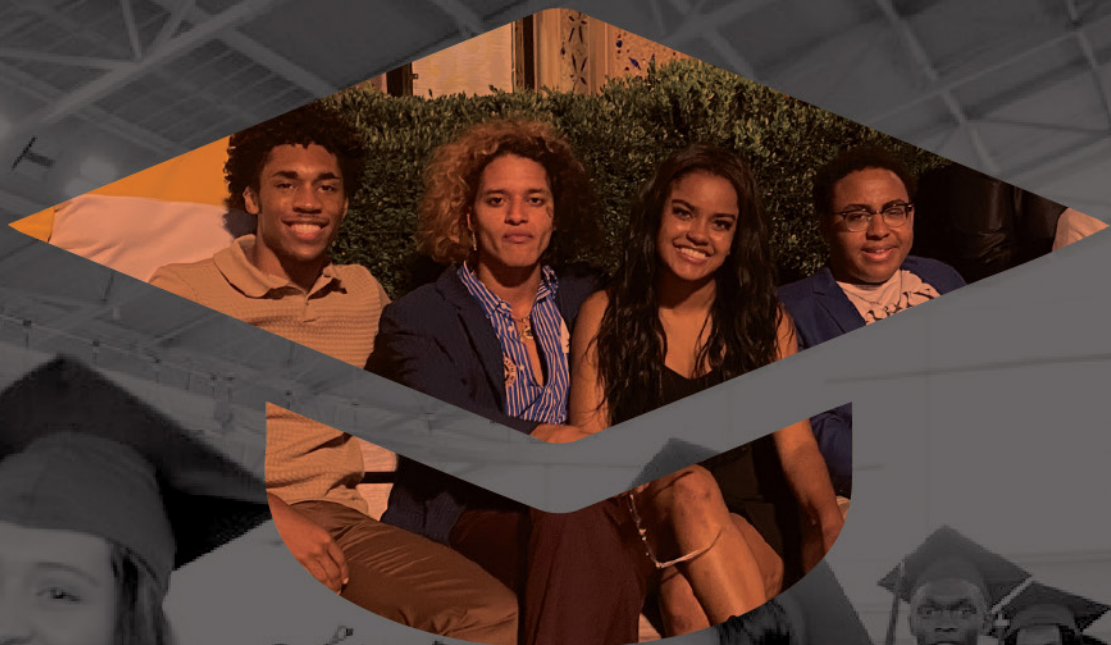




PERSIST
NASHVILLE



ANNUAL REPORT 2020

We empower Nashville graduates
to earn a college degree.

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WELCOME

It has been a crazy year, but one in which I look back on with humility and gratitude. A year and half ago we started Persist Nashville with a big idea, an open ear, a lot of hustle, and confidence that the work was needed and important. Today, I stand more committed and hopeful than ever before.

Although we have much to learn, and admittedly made mistakes, our bias towards action has given us a year to learn directly from the source, students. I am so thankful for our students, their openness, vulnerability, devotion, joy, and persistence. They inspire me to keep persisting as well, but also to listen more, learn more, and stay humble.

I've also been humbled by the community of college access and persistence leaders here in Nashville. Many who have spent their entire career in the college access and persistence space trying to solve the same problems we face down each day. I am grateful they have shared their lessons and embraced our team as equals. We don't deserve it, but sure are thankful. They remind me that I don't know it all and change isn't easy, but also that this work is a joy and privilege. We can't do this work alone and we are not.

We have not won anything yet. Surviving a year and half is not an accomplishment in and of itself. It is the results our kids have accomplished that matter most. We are proud of them.

Results matter because every student who persists is one more student who is better able to impact their future, family, and community. Our results are helping us to focus on our highest impact interventions.

As we move into this new year, we are committed to focusing on our core. We want to be ridiculously good college coaches, community builders, and known for the way we care for Nashville's college students. Coaching, Community, and Care have always been our "core" and we intend to spend the year strengthening it. We know we won't be perfect this year, but we are confident that our impact will be great. I am more confident now than one year ago that together we will unify our community and double our college graduation rate.

Thank you for your interest in and support of this important work.

SCOTT CAMPBELL

Executive Director



THE “WHY”

Persist Nashville has developed a city-based approach to college persistence that by 2025 will nearly double the number of college graduates coming from Metro Nashville Public Schools (MNPS).

The current six year graduation rate of MNPS scholars is:

26%

which is nearly half the national average. We empower Nashville graduates to earn a college degree.

Black and Latino students lag significantly behind White and Asian Peers on college completion for different reasons.

- ★ Despite similar rates of college persistence, Latino students enroll in college at rates almost **30 percentage points** below White and Asian peers.
- ★ Black students' rates of college enrollment, persistence and degree completion are lower than rates of White and Asian peers.
- ★ Persist Nashville will unify our community by doubling our rate of college graduates. We are passionate about every student.

We are Nashville's largest college persistence organization.

In the past year and a half, we have served more than 700 graduates from 27 different high schools, at 39 colleges and universities.

Persist Nashville will unify our community to double our rate of college graduates. We are passionate about every student, regardless of background and succeeding. Persist Nashville is also a work-force development initiative committed to the city of Nashville, its communities, and its economic vitality. While there are community-based groups serving small populations of students from specific schools, we developed a broader, scalable, and more cost-effective approach to address this problem. Persist Nashville is working with existing persistence supporters to create a true city-based approach and be the first city in the country to take this approach.

OUR UNIQUE MODEL

Persist Nashville will empower Nashville graduates to earn a degree by combining some of the best approaches of community and national persistence partners, but do so in a scalable, cost-conscious manner.

“ We’ve partnered with Persist Nashville to help our recent highschool graduates move forward with college ”

- Joshua Love, *Black Achiever's Program Director, Black Achiever's, Nashville*

COACHING + COMMUNITY+ CARE

The three tenants of Persist Nashville are coaching, community, and care. Scholars served through Persist Nashville receive technology-driven coaching through the summer leading into college, 1:1 coaching and mentoring through year one, and support to help them re-enroll into Year Two.

“ We choose the three tenants, Coaching, Community and Care so that students have targeted holistic support from us while in college. ”

- Kristen King, *Director of Coaching, Persist Nashville*

SCALING INITIATIVE

Within five years, Persist Nashville will scale to serve one out of every three MNPS graduating seniors, comprising of approximately more than 40% of college-going students.

“ We want to change the trajectory for many, not just a few, students. It's one of our core values ”

- Scott Campbell, *Executive Director, Persist Nashville*



Mission

We empower Nashville graduates to earn a college degree.

Vision

We unify our community to double the rate of college graduates.

Values

Impact Matters

- ✳ We care about data, not just anecdotes.
- ✳ We want to change the trajectory for many; not just a few students.
- ✳ We will not be content until we start to see real, scalable, results in Nashville.

Model Integrity

- ✳ We will be transparent with numbers, both in goals and achievement.
- ✳ We embrace accountability to those who have given their time and resources to support this work.
- ✳ We will be honest with every student we serve and expect honesty in return.

Get Better Together

- ✳ We will be reflective in our practice, work smarter, and admit weaknesses publicly.
- ✳ We will be willing to pivot, innovate, and partner as needed to increase impact.
- ✳ We are better together. Collaboration will define our internal and external work culture.
- ✳ We will build a team with diverse backgrounds and perspectives that will reveal our blindspots and help us to better serve our community.

Be Grateful

- ✳ We get the chance to do meaningful work each day. Never forget this.
- ✳ We need to thank daily those who are willing to give their time and resources to solve problems alongside us.
- ✳ We need to embody the persistence, passion and perseverance we expect of our students and should recognize this in each other and ourselves.

“ I want to thank you guys for keeping up with us even after high school, you brought us out into the real world but also didn’t just leave us there. You guys really do want the best for us. ”

*- Nichole, Tusculum College,
Persist Nashville*


OUR IMPACT

In the past year...

- ✦ We coached more than 700 Nashville graduates, sending over 98,385 texts
- ✦ We served students from 27 different high schools at 39 different colleges and universities, and have quickly become Nashville's largest college persistence organization.
- ✦ We helped students persist at rates 10% higher than their MNPS peers.
- ✦ We trained 21 different student leaders on 11 different campuses to be community builders and support the needs of their peers.
- ✦ We organized over 30 different access and persistence leaders to discuss and plan around how to best support Nashville graduates.
- ✦ We formally partnered with 3 local community organizations to provide college persistence coaching for their students.
- ✦ We distributed more than 60 different emergency fund micro-grants to students in need of materials and funds to keep them in college.
- ✦ We signed up 54 different Nashville professionals who are available to meet monthly with our students to discuss their career path and open their professional network.

“ Thank you so much. It may seem like I did not value you, but I needed what you did so bad. Quotes and reminders especially helped when I couldn't remember that school was still there. You are the main reason I got my work done, and not all last minute. ”

- Katrina, Volunteer State Community College



STUDENT WINS



What our Students are Saying

“ I feel like the Persist community as a whole plays a huge part in my success because they made sure to check up ever so often. Provided many resources for academic help and quotes that boosted self esteem. So glad I made the decisions to be allow them to be apart of my college career. Love you guys. Thank you for always checking up and being there every step of the way. ”

- Mariana, Nashville State Community College,
Persist Nashville

“ There were many days where I was having a bad day or thinking about quitting and the text I got from Persist was the boost I needed. I felt like giving up once every couple of weeks, but having the inspiration even through text made me feel like I could do it. ”

- Chris, Nashville State Community College,
Persist Nashville



Meet Marko

“ Persist Nashville provides students with a support system that is one of a kind. Many students start college but are completely lost in their journey and this is where Persist Nashville plays a vital role. Persist has helped me most with the weekly motivation and support I need to keep going. Persist has also helped connect me to the internship site where I am currently shadowing.”

- Marko Aziz, Libscomb University,
Persist Nashville

PERSIST SHADOW

What is Persist Shadow?

Persist Shadow is our job shadowing program that utilizes experiential learning as a gateway to mentorship between professionals and students. We allow students to connect with our network of professionals in order to have informative conversations and experiences concerning their profession.



“ I appreciated how easy it was to support Karla and her fellow Persist Shadow participants. Just sign up at PersistNashville org, wait for a meeting invite connecting you with a student, then log in to a Zoom chat slated for the first Friday morning of each month. ”

- Thomas Bernstein, Director, Strategy & Analytics at Elevate Sports Ventures



“ It has been a joy to support Evan Chrismon - a Persist Shadow participant - in her goal to learn more about nonprofits. She has attended more than one of my nonprofit board meetings to learn how we operate and offered several ideas to support us. It has been a win/win experience.”

- Lynise Harris Simpson, Board Chair and Executive Director, College Ready Now Nonprofit

“ I found out I had more choices than I thought. ”

- Shawntese, Nashville State , Persist Nashville

Find out more and sign up at: www.persistnashville.org/persist-shadow

“ She gave me great advice and info that will benefit me in my career and life. ”

- Karla, Lipscomb University, Persist Nashville

Goals 2020-2021

Decrease Melt Rates

Persist Nashville's melt rate for our students will not exceed

12%



This is half of the melt rate of MNPS students.

Improve Student Efficacy

90%

students communicated that Persist helped them navigate college challenges



Increase Persistence Rates

2 Year Institutions

65%

or more of our students persist into the next academic year
(15% better than MNPS historical persistence rates)



4 Year Institutions

90%

or more of our students persist into the next academic year
(5% better than MNPS historical persistence rates)



Build community on campus for students of color

140 students attending study groups/events during the academic year (20% of Persist students).

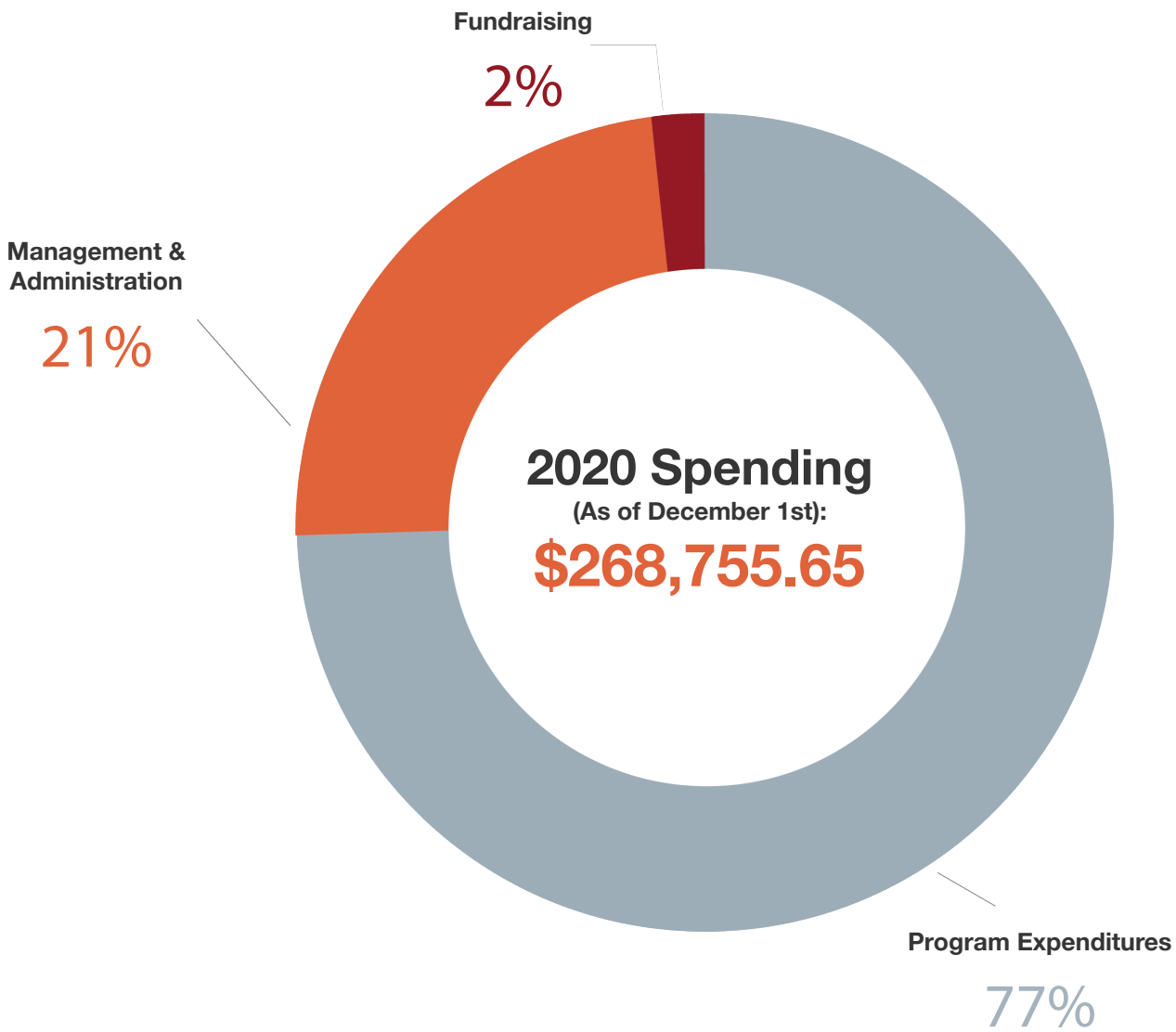
Build community amongst our city's access and persistence leaders

140 students attending study groups/events during the academic year (20% of Persist students).

Caring for our students' future

Growing our students' professional networks through job shadowing and career conversations: 100 Shadow Conversations this academic year

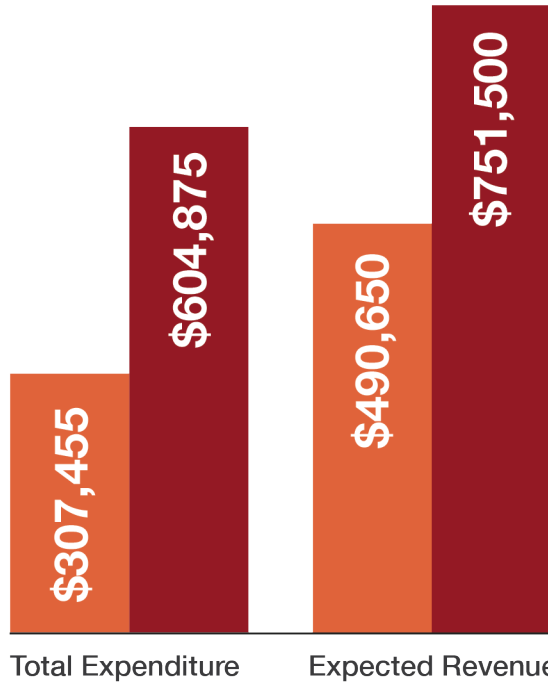
Fundraising Goals for 2021 : \$550,000



FY2021 Budget Overview

2020 2021

Total Expenditure & Expected Revenue



End of Year Finances

+173,195 in 2020
+146,625 in 2021

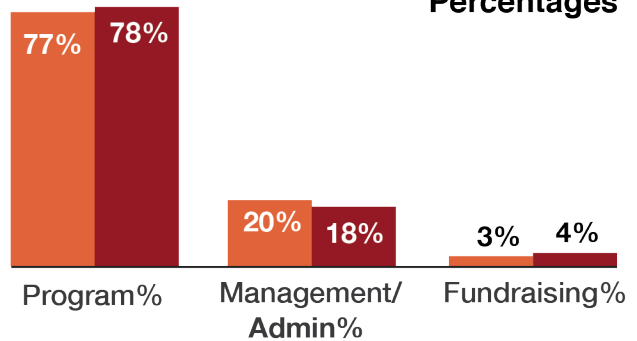
Students Served



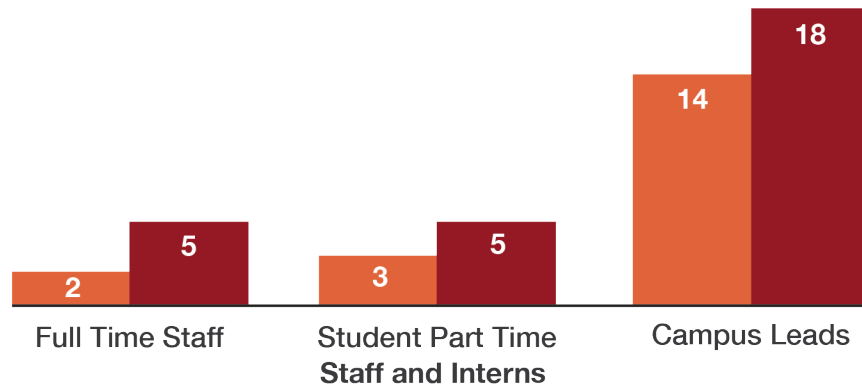
Cost per Student

\$454 in 2020
\$294 in 2021

Percentages



Numbers



MEET THE TEAM

Program Directors



SCOTT CAMPBELL

Executive Director

University of Tennessee at
Knoxville: BA

University of Tennessee at
Knoxville: M.Ed

The George Washington
University: EdS



KIRSTEN KING

Director of Coaching

University of Alabama: BA

University of Hawaii: M.Ed



KENDRA MORETTI

**Program Director: Marketing
and Career Development**

University of Colorado -
Colorado Springs: BA

Belmont University: MA (Spring
2021)



TYNAISIA RUSH

**Program Director:
Campus Engagement**

Trevecca Nazarene University:
BA (Spring 2021)



JASMYNE YELDELL

Data Analyst

University of Miami: BA

Vanderbilt University: MEd
(Spring 2021)

Our Board



JENNIFER HILL

Board Chair

Vice President of Policy and Programming at the Nashville Public Education Foundation



STEFAN HUBBARD

Treasurer

Director of Finance for Medaxion Inc.



MARIO MCCLUNIE

Secretary

Teacher at Pearl-Cohn Magnet School; Owner of Bond-McClunie Consulting and Work



ALYSSA ALOYO

Board Member

Inclusion and Equity work at Vanderbilt University's Office for Inclusive Excellence



PRENTICE ASHFORD

Board Member

Dean of Community Life at Lipscomb University



DULCE CASTRO

Board Member

Ally for the FUTURO chapter at Cumberland University; representative of the YMCA Latino Achievers; Organizer at the Tennessee Immigrant and Refugee Rights Coalition



RYAN FLURY

Board Member

Executive Director and Team Lead of J.P. Morgan Private Bank



AARON MCGEE

Board Member

Consultant, Project Manager, Blogger, and Podcaster



JOSH MULLEN

Board Member

Partner and Shareholder at Baker Donelson PC Law Firm



ANNE HANCOCK TOOMEY

Board Member

Co-founder of Jarrard Phillips Cate & Hancock, Inc.



JON RYBKA

Board Member

Came to RePublic from the Michael & Susan Dell Foundation

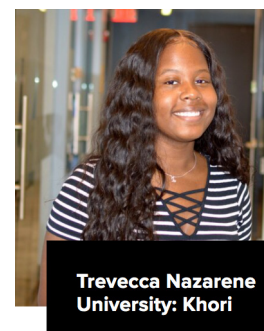
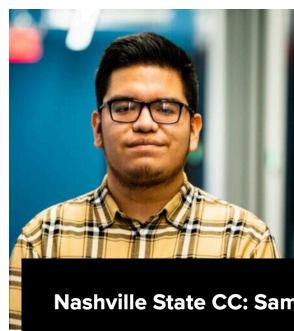
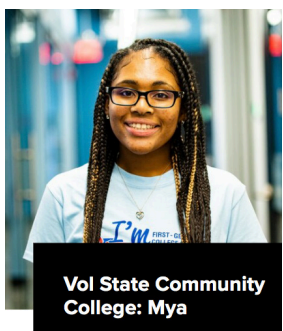
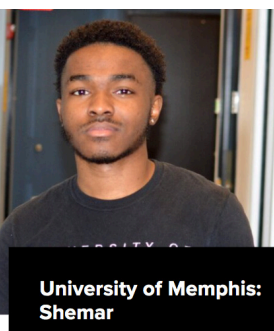
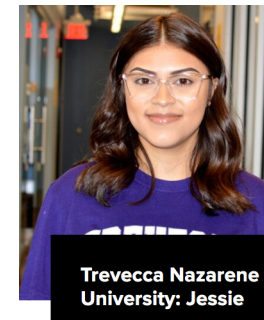
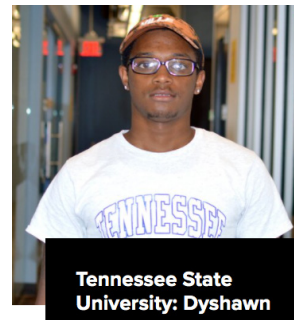
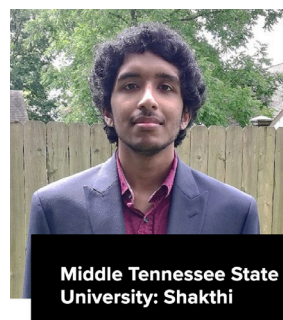
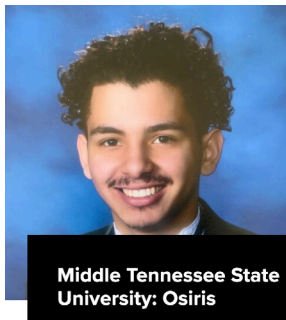
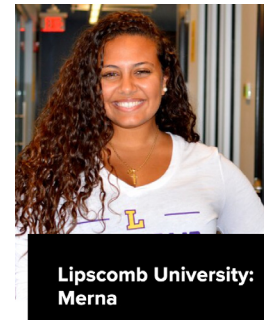
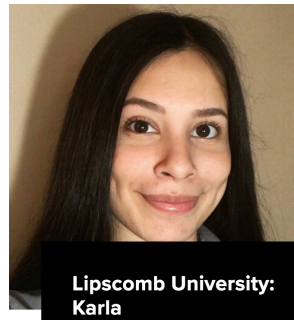
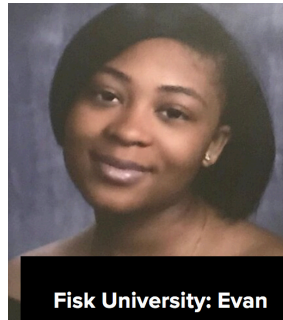
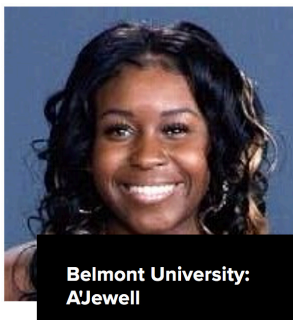
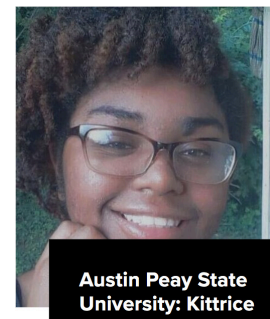
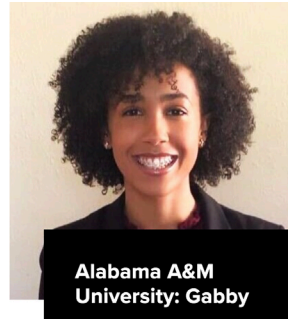
Meet the Campus Leads

What We Do

Campus leads are dedicated individuals who assist their peers and help share opportunities. They connect other students to study groups and other resources to help better their educational experience.

“The reason I joined Persist is because I know college can be difficult, and just having someone in your corner that’s a college student as well that understands your struggles can be really helpful through school.”

- Gabby, Alabama A&M University





“Persistence Pays Off”

- Jeffrey Dean Morgan



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