



The Current State of Promise: The National Landscape

In the 21st century, a high school education is not enough to lead Americans to a good job and a decent quality of life.

Dr. Martha Kanter, Executive Director
The College Promise Campaign
March 2, 2019

Our Nation's Challenges

99% 

new jobs awarded to
workers with some
college

7 M

unfilled jobs

 12x

cost of college over
the past 30 years

 \$1.6 T
\$1,600,000,000,000

student debt

14%

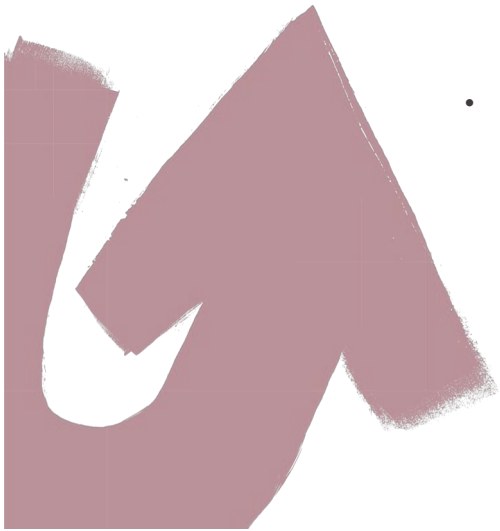
community
college students
are homeless

13th 

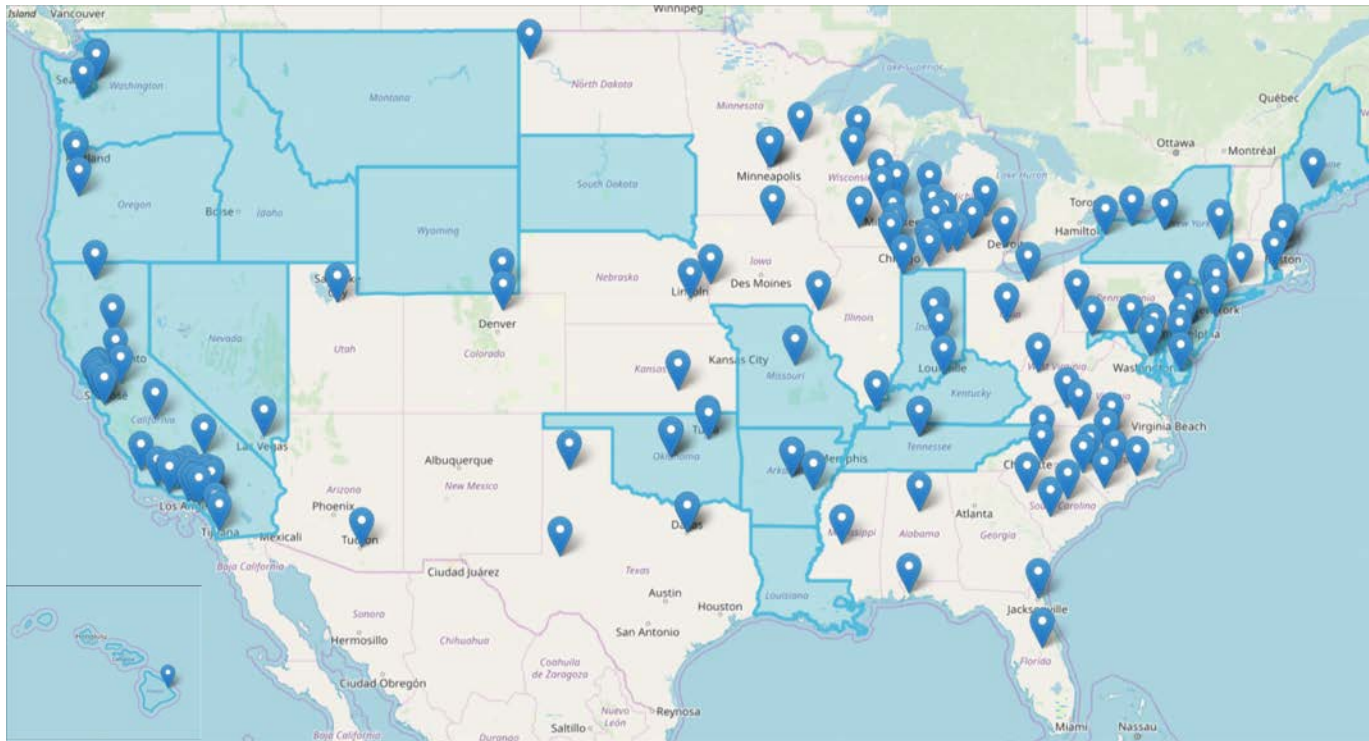
U.S. world degree
attainment

What is a College Promise?

- A **commitment** to fund a college education for every eligible hardworking student advancing on the path to earn a college degree, a certificate, and/or credits that transfer to a four-year university, starting in America's community colleges.
- A **promise** to prepare students for the 21st Century workforce and the pursuit of the American Dream without the burden of unmanageable college debt.
- A **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.



The College Promise Movement: Ranging from Universal to Targeted



From 53 programs in 2015



To 300+ programs in 44 states by 2018

In 3 years, from **1 to 23** statewide Promise programs, with new launches on the horizon!

College Promise Features

Place-based

- A college, city, region, or state

Guaranteed Financial Support for College

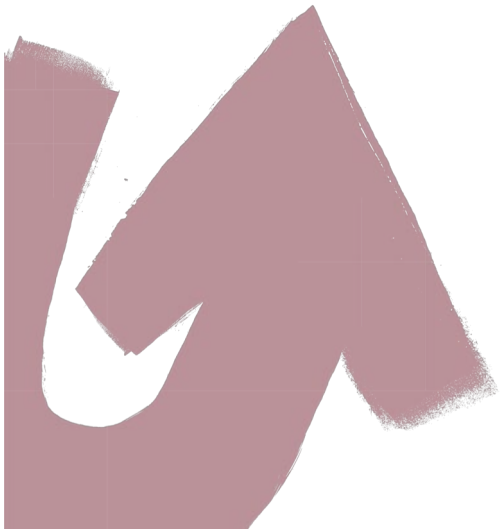
Evidence & Performance-Based

Financially Sustainable

Cross-sector, Sustainable
Leadership

Robust Infrastructure

**Promise Models &
Funding Designs
Vary**

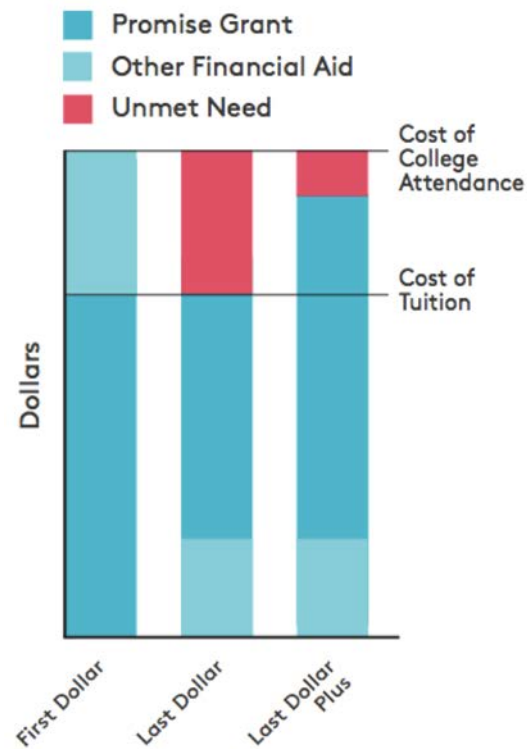


College Promise Leaders' Goals

- **Lower student's tuition and non-tuition expenses**
(e.g., transportation, books, supplies, childcare, housing)
- **Provide sustainable financing**
(stable and sustainable state and local revenue models supported by government with public and private sector partners)
- **Leverage what works**
(e.g., evidence-based high impact strategies: co-requisite remediation, intensive boot camps for underprepared students, mentoring, dual enrollment, internships, undergraduate research)
- **Provide clear messaging – A PROMISE**



Funding the Promise



First Dollar:

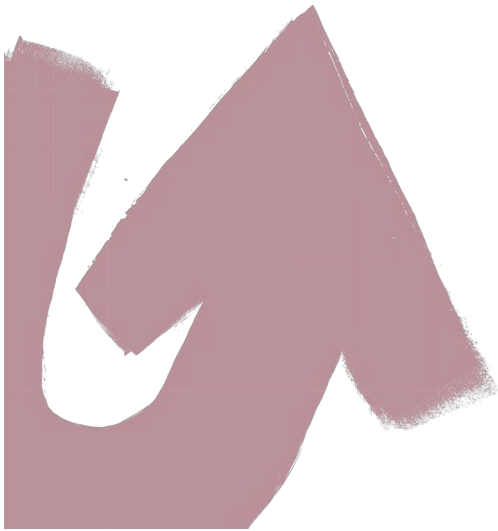
- Covers tuition and fees outright, and enables other financial assistance, like Pell Grant, to cover additional expenses, like textbooks and supplies.

Last Dollar:

- Fills the gap between a student's financial aid and the cost of tuition and fees.

Last Dollar Plus:

- Fills the gap between a student's financial aid and the cost of tuition and fees, but may also provide funding for additional expenses.



Early Promise Outcomes

- Significant increases in enrollment of first generation, underrepresented, underserved student populations
- Persistence from semester to semester
- Increased college aspirations in youth and adults
- Reduction in number and size of college loans
- Number of college promise programs in 44 states quintupled in three years



Local and State Promise Outcomes



62%

increase in persistence rate (fall to spring)



33%

increase college completion rate



25%

more high school graduates attend college



16%

increase in community college retention rate

Our Progress: Nov. 2017 - Present

- 300+ College Promise programs are now underway in 44 states, including 23 statewide programs. Virginia, West Virginia, & North Carolina are preparing new statewide Promise initiatives for 2019.
- Since Nov. 2017, CPC has increased its social media and digital impact, e.g. 5,700,000 digital impressions, etc.
- CPC has published evidence-based Promise designs, reports, articles, chapters, and policy briefs to build a Promise literature base.
- Our City & County Playbook serves as a reference to local leaders on best practices for designing quality programs built for equity, and our Promise Ecosystem research project promotes quality metrics and models necessary for the postsecondary and workforce success of underserved student populations.
- We've showcased and promoted the College Promise at 168 conferences, convenings, and campus events.
- CPC has created a robust network of College Promise partners (Research, Rural, Financial Sustainability, etc.).

Promise Priorities for 2019-2021: Build Capacity

Goals #1 and #2: Support and promote the development and expansion of quality College Promise programs in communities, states, and regions (West, South/Southwest, Plains/Midwest, Southeast, and Northeast)

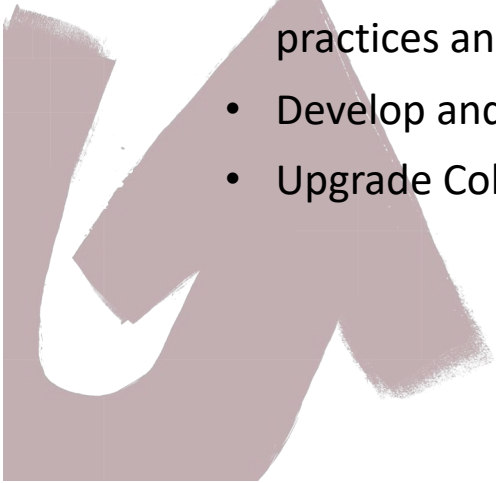
- Expand and sustain the national College Promise Database
- Design and publish the College Promise Value Impact Profile
- Produce College Promise Financial Sustainability 3.0 survey results and Playbook
- Develop and disseminate the College Promise Alternative and Accelerated Workforce Pathways Initiative and Corporate/Global Playbook



Promise Priorities for 2019-2021: Expand Reach and Impact

Goal #3: Increase the impact of the College Promise Campaign by identifying and supporting effective current and future cross-sector College Promise leaders, teams, networks, and communications.

- Design and implement the National Promise “Best Practice” Excellence and Innovation Awards
- Host curated regional convenings with key leaders and influencers to address best practices and design models for college and workforce success
- Develop and implement the Promise Fellows and Interns Program
- Upgrade College Promise Website and expand Digital Media



Where We're Headed

**Leverage Evidence-based Research & Policy
for Promise Programs to Incorporate Best Practices**

Support Scaling & Replication of High-Impact Designs

**Identify & Increase Quality Promise Programs
in Communities & States**



The San Diego Promise



Constance M. Carroll, Ph.D.
Chancellor
San Diego CCD



The San Diego Community College District



- One of California's largest community college districts
- Serves the City of San Diego and surrounding region
- 5 Member Elected Board of Trustees
- Three Colleges and Seven Continuing Education Campuses serve 105,000 students in the San Diego area



SAN DIEGO CITY COLLEGE



SAN DIEGO MESA COLLEGE



SAN DIEGO MIRAMAR COLLEGE



SAN DIEGO CONTINUING EDUCATION



San Diego County's 20 Largest Employers

1. UC San Diego
2. Naval Base San Diego
3. Sharp HealthCare
4. County of San Diego
5. Scripps Health
6. San Diego Unified School District
7. Qualcomm Inc.
8. City of San Diego
9. Kaiser Permanente
10. UC San Diego Health System
11. General Atomics (and affiliated companies)
12. San Diego State University
13. YMCA of San Diego County
14. Rady Children's Hospital-San Diego
15. Northrop Grumman Corp.
16. Sempra Energy
- 17. San Diego Community College District**
18. BD (Becton, Dickinson, and Co.)
19. SeaWorld San Diego
20. University of San Diego

Source: *San Diego Business Journal Book of Lists 2018*



Concept San Diego Promise Program

The San Diego Promise is a two-year program that pays for enrollment fees for all first-time, full-time students at City, Mesa, and Miramar Colleges. Students with the greatest financial need also receive book grants.

The San Diego Promise is intended to ensure that no deserving local students are denied the opportunity to go to college due to lack of resources.

Local Fundraising champions:



Mayor Kevin Faulconer



Annette Bening, Actor,
Alumna (Mesa College)





San Diego Promise Program Background

- The San Diego Promise began as an SDCCD-funded pilot program in 2016-2017 with 186 participants from the San Diego Unified School District and San Diego Continuing Education
 - 80% of participants qualified for financial aid; 90% were students of color
- In 2017-2018 the SDCCD-funded program expanded to include 650 students
 - 80% of participants qualified for financial aid; 89% were students of color
- AB 19, *California College Promise*, enabled the District to further expand the program in 2018-2019 to more than 2,000 students from high schools throughout the region and beyond

(Funding Sources: SDCCD Auxiliary and Donors)



AB 19 – California College Promise (State Funding)

- Established by the State Legislature for the 2018-2019 academic year
- Provides funds to waive fees for first-time, full-time students **their first year**
 - Funds may also be used for other direct support, including instructional materials, and transportation
- Funding does not supplant the California College Promise Grant (CCPG), formerly known as Board of Governors Waiver (BOGW)
- AB 19 enabled the District to expand the San Diego Promise to a two-year program; the first year funded by AB 19, and the second year funded through private donations





The San Diego Promise Program A Completion Program

Year One - Funded by AB 19

- All program participants must:
 - Sign a Promise Program Commitment Contract
 - Complete a Personal Growth (college transition) class in their incoming fall semester
 - Participate in an orientation program
- Students with financial need received a \$400 book grant for instructional materials for the year
- Participants are provided a full range of support services, including tutoring, academic program planning, follow-up, and peer mentoring



San Diego Promise Program

Year Two - Funded through Private Donations

- All Promise participants who successfully complete 24 units in year one are eligible for year two
- Participants with financial need will receive a book grant depending upon available resources
- Participants will continue to receive support services including tutoring, academic program planning, follow-up, and peer mentoring
- The District is carefully tracking student needs and outcomes



San Diego Promise 2018-2019 Fall 2018 Participants



2,041
participants



NUMBERS BY CAMPUS

637
City
College

837
Mesa
College

567
Miramar
College

84%
are students
of color



56% **44%**

35
foster youth
participants

67
participants are
prior CE students

38%
are first generation
college students

31
Veterans or
Active Military

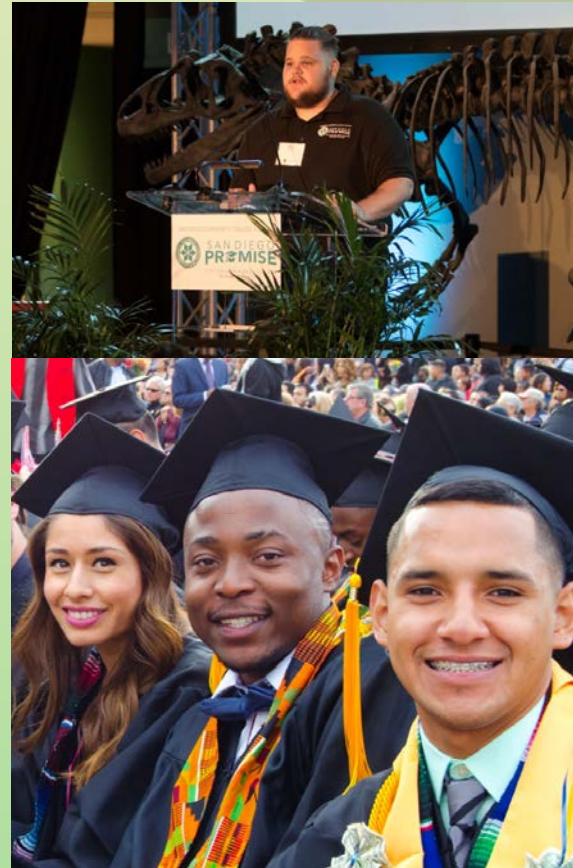
69%
received
financial aid

Participants came from high schools throughout San Diego County and beyond, and Continuing Education (CE)



Highlights of San Diego Promise Student Outcomes

- San Diego Promise participants are showing promising outcomes
- Students of color tend to show higher GPA's and course success rates
- Participants tend to have higher persistence rates
- 93% of Promise participants earned an average GPA of 2.79 for cohort 2 and 2.72 for cohort 3
- Almost 20 students from the pilot cohort earned a certificate or associate degree by the end of their second year in the program





Planning For The 2019-2020 Cohort (Proposed State Funding)

- AB 2, *California College Promise (Santiago)*, would authorize community colleges to waive fees for the first two academic years
 - If passed, additional funds will be provided by the state for year two
- AB 2 will allow the District to leverage the private funds raised to expand book grants and provide for instructional materials, and support for transportation and other basic needs
- The District is also considering funding for other groups: returning students, veterans, etc.
- The District is also considering a part-time (9-11.5 units) track for students with qualifying Disability Support Programs and Services (DSPS) accommodations



Fundraising Efforts

- Major Donor Contributions
- Targeted Outreach to Local Philanthropic Agencies/Individuals
- SDCCD Employee Payroll Deduction
- Retiree Outreach/Planned Giving
- Gala Events



Promise Fundraising Gala



SPONSORSHIP INFORMATION

An Evening
with
Annette Bening
to Benefit the
San Diego Promise

Making Community
College Free for
Deserving Students

September 20, 2018
6:30 p.m. - 9:00 p.m.

San Diego Natural
History Museum



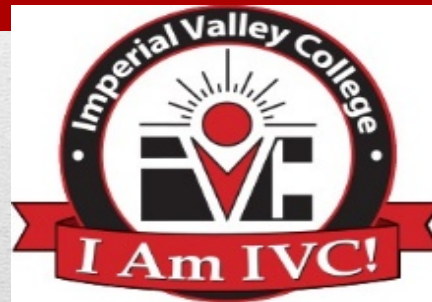
**SAN DIEGO
COMMUNITY COLLEGE
DISTRICT**
City College • Mesa College
Miramar College • Continuing Education



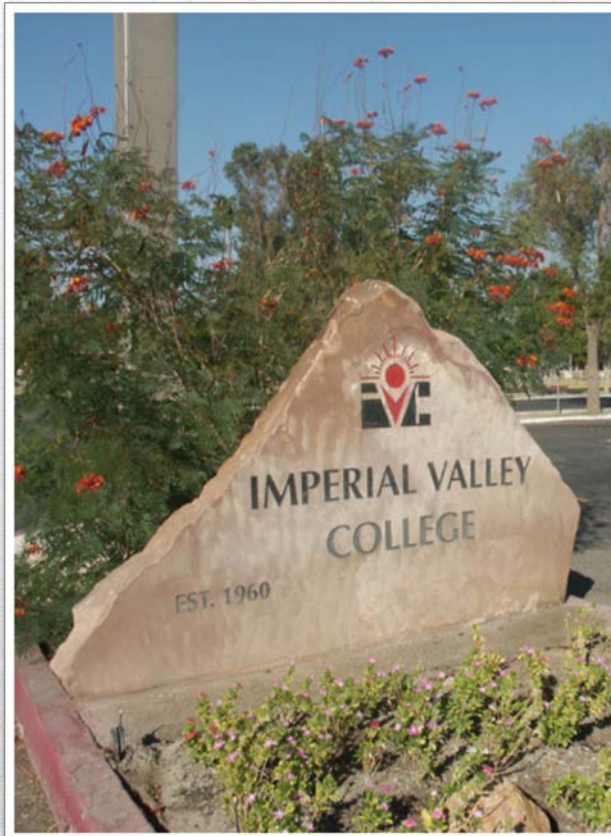
THANK YOU!

Q and A

College Promise Panel



Dr. Martha Garcia
Superintendent/President
CEO Symposium
March 2, 2019



Established 1960

- Only community college district in Imperial County (pop. 182,830)

2017-18 Student Population

- 11,140 (FTES 7405)

Gender

- Female – 55%
- Male – 44%
- Unknown – 1%

Ethnicity

- Hispanic – 90.9%
- White – 4.3%
- Other – 4.8%

Age

- 19 or under – 31.7%
- 20-24 – 31.6%
- 25-29 – 12.6%
- 40 and over – 11.6%

58% of the students enrolled last academic year were first generation college students



Requirement to Administer Federal Student Loan Programs

- Over 20 years ago IVC opted to no longer administer federal student loans due to Default Rate Sanctions – cohort default rate was 50% at that time
 - Default rate sanctions place \$22 to \$23 million per year Pell Grant program at risk
 - Debt to income ratio requirements place gainful employment programs at risk
-

Potential Students Who Would Benefit from AB 19 Funding

POTENTIAL COST OF IMPACT FOR STUDENT WHO DO NOT QUALIFY FOR FEE WAIVER				
Academic Year	Projected number of students Impacted	Units	Cost	Average Cost Per student
2015-2016	99	1375.5	\$63,273	\$639.12
2016-2017	153	2136	\$98,256	\$642.20
2017-2018	133	1840	\$84,640	\$636.39

Financial Aid at Imperial Valley College

- Annual Fee Waivers: \$7.5 million (80%)
- Annual Pell Grant: \$22-\$23 million (50%)
- Annual Cal Grant: \$2.7 million (18%)
- Annual Full-Time Student Success Grant/California Community College Grant: \$2 million (15%)



Financial Aid

Cost Benefit Analysis

Participate in AB19

- Allocation: \$232,586
- Administration of loan program cost: (\$218,000)

Allocation margin: \$14,586

Student Impact of Loans

- Reduces funding available to students when they transfer to university
 - Students can borrow up to \$10,500 per year at the community college level
 - Students may only borrow up to a total of \$57,500 total for undergraduate work

TICAS Report:

- Pell Grant recipients, most of whom have family incomes under \$40,000, are more than five times as likely to end up in default as their higher income peers.
 - First-generation students were more likely to end up in default than students whose parents had attended college. Almost a quarter of first-generation students (24%) defaulted on their federal loans within 12 years, while only 14% of non-first-generation students defaulted during that time.
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