

SILO-BUSTERS: PROMISE INITIATIVES FOR COMMUNITY HEALTH AND ECONOMIC VITALITY

New Partners for Smart Growth

St. Louis, Missouri

February 3, 2017

np 2017 New Partners
for Smart Growth
Conference



The Kalamazoo Promise 

AGENDA

- Introduction & Overview, Mayor Tom Butt
- National Framing, Angela Cammack, College Promise Campaign
- Local Spotlights of Innovation & Action
 - *Long Beach Promise*
 - *Richmond Promise*
 - *Kalamazoo Promise*
- Financial Strategies for Implementation
- Questions & Discussion
- Building Your Promise: Step #1
- Closing

PANELISTS

Angela Cammack, Senior Policy Advisor, The College Promise Campaign

Terri M. Carbaugh, Associate Vice President of Government & Media Relations, California State University, Long Beach College Promise

Jessie Stewart, Executive Director, Richmond Promise

Bob Jorth, Executive Director, Kalamazoo Promise

Panel Moderator: Tom Butt, Mayor, City of Richmond

The College Promise Campaign

Angela Cammack, Senior Policy Advisor



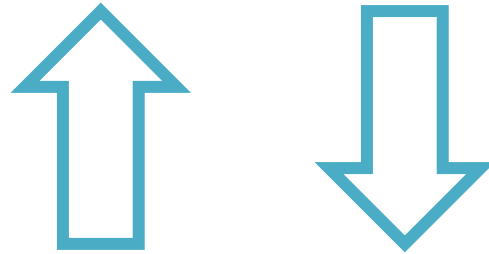
GOAL

The goal of the College Promise Campaign is to make two years of community college education free for all responsible students.



Why CPC?

Local Growth



National Momentum

THREE KEY COMPONENTS OF CPC

1. Leadership Development
2. Traditional Communications & our Outreach and Advocacy Effort, "Heads Up America"
3. Research and Policy



**11 YEARS
OF
PROMISE**





WHY COLLEGE PROMISE?

- 1. Economic/Workforce Development**
- 2. Community Revitalization**
- 3. Grow and Sustain a Stable Population**
- 4. Combat Systemic Poverty**
- 5. Social Justice for Vulnerable Populations**



SO WHO'S NEXT?!



HOW CPC CAN HELP

- 1. Strategize about How to Engage Cross-Sector Leadership**
- 2. Publicize the Effort through Press and Digital Media**
- 3. Advise on Options for Program Design and Sustainability**



JOIN THE MOVEMENT



**College
Promise
Campaign**

CollegePromise.org



HeadsUpAmerica.us

Angela@CivicNation.org



THE LONG BEACH
COLLEGE
PROMISE

Terri Carbaugh

Associate Vice President Legislative & External Relations

*“Silo-Busters: Promise Initiatives for Community Health
and Economic Vitality”*



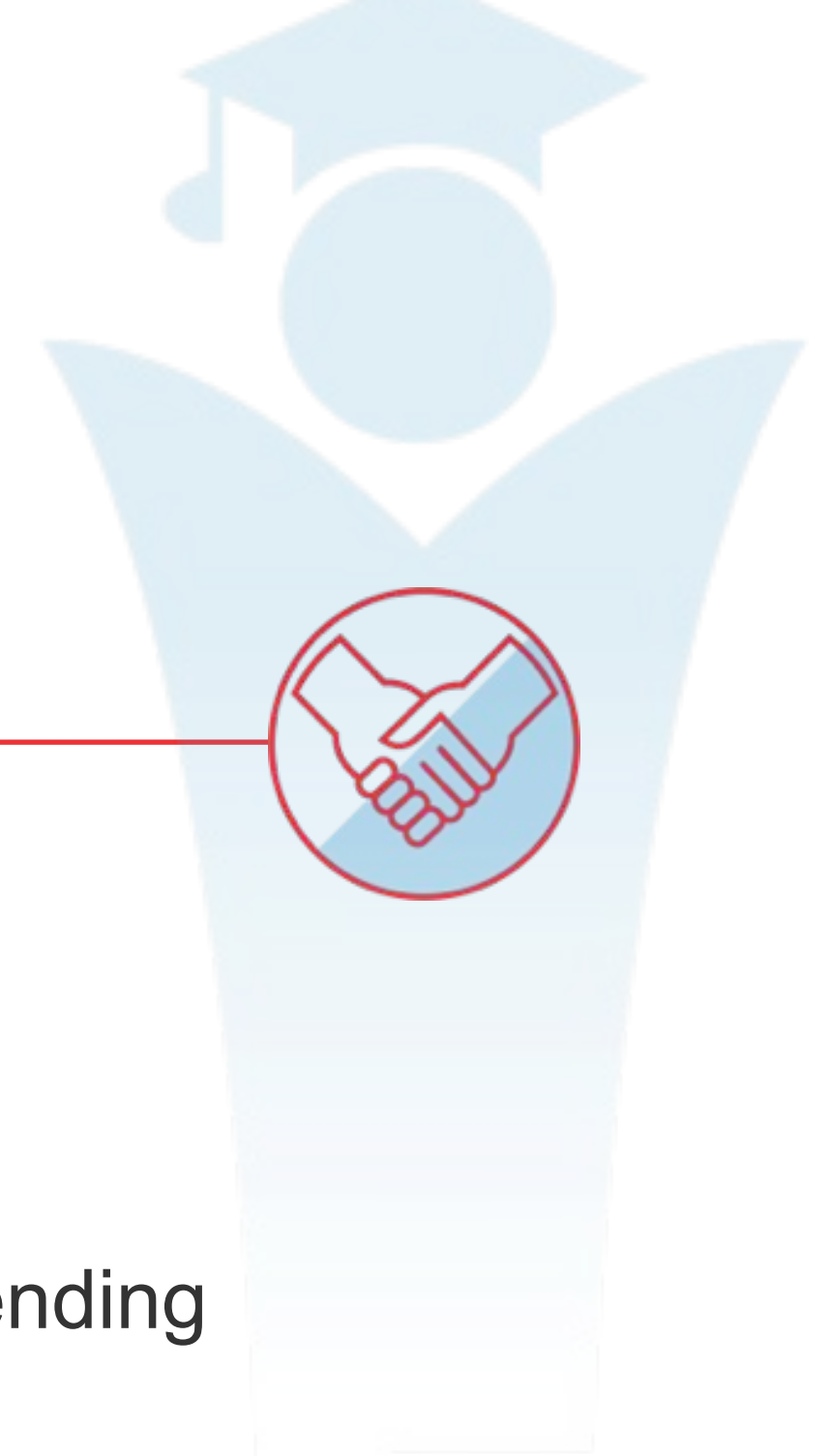
MAKING THE PROMISE

The Long Beach College Promise extends the promise of a college education to every student in the Long Beach Unified School District.



THE PROMISE GOALS

- Improve the economic and social well-being of Greater Long Beach
- Provide world-class education from preschool through college graduation
- Increase the percentage of LBUSD students prepared for and directly attending college from high school
- Increase the percentage of LBCC students earning degrees and/or certificates
- Increase the percentage of LBCC students successfully transferring to CSULB or another four-year college or university
- Increase the percentage of CSULB students graduating with a bachelor's or advanced degree within 4 years



PROGRAM ELEMENTS & SUCCESSES

- Universal access to early childhood education
 - \$8.5 million dollars invested in greater access and teacher prep
- College tours for all 4th and 5th grade LBUSD students
 - 12,000 students per year
- A pledge is signed by 8th graders and their families
 - More than 63,000 pledges signed
- Tuition-free first year at LBCC
 - More than 13,000 free semesters for LBCC students
- Faster transfer from LBCC to CSULB and guaranteed admission to CSULB
 - Sixteen percent increase in LBCC transfers to CSULB
- The launch of the Long Beach College Promise Public Engagement Campaign

LOCAL SOCIAL & ECONOMIC IMPACTS

- The New York Times named CSULB one of the top 10 schools for social mobility
 - Most of students at the bottom 20 percent of income distribution end up in the top 60 percent of income distribution
- The Promise is a driving force behind the Southern CA economy
 - Nearly 65 percent of 300,000 CSULB alumni live and work within 35 miles of the campus
- Long Beach is a hub of cultural and intellectual diversity
 - The city is able to stay relevant in a knowledge-based and global economy

STATEWIDE ECONOMIC IMPACT



PARTNERSHIPS

- Partners work seamlessly across institutions to benefit students
- CSULB, LBCC and LBUSD sustain the initiative through their own financial contributions
- The addition of the Office of the Mayor in 2014 as a partner expands The Promise
- Each partner is 100% committed to and fully accountable for achieving goals
- Each partner shares data on student performance
- A public engagement campaign creates new opportunities to engage healthcare, transportation and non-profit sectors



BUILDING A PROMISE



RICHMOND PROMISE

College Going | Degree Attaining | Community Giving



What is the Richmond Promise?

- A community-wide college scholarship fund + college success Initiative
- Environmental & Community Investment Agreement: \$35 million over 10 years
- Launched with Class of 2016



Richmond, CA
Population: **103,701**
25.6% Bachelors Degree
16 High Schools
800+ Seniors
75% Low-Income
96% Students of Color

Mission

Promote **social and educational equity** by removing barriers and creating pathways to build a **college graduating culture** where every Richmond student **persists** from high school to higher education, **attains** a postsecondary degree, **thrives** in their field of choice, and becomes a **positive leader** in their community



Year 1 Program Element: Place-based Scholarship



You are a Richmond or North Richmond resident (i.e. have a Richmond home address).



You will graduate from a high school within the WCCUSD boundary area & have attended since at least the 9th grade.



\$1,500 Scholarship up to 4 years use at a not-for-profit, accredited community college, 4-year university, or Career and Technical Education program



Organizational Structure

Independent 501c3

Board of Directors

City of Richmond

West Contra Costa Unified School District

Contra Costa College

UC Berkeley

Chevron

Advisory Board (21)

Executive Director & Program Manager



Early Learnings

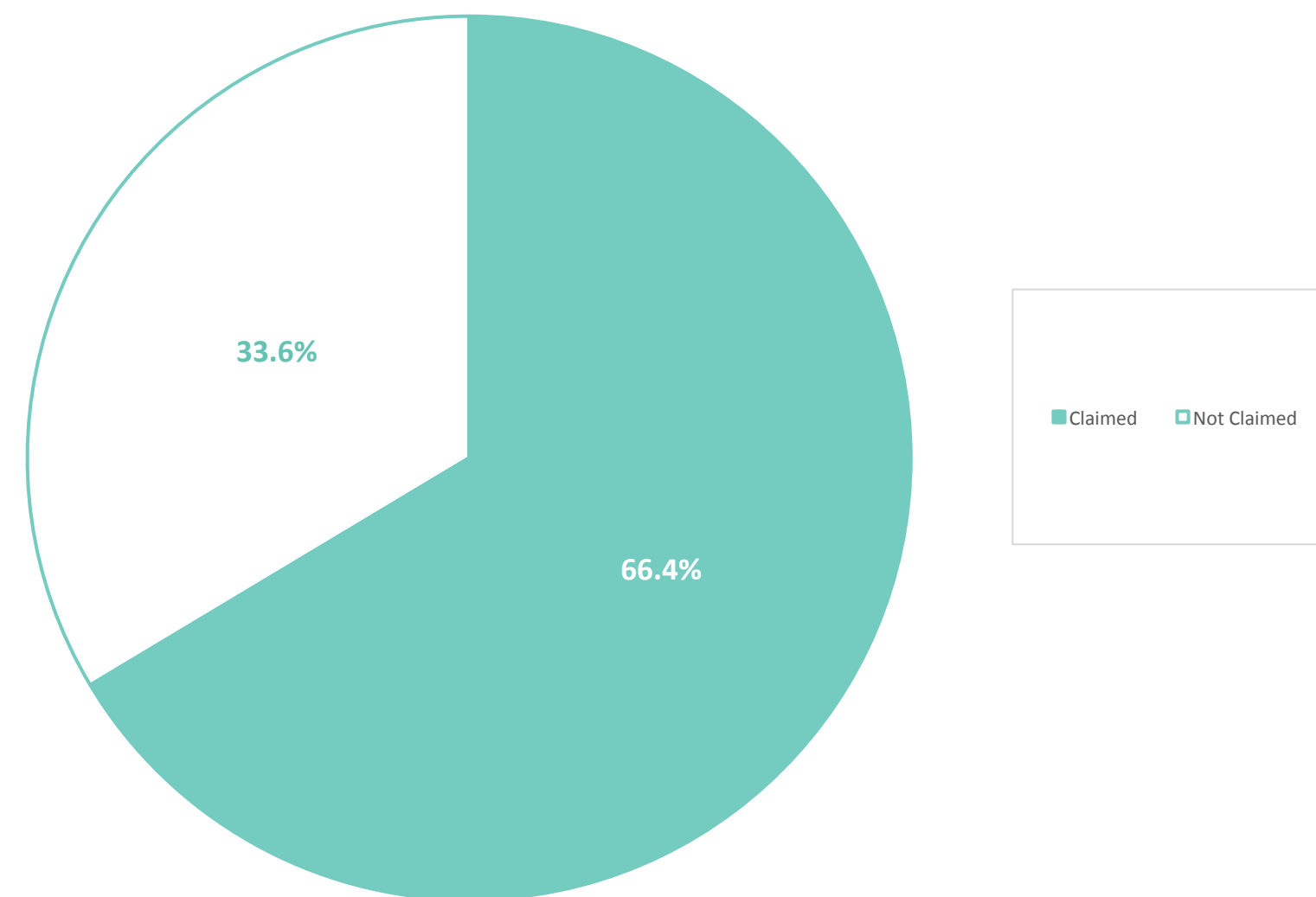
1. A Promise more than a scholarship
2. Local context matters
3. Place based scholarships can be a powerful catalyst for collaboration and alignment.



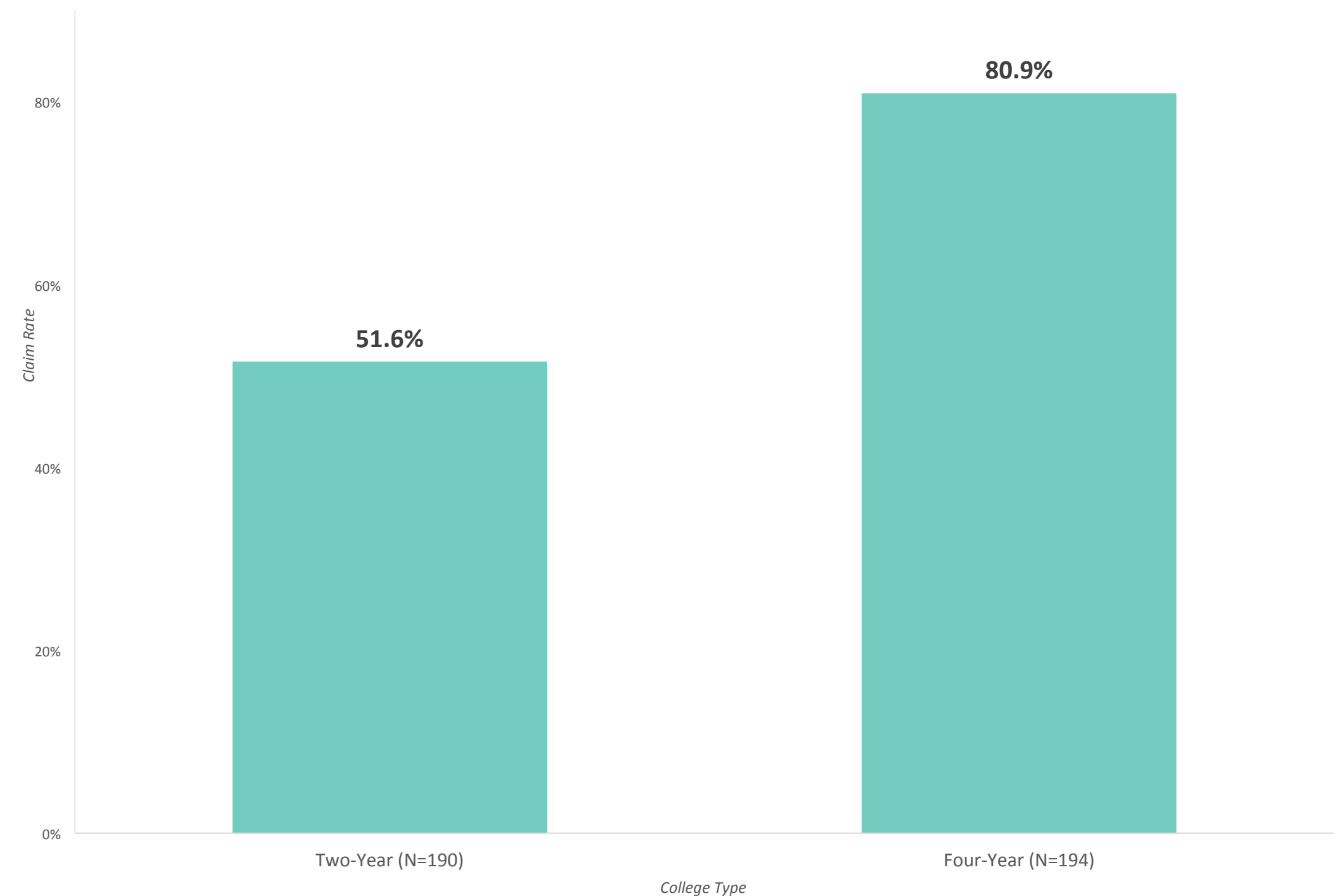
More than a Scholarship

255 Scholarship Recipients in Class of 2016

Percentage of Awarded Students Claiming Scholarships (2016)
N=384



Claim Rates by College Type (2016)



More than a Scholarship

I want to go to college because I want to set up an example for my two brothers and make my parents proud. **I want to get out of my comfort zone and see what the future has for me, not only as a woman, but as a Latina and first generation student.** Being able to be part of the Richmond Promise means a lot for me because even a little goes a long way...and **we can finally show others that Richmond is not full of violence that everyone hears about and that we do prioritize education.**


– Jazmin Gonzalez, UC Merced



Year 2 Program Element: Financial Aid & College Transition Support

1  Family Financial Aid & Scholarship Workshops

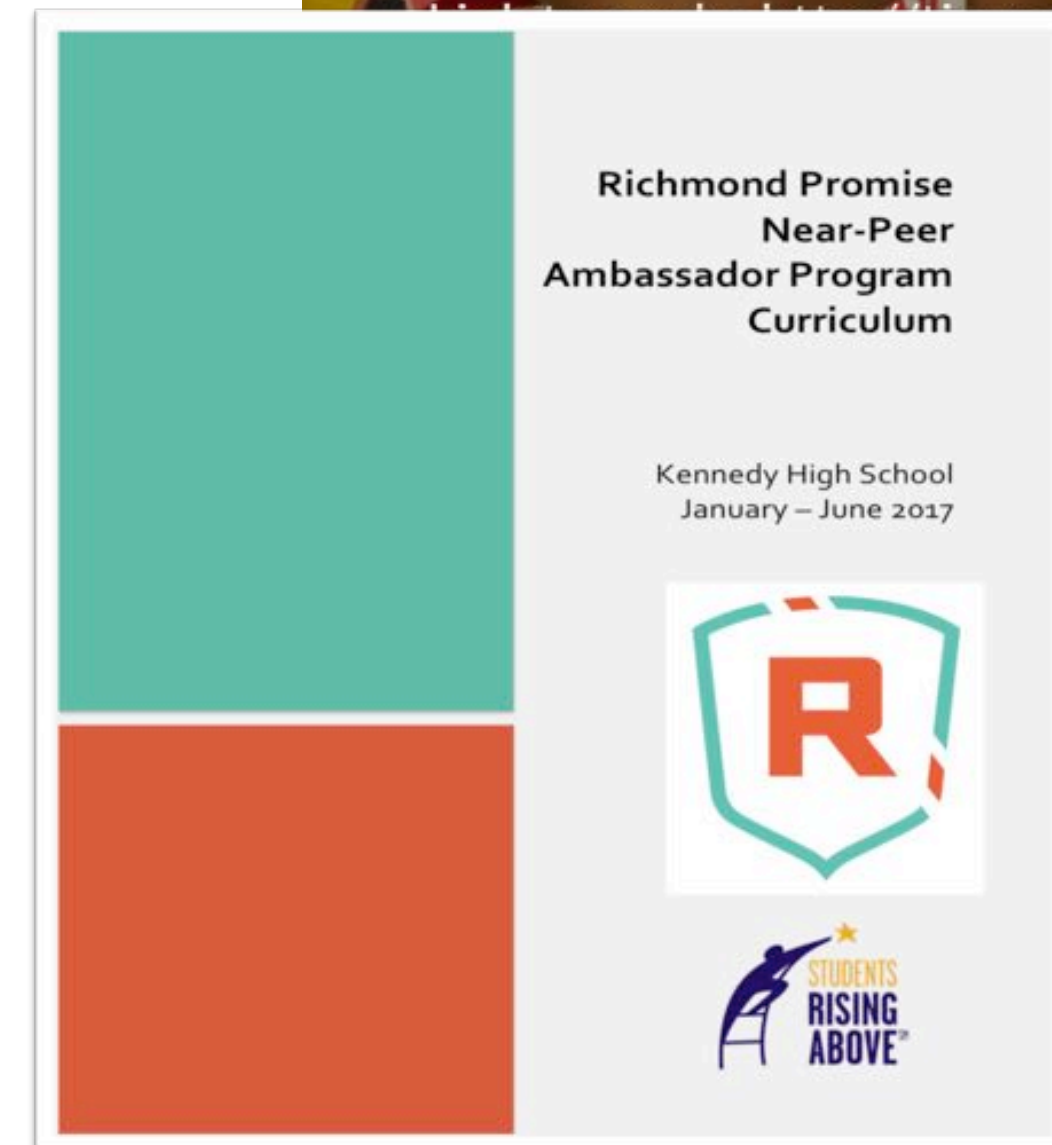
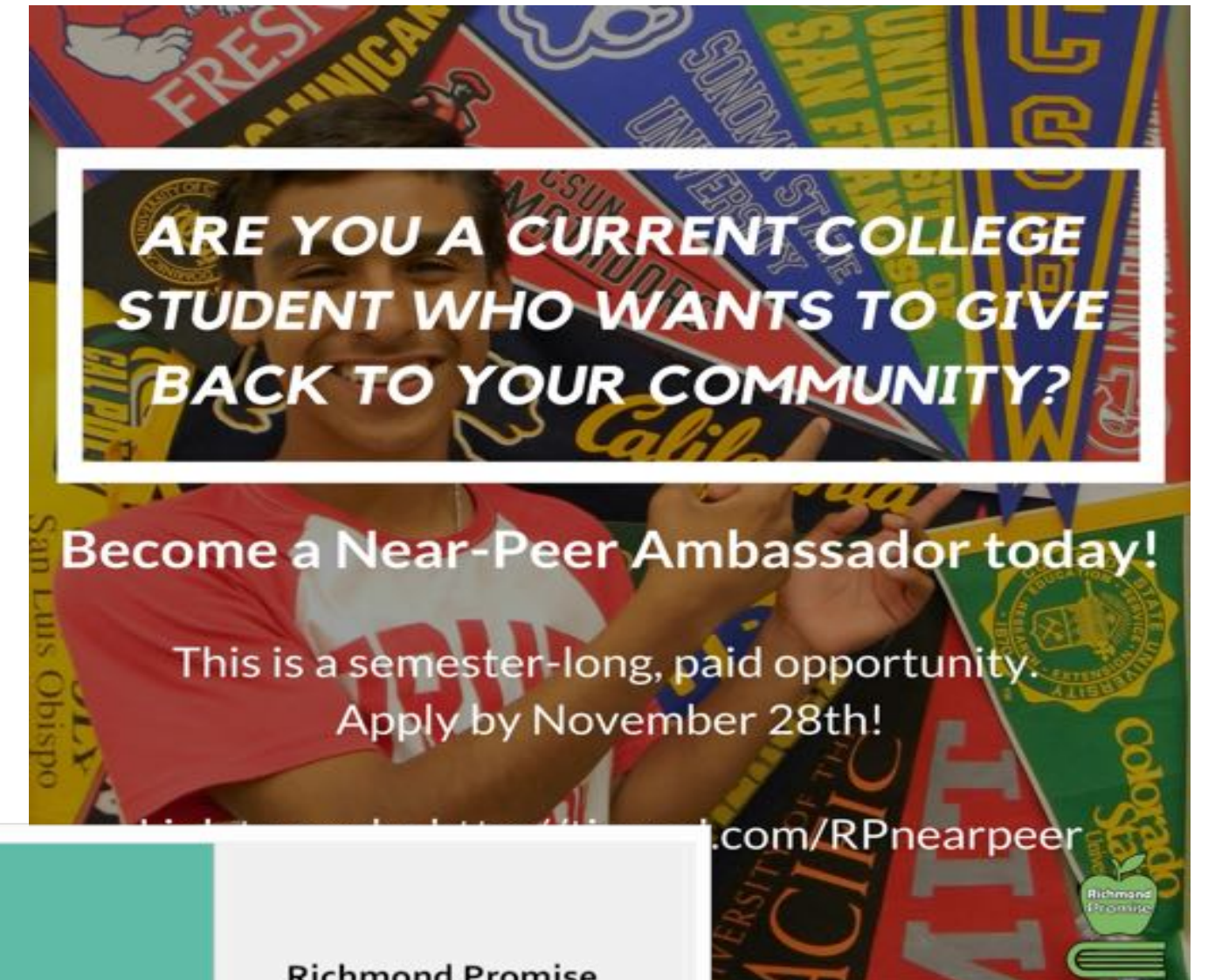
2  Summer College Success Workshops

3  Summer assistance & reminders



Year 2 Program Element: Near Peer Ambassadors

- Kennedy High School
- College student Ambassadors
- Classroom-based college & career conversations with 9th graders
- College tours, middle school college fair, 10-year plans



Year 2 Program Element: First Year Experience @ Contra Costa College

- All Richmond Promise Scholarship recipients participate
- Summer Bridge
- Cohort community & Learning Communities
- Sequence of Counseling & Ed Planning classes
- Connected with transfer services and other support services early on
- Near-Peer Mentor on-campus



Local Context Matters



Richmond, CA
Population: **103,701**
16 High Schools
800+ Seniors
25.6% Bachelors

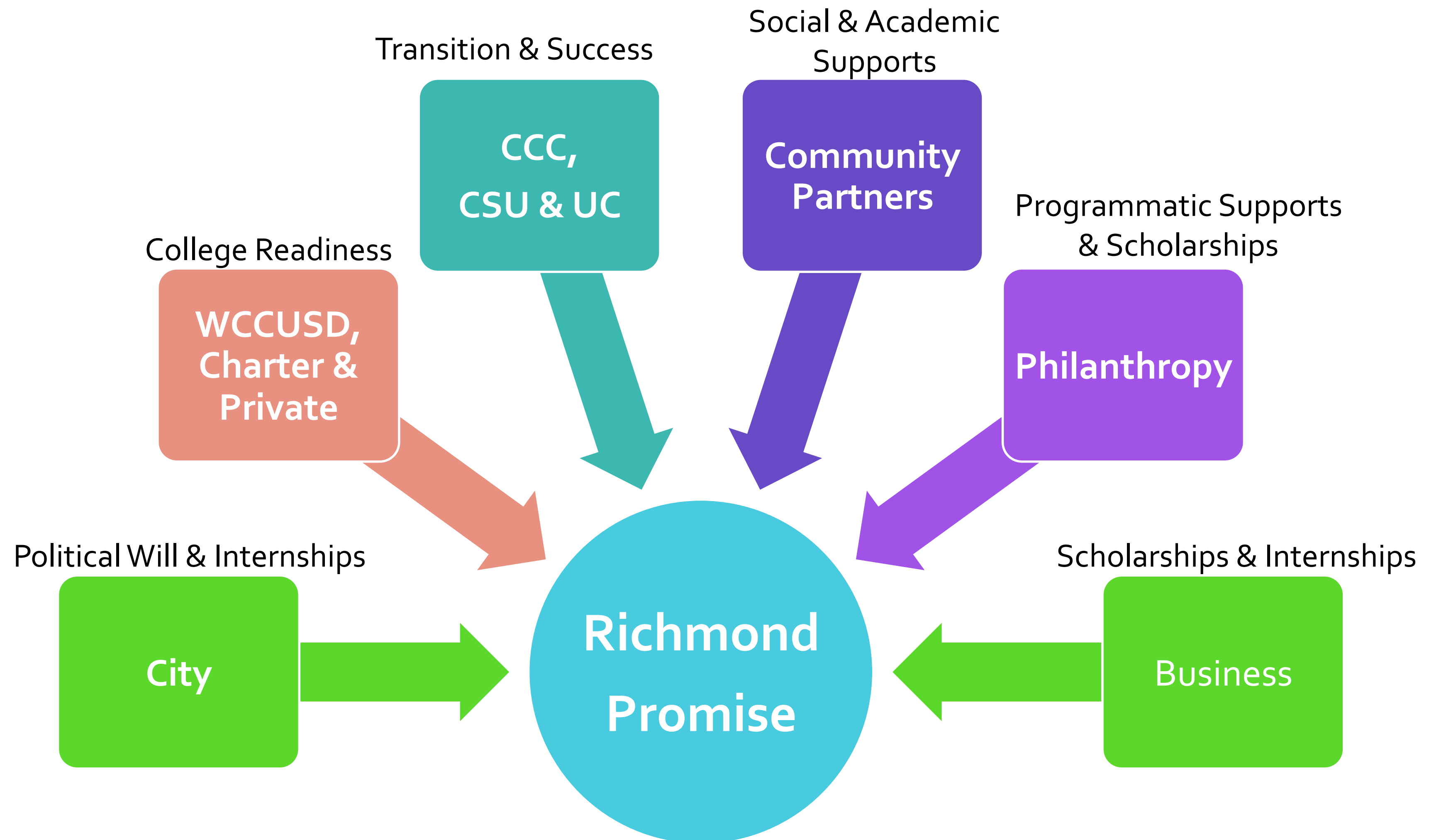


West Contra Costa Unified School District
6 Cities
6 High Schools
3,000 Seniors



Contra Costa College
4,300 students

Critical Role of Partnerships



The Kalamazoo Promise[®]



Bob Jorth
Executive Director





It's SIMPLE

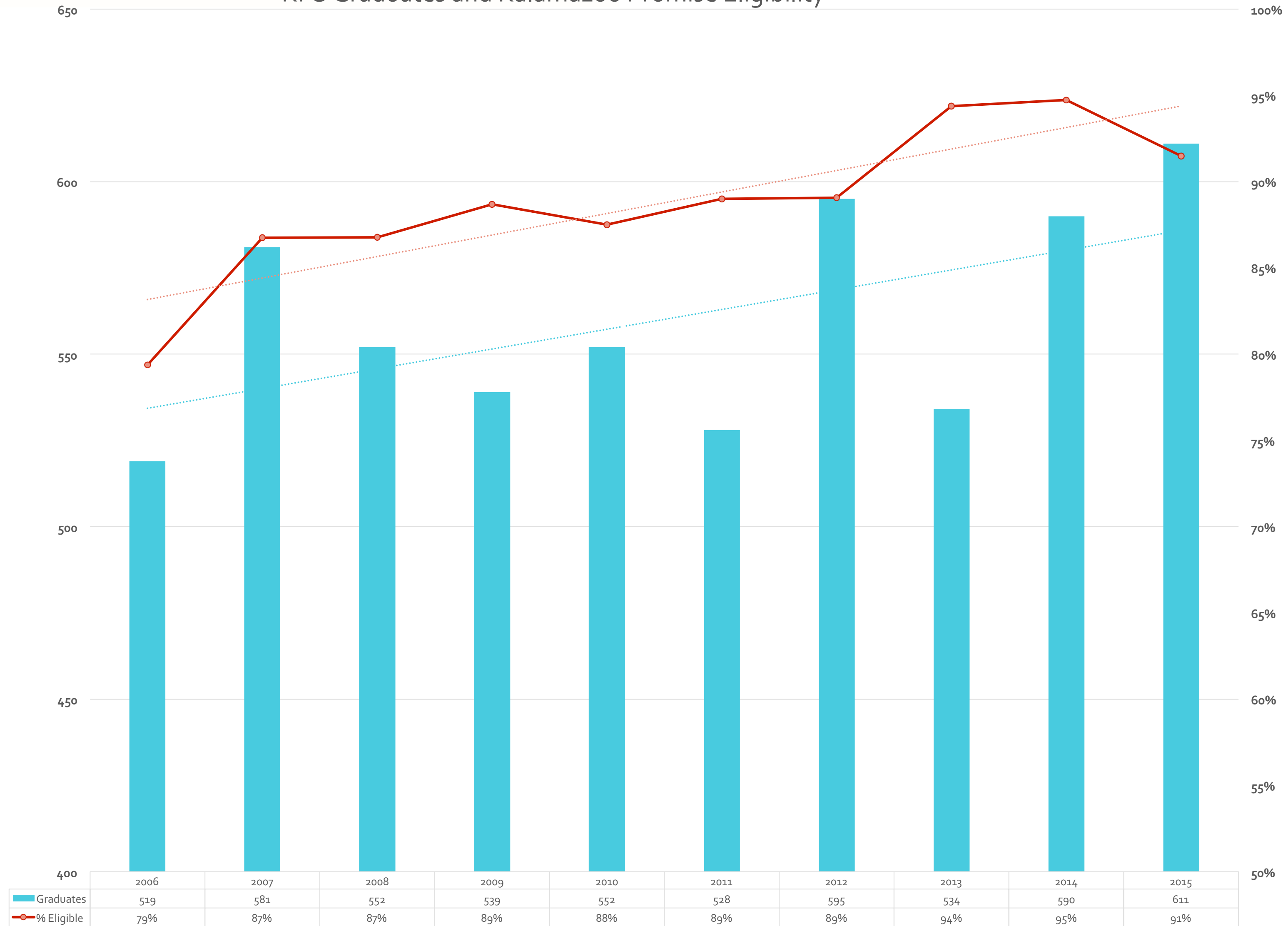
- **Go** to Kalamazoo Public Schools
- **Live** in Kalamazoo Public School district
- **Graduate** with diploma from Kalamazoo Public Schools

Get up 100% of tuition and fees to 58 colleges and universities in Michigan

The Kalamazoo Promise[®]



KPS Graduates and Kalamazoo Promise Eligibility





BIG PICTURE

- Over **4,500 students** have utilized their Promise
- More than **\$87,000,000 awarded** through December 2016.
 - Over \$6 million fall 2016
- More than **1,200 students** with credentials
 - (certificate, associate, bachelor)
- Nearly \$97 out of every \$100 goes directly to scholarships

The Kalamazoo Promise[®]



Every student has a story, every student is critical to our success – as an organization and as a community



The Kalamazoo Promise®



NEXT!


The second generation of Promise Scholars are here and NOW.



Questions & Discussion



Building a Promise: Step 1



Building a Promise | Step 1: Convene Leadership

Overview: Building effective cross-sector partnerships is the first, and arguably the most essential, first step in establishing an impactful Promise initiative. These institutional partners and champion organizations work together to align and leverage resources around a common agenda, provide infrastructure and set policy to support post-secondary success of young people, particularly low-income, first-generation students.

Directions: Think about the range of institutional partners, businesses, community and faith-based organizations that are leading impactful work in the community, and would be important stakeholders in establishing a Promise initiative in your community. Use the space below to brainstorm.

City _____

Community Group(s)

Name:

Title:

Name:

Title:

Notes:

Local Government Partner(s)

Name:

Title:

Name:

Title:

Notes:

Business Partner(s)

Name:

Title:

Name:

Title:

Notes:

Philanthropy

Name:

Title:

Name:

Title:

Notes:

Institutions of Higher Education

Name:

Talents:

Name:

Talents:

Notes:

K-12/School District Partner(s)

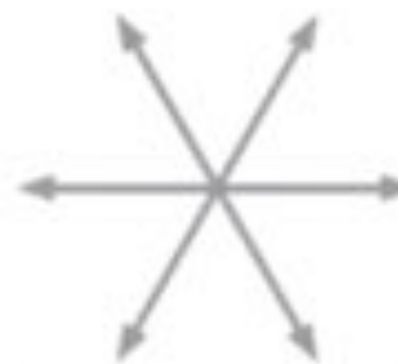
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Title:

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Notes:



THANK YOU!!

