WELCOME!

College Promise Programs and the Link to Access, Completion, and the Vision for Success

Strengthening Student Success: It Takes A Community College
October 9, 2019
Introductions

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College Promise Campaign

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California College Promise Project at WestEd
Session Objectives

- Review the national, state, and local College Promise context
- Learn about current and pending California College Promise policies and implementation options
- Explore California College Promise Framework and funding strategies
- Identify ways that College Promise aligns with other success initiatives under the Vision for Success
- Share barriers and strategies to integrating College Promise with other initiatives and programs
College Promise: More than a Century in the Making

The Servicemen’s Readjustment Act of 1944 (the “G.I. Bill”) provides tuition and living expenses for veterans. By 1956 more than 2 million veterans had attended a college or university and nearly 6 million had attended some form of training program.

1964 - UH Community Colleges system established with Honolulu, Kapi’olani, Kaua’i and Maui campuses.
The Nation’s Challenges

- 99% new jobs awarded to workers with some college
- $1.5 T student debt
- 14% community college students are homeless
- 12 cost of college over the past 30 years
- 7M unfilled jobs
- 13th U.S. world degree attainment
Low-income students often fail to access college, and if they do make it to college, many struggle to afford it.

30% of families do not have emergency savings.

The net price low-income families pay is 56% of their income at a public 4-year and 44% at public 2-year institutions.

Just 14% of low-income students earn a bachelor’s degree, compared to 87% high income students (Dynarski).

The graduation rate for Pell students is 18% less than non-Pell students (Third Way).
Even as the nation makes progress, educational attainment remains unequal across racial and ethnic groups.

Today, opportunity depends on learning beyond high school, these persistent inequities harm us all as Americans.

Postsecondary degree completion as of 2017
- 30.8% of African Americans
- 24.5% of American Indians
- 23.7% of Hispanic

Unmet Need

56.6 Million K-12 Students (NCES, Fall, 2018)
- 50.7 million public school
- 5.9 million private school
- PreK-8: 35.6 million
- High School: 15.1 million

17 Million Undergraduates (NCES, Fall, 2018)
- 50 States & District of Columbia
- 3,141 Counties and County Equivalents
- 35,000 Cities & Town
- 13,584 K-12 School Districts
- 132,000 K-12 Schools
- 4,583 Degree-Granting Colleges & Universities
In the 21st Century, a high school education is not enough to lead Americans to a good job and a decent quality of life.

Every student should have the opportunity to attain an accessible, affordable, quality college education, regardless of income, race, ethnicity, geography, background, or culture.

The College Promise Campaign seeks to increase the social, economic, and civic mobility of students by advancing College Promise programs in communities and states, starting in America’s community colleges.
What is a College Promise?

- **A COMMITMENT** to fund a college education for every eligible hardworking student advancing on the path to earn a college degree, a certificate, and/or credits that transfer to a four-year university.

- **A PROMISE** to prepare students for the 21st Century workforce and the pursuit of the American Dream without the burden of unmanageable college debt.

- **A TRUST** to make the first two years of community college – at a minimum – as universal, free, and accessible as public high school has been in the 20th Century.
College Promise Common Features & Goals

- Place-based
  - A college, city, region, or state

- Guaranteed Financial Support for College

- Wrap-Around Student Supports

- Evidence & Performance-Based

- Financially Sustainable

- Cross-Sector, Sustainable Leadership

- Robust Infrastructure
College Promise Designs & Funds Vary

- From Universal to Targeted
  - What institutions and students are eligible and for how many years
  - Full-time and/or Part-time
  - Universal, Need, and/or Merit-based
  - Youth and/or Adults
  - Special populations served?

- Funding Model
  - First Dollar
  - Last Dollar
  - Last Dollar Plus
Funding the Promise

Each College Promise Program is funded by leveraging available resources, including one or more of the following:

- Federal student aid
- Philanthropic gifts
- Local government and/or education funding
- State appropriations
- Business investments
Funding the Promise

Philanthropic Support for College Promise

Elected Officials Support for College Promise

Business Support for College Promise

West Sacramento Mayor Chris Cabaldon
Rhode Island Governor Gina Raimondo
Tennessee Governor Bill Haslam

Detroit Regional Chamber
EL Dorado Promise
LOS ANGELES COLLEGE PROMISE
In 3 years, from 1 to 25 statewide Promise programs, with more state launches on the horizon!
FIGURE 1.1
Median Earnings and Tax Payments of Full-Time Year-Round Workers Ages 25 and Older, by Education Level, 2011

The bars in this graph show median earnings at each education level. The blue segments represent the estimated average federal, state, and local taxes paid at these income levels. The orange segments show after-tax earnings.

NOTE: The numbers in parentheses on the y-axis indicate the percentage of all full-time year-round workers with each education level in 2011. Taxes paid include federal income, Social Security, Medicare, state and local income, sales, and property taxes. Percentages may not sum to 100 because of rounding.

SOURCES: U.S. Census Bureau, 2012, Table PINC-03; Internal Revenue Service, 2010; Davis et al., 2013; calculations by the authors.

College Graduates

- 24% higher probability of being employed
- 74% less likely to be out of the labor force (neither employed nor unemployed)
- Utilize about 39% fewer government resources (e.g., emergency assistance and jails)
- Report having “good” or “very good” health - 44% more than high school graduates report
- Nearly 5 times less likely to be jailed or imprisoned than those with no college experience.
- Contribute hundreds of thousands of dollars more over a lifetime in local, state and federal taxes.
ENROLLMENT < PERSISTENCE & COMPLETION IMPACTS

- **62%**: Increase in persistence rate (fall to spring)
- **80%**: High school graduation rates, increase from 63% in 2005
- **95%**: High school seniors now pledge to attend higher education, an increase from below 30% historically
- **33%**: Increase in college completion rate
- **25%**: More high school graduates attend college
- **16%**: Increase in community college retention rate
College Promise Evidence

**EQUITY IMPACTS**

- **Pittsburgh Promise:**
  - 12% Increase in high school graduation rate, and 8% shrink in racial graduation gap

- **Detroit Promise:**
  - 90% students of color

- **Dallas County Promise:**
  - 80% of Promise students are low income, 90% were students of color.
  - 67% FAFSA completion rate, and a 40% increase in enrollment.

- **San Diego Promise:**
  - Increased from 186 students to over 2,000, 84% are students of color and 72% have financial need
  - 9% increase in credits accumulated and GPAs of 3.0 or higher

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**14 - Bachelor’s Degree Completion within 6 years by Race and Gender (2006-2012)**

<table>
<thead>
<tr>
<th>Race/Gender</th>
<th>% Eligible for Promise</th>
<th>6-year completion rate for all students</th>
<th>6-year completion rate for Promise eligible</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Students</td>
<td>87%</td>
<td>28%</td>
<td>31%</td>
</tr>
<tr>
<td><strong>Female</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>American Indian</td>
<td>87%</td>
<td>31%</td>
<td>34%</td>
</tr>
<tr>
<td>Black</td>
<td>85%</td>
<td>16%</td>
<td>18%</td>
</tr>
<tr>
<td>Asian/Pacific Islander</td>
<td>77%</td>
<td>50%</td>
<td>67%</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>87%</td>
<td>17%</td>
<td>19%</td>
</tr>
<tr>
<td>White</td>
<td>90%</td>
<td>48%</td>
<td>52%</td>
</tr>
<tr>
<td><strong>Male</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>American Indian</td>
<td>73%</td>
<td>13%</td>
<td>9%</td>
</tr>
<tr>
<td>Black</td>
<td>84%</td>
<td>9%</td>
<td>10%</td>
</tr>
<tr>
<td>Asian/Pacific Islander</td>
<td>88%</td>
<td>47%</td>
<td>50%</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>85%</td>
<td>11%</td>
<td>12%</td>
</tr>
<tr>
<td>White</td>
<td>89%</td>
<td>39%</td>
<td>42%</td>
</tr>
</tbody>
</table>

Source: The Kalamazoo Promise, updated February 2019
College Promise Programs Are Making A Difference!

- Financial aid and scholarships increase affordability, access, and success
- Additional structured supports and incentives boost the impacts of aid, and can also promote equity
The College Promise Campaign is a national, non-partisan initiative to build broad public support for accessible, affordable, quality College Promise programs that enable hardworking students to complete a college degree or certificate, starting in America’s community colleges.
Our Work

We convene leaders from business, philanthropy, government, and education sectors

We share the latest research and best practices to promote high impact policy designs and build financially sustainable models

We promote and scale Promise solutions for students, families, communities, and states
College Promise Campaign
4+ Years of Outcomes

- Promoted & enabled dramatic increases in local & statewide College Promise programs
- Built national public awareness about the educational, economic, and social need for College Promise programs
- Supported the inclusion of access, quality, and completion metrics in local and state College Promise program design
- Showcased local, state, and national research on the impacts of College Promise programs
- Identified & supported local and state Promise leaders
- Tracked Promise movement growth and reported findings through earned and digital media
College Promise Campaign’s Work Ahead

Expand Reach & Impact

Leverage Promise Research to Improve Policy & Practice

Build Widespread Understanding about the Value & ROI

Increase Quality College Promise Programs in Communities, Regions & States
College Promise Goals for the 21st Century

Build and sustain our nation’s human capital, economic prosperity, social inclusion, and productive civic life

• Increase high school and college graduation rates
• Close achievement gaps
• Ensure equity, supporting students and communities historically excluded from the benefits of college opportunity and success.
• Provide sustainable funding
• Implement smart design
Together, we can make the dream of postsecondary education, workforce, and community success a Promise for all.
Clarifying Questions?
College Promise in California

A Unique Model

Not a state-level program (eligibility requirements and benefits vary)

• Locally-developed programs
• State financial support for College Promise in community colleges
California College Promise Landscape

• More programs than in any other state
• First College Promise program in 2006
  • 2016 = 23
  • 2017 = 42
  • 2019 = 130 (and counting)*

* Financial support, universal eligibility (not subjective admissions), intention to continue over time
California College Promise Landscape

- 118/130 – Anchored in community colleges*
- 82/130+ – Beyond financial support (academic support, student services)
- 10/130 – Financial support beyond tuition (fees, books, transportation, childcare, etc.)

* College Promise in California is not just a financial aid program

* Students in 4 colleges are served by more than one program
**Examples of Student Supports in California College Promise Programs**

<table>
<thead>
<tr>
<th>Financial Support</th>
<th>Academic Support</th>
<th>Student Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Tuition</td>
<td>• <strong>High School</strong></td>
<td>• <strong>High School</strong></td>
</tr>
<tr>
<td>• Fees</td>
<td>• <strong>Tutoring</strong></td>
<td>• Transition to college programs</td>
</tr>
<tr>
<td>• Books &amp; Materials</td>
<td>• <strong>Mentoring</strong></td>
<td>• Career counseling</td>
</tr>
<tr>
<td>• Transportation</td>
<td>• <strong>FAFSA &amp; College Application support</strong></td>
<td>• Campus visits</td>
</tr>
<tr>
<td>• Childcare</td>
<td>• <strong>Summer academic programs</strong></td>
<td></td>
</tr>
<tr>
<td>• Housing</td>
<td>• <strong>College</strong></td>
<td>• <strong>College</strong></td>
</tr>
<tr>
<td>• Food</td>
<td>• <strong>Tutoring</strong></td>
<td>• First year seminars/cohort programs</td>
</tr>
<tr>
<td>• Stipends</td>
<td>• <strong>Workshops</strong></td>
<td>• Coaching</td>
</tr>
<tr>
<td></td>
<td>• <strong>Learning communities</strong></td>
<td>• Counseling</td>
</tr>
<tr>
<td></td>
<td>• <strong>Group study sessions</strong></td>
<td>• Advising</td>
</tr>
<tr>
<td></td>
<td>• <strong>Early alert feedback</strong></td>
<td>• Peer mentoring</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Workshops</td>
</tr>
</tbody>
</table>

* In some cases, support activities are required for program continuation
California College Promise
An overarching framework for improving college access, persistence, and completion.

**FINANCIAL ASSISTANCE**
to minimize or eliminate economic barriers to higher education.

**ACADEMIC SUPPORT AND STUDENT SERVICES**
at all levels of education.

**CLEAR, SIMPLE, AND CONSISTENT MESSAGING**
about the program to prospective students and their families; and about advice, feedback, support, and deadlines to current students.

**CROSS-SEGMENT AND CROSS-SECTOR PARTNERSHIPS**
including a commitment to the program’s success, and participation in program activities and decision-making.

**PLACE-BASED ELIGIBILITY REQUIREMENTS**
and other eligibility and continuation requirements.

Please visit our California College Promise Project (CCPP) website at https://californiapromiseproject.wested.org/
Financial Support for Low-Income Students

- Pell: Cost of attendance
- CCPG: Tuition only
- CalGrant B: Non-tuition expenses
- Success/Completion Grant: Non-tuition expenses
- AB19/AB2 and private funding:
  - Non-tuition fees and expenses for CCPG students
  - Tuition and other expenses for non-CCPG eligible low-income students
- SB291: CCC Financial Aid Program (pending fall 2019)

Academic Support & Student Services for Some or All Students

- AB19/AB2
- College apportionment
- External/philanthropic partnerships
- Internal program partners:
  - Equity, Pathways, DSPS, FYE, Early College
  - EOPS, TRIO, MESA (low-income students)

Financial Support for Middle/High-Income Students

- AB19/AB2
- Tuition waivers
- Non-tuition fees and expenses

California College Promise Resources
Factors Contributing to a College Promise-Friendly Environment

- History of accessible higher education
- National College Promise visibility
- Supportive state leadership
- Mature programs as guides
- Convenings, workshops, guidebook
- College Promise policy
California Higher Education Background

- A Brief History of Accessible Higher Education
  - **Mid-1800:** Tuition Free
  - **1960:** Master Plan (tuition-free, fees acceptable)
  - **1975:** Tuition fees established UC, CSU
  - **1985:** Community College tuition fees;
    Established Board of Governor (BOG) Fee Waiver for low-income students as part of the process
  - **2013:** Tuition waivers are extended to undocumented students
California College Promise: A State Policy Snapshot

2016
- 20 CSU programs by 2019 (SB412)
- College Promise Innovation Grant - 15M (AB1741)
- College Promise Grant (rebranded BOG-Fee Waiver)

2017
- The California College Promise provides $46M of funding (allocated in fall 2018) for programs that
  - Close achievement gaps
  - Improve college readiness
  - Increase persistence, completion, and transfer rates (AB 19)
- CCCCCO – Vision For Success (Strategic Plan)

2019
- The College Promise provides $85M for College Promise programs (allocated in fall 2019) (AB19 and AB2)
AB19 and AB2 Institutional Requirements

Institutional Requirements

• Strengthen K-12 partnerships around college pathways
• Implementing Guided Pathways framework
• Provide students with access to federal need-based financial aid (Pell Grants and Cal Grants)
AB19 and AB2 Funding Use Guidelines

Funding Use Guidelines (flexible)

• Waive enrollment fees for all first-time, full-time students who do not qualify for the California College Promise Grant.

• Other expenditures that support the goals of the legislation
  • books, transportation, childcare, housing, staffing, professional development, etc.)
Issues to Consider

• Expand the vision of College Promise beyond that of a financial aid program
• Provide funding for equitable impact
• Clarify messaging and branding
• Fund research and share findings for evidence-based improvements
• Provide technical assistance to help colleges align student success efforts
California Community College Financial Aid Program

- Provides community college students with a new grant linked to the total cost of attendance, which accounts for the gift aid students already receive and the resources students and their families contribute to college costs.
- This new aid will help students eliminate loan debt and reduce excessive work obligations, giving them the support they need to complete their programs on time.
Clarifying Questions?
“I knew that my college courses were going to be hard…. But I didn’t realize how hard everything else was going to be.”

– Yuderka Cruceta, Student
Making sure students from all backgrounds succeed in reaching their goals and improving their families and communities....and eliminating achievement gaps once and for all.
Vision For Success Alignment

Our Common Goals

**AB 19 Program Goals**

Increase “college ready” high school graduates enrolling directly into CCC.

Increase students earning:
- In-demand degrees and certificates
- Employment in the field of study

Increase transfers to CSU/UC and baccalaureate degree attainment.

Reduce and eliminate regional achievement gaps.

Reduce and eliminate achievement gaps for underrepresented students.

**Vision for Success Goals**

Increase (20%) students earning in-demand degrees, certificates, or skills.

Increase (35%) transfers to CSU/UC.

Decrease average units accumulated by CCC students earning associate’s degrees, from 87 total units to 79.

Increase CTE students employed in their field of study (from 60% to 69%).

Reduce and eliminate equity gaps among traditionally underrepresented students.

Reduce and eliminate regional gaps.

Education Code Section 76396.1
ALIGNED RESOURCES AND PROGRAMS TO PUT STUDENTS FIRST

**THE WHY**
Our Students and Communities

**THE WHAT**
Vision for Success

**THE HOW**
Guided Pathways

**THE TOOLS**
System-level Support

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**GOALS**

- Increase certificates and degrees
- Increase transfer to CSU and UC
- Decrease units to complete
- Increase employment in field of study
- Close equity gaps
- Close regional achievement gaps

**PILLARS**

- Clarify the path
- Enter the path
- Stay on the path
- Ensure students are learning

**PROGRAM ALIGNMENT AND SUPPORT**

- Developmental Ed. Reform (AB 705)
- California Promise (AB 19)
- Associate Degrees for Transfer
- Regulatory Reform

**FISCAL REFORM**

- Student Centered Funding Formula
- Guided Pathways allocations
- Student Equity and Achievement Program

**POLICY CONNECTIONS**

- Student Success Metrics
- Vision Resource Center
- Investment in staff and faculty
- Regional support strategy
- Local Board goals (AB 1809)
Four Pillars of Guided Pathways

1. Create clear curricular pathways to employment and further education.
2. Help students choose and enter their pathway.
3. Help students stay on their path.
4. Ensure that learning is happening with intentional outcomes.
California College Promise is Continuously Evolving….

Next steps:

“Total Costs of College” (SB 291)

https://truecollegecost.com
Clarifying Questions?
Barriers and Strategies

What are the **barriers** to integrating College Promise with other student success efforts under the *Vision for Success*?

What are some **strategies** for integrating College Promise with other student success efforts under the *Vision for Success*?

What is working?
Resources

College Promise Guidebook: for California and Beyond

California College Promise: Program Characteristics and Perceptions form the Field

www.collegepromise.org/resources
When you return to your campus…

What can you do to help incorporate College Promise and student support efforts?
Thank you for joining us!