

# The Moon Shot for Equity

A Bold Public-Private Partnership for America's Future

## THE CHALLENGE: Fulfilling the Promise of Student Success

Our communities and our country will rise and thrive only if all our people have a fair and equal chance to gain the knowledge and skills necessary to succeed. Today that means helping many more Americans complete college degrees and credentials of value—especially those most often left behind: low-income, first-generation and students of color. Higher education must close our equity gaps.

Beyond the obvious social benefits, closing equity gaps is imperative for our ongoing national economic competitiveness. America will not have the talent or workforce to thrive in the knowledge economy unless we address degree attainment specifically among those populations that are currently least likely to complete. The equity challenge impacts not just the students themselves, but also every American community and business.

We are confident our country now possesses enough knowledge and technology to achieve what was once considered an unattainable goal. What is missing is the funding, expertise, and leadership to scale these solutions across the nation. Collective action is required.

**\$7.1M**

Net revenue recovered in the Milwaukee Moon Shot region



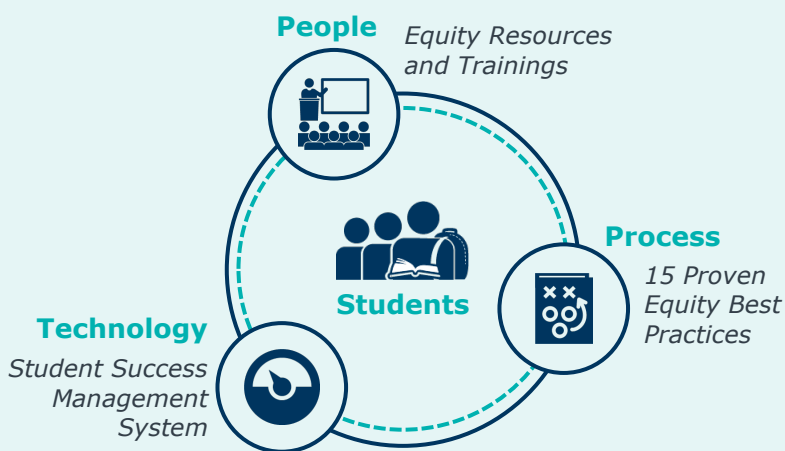
How much are equity gaps costing your institution?

## A COLLECTIVE APPROACH: Leveraging Skills Across Sectors to Improve Regions

**In response, EAB has committed to investing up to \$25 million over the next five years to help forge and support the public-private partnerships essential for success.** We are asking for similar commitments from local communities (government, employers, and philanthropists) and the institutions who join in this partnership.

EAB is well-positioned to lead this initiative by drawing on our internal capacities to work with speed and intention, combined with our proven strengths in scaling innovation, technology, and change management. Please join us in the next "giant leap" for your community and America—an effort so bold and impactful that it has the potential to dramatically enhance upward mobility and talent development across your entire region, helping to secure your shared economic future for generations to come.

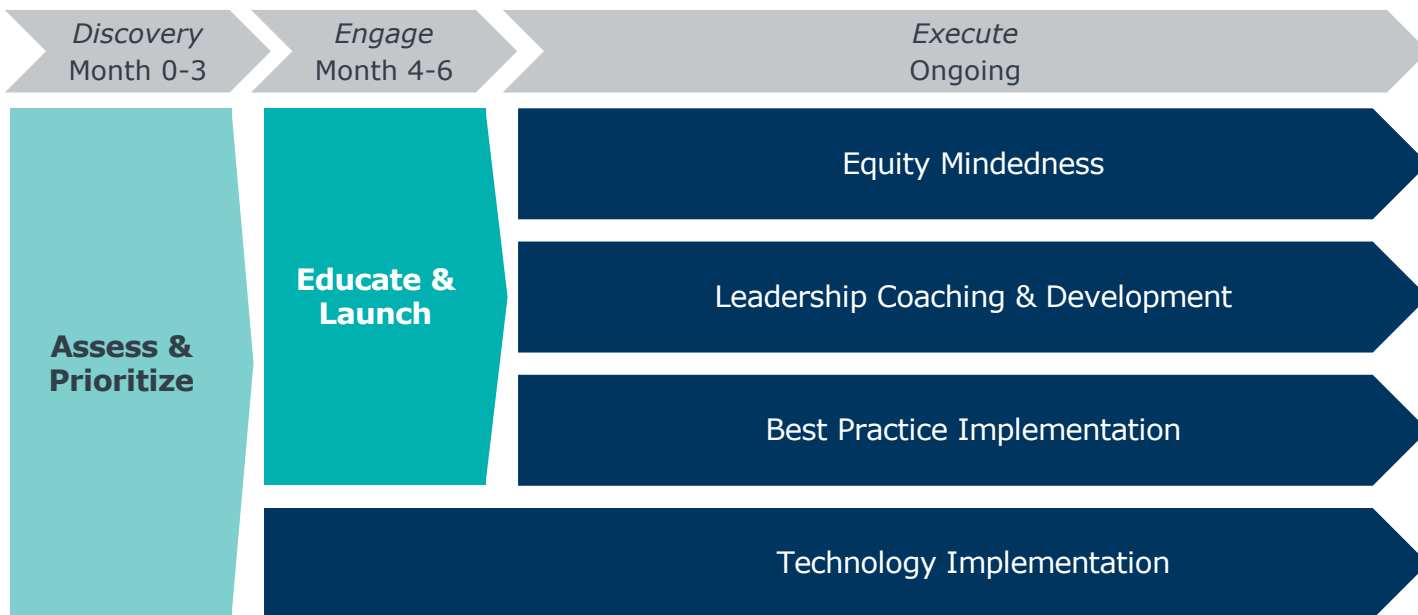
### Our Equity Reform Model



### EAB Adds Capacity and Support

- ✓ Lead the change management process with step-by-step project plans for each equity best practice
- ✓ Coordinate taskforces across the region
- ✓ Provide frequent access to and input from equity subject matter experts
- ✓ Implement Navigate, EAB's student success management technology
- ✓ Track KPIs and maintain cross-institution accountability through monthly reporting templates

## PROJECT PHASES: Managing Change for Your Region





### ----- Built on a Decade of EAB Research and Network of Expertise -----

EAB Toolkits/Playbooks  
EAB Experts

Community Advisory  
Institutional Experts

National Mentors  
Convenings

## CURRENT REGIONS: Progress Already Underway

	Year One	Year Two
 <p><b>Greater Philadelphia</b></p> <ul style="list-style-type: none"> <li>Delaware Country CC</li> <li>West Chester University</li> <li>(recruiting)</li> </ul>	 <ul style="list-style-type: none"> <li>In recruitment</li> <li>Initial task forces forming</li> </ul>	
 <p><b>Greater Cincinnati</b></p> <ul style="list-style-type: none"> <li>Northern Kentucky Univ</li> <li>Cincinnati State Tech and CC</li> <li>Gateway Technical College</li> <li>Miami University</li> </ul>	 <ul style="list-style-type: none"> <li>Task forces launching</li> <li>Execution phase beginning</li> </ul>	
 <p><b>Greater Milwaukee</b></p> <ul style="list-style-type: none"> <li>UW-Parkside</li> <li>UW-Milwaukee</li> <li>Milwaukee Area Tech College</li> <li>Carthage College* <i>(only private college in MS)</i></li> </ul>	 <ul style="list-style-type: none"> <li>Execution phase underway</li> <li><b>27</b> cross-institutional teams</li> <li><b>600+</b> leaders trained on equity</li> <li><b>7</b> highest priority best practices in implementation</li> <li><b>\$7.1M</b> in recovered tuition from gains (Fall 2021)</li> </ul>	

▶ If you are an interested region, college, philanthropy, or corporate employer please contact Tom Sugar, Vice President for Partnerships. He can be reached at [tsugar@eab.com](mailto:tsugar@eab.com). For general information about the Moon Shot for Equity, contact: [moonshot@eab.com](mailto:moonshot@eab.com).