



College Promise in California

STRATEGIES, CHALLENGES, and SUCCESSES

The College Promise
Movement: Growth, Scope,
and Impact

August 30, 2016 | Oakland, California



College Promise Campaign

Dr. Martha J. Kanter, Executive Director



What is College Promise?

- College Promise Programs – many shapes and sizes
- Key components of a College Promise Program
 - “Place-based” (by institution, community, region, state)
 - Guarantee of financial support
 - Evidence and Performance-based
 - Financially sustainable



College Promise
in California

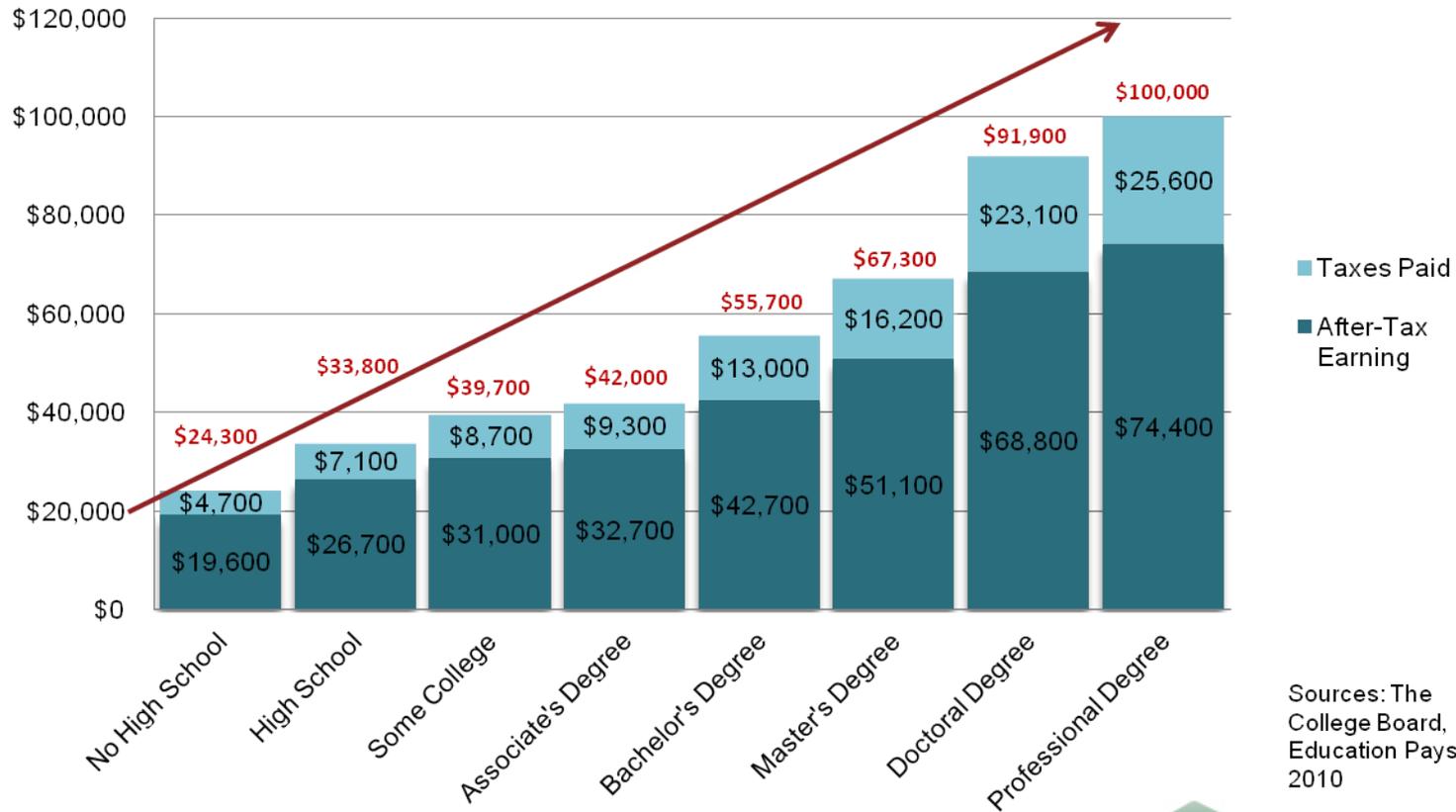
STRATEGIES, CHALLENGES, and SUCCESSES

The Need: A high school education is no longer sufficient for our students

- Currently, only 40% of U.S. adults ages 25-64 have more than a high school diploma.
- 60% of our nation's future jobs will require more than a high school diploma.
- Our students need the education that enables them to shift careers with the rapidly changing employment landscape.
- Higher education levels result in a globally competitive workforce, more productive communities and a more prosperous nation.

The Need: A high school education is no longer sufficient for our students (continued)

Each post-secondary year of education yields higher salaries.



Sources: The College Board, Education Pays, 2010

The Need: Increasing Higher Education Costs

- College costs are increasing over time.
- Pell grants for low-income students cover smaller percentage of college costs.
- The minimum wage hasn't increased at the same rate.
- Part-time jobs are yielding a smaller proportion of college costs.

Why focus on Community College?

- Broad Reach
 - Community colleges serve more than 40 percent of U.S. undergraduates.
 - In California, more than 2 million students attend community college
- Targeting Underrepresented Populations
 - More than a third of community college students are the first in their families to attend college.
 - Twice as many low-income students choose to attend a community college rather than a four-year university.

Solutions through College Promise

- Lower students' tuition and non-tuition college expenses
- Motivate and engage students toward goals
- Provide sustainable financing
- Decrease remediation
- Shorten time to degree
- Reduce educational inefficiencies
- Expand employment opportunities for youth and adults
- Promote year-round community college and university education complemented with paid employment
- Leverage what works

Growing Momentum

- In the last year, more than 150 local communities, community colleges and universities in 37 states have launched a College Promise from a wide range of public and private funding sources.
- To date, 20 state legislatures have reviewed 32 different College Promise measures – Education Commission of the States.
- In April the White House reported that these actions have helped nearly 40,000 students enter a community college.

College Promise State Initiatives

- Tennessee Promise
 - Currently helping more than 15,000 students
 - Substantial increases in first year college completion
 - More high school graduates entering their community colleges and technical schools
- Oregon Promise
 - 7,000 of the more than 12,000 high school seniors plan to enter a community college next fall (25% increase).
- Minnesota Promise

College Promise Campaign

- Non-partisan education initiative
- National Advisory Board
 - Chair: Dr. Jill Biden and Vice-Chair: Wyoming's former Governor Jim Geringer (Republican-Wyoming).
 - Cross-sector engagement strategy (education, business, philanthropy, students, labor, nonprofits and elected officials)



College Promise Campaign

What

- To build widespread support, the Campaign uses three strategies:
 - Communications and Advocacy
 - Cross-sector Leadership Development
 - Research, Policy and Practice

Why

- To increase college access, student learning and college completion:
 - Optimizes local, state and federal funds
 - Leverages and promotes evidence and performance-based incentives and interventions.



College Promise Campaign

Criticisms to address

- College is not for everyone
- Low community college graduation rates
- Further racial, ethnic and income stratification
- Limits choice for students who qualify for more selective colleges and universities
- Could push up the cost for the junior and senior year of college
- Public universities might be forced to limit access for qualified community college transfer students
- Fiscal cost and sustainability

Long Term Goals

To increase college opportunity, quality, and completion based on evidence and performance-based policies and practices.

To highlight community colleges demonstrating access, retention and completion results from deploying well-researched strategies to:

- Increase access by optimizing local, state and federal funds
- Increase learning outcomes resulting from curricula redesigns,
- Improved student support, and streamlined articulation and pathways



Initial Funders



TheJoyceFoundation



JPMORGAN CHASE & Co.



The Way Forward

- There is no ‘one-size-fits-all’ College Promise.
- There are a variety of models to replicate and scale from more than 150 ‘College Promise’ communities and states.
- The Campaign will work with public and private sector leaders, policymakers, and researchers to implement and expand College Promise programs that
 - Best fit their specific student populations;
 - Demonstrate the greatest impact on student access and success; and
 - Can be financially sustained for the long-term.



We Pay for What We Value

Our challenge is to implement a reasonable, sustainable College Promise model or models that include the right combination of educational, behavioral, and financial incentives and interventions that can be leveraged to increase college opportunity, quality, and completion, starting in America's Community Colleges.



College Promise
in California
STRATEGIES, CHALLENGES, and SUCCESSES

College Promise Campaign

111,848+ Pledges and Growing!

Join the Movement

<http://www.headsupamerica.us/>

<http://www.collegepromise.org/>

[@HeadsUp_America](https://twitter.com/HeadsUp_America)

martha@CivicNation.org



College Promise
in California
STRATEGIES, CHALLENGES, and SUCCESSES

The College Promise Movement: Growth, Scope, and Impact

Dr. Laura Perna
University of Pennsylvania



Acknowledgements

Research Team:

- Laura Perna, Elaine Leigh, Roman Ruiz, Kata Orosz, Glen Casey, Vanessa Khoo, Devon Hernandez, Ashley Napier

Financial Support:

- Civic Nation
- Sage Scholars
- Penn-Wharton Public Policy Initiative



Our Project: What is a Promise Program?

- Many emerging initiatives nationwide
- “Place-based” scholarship programs
- State-sponsored “promise” and “free tuition” programs
- Other programs with “promise” label



What We Did

Population

- Upjohn Institute
- Civic Nation
- Other research
- News Articles

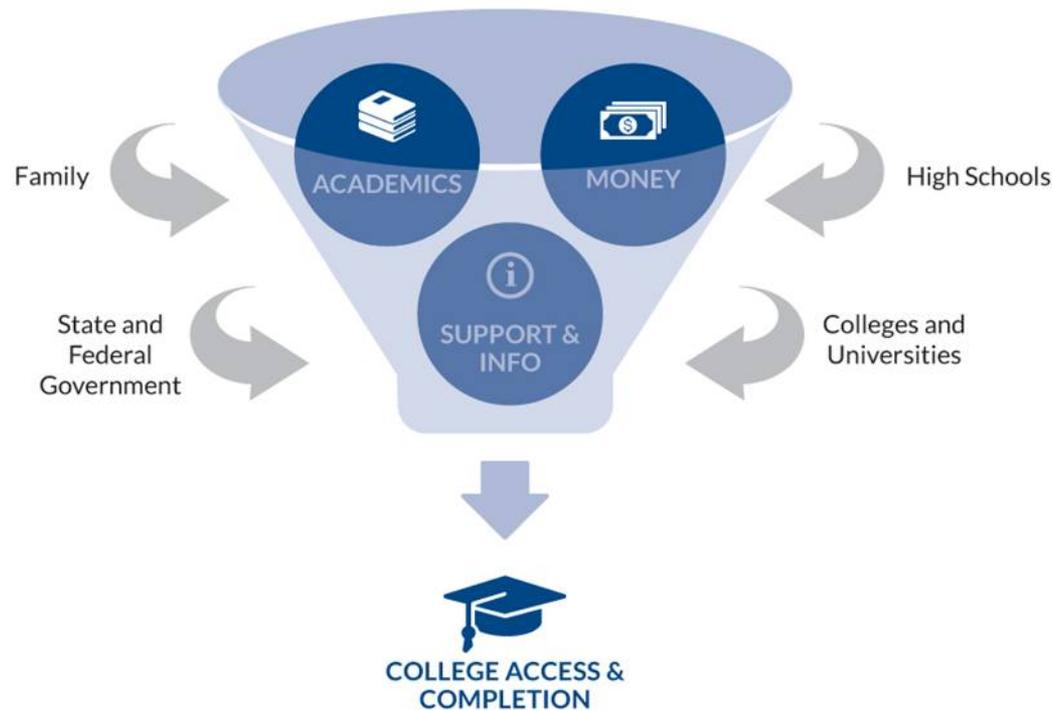
Program Characteristics

- Existing reports
- Program websites
- News articles
- Outreach to programs

Products

- Program typology
- Searchable database

Assumption: Key Characteristics of Promise Program Reflect What We Know About College Enrollment

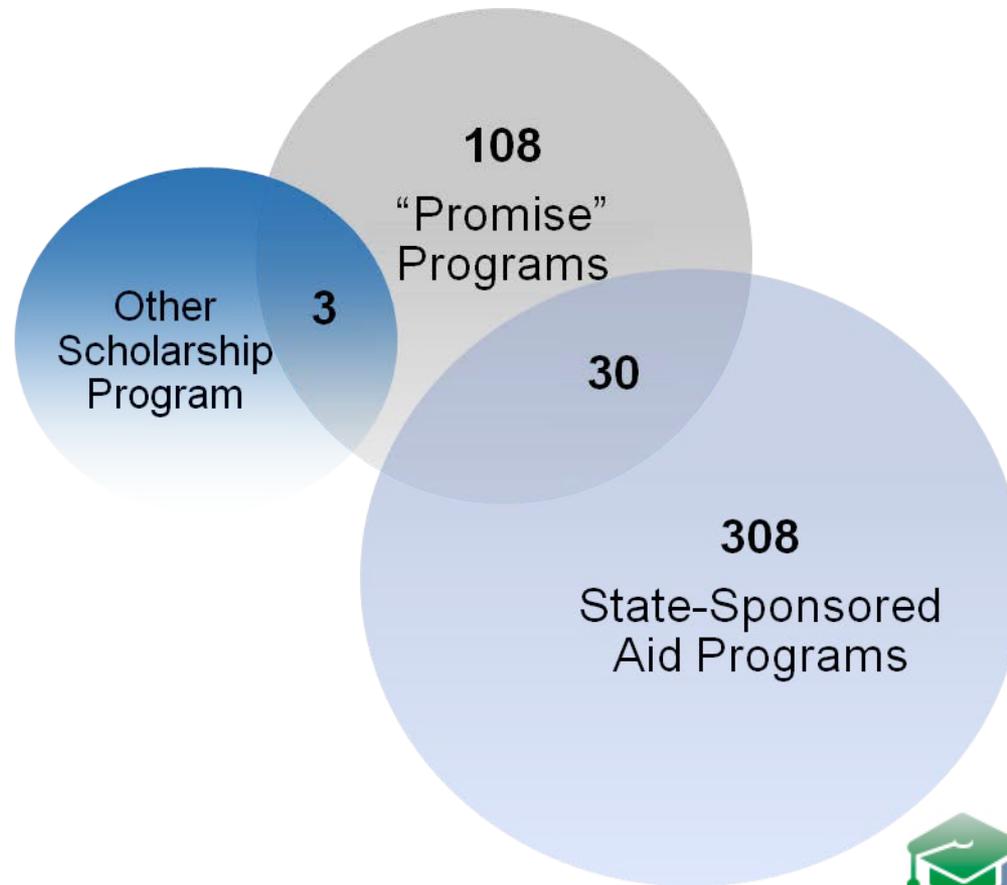


Source: Derived from Perna, L. W. (2006). Studying college choice: A proposed conceptual model. In J. C. Smart (Ed.), *Higher Education: Handbook of theory and research*, Vol. XXI (pp. 99-157). Springer

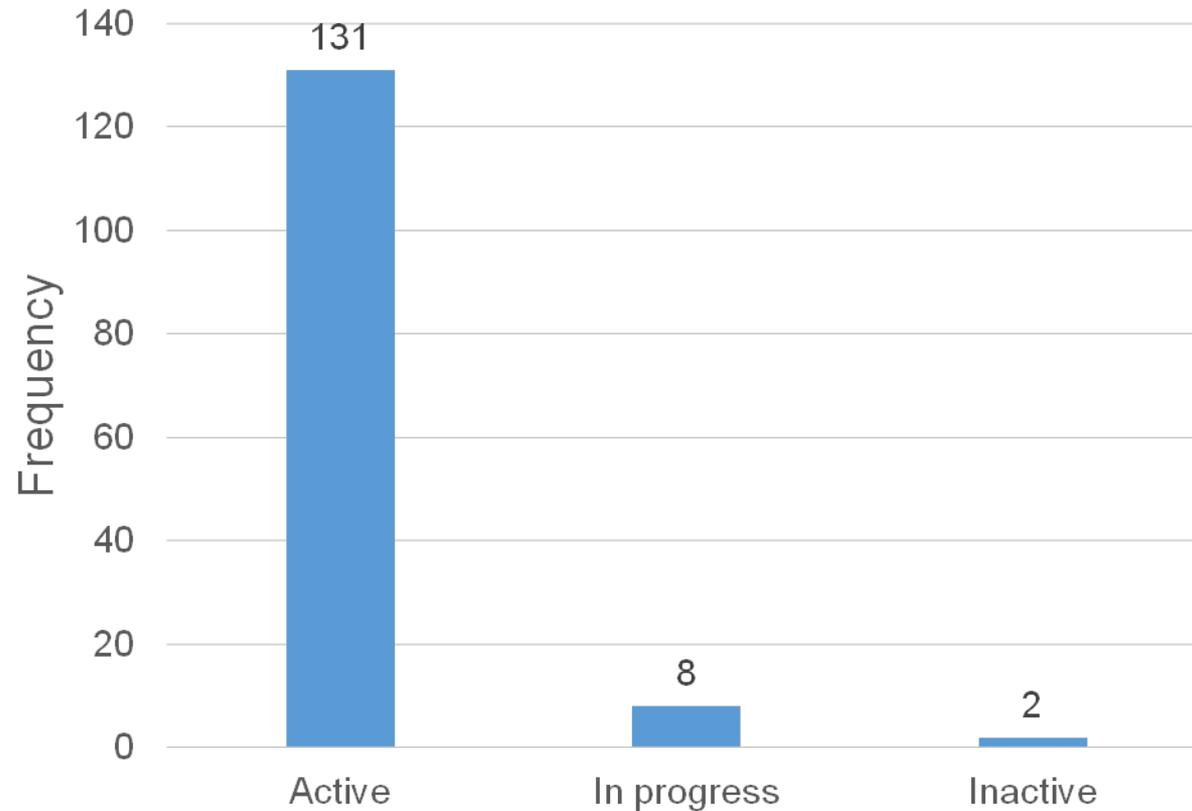
Characteristics of Promise Program

- Goal is to improve higher education attainment
- Includes some type of “promise”
- More than traditional financial aid program
- Early commitment
- Clear and simple message of aid/reward

“Promise” Program vs. “Student Financial Aid” Program



Status of Identified Programs

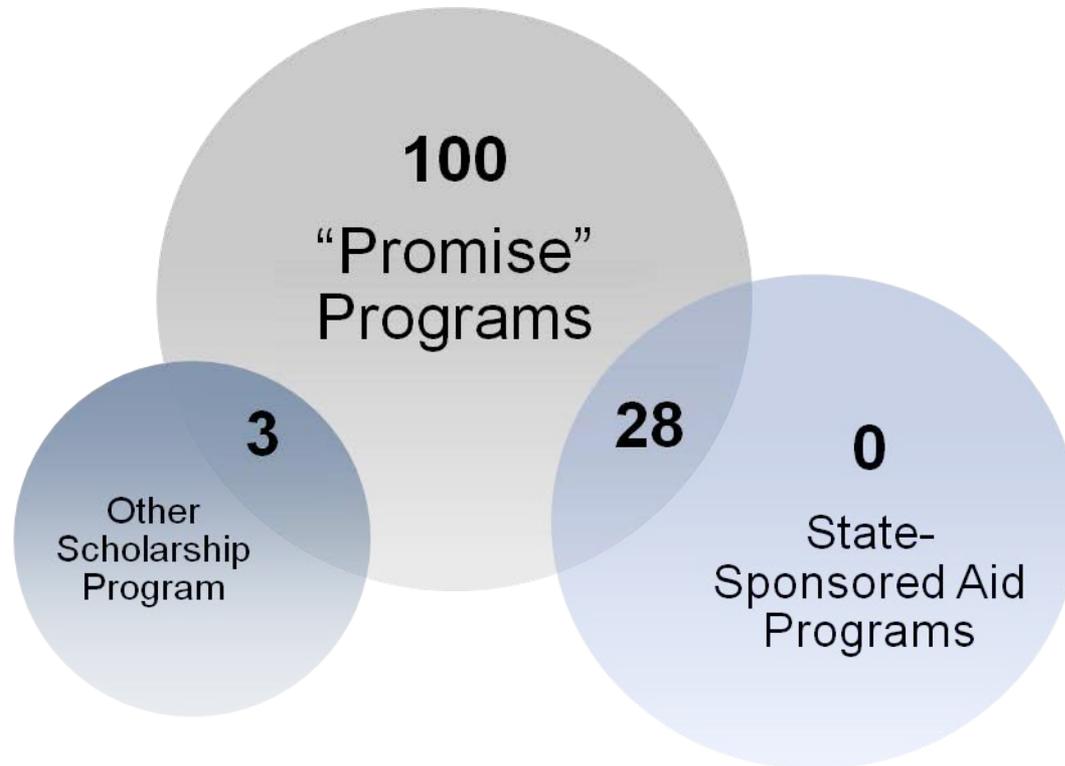


Note: Data describe 141 “promise” programs



College Promise
in California
STRATEGIES, CHALLENGES, and SUCCESSES

Active “Promise” Programs



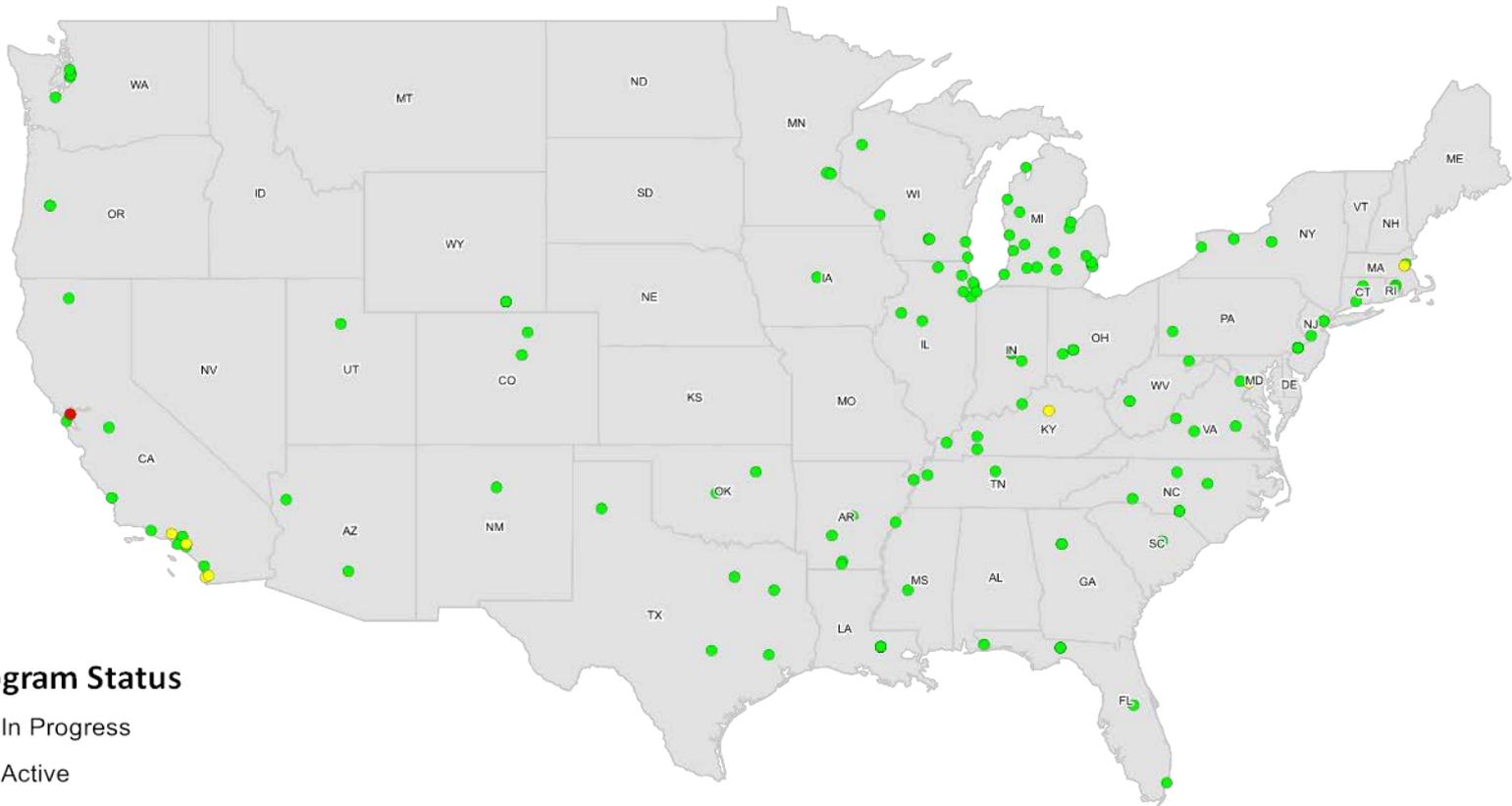
Note: Results limited to 131 “active” programs



College Promise
in California

STRATEGIES, CHALLENGES, and SUCCESSES

Spatial Distribution of Promise Programs

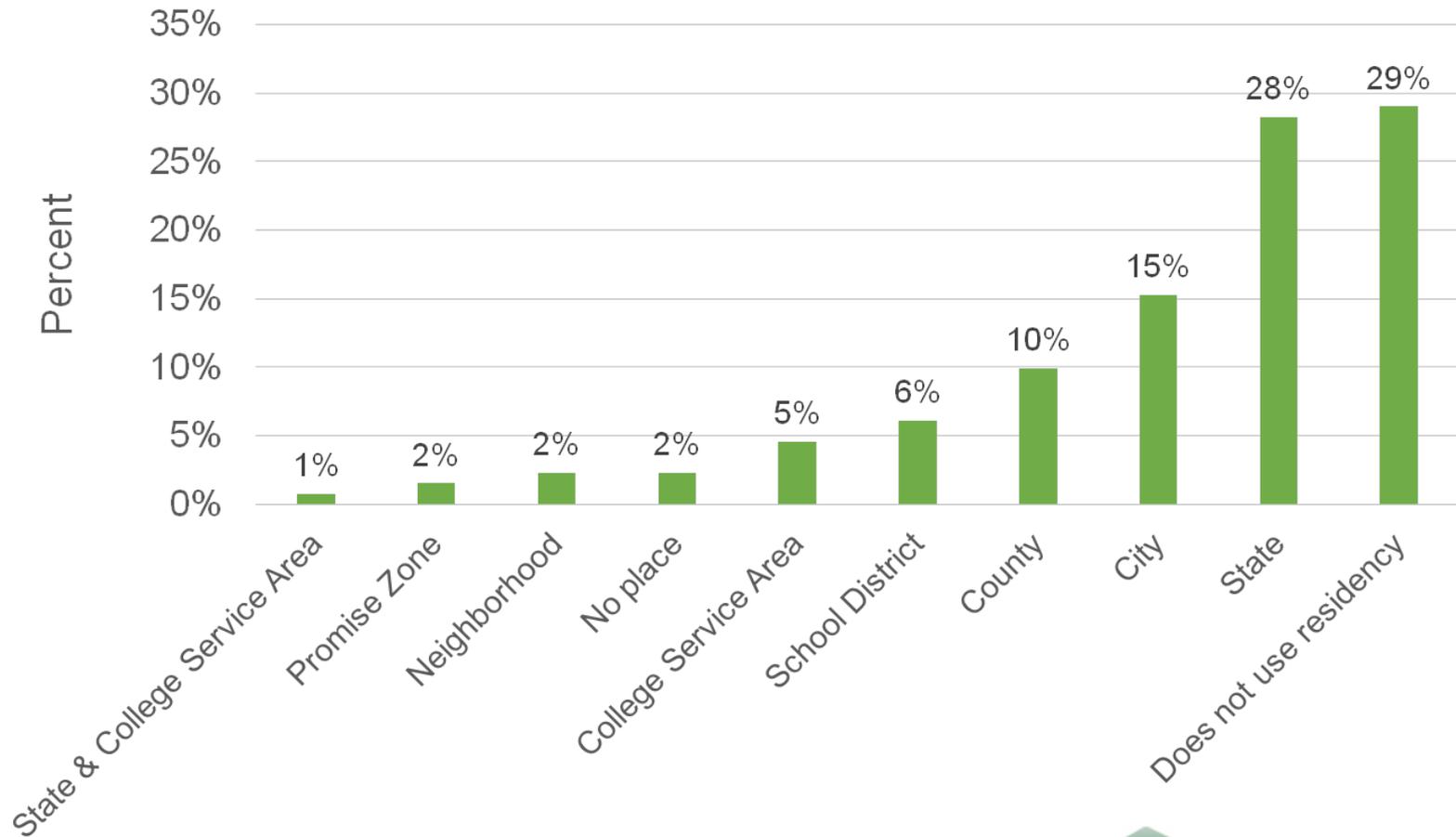


Program Status

- In Progress
- Active
- Inactive

Definition of “Place:”

Residency – Where One Must Live



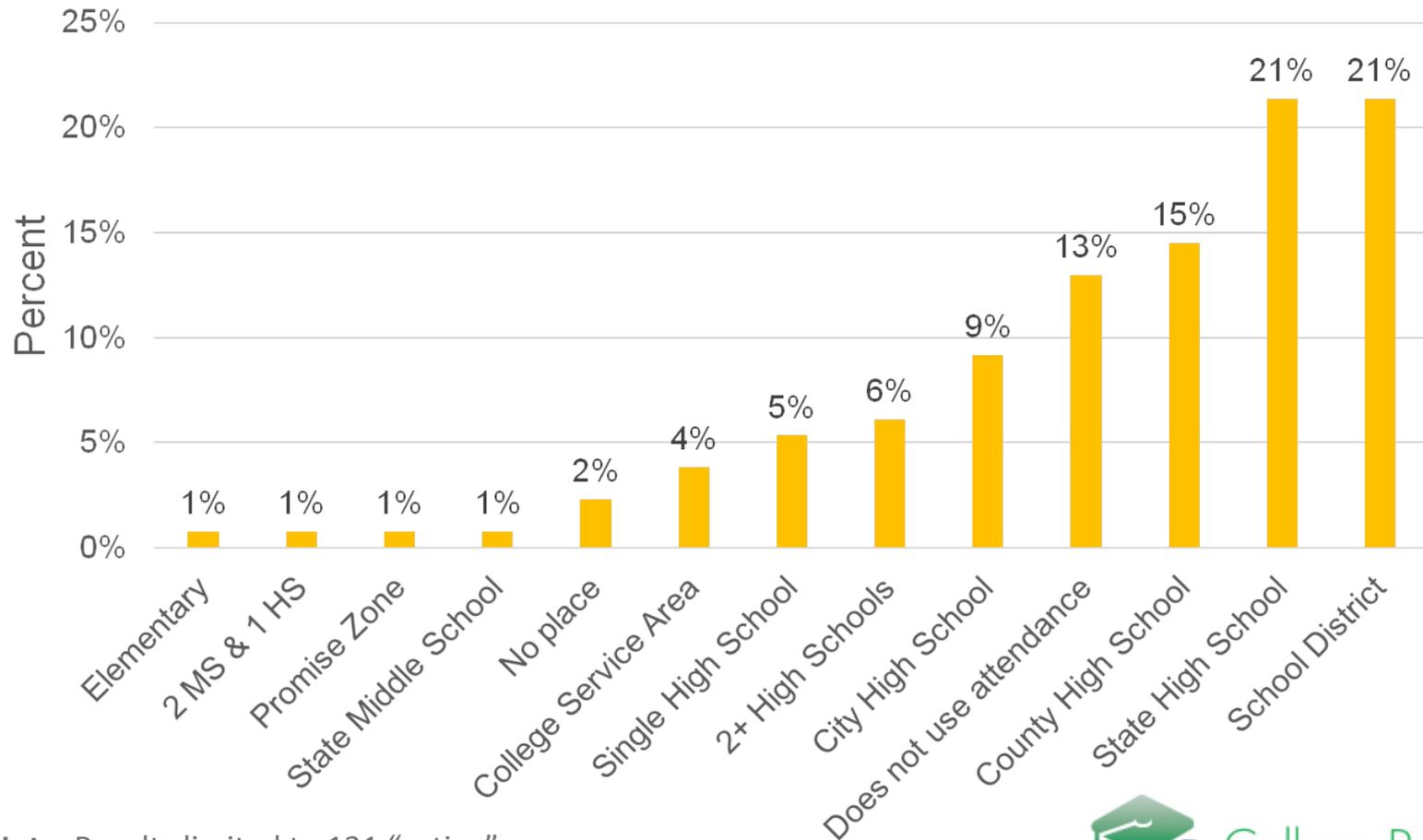
Note: Results limited to 131 “active” programs



College Promise
in California

STRATEGIES, CHALLENGES, and SUCCESSES

Definition of “Place:” School Attendance – Where One Must Attend School



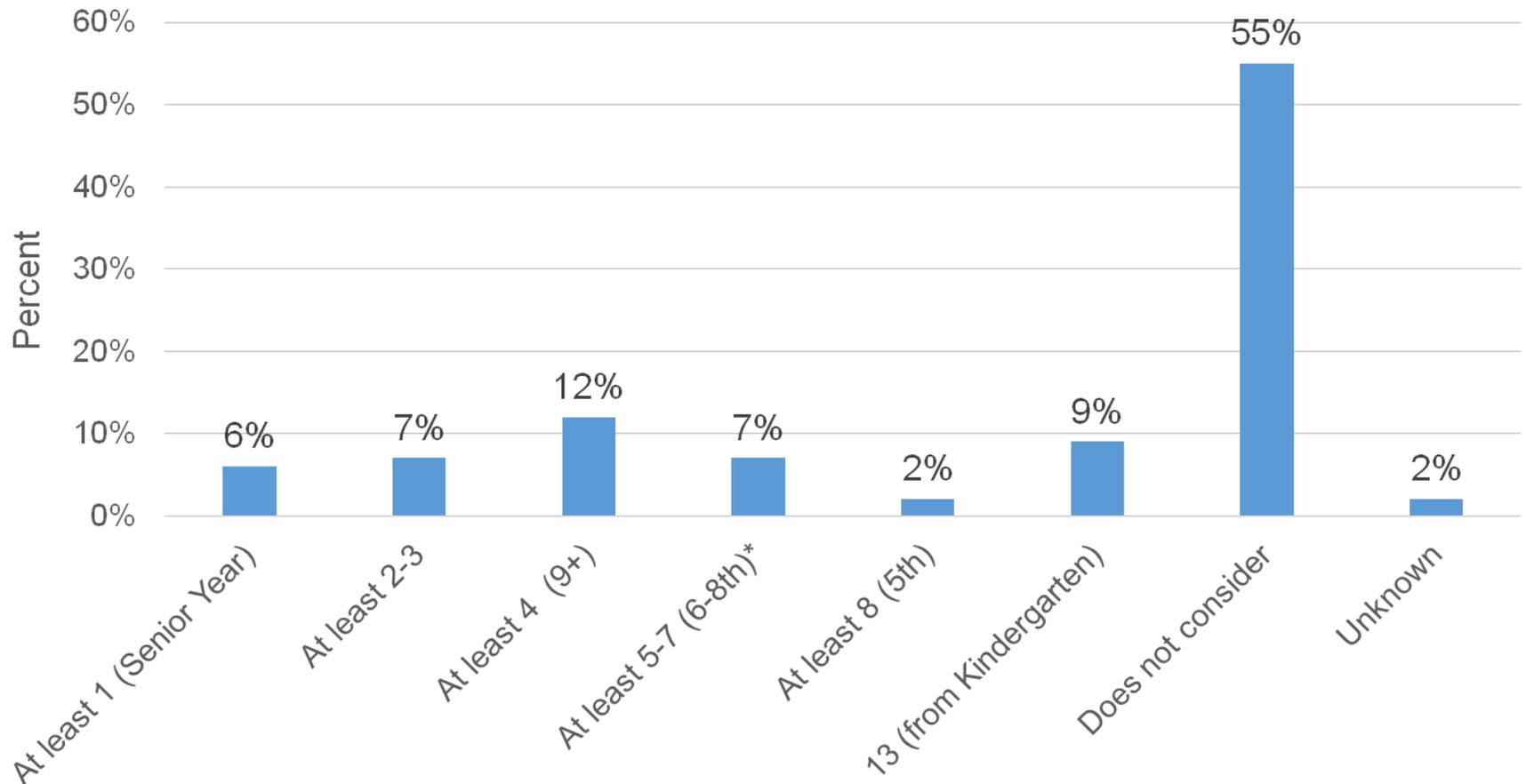
Note: Results limited to 131 “active” programs



College Promise
in California

STRATEGIES, CHALLENGES, and SUCCESSES

Years in “Place” Required for Maximum Financial Aid



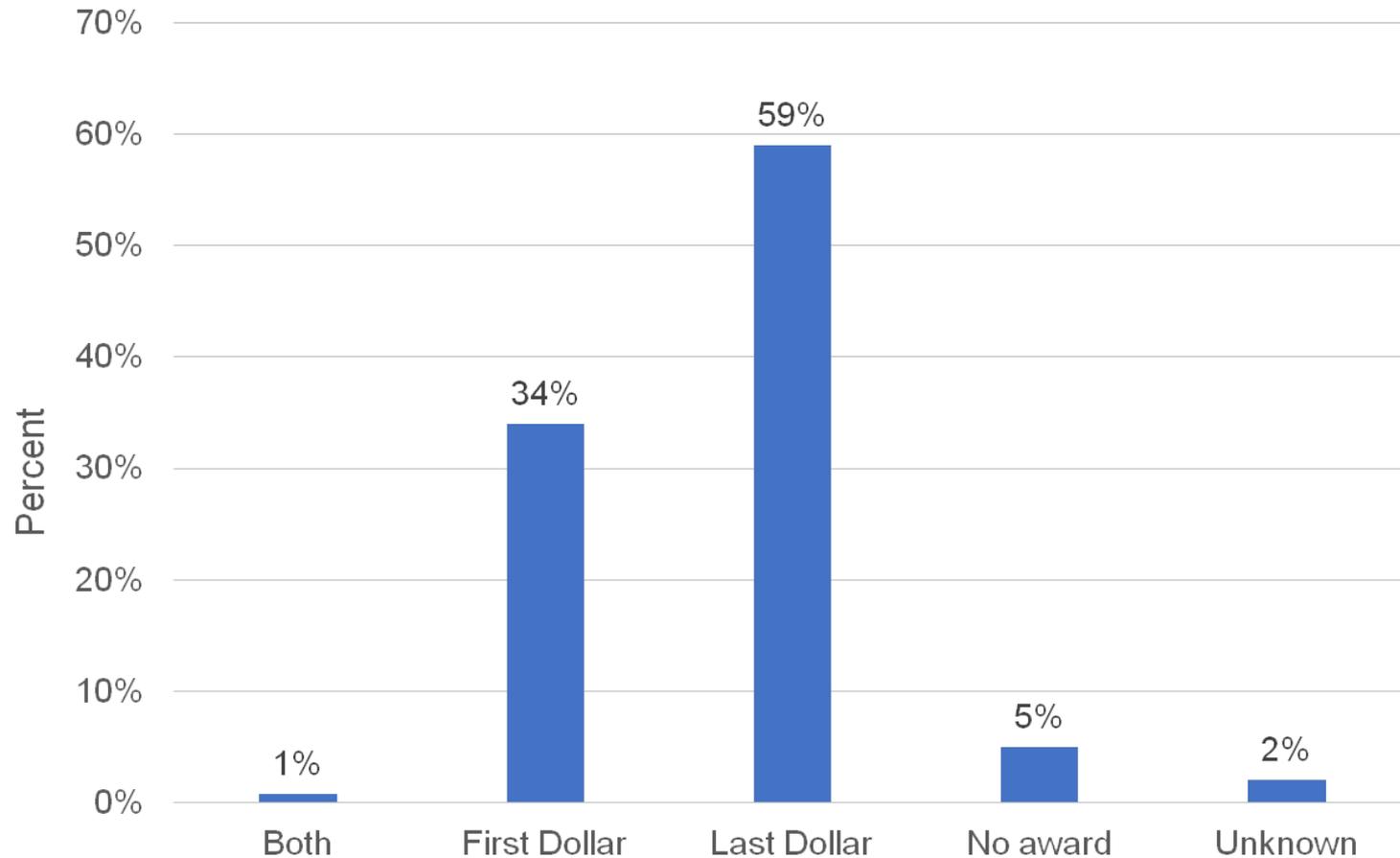
Note: Results limited to 131 “active” programs; Data include Iowa State 4 U which has 4 year requirement but for elementary school



College Promise
in California

STRATEGIES, CHALLENGES, and SUCCESSES

Approach to Awarding Financial Aid



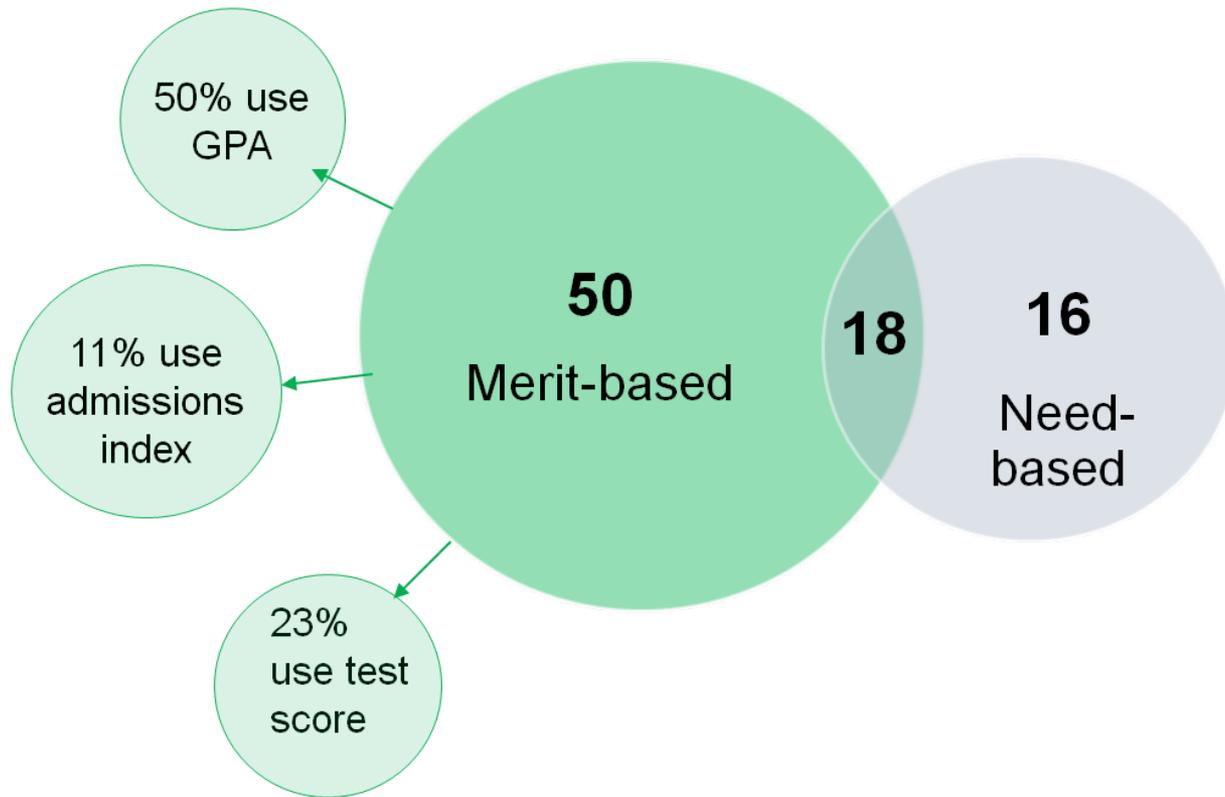
Note: Results limited to 131 “active” programs. Percents may not add up to 100% due to rounding



College Promise
in California

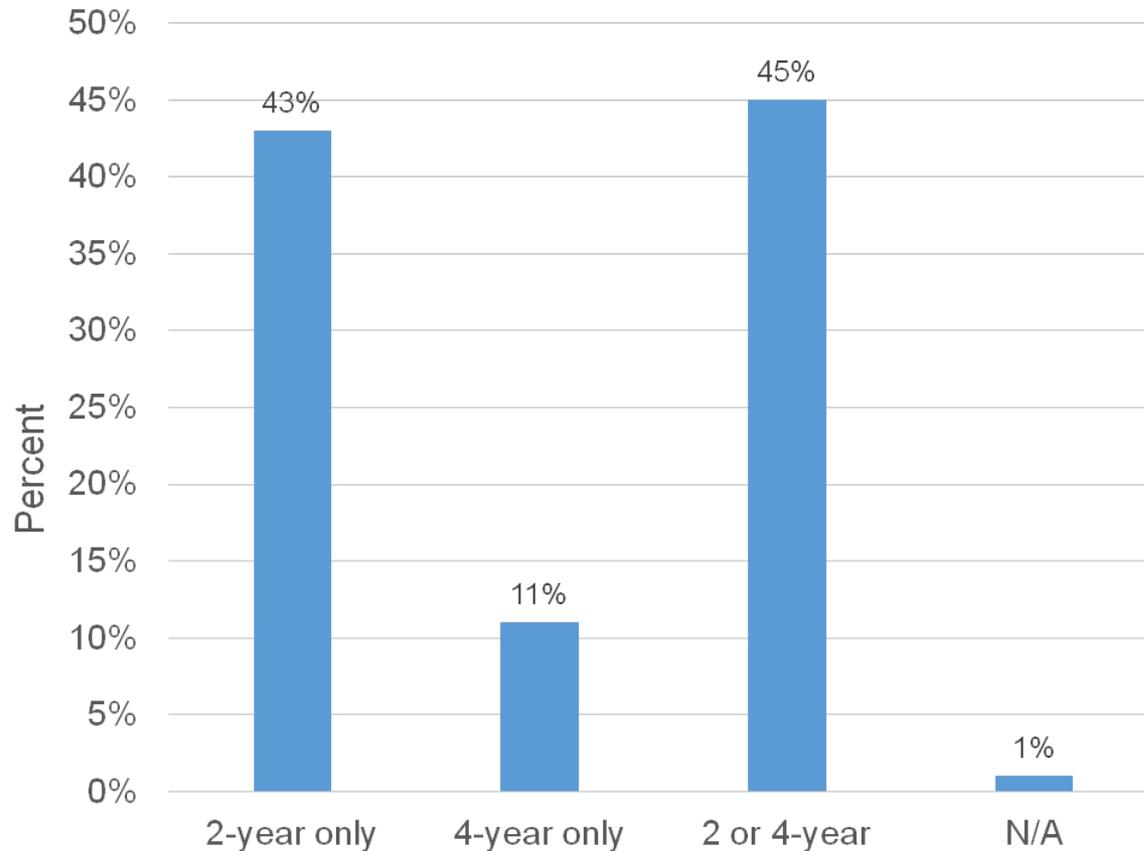
STRATEGIES, CHALLENGES, and SUCCESSES

Criteria for Receiving Initial Award



Note: Results limited to 131 “active” programs. Figure excludes two programs with unknown criteria and 45 programs without either merit or need-based criteria.

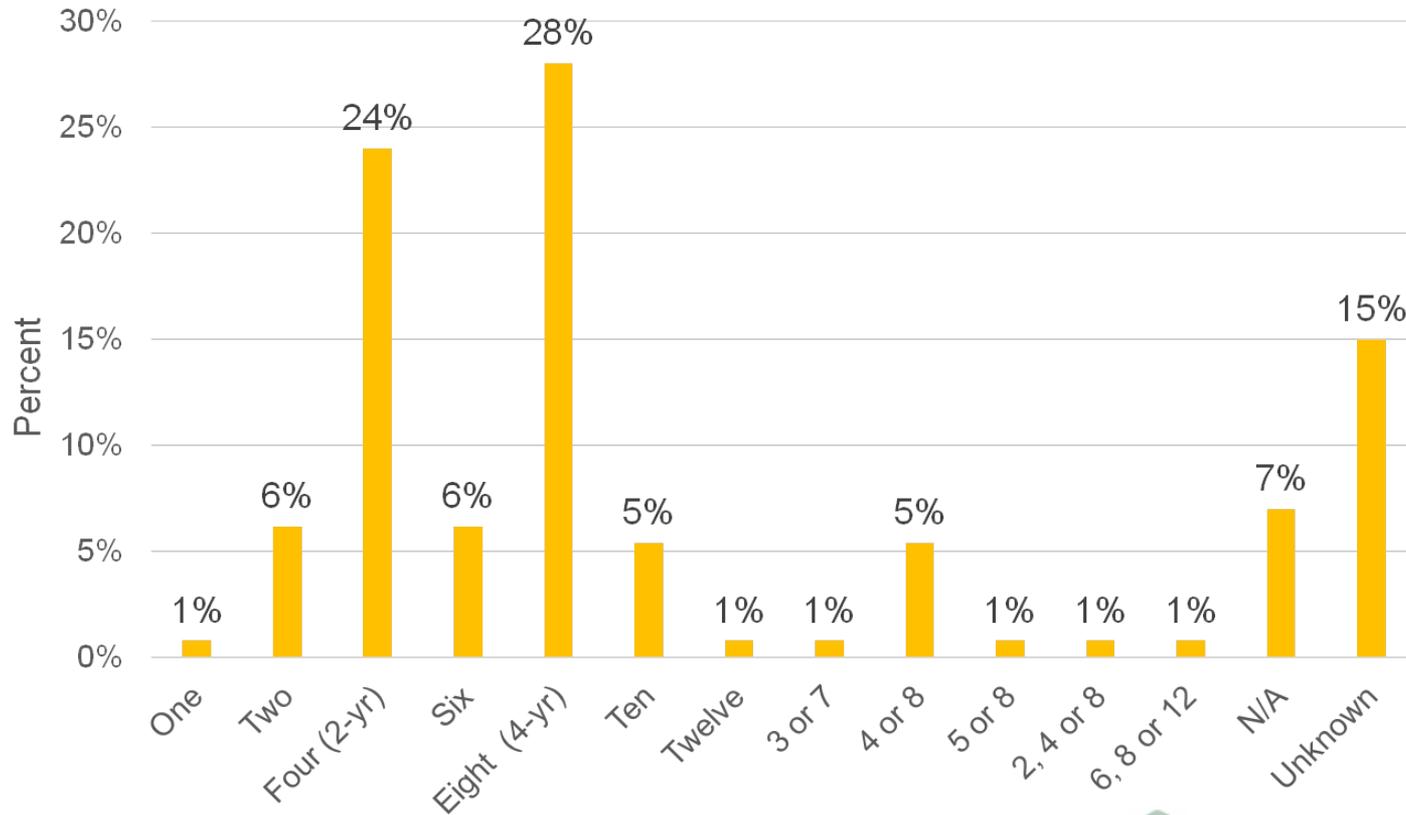
Type of Postsecondary Educational Institution Student May Attend



- 38% of programs can only be used at 1 institution
- 70% of programs at 1 institution are located at 2-year colleges

Note: Results limited to 131 “active” programs.

Maximum Semesters for Financial Aid Award



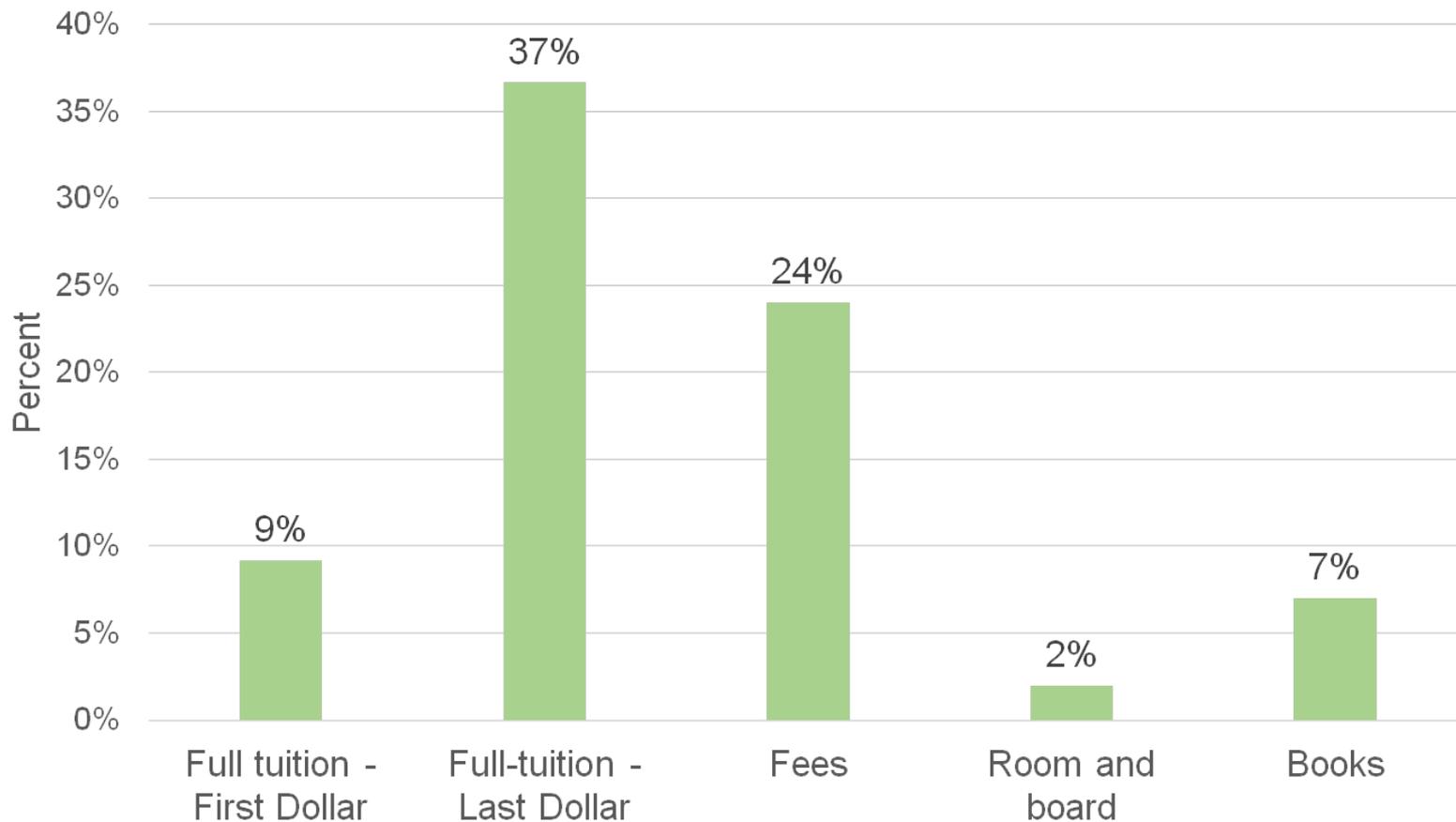
Note: Results limited to 131 “active” programs. Percents may not add up to 100% due to rounding.



College Promise
in California

STRATEGIES, CHALLENGES, and SUCCESSES

Costs Covered by Financial Aid



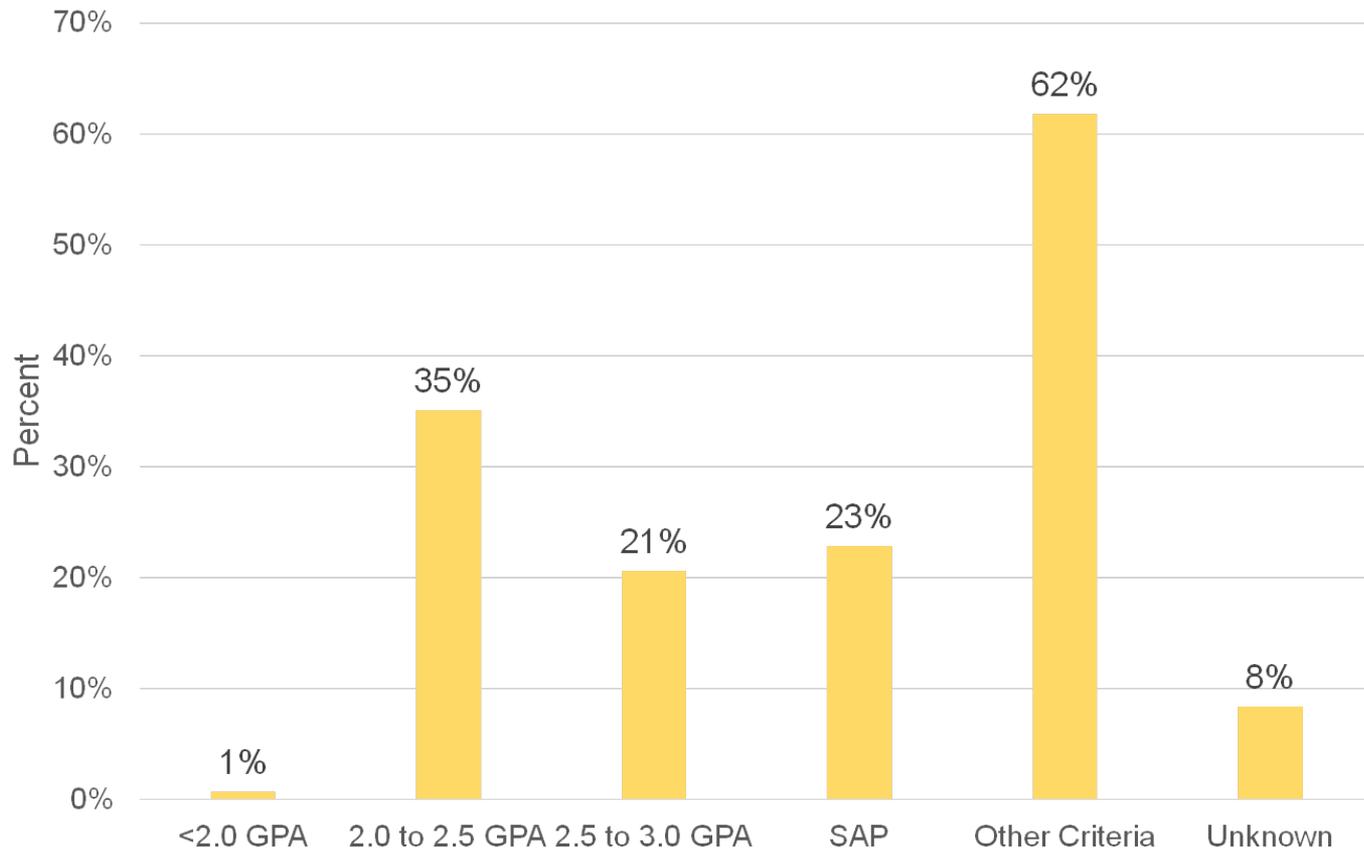
Notes: Results limited to 131 “active” programs. Data exclude 4 programs with unknown coverage



College Promise
in California

STRATEGIES, CHALLENGES, and SUCCESSES

Criteria for Renewing and Maintaining Aid Award

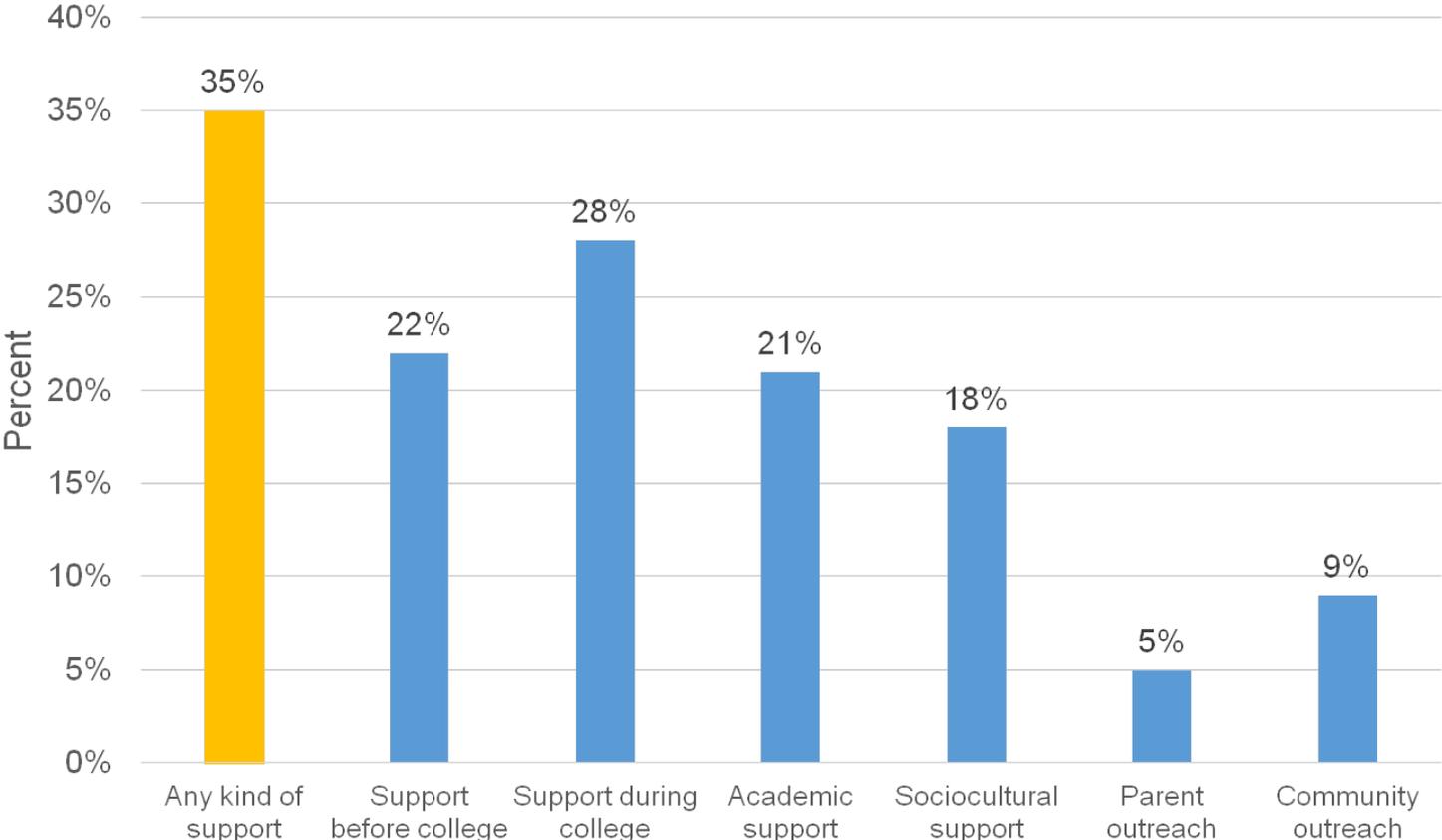


Note: Results limited to 131 “active” programs



College Promise
in California
STRATEGIES, CHALLENGES, and SUCCESSES

Support Services Offered by Active Programs

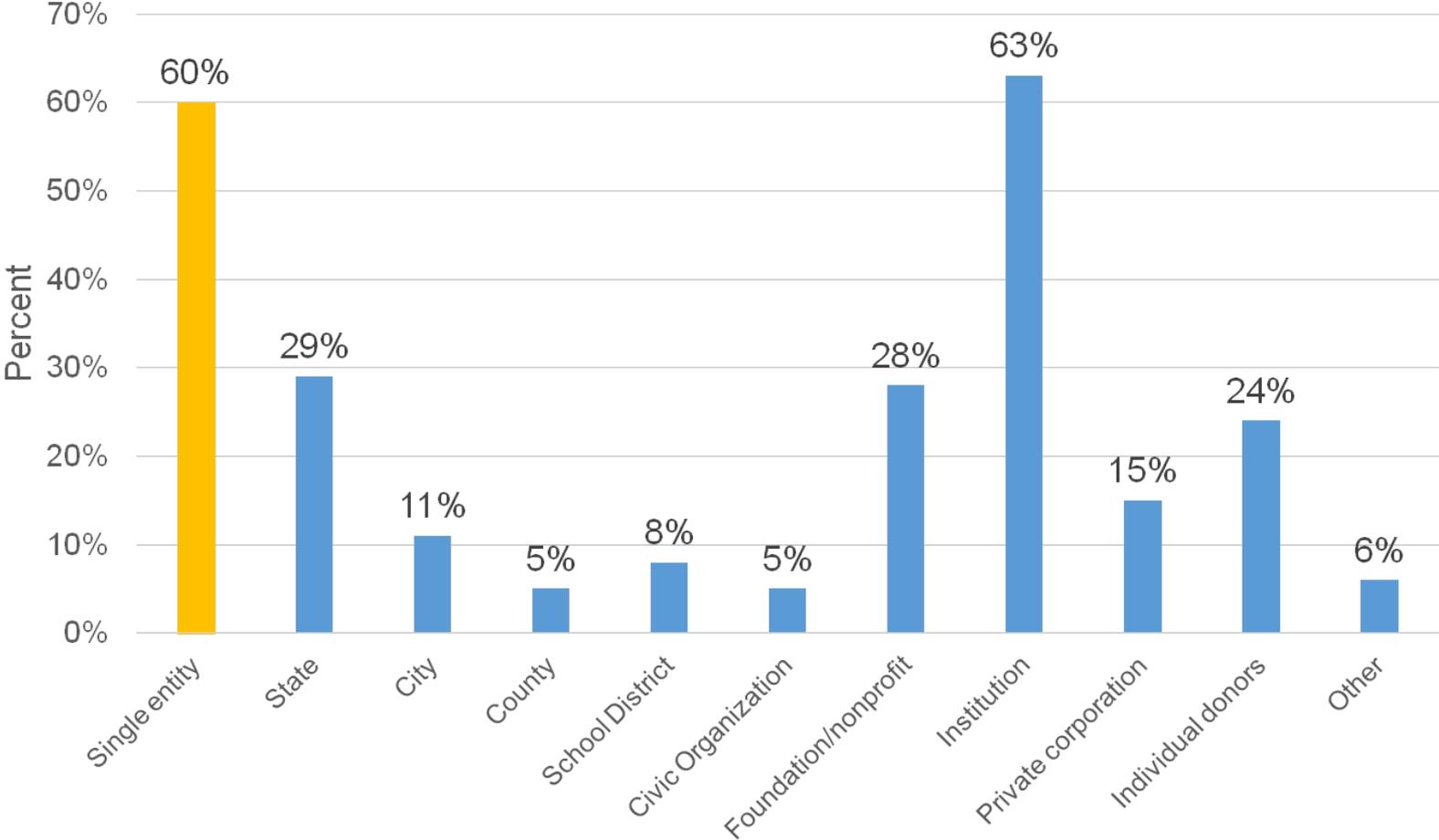


Note: Results limited to 131 “active” programs.



College Promise in California
STRATEGIES, CHALLENGES, and SUCCESSES

Program Funding Sources



Note: Results limited to 131 “active” program



College Promise in California
STRATEGIES, CHALLENGES, and SUCCESSES

Implications of Program Funding For the Nature of the “Promise”

- **Time Limit:** "Hartford Promise has raised the needed funds to provide Promise Scholarship to students of the Classes of 2016 and 2017. Additional funds will be required to support future classes. Hartford Promise and the Promise Champions are actively engaged in raising additional scholarship funds." (Hartford Promise)
- **Precarious:** "Scholarships are awarded on a first come, first serve basis to eligible students as long as funds are available. Students should complete their financial aid application as soon as possible to secure funding." (Galesburg Promise)
- **Guarantee:** "The Promise Zone guarantees all resident graduates of Hazel Park Schools a tuition-free path to an Associate's degree, often through pre-existing scholarships." (Hazel Park Promise)

Next Steps

- What is a "Promise" Program?
- Recommended Program Characteristics
- Directions for Future Research



College Promise
in California
STRATEGIES, CHALLENGES, and SUCCESSES

Contact Us

Laura W. Perna

University of Pennsylvania

Alliance for Higher Education and Democracy

lperna@gse.upenn.edu

[@PennAHEAD](#)

[@lauraperna1](#)



California College Promise Profile Project

Amelia Smith and Mary Rauner

Regional Education Laboratory West (REL West) at
WestEd



California College Promise Profile Project

- Project stemmed from collaboration with our partners:
 - College Promise Campaign
 - California Community College Chancellor's Office
 - Community College League of California
 - California College Promise Leadership Team
- Funded through REL West
- Data gathered May - July 2016
- Product: Community College Profile Booklet



College Promise
in California

STRATEGIES, CHALLENGES, and SUCCESSES

California College Promise Profile Project

Thanks to:

- College Promise Program Representatives
- Advisors and Reviewers
 - Helen Benjamin
 - Erin Brooks
 - Laura Perna
 - Martha Kanter
 - Traci Spencer Griffen



College Promise
in California

STRATEGIES, CHALLENGES, and SUCCESSES

Identifying College Promise Programs

- Formally announced
- Place- or institution-based
- Scholarship component
- Community college lead or partner



College Promise
in California
STRATEGIES, CHALLENGES, and SUCCESSES

Methodology

- Identified programs from existing lists
 - College Promise Campaign
 - Alliance for Higher Education and Democracy
 - W.E Upjohn Institute for Employment Research
- Added new programs
 - Contacted all 72 California Community College Districts
 - News articles
- Gathered program information
 - News articles
 - Websites
- Confirmed accuracy
- Outcome: 23 program profiles



College Promise
in California
STRATEGIES, CHALLENGES, and SUCCESSES

What are we offering our students?

1. Location of California's Promise students
2. Becoming a Promise student
3. Student funding
4. Student support services

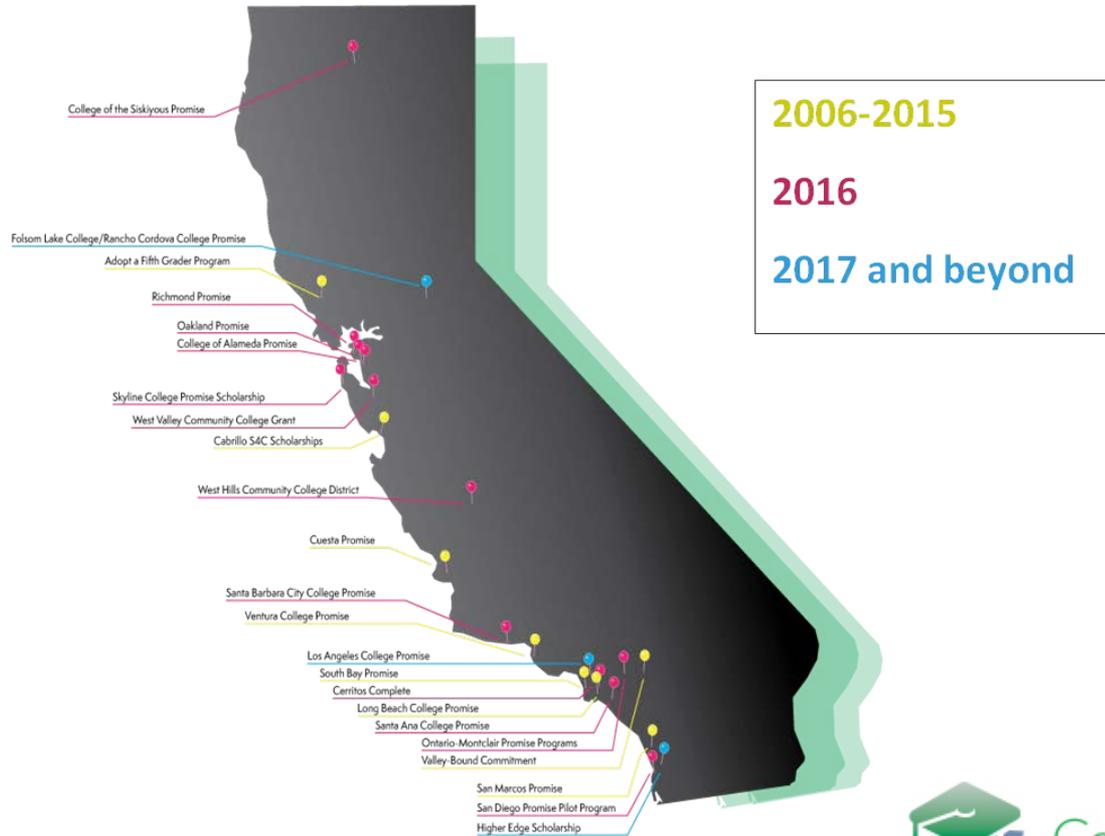


College Promise
in California

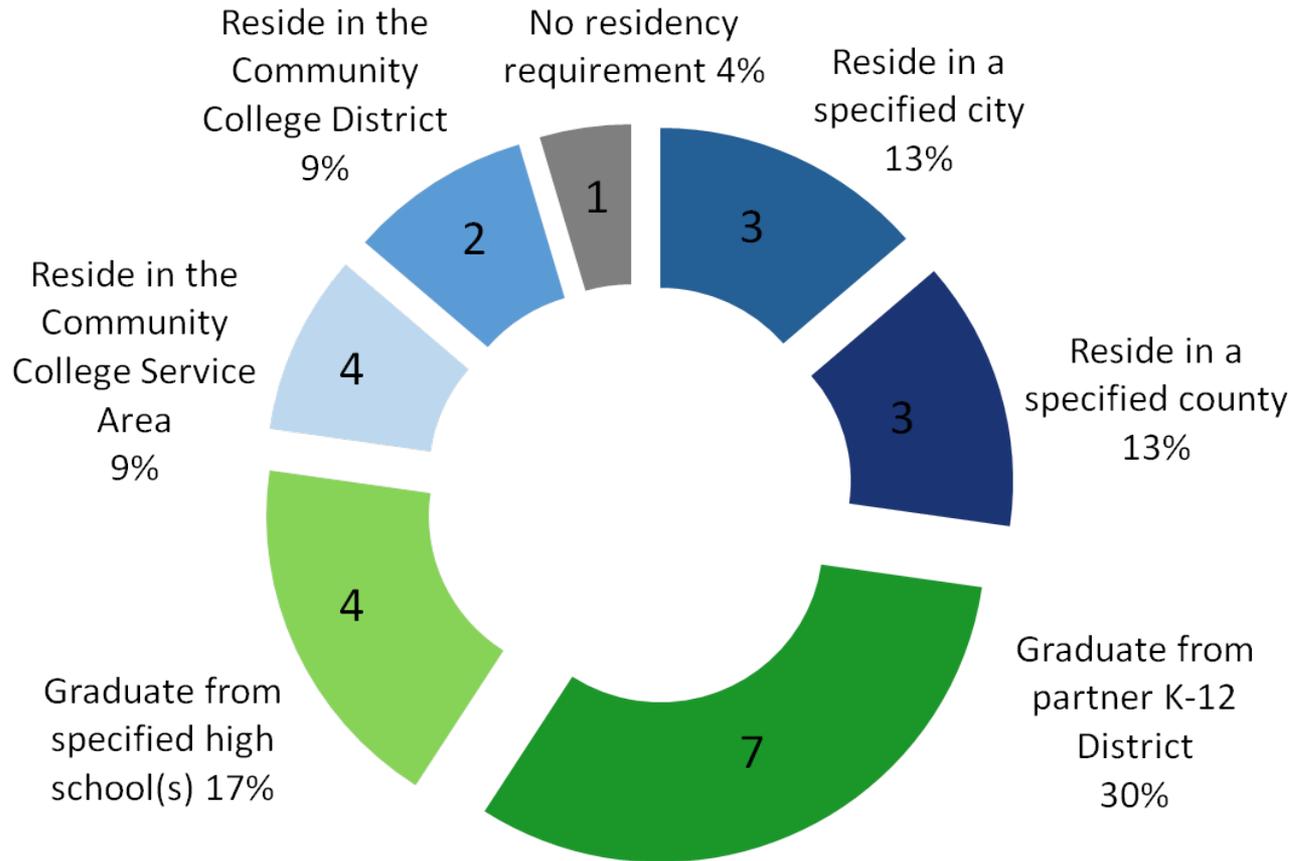
STRATEGIES, CHALLENGES, and SUCCESSES

When do our students get a College Promise?

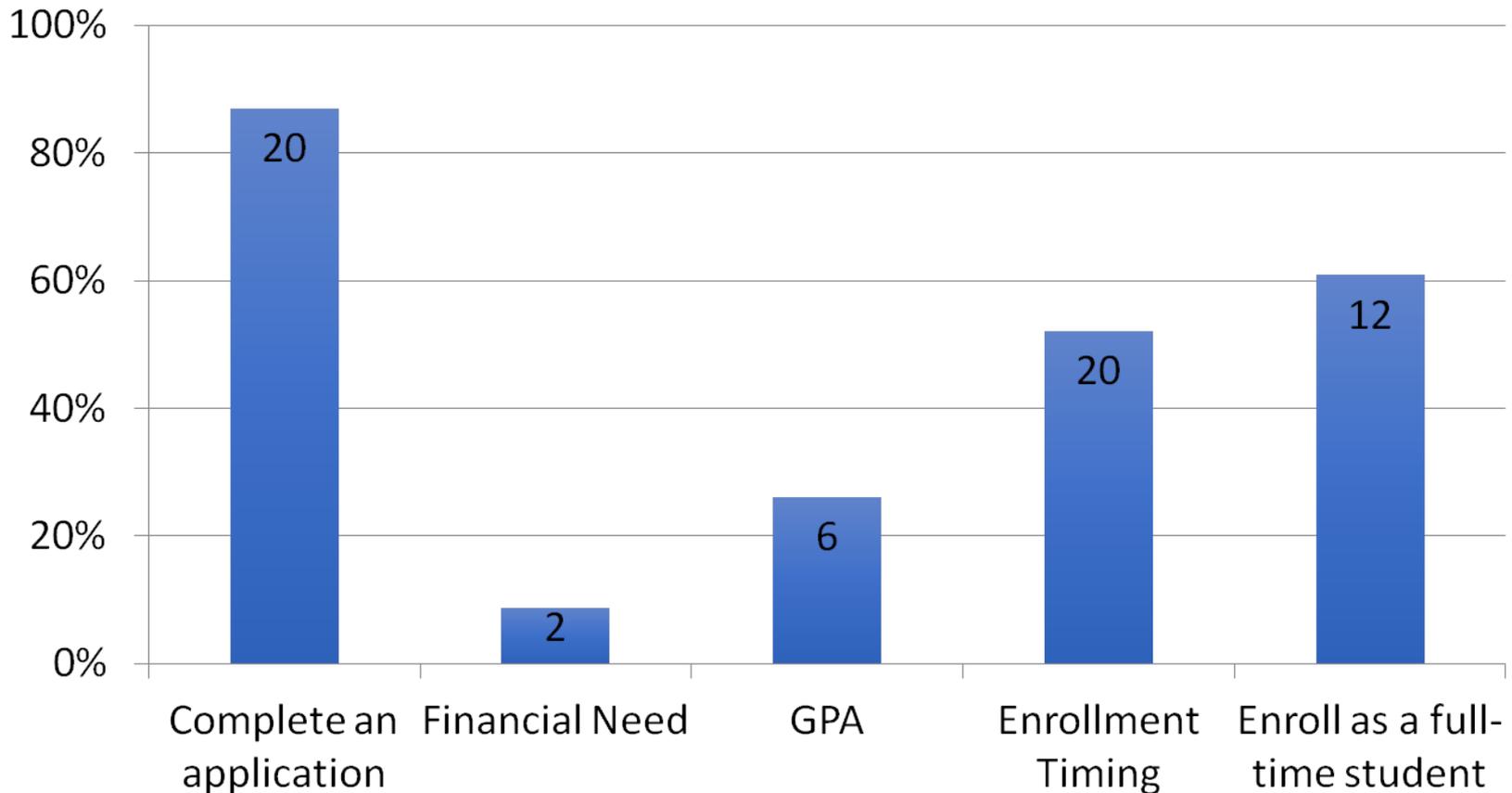
Programs implemented from 2006-2016



What are our students' residency requirements?

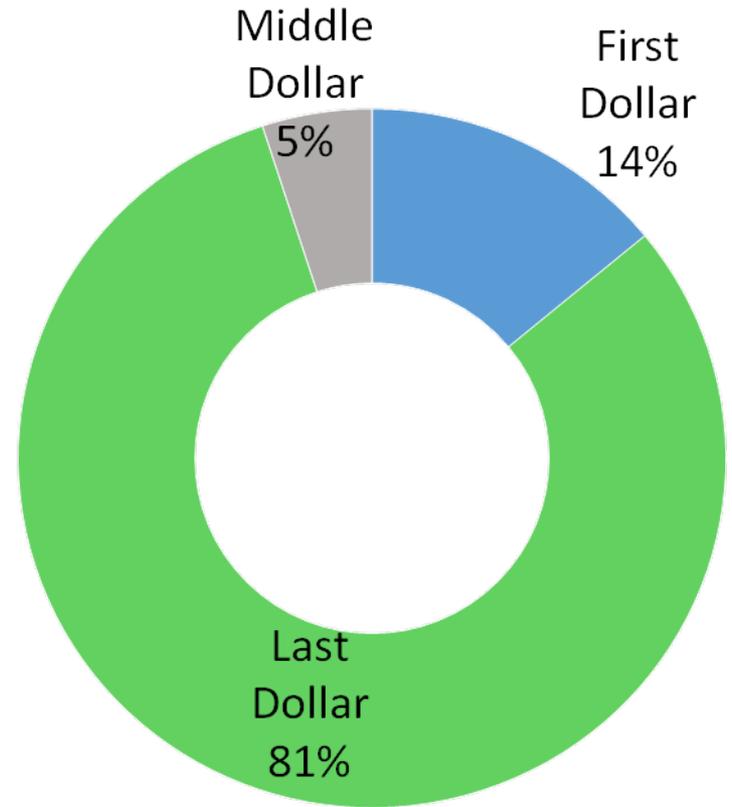


What are other student requirements?

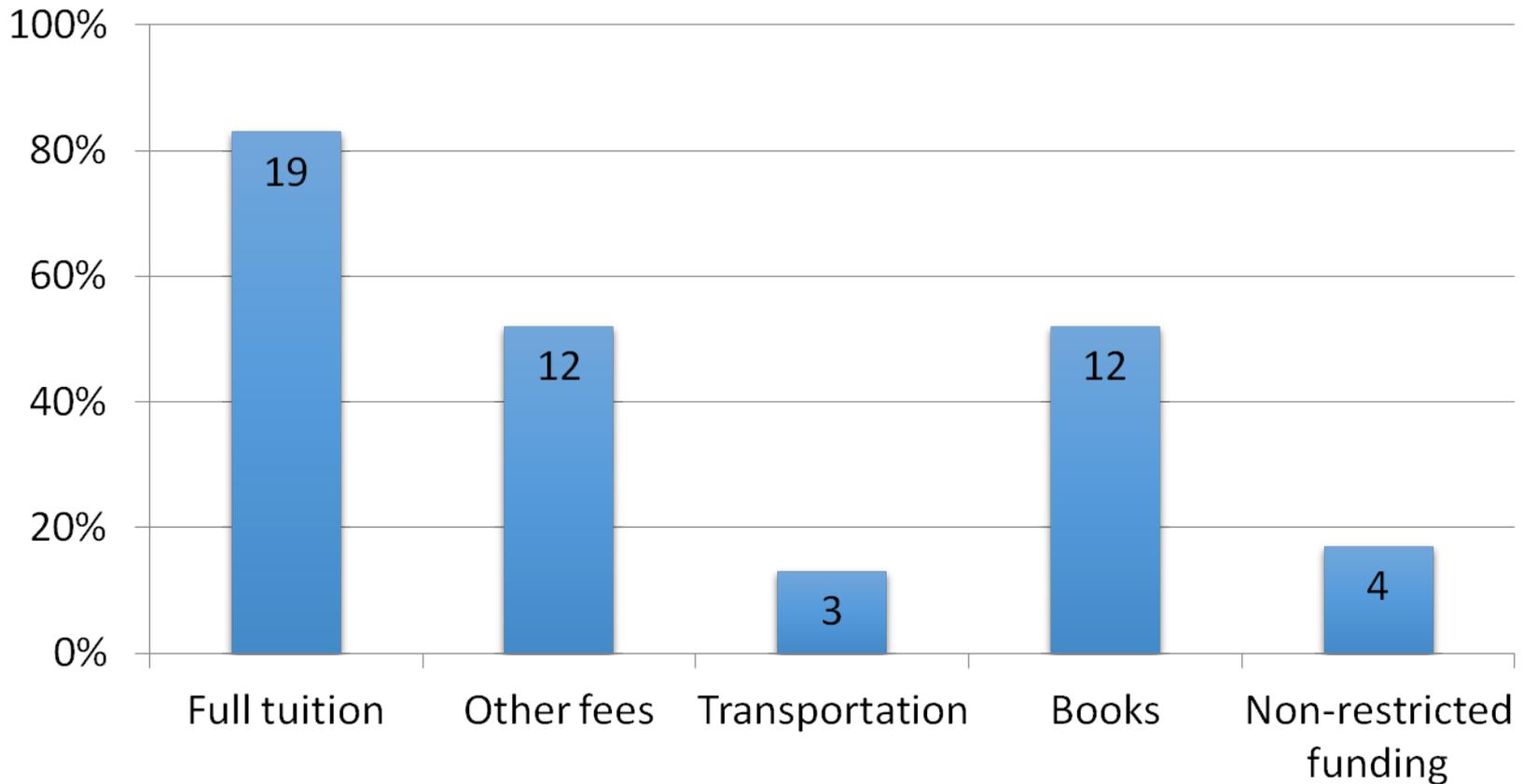


How is student funding distributed?

- 4 First-dollar programs: Award given regardless of other financial aid received.
- 17 Last-dollar programs: Other financial aid is factored in when determining student need.
- 2 “Middle-dollar” programs: Some (not all) financial aid factored in when determining student need.



Which expenses are covered?



What non-financial supports do our students receive?

- Support before college
 - 50% of the Promise Programs in California offer college prep programs
 - Early engagement/commitment programs, including field trips to college campuses (3)
 - College fairs (2)
 - Bridge or dual-enrollment programs (3)
 - Workshops to support students in completing Promise program and/or FAFSA applications (8)

What non-financial supports do our students receive (continued)?

- Support during college:
 - Summer boot camps (2)
 - Academic support services dedicated to Promise students (6)
 - Internship programs (2)
- Support with transfer:
 - Preferential transfer agreements with local California State University or University of California programs (4)

Where do we get our funding?

Fiscal Agents:

- Community College Foundations
- Community Colleges
- Other non-profits

Funding sources:

- Community College operating budgets
- K-12 school district budgets
- City operating budgets
- Individual donors
- Private foundations
- Industry
- Federal grants
- Native American tribe

More than 50% draw funding from more than one source



College Promise
in California

STRATEGIES, CHALLENGES, and SUCCESSES

Challenges and Next Steps

- Defining College Promise – which programs to use in our analysis
- Identifying the most meaningful measures
 - What is most useful for you?
 - What student populations are our programs reaching?
 - What impact are we making (outcomes and impact)
 - Program evaluations and findings
- Capturing and sharing our continued efforts

Contact us

Mary Rauner, REL West at WestEd

mrauner@wested.org

The College Promise in California: A Collection of Program Profiles

<https://relwest.wested.org/resources/221>

