



Legislation Details (With Text)

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Title: Celebrating October as “National High School Dropout Prevention Month” and Recognizing the Launch of Project U-Turn’s Social Media Campaign.

Sponsors: Councilmember Reynolds Brown, Councilmember Parker, Councilmember Domb, Councilmember Blackwell, Councilmember Greenlee, Councilmember Green, Councilmember Henon, Councilmember Jones, Councilmember Taubenberger, Councilmember Oh, Councilmember Squilla, Councilmember Bass

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Date	Ver.	Action By	Action	Result	Tally
10/17/2019	0	CITY COUNCIL			
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Celebrating October as “National High School Dropout Prevention Month” and Recognizing the Launch of Project U-Turn’s Social Media Campaign.

WHEREAS, The goal of National High School Dropout Prevention Month is to encourage disconnected youth to earn their diploma and to spread awareness of the importance of education; and

WHEREAS, The United States Census Bureau found that in 2017, 25 percent of Philadelphia residents lived below the poverty line. Abundant research proves that education and receipt of a high school diploma is directly connected to lifetime earning potential. According to the Alliance for Excellent Education, high school graduates nationally earn \$8,000 more annually compared to their counterparts who disconnected from school. Preventing students from dropping out of high school and encouraging disconnected youth to go back to school contributes to the larger fight against poverty; and

WHEREAS, In the past, Philadelphia school and City leaders have introduced and expanded accelerated high school and workforce-development programs, evening classes, and re-engagement centers to combat a high school dropout crisis in the City. The fight to lower high school dropout rates by Philadelphia schools and city leaders has spanned decades; and

WHEREAS, Project U-Turn is devoted to decreasing the number of students who are disconnected from high school and increasing re-engagement among young people. Since its launch in 2006, Project U-Turn has experienced tremendous success; it has provided more than 34,500 re-engagement opportunities and has leveraged more than \$314 million from public and private sectors; and

WHEREAS, Project U-Turn offers numerous programs and opportunities, including the Early Scholars Program, Accelerated High Schools, Gateway to College, Educational Options Program, the Post-Secondary Bridging Program, and ACE + Pilot Program for Accelerated High School students. Participating students in

these programs are provided opportunities not available to traditional students on their path to graduation; and

WHEREAS, Project U-Turn is launching a significant social media campaign to encourage young people aged 16-24 who are not in school or working to return to school or a job training program. This campaign will help the public learn more about Project U-Turn's mission, as well as encourage young people to pursue an education and re-engage; and

WHEREAS, The leaders of this social media campaign will be 12 youth ambassadors who will share personal stories through their own social media. The youth ambassadors will share stories relating to their pursuit of education, with the goal of serving as motivators for youth in the City of Philadelphia; now, therefore, be it

RESOLVED, BY THE COUNCIL OF THE CITY OF PHILADELPHIA, That we hereby celebrate October as National High School Dropout Prevention Month and recognize Project U-Turn on the launch of their social media campaign.