



PERSIST NASHVILLE
2022 Annual Report



**PERSIST
NASHVILLE**

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A JOINT STATEMENT FROM OUR CO-FOUNDERS

Friends,

Over the past three years, Persist Nashville has grown from an idea to the largest college persistence organization in Nashville, serving over 2,700 students from all twenty-seven Nashville public high schools, at over 109 different colleges and universities. Because of partnerships with Metro Nashville Public Schools, local charters, Nashville State Community College, TCAT Nashville, and various four-year institutions across the state, we have had a meaningful impact on the lives of Nashville graduates as they enroll and persist in college.

Yet the need is greater than ever before. The pandemic contributed to a greater than 14% college-going drop in Nashville, and fewer students are enrolling in college than in the past fifteen years. Only 44% of students who graduated during the pandemic even enrolled in college. This means that our businesses will continue to struggle to recruit a diverse talent pipeline, and the equity gaps will continue to grow in our community.

Persist Nashville is the first city-based approach to college persistence in our country. This means that every one of our Nashville public school students, regardless of their college choice (two-year, four-year, technical, in-state, out-of-state, public, or private) can access coaching and support as they leave high school. Our model is beginning to gain attention from other cities, and we have the unique opportunity to now change the trajectory for thousands of our students while collaborating with other districts who are seeking a solution to the same problem. This is the most important time in our short history.

If you would like to meet to discuss Persist or other ways to get involved in our work, feel free to reach out to us. Thank you for being part of the solution with us.

Scott Campbell & Kristen King
Co-Founders, Persist Nashville Inc.



PROBLEM

Right now **1 OUT OF 4** Metro Nashville graduates is earning a college degree (two-year, four-year, or technical). Black and Latino students are earning degrees at rates more than **18% LOWER** than their white peers. During the pandemic, only **44%** of MNPS graduates even enrolled in college.

SOLUTION

WE EMPOWER NASHVILLE GRADUATES TO EARN A COLLEGE DEGREE.



COACHING

We are a regular source of encouragement and connection for students.

Our coaches had over 100,000 individual interactions with students in 2022 over text and in person.



COMMUNITY

We invest in student leaders to build community on their campus.

We developed twenty campus leads and met with over 600 students at campuses this year.



CARE

We provide \$200 microgrant emergency support and connect our students to caring professionals in the Nashville area.

We provided meaningful career experiences for over 100 students this year.



WE BELIEVE:

Every student, regardless of their K-12 educational experience, can earn a college degree.

It is our responsibility to ensure all of the students from our city - regardless of whether they attend two-year, four-year, technical, in-state, out-of-state, public, or private institutions - receive quality coaching and support.

We cannot support students with a one-size-fits-all approach and must provide equitable support to ensure our Black and Latino students enroll and persist equally to their white peers.



INPUTS

Transition Planning • Persistence Coaching and Motivation
Soft-Skill Development • Student Leadership & Community
Fit Coaching • Career Connections and Development



OUTPUTS

College Enrollment • College Persistence • College Graduation



OUTCOMES

College Degree With Minimal Debt • Economic Mobility
Careers Aligned to High Need Jobs and Student Interests



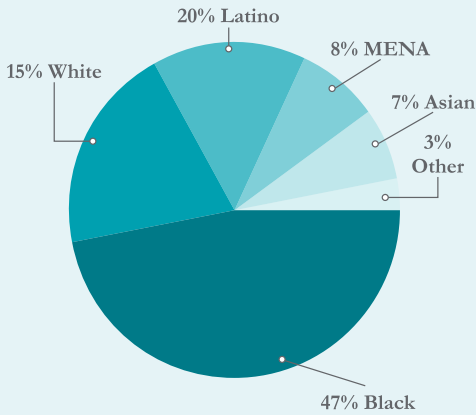
IMPACT

Developing self sufficient leaders who are committed to and
capable of investing in our community

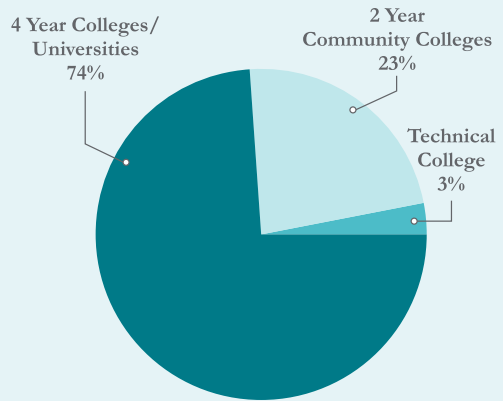


OUR STUDENTS

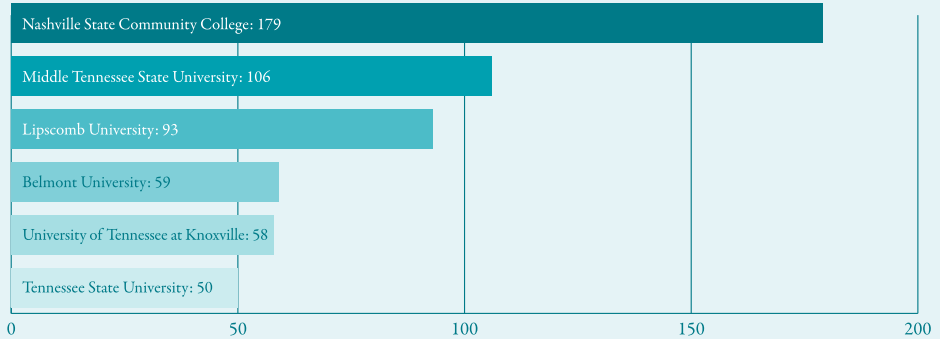
2022 Fall Persist Scholar Demographics



2022 Fall Persist Scholar Demographics: Enrollment Type



2022 Fall Persist Scholar: Top 6 Colleges/Universities



2022 Persist Fund

375

*Microgrants to students
for books, transportation,
food, enrollment,
computers*

\$62,769

*Total Distributed
(3x growth from 2021)*

“

Thank you for always checking up and making me feel loved. It's nice to know I have support from people that actually want to help.

-MORGAN HAYE,
Cumberland University

“

Amazing and magical change you guys are doing! Truly appreciate Persist work <3

-JESSICA GONZALEZ,
Volunteer State

“

I'm very lucky to have to deal with Persist Nashville because they are very nice people

-SHIREEN AMIN,
Nashville State Community College

“

Since I am originally from Africa, I had a some trouble with USA history in my first semester of college, but coach Megan helped set a schedule on how to study for the class, taught me how to make a calendar and advised me to be taking breaks during my study sessions. That conversation moved me from an F to a B. Thank you to all coaches, especially Megan.

-NYINAWUMUNTU BENZ,
Tennessee Tech University



WE'VE GROWN IN 2022!

Now we have seven full time and two part time team members.



Working with Persist is empowering. I feel supported personally and professionally while working with and learning from a team of determined and passionate people. As an organization, we are consistently reflecting on what's working and what's not, learning and adapting as we go, and having fun along the way. Even when it's hectic, I'm excited about the work I do at Persist.

-BRIANA RAMSEY-TYLER, *Persist Access Coach*



I met with a student mid-way through September and he was failing one of his 7 week courses that he takes as part of the Business Entrepreneurship major. We created a plan to figure out how he could increase study time from 30 minutes to at least 90 minutes a day (on average) while also balancing out his new job that has him working nearly 40 hours a week. He sent me a text after his final was completed Friday night after I had already clocked out. He was able to get an 86 in the class after contacting his professor to make up for work he had missed and studied hard for his finals.

-GABE MARRERO, *Director of Data and Technology*



After a year and a half of working for Persist, I can truly say that this is one of the healthiest work cultures I have ever been in. I feel inspired and creative in my work and the organization we are building. It feels incredibly rewarding to directly work 1:1 with students daily and support them in their college journeys, while also being able to meet their needs more immediately and directly than I have been able to in other previous roles. There is a synergistic balance of challenge and support: we are challenged to pursue excellence and continually strive to better serve our students, while also feeling abundantly supported as whole people. Working at Persist has reignited my passion for education, and I'm incredibly thankful to work with such dedicated and visionary colleagues and students.

-MEAGAN MCNEESE, *Persist Coach*





OUR BOARD



Dr. Prentice Ashford, Chair
*Dean of Community Life,
Lipscomb University*

Jennifer Hill, Past Chair
*Vice President of Policy and Programming,
Nashville Public Education Foundation*

Mario McClunie, Secretary
Pearl Cohn Teacher, MNPS

Jon Rybka
CEO, RePublic Schools

Brett Michaels
Head of Sales, Google Cloud

Ryan Flury
Executive Director, J.P. Morgan

Alyssa Ayolo
Program Manager, The Steve Fund

Lynise Harris
Executive Director, College Ready Now

Stefan Hubbard, Treasurer
Senior Portfolio Analyst, Nephila

Ommay Khyr
Student, Colorado College

Laurie Brown
*Senior Vice President of Advocacy,
TN Charter School Center*

OUR PARTNERS





Persist Founders: \$100,000+



CARE FOUNDATION OF AMERICA

Persist Leaders: \$25000+



CLAY THOMPSON

Persist Partners: \$5000+



Anne & Dan Toomey
Hunter Mobley
Chris & Emily Kennedy

Allen & Deborah King
Daniel & Hannah Stephenson

Ryan & Sarah Flury
Frank Majors
The Spark Foundation

Persist Supporters: \$400-\$4999



Amber & Eric Green
Kevin & Jennifer Keeton
Brett Michaels
Carole Peterson
Steven & Brenna Simmons
Jennifer Hill
Tom Davenport
Jake & Caroline Smith

Lev & Eliana Hill
Eric & Ellie Osborne
Audra Meduri
Lee Barfield
Lewis & Katie Agnew
John & Leslie Ford
Donna & Joseph Pokowitz
Joshua & Susie Mullen

Jake & Caroline Smith
Michael Hill
Gary & Liz Cohen
Jon Rybka
Jessica & Jonathan Pahl
Scholars Raise
Dr. Jane Siegel
Stefan & Rachel Hubbard

William & Ashley McEachern
Kirk & Amy Tanksley
Stephen & Jamaica Zralek
Gregory Johnson
John Burtchell
Woody Camp
The Caroline Smith Foundation



SCALE

413

Students Served in 2020

1762

Students Served in 2021

2200

Students Served in 2022



RESULTS



SUMMER MELT

For the **THIRD YEAR IN A ROW**, students who engaged with our program enrolled in college at rates **30% BETTER** than their Nashville peers.



EQUITY

Our Black and Latino students are enrolling and engaging at rates **MATCHING** their white and Asian peers.



PERSISTENCE

Our students continue to persist at rates **MORE THAN 10%** better than their Nashville peers.



VALUE

92% of our students say they would **DEFINITELY** or **VERY LIKELY** recommend our program to their peers.



I truly appreciate all the work Persist does for its college students, from the small pulse check to the boxes and opportunities they give out. It is really nice to know someone is always there to check up on me and guide me in the right direction! :)

-KEYLE BRYANT,

University of Tennessee Chattanooga

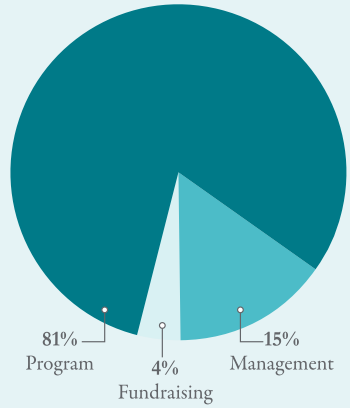
2022 Budget Spent:
\$836,000

2022 Cost Per Student Served:
\$321

2022 Total Revenue:
\$838,000

Proposed 2023 Budget:
\$1.27 MILLION

2022 Expenditures by Category



WHAT WILL THIS ALLOW US TO DO?

Hire **3 NEW** team members

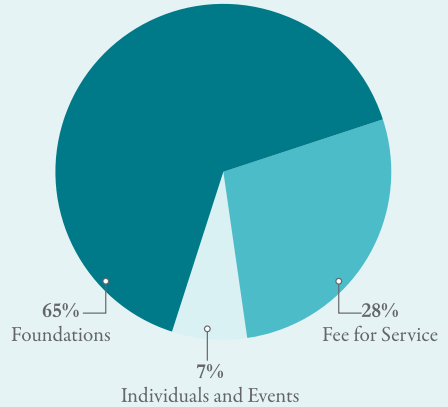
Serve an additional
1600 STUDENTS
Total: 3800 Students

Develop our **LEADERSHIP** team

IMPROVE our data systems

Add new **CAREER** supports

2022 Funding by Category



Thank you for being supportive! The fun opportunities to socialize and interact with new people have been amazing!

-ODALIS GARCIA,
Lipscomb University



2023 STRATEGIC PRIORITIES



IMPROVED COACHING & REPORTING

Leveraging technology to better serve students
 Improving and leveraging technology to better serve schools, districts, and community partners
 Improving the overall quality of our programs and systems to increase results



RESTRUCTURING

Rethinking how the team works together to better serve students and improve work culture
 Ensuring we are properly set up to scale
 Working with community partners inside and outside of Nashville to ensure best allocation of resources



EXPANSION

Providing improved college access support to school partners
 Expanding model to serve more students
 Restructuring of leadership and board to support growth

STUDENT SUPPORT MODEL

Our service is free to all students. Students can opt-in to different levels of support.

SERVICES	ENROLLMENT SUPPORT	PERSIST SCHOLAR	PERSIST PLUS
Coaches help you enroll in the fall	✓	✓	✓
Monthly Newsletter	✓	✓	✓
Persist Community Events	✓	✓	✓
Persistence coach during academic year	✗	✓	✓
\$200 Persist Fund	✗	✓	✓
Persist Career	✗	✓	✓
Persist Campus Events	✗	✓	✓
Online Persist Community	✗	✗	✓
Incentives System (See More in Persist Plus)	✗	✗	✓
Persist Internships	✗	✗	✓



I have been able to learn great life lessons through Persist and have the opportunity to work with great coaches who are there for me in all aspects. I hope Persist continues on and that one day I will be able to give back to them as they have given me so much through my years with them.

-BASANT WILLIAM,
 Lipscomb University

PERSIST FORWARD CAMPAIGN

4.5 Million over 3 Years

COACHING (2.5 MILLION):

- Adding Persist Coaches to serve all interested students from Nashville high schools
- Hiring Retrieval Coaches to pursue unenrolled Class of 2021-2022 students
- Building our Salesforce based CRM to coach students more effectively
- Expanding Persist services to new districts and schools

CAREER PIPELINES (1 MILLION):

- Connecting new career cohorts of students to Nashville businesses, showcasing diverse local talent
- Creating a strong network of career mentors for all of our students
- Building student professional networks and career exploration

LEADERSHIP & ORGANIZATIONAL CAPACITY (1 MILLION):

- Developing leaders within the organization to expand our reach
- Responding to the needs of our community with appropriate staff
- Strengthening program reach by lessening coaching loads of directors

HOW TO GIVE?

- Multi-Year Pledge
- Recurring Monthly Gift
- One-Time Cash Gift
- Stocks and Securities
- EOY Required Minimum Distribution
- Donor Advised Fund

GIVE TODAY:



GIVE THROUGH:

www.persistnashville.org

Checks to:

Persist Nashville

41 Peabody St. Nashville, TN 37210

EIN: 84-2348884

Persist Nashville is a registered 501c3 nonprofit

Questions: Reach out to scott@persistnashville.org





I am extremely grateful for Persist! Without your help,
I would not be where I am today.

-DIMEND LITTLE,
MTSU



**PERSIST
NASHVILLE**

www.persistnashville.org

LEARN MORE

