NAZ TOOLKIT
FOR BUILDING A CULTURE OF ACHIEVEMENT
MISSION
Our mission is to end generational poverty and build a culture of achievement in North Minneapolis where all low-income children of color graduate from high school college- and career-ready. We accomplish this through collaboration with parents, community organizations, and schools.

NAZ VALUES AND MISSION

Our Children Will Succeed
We believe all children in North Minneapolis can and will succeed in school, college, and life—regardless of family background or past performance in school. Our actions with NAZ children match this belief.

Families are Leaders
Every Northside family has assets and strengths. We believe a culture of achievement can only be built from within the community. We partner with families to set and achieve their goals, bolster their belief in themselves, and the expectation that their children will go to college.

High Expectations with High Supports
Extremely ambitious expectations are set for NAZ students, families, staff, and collaborative partners. Accountability for these outcomes is rigorous—but so are our supports. Every parent and scholar receives one-on-one support, connecting them with programs and services across our partner organizations. NAZ collaborative partners support each other in an ongoing continuous improvement process.

Driven by Data
Our resources are focused on measurable outcomes for children and families. Our success is gauged by results of children and families—not programs and organizations. The NAZ collaborative works together to build evidence-based solutions that drive measurable improvements with NAZ families. We track the progress of each child toward kindergarten-readiness, grade-level achievement, and college readiness. If the data shows that we are not effective, we revise our plans until we get it right.

NAZ VALUES ARE THE FOUNDATION OF OUR WORK WITH FAMILIES ACROSS THE COLLABORATIVE:

Relationships are the “Work”
We are creating transformative change built on strong relationships. We first work to change ourselves. Then, through our relationships, we invite change among organizations, families, scholars, and systems. Together, we increase expectations, break down silos, and build accountability and alignment. We operate under the assumption of good intent in our interactions with each other, especially as we work through difficult issues.

Collaboration Creates Prosperity
NAZ partner organizations build one system of support for families. This system is made up of many equal partners who are committed to working together for the success of NAZ children, including: parents, organizations, schools, funders, government, and faith-based institutions. We believe that our collaboration will have more than enough momentum to reach a tipping point of sustainable community transformation and prosperity.

Diversity and Cultural Responsiveness
We are reflective of the diversity in our community—while targeting resources where the opportunity gap is greatest. The rich diversity of our enrolled families is an asset to be woven into our processes and systems of support/service. NAZ staff and partners embed cultural responsiveness within our work.

Starting Early and Staying Long Term
We work side by side with families from pre-birth through college, providing comprehensive support designed to impact a child’s education and life trajectory. We support the success of the whole family.
Minnesota’s opportunity gap ranks among the worst in the nation. The indicators that produce this gap are most pronounced in North Minneapolis. NAZ targets its resources to the children and families living in this area.

In order to enroll in NAZ, a family must be actively working with one of our partner organizations and live on the Northside. The dots on the map represent partner sites where NAZ staff are located.

**NAZ AREA MAP**

**NAZ FAMILY DEMOGRAPHICS**

- **Race**
  - African American or Black: 81%
  - Multiracial: 4%
  - White: 1%
  - Other: 1%
  - American Indian or Alaska Native: 1%
  - Hispanic or Latino: 1%
  - Asian: 1%

- **Income**
  - $0 - $9,999: 27%
  - $10,000 - $19,999: 17%
  - $20,000 - $29,999: 13%
  - $30,000 - $49,999: 30%
  - Over $50,000: 10%
  - Prefer Not to Answer: 2%

- **81% of NAZ families are African-American or Black**
- **74% of NAZ families have an annual income of $30K or less**
**NAZ GOALS FOR FAMILIES**

**EXPECT COLLEGE GRADUATION**
Parents expect their children to be successful in school and in life.

**ACTIVELY ENGAGE**
Families engage in all aspects of their children’s education from cradle to college.

**NAZ PARTNERS WITH FAMILIES TO:**

**Have Clear Goals**
Build Achievement Plans that are supported across NAZ partners.

**Be College-Focused Parents**
Increase skills, knowledge, and tools to raise college-ready children.

**Support Strong Families**
Support success for the whole family, so children can show up ready to learn.

**Drive Progress**
Measure and monitor the success of each child and remove learning challenges as they arise.

**Empower Parents**
Build personal empowerment skills through NAZ Family Academy.

**Academic Excellence**
Enroll scholars in excellent schools and have academic support outside of school.

**Ensure Scholar One-on-One Support**
Match NAZ scholars with an adult role model.

**Inspire Youth**
Engage scholars around their future college and career opportunities.
NAZ GLOSSARY

NAZ is intentionally changing the culture of how families and children in North Minneapolis are viewed and view themselves. To help break the system that leads to low outcomes, we’ve built some new ways of referring to the people and processes involved with transforming the Northside!

Family Achievement Coach
The primary role NAZ provides to engage both parents and children in supporting academic and family success. These roles are specialized in early childhood and K-12.

Specialist (Academic and Family Support)
NAZ staff who provides parents or scholars with specialized support such as tutoring or career-pathway access.

Scholars
Students enrolled in NAZ.

Anchor Partners
Partner organizations and schools overseeing an area of support. (Anchor partners operate under contract with NAZ to run a NAZ action area such as housing, career and finance, behavioral health, etc.) Select anchor partners may also have a NAZ staff located in their building (co-located staff).

Co-location
NAZ staff are hosted by a partner school or organization and fully embedded within the partner setting.

Results-Based Accountability
The framework that NAZ’s data-driven approach is based on. This leads to effective plans, creating better outcomes.
The Goals-to-Action framework is the backbone for how NAZ staff and many partners engage with NAZ families and children. The framework can also be conceptualized as an upward spiral, representing ongoing stability and growth; with each time around the loop, the individual not only accomplishes a goal, but he/she/they move closer to accomplishing long-term goals.

Use Data
Staff and partners collect, review, and analyze data to inform action.

Set Goals
Staff and partners support families and children to set their own goals.

Team Up
Staff and partners connect with others to provide families with additional resources and support.

Reward
Staff and partners review goals with families and children to reflect on progress and recognize success.
NAZ Connect is an online achievement-planning and data-collection system that supports our Goals-to-Action approach with families in three ways. It:

1. Drives achievement and supports family partnerships.
2. Supports coordination across the NAZ system of partner organizations.
3. Tracks both family and program data and contributes to longitudinal data system.

One set of family goals
Families work with their NAZ team to develop one set of goals within the NAZ Connect tool called Achievement Plans. These plans are developed with high-quality preset strategies and solutions in NAZ Connect and offered to families as best-practice ways to support their child’s college-bound path. Achievement Plans are supported across multiple service providers within the NAZ system, as authorized by the family through a release of information (ROI).

Coordinates across organizations
NAZ operates as one system of support across many partner organizations—with NAZ families at the center. This works because organizations have access to the family’s goals through the NAZ Connect tool.

NAZ Connect is designed to uncover family needs and match them with programs and services that fit their goals. This support is provided through an ongoing process from birth through college.
COLLEGE-BOUND COMMITMENT!

I commit to sending my child(ren) on a path to college—starting now!

With the support of NAZ staff and partners, I will:

• Help my child prepare for kindergarten
• Support my child to be at grade-level in reading and math
• Ensure my child graduates from high school
• Support my child’s enrollment into college

If I ever lose the belief that this is possible, or don’t know what to do next to make it happen, I will:

• Reach out to my NAZ team for support or direction
• Talk to a NAZ staff person at my child’s school, early childhood center, or out-of-school partner organization

Despite all of the other challenges, activities, or obligations in my life, I commit to making my child(ren)’s path to success through college a top priority!

Yes! I want the world to know about the commitment I made. Please post my family college-bound commitment photo with our names on social media.
NAZ PARTNERS

NAZ Anchor Partners include:

- Anchor schools operating in and around North Minneapolis
- Anchor partner organizations that play key roles across action areas
- Many referral partners are brought in to support families to reach specific goals. They work in NAZ Action Teams, participate in our best-practice learning, and prioritize NAZ families

ANCHOR PARTNERS

- La Crèche Early Childhood Centers, Inc.*
- Minneapolis Public Schools Early Childhood Education*
- New Horizon Academy*
- Northside Child Development Center*
- The Family Partnership*
- Think Small
- Way to Grow
- YWCA Early Childhood

- Minneapolis Community and Technical College
- University of Minnesota
- University of Minnesota Urban Research and Outreach-Engagement Center (UROC)

- Minnesota Public Housing Authority
- Project for Pride in Living (PPL)
- Urban Homeworks*

- Washburn Center for Children

- AchieveMpls
- Boys & Girls Club Patrick Henry Beacons
- College Possible
- Cookie Cart*
- Juxtaposition Arts*
- Kwanzaa 21st Century Academy
- Plymouth Christian Youth Center (PCYC)
- Project Success
- Reading Partners
- ServeMinnesota
- YMCA Nellie Stone Johnson Beacons

* Co-located staff