



# College Promise Campaign

## 2017-2018 ANNUAL REPORT



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# A LETTER FROM DR. JILL BIDEN & GOV. GERINGER

Three years ago, we set out to make a community college education free for hardworking students. Since then, our goal has been to strengthen our nation's communities by supporting the development and expansion of College Promise programs, concurrent with promoting ever greater rates of college completion.

We have made significant progress since we joined forces. The latest tally shows that the number of College Promise programs has quadrupled in three short years. More than 200 programs are underway in 44 states and we have established 23 statewide programs.

From Hawaii to Maryland, and Texas to South Dakota, diverse, bipartisan coalitions are finding common ground to craft programs that meet the unique needs of their local communities and economies. They are evolving in large cities and small towns, in suburban counties and remote regions of our nation.

These opportunities are setting communities on a path to success by helping students complete the college education they need to thrive in the 21st-century workforce. We know that, by 2020, 65 percent of jobs will require education and training beyond high school. However, access to college isn't enough. To be a comprehensive, high quality "Promise," the program must be financially sustainable. It must also provide academic and student support to ensure that students not only start but earn their degrees and certificates as well.

As our Campaign matures and we begin our fourth year, we are singularly focused on showcasing high quality, comprehensive College Promise programs as examples to states and communities of how to support students to reach their educational goals. Many of these programs are profiled in this third Annual Report.

As the College Promise movement grows, we look forward to sharing our knowledge and expertise about what it takes to launch and sustain a Promise program. Our City and County Playbook, profiled in this report, guides local and state leaders through the steps of building a Promise that will be kept.

Moving forward, we will analyze the range of Promise program theories of change, designs, and outcomes; we will promote research, policy, and communications to advance the College Promise movement; and we will work tirelessly to identify and promote Promise programs that increase the rates of attainment of

postsecondary certificates and degrees.

The achievements we've seen across the country are truly inspiring; now that the movement is in full swing, we look forward to sharing the many stories of success we've witnessed as well as the challenges and opportunities ahead. If we hope to make community college and technical training universal, we're going to need more counties, cities, and states to step up. All hardworking students deserve the chance to go as far as their dreams and efforts can take them. Please join us in this work as the year unfolds.

We know that the Campaign's progress has benefited from the guidance, leadership, and commitment of our founding National Advisory Board and the support of our partners and donors who have energized many local and state leaders to take up this important cause. Thank you for your leadership, support, and commitment to the College Promise movement as we move forward in the year ahead.



**Dr. Jill Biden**

Honorary Chair

College Promise National Advisory Board



**Gov. Geringer (R-WY)**

Honorary Vice Chair

College Promise National Advisory Board

## COLLEGE PROMISE NATIONAL ADVISORY BOARD

SEPTEMBER 2017 - SEPTEMBER 2018

### Dr. Jill Biden

Second Lady of the United States (2009-2017)  
Honorary Chair

### James "Jim" Geringer

Former Governor of Wyoming  
Honorary Vice Chair

#### Ellen Alberding

President & Board Member  
The Joyce Foundation

#### Robert (Bob) C. Ballard

President & C.E.O.  
Scholarship America

#### Lezli Baskerville

President & C.E.O.  
National Association for  
Equal Opportunity in Higher  
Education

#### J. Noah Brown

President & C.E.O.  
Association of Community  
College Trustees

#### Matthew C. Boulay

Program Officer for  
Veterans  
Kisco Foundation

#### Randy Boyd

Commissioner  
Tennessee Department of  
Economic and Community  
Development

#### Walter G. Bumphus

President & C.E.O.  
American Association of  
Community Colleges

#### Christopher Cabaldon

Mayor  
West Sacramento

#### Phil Clegg

Executive Director  
American Student  
Association of Community  
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#### Brian A. Gallagher

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United Way Worldwide

#### Joseline Garcia

President  
United States Student  
Association

#### Lily Eskelsen García

President  
National Education  
Association

#### Richard D. George

Chairman, President &  
C.E.O.  
Ascendium Education Group

#### Mark Hass

Oregon State Senator,  
District 14

**Martha Kanter**

Executive Director  
College Promise Campaign

**Chauncy Lennon**

Managing Director of Global  
Philanthropy  
JPMorgan Chase

**Harold O. Levy**

Executive Director  
Jack Kent Cooke Foundation  
(†Deceased)

**Stanley S. Litow**

IBM Vice President,  
Corporate Citizenship &  
Corporate Affairs; President  
of IBM's Foundation

**Andrew N. Liveris**

C.E.O.  
The Dow Chemical  
Company

**Joe May**

Chancellor  
Dallas County Community  
College District

**Gail O. Mellow**

President  
LaGuardia Community  
College

**Jen Mishory**

Senior Fellow  
The Century Foundation

**William F. L. Moses**

Managing Director of  
Education  
Kresge Foundation

**Eduardo J. Padrón**

President  
Miami Dade Community  
College

**Donald R. Proctor**

CEO & Founder  
Bk97 Advisory Services

**Wade Randlett**

President, Dashboard  
Technology &  
Communications

**Randy Smith**

President  
Rural Community College  
Alliance

**Thomas J. Snyder**

President Emeritus  
Ivy Tech Community College  
of Indiana

**LaVerne Evans Srinivasan**

Vice President  
Education Programs  
Carnegie Corporation of  
New York

**Karen A. Stout**

President & C.E.O.  
Achieving the Dream

**Scott J. Svonkin**

President of the Board of  
Trustees  
Los Angeles Community  
College District

**William H. Swanson**

Chairman & C.E.O. (retired)  
Raytheon Company

**Maggie Thompson**

Executive Director  
Generation Progress

**Lynn Tincher-Ladner**

President & CEO  
Phi Theta Kappa

**Randi Weingarten**

President  
American Federation of  
Teachers

**Nancy Zimpher**

Chancellor Emerita  
The State University of New  
York

// ABOUT US //

## VISION, MISSION, & GOALS



### Vision

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.



### Mission

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.

The Campaign empowers community colleges and their education, business, government and philanthropic partners to enact solutions for students to graduate from college, advance in the workforce, further their education, and build rewarding lives in our nation's communities and states.

## GOALS

**1**

Support and promote the development and expansion of quality College Promise programs in communities, states, and regions.

**2**

Implement a national growth strategy to increase College Promise programs in five regions: West, South/Southwest, Plains/Midwest, Southeast, and Northeast.

**3**

Increase the impact of the College Promise Campaign and movement by identifying and supporting effective current and future cross-sector College Promise leaders, teams, networks, and communications.

// WHAT IS A PROMISE //

## OUR BEGINNINGS

The College Promise Campaign launched on September 9, 2015, at Macomb Community College in Warren, Michigan. At that event, President Barack Obama introduced Dr. Jill Biden and former Governor Jim Geringer (R-WY) as the Honorary Chair and Vice Chair of the College Promise National Advisory Board. Our nonpartisan board includes leaders from education, business, philanthropy, government, student groups, labor and non-profit organizations.

"I have been focused on community colleges. They're at the heart of the American Dream. Community colleges are everywhere. They're accessible. They're a gateway for folks who - maybe their parents didn't go to college; maybe the career path they want to follow isn't the traditional one," said President Obama. He added, "Every American willing to work hard deserves a shot at a higher education. For every young person willing to work hard, I want two years of college to be as free and universal as high school is today."

With strong bipartisan support throughout our first three years, the number of College Promise programs launched or on the way has more than quadrupled.

**WE NOW HAVE 200+**

2015-2018

**WE STARTED WITH 53**

At the launch of the College Promise Campaign on September 9, 2015, there were only about 53 free college programs in the nation.

As of August 2018, more than 200 College Promise programs

are underway in counties, cities and towns across 44 states. And statewide momentum is growing with programs in 23 states.

## WHAT IS COLLEGE PROMISE?



A College Promise is a commitment to fund a college education for every eligible student advancing on the path to earn a degree, a certificate, and/or credits that transfer to a four-year university, starting in America's community colleges.



It's a promise to prepare students for the 21st Century workforce and the pursuit of the American Dream without the burden of unmanageable college debt.



It's a promise 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.

## HOW DO YOU FINANCE A COLLEGE PROMISE?

Each College Promise program is funded based on the resources available to the specific community or state it serves. While this is a national movement, local regions and states decide how to structure a program model that suits the needs of their economies. There is a wide range of funding options to consider. Funding for Promise can include:

- State appropriations
- Local government funds
- Business contributions
- Philanthropic gifts

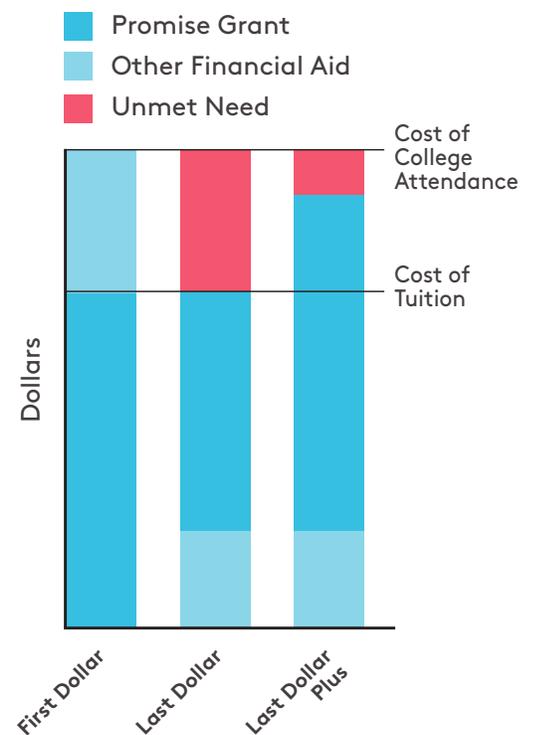
### College Promise Scholarships:

Promise Scholarships interact with a student's other aid in the following ways:

**First Dollar:** Promise funding covers tuition and fees outright, and enables other financial assistance, like a Pell Grant, to cover additional expenses, like textbooks and supplies.

**Last Dollar:** Promise funding fills the gap between a student's financial aid and the cost of tuition and fees.

**Last Dollar Plus:** Promise funding fills the gap between a student's financial aid and the cost of tuition and fees, but may also provide funding for additional expenses, especially for low-income students.



// WHAT IS A PROMISE //

## WHY COLLEGE PROMISE?



**100 YEARS AGO WE MADE HIGH SCHOOL AVAILABLE FOR EVERYONE. THIS IS AN UPDATE.**



**WE'RE 13TH IN THE WORLD FOR PEOPLE WITH A COLLEGE EDUCATION. WE USED TO BE #1.**



**BY 2020, 65% OF JOBS WILL REQUIRE EDUCATION BEYOND HIGH SCHOOL. YET TODAY, ONLY 40% OF U.S. ADULTS AGED 25-64 HAVE EARNED A COLLEGE DEGREE OR CERTIFICATE.**

### High school education is not enough for a good job and a decent quality of life.

- 99% of jobs created since the Great Recession went to workers with some college education.
- College Promise programs can increase college enrollment and narrow achievement gaps for underserved students.
- Free community college provides opportunity for people who thought college was beyond their means.
- Many programs offer additional support to ensure student success through mentoring, advising, and covering college costs above tuition and fees. Free community college will help more people get the education and skills they need.

### Student debt should not hold people back from opportunities and success.

- The cost of college in the United States has **increased twelvefold** in the past 30 years.
- Americans now owe over **\$1.5 trillion** in student debt.
- As student loan default rates rise, many are forced to delay buying a home, having a family, or starting a business.
- Many community college students must work full-time to meet day-to-day expenses.
- Research shows that working over 20 hours per week harms students' academic performance.
- Low-income and first generation college students lag in college enrollment by over **30%** compared to their higher-income peers.

### A well-prepared workforce benefits students, families, and communities.

- There are **7 million** jobs that businesses can't fill because they can't find workers with sufficient education and training.
- Local and state leaders know that businesses invest in regions that are workforce ready.
- **Every dollar** invested in a community college **returns three or more dollars** to the community.
- People without post-secondary education will fall further behind in lifetime income.
- Those without a college degree or technical certificate are less likely to earn a family-sustaining wage, and more likely to require public assistance and social services.

## SUPPORT SERVICES

### QUICK FACTS

**51% OF  
COMMUNITY  
COLLEGE  
STUDENTS  
WERE  
HOUSING  
INSECURE.**

**14% WERE  
HOMELESS.**

**33% OF  
COMMUNITY  
COLLEGE  
STUDENTS  
WERE FOOD  
INSECURE**

**Pirate  
Pantry**



### Addressing the Hidden Costs of College

Tuition and fees are only a fraction of the full cost of attending college. For far too many students, additional costs of college attendance; for items like housing, food, textbooks, childcare, and transportation -- make a college education out of reach. That's why many College Promise programs cover those hidden costs to alleviate the financial burden of earning a degree or certificate.

### Providing Access and Pathways to Success

We encourage communities to build supportive elements like mentoring, advising, academic coaching, flexible scheduling, and career planning into their College Promise programs — features that boost success, so students not only start, but complete their course of study.

Low-income and first-generation students often struggle and lack the support they need as they navigate the complicated journey into and through a college education. Many must balance their studies with the demands of working full time and caring for their family.

### Food pantry

#### Porterville College, CA

The food pantry at Porterville College supports students facing food insecurity. It has an online book system that warrants the privacy of students. They also connect students with additional resources, such as daycare, financial literacy workshops, or employment services.

### Transportation

#### Dallas County Promise

Dallas County Promise has food banks and offers transportation passes to its students. With an extensive list of business, philanthropic, government, and school district partners, the Promise is able to build a robust program that ensures students are well-supported.

// WHAT IS A PROMISE //

## SUPPORT SERVICES (CONTINUED)

### Guided Pathways

Guided pathways pair regular academic and career counseling with a default set and sequence of classes for a given course of study to reduce choice paralysis for students. These offerings can be tied to specific local workforce needs and support the transfer from two-year to four-year colleges.

#### Accelerated Study in Associate Programs (ASAP), City University of New York

The program provides services to help students complete a degree within three years. It provides a range of financial, academic, and personal supports including comprehensive and personalized advisement, career counseling, tutoring, waivers for tuition and mandatory fees, MTA MetroCards, and additional financial assistance to cover textbook costs.



Guttman Community College, part of the CUNY system, requires students to participate in a summer bridge program, enroll full time, and complete a common first-year curriculum. The result: 28% of the class completed an associate degree in two years compared to a 7% graduation rate nationally at urban community colleges.



#### University of Hawaii Community Colleges

The community colleges and universities of Hawaii developed the STAR GPS technology system to allow students to keep track of their progress and explore different pathways. The tool ensures students are staying on track to complete a degree.

### College & Career Services

These services help students obtain internships, career opportunities, and outside scholarships. Career centers and future centers are a prominent way for colleges to support students.

#### Boston WINS

The goal of the program is to increase college enrollment rates for Boston public high school students, ensure they enter college, and prepare them for careers with stable employment and economic mobility. The program has partnered with organizations including the Boston Private Industry Council (PIC), Bottom Line, College Advising Corps., uAspire, and Year Up. Through these partnerships, Boston WINS has expanded access to paid internships for Boston's high school and college youth and committed to hiring 1,000 full-time employees. Combined with Boston's Tuition-Free Community College Plan and the Boston Bridge, eligible students are benefiting from these college and career opportunities.



// WHAT IS A PROMISE //

## Counseling and Mentoring

### TnAchieves

TnAchieves enhances the TnPromise by providing mentoring, tutoring, transportation, and textbook assistance to help students progress to complete a degree or certificate.

“Without tnAchieves and my mentor through the program, I would never have accomplished gaining my Associate degree, being in the college honor society, and then continuing to to the University of Tennessee where I’m achieving my lifelong dream of being a college graduate with a bachelor’s in Anthropology.” - Virginia Hughes, Tennessee Promise student.

### Detroit Promise Path

Detroit Promise Path is an expansion of the Detroit Promise to provide additional support for Promise recipients. This program includes monthly coaching appointments paired with an incentive stipend, enhanced summer engagement including work opportunities, and a management information system that tracks student participation.

After one year of evaluation, MDRC, the research organization, found that students who received these supplementary services were much more likely to remain enrolled in college. 95% of students also responded positively to their coaches, reporting mentoring to be valuable.

## CHILDCARE SUPPORT

### Los Angeles Valley College

At Los Angeles Valley College, one of Los Angeles County’s nine campuses, students have access to the Family Resource Center which provides support for students who are balancing their studies while raising children.

Services at Los Angeles Valley College Family Resource Center, Student-Parent Success Program:

- Academic counseling
- After school childcare
- Child-friendly study lounge
- Tutoring
- Textbook support
- Computer and printing access
- School supplies
- Children’s clothing exchange
- Organic produce
- Diapers/Wipes/Formula





Photo Courtesy: Los Angeles Valley College Family Resource Center

// PROMISE VOICES &amp; IMPACTS //

## PROMISE VOICES



Photo Courtesy: Kien Truong

"Without the affordable tuition at PCC and personalized advising at Future Connect, this journey would not have happened. That's why I support the College Promise movement; it encourages communities all over the country to remove financial barriers and provide academic and social support for people who think higher education is beyond their means."

**Kien Truong**

Student leader at Portland Community College



Photo Courtesy: Isabella Martinez

"A lot can happen in a few years, and I'm thankful that the Promise was there to help me in my time of need."

**Isabella Martinez**

Student at Los Angeles Harbor College



Photo Courtesy: Lynn Tincher-Ladner

"It is my life's work to make it known that community colleges are equal parts affordability, accessibility, and quality. This isn't just my opinion. There's so much research that points to the success of community college students and the quality of a community college education."

**Dr. Lynn Tincher Ladner**

President, Phi Theta Kappa

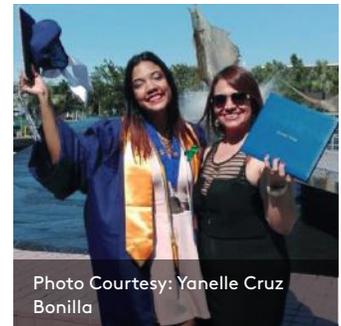


Photo Courtesy: Yanelle Cruz Bonilla

"As I walked across the stage at commencement, I knew I was leaving an extraordinary place because there's nothing like a community college... When I think about my higher education experience, even if I had to do it all over again, I would always choose community college."

**Yanelle Cruz Bonilla**

Broward College Graduate &amp; Transfer Student at Tufts University

## // PROMISE VOICES &amp; IMPACTS //



Photo Courtesy: Daniel Larrera

"The Promise Program impacted my life in the best way possible. It gave me the chance to further my educational career sooner than I expected."

**Daniel Larrera**  
Student at Los Angeles Mission College



Photo Courtesy: Nune Garipian

"Community college gave me the chance to explore different subjects without the guilt of knowing each new experience would contribute to an overwhelming amount of debt."

**Nune Garipian**  
Pasadena Community College  
Graduate and Transfer Student at  
Yale University



Photo Courtesy: Naomi Quizon

"With the Scholars Program, we can go to class, study, meet new friends, find faculty mentors, and do all this without having to worry about how we are going to pay that first year of fees."

**Naomi Quizon**  
Student at Skyline College



Photo Courtesy: Alex Shebanow

"Fortunately, I chose to enroll at my local community college, Foothill College, nestled in the San Francisco Bay Area...It was at Foothill where two professors would have a profound impact on me as a filmmaker and journalist. They would help me find my voice."

**Alex Shebanow**  
Filmmaker & Director of Fail State

// PROMISE VOICES &amp; IMPACTS //

## PROMISE IMPACTS

The College Promise movement is still in its early stages. As more College Promise programs evolve throughout the country, the community leaders who create them are collecting initial data to show the impact these innovative initiatives have on students and their communities. This information is essential because a Promise is not indeed a “promise” unless students finish their course of study.

Promise programs want to track their program outcomes so they can determine the most effective ways to boost student success and to create financially sustainable College Promise programs.

By evaluating their program models and designs, administrators are building knowledge about the most effective ways for Promise programs to increase the number of college graduates and boost local economies and workforce development. The Campaign applauds these leaders for these efforts.

There is variation in the kind and quality of data Promise administrators capture; no two College Promise programs are alike; each has evolved to address the specific needs of its community or region.

Though the kind of information they gather can vary from place to place, Promise program administrators tend to focus on outcomes related to post-secondary education. They include:

- During College: College Enrollment, Persistence, Completion
- Preparing for College: Building a college-going culture; FAFSA Completion
- Reducing Achievement Gaps: Boosting Enrollment for underserved and first-generation students
- Adult Promise: How Promise boosts employment prospects and workforce skills of adults, aged 25-44
- Community-related Outcomes: Housing value, population stability, employment rates



Photo Courtesy: Dallas County Community College District

// PROMISE VOICES &amp; IMPACTS //



## FUTURE OUTLOOK

### THE GOAL

To share research findings and best practices for building financially sustainable and effective College Promise programs that will ensure that all hardworking students throughout the country have affordable access to and success from the education and training they need.

### KEEPING TRACK OF OUTCOMES

In these early years of the College Promise movement, it's a challenge to create a comprehensive review of the ways Promise programs benefit our communities and nation. These programs are relatively new, and it will take years to gather precise data on their impact. More than half of the 200+ College Promise programs are less than five years old; including 12 at the statewide level. And the variety of program models presents additional

challenges for researchers; different free college programs have different funding streams, different student eligibility criteria, and different persistence and completion requirements of Promise students.

As the College Promise movement launches into its second phase, it is developing several strategic partnerships to address these research and evaluation challenges. Under the umbrella of the College Promise Research Network, we are putting together a coalition of:

- College Promise Scholars
- Education and Workforce Economists
- Federal and State Financial Aid Specialists
- College Promise Practitioners
- Policy Experts

Among the partnerships:

- REL West-ED - creating a comprehensive study of California's 45+ College Promise programs, including the California Promise, which launched in 2018.
- MDRC - evaluating six programs—Detroit, Richmond, Portland, Los Angeles, Flint, and Rhode Island-- and comparing the outcomes of Promise students to their non-Promise peers.
- ECMC Foundation and the Educational Testing Service (ETS) - surveying and reviewing College Promise programs nationwide including what supports are available for students.

// PROMISE VOICES & IMPACTS //

### PROMISE IMPACTS (CONTINUED)



**62%**

increase in persistence rate  
(fall to spring)



**33%**

increase in college completion  
rate



**25%**

more high school graduates  
attend college



**16%**

increase in community college  
retention rate



**15%**

increase in college-going rate



**13%**

increase in community college  
enrollments



**12%**

increase in high school  
graduation



**11%**

increase in graduation rate  
of LBCC underrepresented  
minorities

// BUILDING BROAD PUBLIC SUPPORT //

## HOW WE BUILD BROAD PUBLIC SUPPORT

We leverage a broad range of media to build widespread support for leaders and stakeholders to launch and sustain College Promise programs in their communities and states.

Through blogs, op-eds, articles, radio, podcasts, and television interviews, we are making the case that a quality community college or technical education beyond high school should be an accessible, affordable opportunity for all. Investments in the College Promise are down payments on our nation's future.

The conversation about free college is picking up throughout the country, in traditional media venues and on digital channels. We have received coverage in local and national media outlets and have spread the word through social media.

And through our Civic Nation Voice page at Forbes.com and webinars, we are fortunate to lift the Promise work of our partners through their various blog posts and communications about the College Promise movement.



Photo Courtesy of: Oakland Promise

**WE'VE GARNERED OVER  
5,000,000 DIGITAL  
IMPRESSIONS**

## // BUILDING BROAD PUBLIC SUPPORT //



## BUILDING A PROMISE

In a partnership with West Sacramento Mayor Chris Cabaldon, we released a Playbook for mayors, county executives, and other locally-elected leaders as they seek to establish or expand Promise programs in their communities. The Playbook provides local leaders with a step-by-step guide to design and fund financially sustainable College Promise programs that meet the specific needs of their communities. The Playbook is a much-needed resource as more Promise programs expand across the country. We want all local elected officials to have access to the expertise of their peers

who are increasing access to postsecondary education and technical certificates without burdensome college debt.

On June 9, 2018 we hosted a reception in conjunction with the annual U.S. Conference of Mayors in Boston, MA to celebrate the official launch of the City and County Playbook: How To Build A Promise.

## // BUILDING BROAD PUBLIC SUPPORT //



Pictured: Mayor Donald Terry (Rancho Cordova, CA), Martha Kanter (CPC Executive Director), Mayor Lucy Vinis (Eugene, OR), Mayor Chris Cabaldon (West Sacramento, CA), Clarence Anthony (National League of Cities Executive Director), Mayor Jenny Durkan (Seattle, WA), and Mayor Lily Mei (Fremont, CA).

“The College Promise Playbook is a blueprint to replicate successful College Promise programs like mine in your city or county quickly and cost-effectively. It covers everything from designing, financing, launching, marketing, and evaluating a Promise program. Together, we can make our cities the best places to raise a family, find quality talent, grow, and ensure that all of our children and future generations have the resources and support they need to complete a postsecondary education”

**Mayor Chris Cabaldon**  
West Sacramento, CA

“We found an opportunity to leverage our citywide growth to help fund a tuition-free community college program for our students,”

**Mayor Marty Walsh**  
Boston, MA

“I ask local leaders to use this playbook’s strategies and examples of successful models of free community college, so that every county, city, and community can help their residents pursue an education, earn a degree, and find a rewarding career.”

**Dr. Jill Biden**  
Honorary Chair, College Promise Campaign

“This Playbook will be a vital resource for local leaders in government, education, business, and philanthropy asking how they can work together to expand access to post-secondary education, empower young people and build a talented workforce. This is a badly-needed tool for anyone working to make a Promise program real in their community.”

**Mayor Jenny A. Durkan**  
Seattle, WA

## // OUR PROGRESS //

## 2017-2018 COLLEGE PROMISE CAMPAIGN HIGHLIGHTS



### SEPTEMBER

CPC staff attend and present at the Association of Community College Trustees Annual Leadership Congress in Las Vegas, NV.



### OCTOBER

CPC holds its 6th National Advisory Board Meeting in Washington D.C. with Honorary Chair Dr. Jill Biden and Honorary Vice Chair Gov. Jim Geringer.



Photo Courtesy: Complete College America

### NOVEMBER

Honorary Vice Chair, Former Gov. Jim Geringer (R-WY) hosts the Complete College America: "Access to the American Dream" Conference in New Orleans, LA.



### DECEMBER

CPC collaborates with Say Yes to Education/the Weiss Institute, the National League of Cities, Prosperity Now, and the Institute for Higher Education Policy to initiate the two-year Mott Foundation grant to integrate College Savings Accounts into six College Promise programs.



### JANUARY

CPC celebrates its National Advisory Board's 3rd year anniversary by releasing a video looking back at the momentum of the campaign. In 3 years, the number of Promise programs have increased to over 200 from just over 50.



### FEBRUARY

CPC staff attends Achieving the Dream (ATD) National Conference in Nashville, TN and identifies new Promise leaders from community college ATD campuses.

## // OUR PROGRESS //

**MARCH**

Executive Director, Martha Kanter, joins Failed State documentary Director, Alex Shebanow, and Executive Producer, Dan Rather at South by Southwest (SXSW) to discuss the film and college affordability.

**JUNE**

CPC, in collaboration with West Sacramento Mayor Chris Cabaldon, releases Playbook for elected official in Boston, MA. Mayors across the country join the launch event to learn about best designs of Promise programs.

**APRIL**

CPC celebrates National Community College Month, launching a new video featuring extraordinary programs at community colleges. Maryland local officials join CPC's tours at Community College of Baltimore County and Prince George's Community College.



Photo Courtesy: Los Angeles Valley College Family Resource Center

**JULY**

The Campaign offered College Promise lessons learned to support the Aspen Postsecondary Success for Parents Initiative sponsored by ASCEND. 50% of community college students are parents, and 25% of all U.S. undergraduates.

**MAY**

Honorary Chair Dr. Jill Biden and CPC celebrate the Dallas County Promise launch. The Promise serves students at one of the biggest metropolitan area in the country.

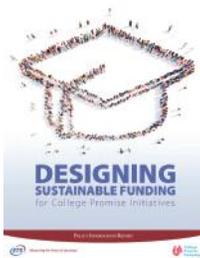
**AUGUST**

CPC staff and Executive Director, Martha Kanter, attend the State Higher Education Executive Officers (SHEEO) Association conference in Denver, CO.

## // OUR PROGRESS //

**MONTH OF ACTION: OCTOBER '17**

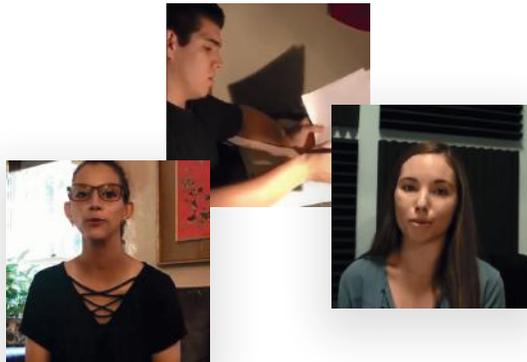
Months of action aim to galvanize supporters of free community college across the country. We organize a series of events to build public support for the College Promise movement by allowing students and community members to learn about the importance of College Promise programs in their communities.

**OCTOBER 4TH**

The Campaign released Financial sustainability papers and received widespread media coverage in the higher education field on Diverse in Higher Education and Inside Higher Ed.

**OCTOBER 12TH**

The Campaign's Twitter Chat celebrated College Promise programs with over 200 participants, including NAB Chair Dr. Jill Biden and Mayors Eric Garcetti of Los Angeles, Catherine Pugh of Baltimore, and Chris Cabaldon of West Sacramento — garnering over 3 million impressions.



Our third video competition received submissions from 28 community colleges across the nation that shared powerful student stories around the topic of "with free community college, I will...". The winners were Joey Fontana, Olivia Baker, and Hailey Barrier who received prizes of \$2,000, \$500, and \$100.

The Campaign was excited to see that California is expanding its free community college program statewide. The Campaign congratulated the state's efforts in making community college affordable to hardworking students.

**OCTOBER 25TH**

The Campaign hosted the 4th National Advisory Board meeting in Washington D.C. with Honorary Chair Dr. Jill Biden and Honorary Vice Chair Gov. Jim Geringer.

## MONTH OF ACTION: APRIL '18



### APRIL 9TH

The Campaign released a video featuring Dr. Biden that highlights the many opportunities available at community colleges. The video was shown on social media and at roundtable discussions with Executive Director Martha Kanter at the Community College of Baltimore County and Prince George's Community College with local elected officials and college presidents. The visits attracted media coverage at the region's local TV and radio stations.



### APRIL 19TH-21ST

The Campaign staff celebrated the achievements of community college students at the Phi Theta Kappa Conference in Kansas City, MO.

### APRIL 26TH

In a Forbes.com blog post, the Campaign celebrated "Five Numbers That Show The Impact Free College Can Have" with access and completion outcomes from Oregon, Ventura, El Dorado, Tennessee, and Long Beach.

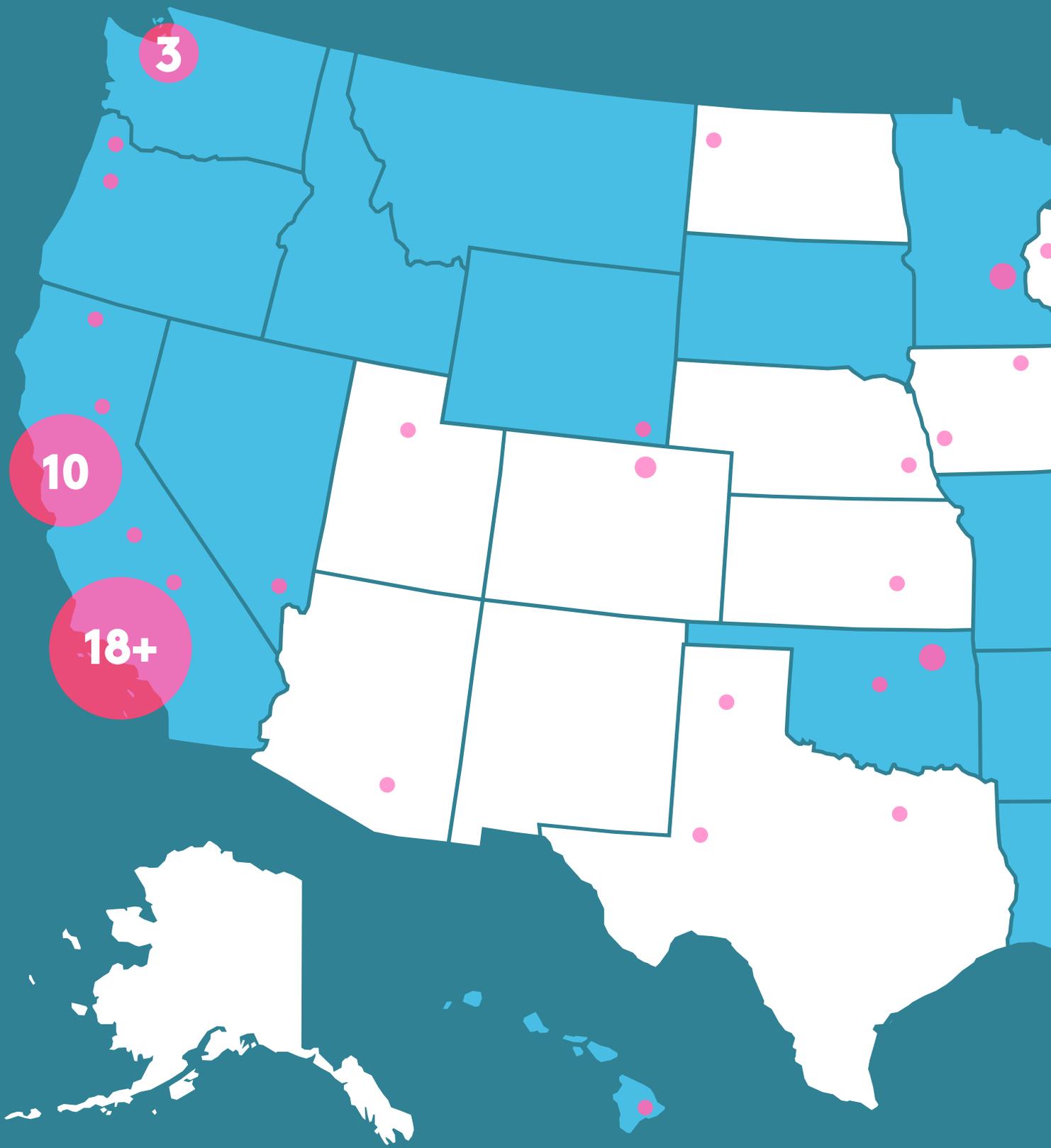
### APRIL 27TH

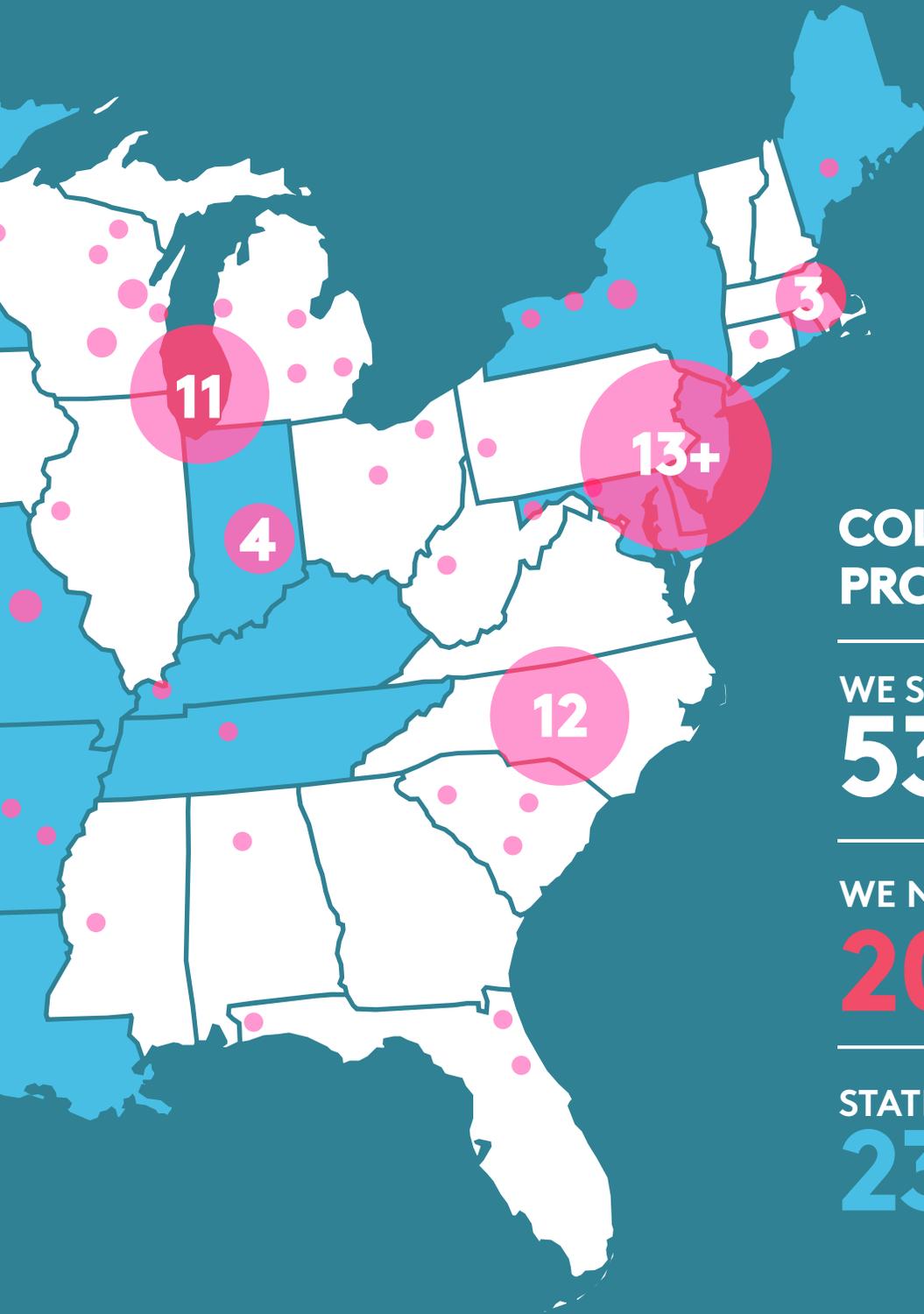
The Campaign hosted a Twitter chat celebrates the achievements of Promise programs in changing students' lives. April was the campaign's 2nd best digital month yet, garnering 663k impressions.



### APRIL 30TH

The Campaign traveled to Dallas, TX for the annual American Association of Community Colleges convention and hosted a Texas Regional Promise convening with Joe May, Dallas County Community College Chancellor and National Advisory Board member, and Steven Head, Lone Star Community College Chancellor. The convening gathered community college Presidents and representatives from across Texas, inspiring more leaders to start a Promise program in their community to broaden access to higher education and improve workforce training.





## COLLEGE PROMISE PROGRAMS

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WE STARTED WITH  
**53**

---

WE NOW HAVE  
**200+**

---

STATEWIDE PROGRAMS  
**23**

## // SPOTLIGHTS //

**SEATTLE PROMISE  
SEATTLE, WA**

Photo Courtesy: The Office of Mayor Jenny Durkan

**PROMISE CITIES**

"Creating the Seattle Promise will build economic opportunity through education and help to make progress to reduce the opportunity gap for students of color...This will not just be good for our students; it will be great for Seattle. It will help channel the prosperity of our thriving economy back into our community and let us start filling thousands of job openings with our home-grown talent."

**Jenny Durkan**  
Mayor of Seattle

**LAUNCHED:** Fall 2018  
Provides the second year of free tuition to students in South Seattle's 13th Year Scholarship Program.

**GOAL:** By 2020, to cover tuition and fees for all eligible recent graduates of Seattle public schools to use towards a degree, credential, certificate or apprenticeship program at many of the city's community or technical colleges

**MAYOR'S SCHOLARS  
PROGRAM  
BALTIMORE, MD**

Photo Courtesy: The Office of Mayor Catherine Pugh

"Every student should know that cost does not have to be a barrier when they choose better for themselves, and it starts with coordination among public schools and anchor institutions to make college and financial aid accessible, once and for all."

**Catherine Pugh**  
Mayor of Baltimore

**LAUNCHED:** Fall 2018  
Recent graduates of Baltimore City Public Schools will be able to attend Baltimore City Community College without paying tuition and fees.

**FEATURES:** Through a partnership between Baltimore City College and Baltimore City Public Schools, students can use the Promise funds to earn their Associate's Degree or to complete a Workforce Development Program. Students must be residents of Baltimore City to qualify for the last-dollar scholarship.

### STOCKTON SCHOLARS STOCKTON, CA



Photo Courtesy: The Office of Mayor Michael Tubbs

"In doing this work, we will transform into a community where we triple the number of college graduates, grow our human capital, and attract the high-wage jobs needed to build our future. Stockton Scholars is an incredible opportunity for my community to reinvent itself into one where children are supported along the pathway to adulthood from cradle to career, and to make higher education attainable for everyone."

**Michael Tubbs**  
Mayor of Stockton

**LAUNCHED:** Starting with the class of 2019, Stockton Scholars will provide the city's recent high school graduates with financial assistance for four years of trade school, community college or a four-year university.

**GOAL:** To increase the number of college graduates by providing students with \$500 - \$1,000 a year for up to four years to prepare for the workforce. Only 17.5% of Stockton residents older than 25 have a bachelor's degree.

### FLINT PROMISE SCHOLARSHIP FLINT, MI



Photo Courtesy: Flint Promise

"This is what is possible when people make investments in young people's future."

**Patti Poppe**  
President, Consumers Energy Foundation

**LAUNCHED:** Spring 2018  
Covers tuition for graduates of public and private high schools in the City of Flint to attend Mott Community College and University of Michigan/Flint. The scholarship covers 25 to 100 percent of tuition costs based on the number of years a student has attended an eligible high school and lived in the City of Flint. Over 50 percent of 2018 Flint Promise students are expected to be first-generation college students.

**COMMUNITY SUPPORT:** The Flint Promise Scholarship Fund started with \$2 million in donations from the Consumers Education Foundation and Tom Gores, Founder of FlintNow and owner of the Detroit Pistons. The Promise is administered by the Flint and Genessee Chamber of Commerce.

// SPOTLIGHTS //

## PROMISE COUNTIES

### MARTINSVILLE AND HENRY COUNTIES, VA



sponsored by the Harvest Foundation

“[The Seed Fund] is an investment in our future workforce. It is also an investment for our existing employers and those that we hope to attract to the Martinsville-Henry Community in the future.”

#### DeWitt House

Senior Program Officer, Harvest Foundation

“The coming graduates in our community, regardless of their personal circumstances can say, ‘I can go to college. With hard work and determination on my part, I can pursue my dreams and I can do what I want to do.’ ”

#### Dr. Angeline Godwin

President, Patrick Henry Community College

#### LAUNCHED: Fall 2018.

Using funding from a \$3.1 million 3-year grant from the Harvest Foundation, Patrick Henry Community College now provides tuition and fees for all residents who have recently completed high school in Martinsville and Henry Counties, regardless of income or status.

**INSPIRATION:** Local leaders developed the Seed Fund using elements reflecting best practices and nationally-vetted studies on student success. That’s why it requires students to:

- Enroll immediately after completing high school
- Fulfill community service hours
- Maintain 15 credit hours per semester
- Attend mandatory meetings with a Harvest Seed Coach
- Enroll in a course of study: associate degree; certificate, or career study certificate
- Complete their course of study within 2.5 years

## MASON COUNTY PROMISE, MI



Photo Courtesy: Mason County Promise

“The Mason County Promise Zone will provide access to affordable education and job preparation opportunities to many who otherwise would not be able to participate because of life circumstances...The Promise Zone will lower the cost of education for others, help create a college-going culture in the county, while providing supplemental support to the public school systems. I am excited to watch the positive impact the Promise Zone will have on Mason County.”

**Scott Ward**

President, West Shore Community College

### **LAUNCHED:** Fall 2018.

Funding comes through financial gifts from private donors, corporate and foundation. The family of Jack and Shirley Rasmussen offered up to a \$200k match to kick off the fundraising for the Mason County Promise. In future years, the scholarship will be funded by capturing one-half of the growth of the state education tax (SETI) dollars in Mason County.

**GOAL:** To promote post-secondary education and training and prepare county students for future success. And to improve the economic growth of Mason County by strengthening its workforce development. Working with the Mason County Local College Access Network, the Mason County Promise wants to build a supportive college-going culture for high-school students reduce the number of students who need to take remedial courses in their post-secondary studies. It also aims to increase:

- The number of recent high school graduates enrolling in post-secondary or training from 65% to 75% by 2020.
- The number of county graduates who attain a degree or certificate to 60% by 2025.

// SPOTLIGHTS //

## BALTIMORE COUNTY COLLEGE PROMISE, MD

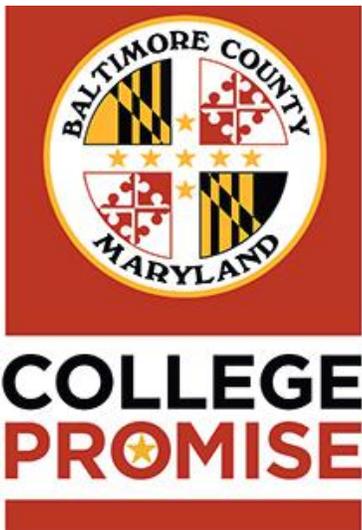


Photo Courtesy: Maryland Association of Community Colleges

## PROMISE COUNTIES (CONTINUED)

“This is a real game-changer for students from low or moderate income families for whom the benefits of a college education might otherwise be out of reach. It opens up a lifetime of career income opportunities.”

**Kevin Kamenetz**  
Baltimore County Executive

“Studies show...that CCBC graduates will see an increase in earnings of \$10,400 each year compared to someone with only a high school diploma. Over a working lifetime, that amounts to more than \$300,000 in increased earnings. Considering 95 percent of CCBC’s graduates remain in the Baltimore region, that’s money reinvested in our communities and our tax base, boosting our local economy, and attracting employers who desire qualified, well-educated candidates.”

**Dr. Sandra Kurtinitis**  
President, Baltimore County Community College

**LAUNCHED:** Fall 2018.  
Guarantees eligible students the opportunity to earn an associate’s degree or workforce certificate at the Community College of Baltimore County (CCBC) without paying tuition and mandatory fees. The late Baltimore County Executive Kevin Kamenetz proposed the Promise in March 2018 and the Baltimore County Council approved it two months later.

**HOW IT WORKS:** Students must be a Baltimore County resident and enroll full-time at CCBC to receive Promise Scholarships. The Promise is open to families with an adjusted gross household income of \$69,000 or less, but only after students have applied for FAFSA Funds. Students must have earned a high school GPA of 2.5 or better or earned a GED score of at least 165. Students have up to three years to complete their course of study.

## EVOLUTION OF THE DALLAS COUNTY PROMISE

In Fall 2016, Dallas County Community College District Chancellor Joe May, College Promise National Advisory Board member, brought a coalition of Dallas County leaders to Tennessee on a fact-finding mission to find out more about the Tennessee Promise; a nationally recognized statewide free college and mentoring program focused on increasing the number of Tennesseans who attend and complete college. Their aim was to learn from the early successes of the Tennessee Promise, which Gov. Bill Haslam (R) and Randy Boyd, Tennessee's Economic Development Commission and member of the College Promise National Advisory Board, had launched in 2014 as part of the state's goal to equip 55 percent of Tennesseans with a college degree or certificate by 2025. Following that mission, partners from the Dallas County College Foundation, the United Way of Metropolitan Dallas and the Commit Partnership went home and spent the next year putting together the Dallas County Promise, which launched in 2017.

Dallas County Promise officials launched the Promise to address a significant talent shortage in Dallas County, where 65 percent of living wage jobs require education beyond high school but only 37 percent of adults have a two-or-four-year degree. These county officials understood that a lack of resources and accessibility left too many Dallas County students thinking college is not a possibility for them.

### The Goal

The goal of the Promise is to increase college access and completion by removing financial barriers and providing students with the support they need as they pursue higher education. Overall, the goal is to provide students with a pathway to earn a credential beyond high school that makes them ready for in-demand jobs and careers that support their families as well as the local economy and community.

**DALLAS COUNTY PROMISE PROVIDES SCHOLARSHIPS TO 31 EARLY COLLEGE HIGH SCHOOLS.**

**IN THE FIRST ROUND, 9,300 STUDENT ENROLLED. BY FALL 2018, 12 MORE SCHOOLS WERE ADDED.**

**EVENTUALLY, THE PROMISE WILL BE AVAILABLE TO ALL 107 SCHOOLS IN THE DISTRICT, WHICH ENROLLS 10% OF ALL STUDENTS IN TEXAS AND 1% IN THE NATION.**

"Even as the Dallas-area economy and housing market continue to grow faster than almost any area of the country, more than 60 percent of the county's residents live in poverty. Finishing high school can be a challenge. Going to college, for some, isn't something they've even considered. They don't have the money for tuition, they have transportation and child care problems, and they may not have enough to eat. Dallas County Promise and its network are determined to remove those barriers."

**Joe May, Chancellor**  
Dallas County Community College District

// SPOTLIGHTS //

**EVOLUTION OF THE DALLAS COUNTY PROMISE (CONTINUED)**

Photo Courtesy: JPMorgan Chase &amp; Co.

**JPMorgan Commitment**

JPMorgan Chase & Co. committed \$3 million to the Dallas County Promise to improve workforce development in Dallas County. The tuition-free community college program allows low-income students to get the education and training they need for the growing health care and IT fields. The philanthropic investment made by JPMorgan Chase & Co. is an example of how cross sector leaders collaborate to support Promise programs and invest in the economy of local communities.

"There are six million open jobs today and if you go interview companies, they can't find the people they need, because they're not properly trained. And so we should train 'em and give them jobs."

**Jamie Dimon**

Chairman &amp; CEO, JPMorgan Chase &amp; Co.

**9,300****STUDENTS ARE PARTICIPATING****80%****OF THE STUDENTS ARE  
ECONOMICALLY DISADVANTAGED****62%****OF THE STUDENTS COMPLETED THE  
FAFSA**

Photo Courtesy: Dallas County Promise

**Launch of Dallas County Promise**

On May 2nd, the Campaign travelled to Dallas to attend a pep rally celebrating the launch of the Dallas County Promise. Several NAB board members attended the kick-off event including Dr. Jill Biden and Gov. Jim Geringer, the Honorary Chair and Vice Chair of the College Promise Campaign.

"The chance to go to college is life-changing for students and their families. With a dynamic scholarship, mentoring, and support from partnering organizations, the Dallas County Promise is giving you the chance to attend school, complete your education, expand your career choices and build lives that are more financially secure."

**Dr. Jill Biden**

Honorary Chair, College Promise Campaign

Photo courtesy: Nevada Promise



## PROMISE STATES

### NEVADA PROMISE

“It will change the culture of who goes to college. Students who before would not have gone to college because of cost will now have the vision that college is possible and that we will help them succeed.”

**Mo Denis**

Nevada State Senator (Las Vegas)

**ANNOUNCED:** 2017

**LAUNCH:** Fall 2018

The Nevada Legislature unanimously supported the Nevada Promise Scholarship that provides “last-dollar” financial aid to students at one of the four community colleges: College of Southern Nevada, Great Basin College, Truckee Meadows Community College, or Western Nevada College. The scholarship helps students pay for up to three years of tuition and mandatory fees at College of Southern Nevada.

#### HOW IT WORKS:

- Students must complete the Nevada Promise Scholarship application.
- Apply for admission to their college of choice
- File a FAFSA (Free Application for Federal Student Aid)
- Work with mentors and perform 20 hours of community service

// SPOTLIGHTS //

## CALIFORNIA COLLEGE PROMISE



Photo Courtesy: Devin Ford

## PROMISE STATES (CONTINUED)

“Because of the Promise, I am now on my way to finishing the program I wanted in the beginning. I am studying with individuals who have had prior experience in the construction industry. It is only because of the Promise that students like me don’t have to modify their passions, but chase after exactly what they want to do.”

### Devin Ford

Student at Los Angeles Trade-Technical College

**ANNOUNCED:** 2017

**LAUNCH:** 2018

The California College Promise legislation (AB19) supplements the California Promise Grant that has been underway since 1985. It aims to increase student access and success and eliminate achievement gaps for underrepresented students. Leaders from education, philanthropy, business, and government work together to form a network of support and make a college education

affordable. Communities have the flexibility to design a program that responds to the needs of their community. Many California Promise programs use a combination of private and public funding.

Each community college has its own version of the College Promise, encompassing various requirements. Currently, there are more than 50 active programs, scaling to all California community colleges in the future.

List of College Promise programs launched in the past year:

- Anaheim Pledge
- Cabrillo College Promise
- Central Valley Promise
- Columbia Promise
- De Anza College Promise
- EVC Promise (San Jose Promise)
- Foundation Promise Scholarship
- Hancock Promise
- Merced College Promise
- Shasta Promise
- Skyline College Promise Scholars
- Yuba College Promise

**66% OF THE UNITS TAUGHT ARE ATTENDED BY PROMISE STUDENTS.**

**CA WAIVED COMMUNITY COLLEGE FEES FOR MORE THAN 1 MILLION OF THEIR 2.1 MILLION COMMUNITY COLLEGE STUDENTS.**



## MARYLAND COMMUNITY COLLEGE PROMISE SCHOLARSHIP NEAR COMPLETER GRANT

“As much as this is an opportunity for students to afford a postsecondary experience, it is also an investment in Maryland’s economy. You have to have a skilled workforce and folks with a knowledge base, and this provides that opportunity.”

**Bernard J. Sadusky**

Executive Director, Maryland Association of Community Colleges

**CREATED:** Spring 2018

**LAUNCH:** Students Begin Receiving Funds Fall 2019

In Spring 2018, Maryland Governor Larry Hogan (R) signed legislation providing free community college to thousands of low and middle-income students in the Old Line State. Beginning in Fall 2019, the Community College Promise Scholarship Program will provide tuition-free education to qualified full-time students who enroll in a Maryland community college within two years of earning a high school diploma or a GED. The new law also creates the Near Completer Grant program that will provide grants for adults who are close to finishing their community college or university degrees. The law drew bipartisan support from the Maryland legislature.

### HOW IT WORKS:

- The Promise offers “last dollar” scholarships of up to \$5,000 to students whose families earn less than \$150,000 a year and for adults earning less than \$100,000.
- Students have to maintain a high-school GPA of 2.3 or higher and enroll in one of the 16 community colleges within two years of earning a high-school diploma or GED.
- Students must enroll in at least 12 credit hours to receive the scholarship.

**BY 2020, 69%  
OF MARYLAND  
JOBS WILL  
REQUIRE A POST-  
SECONDARY  
EDUCATION.**

// SPOTLIGHTS //

## PROMISE STATES (CONTINUED)

### NEW JERSEY COMMUNITY COLLEGE OPPORTUNITY GRANTS

“When people have higher levels of education, they’re less likely to use public benefits in any form. They will more likely get a higher income, which means they’ll pay more in taxes.”

**Zakiya Ellis Smith**

Secretary of Higher Education, New Jersey



Photo Courtesy: Office of Governor Phil Murphy

**ANNOUNCED:** Summer 2017

**LAUNCH:** Spring 2018

The New Jersey state legislature allocated \$20 million for the Community College Opportunity Grants to pilot the College Promise program, allowing low-income students to attend eligible institutions tuition-free. Beginning Spring 2019, students at participating institutions will be automatically enrolled in the program if they meet all the requirements. This is a “last-dollar” scholarship that funds the remaining costs after federal and other state aid are exhausted.

#### HOW IT WORKS:

- Students must enroll in at least six credits.
- Students must have an adjusted gross income of less than \$45,000 per year.
- The program funds up to two years of study.

#### PILOT PROMISE COLLEGES:

Atlantic Cape Community College; Bergen Community College; Camden County College; Cumberland County College; Hudson County Community College; Mercer County Community College; Middlesex County College; Ocean County College; Passaic County Community College; Rowan College at Gloucester County; Salem Community College; Union County College; and Warren County Community College.

## ADULT PROMISE

A growing number of local communities and states are providing affordable pathways for adults of any age to start or complete a community or technical education. Across the country, many College Promise programs are extending their benefits to older adults, whether they're returning to college to finish a degree or technical certification, or stepping into a college classroom for the first time. Leaders from government, business, education and philanthropy are working together to provide these opportunities because they understand that employers are more likely to invest in their communities if residents are prepared for today's workforce.

### TENNESSEE RECONNECT

"I want to show my 5 kids no matter how old you are or your circumstances, you can go to college & better yourself,"

**Former Army Sgt. Chris Walters**  
Roane State student

**ANNOUNCED:** 2017

**LAUNCHED:** 2018

Tennessee became the first state to offer free college to adults of any age who have not yet earned a college degree when Gov. Bill Haslam (R) announced the creation of Tennessee Reconnect. It is an extension of the Tennessee Promise, a mentoring and scholarship program that has offered two years of free community college or technical education to graduating high school seniors since 2014.

#### HOW IT WORKS:

- Adults without a college degree may apply for the program after they have been accepted at a community or technical college and have exhausted other sources of federal or state funds.
- Provides mentoring and advising to boost student success.
- Financed through state lottery fund revenue.



Photo Courtesy: Chris Walters

// SPOTLIGHTS //

## ADULT PROMISE (CONTINUED)

### REDISCOVER LARAMIE COUNTY COMMUNITY COLLEGE

“If you were to leave your job today to come back to college full time, you not only have the life commitments you have to pay for but now you have to pay for tuition and fees to come to college. We’re taking your full tuition and fees off the table, so if you get a Pell grant or a scholarship from the Foundation or other type of aid, that’s going to help you with books, gas, bills, rent – all the stuff we know adults have to pay for.”

**Joe Shaffer**

President, Laramie County Community College

**LAUNCHED:** July 2018

Supports adult students taking steps to earn a degree in one of 24 high-demand fields within Wyoming, such as surgical technology, elementary education, and business management. This needs-based program is open to students over the age of 25 who have not earned a

degree. Students must earn at least a 2.5 GPA to remain in the program. The program receives funding from the Laramie County Community College Foundation and the John P. Ellbogen Foundation.



Photo Courtesy: Laramie County Community College

## THE MILWAUKEE PROMISE

“Everybody should have access to a great education and we all know MATC has it. The absolute worst reason for someone to not have it is because they cannot afford it.”

### Chris Abele

Milwaukee County Executive and Philanthropist who contributed more than \$500,000 to expand the Milwaukee Promise

### EXPANDED TO ADULTS: May 2018

Started in the Fall of 2018, the Milwaukee Promise covers tuition for older county residents to complete an associate’s degree or technical certificate leading towards careers in Wisconsin’s top 50 in-demand careers such as accounting, criminal justice, etc. It also supports students to stay on track to graduate and to connect to a career. The idea is to boost the county’s workforce development by providing financial support to students and a pipeline of workers for employers.

### KEY FEATURES:

- Residents with family incomes of \$56K or less (based on their federal student aid application) who are 24 years or older are eligible.
- Students must have been out of college for at least two years and have earned at least six credits, but have not already earned a degree.
- Works with 35 college and university transfer partners to offer a less expensive path to a bachelor’s degree.



Photo Courtesy: Milwaukee Promise

**MORE THAN  
90% OF MATC  
GRADUATES  
ARE EMPLOYED  
WITHIN SIX  
MONTHS.**

// SPOTLIGHTS //

**AMERICA'S 600  
PUBLIC RURAL  
COMMUNITY  
COLLEGES ARE  
THE FASTEST  
GROWING SECTOR  
OF U.S. COMMUNITY  
COLLEGES, SERVING  
3.5 MILLION  
STUDENTS ON  
APPROXIMATELY 800  
CAMPUSES.**

## RURAL PROMISE

While there's an abundance of community colleges in rural regions, far fewer residents in those areas seek education beyond high school compared to their urban or suburban counterparts. The educational divide between rural and urban areas results in a massive gap in economic opportunity.

Leaders in rural communities recognize this disparity. With fewer agricultural and factory jobs available, they know the best way to boost economic development and strengthen their communities is to invest in higher education, to provide their residents with the knowledge and skills they need for the modern workforce. They understand they can't attract or retain businesses unless their residents are prepared for the jobs employers need to fill.

College Promise programs are evolving rapidly in rural regions throughout the country in places like Cheyenne, WY, Oroville, CA, Kingtree, SC, and Shasta, CA.



Photo Courtesy: Dabney S. Lancaster  
Community College

### DABNEY PROMISE DABNEY S. LANCASTER COMMUNITY COLLEGE DISTRICT

**LAUNCHED:** 2016

"Without the Dabney Promise I would not have been able to go back to school to start my nursing career. It is such a blessing not having to worry about coming up with money to pay for school; I'm able to focus on my academics instead of concerning myself with financial stressors."

**Sunny Cline**

Second-year Dabney Promise nursing student at DSLCC



Photo Courtesy: Shasta College

## SHASTA COLLEGE PROMISE, REDDING CA

**LAUNCHED:** March 2018

Covers the first year of tuition for first-time full-time students. The goal is to boost college completion and workforce development in Shasta County, where more students finish

high school than the national and state averages, but the level of college degree attainment is lower.

"This new program changes the conversation many families have these days when faced with the prospect of paying for college. Now, more students will be able learn a trade, complete a career program or transfer to the university independent of how much family income they may have."

**Joe Wyse**

Superintendent/President, Shasta College

**MORE THAN HALF OF THE NATION'S 1,400 COMMUNITY COLLEGES ARE LOCATED IN RURAL AREAS, SERVING A THIRD OF THE NATION'S COMMUNITY COLLEGE STUDENT POPULATION.**

## NORTH IOWA AREA COMMUNITY COLLEGE, MASON CITY, IA

**LAUNCHED:** March 2018

An anonymous couple made a contribution to provide this scholarship. It provides up to four semesters of free tuition for qualifying high school and homeschool

graduates in the NIACC district. More than 300 North Iowa students are expected to benefit from the scholarship each year.

"As the cost of attending college continues to climb, we know the financial burden can impact a student's ability to enroll or complete their degree. The NIACC Promise will ease that burden for many North Iowa students."

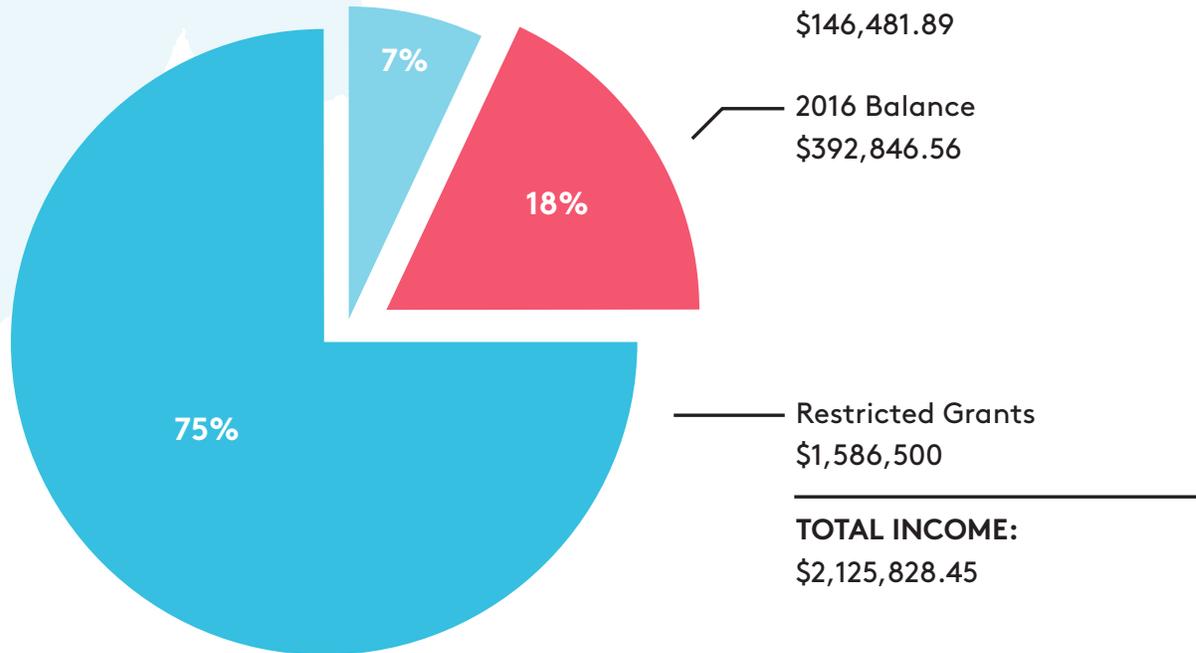
**Molly Knoll**

Director of Institutional Advancement, NIACC

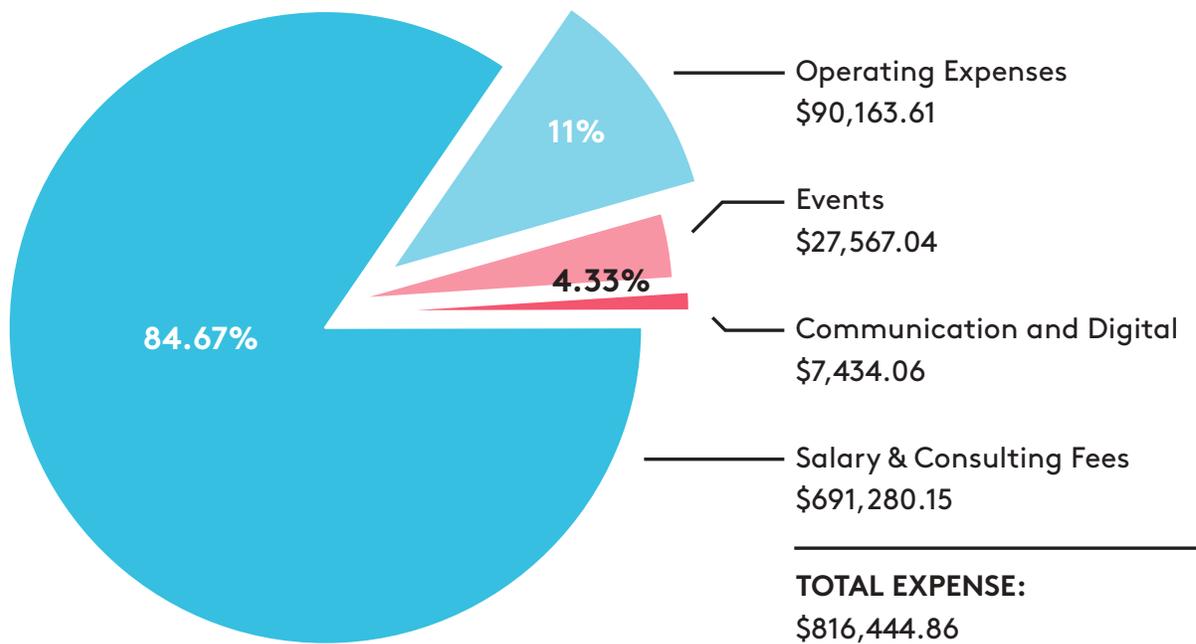
// FINANCIAL SUMMARY //

JAN. 2017 - DEC. 2017

### INCOME



### EXPENSES



**NET INCOME:**  
**\$1,309,583.59**

## // DONORS AND PARTNERS //



## THANK YOU

As we complete our third year and look ahead to the future, our National Advisory Board and Campaign staff are grateful to have the vision, guidance, and continuing financial support of our founding Board members, donors, and partners as we welcome new philanthropic leaders to our Campaign.

### WE ENGAGE LEADERS FROM OUR KEY SECTORS:

**STUDENTS,  
EDUCATION,  
NONPROFIT, LABOR,  
PHILANTHROPY,  
BUSINESS & ELECTED  
OFFICIALS**

They help us build broad support for the development and expansion of College Promise programs across America.

### OUR SUPPORTERS: FOUNDATIONS, CORPORATIONS, & INDIVIDUALS

Our supporters are united in their commitment to enable thousands more hardworking students to start and complete a college degree or certificate without taking on burdensome debt.

Our donors and partners have taken bold risks to underwrite a pioneering initiative and have provided us with invaluable strategic advice.

And as we surge ahead into the next phase of our work, we'll continue making a concerted effort to identify diverse organizations and individuals for strategic support and funding.

### ACROSS THE COUNTRY OUR LEADERS SUPPORT US IN MANY WAYS:

- Sponsoring Events
- Holding Roundtable Discussions
- Writing OpEds, Blogs, Editorials, and Articles
- Investing in College Promise Research
- Promoting Promise on Campuses, at Conventions, and at Other Venues
- Sharing Promise Information Before Local and State Legislatures

The College Promise Campaign has benefited from the generosity of donors who have invested in our work this year and from our founding benefactors. Their grants and investments for both operating support and specific campaign priorities vary in size, duration, and focus.

// DONORS AND PARTNERS //

**THANK YOU****GETTING INVOLVED****PLEDGE SUPPORT**

We welcome campuses, businesses, nonprofits, philanthropies, labor groups, K-12 groups, and individuals to pledge support.

Learn about starting a program:

[collegepromise.org/start](http://collegepromise.org/start)

Support: [collegepromise.org/join](http://collegepromise.org/join)

Donate: [collegepromise.org/donate](http://collegepromise.org/donate)

**ENGAGE** with local and state officials, college administrators, labor, community, and nonprofit leaders. Let them know your community is full of untapped potential because of educational and socioeconomic barriers. Explain that offering two years of affordable college to eligible students will bolster the workforce with a greater supply of diverse and qualified workers.

**WRITE LETTERS** and op-eds to your local newspaper editors and news producers about the importance of the College Promise.

**SHARE YOUR STORY** describing how free community college would affect your life or transform your community. Your story could be featured in the media!

// LOOKING AHEAD //



**Dr. Martha Kanter**  
Executive Director

Just three years ago we launched a nationwide movement to build broad public support for College Promise programs in communities and states, starting in America's community colleges. And what progress we have made!

On September 9, 2015, we announced our campaign at Macomb Community College in Warren, MI and rapid growth has continued ever since. Today, with more than 200 College Promise programs underway in 44 states and across 23 entire states, local leaders and state officials have designed robust programs to remove financial barriers and increase student access and success. In doing so, thousands more students are taking advantage of an accessible, affordable, high-quality education at a community or technical college without the burden of unmanageable debt. College Promise initiatives are also welcoming four-year colleges and universities as well as business and nonprofits to the partnerships.

Through our work this year, we have continued to engage and support leaders to build financially sustainable College Promise programs tailored to the specific needs of their students, communities and states.

We have shared what we have learned about how communities come together to develop and sustain the trusted, long-term relationships that make and keep a college education within reach for all hard working students in their regions.

We know that the College Promise movement is in the forefront of a new paradigm for reengineering scholarships and student supports. As the "free college" movement matures and we move into the fourth year of our campaign, we will support and

celebrate communities and states that increase access to and success in higher education through their College Promise programs so that a community college or technical certificate can become as universal, free, and accessible as a high school diploma has been for a century.

We will work tirelessly to gather the latest data, research and policies to demonstrate the impacts of College Promise programs that have the potential and evidence leading to higher levels of achievement, advancement in the workforce, and a happier, healthier future for students, local communities, and states. We will support and collaborate with College Promise programs, policy researchers, and leaders from government, education, non-profit organizations, and philanthropy to identify and promote the high-impact practices for building robust Promise initiatives that ultimately lead to more graduates completing their college degrees and/or technical certificates with the outcomes we want and expect for our students today and for future generations.

Thank you for your leadership and support of our mission, goals and ongoing efforts as we move into the next phase of the College Promise Campaign. We are thankful for your commitment to educate our nation's students to their fullest potential.

*Martha Kanter*

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## NOTES





## civic nation

The College Promise Campaign is an initiative of Civic Nation. Civic Nation is organized exclusively for charitable and educational purposes within the meaning of section 501(c) (3) of the Internal Revenue Code of 1986.

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