



# Better Together

Policies that Link Children's Savings Accounts  
with Access Initiatives to Pave the Way to  
College

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# CHILDREN'S SAVINGS ACCOUNTS HELP PAVE THE WAY TO COLLEGE



Only **10%** of students from low-income families graduate from college by their mid-20's.



Children with college savings between **\$1-\$499** are **3X MORE LIKELY** to attend college and **4X MORE LIKELY** to graduate.

Income has stalled for all but the **TOP 5%** of earners since the early 2000's.

OPPORTUNITY WAY

AFFORDABILITY AVE

Nearly **50%** of those without a 4-year degree say they're not in college because it's unaffordable.



Students from San Francisco's influential Kindergarten2College are **24% MORE LIKELY** to see themselves attending college and families are **32% MORE LIKELY** to know about financial aid options.

Households at the top **10%** of the wealth distribution hold **76%** of all assets, but the **BOTTOM 50%** only hold a **COMBINED 1%**.

CHILDREN'S SAVINGS ACCOUNTS

For earners in the **BOTTOM 20%**, the net price of college has increased to more than **80%** of household income.



**43%** of households have less than enough savings to live above poverty for **3 MONTHS**.



# Equity-Focused Policies & Practice

## Increase Degree Attainment

- **Recommendation 1:** Integrate CSAs with **broader college affordability initiatives**, such as college promise programs
- **Recommendation 2:** Integrate CSAs with **social services**, such as housing or food assistance, to address families' holistic financial needs
- **Recommendation 3:** Implement CSA programs alongside robust **community engagement** efforts to build trust and encourage participation



# ***Oakland Promise*** Integrates CSAs with Broad College Affordability & Readiness Programs

- Two **CSA programs** include Brilliant Baby and Kindergarten to College (K2C)
- Linked to **affordability** and **completion** efforts through the East Bay College Fund
- Oakland Promise Ambassadors strengthen **community buy-in** and a **college-going culture**



## ***Beyond Housing*** Integrates CSAs with Social Services

- Three **savings programs** include Promise Account 529s for kindergarteners and high school students, and Viking Advantage CSAs
- Linked to **social services** for food, clothing, shelter, healthcare, and jobs
- Beyond Housing Liaisons **engage families with “cross-marketing”** to participate in CSAs, support services, and community events

Earning a college degree is critical for social and economic mobility.

But income and wealth inequality make paying for college nearly impossible for many low-income families.



**Children's Savings Accounts and equity-focused policies pave the way to college.**



**CHILDREN'S SAVINGS ACCOUNTS**



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