

# IMPACT JOURNALISM EDUCATION LAB

Building a team of journalists to bring attention to the education issues critical to the advancement of our community

**The Fresno Bee**



MEETING CALIFORNIA'S  
NEED FOR COLLEGE  
GRADUATES:  
**A REGIONAL  
PERSPECTIVE**



**PPIC**

PUBLIC POLICY  
INSTITUTE OF CALIFORNIA

“California needs **1.1 million more workers with bachelor’s degrees by 2030** to keep up with economic demand.”

“More college graduates would mean higher incomes, **greater economic mobility**, more tax revenue, and less demand on social services.”

“In addressing this projected shortfall, three regions will play an especially critical role: Los Angeles County, the Inland Empire, and the **San Joaquin Valley**. Indeed, improving college outcomes in these regions could help close more than half the statewide skills gap.”

“Regional action towards these goals is essential to continue recent success and further improve educational outcomes.”

# WHAT'S THE PROBLEM?

The San Joaquin Valley is beset with high poverty rates and a complex web of socioeconomic pressures. But chief among our challenges is chronic low educational attainment.

**From pre-kindergarten through higher education, we trail state averages in many key metrics**

## Education is a Key Driver of Economic Mobility

Much great work has been done in recent years to address it, yet the gap persists. How do we change the trajectory and quicken the pace of advancement in educational outcomes?

The Bee has a plan to create greater awareness of the great work being done, the work that still needs to be done and the root causes of key issues. The solutions-oriented journalism produced by the Education Lab will monitor progress, bring accountability and amplify successes. The result will be a more engaged community -- one that creates Fresno's next generation of stakeholders, business leaders and public servants.

POR USTEDES Y PARA USTEDES 🎓🇲🇽  
#HijaDelmigrantes #2MoreWeeks

Translate Tweet



1:52 PM - 6 May 2019

3,827 Retweets 15,524 Likes



57 3.8K 16K

*UC Merced student Anna Ocegueda became the first person from her family to graduate from a four-year university.*

# WHAT'S THE PROBLEM?

There is a **disconnect between parents, community stakeholders & providers** over the most pressing issues impacting early childhood development. Kids starting Kindergarten behind have a difficult time catching up.

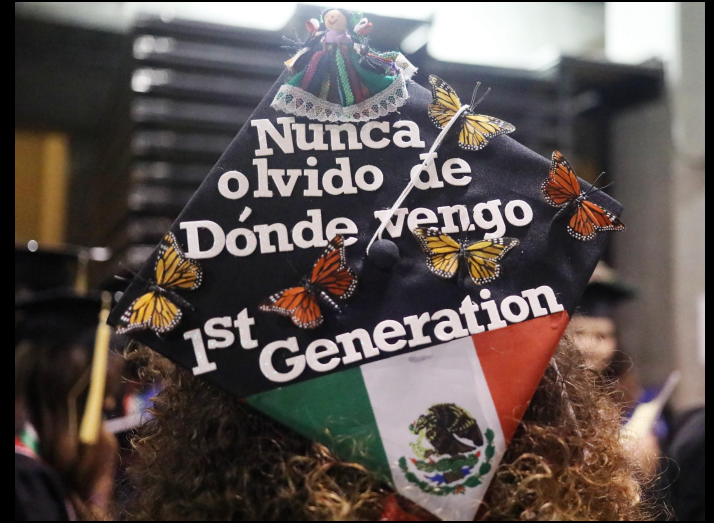
Of Fresno County adults age 25 & over **26.2% do not have a high school diploma** - compared with 17.9% for the state. **80.3% do not have a Bachelor's degree** - compared with 68.0% for the state.\*

The proportion of **low-skill, low-income jobs** in the Central Valley is well **above the state average**.

The State Center Community College system is underfunded and many students cannot get access to needed classes to complete 2-year degrees and programs. Facilities are **not keeping pace with growth**.

Fresno State, which has long operated under an open admissions model, **is becoming more selective due to funding challenges**. This will further limit access to higher education for those in the Valley.

\*Us Census Bureau, updated on September 4, 2018. v1.1



# 19.7%

Adults over 25 with a college degree in Fresno County



# WHAT WE'LL DO

We will investigate and *develop an understanding of the root causes* of the most pressing issues. We will monitor and report on progress in addressing these challenges.

By *regularly surfacing stories about access to resources* – from availability of early childhood programs to how community colleges can ensure a greater degree of success for their students – *we will make access to education in the Valley a priority* for key stakeholders and for more families.

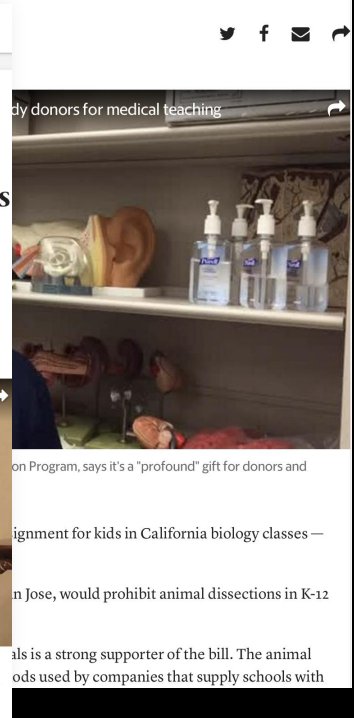
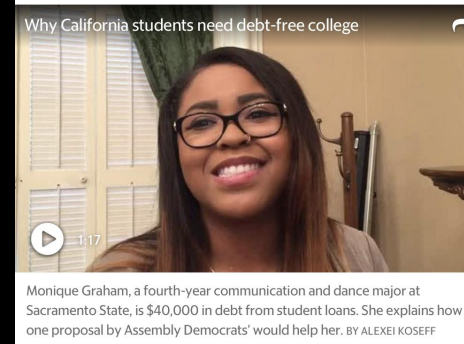
We will *recognize and celebrate progress* as well as *shine a light on persistent challenges* and roadblocks.

*Our goal is to create a broad conversation* among parents, students, teachers and others in Fresno and the central San Joaquin Valley. We will do this by providing essential, solutions-oriented journalism and regular opportunities to engage.



# HOW WE'LL DO IT

- **1 deeply reported story** a week, with video and photos that build understanding of the challenges, successes and opportunities in our education communities.
- **2-4 daily stories per week** that leverage data, offer high-utility news or let readers know how they can engage.
- Publication across **McClatchy's five California news organizations** – Fresno, Sacramento, Merced, Modesto and San Luis Obispo - as applicable. Critically, we will share this reporting with news outlets across the valley, including TV and radio.
- Regular in-person **listening sessions**.
- **A quarterly webinar** with funders and policymakers, where we'll share what we're working on, what's worked and to collect input on issues we should cover next.
- **Public events** in Fresno to put the spotlight on this topic at least once a year. Regular listening sessions more frequently.



# WHAT ENGAGEMENT MEANS FOR THIS LAB

We will hold **community meetings** with parents, students, teachers and education advocates to gather ideas and input.

We will **experiment with new ways to feature community voices**, including live chats, reader questionnaires and regular guest columns.

We will **host public events in Fresno** to put the spotlight on this topic.

In a **quarterly webinar** with policymakers and funders, where we'll share what we're working on, what's worked and input on the issues we should cover next.

A weekly **Education in the Valley** newsletter with relevant reporting from this effort and other organizations across the state.



# HOW WE'LL DO IT: THE TEAM



## ONE HIGHER EDUCATION REPORTER

How well does the system serve its Central Valley constituents? From industrial and technical training to university degrees, how are we preparing our future workforce?



## ONE EARLY EDUCATION REPORTER

From the cost of quality childcare to how to improve graduation rates and parental engagement in schools, we'll do solutions-oriented reporting on early education.



## ONE ENGAGEMENT REPORTER

Will organize listening sessions with parents, students, teachers, local leaders and others through social media, regular events and outreach. Will support the work of the reporters through crowdsourcing and outreach to a broad cross section of the community.



## ONE EDITOR

Will lead strategy, story plan, edit stories, oversee three reporters.



# THE FRESNO STATE TEAM

## NEW PLATFORMS: LET'S LEARN FROM THE DIGITAL NATIVES

Our best asset is our people. We have an opportunity to work closely with Fresno State's communications school as we look to both experiment with new models for journalism and welcome the next generation of reporters into local newsrooms. We will build a collaborative approach to sharing reporting and communicating with stakeholders across video, social and more.

This robust internship effort would bring 3 Fresno State students into the lab for 15 hours per week, per semester.

Each semester students will select and execute on a challenge related to reaching underserved digital communities.



*Crescencio Rodriguez-Delgado is a 2019 Fresno State graduate and former Fresno Bee intern who is now a full-time reporter covering the California Divide thanks to foundation support.*

# HOW WE WILL KNOW SUCCESS

The background of the slide features a teal-to-blue gradient. Overlaid on this gradient are the silhouettes of several graduates wearing caps and gowns. One graduate in the center-right is pointing upwards with their right hand. The silhouettes are dark against the lighter background, creating a sense of movement and achievement.

When we've diversified our economy beyond agriculture and logistics, *we will know success.*

When the gap between K-12 graduation rates for neighborhoods north and south of Shaw begins to close, *we will know success.*

When access to community college and higher education improves for local students, *we will know success.*

When we see a broader understanding of the key issues and opportunities lead to a community that's actively working together to solve its challenges, *we will know success.*

*It's about solutions.*

# WHAT IT TAKES TO LAUNCH A LAB

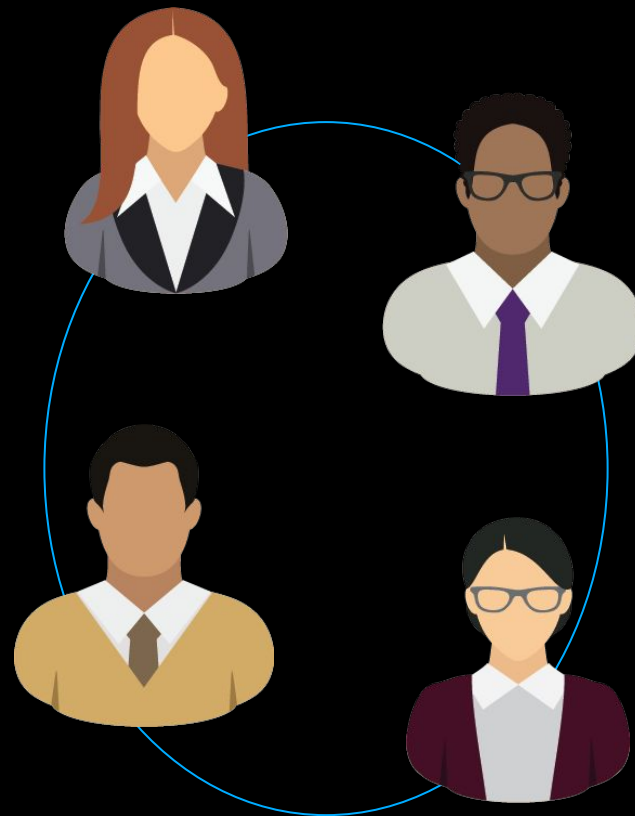
**The investment:** \$300,000 for the education lab for one year.

**Where the money goes:** \$60,000 higher education reporter, \$60,000 early education reporter, \$60,000 for engagement reporter, \$72,000 for education lab editor, \$48,000 for lab engagement and management, event costs and other overhead. Salaries include benefits and 401(K) and salaries are equal to reporters in The Bee newsroom.

**Of note:** The project will enhance our reporting beyond what we would otherwise be able to do with existing resources and will bring new ways of engaging audiences to better inform.

**How you can help:** We're looking for partners equally committed to advancing our community through education. Your contribution will support this important effort to bring greater awareness to education in the region and help drive needed change.

**Timeline:** September 2019 launch.



# WHAT FUNDING PARTNERS GET

- Regular communication from the news organization, including a quarterly meeting with the Publisher accompanied by a quarterly lab impact report that measures micro, medium and macro impacts.
- A Lab newsletter that sources all relevant news – from Fresno and beyond.
- Invitations to community listening events with our new reporters and their assigning editor.
- A special page with recognition for all funders at FresnoBee.com.

---

*Editorial independence has been a core value at The Fresno Bee for nearly 100 years. We strive to deliver high-impact journalism in the public interest. While we value the support and partnership of our funding partners, outside funders will not have any editorial oversight, approval or influence over the content produced by the fellow or other members of the Fresno Bee newsroom.*





# WHAT FUNDING PARTNERS GET, CONTINUED

- Signage including sponsor banner at events.
- A tagline on all stories that denotes how the lab works and who supports it, with a link to lab landing page.
- Greater awareness of our educational challenges and opportunities in Fresno.
- A general update on lab and story performance, evaluating the propensity for folks to subscribe to their local news organization after reading against the newsroom average.



The Fresno Bee

The **Central Valley Community Foundation**, through the **Impact Media Fund**, will serve as the fiscal sponsor for the Education Lab. To support this important initiative donations can be sent to this address:

**BY MAIL**

Make check payable to:

**Central Valley Community Foundation**  
**Attn: Education Lab**  
**5260 N. Palm Ave. Ste. 122**  
**Fresno,CA 93704**

We appreciate your support of education and local journalism. Advancing educational attainment by shining a light on issues impacting education in the San Joaquin Valley.

# IMPACT MEDIA FUND



## STATEMENT OF INDEPENDENCE

Editorial independence has been a core value at the Fresno Bee for nearly 100 years. We strive to deliver high-impact journalism in the public interest. While we value the support and partnership of our funding partners, ***outside funders will not have any editorial oversight, approval or influence over the content produced*** by the fellow or other members of the Fresno Bee newsroom.

**The Fresno Bee**

BEGIN OPTIONAL/BONUS SLIDES



# FUNDING LOCAL JOURNALISM FOR THE FUTURE

## The Legacy Model - Challenges and Risks

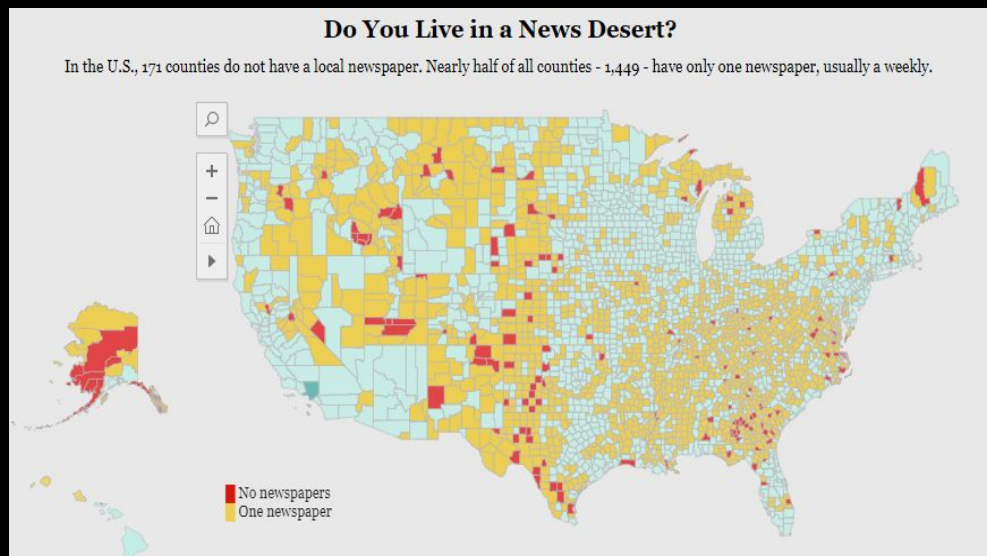
70 percent of people recently surveyed by Pew believe their local news organization is doing well. Only 14 percent of those people paid for local news.

And since 2004, **more than 1,800 local newspapers have disappeared** as Google, Facebook, Craigslist and other digital platforms gobble up ad dollars and forever change the advertising landscape.

## What this Means for Local Communities

*“Without investigative daily reporters around to call bullshit on city hall, three years after a newspaper closes, that city or county’s municipal bond offering yields increased on average by 5.5 basis points, while bond yields in the secondary market increased by 6.4 basis points — statistically significant effects.”*

The cost of borrowing money rises and cities do it more often when a newspaper is shut. **Those who have local news pay less in taxes and have more diversity in candidates for local races.**



# FUNDING LOCAL JOURNALISM FOR THE FUTURE

## Building the new Business Model

We used to be all things to everyone. Now we know precisely what folks want. We can tell how long they've stayed with a story, where they have come to us from, whether they are subscribers or not. That's clarifying.

But, **without support from funders, we cannot do all of the work that should be done.** We are looking to bridge the gap between legacy model and continued growth and community investment in our journalism.

For us, this means advertising, audience and alternative models (philanthropic support/events/podcasts, docu-series). We need more collaboration and less competition.

There is a plan. We know growth in digital-only subscriptions can create a sustainable path forward for us. We need 18,000 digital-only subs to fully fund the Fresno Bee newsroom. Today we're at 5,612. **Our goal is to bridge the 12,500 subscriber gap.**

We are asking those who care about their communities to support us via a digital-only subscription. We have just begun to understand how to more effectively make this ask. And **we continue to seek out philanthropic support for local reporting** as we look to close the gap between digital audience revenue and our growth trajectory.

# WHY THE FRESNO BEE?

The first Fresno Bee published on October 22, 1922. For nearly 100 years The Bee has served Fresno and the Central Valley. *The Bee's mission is, and has always been, to inform and advocate for the enhancement of life in the valley.*

We have chronicled the history of the region, country and world for the communities we serve. We've worked for the citizens of the Valley to keep them informed and to contribute to needed change. While there are many examples through our long history, here is one recent effort that had an impact and led to real change:

**Too Young:** *The Bee's recent "Too Young" series investigated the Valley's teen birth rates, which are some of the highest in California, and squared this with the attitudes of Fresno Unified School District board members, who have long opposed the teaching of sex education. The seven-part series created a citywide debate about sex education and high teen birth rates. The series produced outrage -- and then change. The school board president made a statement that teaching about LGBT issues would be a danger to young, impressionable teens. That, in turn, caused a controversy that raged for months wherein local LGBT advocates called for the board president to resign. After the dust settled, the district implemented multiple improvements in how it considers LGBT students and completed a thorough review of its teaching of the state's sex ed curriculum.*

The screenshot displays the Fresno Bee website's 'Too Young?' series. At the top, the title 'Too Young?' is prominent, with a sub-headline: 'The Valley is home to California's highest teenage birth rates. Teen parents say they lack support at school, and sex education is infused with politics.' Below this are three article thumbnails, each with a date: 'At 14, she was told to hide her baby bump and switch schools. Her shaming wasn't unique' (July 07, 2017 06:30 AM), 'After reading teen mom's story, strangers wanted to help. And they delivered.' (July 10, 2017 10:38 AM), and 'This teen mom and her newborn rode a city bus to a school for delinquents. Here's why' (July 10, 2017 09:00 PM).

The main article shown is titled 'Teen birth rates are highest in our poorest neighborhoods. But they affect all of us' by Mackenzie Mays, dated September 22, 2017 11:44 AM, updated December 07, 2017 09:09 PM. It features a video of Sandra Flores, Fresno County Preterm Birth Initiative program director. The video player shows a timestamp of 0:13/1:39. Below the video, a caption reads: 'The Fresno County Preterm Birth Initiative met to discuss ways to address the county's high level of preterm births, concluding it is important to address adolescent well-being early. BY ERIC PAUL ZAMORA'.