

# Keeping The Promise: Insights & Strategies for Sustainability



# Form Follows Function

Who is promising what to whom?

How does a promise effort connect to larger goals (policy, institution, community, etc.)?

How much support can we afford to offer?

How do we measure success?

How well will a college promise effort integrate with existing programs?

How do we guarantee financial sustainability?

How can we best coordinate with our K12 districts and four year universities?

How do we get critical leaders on board?

What is the right mix of public and private funding?

How might a promise program affect existing policies(college, local, state, etc.)?

Do we have the infrastructure to effectively manage a promise effort?



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# What is the SBCC Promise?

The SBCC Promise was launched in the fall of 2016 and provides any local student who completes their secondary education within the Santa Barbara Community College District with the opportunity to attend SBCC full-time for two years free of charge. The Promise will use privately raised funds to cover all enrollment and required fees, required books, and required supplies in an effort to remove economic barriers, making our community's college fully accessible to all local students.



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# Eligibility

## To be eligible for the SBCC Promise, a student must:

- Complete their secondary education within the Santa Barbara Community College District (southern Santa Barbara County from Gaviota to Carpinteria).
- Complete the Board of Governors (BOG) Fee Waiver Application.
- Enroll at SBCC in either the fall or spring term immediately following completion of their secondary education, or if entering military service directly out of high school, they must enroll within 12 months of completion of their service.
- Commit to a full time student schedule (minimum 12 units) throughout the duration of the SBCC Promise for each fall and spring semester. Summer session is encouraged, but there is no minimum load requirement.
- Complete a Student Educational Plan (SEP).
- Participate in academic counseling (at least one session per semester).
- Remain in good academic standing at SBCC.



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# The SBCC Promise Is...

*The SBCC Promise is an investment in ...  
our students,  
our families,  
our community,  
and our economy.*



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# Argument / Case for the Promise

**Depending on the constituency, the following arguments have proven to be more or less effective. Thus, we've developed each and use them as appropriate:**

- Removal of financial barriers / needed financial support
- Academic achievement
- Equity / Access
- Economic Development
- Structural vs piecemeal (traditional scholarships & book grants)
- “Pay it forward”
- 100% Privately-raised funds



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# Program Design & Scope

The design is based on:

- the experience of our predecessors (Ventura, Cuesta, Long Beach, and the College Promise Campaign)
- the available research

Controlling for demographic differences, student success correlates most highly to:

- Early enrollment (hence enrollment required within 12 months of secondary completion)
- Full time status (hence full time load requirement)
- Access to and use of advising and support (hence minimum of 1 contact per semester with academic advising)

NOT a “new program” - relies fully (to the extent possible) on the college’s existing programs, systems, and infrastructure

The scope (two years, all-inclusive, open access) is intended to model the “ideal”, and test for outcomes, financial sustainability, etc.



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# Budget Projections

	Cost / Unit	Cost/ Semester (15 units)	66% BOG Waivers	Cost/ Year (2 Semesters)	Cost/ 2 Years (4 Semesters)
	\$ 46.00	\$ 517,500	\$ 175,950	\$ 351,900	\$ 703,800
	Cost/ Student	At 750 Students			
Books & Supplies	\$ 350.00	\$ 262,500		\$ 525,000	\$ 1,050,000
Transportation Fee	\$ 31.00	\$ 23,250		\$ 46,500	\$ 93,000
Health Fees	\$ 19.00	\$ 14,250		\$ 28,500	\$ 57,000
Activity Sticker	\$ 5.00	\$ 3,750		\$ 7,500	\$ 15,000
Student Rep. Fee	\$ 1.00	\$ 750		\$ 1,500	\$ 3,000
<b>TOTAL COST</b>				<b>\$ 960,900</b>	<b>\$ 1,921,800</b>

From 2011-2015:

- Average 66% BOG Waivers
- Capture rate varies between 40% and 50%
- Mean enrolling class size of HS graduates is 805



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# Political, Fiscal & Media Landscape

- **National & State Advocacy**
- **Student Debt Crisis**
- **2016 Presidential Primary**
- **TICAS Research on Real Cost**
- **10 Years of Experimentation**
- **1960 California Higher Education Plan**
- **SBCC Foundation Resources**
- **Santa Barbara's Philanthropic Landscape**



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# Right Place, Right Time / Timeline

January 9, 2015 – President Barack Obama & Governor Bill Haslam Press Conference in Knoxville, TN

January 14, 2015 – *I Owe It All to Community College* by Tom Hanks (New York Times)

October 1 – 3, 2015 – CASE Conference on Community College Advancement

November 19 – 21, 2015 – CCLC Annual Convention

November – December 2015 – Draft plan and get support from SBCC leadership

December 2015 - Gather data, review research, and build the model

December 2015 – February 2016 – Met with 100+ community leaders for reaction, critique & support

March 16, 2016 – White House Convening with CA College Promise Leaders in Washington, DC

March 2016 – SBCC Implementation Team begins regular meetings

Fall 2016 – SBCC Promise Formally Launched / First Cohort Enrolled

August 30, 2016 – California College Promise Conference in Oakland, CA

September 14, 2016 – LACCD Promise Launch Event with Dr. Jill Biden

October 24-26, 2016 – Promise Net Conference & White House Briefing in Washington, DC



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# What We Learned from 100+ Interviews

## Critiques

- See Next Slide...

## Exceptions

- Military Service
- Gap Year
- Disabled Students
- CTE Programs

## Concerns

- Commitments to 4-year track
- Course availability

Level of Excitement

Political Support

Philanthropic Willingness / Ability

Possible Partnerships



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# Critiques & Responses

## **Why don't we figure family income?**

- framing of “this is what we, as a community, do for our youth”
- business efficiency argument - costs more to police than would be saved by exclusion
- more people have a direct stake in the success program / some will pay it forward

## **Why don't we consider high school performance?**

- we want to reach those most in need (often struggled in high school)
- we want to reach those most likely to be significantly impacted by the support

## **Why pay for everything (all hard costs)? People don't appreciate what is free. (e.g. no “skin in the game”)**

- “skin in the game,” is measured in time, effort, and commitment, rather than money
- Students trade potential work hours for study hours



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# Data From the 1<sup>st</sup> Cohort (Fall 2016)

## **1,421 potentially SBCC Promise-eligible students in the District**

- ✓ Applied to SBCC (but may not plan to attend as a college student)
- ✓ Completed secondary education within SBCC District
- ✓ Completed secondary education after July 1, 2015

## **850 of 1,421 eligible students enrolled in the Fall 2016 term**

## **756 of 850 eligible and enrolled students have opted in**

- ✓ **88.94** % of eligible and enrolled students; (predicted 80%)
- ✓ **53.20** % of all eligible students



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# Data From the 1<sup>st</sup> Cohort (Fall 2016)

Promise Students by High School of Origin	#	%
Santa Barbara	234	30.95%
Dos Pueblos	199	26.32%
San Marcos	191	25.26%
Carpinteria	70	9.26%
Bishop Garcia Diego	20	2.65%
Alta Vista Alternative	12	1.59%
La Cuesta Continuation	8	1.06%
Other (ex: independent home school)	10	1.32%
Olive Grove (Santa Barbara Campus)	5	0.66%
Laguna Blanca	2	0.26%
San Roque	2	0.26%
Rincon	2	0.26%
Providence	1	0.13%

*\*SBUSD comprehensive high school graduates account for 82.54% of SBCC Promise students*

# Data From the 1<sup>st</sup> Cohort (Fall 2016)

## **Average Fall 2016 unit load of SBCC Promise students:**

13.4 at census (add/drop deadline)

13.5 at the end of the semester\*

*\*69 students who were enrolled in 12+ units at deadline have fallen below full-time status since that date. These students will be on SBCC Promise probation in spring 2017 and must meet and maintain eligibility requirements throughout the term in order to remain eligible.*



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# Data From the 1<sup>st</sup> Cohort (Fall 2016)

## Board of Governor's Fee Waiver Eligibility:

- Applied and eligible: 509/756 (66.32%)
- BOGW Type B (based on total family income; documentation required): 272
  - ✓ 56 applied in person at Financial Aid Office; 213 applied online
- BOGW Type C (based on unmet need determined by FAFSA): 236
  - ✓ All applied online
- BOGW Type FW-3 (dependent of a veteran): 1
- Applied and not eligible: 241/756 (31.87%)
- Applied with incomplete information: 6/751 (0.79%)



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# Data From the 1<sup>st</sup> Cohort (Fall 2016)

**Number of students registered with DSPS: 73/756 (9.65%)**

**Number of students registered with EOPS: 106/756 (14.02%)**

*\*272 students qualify based on BOGW and FT student status*

**Number of students registered with Athletics: 11/751 (1.45%)**



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# Data From the 1<sup>st</sup> Cohort (Fall 2016)

## Partial List of Majors (5 or more students enrolled):

Business Administration	82	Automotive Serv & Tech	15	Accounting	7
Biological Sciences	59	Cosmetology	15	Film Studies	7
Nursing (ADN)	58	Early Childhood Ed.	15	Finance	7
Undeclared	44	Education	13	Marketing	7
Psychology	41	Communication	12	Mathematics	7
Engineering	40	Music	12	Science & Math	7
Kinesiology	34	Culinary Arts	11	Animation and Gaming	6
Computer Science	22	Environmental Studies	10	Spanish	6
Sociology	22	Graphic Design	9	Arts & Humanities	5
Law & Society	20	Radiography	9	Chicano Studies	5
Administration of Justice	17	English	8	Computer Engineering	5
Film Production	16	Studio Arts	8	Theatre Arts	5



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# Data From the 1<sup>st</sup> Cohort (Spring 2016)

Of the 756 students who were enrolled as part of the first SBCC Promise cohort in Fall 2016:

- 642 (84.9%) also met the requirements for Spring 2017
- 114 (15.1%) did not meet the requirements to continue as a Promise student

93 new students (first time enrollees) joined the SBCC Promise in Spring 2017.

756 + 93 = 849 unduplicated students benefited from the SBCC Promise in it's first year.

# Data From the 1<sup>st</sup> Cohort (Spring 2016)

## **1,787 potentially SBCC Promise-eligible students**

- ✓ Applied to SBCC (but may not plan to attend as a college student)
- ✓ Completed secondary education within SBCC District
- ✓ Completed secondary education after January 1, 2016

## **844 of 1,787 eligible students enrolled in the Spring 2017 term**

## **746 of 844 eligible and enrolled students are SBCC Promise students**

- ✓ **88.39** % of eligible and enrolled students; (predicted 80%)
- ✓ **41.75** % of all eligible students



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# Critical Issues / Concerns

Research / Data

Confusion about what a “Promise Program” is / Branding / Jargon

Ongoing Adjustments to the Model

Financial Sustainability over the Long Run

Appropriate Balance Between Public & Private Funding

Regional, State, and National Integration of Promise Programs

What if public funds ARE provided for Promise Programs?



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# Questions?

**Geoff Green, CEO of SBCC Foundation**

805-730-4411 / [green@sbccfoundation.org](mailto:green@sbccfoundation.org)

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**SBCC Promise Website:** [www.sbccpromise.org](http://www.sbccpromise.org)  
**SBCC Promise Email:** [promise@sbccfoundation.org](mailto:promise@sbccfoundation.org)  
**SBCC Promise Hotline:** 805-730-4416



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