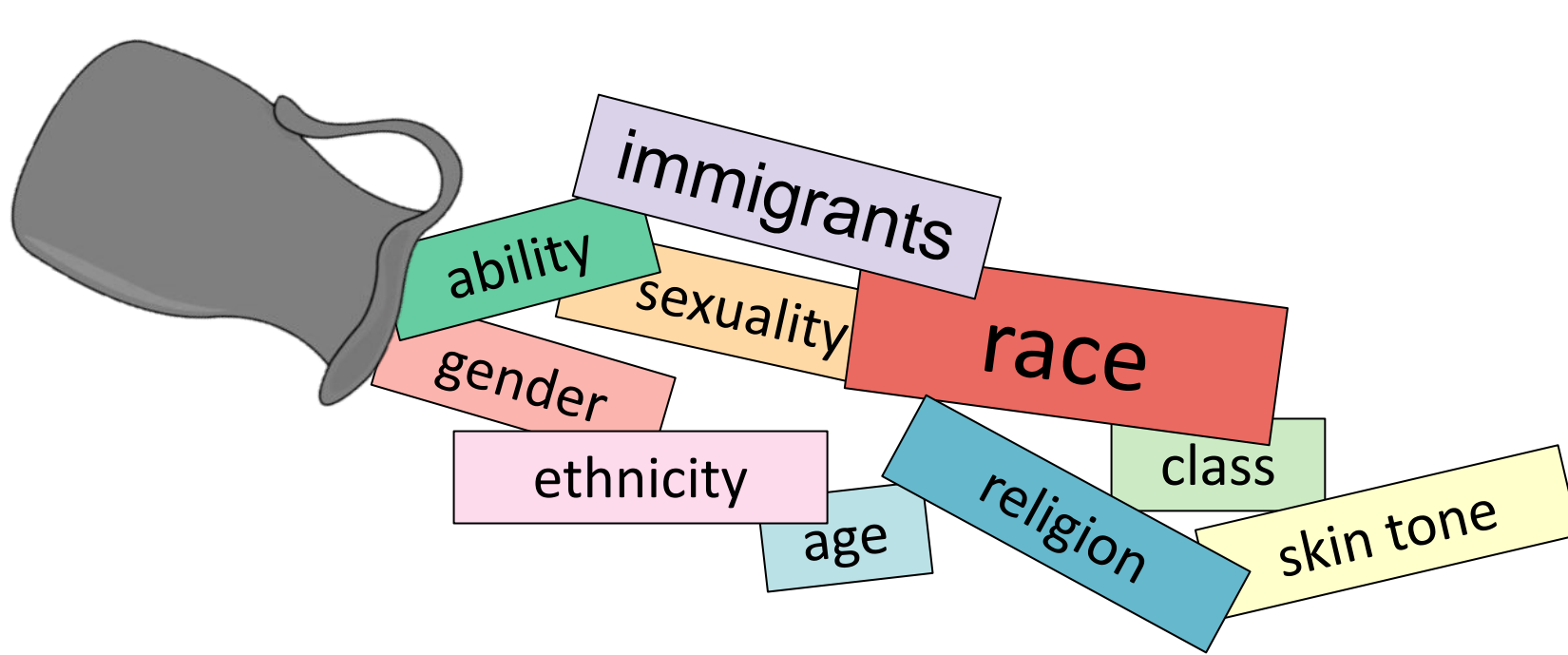
john a. powell, Director
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Institute

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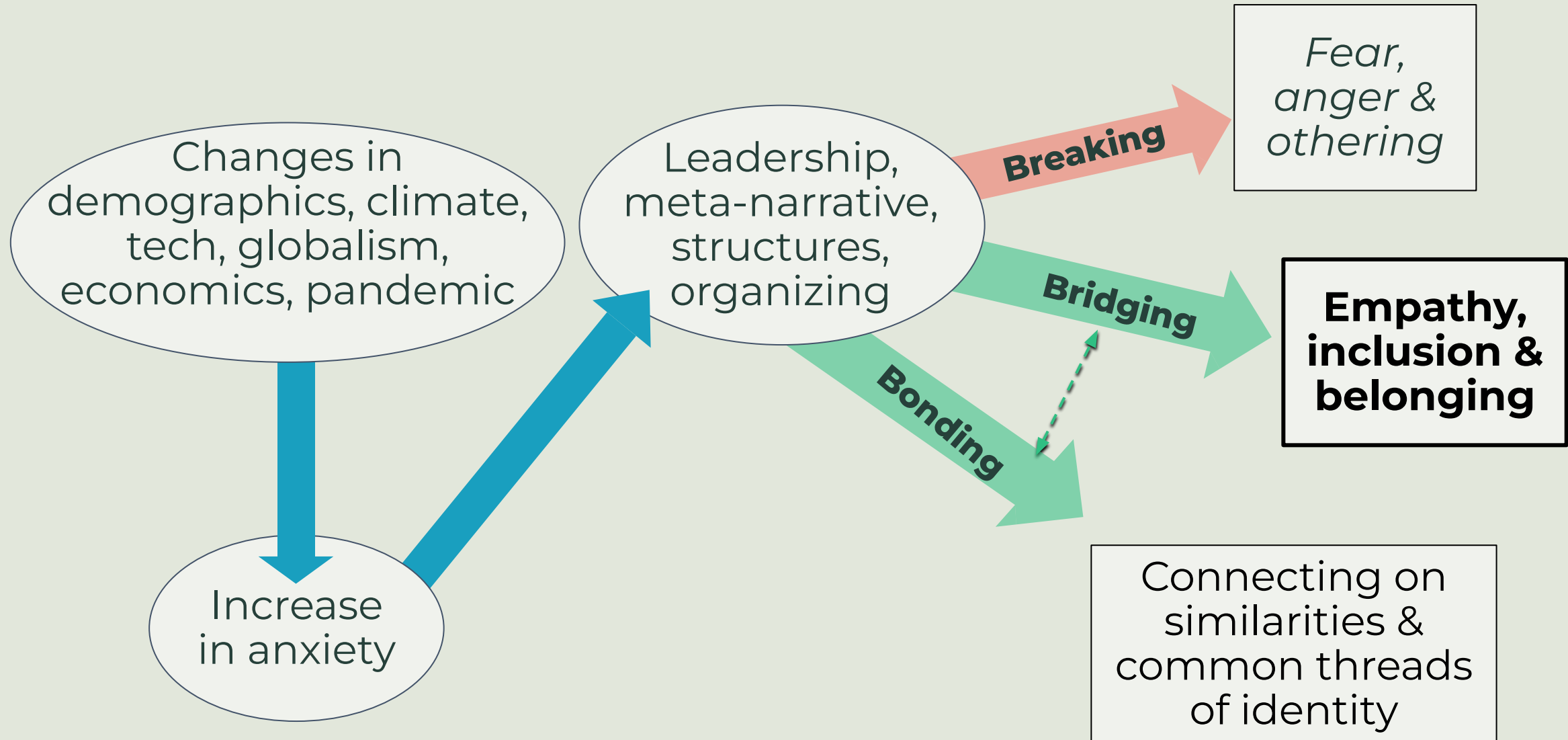
The problem of “Othering” is the problem of the 21st century.





Othering is a generalized set of common processes that engender marginality and group-based inequality across any of the full range of human differences.

Rapid Change Produces Collective Anxiety



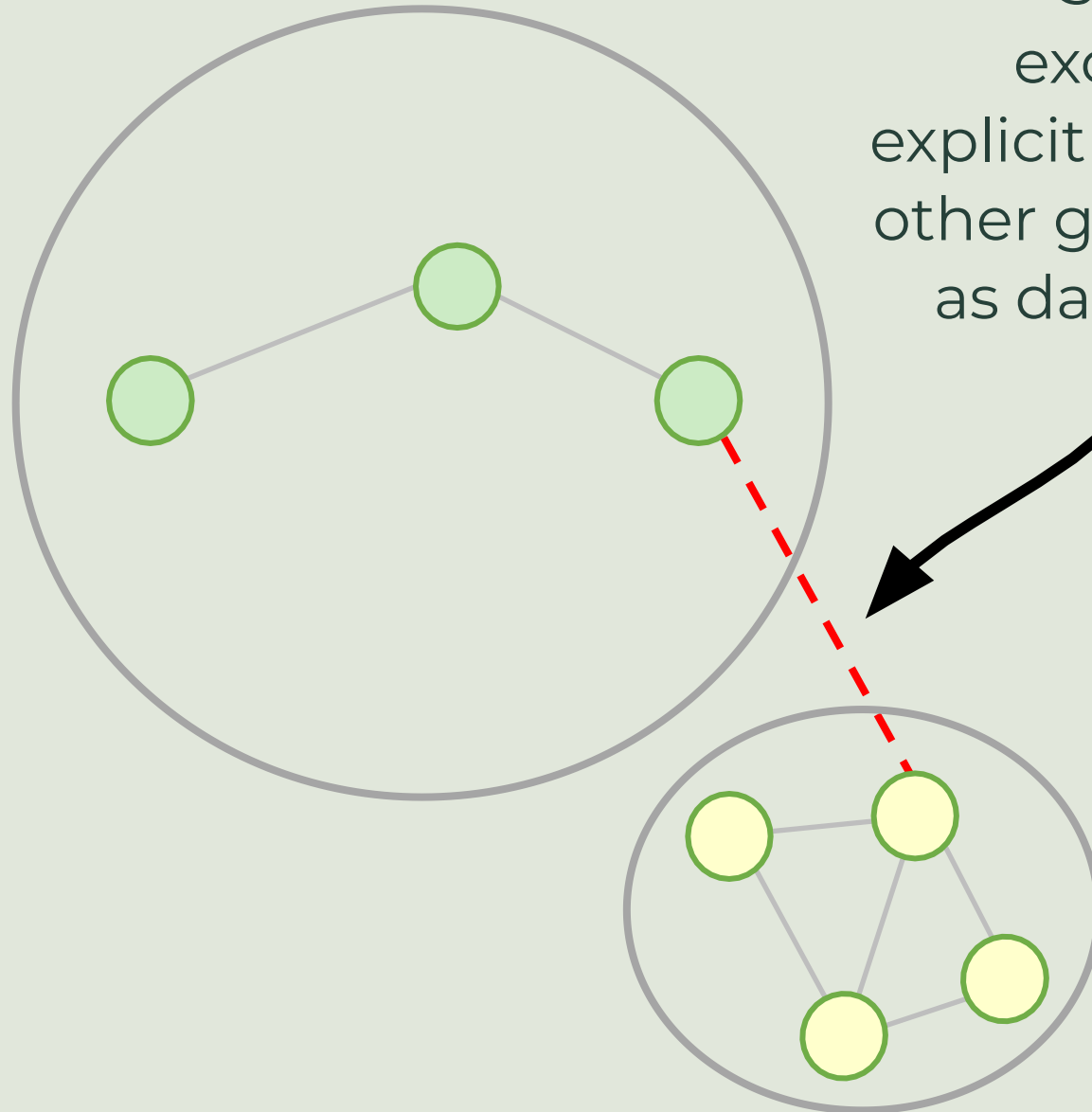
Examples of breaking

BREAKING:

Social ties among an exclusive group which explicitly pushes away from other groups who are seen as dangerous or a threat.

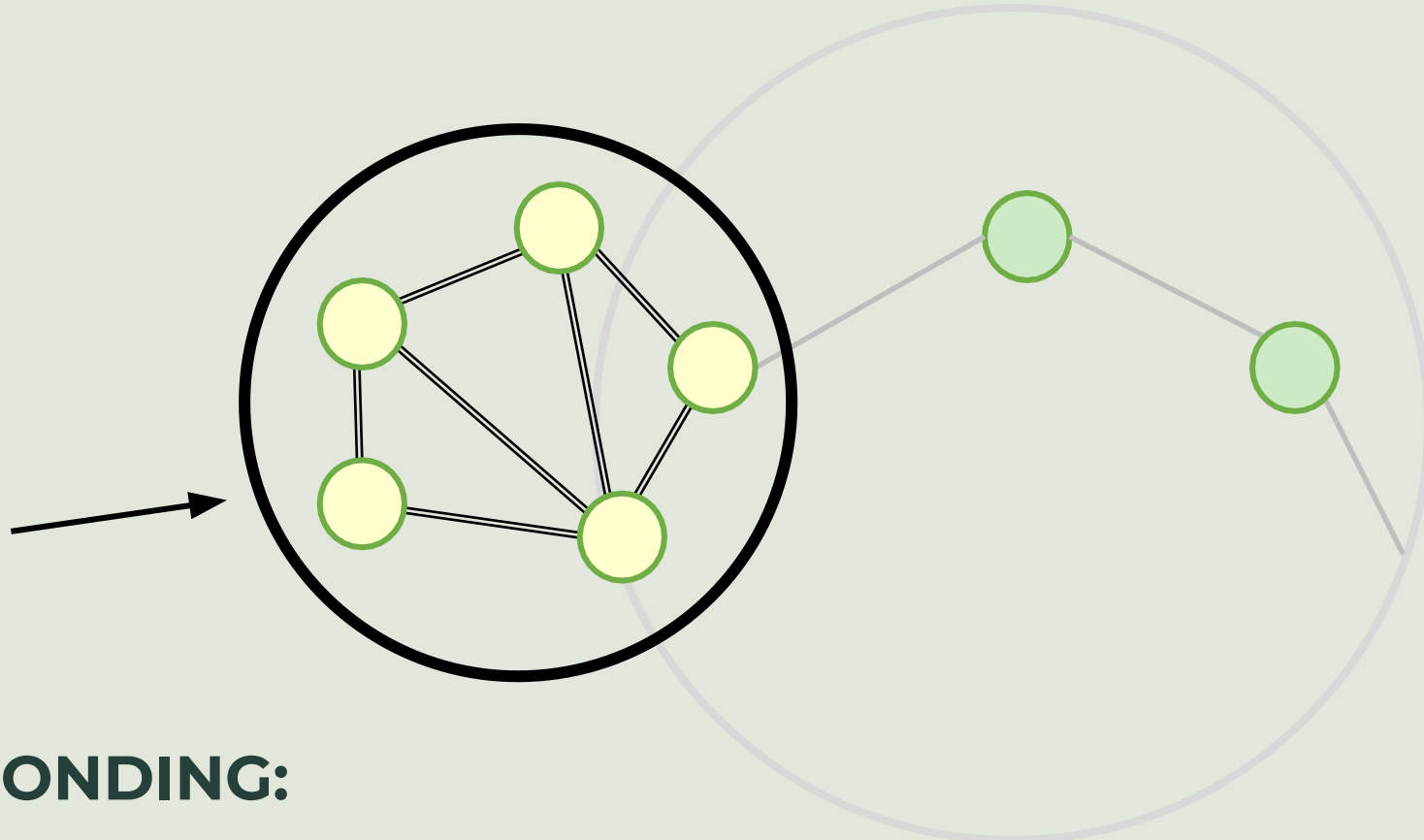


White Nationalism



Conflict Entrepreneurs

Examples of bonding



BONDING:

Social ties that link people together with others who are primarily like them along some key dimension. These are genuinely easier to build than bridging social capital.

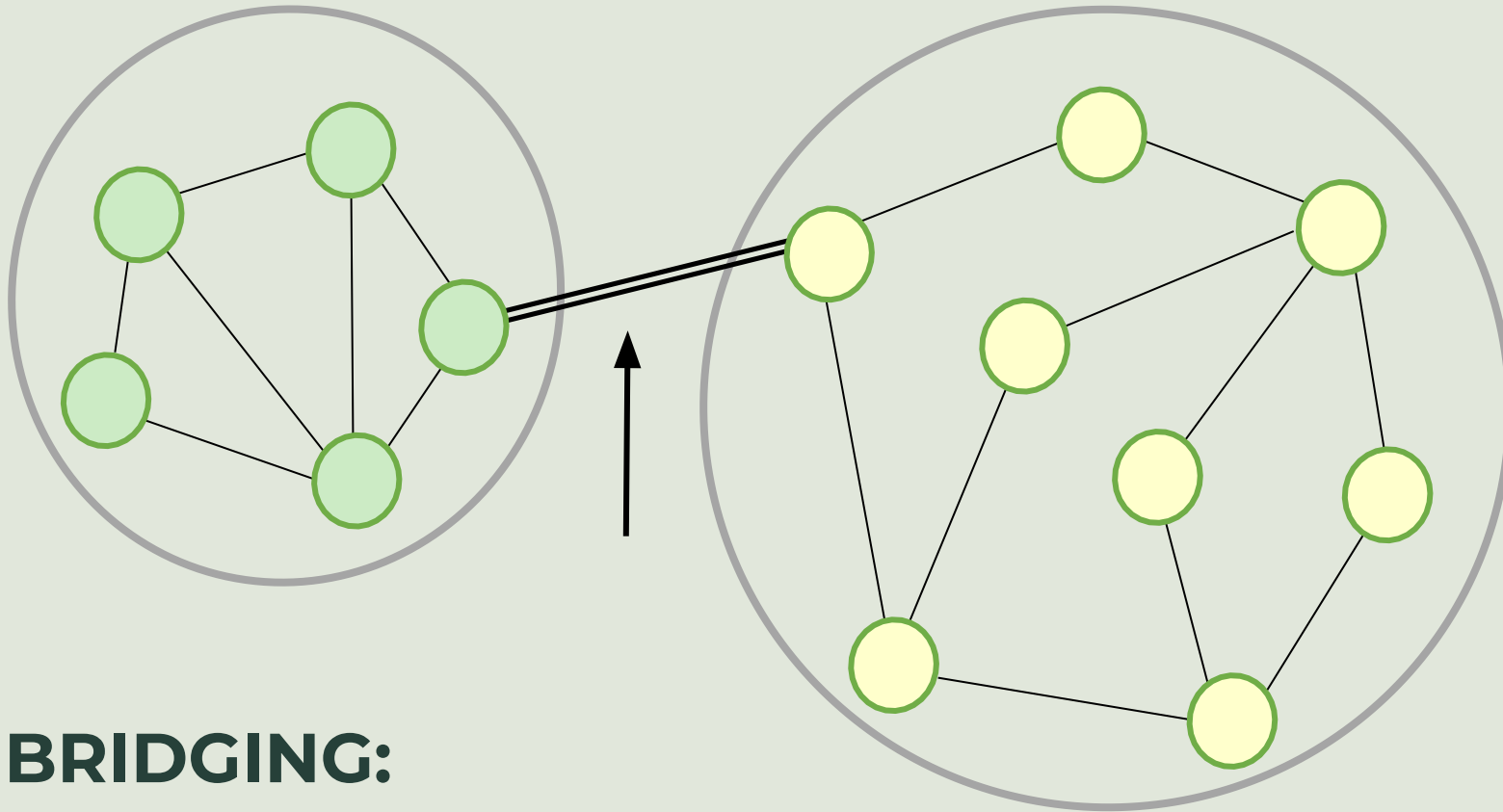


Family



Neighborhoods

Examples of bridging



BRIDGING:

Social ties that link people together with others across a cleavage that typically divides society; bridging expands the circle of human concern to build a more inclusive “we”



**LGBT
Movement**



**Community vigil in
New Zealand (2019)**

How do we bridge in a fragmented environment?

The solution to othering is bridging, not more othering.

While many groups may view “breaking” as a way of protecting themselves from external forces who seek to blame, injure, or divide, this response harms movements’ ability to build power. As we know, there is power in diversity, numbers, and transformation—all of which require cross-group engagement, not merely in-group bonding.



Breaking and Bridging

There are **short bridges** and **long bridges**.

Some bridges require more effort to build and maintain.

Others are a short distance.



“Bridges are made to be walked on.”
- bell hooks

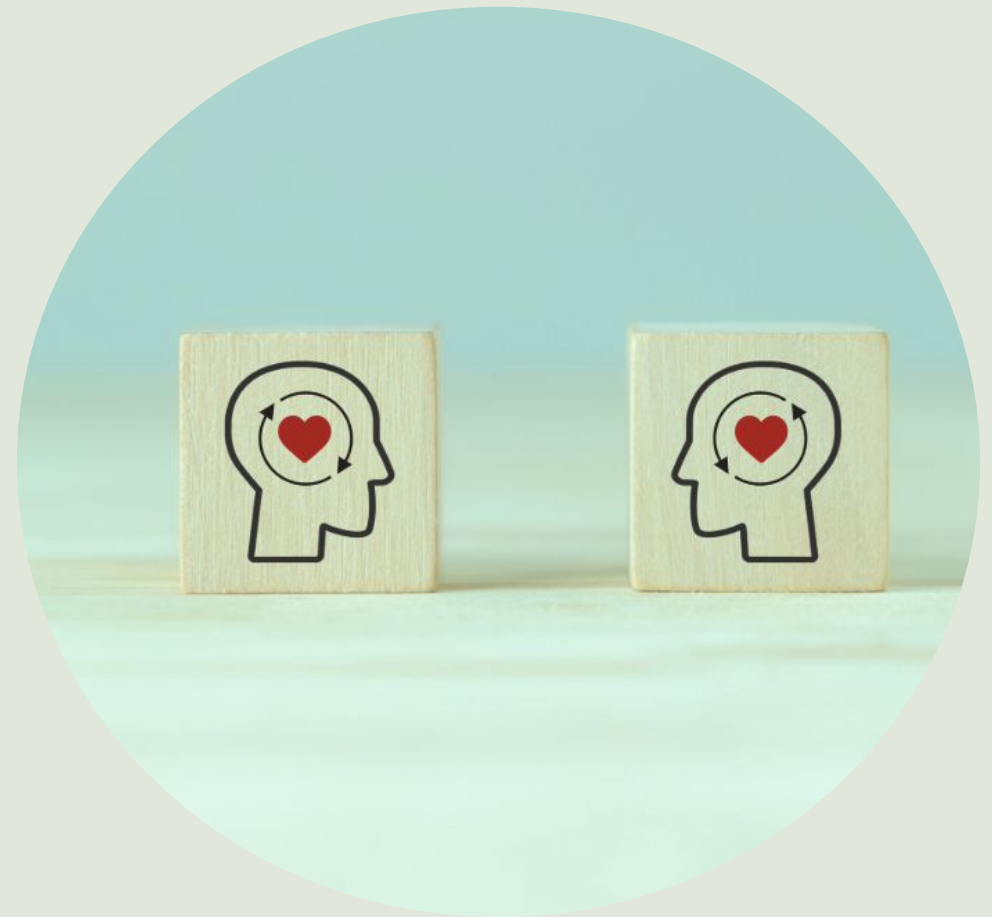
Bridging / Sawubona

The heart of bridging is **empathic/compassionate** listening.

This does not mean agreeing.

But It does entail curiosity and willingness to **see other's humanity**.

What are your concerns, fears and sacred symbols?



The background features a vibrant, abstract composition of overlapping organic shapes in shades of green, yellow, orange, and blue. In the upper left, a group of four women are depicted in a walking pose, dressed in various styles of clothing including a hijab. To the right, a woman is shown holding a baby. The overall aesthetic is modern and inclusive, representing a diverse community.

The opposite of othering is
not same-ing, but
belonging; sort of.

Elements of Belonging

Inclusion

- Equity
- Absence of exclusion
- Accommodation
- Access

Connection

- Emotional / affective ties to people & places
- Sense of attachment, fondness, safety, or warmth

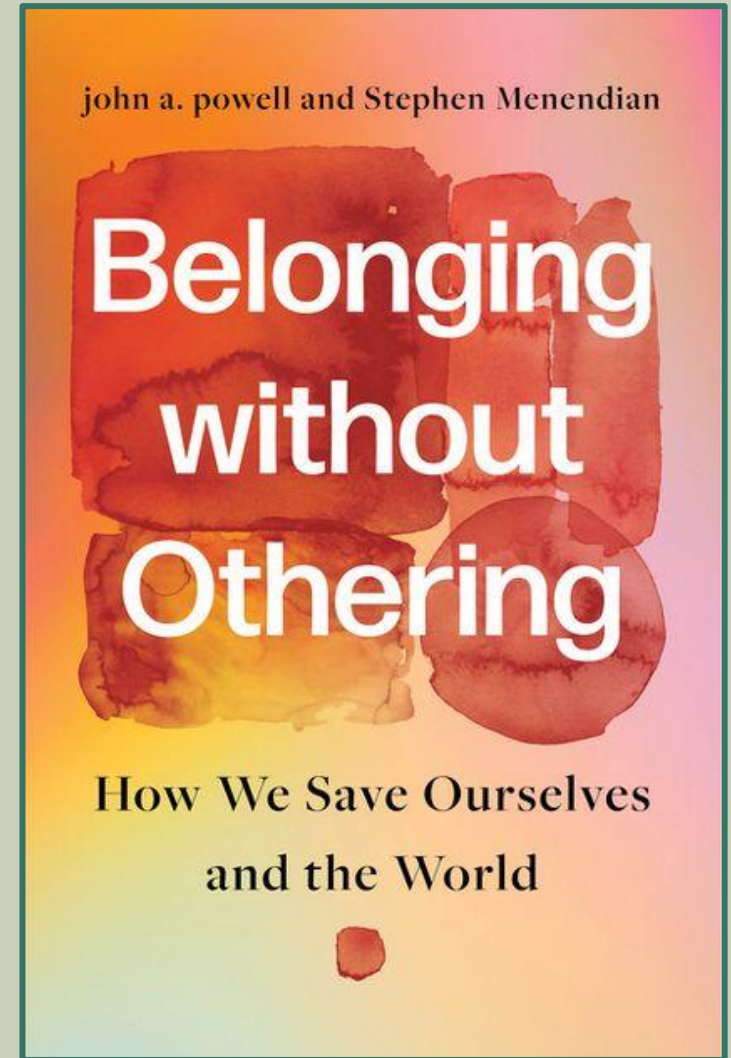
+

Recognition

- Demonstration that community or institution sees, respects & values various social identities

Agency

- Individual & collective capacity to co-create the environment and wield (shared) power



Othering & Belonging within Structures

We are all situated within structures, but not evenly.

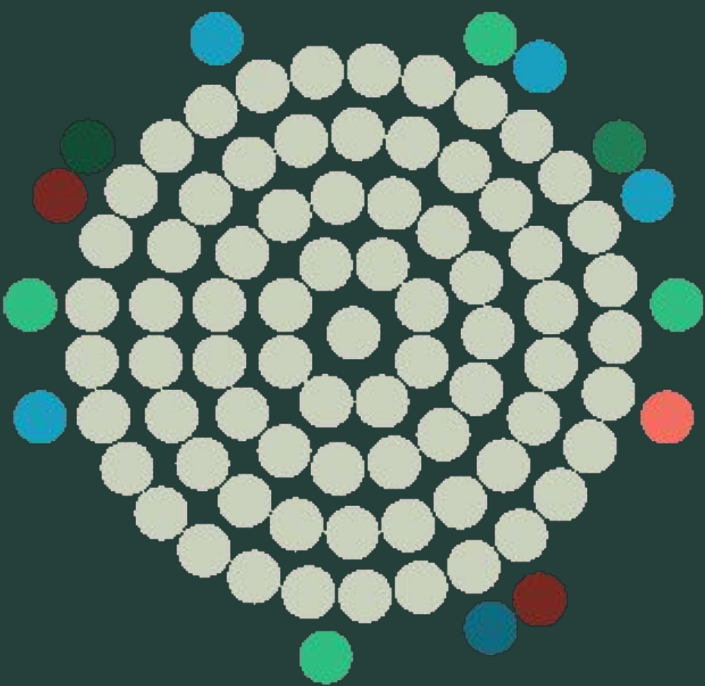
These structures are not neutral and interact in ways that produce differential outcomes.



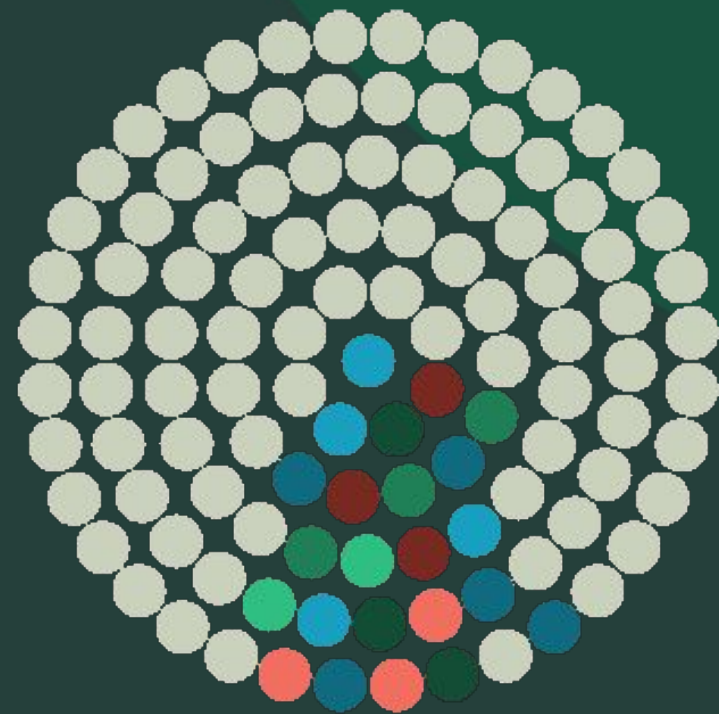
Structures unevenly distribute benefits and burdens to various groups.

Power gives us greater positive access to structures and more ability to shape structures.

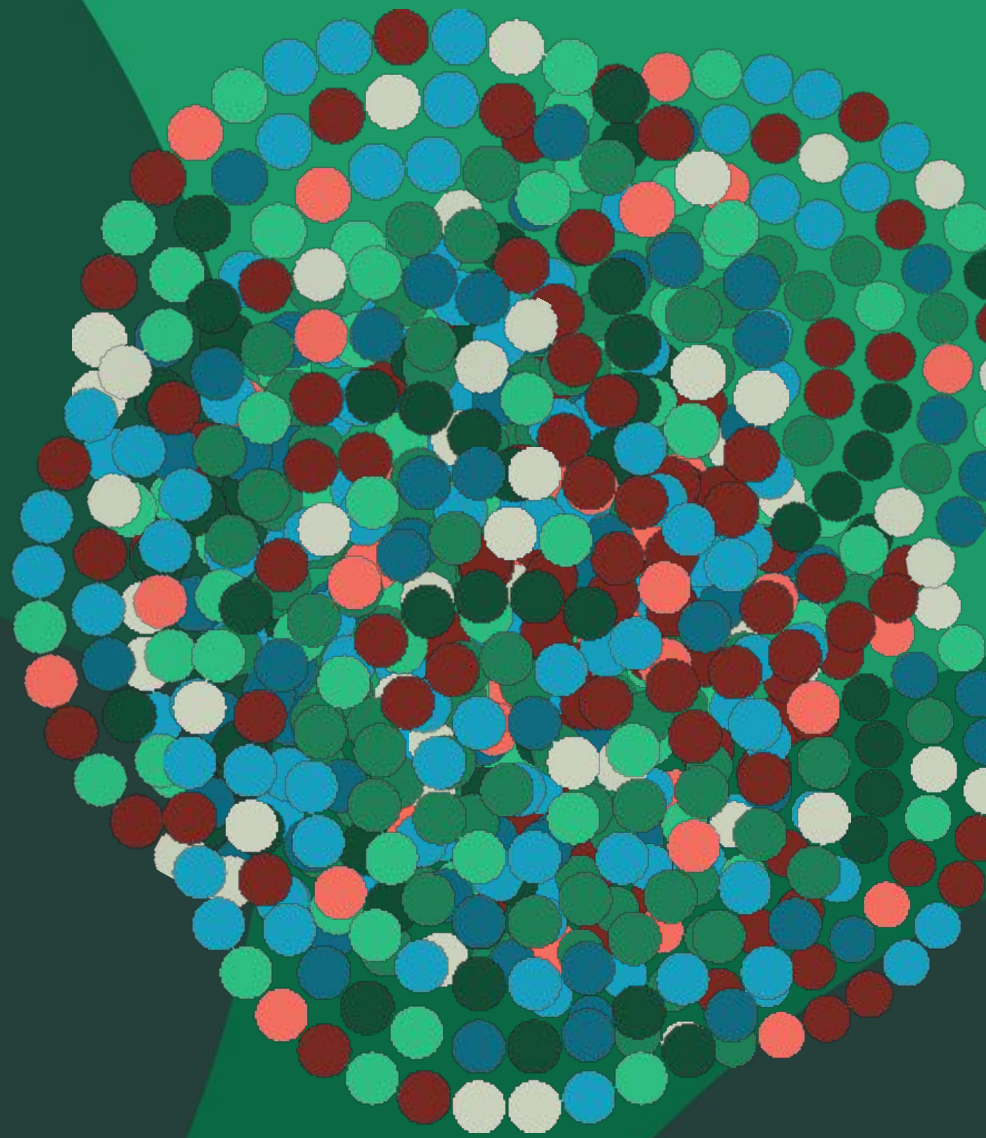




Exclusion



Inclusion

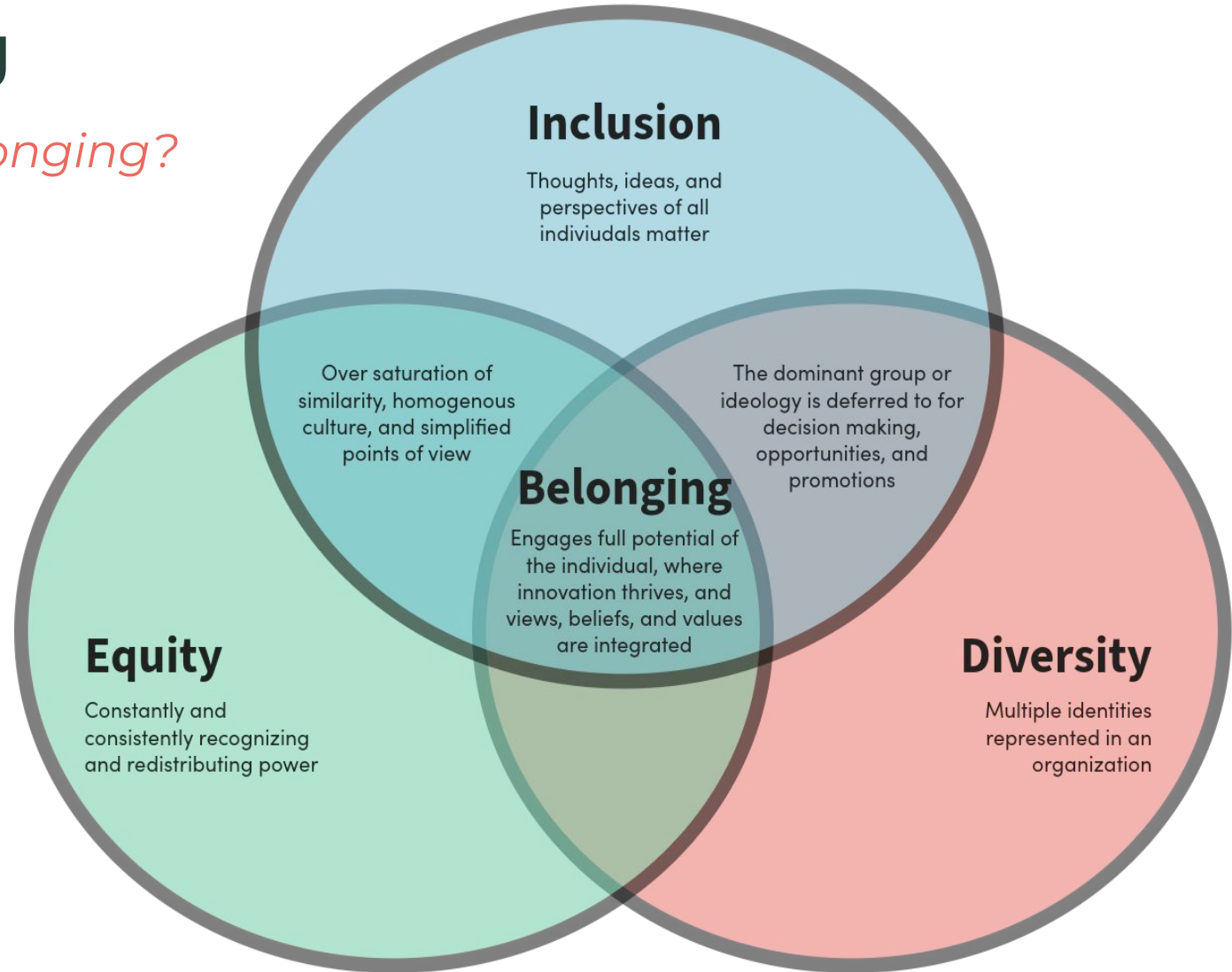


Belonging

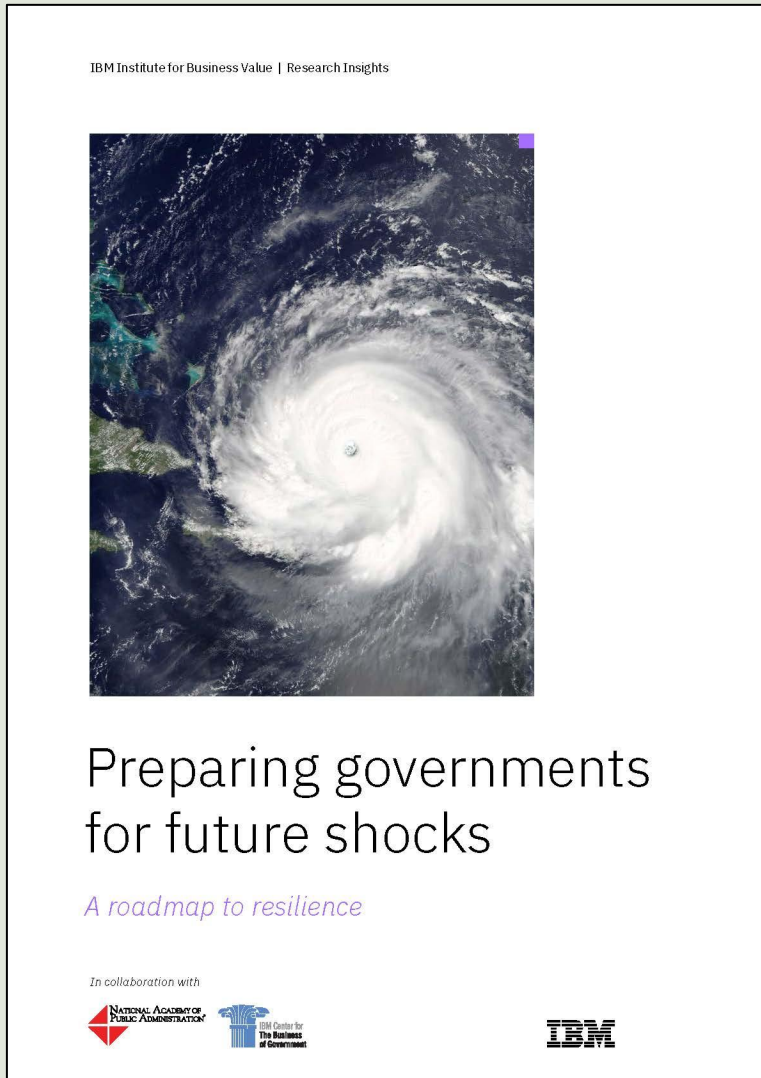
From Diversity, Equity, and Inclusion to Bridging and Belonging

Why move from DEI to Bridging and Belonging?

- We don't want to just welcome people into existing structures
- We want people to **co-create structures and institutions together**
- We want to build systems that are welcoming to all and that everyone has a stake in, where everyone is represented and the **work of bridging happens through co-creation**



In Other Words: Co-creation Is Essential



Imperative 4

Increase public participation and improve communication

- “Create robust opportunities for public participation during planning, response, and recovery stages to address future shocks.”
- “Ensure all members of the community are included and create opportunities for all voices to be heard and respected.”
- “Carefully design communication strategies using trusted voices, storytelling, and other approaches that lead to greater public understanding and more effective actions”

The arc of the moral universe is long, but it bends toward justice (belonging)

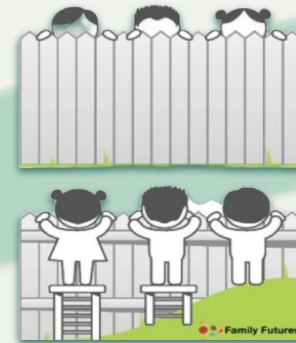
–Dr. Martin Luther King Jr., “Remaining Awake Through a Great Revolution.” Speech given at the National Cathedral, March 31, 1968.



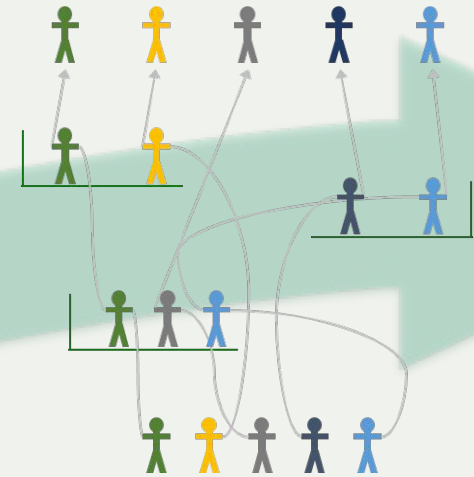
Extreme
Inequality



Equality



Equity



Targeted Universalism &
Belonging (Equity 2.0)

Universal Approaches

Government 'not siding' with one group over another

- Examples: minimum wage, universal health care



President Obama high-fives children in a pre-kindergarten classroom at College Heights early childhood learning center in Decatur, Georgia, February 14, 2013. REUTERS/Jason Reed

Criticism of unwarranted government spending

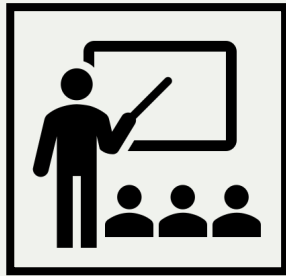
- 2013 Pres. Obama universal pre-K program, projected \$12.3 billion each year

Exacerbate disparities and deepen inequality and injustice by pursuing a normative target

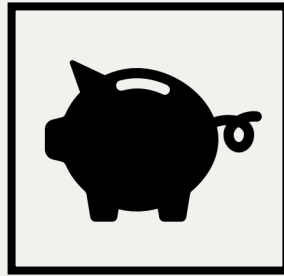
- Massachusetts' 2006 statewide universal health care law
 - 95% of residents obtained health care insurance (84% national average)
 - Health care insurance provision did not translate into access to health care

Structures limit and enhance opportunity

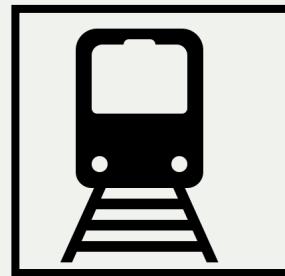
We can define opportunity through **access** to:



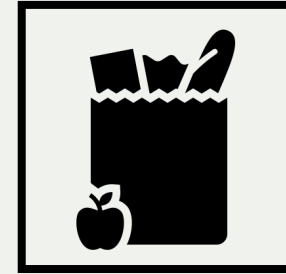
EDUCATION



ECONOMY



TRANSPORTATION



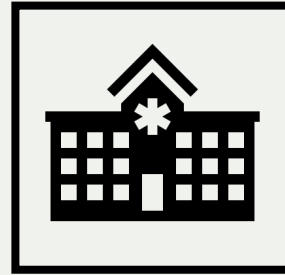
FOOD



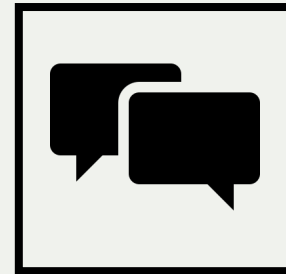
HOUSING



JUSTICE



HEALTHCARE



COMMUNICATION

S

This is an issue of **membership** and **belonging**.

Targeted Approaches

Targeted policies are those that **extend benefits or protections to a targeted group, and not to individuals outside of that group.**

Examples:

- Social Security Old Age Benefits
- SNAP
- Affirmative Action
- Veterans Benefits (The GI Bill)
- Medicare/Medicaid



Advocates called for full Medicaid expansion in Mississippi at a rally at the State Capitol last month. Rogelio V. Solis/Associated Press



Demonstrators in favor of affirmative action in Washington on Thursday. Kenny Holston/The New York Times

Targeted policies may be less expensive (consider Medicare for all v. public option), but **by targeting a particular group, these approaches are often viewed as unfairly helping one group over another, seeding hostility and resentment.**

Targeted Universalism (TU)

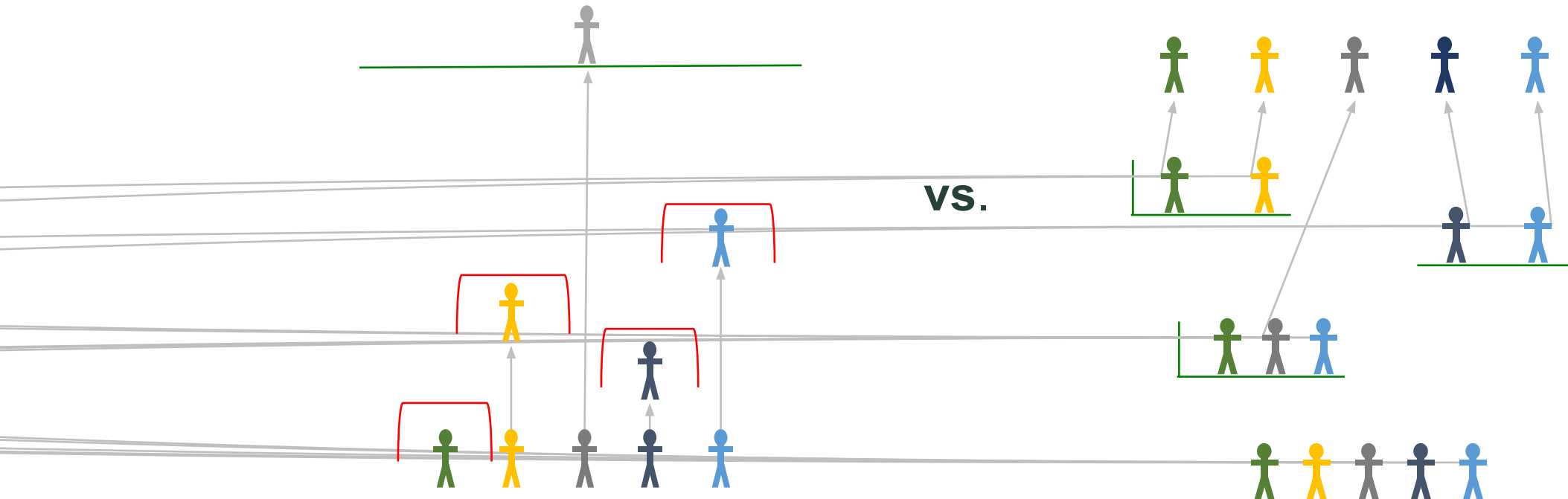
TU focuses on **structures** (situatedness) & **outcomes** (impacts of structural changes).

TU rejects a blanket universal, which is likely to be indifferent to the reality that different groups are situated differently relative to the institutions and resources of society. It also **rejects the claim of formal equality** that would treat all people the same as a way of denying difference.

The TU Framework

Structural inequity produces consistently different outcomes for different communities

Targeted universalism responds with universal goals and targeted solutions



Targeted Universalism Steps

- 1.** Co-create a universal goal
- 2.** Assess the general population performance relative to the universal goal
- 3.** Identify groups performing differently with respect to the goal & the overall population
- 4.** Assess & understand the structures that support or impede each group from achieving the universal goal
- 5.** Develop and implement targeted strategies so all groups reach goal
- 6.** Develop bridging messaging and stories that support strategies and engage bridging as a tool for implementation
- 7.** Evaluate progress and make adjustments

Frequently thought and sometimes asked questions

- Does T/U take the focus off of marginal communities such as blacks?
- Is T/U just a way to get around the SFFA case or to appease the right wing?
- Is T/U different from equity?
- What does co-creation mean?

Addressing power

- Who has the most power in the room?
- Who has the most space?
- Who has the most authentic voice?
- How is power being used?
- What are each parties' sacred symbols?
- Whose perspectives shape both the “problem” and the “solution”?
- How can leaders reinforce marginalized voices and ideas?
- How can we bridge and link despite power differentials?



Stories and Narratives

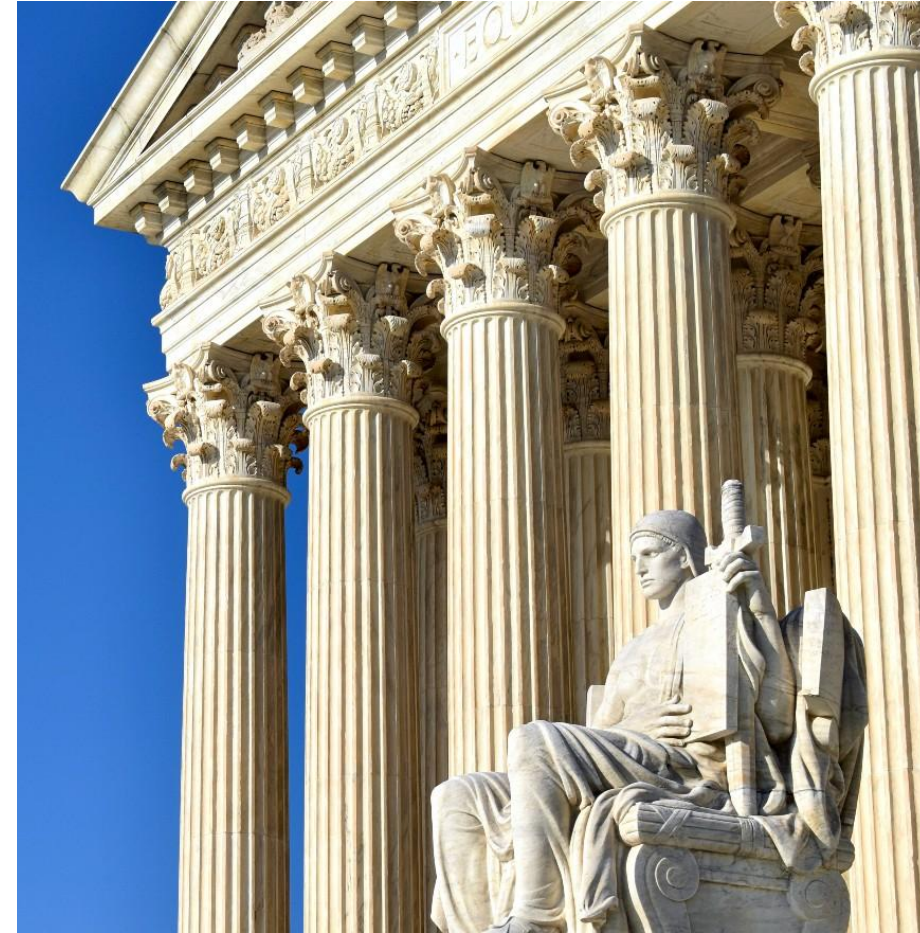
Who's in the stories? Who is left out? Who is telling story? Who is the protagonist/villain? Who is the audience?



How do we expand our circles to include everyone in our stories and narratives?

Narratives and Goal-Setting

- Last year, OBI helped conduct a survey designed to test effective narratives (before SCOTUS ruled against affirmative action)
- Two narratives about race in college admissions were tested
 - (1) a goal-framed narrative that emphasized the opportunities some schools were trying to create
 - (2) an outcome-based narrative that emphasized the negative impact that an adverse SCOTUS decision would likely have on racial minorities
 - The goal-framed narrative was more effective for all groups of respondents

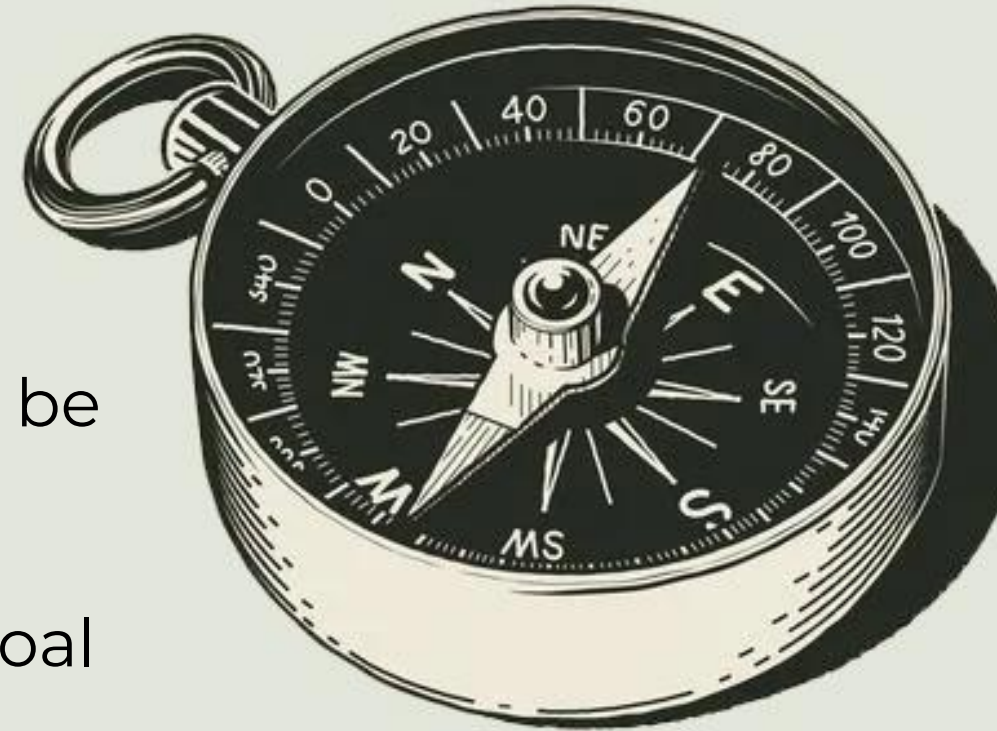


Narratives and Goal-Setting

Goal-framed narrative (n = 909) <i>136 words</i>	Outcome-based narrative (n = 1,043) <i>137 words</i>
<p>A better future depends on people across walks of life respecting each other, working together, and doubling down on people's chance at a good life.</p> <p>It seems like all we hear about is division. But there are signs of progress.</p> <p>We've seen that when colleges create opportunities, students across every race, ethnicity, and income step into them - whether it's astronomy, engineering, medicine, teaching, or the arts.</p> <p>For example, there's been a recent growth in Black and Latino Americans majoring in fields like science and engineering. Colleges are creating new opportunities for people of all backgrounds, from students in rural areas like Appalachia to first-generation Asian Americans.</p> <p>No matter how the Supreme Court rules, colleges should keep this up.</p> <p>Let's make sure our colleges choose opportunity over exclusion and all of us over some of us.</p>	<p>A Supreme Court ruling against affirmative action will harm a generation of Americans. It will almost certainly mean a steep drop in the number of students of color being admitted to selective universities. That's what's already happened in states that have outlawed affirmative action.</p> <p>This Supreme Court ruling, made by six conservative justices, five of whom are white, will take us backward in our efforts to overcome the country's shameful legacy of racism and racial inequality.</p> <p>The U.S. still has a lot of inequality. Discrimination is alive and well. Wealthy and white areas are more likely to have high-quality, resourced K-12 schools - giving those students an advantage over everyone else. Rather than erase race, colleges need to level the playing field and make sure everyone has a fair shot at a quality education.</p>

Ingredients of effective goal framing

1. An acknowledgement of where your audience is
2. An aspirational goal
3. Specific and vivid examples
4. The challenge or condition that needs to be changed
5. A call to action and/or reiteration of the goal



Strategic Messages

Reframe the conversation with a focus on the landscape—**the systems and conditions that support our collective well-being**. The landscape frame is supported by **values** and **principles** such as our interconnectedness, our duty to one another, and the greater good.

[Championing public health amid legal and legislative threats: Framing and language recommendations](#)

Message Development

Components of a message

Problem

what's wrong?

Values

why does it matter?

Solution

who should do what and by when?

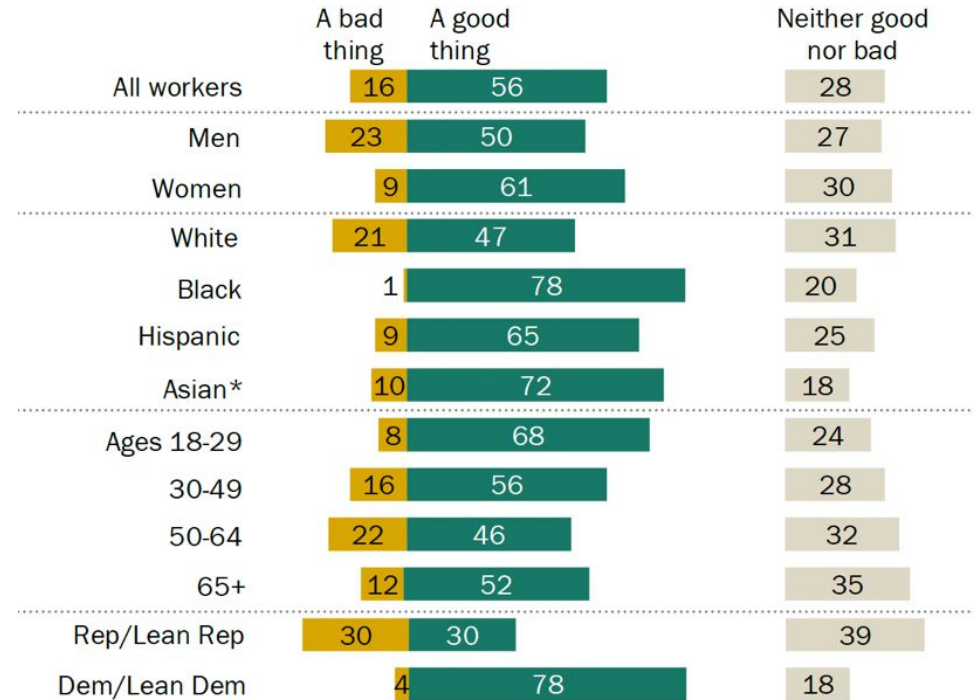
Health care for immigrants example

Despite our unique walks of life, the string that holds us together is the ability to care and love. There are hundreds of undocumented parents entering hospitals with their chronically ill children dealing with the stress of paying for debt. This stops families from pursuing holistic and quality care as giant medical bills begin to build. Our proposal to fund the medical bills of undocumented families will guarantee healthier communities and generations. It takes one heart at a time to join the cause and completely transform the lives of our children!

Support for DEIA initiatives is fragile

Views of DEI in the workplace vary along demographic and partisan lines

% of employed adults saying that in general, focusing on increasing diversity, equity and inclusion at work is mainly ...



*Estimates for Asian adults are representative of English speakers only.

Note: Based on workers who are not self-employed and work at a company or organization with 10 or more people. Share of respondents who didn't offer an answer not shown. White, Black and Asian adults include those who report being only one race and are not Hispanic. Hispanics are of any race.

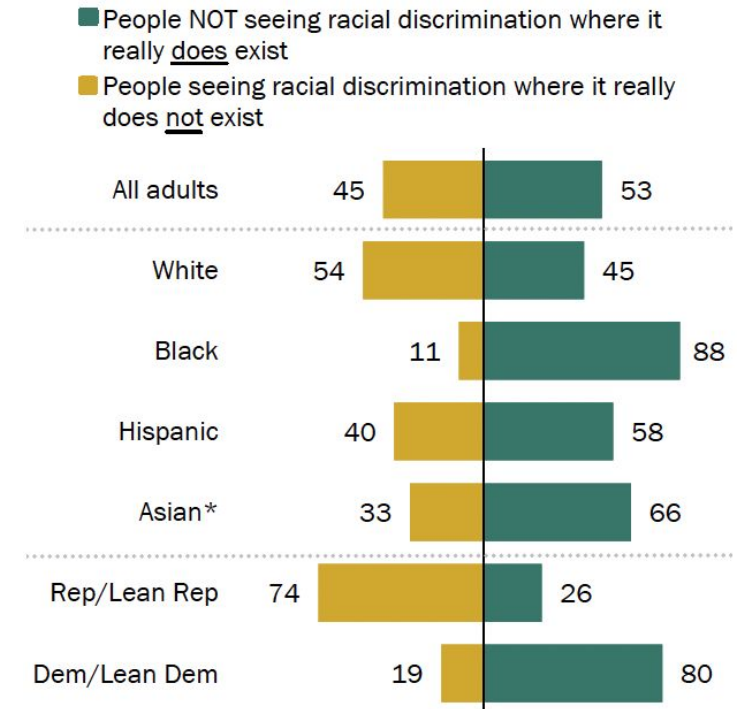
Source: Survey of U.S. workers conducted Feb. 6-12, 2023.

"Diversity, Equity and Inclusion in the Workplace"

PEW RESEARCH CENTER

Views on racial discrimination differ by race, ethnicity and political party

% of U.S. adults saying when it comes to racial discrimination, the bigger problem for the country today is ...



* Estimates for Asian adults are representative of English speakers only.

Note: White, Black and Asian adults include those who report being only one race and are not Hispanic. Hispanics are of any race. Share of respondents who didn't offer an answer are not shown.

Source: Survey of U.S. adults conducted April 10-16, 2023.

PEW RESEARCH CENTER

Support for DEIA initiatives is greater than we might assume

Half of workers place great value in working somewhere that's accessible to those with physical disabilities

% of employed adults saying that regardless of how accessible the place where they work is, it is ___ to them personally to work at a place that is accessible for people with physical disabilities

	Extremely/ Very important	Somewhat important	Not too/ Not at all important
All employed	50	29	21
Men	41	31	28
Women	58	28	14
White	48	29	22
Black	62	24	13
Hispanic	51	27	21
Asian*	43	36	21

*Estimates for Asian adults are representative of English speakers only.

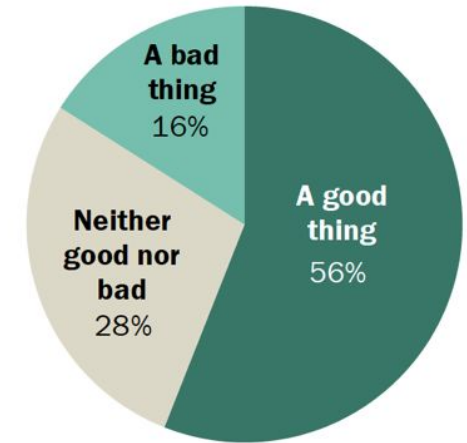
Note: Based on workers who are not self-employed and work at a company or organization with 10 or more people. Share of respondents who didn't offer an answer not shown.

Source: Survey of U.S. workers conducted Feb. 6-12, 2023. "Diversity, Equity and Inclusion in the Workplace"

PEW RESEARCH CENTER

A majority of workers say focusing on DEI at work is a good thing

% of employed adults saying that in general, focusing on increasing diversity, equity and inclusion at work is mainly ...



Note: Based on workers who are not self-employed and work at a company or organization with 10 or more people. Share of respondents who didn't offer an answer (<0.5%) not shown.

Source: Survey of U.S. workers conducted Feb. 6-12, 2023.

"Diversity, Equity and Inclusion in the Workplace"

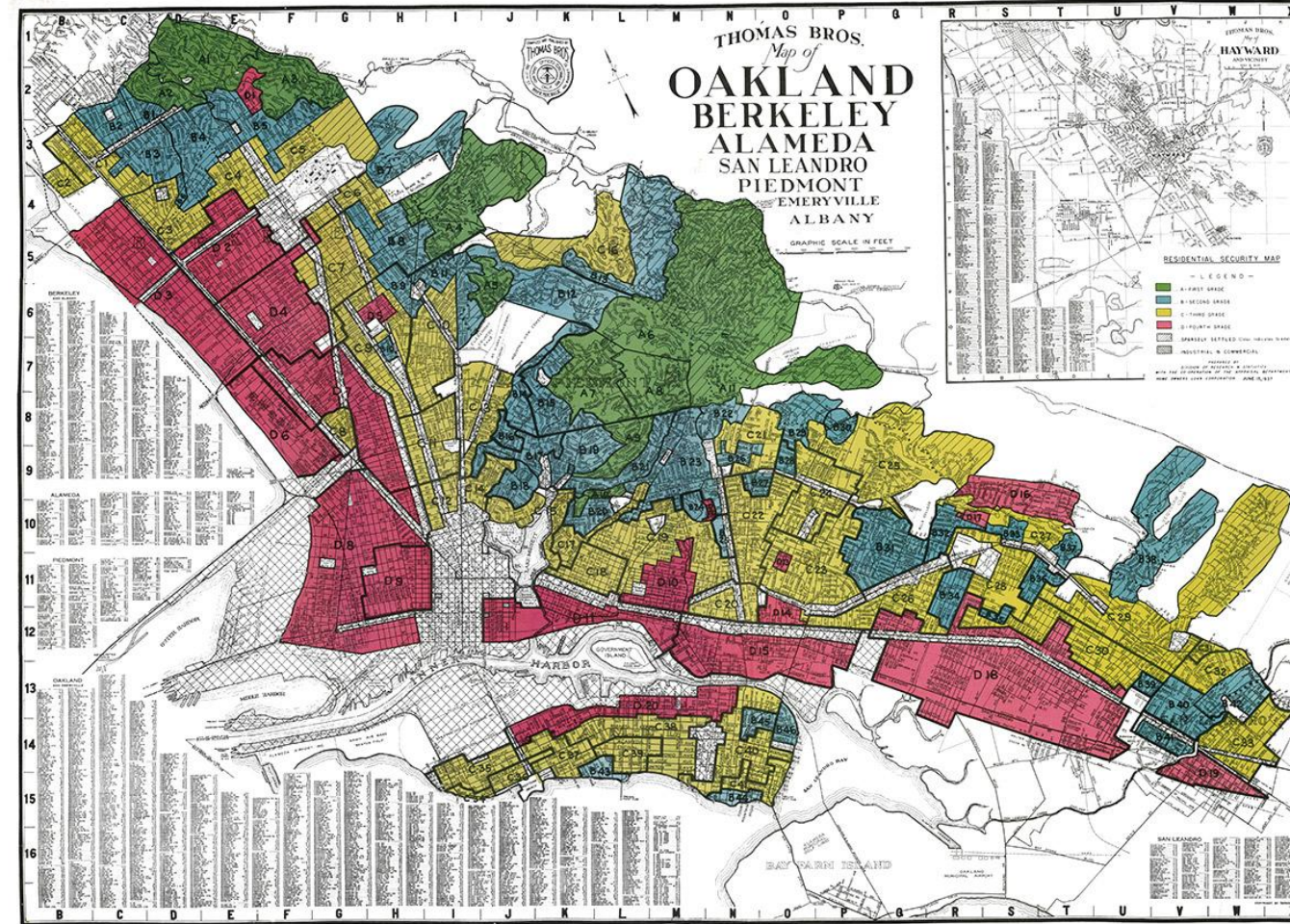
PEW RESEARCH CENTER

Other ways of indexing inequality

- Enrollment at a community college (or other institution that is more likely to enroll economically or educationally disadvantaged students)
- Financial means and socioeconomic status
- Neighborhood and/or high school
- Membership in a Tribal Nation
- Family background (incl. parental education level)
- Experiences of adversity, incl. discrimination
- Participation in service or community organizations
- Multilingualism

Ways of indexing inequity beyond identity

- Enrollment at a community college
- Financial means and SES
- Neighborhood and/or high school
- Membership in a Tribal Nation
- Family background
- Experience of adversity (e.g., discrimination)
- Participation in service or community organizations
- Multilingualism



A 1937 map showing "Residential Security Grades". These maps are where the term 'redlining' originates.

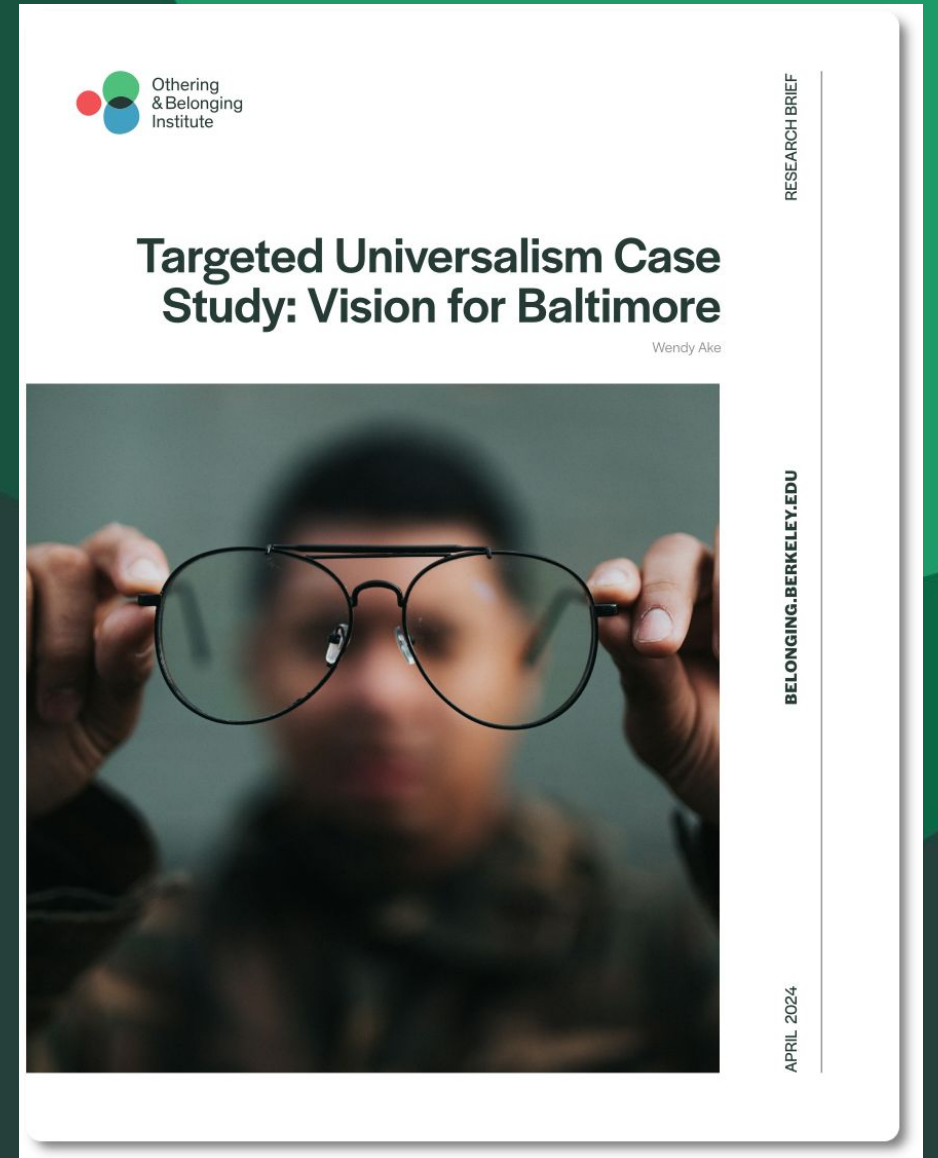
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Scan to sign up!

<https://belonging.berkeley.edu/#email-signup-modal>



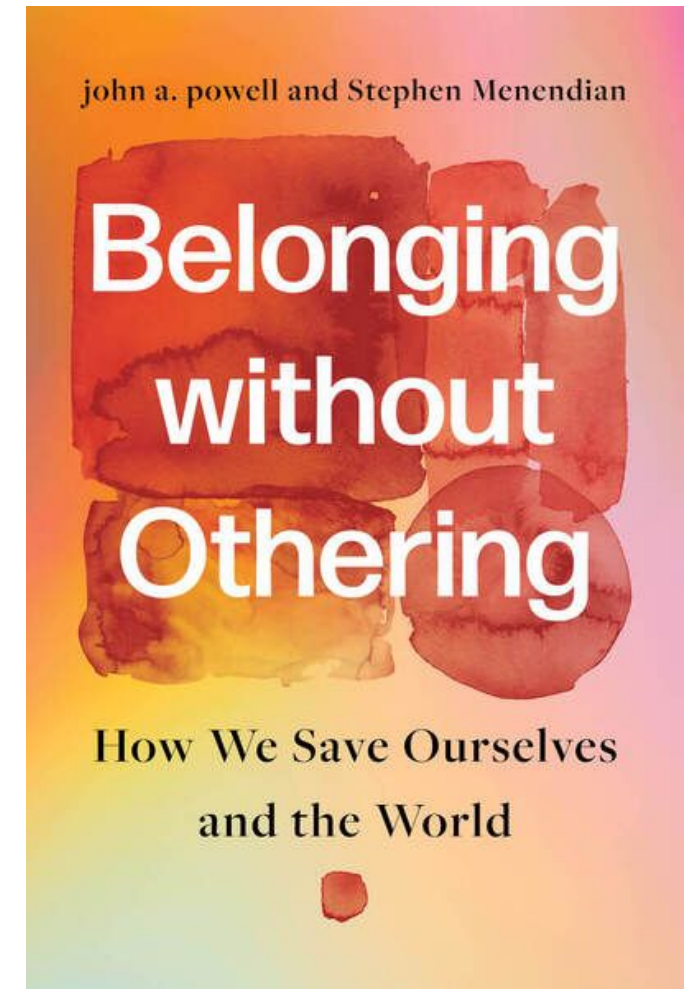
Belonging Without Othering

by john a. powell and Stephen Menendian



Scan here to learn more!

<https://www.sup.org/books/title/?id=37657>



Upcoming Book Dec 2024

The Power of Bridging: How to Build a World Where We All Belong by john a. powell



Scan here to read more!

bit.ly/3V1Stnu

john a. powell

With Rachelle Galloway-Popotas

The Power of Bridging



how to build a world
where we all belong

Appendix

Targeted Universalism Bibliography

Primary Sources

Journals, articles, and essays

Public interviews, talks, and videos

Popular Media

Proportionate Universalism, Targeting Within Universalism

Business

Community organizing and engagement

COVID

PUBLICATION BY **WENDY AKE** | UPDATED: OCTOBER 12, 2023

The framework of targeted universalism has been a compelling framework for work in many different contexts. The sources referenced in this bibliography reflect this diversity of uses and application areas. Targeted universalism is a framework that focuses on policy and program design. The resources are almost all applied research and examples of implementation reflecting the principal focus of targeted universalism.

The first section lists primary resources. These are resources written by key figures developing the framework as defined by the Othering & Belonging Institute—most notably John A. Powell. This section includes his 2009 foundational text detailing the concept consistent with current writing at the Institute. The following sections include publications that have drawn on the framework in some way. This reflects a diverse sample of different shades of application and conceptions of targeted universalism. It both provides instruction on the framework and how the framework contributes to efforts to expand the realization of equity and social justice.

This reflects a review of publication databases and other searches. The resources will be updated on an ongoing basis. We welcome submission of additional resources for consideration to include; please contact wendy_ake@berkeley.edu with responses.

<https://belonging.berkeley.edu/targeted-universalism-bibliography>

Case Studies

The background features a solid light red color. On the right side, there are two overlapping circles. The top circle is a lighter shade of red, and the bottom circle is a darker shade of red. A small portion of a light green circle is visible in the top right corner, overlapping the red circles.

The background features a stylized logo for Chicago Public Schools, consisting of three overlapping circular shapes in shades of green and teal. The text "Chicago Public Schools" is overlaid on the left side of the image.

Chicago Public Schools

Chicago Public Schools



THEORY OF ACTION



If we believe that all students—no matter their race* or background—can reach the same ambitious goals through targeted approaches (Targeted Universalism), then we must critically examine and improve our mindsets, relationships, resource allocations, and policies (known as the four dimensions) to shift our practices to get equitable outcomes for all students.

TARGETED UNIVERSALISM TOOL⁰²

Part 0 INTRODUCTION

What: Targeted Universalism is an approach to equity work that recognizes groups of people who have differing needs and require specific supports to reach the same goal.

Why: The purpose of this summative tool is to set goals, identify needs, and create plans for student groups unique to your setting- classroom, school, program, or event.

Who: This tool has multiple users: teachers, school teams, school leaders, community-based organizations, etc.

When: The Targeted Universalism Tool supports school planning at multiple levels. Teachers can use the tool to plan for instructional strategies for small groups. Content teams can use the tool to design curriculum and plan for use of instructional time. School leaders can use the tool to design and advocate for programs needed to accelerate learning.

Pre-work: Brainstorm

What is essential for everyone to know?

What does student success look like?

Review School Reports

What are essential areas of critical need?

What does the student experience look like at your school?

Part 1 GOAL SETTING + PURPOSE STATEMENT

SET AN UNIVERSAL GOAL

I want to achieve this goal by _____ (date)

Aim for an ambitious goal knowing that student needs vary, and student groups farthest from the goal may need more access, intervention, or opportunity.

- Review student data
- Select the same goal for all students to meet (vision portal goals).

WHY IS THIS GOAL IMPORTANT?

Set a purpose for your work:

- Think of outcomes & possibilities when all students achieve the goal.
- Write a 1-2 sentence statement
- Share, validate, & refine with school community (cps.edu/equity/Documents/equity-tools.pdf).

Summative tool is to set goals, identify needs, and create plans for student groups unique to your setting- classroom, school, program, or event.



Once we know how students are situated in relation to our universal goal, we can think about how to move forward. In order to move forward, we need to apply an equity lens that helps us understand what is necessary to advance equity.

What are the current graduation rates for each student group? (considering intersectionalities of race and gender)

What are the factors internal and external to the school that affect the experiences of different groups?

What are the neighborhood assets and challenges where students live and how might those affect their experiences inside or outside of school?

What are the different conditions and resources necessary for each student group to thrive?

What policies benefit or burden each student group?

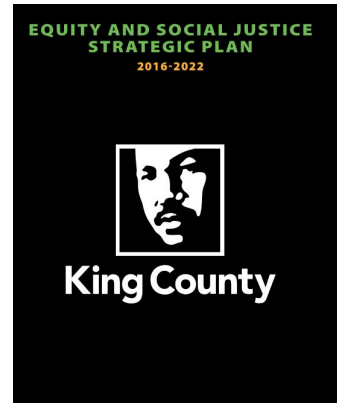
King County, WA

Implementing Targeted Universalism

Case Study: King County, WA

PUBLICATION | DECEMBER 10, 2020 | BY WENDY AKE & TRACY LAM-HINE

[Implementing Targeted Universalism | Othering & Belonging Institute](#)



THEORY OF CHANGE

AND ADVANCING SOCIAL JUSTICE... PRO-EQUITY MEANS

KING COUNTY'S PATH TOWARD PRO-EQUITY

Defining outcomes for all, identifying obstacles faced by specific groups, and tailoring strategies and building on assets to address barriers (targeted universalism).

Dismantling systems of power, privilege and racial injustice in favor of equitable access to resources and decisions.

Focusing on the people and places where needs are greatest – such as low-income communities, communities of color, and immigrant and refugee populations.

Creating inclusive processes and including people early, continuously and meaningfully.

Investing in a child's early development – building on the assets of each community – to establish a strong foundation for lifelong health and well-being so all children and families experience improved outcomes and thrive, regardless of who they are and where they live.

Removing barriers to jobs at King County government for historically disadvantaged communities by improving employment practices like prioritizing language skills, building school-to-work pipelines, having clear, accessible career pathways, and taking out needless educational requirements.

Providing low-income populations more equitable access to public transportation and other public assistance programs with King County's ORCA LIFT Reduced Fare Program.

Partnering with communities most impacted by inequities in shared decision-making and acting on resident priorities. Communities of Opportunity is changing policies and systems to improve health, social, racial and economic outcomes.

THEORY OF CHANGE

SO ALL PEOPLE HAVE OPPORTUNITIES TO THRIVE KING COUNTY INVESTS...

Upstream, and where needs are greatest, in community partnerships, and in employees, with transparent and accountable leadership.

WE DO THIS IN SIX AREAS OF GOVERNANCE

LEADERSHIP, OPERATIONS & SERVICES – Advance pro-equity practices and systems at all levels through accountable leadership and employees who are change agents

COMMUNICATION & EDUCATION – Advance our education and communication to better engage our residents and communities in ways that are inclusive, culturally responsive and socially just

FACILITY & SYSTEM IMPROVEMENTS (CIP) – Develop facility and system improvements responsive to the values and priorities of residents and stakeholders and achieve pro-equity outcomes

PLANS, POLICIES & BUDGETS – Promote accountability to ensure our plans, policies, and budgets incorporate our equity values so that we equitably address the needs of our communities

WORKPLACE & WORKFORCE – Build a pro-equity organization and workplace culture for every employee driven by a racially just and culturally responsive workforce at all levels

COMMUNITY PARTNERSHIPS – Invest in community-based partnerships that will steadily inform the County's decision-making and foster full and equitable civic participation

THEORY OF CHANGE

OUR STRATEGIES

INVEST UPSTREAM & WHERE NEEDS ARE GREATEST

Moving upstream means

- focusing on early childhood investments that prevent mental, behavioral and physical issues later in life;
- preventing crises and problems from occurring instead of treating the after effects; and
- continuing and expanding strategies that reduce involvement in the criminal justice system and keep families together.

The equity frame demands that we focus on where the needs are greatest—geographic areas and low-income populations, people of color, and immigrants and refugees. We acknowledge that universal approaches that apply to a whole population can still result in unacceptable gaps. Instead, we must approach with targeted universalism—where we define goals for all, identify the obstacles faced by specific groups, and tailor strategies and build on assets to address the barriers in those situations.

INVEST IN EMPLOYEES

King County government's greatest asset is our approximately 14,000 employees who are dedicated to improving the lives of the county's more than two million residents. They are the experts in providing the best services because they know and work with our communities every day. King County's ambition is to become the best-run government in the nation with a workforce that is racially diverse and culturally responsive at all levels. To achieve this, we must ensure that every employee is valued for her, their or his unique assets and experiences and we invest in growing their talent—regardless of who they are, where they come from and where they are in the organization. We are committed to focus our efforts on employees who have historically lacked equitable access to jobs and development opportunities, and employees at lower pay ranges.

INVEST IN COMMUNITY PARTNERSHIPS

King County has a history of community engagement, but those interactions are often ad hoc, with insufficient compensation for the time and expertise of people and organizations, and without investment in organizations' capacities to continue and expand work. This plan is designed to move the County from these occasional interactions to strategic investment in community partnerships that will inform the County's programming, service delivery and budgeting and provide equitable opportunity for all residents to advocate in their own behalf and influence the decisions that impact their lives. This strategy is rooted in the principle that those affected have the right to define decisions.

ACCOUNTABLE & TRANSPARENT LEADERSHIP

Accountable and transparent leadership is critical to effectively implementing the ESJ Strategic Plan. The success of this Plan and considerable progress on equity is fundamentally tied to consistent and visible leadership at all levels around a shared vision for ESJ within and across King County government and the region. All employees are change agents, though the County's top leaders are ultimately responsible for championing and advancing ESJ. A government that is rooted in equity and social justice means that leaders hold themselves and each other accountable, while working openly with residents, employees and community partners.

Universal Goals: King County, WA

Child & youth development

Provide access for all parents to the resources needed to raise healthy, happy children. Ensure that all children remain connected to their families and communities as they grow older, have plenty of opportunities for development, and are staying healthy and avoiding risky behaviors.

Economic development & jobs

Ensure that all people are prepared to participate in the workforce. Create economic (employment and contracting) opportunities that are accessible to all groups, pay family support wages, and have upward mobility. Foster a welcoming environment for all kinds of businesses, not just large corporations.

Environment & climate

Include the perspective and participation of all residents in decisions relating to climate/environment/sustainability governance. Enhance climate resiliency for all groups, not just those that are well-resourced.

Housing

Finance, build, and ensure access for all people to quality housing that is strategically located, and [ensure that] that nobody is at risk of experiencing homelessness.



Vision for Baltimore

Targeted Universalism Case Study: Vision for Baltimore

PUBLICATION | APRIL 17, 2024 | BY **WENDY AKE**

[Targeted Universalism Case Study: Vision for Baltimore | Othering & Belonging Institute](#)



Vision for Baltimore (V4B) is a targeted strategy that helped students who were not getting vision screening and the follow-up care they needed. At the same time, the program helped students who were failed by existing systems, as the resources were made available to everyone and ended up serving even more students.

The background features a stylized logo for Seattle Public Schools, consisting of three overlapping circular shapes in shades of green and teal. The text "Seattle Public Schools" is overlaid on the left side of the image.

Seattle Public Schools

Seattle Public Schools Strategic Plan

Mission: Seattle Public Schools (SPS) is committed to eliminating opportunity gaps to ensure access and provide excellence in education for every student.

Universal goal: Every Seattle Public Schools' student receives a high-quality, world-class education and graduates prepared for college, career, and community.

Targeted strategy: SPS is focused on African American boys and teens meeting academic goals, which will result in greater academic success for all students.

"We believe that an intentional focus on African American males will ultimately benefit every student. We will refine our systems and structures that will ultimately be used to better meet the needs of students throughout SPS. We will also learn how to develop and provide differentiated efforts to meet the needs of specific populations, allowing us to better serve the needs of additional student populations."

WORKING TOWARD OUR GOAL

To help meet our goal of all third graders being strong readers, Seattle Public Schools is focusing efforts on reaching students furthest away from educational justice, beginning with African American boys.



Work Completed so far

- **Launched Seattle Super Readers** in 2019 and sent home more than 30,000 books to our students in 13 priority schools
- **Professional development for educators** in our 13 priority schools around literacy, writing and the science of reading, with a racial equity lens
- **We took inventory of existing space** for preschool, looking for capacity to expand early learning opportunities
- **Shift to focus on remote learning needs** in spring 2020, getting laptops, wifi hotspots and books to students, with a focus on those furthest from educational justice

How we measure progress

- + Proficiency rates on the Smarter Balanced Assessments for third grade reading over the next five years
- = Continued hours of professional development
- + Addition of preschool opportunities at our schools



Help Me Grow

Help Me Grow (HMG): A Model of Targeted Universalism to Advance Equity and Promote the Well-Being of All Children

Using targeted universalism as its strategy to pursue equity for families with young children, HMG aims to realize a universal goal:

All families with young children have easy and quick access to the resources and services they want and need in order to best support their children's development, health, and well-being.

HMG provides all families with a comprehensive, cross-sector, integrated early childhood system that connects together all service professionals, child health providers, and families in order to advance developmental promotion, early detection, referral, linkage, and follow-up.

HMG is accessible to all families within a community or state and also designs and implements specific approaches that work best to engage, partner with, and serve the distinct and unique families that live in a particular community or state

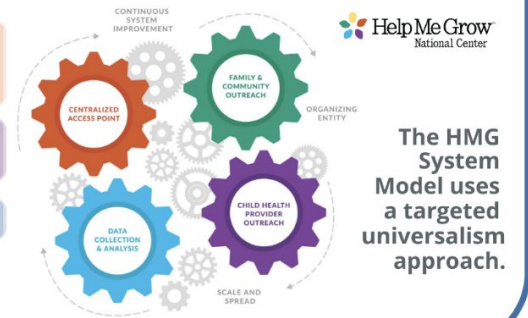
Applying Targeted Universalism to Early Childhood: The Help Me Grow Model

If we aim to provide **all families** with:

An early childhood systems model that **engages, partners with, and serves families through implementing and measuring specific approaches targeted to a particular community or state;**

A comprehensive, cross-sector, integrated early childhood system that connects all service professionals, child health providers and families; and

Free, quick and easy access to this system within a community or state;



...then we:

Create a broad coalition of partners committed to a universal goal and leveraging data to continually identifying which groups are not getting the resources they need and why

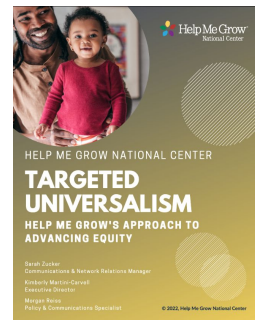
Advance universal prevention and minimize gaps in developmental promotion, early detection, referral, linkage, and follow-up

Establish universal access with targeted outreach to create equal opportunity for underserved, disenfranchised populations



...so that **all children** attain positive health and developmental outcomes.

HMG: A Model of Targeted Universalism to Advance Equity and Promote the Well-Being of All Children



Barriers HMG attempts to address:

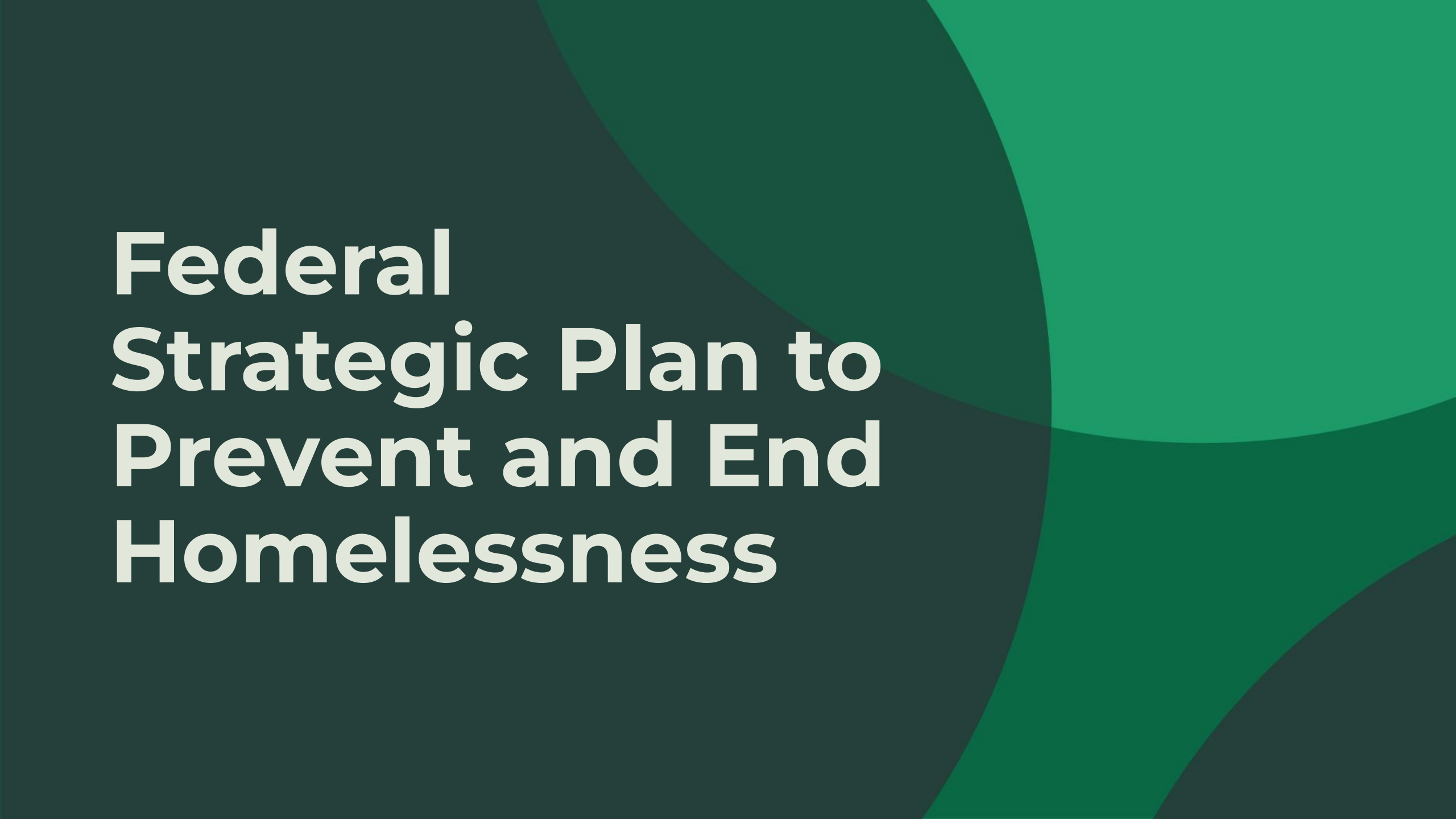
- Existing programs in health, early care and education, economic assistance, and family services are rarely integrated.
- Accessibility often depends on location, and many have strict eligibility criteria such as income, location, diagnosis, or cost.
- Historical, institutionalized, and structural racism has been evidenced to deter families of color from seeking services.
- Early childhood policies and processes are highly fragmented and difficult to navigate, with confusing points of entry that are particularly problematic for those experiencing adversities such as poverty, systemic racism, cultural disenfranchisement, geographic isolation, and violence.

How HMG addresses barriers:

HMG is an evidence-based model that effectively promotes early childhood system-building efforts. Making sure the unique needs of different groups of children are met requires a systemic approach to organizing the currently fractured landscape of services. Rather than being a stand-alone program, it builds on existing programs to ensure seamless, coordinated services for families with young children.

HMG ensures that

1. families have professional support in accessing services easily and quickly (Centralized Access Point)
2. the community understands and promotes child development (Family & Community Outreach)
3. child health professionals are supported in their efforts to monitor children's development and help families get connected to supports that they want and need (Child Health Care Provider Outreach)
4. data are being used to constantly improve systems of care for families (Data Collection & Analysis)



Federal Strategic Plan to Prevent and End Homelessness

The Federal Strategic Plan to Prevent and End Homelessness

Biden Administration Calls for 25% Cut in Homelessness by 2025

The Biden administration's new strategic plan to address homelessness includes a focus on equity and a promise to help cities build more housing.



As the strategies outlined in this plan are implemented, USICH will work with a broad range of stakeholders to adopt a “**targeted universalism**”³⁵ framework that promotes a universal reduction goal with targeted and tailored solutions based on the structures, cultures, and geographies of certain groups to help them overcome unique barriers. USICH recognizes that tailored solutions are needed for specific populations and geographic areas and that individuals and families experiencing multiple barriers often require special consideration and resources. USICH also recognizes that the federal government will need to rely on those most impacted by the policies and strategies promoted in this plan to design the tailored actions and guidance.