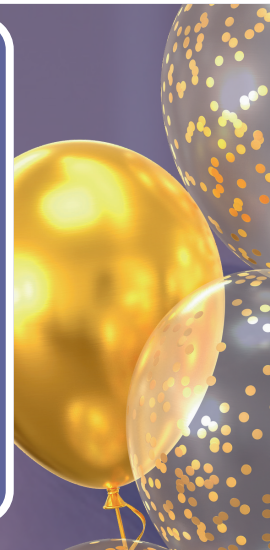


# BRIGHT FUTURES NEWS

## ENTERING THE NEW YEAR WITH A NEW PLAN!

Bright Futures Monterey County is excited to share encouraging progress across our seven cradle-to-career community goals. As a county, we have seen improvements across many key indicators, with postsecondary enrollment showing the largest gain, increasing from 66% to 72%. These advances reflect the collective efforts of schools, districts, community organizations, families, and young people working together to close equity gaps and expand opportunity. We are deeply grateful to our partners for their leadership and collaboration in developing our new five-year strategic plan, which will help sustain this momentum and guide our shared work moving forward.



### OUR VISION

We envision a future for Monterey County with vibrant, local talent, where young people succeed in education and see a bright future for their lives, where adults believe in the promise of youth, and where employers find abundant, quality candidates locally.

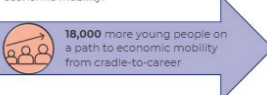
### OUR NORTH STAR

As a network partner of the national StriveTogether Cradle to Career network, the north star of Bright Futures work is that **every child** is prepared to succeed in and out of school, complete a post-high school credential, and enter a promising career.



### 2030 GOAL

Bright Futures' 2025-2030 strategic plan builds on the successes and lessons learned over the past 10 years, and aims to accelerate equitable outcomes for our youth by placing 18,000 more Monterey County's young people on a path to economic mobility.



### PRINCIPLES TO GUIDE OUR 2030 GOAL

#### 1. Center Equity:

We pursue equitable outcomes from cradle to career by centering equity both as a value and a strategy.

#### 2. Focus on Systems:

We focus on changing systems by shifting policies, practices, power structures, and resources that afford equitable opportunities for all youth.

#### 3. Stay Accountable to Results:

We move with clarity and purpose, and hold ourselves accountable to the results for each young person, cradle to career.

#### 4. Advance Collaborative and Data-Driven Action:

We bring cross-sector partners together to use data to identify and advance practices that improve outcomes.

#### 5. Lead with Assets:

Our approach builds on community assets and strengths instead of only focusing on deficits.

#### 6. Center Community Leadership:

We engage families and youth as experts and decision-makers in the work.

### 2025-2030 STRATEGIC PRIORITIES

To achieve our 2030 goals, we have identified the following strategic priorities that will help us scale our impact.



#### 1. Family and Youth Leadership:

Community residents are experts in their lived experience. Center family and youth voice and decision-making in all partnership work across goal areas.



#### 2. Out-of-School-Time:

Complement existing in-school supports with out-of-school initiatives that support soft skills, career exploration, and promote academic success.



#### 3. Policy & Advocacy:

Design and advocate for policies using an equity lens in an effort to advance outcomes for all.



#### 4. Data-Driven Implementation:

Expand the backbone's role from curator and synthesizer of data to facilitator of data-driven practices across the partnership.



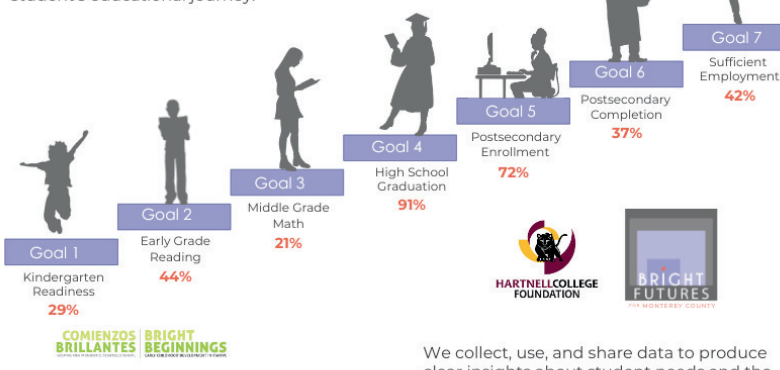
#### 5. Organizational Effectiveness:

Accelerate the partnership's work by developing the organizational infrastructure that supports long-term sustainability.

### Monterey County

#### Cradle to Career Initiative

These seven goal areas were defined by the community to focus the work of our partnership on key milestones in a student's educational journey.



We collect, use, and share data to produce clear insights about student needs and the root causes of the challenges they face.

## WELCOME TO THE TEAM!



**SELENE RANGEL**  
Project Manager

With over 10 years of experience in the nonprofit sector managing multimillion-dollar programs, Selene is excited to join the Bright Futures team. Previously, she worked with international organizations leading education initiatives and leveraging implementation data, research evidence, and cross-cultural collaboration to expand access to quality education and economic opportunity for underserved communities across Latin America and francophone Africa. Selene is motivated to bring these skills closer to home here in Monterey County in the next chapter of her career. As a first-generation college graduate, she is deeply committed to supporting youth and advancing systems-level change so that students furthest from opportunity have the access, resources, and equitable pathways they need to thrive academically and professionally.

## MCGIVES!

Thank you to all who supported our MCGives! CalKIDS Campaign



**HARTNELL COLLEGE FOUNDATION**





# BRIGHT FUTURES NEWS

To build on this momentum, we invite you to join us at our Bright Spot Celebration and Strategic Plan Reveal on February 6, 2026, from 2:00-4:00 PM at 1 Main Street in Salinas. At this event, we will unveil Bright Futures' new five-year strategic plan, celebrate community bright spots making measurable impact, and share how we will move forward together. Space is limited, so please RSVP soon. Sponsorship opportunities are also available. We look forward to a year ahead filled with continued progress, shared accountability, student success, and stronger pathways to economic mobility for all Monterey County youth.

**DON'T MISS THIS AWESOME EVENT!**



## BRIGHT FUTURES

### BRIGHT SPOT CELEBRATION & STRATEGIC PLAN REVEAL

FEBRUARY 6, 2026

2:00-4:00PM

1 MAIN STREET, SALINAS, CA 93901

#### EVENTBRITE RSVP

Space is limited, we kindly ask that you only RSVP 1-2 people per organization.



## Sponsorships



For organizations that would like sponsorship recognition in our printed annual report, please submit your sponsorship commitment and logo by Tuesday, January 6, 2026.

We will continue accepting sponsorships up until the event. Sponsors who come in after the print deadline will still receive full recognition at the event through banners, table signage, and other on-site acknowledgments.

Make your check payable to:  
HCF memo: Bright Futures  
411 Central Ave  
Salinas, CA 93901

For questions, contact:  
Dulce Silva  
dsilva@hartnellcollegefoundation.org



#### NORTH STAR SPONSOR - \$10,000

- 1 Year of advertising on our website as a sponsor
- Social media recognition post with logo
- Your company name recognized during the event and presentation
- Acknowledgment in our newsletters
- Acknowledgement with your logo in our annual report

#### VISIONARY SPONSOR - \$5,000

- 6 months of advertising on our website as a sponsor
- Social media recognition post with logo
- Your company name recognized during the event and presentation
- Acknowledgment in our newsletters
- Acknowledgement with your logo in our annual report

#### MOMENTUM SPONSOR - \$3,000

- Social media recognition post with logo
- Your company name recognized during the event and presentation
- Acknowledgement with your logo in our annual report

#### SCALING PARTNER - \$2,000

- Your company name recognized during the event and presentation
- Acknowledgement with your logo in our annual report

#### BRIGHT FUTURES FRIEND - \$1,000

- Your company name recognized during the event and presentation

## CONTACT US:

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