



MY BROTHER'S KEEPER



MBK Community Challenge: How Your Community Can Step Up.

Mayors, Tribal leaders, and County Executives are uniquely positioned to bring stakeholders together to solve problems, big and small. The MBK Community Challenge asks communities (cities, counties, and Tribal Nations) to implement a cradle-to-college and career strategy, consistent with the goals and recommendations of the President's [My Brother's Keeper Task Force Report](#).

There are now more than 200 communities that have accepted the My Brother's Keeper Community Challenge – representing 49 states, Washington, DC, and 19 Tribal nations. Mayors – both Republicans and Democrats – as well as tribal leaders and county executives are working with community leaders and youth development experts across sectors to design and implement action plans to expand opportunity.

Although the MBK Community Challenge is no longer actively recruiting new communities, your city, county or Tribal Nation can still step up, take action and commit to expanding opportunity for our kids in greatest need by adopting the principles of the MBK Community Challenge.

So, what to do?

1. Learn more about MBK and the MBK Community Challenge and access resource guides by visiting <http://mbkchallenge.org/executives/>.
2. Read the MBK Community Challenge Playbook for Action, discuss it with your colleagues and commit to taking the following steps. http://mbkchallenge.org/pdf/mbk_challenge_executive_playbook.pdf

STEP #1: ACCEPT THE PRESIDENT'S CHALLENGE

A mayor, county executive or tribal leader officially takes the Challenge and notifies the White House that you will participate (mybrotherskeeper@who.eop.gov). Then, provide a designated point of contact on your staff (usually a senior report to your mayor, county executive and tribal leader and/or a designated non-government leader who will support the work from the outside), confirm your pledge to build and execute a plan to accomplish as many of the goals listed below as possible, and announce your commitment with a press release, proclamation or media statement.

The six goals of the Challenge are:

1. Ensuring all children enter school cognitively, physically, socially and emotionally ready
2. Ensuring all children read at grade level by 3rd grade
3. Ensuring all youth graduate from high school
4. Ensuring all youth complete post-secondary education or training
5. Ensuring all youth out of school are employed
6. Ensuring all youth remain safe from violent crime

STEP #2: CONVENE A "LOCAL ACTION SUMMIT" TO BUILD AN MBK COMMUNITY

This effort will require a coalition of partners with an ownership stake in the strategy, and a sense of empowerment to help lead the effort. Within 45 days of your commitment, host a Local Action Summit with key stakeholders to assess needs and assets, determine priorities, and set concrete goals.

STEP #3: CONDUCT A POLICY REVIEW & FORM RECOMMENDATIONS FOR ACTION

Following your Local Action Summit, direct a working group of pertinent government stakeholders to scour existing local policies, programs, and practices in search of ways to introduce or expand on existing efforts to better serve the needs of the community's youth. The working group should assess the impact of both existing and proposed programs. Within 120 days of your commitment, this body should produce a report with recommendations for action on your selected areas of focus (from Step 1), standards for tracking and sharing data across public agencies and community partners, and structural recommendations for institutionalizing the effort until goals are reached.

STEP #4: LAUNCH A PLAN OF ACTION, NEXT STEPS & A TIMETABLE FOR REVIEW

Within 180 days of your commitment, convene key partners to publicly launch a plan of action for accomplishing selected goals based off the results of your policy review. It should include a protocol for tracking data, benchmarks and timelines for review to ensure the transparent assessment of progress towards goals, and the open examination and retooling of ineffective strategies. Include a blueprint for resourcing your efforts which outlines plans to use or redirect existing resources, new public or private sector commitments, and specific areas where additional commitments, investment, or partnership could help your community reach its MBK goals and help potential new partners target their involvement.

Once you let us know that you are committed to taking action, we will begin connecting you with other MBK Communities and sending you notifications to take part in technical assistance and convenings for MBK Communities and other localities working to address persistent opportunity gaps and ensuring all youth can achieve their full potential.

So, what does the work look like in action?

Below are a few examples of the independent local action plans announced by cities that accepted the MBK Community Challenge. The federal government does not sponsor, supervise, or independently evaluate the efforts of these localities.

- **LA County** has established a county-wide MBK Task Force made up of the five cities that have accepted the MBK Community Challenge – LA City, Culver City, Compton, Long Beach and Hawthorne. In **Compton**, there has been a 50% reduction in homicides since 2014 credited to its Compton Empowered gang intervention program. In **Long Beach**, the city began its P.A.T.H (Promising Adults, Tomorrow's Hope) diversion & training program, which combines occupational training, life skills development, mentoring, and post-secondary education as an alternative to criminal prosecution for young adults ages 16-24.
- In **Detroit**, that city's leaders have outlined a plan over the next five years to recruit and match 5,000 new mentors, expand access to employment opportunities in high growth industries, reduce school suspensions by 50%, and enroll 90% of 4 year olds in preschool. <http://www.detroitmi.gov/MyBrothersKeeper>
- In **Philadelphia**, the city announced the findings of a new study that showed Philadelphia's Police School Diversion Program led to a 54% reduction in school-based arrests, one of its "MBK Philly" goals. <http://www.phila.gov/newsletters/MBK0320finalpages.pdf>