

Virtual Family Hub



Oakland's education system was in crisis long before COVID-19—less than 30% of Black and Brown Oakland public school students were reading on grade level. Parents are done waiting—and we are now more activated than ever before, demanding effective learning that breaks with a long history of miseducation.

The Oakland REACH listened and launched our biggest, boldest initiative yet—our Virtual Family Hub—in June 2020. The Hub is the potent mix of programming that actually increases educational outcomes for our students and lifts up whole families. We center the work around 5 components: **high-quality academic instruction, social/emotional enrichment, community support, tech training, and economic development.**

Our philosophy is to make sure families get the best, so they start expecting the best. And it works—our Hub has doubled enrollment since the Summer. The demand continues to increase and we are expanding the Hub within Oakland Unified School District to reach even more students. And we are ready to replicate the Hub across the state and country. Growing the Hub means giving the power and agency back to low-income families to have the biggest voice in their child's education. This is how we break the cycle of generational poverty.

OUR PARTNERS:

Collaborators:

[Oakland Unified School District](#)
[The Oakland Literacy Coalition](#)
[CARES for Learning](#)
[Disability Rights Education & Defense Fund](#)
[The City of Oakland](#)
[The Oakland Ed Fund](#)

Academic + Enrichment

Partners:

[Reconstruction](#)
[Outschool](#)
[The Black Literary Collective](#)
[Homies Empowerment](#)
[Lawrence Hall of Science](#)
[Frohm's Martial Arts](#)

Tech Partners:

[Sydneywayz Cafe](#)
[Oakland Undivided](#)
[Tech Exchange](#)

"I feel like I was not parenting my scholar alone. I feel like I have a team of folks who are ready to support me and have my back. Now I feel more prepared to advocate for my children and fight for the rights of my child."

—Hub parent

"The Oakland REACH makes parents powerful leaders in their children's education — I couldn't think of a better fit for Reconstruction's first parent advocacy partner: working together to show Black and Brown families from Oakland just how incredibly powerful they are. We are thrilled to be the partner to deliver on this request from parents and offer tailored math, spoken word, and reading lessons to support more than 200 remarkable students as they discover the magic of their Black legacy and #REACHforMore."

—Kaya Henderson

Former Chancellor of DC Public Schools & Founder, CEO of Reconstruction



The Oakland REACH Virtual Family Hub

1 High-Quality Academic Instruction: Research tells us what type of instruction works, and the Hub listens. So it's no surprise that when we offer that to kids, **we push academic outcomes forward**. *What this looks like in action ...*

- Our Summer 2020 Hub ran 5 days a week, for 5 weeks, and offered 75 hours of quality, rigorous instruction. And we delivered real academic gains by implementing the science of reading we were advocating for via our "Literacy" for All campaign: **60% of students in REACH's literacy programming moved 2 or more levels on the district's reading assessment; 30% of students moved 3 or more levels**.
- We offer **smaller class sizes and more innovative, culturally responsive curriculum** (for example, diving into the Black and Latino experience through national and local partnerships with Reconstruction and Homies Empowerment).

2 Social/Emotional Enrichment: In addition to academics, **our Hub focuses on the whole child and the whole family**. *What this looks like in action ...*

- For students, we offer differentiated tutoring, culturally affirming academic programming, and extracurricular experiences, like creative writing, martial arts, arts education, and more. Kids have been disconnected from each other and from adults outside their family while dealing with varying challenges during the pandemic, including food and housing instability, health threats, and more — so lifting up social and mental health is essential.
- And for the parents, we host informal social zoom gatherings to socialize with each other in a supportive space. Furthermore, we provide workshops for families to develop the skills and understanding that allows them to support the mental health of their family.

3 Community Support: Every Hub family is offered a Family Liaison, there to coach parents **to become transformational leaders for their child's education**. *What this looks like in action ...*

- Family liaisons help families access remote instruction, support increased student attendance, and assist families when it's time to advocate for higher quality services from their schools.
- Our parents and grandparents also participate in our **Family Sustainability Center (FSC)**, which provides virtual workshops to learn more about the educational system, grow their leadership skills, and develop a culture of distance learning in their homes.
- The FSC also brings in local government agencies and non-profit organizations to share resources to support the economic sustainability of our families.

4 Tech Training: When the pandemic hit and schools closed, too many school systems failed to recognize that we are not all in the same boat, and **simply dropping off a laptop and a hotspot isn't nearly enough**. Parents told us about how challenging it is to navigate the technology their kids needed for distance learning, so we knew we needed a holistic plan to close the digital divide. *What this looks like in action ...*

- We supplied laptops and hotspots for families, but beyond that, we became the district's largest partner in identifying and meeting the tech needs families have.
- The Hub is about families becoming power agents around technology through tech trainings and workshops. From Gmail Basics and Zoom 101, to supporting families who want to enroll in a BA online or Coursera courses, technology in the Hub is about parents thriving in this moment, not just surviving.

5 Economic Development: Economic resources, like pathways for adult education and career development, are essential to drive radical, systemic shifts. **When parents can exercise self-determination they can drive their own aspirational goals for themselves and their families**. *What this looks like in action ...*

- Relief funds help support families struggling during the pandemic.
- Financial literacy classes and employment opportunities (family liaisons and literacy tutors) support more long-term financial wellbeing for families.
- We also provide paid fellowship opportunities for our families to become experts in issues most plaguing their families, like literacy and special education, and then drive advocacy to make change.