CAPITAL IDEA
CMM Summit
William Askew Jr., Program Manager
“GOAL: Increase the number of Americans who are healthy at every stage of life.

Four Strategic Directions

- Healthy and Safe Community Environments
- Clinical and Community Preventive Services
- Empowered People
- Elimination of Health Disparities
National Prevention Strategy: Empowered People

“People are empowered when they have the knowledge, ability, resources and motivation to identify and make healthy choices.”
Risk Impacting Success

- Poverty
- Unemployment
- Poor Schools
- Access to medical care, child care, and social services
- Domestic violence
- Young parent age
- Single parents without support
- High stress
The Austin area has a need to empower people

The need for Empowerment

- 83% of families living in poverty in Travis County have children
- 24% of Travis County children live in poverty
- Austin has seen the nation's 2nd highest increase in suburban poverty since 2000
- 37,300 jobs have been added to Austin in the last 12 months
- 90% of the fastest growing jobs in Central Texas require some post-secondary education.
- Almost two-thirds of adults living in poverty do not meet this requirement
We currently serve just under 719 participants of which:

- Adults (average age is 30)
- Low-income (200% federal poverty level)
- HS diploma/GED – no college degree
- 40% attempted college
- 80+% ethnic minority
- 35% speakers of other languages
- 60% are parents, almost 1/2 are single parents
- Most are first in their family to attend college
NATIONAL PREVENTION STRATEGY:
EMPOWERED PEOPLE: RECOMMENDATIONS

1. Provide people with tools and information to make healthy choices.
2. Promote positive social interactions and support healthy decision making.
3. Engage and empower people and communities to plan and implement prevention policies and programs.
4. Improve Education and Employment opportunities.
Connecting Capital IDEA to the Recommendations: Education & Employment

Capital IDEA’s primary Goal

- Low-income Adults with Average 8th grade ability level
- Associate Degree or College-Level Certificate
- In-Demand Career Path
CONNECTING CAPITAL IDEA TO THE RECOMMENDATIONS: TOOLS & INTERACTIONS

- We pay for direct education expenses
  - Tuition and fees
  - Books
  - Supplies
- We provide wrap-around support services
  - Childcare
  - Transportation
  - Emergency financial assistance
  - Peer mentoring
  - Career Navigator/Case management Support
- Facilitate access to community resources
The impact of the Capital IDEA program for low income adults in Central Texas

Low-income Adults with Average 8th grade ability level
Average income at Enrollment: $11,170

Associate Degree or College-Level Certificate
Average time in program: 3.2 years

In-Demand Career Path
Average Income at placement: $40,206

Capital IDEA graduates nearly triple their annual income.
CAPITAL IDEA IMPACT

- **Individual**: In 2015, 106 Capital IDEA graduates entered employment at an average starting wage of $19.33/hr. Because a large majority of our students enter the health field they not only learn how to make better health choices, receive better health insurance, but they are teaching others.

- **Community**: Because graduates of Capital IDEA leave public assistance and contribute to the economy through taxes and increased purchasing power, taxpayers see a 501% return on investment over 20 years, equivalent to 17% annual rate. (RIO calculated by the ray Marshall Center.)

- **Generational Impact**: around 90% of children of Capital IDEA graduates complete high school, and 75% go to college.
WHAT IS SUCCESS FOR CAPITAL IDEA?

Success is found in the participants we serve, participants like:

**SEMA**-Single father, while enrolled in Capital IDEA worked full-time and attended school full-time. Often survived on 2 hours of sleep, faced eviction and utilities being turned off, but with Capital IDEA’s wrap-around support services received financial assistance, graduated and is now employed making over $17hr.
WHAT IS SUCCESS FOR CAPITAL IDEA?

Success is found in the participants we serve, participants like:

Jacqueline - Single mother, fleeing an abusive relationship, working 3 jobs to pay for subpar childcare and no skills. She found assistance and hope through Capital IDEA and summarizes her experiences this way,
WHAT IS SUCCESS FOR CAPITAL IDEA?

“I came to this organization as a victim, and with Capital IDEA by my side every step of the way, have emerged a champion; a champion for my children, a champion for my dreams, and a champion for everyone else who dares to believe in second chances.”

This is empowerment, this is success.