



American Youth
Policy Forum

Informing Youth Policy,
Improving Youth Outcomes

College Promise: Supporting Students in College Access and Success

April 26, 2019



American Youth
Policy Forum

mdrc
BUILDING KNOWLEDGE
TO IMPROVE SOCIAL POLICY

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American Youth Policy Forum: @AYPF_Tweets

MDRC: @MDRC_News



#CollegePromise



Martha Kanter: @marthakanter @College_Promise

Alyssa Ratledge: @MDRC_News

Setting the Stage: College Promise on the National Level



Martha Kanter

Executive Director

College Promise Campaign



@marthakanter

@College_Promise

#CollegePromise

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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

Baruch
COLLEGE



RICE
INSTITUTE



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

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

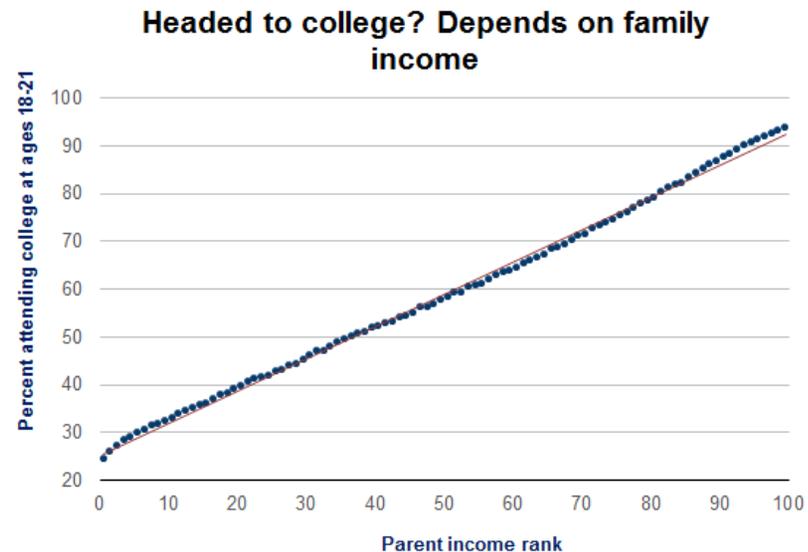
13th 

U.S. world degree
attainment

Income Inequity

EQUITY, ACHIEVEMENT & SOCIOECONOMIC GAPS IN EDUCATION

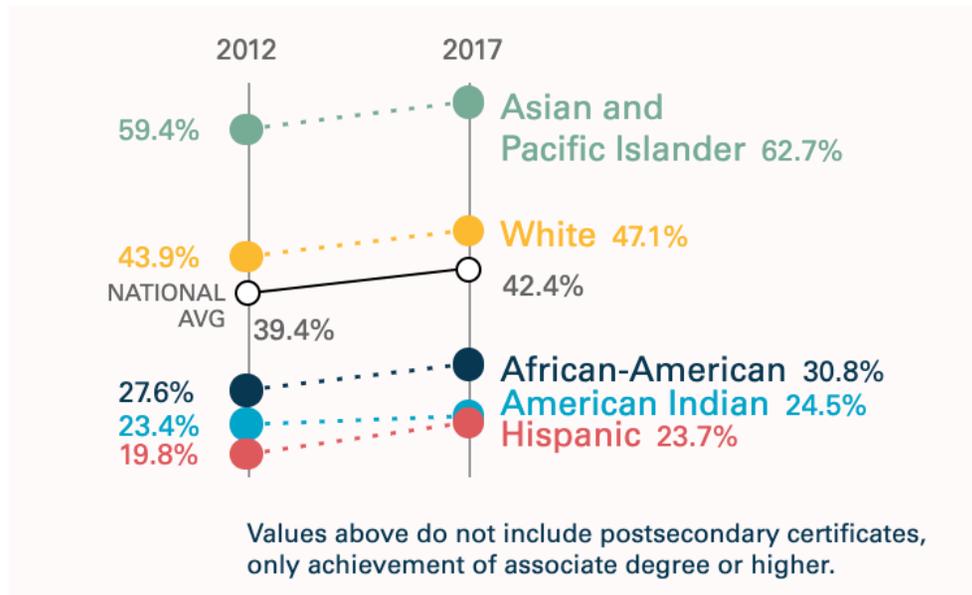
- Low-income students often fail to access college, and if they do make it to college, many struggle to afford it.
- 30% of families do not have emergency savings
- The net price low-income families pay is 56% of their income at a public 4-year and 44% at public 2-year institutions
- Just 14% of low-income 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](#))



Source: Chetty et al., "Where is the land of opportunity? The geography of intergenerational mobility in the U.S."

Racial Inequity

PERSISTING RACIAL GAPS IN POSTSECONDARY EDUCATION

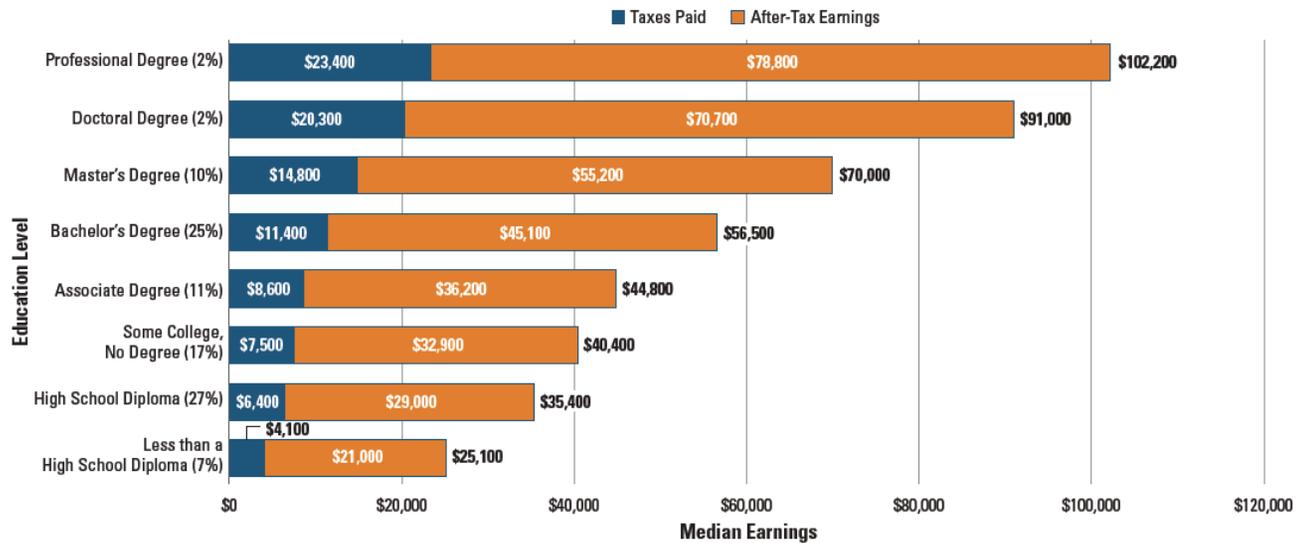


- Even as the nation makes progress, educational attainment remains unequal across racial and ethnic groups.
- Today, opportunity depends on learning beyond high school, these persistent inequities harm us all as Americans.
- Postsecondary degree completion as of 2017
 - 30.8% of African Americans
 - 24.5% of American Indians
 - 23.7% of Hispanic

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.

Return on Investment

- 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

College Promise 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.



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.



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

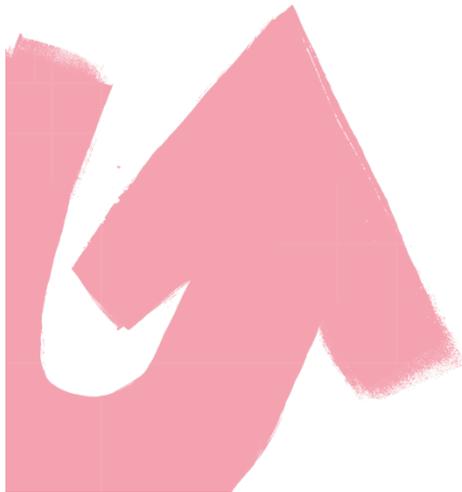
Robust Infrastructure

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:



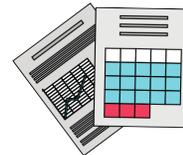
local government funding



philanthropic gifts

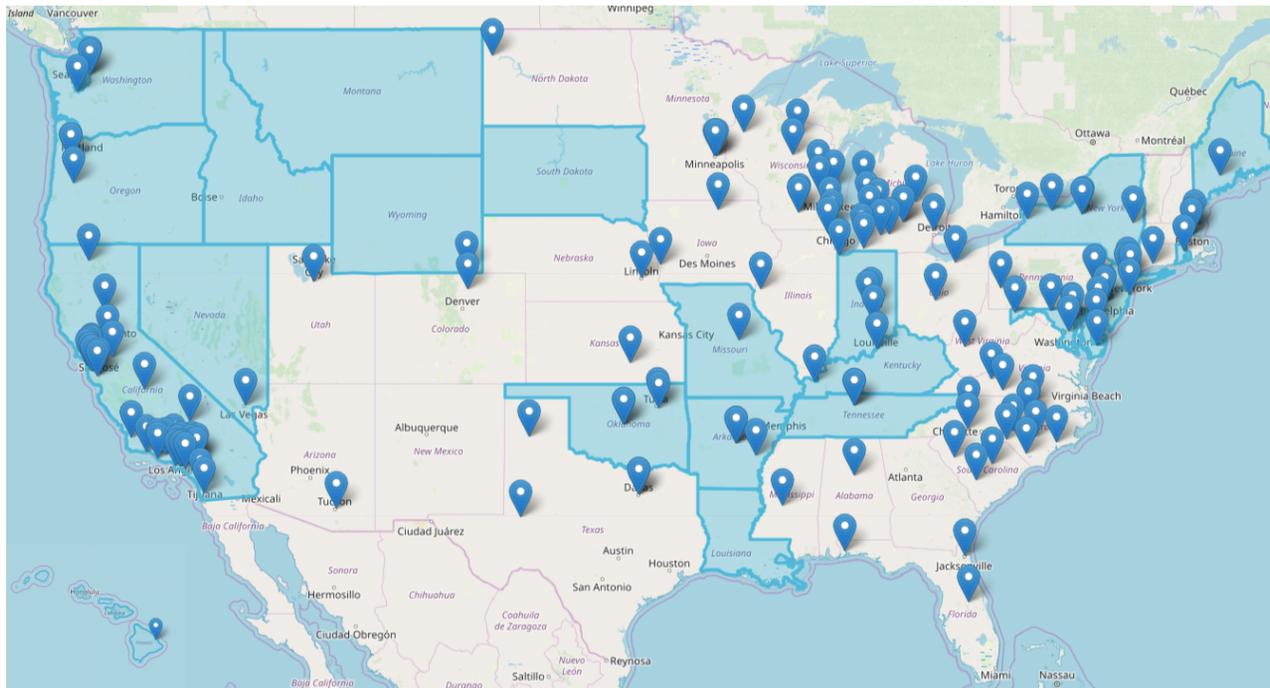


state appropriations

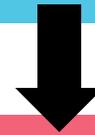


business investments

College Promise Growth



From 53 programs in
2015



To 300+ programs in 44
states by 2018

In 3 years, from 1 to 24 statewide Promise programs, with more state launches on the horizon!

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

PROMISE PROGRAM EQUITY IMPACTS

- **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

14 - Bachelor's Degree Completion within 6 years by Race and Gender (2006-2012)

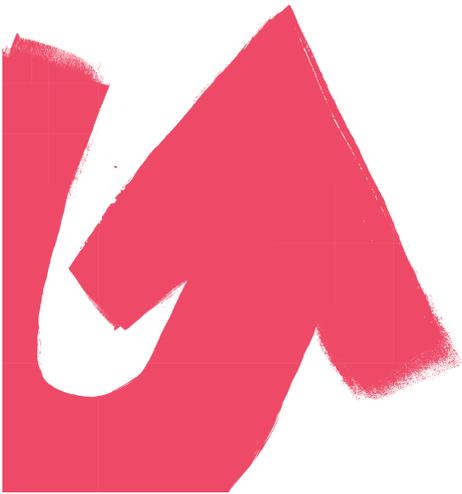
Race/Gender	% Eligible for Promise	6-year completion rate for all students	6-year completion rate for Promise eligible
All Students	87%	28%	31%
Female	87%	31%	34%
American Indian	73%	27%	38%
Black	85%	16%	18%
Asian/Pacific Islander	77%	59%	67%
Hispanic/Latino	87%	17%	19%
White	90%	48%	52%
Male	86%	24%	27%
American Indian	73%	13%	9%
Black	84%	9%	10%
Asian/Pacific Islander	88%	47%	50%
Hispanic/Latino	85%	11%	12%
White	89%	39%	42%

Source: The Kalamazoo Promise, updated February 2019

College Promise Campaign

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

College Promise Campaign Highlights

- **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

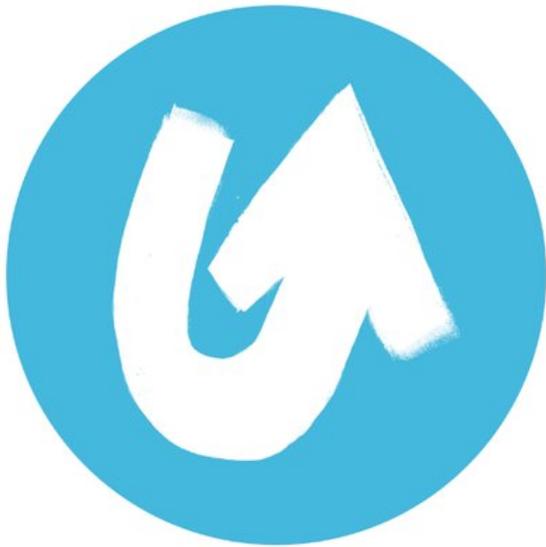
Overarching Goal

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



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#CollegePromise

@AYPF_Tweets @MDRC_News

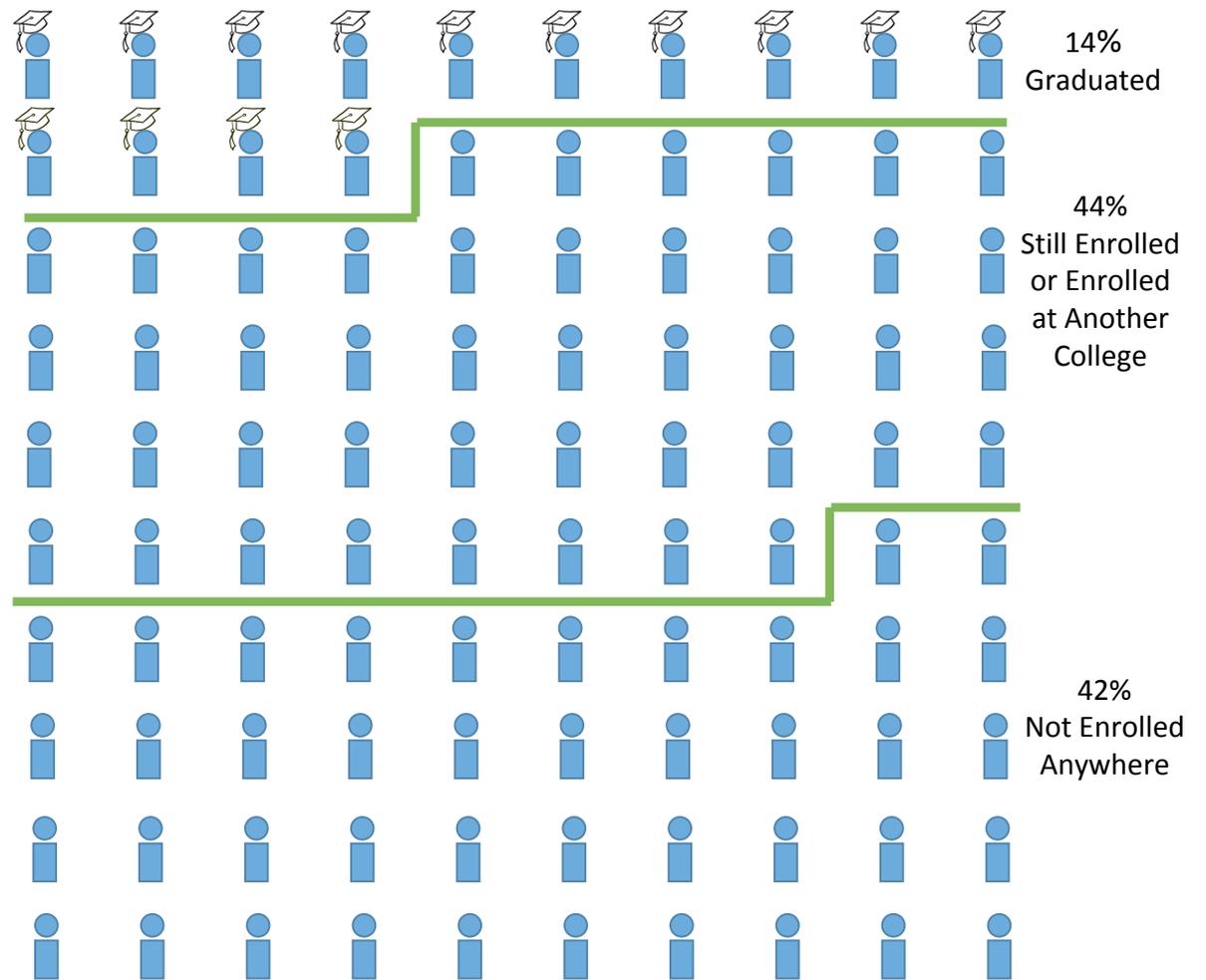
About MDRC



Dedicated to **finding solutions** to some of the nation's most challenging problems.

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

Three Years After Matriculating at Public, Two- Year Institutions



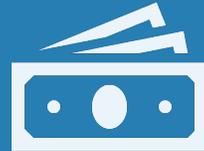
Source: <https://nces.ed.gov/pubs2016/2016137.pdf>

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



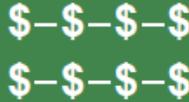
Covers tuition and fees after financial aid for students enrolled full time and assists them with summer tuition



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

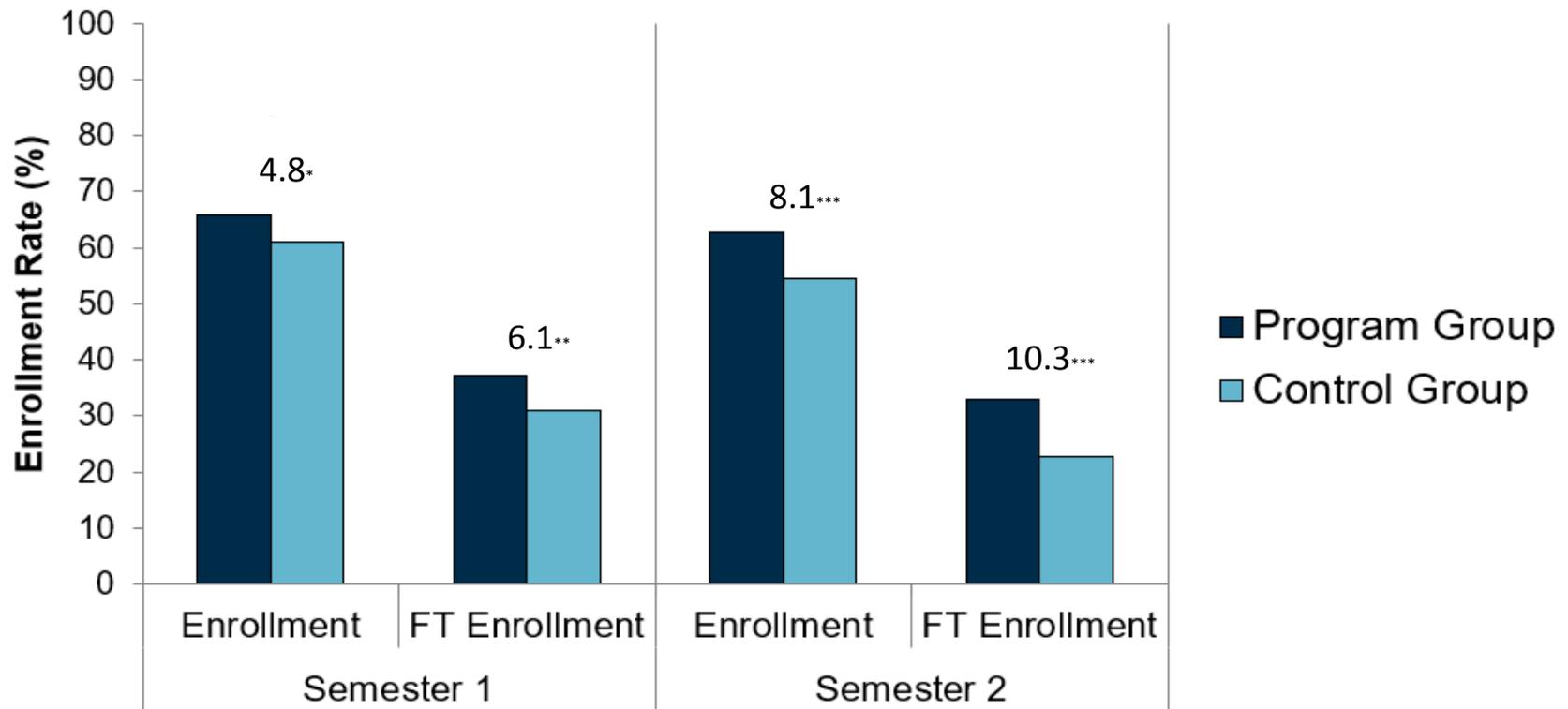
The Detroit Promise Path Study

- 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

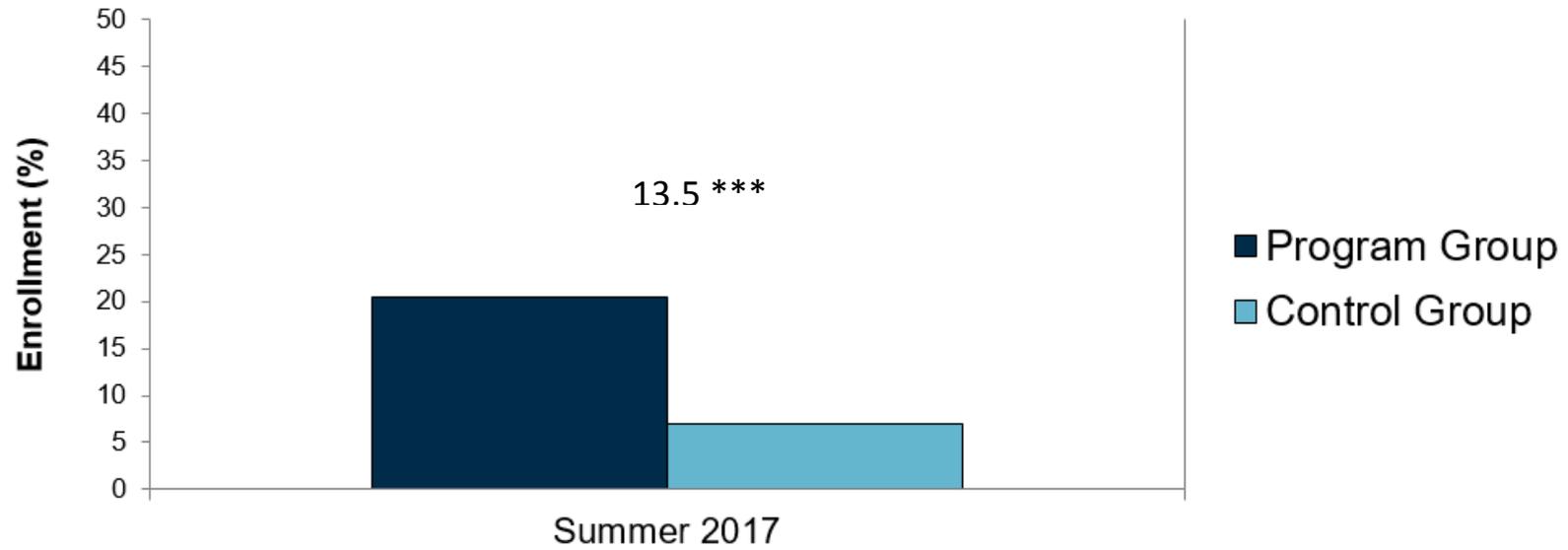
Student Characteristics

- **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*

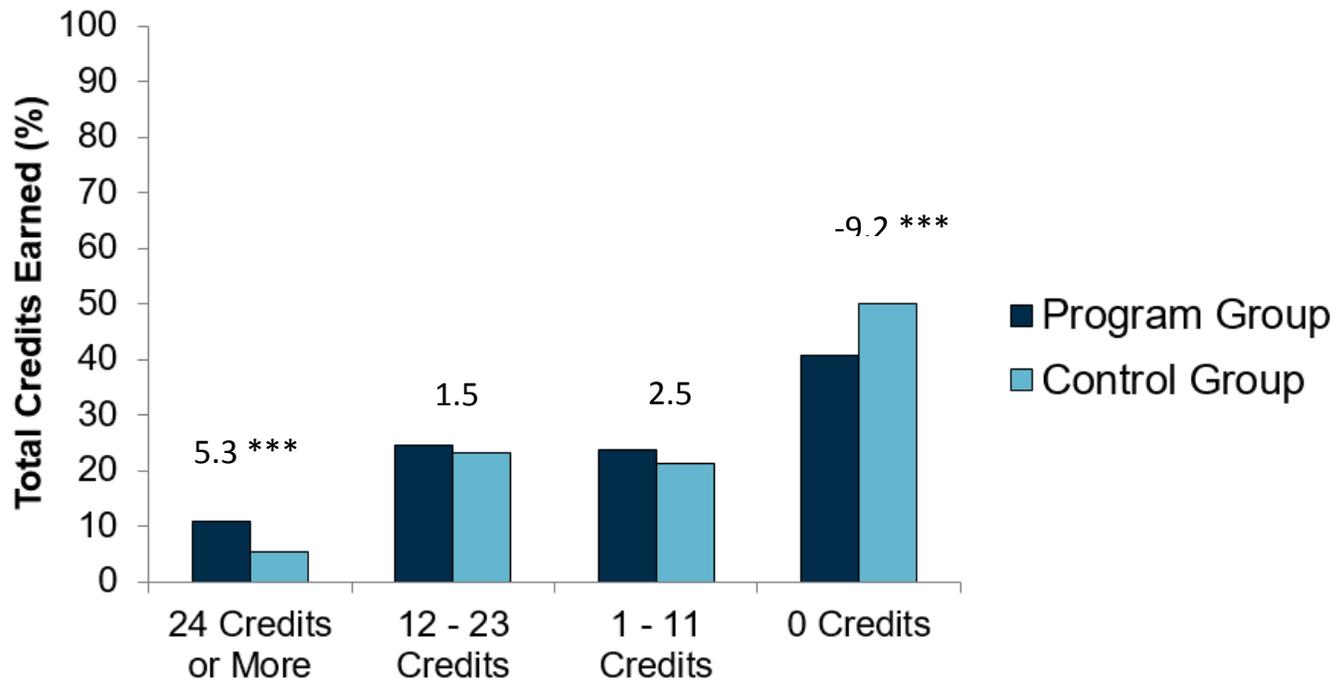
DPP Impacts Enrollment Rates



DPP Nearly Triples Summer Enrollment



DPP Students Twice as Likely to Complete a Full-Time Course Load in the First Year



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

#1

*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

@AYPF_Tweets @MDRC_News



Administered by:



**WE HAVE LEARNED A LOT.
AND WE HAVE A LOT TO LEARN.**

Detroit Promise Path
April 2019



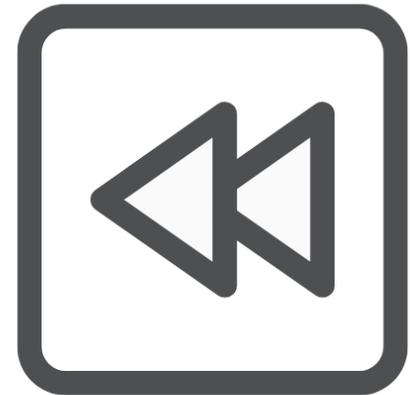
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2013-2016

The Promise before the Path.

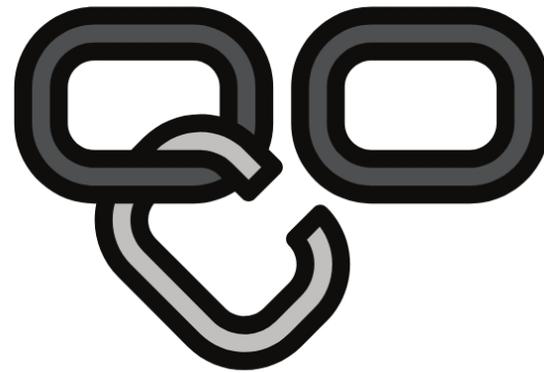
[https://www.dropbox.com/s/6rqbvp7dxq2ptjs/
The%20Detroit%20Promise%20Path.mp4?dl=0](https://www.dropbox.com/s/6rqbvp7dxq2ptjs/The%20Detroit%20Promise%20Path.mp4?dl=0)

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





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DETROIT EDUCATION LANDSCAPE

How do we support students in college
(without being the college?)



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WHAT DOES
THIS LOOK
LIKE IN
PRACTICE?

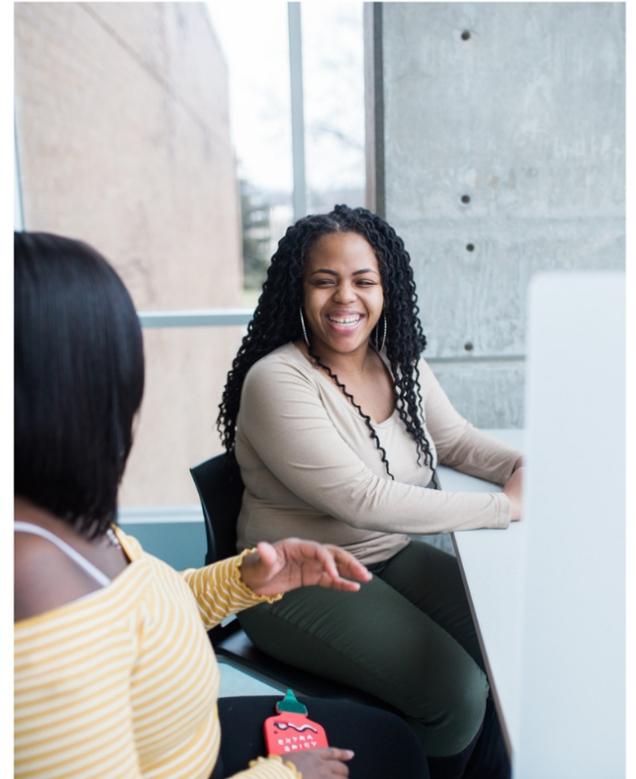




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WHAT
DOES IT
TAKE?





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WHAT HAVE WE LEARNED?



What are we thinking about next?



INFO@DETROITPROMISE.COM

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

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#CollegePromise

AUDIENCE Q&A



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Executive Director
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@marthakanter
@College_Promise



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We value your feedback!

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