

College Promise in California

STRATEGIES, CHALLENGES, and SUCCESSES

August 30, 2016 | Oakland, California

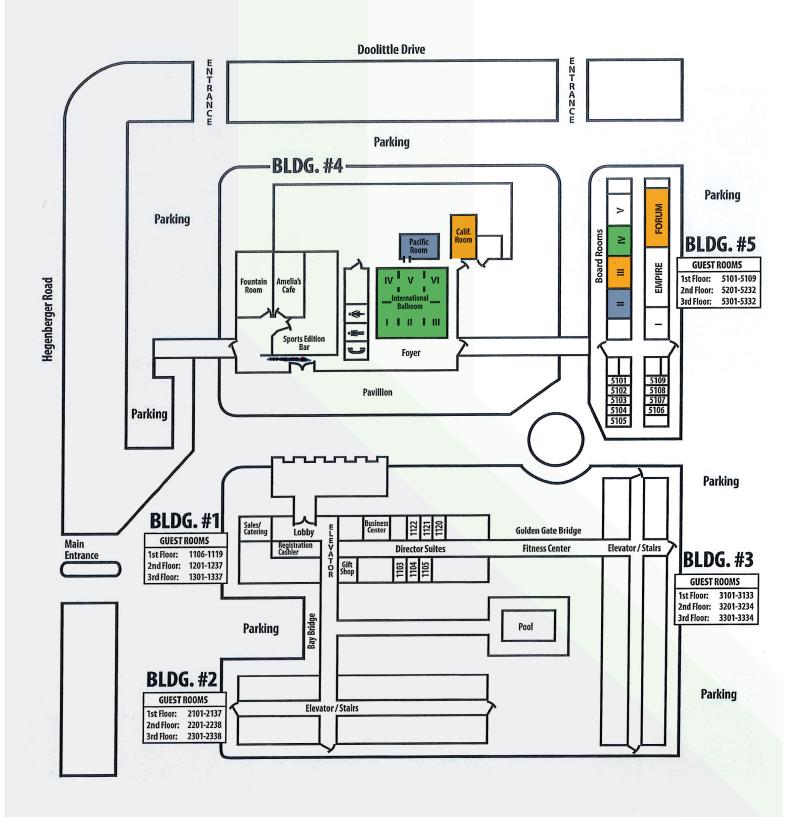












Welcome to College Promise in California: Strategies, Challenges, and Successes!

We are very pleased that you have chosen to join us today as we work together to improve the success of our students and communities. As you know, College Promise programs are designed to expand access to postsecondary education, foster a college-going culture, increase degree and certificate attainment, and strengthen the local community, socially and economically. These community— and state—based models have grown steadily over the years and the momentum has increased both nationally and in California.

Today, we will have the opportunity to learn from and collaborate with college, community, and state partners who are implementing, developing, or considering establishing College Promise programs across the California community colleges. Throughout the day, we will provide opportunities for you to:

- Gain an understanding of the local, state, and national College Promise movement;
- Learn how to design, implement, and improve program elements such as eligibility criteria, financing, student support services, community partnerships, measurement, and community outreach; and
- Connect with and build a community of College Promise colleagues across the state.

We hope that participation in this event offers you useful ideas and information for developing and strengthening your College Promise program.

We look forward to supporting your efforts and engaging in more cross-state College Promise convenings and collaboration in the future.

Thank you for joining us.

Sincerely,

Helen Benjamin, California College Promise Campaign Leadership Team

Larry Galizio, Community College League of California

Martha Kanter, College Promise Campaign

Mary Rauner, REL West at WestEd

Erik E. Skinner, California Community College Chancellor's Office

California College Promise Leadership Team:

Helen Benjamin, Chair

Constance Carroll

Larry Galizio

Brian King

Eloy Oakley

Francisco Rodriguez

Sandra Serrano

Martha Kanter, Executive Director of the College Promise Campaign and Ex-officio member

Agenda

TIME	ACTIVITY
9:00 – 10:00 am	Registration, Breakfast, and Networking
10:00 – 10:10 am	Welcome and Introductions Presiding: Helen Benjamin, Contra Costa Community College District Erik E. Skinner, California Community College Chancellor's Office
10:10 - 10:20 am	Overview of the Day Constance Carroll, San Diego Community College District
10:20 - 10:50 am	 The College Promise Movement: Growth, Scope, and Impact Martha Kanter, College Promise Campaign Laura Perna, University of Pennsylvania Mary Rauner and Amelia Smith, REL West at WestEd
10:50 - 11:30 am	Community Partnerships and Impact Introduction: Francisco Rodriguez, Los Angeles Community College District Presenter: Krissy DeAlejandro, tnAchieves
11:30am – 12:00pm	Buffet Lunch
12:00 - 12:15 pm	Oakland Promise: Partnering for Students, Cradle to Career Jowel Laguerre, Peralta Community College District Libby Schaaf, City of Oakland Antwan Wilson, Oakland Unified School District
12:15 - 12:50 pm	 Financing College Promise Programs in California Introduction: Brian King, Los Rios Community College District Presenter: Eloy Oakley, Long Beach City College
12:50 - 1:00 pm	California's College Promise: Regions Rising Together Lieutenant Governor Gavin Newsom, State of California
1:00 – 1:50 pm	Breakout Session 1 (Each presentation will be repeated during Session 1 and Session 2) Student Support Systems: Lessons Learned from The Kalamazoo Promise » Janice Brown, Kalamazoo Promise Establishing a College Promise Leadership Consortium » Kenneth Ender, Harper College How to Develop and Measure College Promise Outcomes » Greg Gillespie, Ventura College » Norbert Tan, Ventura College Foundation Research on the Effects of College Promise Programs on Students and the Community » Brad Hershbein, W.E. Upjohn Institute for Employment Research Launching a College Promise Program » Shannon Hill, Cuesta College Foundation » Catherine Riedstra, Cuesta College Engaging and Communicating with College Promise Partners and Constituents » Sara Lundquist, Santa Ana College The Oakland Promise: Engaging the Community from Birth through College » David Silver, City of Oakland
1:50 - 2:40 pm	Breakout Session 2 (See topics above, each presentation will be repeated during Session 1 and Session 2)
2:40 pm - 3:00 pm	Closing and Surveys Larry Galizio, Community College League of California

All sessions will be videotaped, including audience Q&A. If you prefer not to be videotaped as a participant of this event, please let our event videographers know.

Breakout Session Descriptions

Student Support Systems: Lessons Learned from the Kalamazoo Promise

Janice Brown, The Kalamazoo Promise

Location: Ballroom

The focus on student success in college is not a new phenomenon, but it has been highlighted by educators and policymakers over the last five years and is beginning to receive the attention it deserves. Building on the framework of student success to and through college, The Kalamazoo Promise Program and Kalamazoo Valley Community College, which serves over one-third of local Promise Scholars, identified and implemented a number of strategies that have improved the retention, grade point, and remediation of our Scholars. In this session, Janice Brown, Executive Director of the Kalamazoo Promise Program, will discuss ongoing efforts at Kalamazoo Valley Community College to align internal support systems, remedial education, academic coaches, and student support services to meet the needs of underrepresented and often struggling students.

Establishing a College Promise Leadership Consortium

Kenneth Ender, Harper College

Location: Forum Room (Building #5)

Cross-sector collaboration is an essential element to successfully support students' transition to, persistence in, and completion of higher education. The Northwest Educational Council for Student Success is a collective impact effort in the Northwest suburbs of Cook County, Illinois that ties together the time, talent, and fiscal resources of three large suburban school districts and the community college that serves those students. In this session, Kenneth Ender, President of Harper College, will discuss the formation and successes of the Council and the central role it plays in the Harper College Promise Program. He will also describe the partnerships that Harper College has leveraged to serve the needs of multiple stakeholders, including students, the school, and the community at large.

How to Develop and Measure College Promise Outcomes

Greg Gillespie, Ventura College; Norbert Tan, Ventura College Foundation

Location: California Room (Building #4)

Identifying and measuring promise program outcome goals is an important step in the development of a College Promise program. Thoughtful consideration and planning of data to collect can inform program improvement and be shared with partners, the community, and funders. Student success data on promise programs helps to engage funder interest and support. In this session, Greg Gillespie, President of Ventura College, and Norbert Tan, Executive Director of the Ventura College Foundation, will describe the process they went through to identify the Ventura College Promise outcome goals and related key performance indicators. The presenters will also explore the ways in which these steps and lessons learned are applicable other College Promise programs.

Each presentation will be repeated during Session 1 and Session 2.

Breakout Session Descriptions

Research on the Effects of College Promise Programs on Students and the Community

Brad Hershbein, W.E. Upjohn Institute

Location: Boardroom IV (Building #5)

What evidence exists to show the impact of College Promise programs and inform program development and improvement? Join economist Brad Hershbein of the W.E. Upjohn Institute to learn what research shows us about the effects of College Promise initiatives on student and community outcome measures. During this session, Dr. Hershbein will provide examples from programs across the country, including his work with the Kalamazoo Promise. He will discuss the effects of College Promise programs on K-12 enrollment and retention, high school achievement, college enrollment, attainment of 4-year college degrees, and the return on investment to the communities in which College Promise programs exist.

Launching a College Promise Program

Shannon Hill, Cuesta College Foundation; Catherine Riedstra, Cuesta College

Location: Pacific Room (Building #4)

The first year of a College Promise program can be a daunting experience for those involved with its implementation, funding, and outreach. Join the leaders of the Cuesta College Promise Taskforce as they discuss the lessons they learned during the recent launch of their Promise scholarship program for students of San Luis Obispo County. Presenters Catherine Reidstra, Dean of Student Services at Cuesta College, and Shannon Hill, Executive Director of the Cuesta College Foundation will share their program implementation experiences, discuss the challenges they faced, and provide insights into how they made the program successful.

Each presentation will be repeated during Session 1 and Session 2.

Breakout Session Descriptions

Engaging and Communicating with College Promise Partners and Constituents

Sara Lundquist, Santa Ana College

Location: Boardroom II (Building #5)

For a College Promise program to remain successful, intersegmental partnerships must be sustained and communication with multiple program constituents should be deliberate and consistent. Since 1983, the Santa Ana Partnership has developed strategies that enable partners to remain closely engaged with the program. They have also established ways to communicate with students, parents, districts, business leaders, and the larger community that led to ongoing support of the College Promise efforts. The Santa Ana Partnership communication strategy will be shared to stimulate a conversation about ways that it can be adapted to other College Promise programs.

The Oakland Promise: Engaging the Community from Birth through College

David Silver, Director of Education for Oakland Mayor Libby Schaaf

Location: Boardroom III (Building #5)

What would it take to engage an entire city in a movement to ensure all students have the expectations, resources, and skills to complete college and be successful in the career of their choice? To make this ambitious vision a reality, the Oakland Promise supports students and their families from birth through college completion, engaging with the community to "own" this initiative. Within its first year, the City of Oakland's Mayor, the Oakland School District Superintendent, the Chancellor of the Peralta Community College District, and hundreds of individuals and organizations have joined together to support the Oakland Promise. Join David Silver, the Mayor's Director of Education, along with Oakland students, educators, and community leaders, to discuss how the Oakland Promise engages the community to create and sustain this transformational program.

Each presentation will be repeated during Session 1 and Session 2.



Helen Benjamin, PhD Chancellor, Contra Costa Community College District

Dr. Helen Benjamin began her career with Contra Costa Community College District in 1990 when she joined Los Medanos College as Dean of Language Arts and Humanistic Studies and Related Occupations. Since then, her positions have included District Vice Chancellor, Educational Programs and Services, interim President of Los Medanos College, and President of Contra Costa College.

In addition to her current role as Chancellor, Dr. Benjamin is the Chair of the California College Promise Campaign Leadership Team. Dr. Benjamin holds a PhD from Texas Woman's University in Denton, Texas.



Janice Brown Trustee, The Kalamazoo Promise

Janice M. Brown provides leadership, engagement, and support at all levels of the community for improved learning for all students. She has over 40 years of experience working in public education, including as Superintendent of Kalamazoo Public Schools from July 2000 to August 2007, and prior to that served as Executive Director of Instruction. One capstone of her tenure as Superintendent

for Kalamazoo Public Schools was the preparation and announcement of The Kalamazoo Promise. Ms. Brown holds an EdD degree from Indiana University Bloomington.



Constance M. Carroll, PhD Chancellor, San Diego Community College District

Dr. Constance M. Carroll has served as Chancellor of the San Diego Community College District — which serves over 150,000 students — since 2004. She is also a member of the California College Promise Campaign Leadership Team. Prior to her current roles, Dr. Carroll was president of San Diego Mesa College, Saddleback College, and Indian Valley Colleges, and was an administrator at the University of

Pittsburgh and University of Southern Maine. In 2011, she was nominated by President Barack Obama and confirmed by the United States Senate to serve on the National Council on the Humanities. Dr. Carroll has a BA in Humanities from Duquesne University and an MA and PhD in Classics from the University of Pittsburgh.



Krissy DeAlejandro
Executive Director, tnAchieves

Krissy DeAlejandro leads tnAchieves, a scholarship and mentoring program that supports students who attend community or technical colleges in Tennessee. Since its inception in 2008, tnAchieves has worked with nearly 145,000 students and boasts college retention and graduation rates above both state and national averages. Ms. DeAlejandro formerly served as Deputy Chief of Staff to the Knox

County Mayor, where she focused on workforce development and higher education initiatives. The first in her family to attend college, Ms. DeAlejandro earned a BA in Political Science from the University of the South, and a Master's degree and All But Dissertation designation in Political Science at the University of Tennessee.



Kenneth Ender, PhD President, Harper College

Dr. Kenneth Ender has positioned Harper College as a leading 21st-century community college by working with partnerships and alliances to increase graduation, transfer, and certificate completion rates; align Harper's curriculum with high schools; train students for new economy jobs; and implement new accountability and transparency standards. Dr. Ender is also a founding member of

the Community College Workforce Consortium, which is a national consortium of community colleges focused on workforce development partnerships with industry. Dr. Ender holds a PhD in Urban Services Leadership from Virginia Commonwealth University, and a Master's degree in Education from the University of Georgia.



Larry Galizio, PhD
President and CEO, Community College League of California

Dr. Larry Galizio returned to California in 2015 after serving for five years as President of Clatsop Community College in Oregon. Prior to that, Dr. Galizio was a full-time faculty member for 16 years at Portland Community College, and also served as the Director for Strategic Planning for the Chancellor's Office of the Oregon University System. In addition to his experience in teaching and

administration, Dr. Galizio was elected in 2004 to the Oregon Legislative Assembly where he served 3 terms. Dr. Galizio got his academic start at Santa Barbara Community College in 1982 and then attended UC Santa Barbara before graduating from UC Berkeley with a degree in Industrial/Organizational Psychology. He earned his Master's degree from San Francisco State and his PhD from Portland State University. Dr. Galizio is a member of the California College Promise Campaign Leadership Team.



Greg Gillespie, PhD President, Ventura College

Dr. Greg Gillespie is beginning his fourth year as President at Ventura College. Ventura College serves nearly 14,000 students and has been a part of the community for over 90 years. Dr. Gillespie has 23 years of community college experience and has previously served as a faculty member, Director, Dean, and Vice President at four different community colleges in Washington, Arizona, and

California. He has a BS degree in Agronomy from Washington State University and an MS and PhD in Agronomy from North Dakota State University.



Brad Hershbein, PhD Economist, W.E. Upjohn Institute for Employment Research

Dr. Brad Hershbein's fields of interest focus on labor economics, economics of the family and demography, and economics of education. Recently, he has worked on issues of higher education access, releasing papers that examine how and why the debt of college graduates has been rising over the last two decades and proposing new ways to provide accurate information on college costs to high

school students. Dr. Hershbein earned his BA in Economics from Harvard College, and his PhD, also in Economics, from the University of Michigan.



Shannon Hill
Executive Director, Cuesta College Foundation

A development professional with 17 years of experience in nonprofit leadership, Shannon Hill began her work in higher education advancement at CSU, Bakersfield in 2002. She then joined Cuesta College in 2011 as the Executive Director for Advancement and the Foundation where she is in charge of fundraising, alumni relations, grant development, marketing, and communications for the San Luis

Obispo County Community College District. Ms. Hill holds a BFA from the University of Tennessee and an MS in Arts Administration from the University of Oregon.



Martha Kanter, EdD Executive Director & Advisory Board Member, College Promise Campaign

Dr. Martha J. Kanter leads the College Promise Campaign, working with communities and states to fund community college tuition and fees for students to complete their degrees and certificates. She is also a Senior Fellow at New York University. In 2009, President Barack Obama nominated Dr. Kanter to serve as the

U.S. Under Secretary of Education, with oversight responsibility for all federal postsecondary statutory, regulatory, and administrative policies and programs for the U.S. Department of Education. Dr. Kanter holds a BA degree in Sociology from Brandeis University, an MEd from Harvard University, and an EdD from the University of San Francisco.



Brian King, PhD
Chancellor, Los Rios Community College District

Dr. King joined the Los Rios District in February 2013, after serving more than eight years as President-Superintendent of Cabrillo College. Before that, he served from 1991 to 2004 at Ozarks Technical Community College in Springfield, MO, where he first taught American Government and Business Law and later served as Vice President of Administration and Business. As President of Cabrillo

College, Dr. King led the college through two successful local bond campaigns, raising more than \$20 million in private donations through the college foundation, and guiding the implementation of highly successful student success measures. Dr. King has a Law degree from Duke University and a PhD in Education from the University of Arkansas. He is a member of the California College Promise Campaign Leadership Team.



Jowel C. Laguerre, PhD Chancellor, Peralta Community College District

Dr. Jowel C. Laguerre is committed to creating lasting educational alliances between the Peralta Colleges and community leaders, elected officials, members of faith-based organizations, and other educational partners. One such alliance is the Oakland Promise, a partnership between Peralta Community College District, the City of Oakland, and Oakland Unified School District. Prior to his

current role, Dr. Laguerre served as Superintendent-President of Solano Community College District and Vice President for Academic Affairs at Truckee Meadows Community College in Reno, Nevada. Dr. Laguerre holds a PhD in Educational Leadership for college and university administration, an MS in Education in School Administration, and an MA in French Literature from the University of Kansas.



Sara Lundquist, PhD Vice President Student Services, Santa Ana College

Dr. Sara Lundquist has been an employee of Santa Ana College for 39 years. In addition to her current role as Vice President of Student Services, she facilitates the Santa Ana Partnership, a K-12 and higher education collaborative with local community and civic leaders, parents, and business representatives. Dr. Lundquist has served as the principal investigator for a number of grants and

research projects in association with local, state, and national educational reform efforts and was appointed by President Obama in 2012 to the White House Commission on Educational Excellence for Hispanics. She received her undergraduate education at Vassar College and the University of Pennsylvania and her PhD from Claremont Graduate University.



Gavin Newsom Lieutenant Governor, State of California

Elected as California's 49th Lieutenant Governor in 2010, Gavin Newsom serves on the University of California Board of Regents and California State University Board of Trustees. He authored the Report on the State of Higher Education in California, which recognized the pivotal role of broad-access institutions like California's Community Colleges. A champion of educational access and

success, Lt. Governor Newsom called for the establishment of the California College Promise and recently helped to secure \$15 million for the California College Promise Innovation Awards. Formerly Mayor of San Francisco from 2004–2011, then-Mayor Newsom launched the San Francisco Promise as well as the nation's first universal children's savings account program, designed to put all kids on the path to college.



Eloy Oakley Superintendent-President, Long Beach City College

Eloy Ortiz Oakley is well known throughout California and the nation for implementing innovative programs and policies that help students succeed in college. Since his appointment to Superintendent-President of Long Beach City College in 2007, Oakley has fostered strong relationships with local, state, and national policy leaders; his Board of Trustees; and the faculty and staff of the college.

Throughout his tenure, Mr. Oakley has provided statewide and national leadership on the issue of improving the education outcomes of historically underrepresented students. In December 2016, Mr. Oakley will begin his tenure as the Chancellor of California's community college system. He is also a member of the California College Promise Campaign Leadership Team. Mr. Oakley received a BA in Environmental Analysis and Design and an MBA from UC Irvine.



Laura Perna, PhD Faculty, University of Pennsylvania

Dr. Laura W. Perna is a James S. Riepe Professor and founding Executive Director of the Alliance for Higher Education and Democracy (AHEAD) at the University of Pennsylvania. Her research examines the ways that social structures, educational practices, and public policies promote and limit college access and success, particularly for individuals from lower–income families and racial/ethnic

minority groups. Dr. Perna holds Bachelor's degrees in Economics and Psychology from the University of Pennsylvania, and earned her Master's in Public Policy and PhD in Education from the University of Michigan.



Mary Rauner, PhD Senior Research Associate, REL West at WestEd

Dr. Mary Rauner is the lead for the California Community College Alliance at the Regional Educational Laboratory West (REL West) at WestEd. The goal of the alliance is to support the academic and career aspirations of California community college students, with an emphasis on student support services. Dr. Rauner came to WestEd with decades of research, evaluation, strategic planning, and teaching/

coaching experience in a wide range of organizational settings, including local and federal government and the nonprofit, academic, and high-tech sectors. Dr. Rauner received an MA in Sociology, an MA in International Educational Development, and a PhD in Education from Stanford University.



Catherine Riedstra
Dean of Student Services, Cuesta College

As a former California Community College Counselor turned Dean of Student Services, Catherine Riedstra has been a visionary leader in student services for almost two decades. She is the Co-Chair of the Cuesta Promise, overseeing the application and awarding of the Cuesta Promise scholarship, a highly successful program providing the first year fee-free to local area high school graduates. Ms.

Riedstra is a first-generation college student whose personal experiences inform her quest to remove barriers in higher education for all students. She is a product of the California Community College system and currently holds a BA in History and an MA in Education.



Francisco Rodriguez, PhD
Chancellor, Los Angeles Community College District

Dr. Francisco Rodriguez is recognized as a collaborator who instinctively knows how to bring people together with the purpose of opening channels of communication and furthering the interests of students. In addition to his role as Chancellor of the state's largest community college district, Dr. Rodriguez is a member of the California College Promise Campaign Leadership Team. Prior

to his appointment in 2014, he served as Superintendent/President at MiraCosta Community College District and President at Cosumnes River College. Dr. Rodriguez earned a BA in Chicano Studies with an emphasis in Education and an MS in Community Development, both from UC Davis, and a PhD in Education from Oregon State University.



Libby Schaaf Mayor, City of Oakland

Mayor Libby Schaaf was inaugurated as Oakland's 50th mayor on January 5, 2015. A native Oaklander, she previously served one term as a member of the Oakland City Council, was Director for the Port of Oakland, served as Aide to Jerry Brown when he was Mayor of Oakland, and built the first centralized volunteer program for Oakland public schools. Mayor Schaaf has a career-long

commitment to revitalization that preserves and celebrates Oakland's diversity and works toward prosperity for long-time residents and newcomers. In 2016, she, along with the Chancellor of the Peralta Community College District and the Superintendent of Oakland Unified School District, launched the Oakland Promise, a cradle-to-career effort which over the next decade will triple the number of low-income Oakland public school graduates who complete a postsecondary education.



David Silver
Director of Education for Mayor Schaaf, City of Oakland

David Silver works in partnership with students, families, educators, community organizations, philanthropy, the city, OUSD, and Mayor Libby Schaaf to realize a vision of educational equity for all students in Oakland. In this position, he has launched the Oakland Promise, a cradle to career initiative with the goal of tripling the number of college graduates from Oakland within a decade.

Previously, Mr. Silver served as the Chief Executive Officer of College Track, a national non-profit organization whose mission is to empower students from underserved communities to graduate from college. Mr. Silver graduated from UCLA with a BA in Sociology and earned his MEd from Harvard University.



Norbert Tan
Executive Director, Ventura College Foundation

Norbert Tan has served as the Executive Director of the Ventura College Foundation since 2007. He directs fundraising and implementation for scholarships, student support, and campus programs. Mr. Tan helped launch the Ventura College Promise to guarantee a first-year, tuition-free college education for every Ventura County high school graduate. Prior to Ventura College, Norbert

served as the Managing Director of Rubicon Theatre Company in Ventura, was selected as an Arts Management Fellow at the Kennedy Center for the Performing Arts in Washington DC, and was the Regional Director for IMG's Arts & Entertainment Division in Hong Kong. He earned his BS from UC Berkeley and an MBA in Non-Profit and Arts Management from the Anderson School at UCLA.



Erik E. Skinner
Interim Chancellor, California Community Colleges

Interim Chancellor Erik Skinner has served in the Community College Chancellor's Office since 2007 as the Vice Chancellor for College Finance and Facilities Planning, Executive Vice Chancellor, and most recently, the Deputy Chancellor. Prior to joining the Chancellor's Office, he served as Assistant Secretary for Fiscal Policy in the Office of the Secretary for Education. Mr. Skinner began his

work in state service in the Office of the Legislative Analyst, where he specialized in school finance, Proposition 98, and higher education policy. Mr. Skinner received a BA in History from Grinnell College and a Master of Public Policy degree from the University of Michigan, Ann Arbor.



Antwan Wilson Superintendent, Oakland Unified School District

Antwan Wilson is committed to working with the community to transform the Oakland Unified School District into the premiere urban school district. Under his leadership, the District has prioritized effective talent program development, school site support, and quality community school improvement. An educator for over 20 years, Mr. Wilson has served in various roles, leading successful work in

school turnaround resulting in dramatic improvements in academic achievement, graduation, and college acceptance rates. In addition to earning an advanced degree in School Leadership from Friends University and graduating with distinction from Nebraska Wesleyan University, Mr. Wilson is a graduate of The Broad Academy class of 2014.











