SparkPoint at Skyline College (SPSC) is a financial education and coaching center that improves college connection and completion by mitigating economic disparities. Students and other members of the community use SPSC services and resources to strengthen their financial capability and further their economic and educational goals.

SparkPoint uses Efforts to Outcomes (ETO) software to measure effectiveness. ETO is customized to track services and students’ status related to those services. We measure economic mobility progress leading to the four major outcomes shown here.

BY THE NUMBERS | HIGHLIGHTS FROM 2011 - 2015

SparkPoint served 4828 people over 62,270 times

667 of the 4828 served used personalized financial coaching

(Engagement to last up to two years)

83% of measurable clients achieved 5% progress towards increasing income, savings, and/or credit and reducing debt

76% of measurable clients achieved 30% progress towards increasing income, savings, and/or credit and reducing debt

FALL TO SPRING PERSISTENCE RATES: COLLEGE vs SPARKPOINT SERVICE BUNDLERS


FINANCES

- Community Financial Resources
- Peninsula Family Service
- United Way of the Bay Area
- National Endowment for Financial Education
- Grove Scholarships
- San Mateo Credit Union
- Life on Trak Credit Services
- Opportunity Fund Individual Development Accounts
- Achieving the Dream (Working Students Success Network)

BENEFITS | RESOURCES

- United Way of the Bay Area
- Second Harvest Food Bank
- Center for Law and Social Policy Benefits Access for College Completion Network
- American Association of Community Colleges
- SMC Human Services Agency
- Human Services Agency of San Francisco County
- Earn It Keep It, Save It
- CA Employment Development Department
- Thrive: The Alliance of Non Profits for SMC
- SMC Health Systems (Affordable Care Act)
- San Francisco-Marin Food Bank

EDUCATION | WORKFORCE

- Chancellor’s Office, CA Community Colleges
- United Way of the Bay Area
- American Association of Community Colleges
- San Mateo County (SMC) Human Services Agency
- Grove Foundation Scholarship Program
- Earn It Keep It, Save It (Accounting course for students who prepare taxes)
- SMC Office of Education Career & Technical Ed
- Paralegal Program Legal Clinic @ SparkPoint
- Walter S. Johnson Foundation Guardian Scholars Program for Foster Youth
- CA Employment Development Department
## Key Outcomes

1. **Economic Mobility:**
   - Reduced poverty rate by targeting low-income families.
   - Increased educational attainment and employment opportunities.

2. **Student Empowerment:**
   - Enhanced self-esteem and confidence among students.
   - Improved academic performance and graduation rates.

## Activities

- **Academic Support:** Tutoring, study groups, and career workshops.
- **Financial Aid:** Scholarships, grants, and loans.
- **Community Engagement:** Volunteer opportunities and community service projects.

## What it Takes

- Investment in education and workforce development.
- Collaboration with local businesses and community organizations.
- Partnerships with government and non-profit organizations.

## Outputs

- Graduates ready for the workforce.
- Increased economic opportunities for aspiring professionals.

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## Inputs

- Federal and state funding.
- Community donations and corporate sponsorships.
- Private contributions and individual donors.

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## Situational Overview

- **Challenge:** High unemployment rates in the region.
- **Solution:** Education and workforce development initiatives.
- **Goal:** Increase economic mobility and reduce poverty rates.

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**Key Words:** Economic development, workforce training, educational attainment, poverty reduction.