Supporting the higher education and successful reintegration of the formerly incarcerated

Ratified Unanimously by the Consortium Executive Committee on August 27, 2019
Endorsed by Lead President Framroze Virjee on December 2, 2019
Approved by Chancellor Timothy White on February 5, 2020
Developed collaboratively by the CSU Project Rebound Consortium, ratified unanimously by its Executive Committee, and approved by Consortium Lead President Framroze Virjee (CSU Fullerton) and CSU Chancellor Timothy P. White, this Strategic Plan articulates the history, mission, vision, values, and goals of Project Rebound, and presents an ambitious road map for expanding and enhancing the CSU Project Rebound Consortium into a publicly funded network of campus-based programs across the California State University.

The integrity, success, and credibility of the CSU Project Rebound Consortium requires that our programs operate with a common mission, vision, and set of guiding values and goals, a joint commitment to quality, and a shared rubric of programmatic elements and service objectives. This Strategic Plan is intended as a roadmap and a rubric to guide and hold accountable Member Campus programs within the Consortium as well as other CSU campuses that aspire to join the Consortium, create programs using the Project Rebound model and brand, and be eligible for Consortium financial support and professional development.

In order for a campus to be ratified as a member of the Consortium and for a Member Campus to remain in good standing and continue to use the Project Rebound name and brand, it must work with the Consortium Learning Community—led by the Consortium Director of Program Development, in conjunction with the Consortium Executive Committee and senior Project Rebound staff at Member Campuses—to embody the mission, vision, values, and goals as well as implement the preponderance of the Key Program Elements and Key Service Objectives articulated in this Strategic Plan.
The United States has the highest incarceration rate in the world, and California has the largest prison and jail systems in the country. Mass incarceration drains state budgets, depleting public resources that might otherwise be allocated to strengthen social safety nets and improve educational access and quality; it is also a significant generator of social inequality, contributing to the creation of a class of people permanently locked out of the opportunities of mainstream society, even well after release.

Formerly incarcerated people face momentous obstacles to successful reentry, including barriers related to access to affordable housing, transportation, and gainful employment. They also face tremendous roadblocks in accessing the transformative power of higher education, which for many is the pathway to a more purposeful and prosperous life.

While possessing knowledge, experience, and skill that stand to enrich the university community, formerly incarcerated students (and aspiring students) have uniquely urgent needs in navigating academic institutions, accessing the academic and student supports, and acquiring the soft skills and social capital necessary for academic and postgraduate success.

The mission of the CSU Project Rebound Consortium is to support the higher education and successful reintegration of the formerly incarcerated through the mentorship and living example of other formerly incarcerated students, graduates, faculty, and staff. Project Rebound constructs a life-affirming alternative to the revolving door policies of mass incarceration by making higher education more accessible and supportive of formerly incarcerated students so that they can acquire the knowledge and skills of a university education, enhance their capacity for civic engagement and community leadership, secure meaningful and gratifying employment, empower themselves and their families, and ultimately make stronger, safer communities.
HISTORY OF PROJECT REBOUND

In 1952, John Irwin (1929-2010) robbed a gas station and served a five-year sentence for armed robbery in Soledad Prison. During his time in prison he earned 24 college credits through a university extension program. After his release from prison, Irwin earned a B.A. from UCLA, a Ph.D. from UC Berkeley, and then served as a Professor of Sociology and Criminology at San Francisco State University for 27 years, during which he became known internationally as an expert on the U.S. prison system.

In 1967, Irwin created Project Rebound as a way to matriculate people into San Francisco State University directly from the criminal justice system. Since the program’s inception, hundreds of formerly incarcerated people have obtained bachelor’s degrees and postgraduate degrees. In 2016, with the support of the Opportunity Institute and the CSU Chancellor Timothy White, Project Rebound expanded beyond San Francisco State into a consortium of nine CSU campus programs.

The CSU Project Rebound Consortium is now a state- and grant-funded network of programs operating at CSU campuses in Bakersfield, Fresno, Fullerton, Los Angeles, Pomona, Sacramento, San Bernardino, San Diego, and San Francisco. Since 2016, Project Rebound students system-wide have earned an overall grade point average of 3.0, have a zero percent recidivism rate, and 87% of graduates have secured full-time employment or admission to postgraduate programs.

VISION

We envision a just and equitable world in which all people, including those with an incarceration experience, have access to high-quality higher education and comprehensive student support services that foster achievement, transformation, empowerment, social responsibility, and flourishing.
GUIDING VALUES

1. **The Intrinsic Value of Persons.** We believe that every person has inherent value and holds the power of possibility and transformation within them.

2. **Equitable Access to Education.** We believe that access to meaningful, high-quality, face-to-face higher education is fundamental to breaking intergenerational cycles of poverty, abuse, addiction, unemployment, and confinement.

3. **Formerly Incarcerated Leadership.** We believe that the integration, education, and leadership of formerly incarcerated people are essential to the work of creating solutions to the social crisis of mass incarceration.

4. **Education as Public Safety.** We believe that meaningful, high-quality higher education ultimately makes stronger, safer communities; we believe that public resources are better invested in education and other opportunities for transformation than prisons and punishment.

5. **Civic Engagement.** We believe that community engagement is at once a right, a responsibility, and a means of empowerment; we aim to inspire all Rebound Scholars to be informed and engaged civic agents.
1. **Foster a college-going culture among and build recruitment pathways for currently and formerly incarcerated people.**
   a. Conduct off-campus and on-campus outreach, recruitment, and informational sessions, including in jails/prisons.
   b. Respond to all letters and inquiries.
   c. Communicate with potential applicants regarding admissions requirements and processes.

2. **Help prospective students prepare, apply, and matriculate.**
   a. Conduct initial college assessment and provide detailed feedback to prospective students.
   b. Help prospective students develop an admissions plan.
   c. Help prospective students apply for admission.
   d. Help prospective students apply for financial aid.
   e. Help prospective students complete the steps needed to enroll.
   f. Help prospective students remove obstacles to academic enrollment (e.g., filing appeal forms for admissions, loan rehabilitation, probationary forms, etc.).

3. **Support enrolled students to persist, graduate, and pursue career options.**
   a. Provide referrals and connections to reentry service providers.
   b. Support students to obtain appropriate academic advising.
   c. Help students register for courses and navigate campus technology, such as course management systems.
   d. Help students develop study skills and other “soft” skills needed to succeed.
   e. Provide direct financial support to assist with critical needs such as books, school supplies, transportation, meals, application and test fees, based on available resources.
   f. Maintain an environment that cultivates inclusive community and a sense of belonging among students.
4. **Support enrolled students to participate in student life and leadership, community service, and civic engagement.**
   a. Advise and assist students to create and maintain an active student club or organization as appropriate.
   b. Cultivate supportive relations and advocate with Associated Students.
   c. Cultivate supportive relations and advocate with local, state, and federal elected officials.
   d. Encourage student community service and civic engagement.

5. **Establish and foster empowering networks among Project Rebound alumni and students.**
   a. Build and maintain a Project Rebound Alumni Association.
   b. Host or foster events that bring Project Rebound alumni and existing Project Rebound students together.
   c. Leverage Project Rebound alumni success to create opportunities for other Project Rebound alumni, graduates, and students (e.g., internships, fellowships, jobs).
1. The programmatic anchor of Project Rebound is a full-time Program Director or Coordinator who (a) at a minimum possesses a bachelor’s degree, (b) has an incarceration experience, and (c) has experience successfully navigating a university campus that enables them to effectively mentor formerly incarcerated students and build community among formerly incarcerated students and the wider university community. Program Coordinators are entry-level and/or do not supervise non-student staff. Program Directors have at least two years experience running student support or reentry support or related programs. Larger and more developed programs may have additional staff responsible for coordinating, for example, outreach or housing. Priority for such coordinating positions should likewise be given to people possessing experience both with incarceration and university campus life.

2. The Program Director or Coordinator reports to an Executive Director who is a tenure-track faculty, MPP, or senior staff member and who has an incarceration experience and/or has a demonstrated commitment to the empowerment of people whose lives have been directly impacted by the criminal justice system. The Executive Director oversees executive and administrative duties, including supporting and supervising the Program Director or Coordinator, hiring and retaining competent, qualified staff, overseeing campus program budgets, and serving as the primary liaison between the campus program and the Consortium, as well as between the campus program and the campus President, Vice Presidents, Deans, and other administrators. The Executive Director serves as Principal Investigator for intramural and external grants and contracts, coordinates their campus with the Consortium Learning Community, provides reports and information requested by the Consortium in a timely manner on behalf of their campus, and actively engages in development such as philanthropic fundraising and/or grant writing and reporting, and/or other program development work that directly supports and enhances the scope of opportunity for formerly incarcerated students and staff.
3. Every campus program must have a **central, accessible physical location on campus** with a unique mailing address and phone number) that contains meeting space that provides opportunity for both privacy and community.

4. Every campus program must foster an environment that cultivates **inclusive community** and a sense of belonging among students.

5. Every campus program must maintain strong **relationships with partners and champions across campus**, especially in Admissions, Financial Aid, Academic and Student Affairs, Associated Students, University Advancement, Career Services, Contracts and Grants, Human Resources, and University Outreach.

6. Every campus program must have established and effective processes for student advising and assistance with registration, academic planning, tutoring, and other **academic supports**.

7. Every campus program must foster a structured **peer support network** for Project Rebound students.

8. Every campus program must, based on available funds, provide **direct student financial support** to assist with critical needs such as books, school supplies, transportation, meals, housing, application and test fees, graduation costs, regalia, stoles, or other related needs.

9. Every campus program must build and maintain strong **relationships with external partners** such as prisons/jails, probation and parole departments, community-based organizations and reentry service providers who can assist Rebound students with housing, food security, legal services, and other aspects of transition and wellness.

10. Every campus must establish and maintain strong **collaborative partnerships with local community colleges** to strengthen the prison to college pipeline.
GOALS AND GROWTH PLAN
FOR 2019-2024
GOALS AND GROWTH PLAN: OVERVIEW

1. Grow and improve the existing CSU Project Rebound Consortium.

2. Expand the CSU Project Rebound Consortium to include new member campuses.

3. Strengthen opportunities for the holistic healing, development, and success of formerly incarcerated students.

4. Engage in public education and advocacy in order to inspire other institutions of higher education and build a movement to promote equity and social justice for people directly impacted by mass incarceration.

5. Conduct rigorous research and program evaluation to facilitate progressive program improvement and produce knowledge that educates the public and centers the agency and humanity of formerly incarcerated people.
The first strategic priority of the CSU Project Rebound Consortium is to strengthen existing programs and build the robust organizational infrastructure that will be required to thoughtfully scale our success, constructing a coordinated, longitudinally sustainable, state-funded network of campus-based student support programs.
OBJECTIVES

- Develop, strengthen, and increase the organizational capacity and effectiveness of the original nine campus programs.
- Foster inter-campus collaboration and support to increase cross-consortium program quality, integrity, consistency, and accountability.
- Develop, standardize, and publicize the Project Rebound brand as a collaborative, multi-campus consortium.
- Develop and expand post-release outreach and recruitment pathways for currently and formerly incarcerated people.
- Promote innovation, uniqueness, and appropriate autonomy among member campuses to respond to local needs while actualizing the core mission, vision, values, and goals of the CSU Project Rebound Consortium.
- Leverage state support to increase and expand external grants and philanthropic investment in campus-based and Consortium-level activities.

STRATEGIES

1. Recruit, retain, and provide ongoing meetings, workshops, professional development and networking opportunities for a high-quality and diverse faculty and staff to prepare them in supporting the academic success of Project Rebound students.

2. Construct a Consortium-wide Learning Community that fosters inter-campus collaboration and support, and increases cross-system program quality, efficiency, integrity, consistency, and accountability.

3. Create and disseminate guidelines for the consistent use of outreach, promotional, and programmatic materials that project the CSU Project Rebound Consortium as a strong, coherent, instantly recognizable brand identity.

4. Ramp up outreach and recruitment efforts on campus and in prisons (especially those that are either under-resourced or have strong college programs), parole meetings, community colleges, and community-based organizations to ensure a smooth transition from prison to the university.

5. Develop and administer an equitable annual Consortium-level general operating budget Request for Proposal (RFP) process for existing campuses to fund innovative strategies to support the gradual increase of Project Rebound student enrollment and appropriate faculty, staff and facilities to promote Project Rebound student success.

6. Establish meaningful engagement with government agencies, community-based organizations, and employers in the implementation of Project Rebound to help coordinate services to students after release.

7. Establish an External Advisory Board for the Consortium, as well as campus-level advisory boards for each Member Campus program, with clearly articulated roles and responsibilities, comprised of active and engaged stakeholders who have an expressed interest in or knowledge of public safety, reentry, criminal justice, and/or higher education, and who are committed to advancing the mission, vision, values, and goals of the CSU Project Rebound Consortium.

8. Conduct comprehensive Project Rebound leadership training workshops for outreach and in-reach teams in order to standardize branding, mission, and communication of Project Rebound when engaging with the public.
GOAL 2

EXPAND THE CSU PROJECT REBOUND CONSORTIUM TO INCLUDE NEW MEMBER CAMPUSES
We will seek to train, support, and on-board our sister schools in the CSU that aspire to join the Project Rebound Consortium and found Project Rebound programs on their campuses. The Consortium intends to ensure that expansion takes place thoughtfully and equitably, balancing the goal of creating opportunities for formerly incarcerated students at new campuses with the prior goal of strengthening and improving our original nine campus programs.

**OBJECTIVES**

- Develop and implement a strategic and equitable budget allocation process for funding, training, and on-boarding additional campuses that aspire to join the CSU Project Rebound Consortium.

- Integrate emerging Project Rebound programs into a robust, supportive Learning Community of Consortium members (e.g., continuous outreach, mentoring, and program development).

- Integrate emerging Project Rebound programs into the Consortium collective governance structure.

- Assist new campus program staff with identifying formerly incarcerated students through structured outreach and in-reach events and activities.

- Help new campus programs develop strategic communications plans to promote Project Rebound in their respective regions.

- Provide continuous guidance, support, and technical assistance to foster the launch of Project Rebound on additional CSU campuses.

**STRATEGIES**

1. Connect with other CSU campus’ orientation, recruitment and outreach departments and Student Success Teams to build a pathway for newly enrolled students to learn about Project Rebound.

2. Create a mentorship program to assist aspiring and probationary campus programs with understanding the mission, values, goals and Key Program Elements and Service Objectives of Project Rebound and help new campus staff build cross-campus relationships and community engagement.

3. Provide new staff with ongoing technical assistance on programmatic requirements, program design and curriculum development specifically structured for their location and student needs.

4. Connect returning students going to locations where there is not currently a Project Rebound to identify allies at an established Project Rebound site.

5. Conduct outreach to CSU campuses to promote interest in joining the Consortium.
STRENGTHEN OPPORTUNITIES FOR THE HOLISTIC HEALING, DEVELOPMENT, AND SUCCESS OF FORMERLY INCARCERATED STUDENTS

GOAL 3

We will seek to cultivate a culture of care and belonging for formerly incarcerated students on CSU campuses across the Consortium through community building, holistic peer-led and professionally supported healing practices and wraparound support that help Project Rebound students actualize their full potential.
OBJECTIVES

- Improve academic, psychosocial, and employment outcomes and reduce recidivism among formerly incarcerated students.

- Build the capacity of CSU campuses to support Project Rebound students with housing, financial, and food insecurities that compromise their ability to thrive academically.

- Cultivate cultures of care and belonging and peer-to-peer support among Project Rebound students on campus and across the Consortium through community building.

- Promote innovative and locally responsive practices that address the basic wellness needs of Project Rebound students (e.g., mental health, physical fitness, housing, and financial literacy).

- Develop an internship program and provide research and/or volunteer opportunities for Project Rebound participants.

- Establish hiring and career paths to promote career opportunities for Rebound Scholars at emerging Project Rebound programs.

- Hold regularly scheduled meetings and ongoing opportunities for systemwide networking, fellowship, and collaboration through in-person trainings, conferences and retreats to create a support network to share best practices, share challenges and successes.

STRATEGIES

1. Host regular retreats for all Project Rebound students across the Consortium community to bond, establish social networks, highlight student graduation and other academic achievements as well as issues related to physical, recovery, emotional, and spiritual wellness.

2. Create a Project Rebound Alumni Association that builds social and referral networks among Project Rebound students and alumni.

3. Develop and promote opportunities for peer mentorship among Project Rebound students and for Project Rebound students to mentor youth in the community (e.g., the Project Rebound DJJ Mentorship initiative).

4. Create and encourage opportunities for students to engage in high-impact practices.
We will engage in public policy and advocacy in order to support reform related to criminal justice, access to higher education for formerly incarcerated people, fair chance hiring, voting rights, and the many collateral consequences of incarceration on local, national, and international platforms.
OBJECTIVES

• Humanize the image of currently and formerly incarcerated people in the dominant public imagination.

• Promote the voices and increase the visibility of formerly incarcerated students and staff.

• Develop opportunities for civic engagement and partnerships with advocacy and social justice organizations aimed at reducing barriers and enhancing opportunities for system impacted formerly incarcerated individuals.

• Provide scaffolded opportunities for formerly incarcerated students to take on leadership and decision-making roles.

STRATEGIES

1. Provide training and immersive learning experiences for students on public speaking, advocacy, and engagement with the media, including managing risk, protecting privacy, and conveying the humanity, assets, and knowledge of people with incarceration experiences.

2. Highlight the myriad accomplishments of Rebound Scholars and alumni at conferences, through videos, publications, and other media.

3. Increase connections between other formerly incarcerated student groups and programs and within the CSU, UC, and Community College system to ensure access and a seamless transition for students to higher education on every post-secondary level.

4. Provide seminars to departments such as academic counseling, as well as the larger campuses as a whole, to build understanding of the obstacles formerly incarcerated students face.

5. Encourage PR student participation in campus student life and leadership.

6. Work with campus partners and social justice advocates in the community to promote awareness of the effects of mass incarceration and hold on campus forums bringing awareness to the issues surrounding higher education and incarceration.

7. Collaborate with community and governmental relations and engage in outreach to state and local policymakers to build awareness of Project Rebound and support for policy change that ensures sustainability.
CONDUCT RIGOROUS RESEARCH AND PROGRAM EVALUATION TO FACILITATE PROGRESSIVE PROGRAM IMPROVEMENT AND PRODUCE KNOWLEDGE THAT EDUCATES THE PUBLIC AND CENTERS THE AGENCY AND HUMANITY OF SYSTEM-IMPACTED PEOPLE

GOAL 5
We will develop and implement holistic formative and summative program assessment, designed with formerly incarcerated stakeholder input, to identify and articulate the specific needs of formerly incarcerated students and the effectiveness of Project Rebound programmatic activities in meeting those needs and fostering student success (e.g., student retention, graduation, recidivism, employment, and wellness).

**OBJECTIVES**

- Construct and administer a Request for Proposals (RFP) to identify and employ a research team to coordinate a Consortium-wide formative and summative program assessment agenda that satisfies State Government reporting requirements, facilitates progressive program improvement, and produces knowledge that educates the public.

- Investigate the difficulties formerly incarcerated people face upon reentry and identify productive interventions.

- Collect quantitative and qualitative data to be used for assessing program effectiveness specific to program progress towards meeting expected objectives, tracking students’ academic progress and participation, and providing feedback for program improvement.

**STRATEGIES**

1. Develop a comprehensive data collection, management, and evaluation system to inform program development and to communicate program outcomes (e.g., social integration, self-efficacy, retention rates, graduation rates, reduce recidivism).

2. Design and administer standardized mixed-method evaluation processes that include quantitative and qualitative aspects to assess programmatic strengths and weaknesses and measure student success using a host of metrics.

3. Disseminate research findings in the effort to facilitate progressive program improvement, shape policy, support advocacy, and inform public discussions related to criminal justice and higher education.