Better Together
Policies that Link Children’s Savings Accounts with Access Initiatives to Pave the Way to College

Allison Beer, Research Analyst
Julie Ajinkya, Vice President of Applied Research

Institute for Higher Education Policy

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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.

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%.

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.