College Promise: Supporting Students in College Access and Success

April 26, 2019
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#CollegePromise

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Setting the Stage: College Promise on the National Level

Martha Kanter
Executive Director
College Promise Campaign

@marthakanter
@College_Promise

#CollegePromise
College Promise: Supporting Students in College Access & Success
Hosted by American Youth Policy Forum & MDRC
Capitol Hill Forum
April 26, 2019

Dr. Martha Kanter, Executive Director
College Promise Campaign
Brief History

100 years ago we made high school available for everyone.

This is an update.
Brief History

The Servicemen’s Readjustment Act of 1944 known as the “G.I. Bill” provides tuition and living expenses for veterans. By 1956 more than 2 million veterans had attended a college or university and nearly 6 million had attended some form of training program.
The Nation’s Challenges

- 99% new jobs awarded to workers with some college
- $1.6 T $1,600,000,000,000 student debt
- 7 M unfilled jobs
- 12x cost of college over the past 30 years
- 14% community college students are homeless
- 13th U.S. world degree attainment
Income Inequity

EQUITY, ACHIEVEMENT & SOCIOECONOMIC GAPS IN EDUCATION

• Low-income students often fail to access college, and if they do make it to college, many struggle to afford it.

• 30% of families do not have emergency savings

• The net price low-income families pay is 56% of their income at a public 4-year and 44% at public 2-year institutions

• Just 14% of low-income students earn a bachelor’s degree, compared to 87% high income students (Dynarski).

• The graduation rate for Pell students is 18% less than non-Pell students (Third Way)
Racial Inequity

Even as the nation makes progress, educational attainment remains unequal across racial and ethnic groups.

Today, opportunity depends on learning beyond high school, these persistent inequities harm us all as Americans.

Postsecondary degree completion as of 2017

- 30.8% of African Americans
- 24.5% of American Indians
- 23.7% of Hispanic

Values above do not include postsecondary certificates, only achievement of associate degree or higher.

Return on Investment

**FIGURE 1.1**
Median Earnings and Tax Payments of Full-Time Year-Round Workers Ages 25 and Older, by Education Level, 2011

The bars in this graph show median earnings at each education level. The blue segments represent the estimated average federal, state, and local taxes paid at these income levels. The orange segments show after-tax earnings.

NOTE: The numbers in parentheses on the y-axis indicate the percentage of all full-time year-round workers with each education level in 2011. Taxes paid include federal income, Social Security, Medicare, state and local income, sales, and property taxes. Percentages may not sum to 100 because of rounding.

SOURCES: U.S. Census Bureau, 2012, Table PINC-03; Internal Revenue Service, 2010; Davis et al., 2013; calculations by the authors.

www.collegepromise.org
The probability of being employed is 24% higher.

The likelihood of being out of the labor force (neither employed nor unemployed) is 74% less.

College graduates contribute hundreds of thousands of dollars more over a lifetime in local, state and federal taxes.

College graduates utilize about 39% fewer government resources (e.g., emergency assistance and jails)

College graduates report having “good” or “very good” health 44% more than high school graduates

College graduates are nearly 5 times less likely to be jailed or imprisoned than those who have no college experience.

www.collegepromise.org
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.
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.
Place-based: A college, city, region, or state

Guaranteed Financial Support for College

Evidence & Performance-Based

Financially Sustainable

Cross-sector, Sustainable Leadership

Robust Infrastructure

State Promise Models & Funding Designs Vary

Youth  6
Adults  8
Youth/Adults  5  (AR, IN, LA, TN, WA)

NOTE

• 4 (NJ, HI, CA, & SD) serve youth, adults & special populations

• 3 (DE, OR, RI) serve youth & special populations (e.g., Dreamers, Veterans, Incarcerated, Newly Released)
Funding the Promise

Each College Promise Program is funded based on the resources available, including one or more of the following:

- local government funding
- philanthropic gifts
- state appropriations
- business investments
In 3 years, from 1 to 24 statewide Promise programs, with more state launches on the horizon!

From 53 programs in 2015

To 300+ programs in 44 states by 2018
College Promise Evidence

- **62%**
  Increase in persistence rate (fall to spring)

- **80%**
  High school graduation rates, increase from 63% in 2005

- **95%**
  High school seniors now pledge to attend higher education, an increase from below 30% historically

- **33%**
  Increase college completion rate

- **25%**
  More high school graduates attend college

- **16%**
  Increase in community college retention rate
How Promise Addresses these Challenges

**Pittsburgh Promise:**
- 12% Increase in high school graduation rate, and 8% shrink in racial graduation gap

**Detroit Promise:**
- 90% students of color

**Dallas County Promise:**
- 80% of Promise students are low income, 90% were students of color.
- 67% FAFSA completion rate, and a 40% increase in enrollment.

**San Diego Promise:**
- Increased from 186 students to over 2,000, 84% are students of color and 72% have financial need
- 9% increase in credits accumulated and GPAs of 3.0 or higher

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**PROMISE PROGRAM EQUITY IMPACTS**

<table>
<thead>
<tr>
<th>Race/Gender</th>
<th>% Eligible for Promise</th>
<th>6-year completion rate for all students</th>
<th>6-year completion rate for Promise eligible</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Students</td>
<td>87%</td>
<td>28%</td>
<td>31%</td>
</tr>
<tr>
<td>Female</td>
<td>87%</td>
<td>31%</td>
<td>34%</td>
</tr>
<tr>
<td>American Indian</td>
<td>73%</td>
<td>27%</td>
<td>38%</td>
</tr>
<tr>
<td>Black</td>
<td>85%</td>
<td>16%</td>
<td>18%</td>
</tr>
<tr>
<td>Asian/Pacific Islander</td>
<td>77%</td>
<td>59%</td>
<td>67%</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>87%</td>
<td>17%</td>
<td>19%</td>
</tr>
<tr>
<td>White</td>
<td>90%</td>
<td>48%</td>
<td>52%</td>
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<td>27%</td>
</tr>
<tr>
<td>American Indian</td>
<td>73%</td>
<td>13%</td>
<td>9%</td>
</tr>
<tr>
<td>Black</td>
<td>84%</td>
<td>9%</td>
<td>10%</td>
</tr>
<tr>
<td>Asian/Pacific Islander</td>
<td>86%</td>
<td>47%</td>
<td>50%</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>85%</td>
<td>11%</td>
<td>12%</td>
</tr>
<tr>
<td>White</td>
<td>89%</td>
<td>39%</td>
<td>42%</td>
</tr>
</tbody>
</table>

Source: The Kalamazoo Promise, updated February 2019
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 philanthropy 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.
Our Work

We convene leaders from business, philanthropy, government, and education sectors.

We share the latest research and best practices to promote high impact policy designs and build financially sustainable models.

We promote and scale Promise solutions for students, families, communities, and states.
College Promise Campaign
3 Years of Outcomes

• Increased statewide College Promise programs
• Built national public awareness about the educational, economic, and social need for College Promise programs
• Supported the inclusion of access, quality, and completion metrics as College Promise programs are designed, implemented, and expanded
• Showcased local, state, and national research on the effectiveness of College Promise programs
• Tracked the growth of the Program and reported findings through earned and digital media
300+ local & state College Promise programs in the searchable, accessible College Promise Database, growing exponentially

A growing College Promise literature (e.g., College Promise publications available on the website to illustrate evidence-based Promise designs, reports, articles, chapters, and policy briefs)

College Promise City & County Playbook for local and state leaders on best practices for designing quality programs built for equity

College Promise Research Network advising on quality metrics and models necessary for the postsecondary and workforce success of underserved and disconnected student populations

College Promise Rural Network outreach

Financial Sustainability 1.0 Report available & 2.0 in design
College Promise Campaign’s Strategic Priorities

Expand Reach and Impact

Overarching Goal
Expand and sustain the College Promise movement

Goal #1: Support and promote the development and expansion of quality College Promise programs in communities, states, and regions

Goal #2: Implement a national growth strategy to increase quality College Promise programs in five regions: West, South/Southwest, Plains/Midwest, Southeast, and Northeast

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.
Together, we can make the dream of postsecondary education, workforce and community success a Promise for all.
College Promise Programs and MDRC Findings

Alyssa Ratledge
Research Analyst
MDRC

@MDRC_News

#CollegePromise
Dedicated to finding solutions to some of the nation’s most challenging problems.

- **Design** promising new interventions.
- **Evaluate programs** and polices across the country using the highest research standards.
- **Provide technical assistance** to help schools, programs, and organizations improve their work.

About MDRC

MDRC Contact: Alyssa Ratledge
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Three Years After Matriculating at Public, Two-Year Institutions

14% Graduated
44% Still Enrolled or Enrolled at Another College
42% Not Enrolled Anywhere

What's causing the problem?

- Academic Challenges
- Financial Barriers
- Work-Life-School Balance
- Lack of College Know-How
- Institutional Barriers
College Promise Programs

Scholarships increase affordability and access, but may not be enough to improve graduation rates.

Potential for success increases with structured student supports once students get to college.

Goal: Access AND Success
MDRC’s College Promise Success Initiative

Provides technical assistance to Promise and free college programs interested in promoting success in college by implementing evidence-based student support practices.

- Detroit Promise
- Flint Promise
- Los Angeles College Promise
- Portland Community College
- Rhode Island Promise at Community College of RI
- Richmond (CA) Promise
Figure 1. Detroit Promise Path

**SCHOLARSHIP**

$ Covers tuition and fees after financial aid for students enrolled full time and assists them with summer tuition

**OTHER SERVICES AND BENEFITS**

- Offers campus coaching and requires each student to meet with a coach twice a month
- Offers $50 each month for expenses not covered by financial aid, such as bus passes or books, to students who meet with coaches
- Engages students in the summer by encouraging enrollment or connecting them to local initiatives such as summer job programs
- Uses a management information system to track student participation and automate appointments and financial incentives for better monitoring
The Detroit Promise Path Study

- Study population: entering students in fall 2016 & 2017
  - Study includes only community college students

- Total study sample: 1,268 students

- Random assignment allows us to distribute spots fairly and to assess the impact of the program
Student Characteristics

• 80 percent do not live with a parent who earned a bachelor’s degree
• 80 percent identify as African-American and 12 percent identify as Latino
• 59 percent are women
• Average age is 18
• This is a high-poverty population
DPP Impacts Enrollment Rates

- Enrollment Semester 1: 4.8%
- Full-Time Enrollment Semester 1: 6.1%
- Enrollment Semester 2: 8.1%
- Full-Time Enrollment Semester 2: 10.3%

Legend:
- Program Group
- Control Group
DPP Nearly Triples Summer Enrollment

13.5 ***

![Graph showing enrollment comparison between Program Group and Control Group for Summer 2017. The Program Group shows a significant increase compared to the Control Group.]
DPP Students Twice as Likely to Complete a Full-Time Course Load in the First Year

![Graph showing comparison between Program Group and Control Group for different credit load categories.](image)
Students Value DPP

• The vast majority of program group members report that participating in the program has been valuable or very valuable.

• In the student focus groups, program participants reported that the coaching was the most valuable part of the program to them, though they also appreciated the monthly financial support.

• As one student said, “[coach] keeps you on track and reminds you that you’re trying to do something positive with your life.”
Students Better Understand College Processes

• Program group members were much more likely than control group members to report having a good understanding of college processes, including:
  • financial aid,
  • academic requirements, and
  • course selection.

About half of control group respondents indicated high level of understanding of college processes

About three quarters of program group respondents indicated high level of understanding of college processes
Students’ Financial Challenges Remain

• Program participants continue to struggle financially:
  • Students need to work to support themselves and their families
  • Multiple students indicated food & housing insecurity while in program
  • Financial incentives were used primarily for food, transportation, books & supplies

Students report nonacademic reasons as their number one reason for dropping out of school
Detroit Promise Path

Monica Rodriguez
Director of Children and Youth Services
City of Detroit Mayor’s Office

#CollegePromise
WE HAVE LEARNED A LOT.
AND WE HAVE A LOT TO LEARN.

Detroit Promise Path
April 2019
2013-2016

The Promise before the Path.

https://www.dropbox.com/s/6rqbvp7dxq2ptjs/The%20Detroit%20Promise%20Path.mp4?dl=0

The full video link can be found online on the AYPF resource page: https://www.aypf.org/event/forum-college-promise/
DETROIT EDUCATION LANDSCAPE

How do we support students in college (without being the college?)
WHAT DOES THIS LOOK LIKE IN PRACTICE?
WHAT DOES IT TAKE?
WHAT HAVE WE LEARNED?
What are we thinking about next?
Respondents

Katie Berger
Professional Staff Member
Committee on Education and Labor
U.S. House of Representatives

Alex Ricci
Professional Staff Member
Committee on Education and Labor
Republicans
U.S. House of Representatives
AUDIENCE Q&A

Katie Berger
Professional Staff Member
Committee on Education and Labor
U.S. House of Representatives

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#CollegePromise
We value your feedback!

Please complete the purple feedback form before leaving the event. We appreciate your remarks!