

SLPS  
2022 Update

# College KIDS



A Program of the St. Louis  
Treasurer's Office

**Barbara Davis**  
**College Kids Program**  
**Coordinator**



**Adam L. Layne**  
**City Treasurer**

# Agenda:

- College Kids **Vision and Goals**
- How the program works
- Data to date
- Accomplishments & Challenges
- Future Focus
- Q&A

# College Kids Vision & Goals

## VISION

Our vision is that every child in the City of St. Louis will have concrete hope and a fiscal pathway to achieve postsecondary education.

Equipped with financial knowledge and skills, all families will have access to asset-building products and services to combat the racial wealth divide in our region.

## GOALS

- Ensure students have at least \$500 saved by 12th grade.
- Increase financial literacy among youth.
- Take a whole-home approach to breaking the cycle of poverty.

## **CK History**

**The College Kids program was established in 2016 by Mayor Tishaura O. Jones when she was the City Treasurer.**

**We are the second city-run program in the country and last year, New York City became the third.**

**The program is housed in our Office of Financial Empowerment and The United Way is our fiscal agent.**

## How it works

Through an MOU with the district, we receive enrollment information and open accounts for students at AllTru.



We seed the accounts with the first \$50, coming from parking ticket revenue in the city.

Families can add to the accounts at any time and we fundraise to provide matching incentive dollars to students.

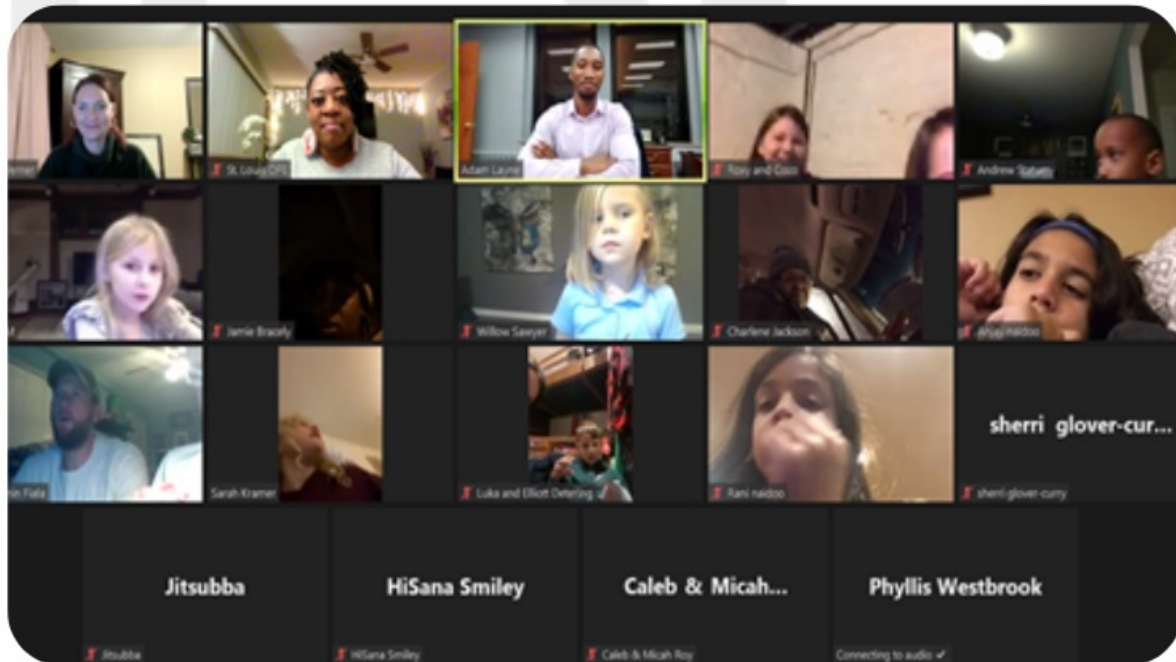
# Family Savings Night at the Credit Union

Our financial literacy partner facilitates sessions for students and families once a month.



## Topics Covered:

- Saving
- Earning
- Budgeting
- Credit



# Storytime with the Treasurer

We visit 2-3 schools each month and read a book about financial literacy.



## Topics Covered:

- Saving
- Earning
- Budgeting



# Engagement Activities

## Local Sports Games for Students & Families

- Partnerships with the Cardinals and SLU

## Recognitions & Contests

- Educator Spotlight
- Scholar Spotlight
- CK Trivia Nights

## Seasonal Activities at City Hall

- Trunk Or Treat
- Deck the Halls
- Summer Activities & Tours



# CK by the Numbers

+13k

Number of College Kids in SLPS K-6



\$1.4m

Dollars saved and earned by CK families



\$47k

Saved at Gateway Elementary:  
Highest performing SLPS  
College Kids School

# 2021-22 Fundraising Efforts

**\$47k**

**GiveSTL Day &  
Giving Tuesday**

**\$27.5k**

**CLAYCO, AllTru, Simmons,  
Chao Baan**

**\$100k**

**Fiscal Year Goal**



# Room for Improvement



**Increase engagement  
at all SLPS schools.**

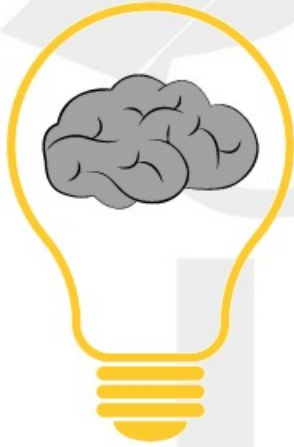


**Create additional opportunities  
for families to save.**



**Find the best way for us to  
promote and share activities.**

# Engagement Efforts



## Intentional School Visits

Engaging with  
parent organizations



Incentivizing existing  
programming



CK Champions Program

# Keys for the Future



## Program Development

- Building out learning for middle and high school
- Securing partners in financial literacy curriculum



## High School Focus

- High School Investment Program
- Employment matching program

# Keys for the Future

## Partnership Development

- Securing book partnerships to increase at-home libraries

- Working with banks to establish perennial scholarship funds



**Contact Us!**



**Barbara Davis**

**College Kids Coordinator**

**davisb@stltreasurer.org**

**Office: 314-612-1686**

 [www.stlcollegekids.org](http://www.stlcollegekids.org)

 [@stlcollegekids](https://www.instagram.com/stlcollegekids)