

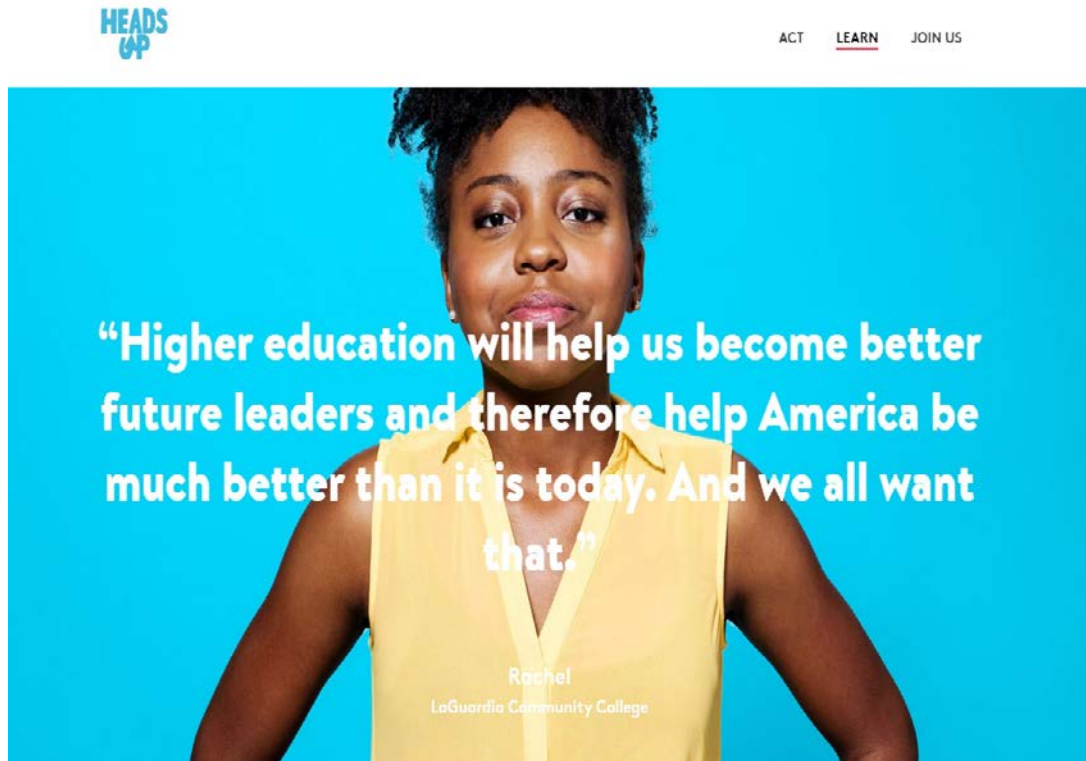
College Promise Campaign

www.HeadsUpAmerica.US

www.CollegePromise.org

@HeadsUp_America

Heads Up America – Organizing & Awareness Effort



- ▶ 100 year ago, high school became universal - this is an update
- ▶ The US used to be #1 in % of college graduates, we're now #12
- ▶ Only 40% of US adults ages 25-64 have more than a high school diploma

Play the Video!

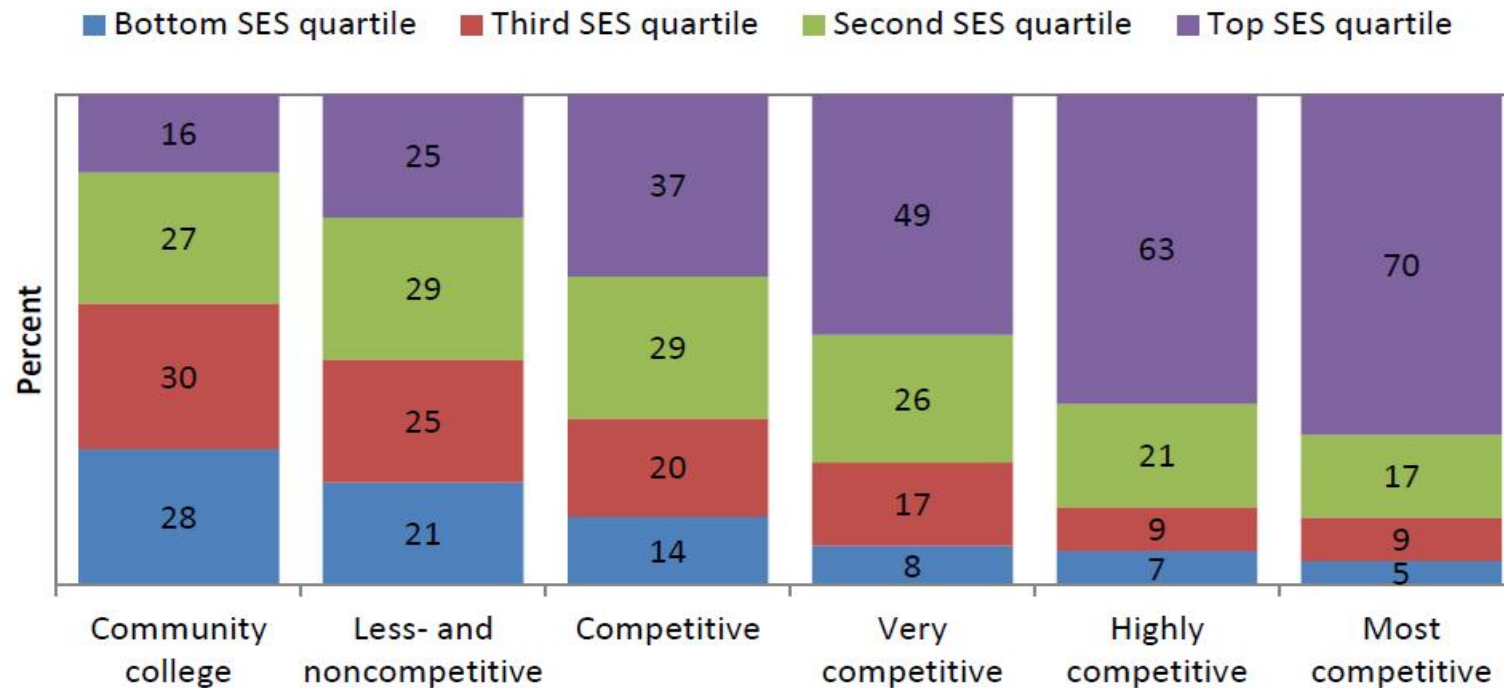
Are Colleges Becoming Separate and Unequal?

- ▶ Public community colleges received 1/3 the public dollars public 4 year colleges receive for freshman & sophomores
- ▶ Most African-American and Latino students go to community colleges
- ▶ Most low income students go to community college



The Report of The Century Foundation Task Force on Preventing Community Colleges from Becoming Separate and Unequal

Figure 4. Socioeconomic Distribution at Colleges by Selectivity, 2006

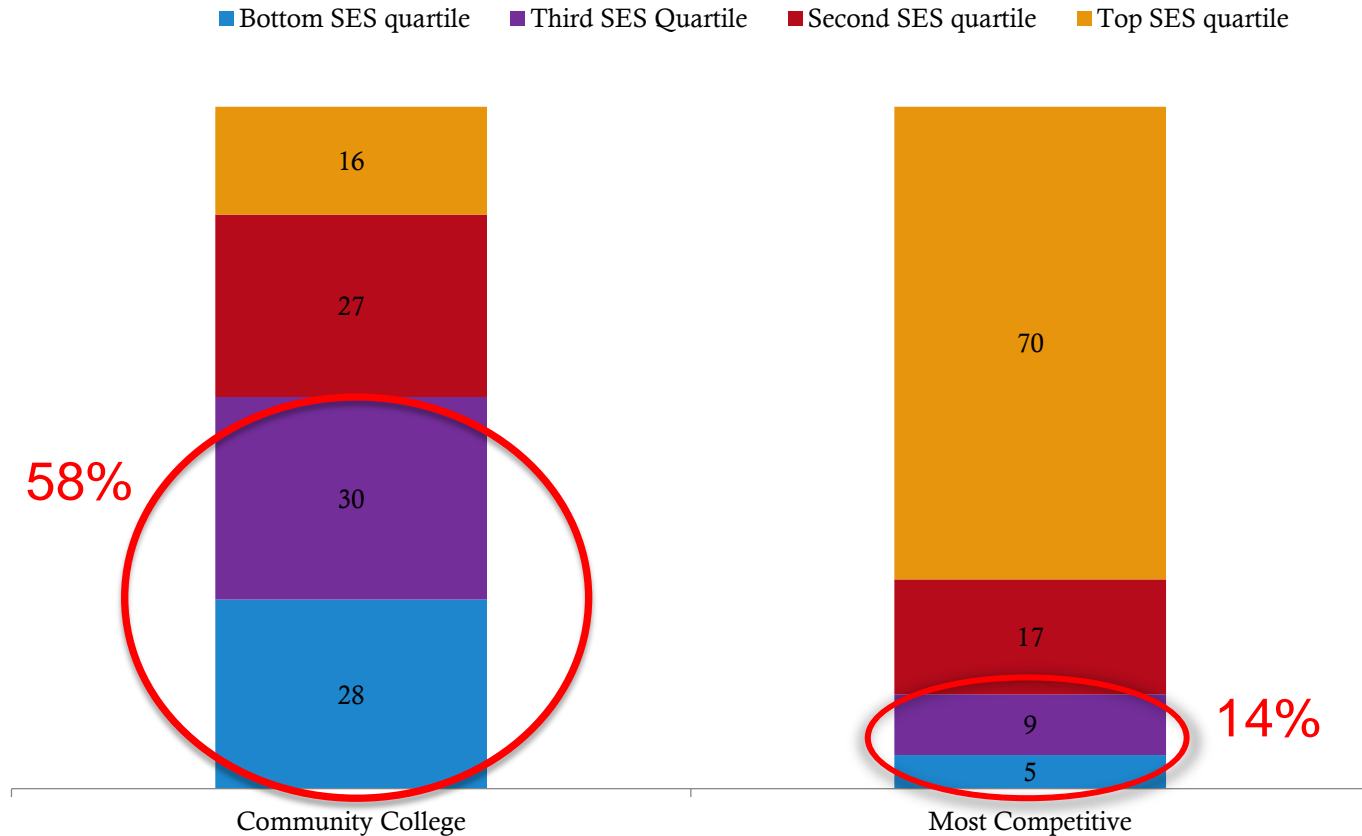


Note: Some columns do not total 100 due to rounding.



Source: Anthony P. Carnevale and Jeff Strohl, "How Increasing College Access Is Increasing Inequality, and What to Do about It," in *Rewarding Strivers: Helping Low-Income Students Succeed in College*, ed. Richard D. Kahlenberg (New York: Century Foundation Press, 2010), 137, Figure 3.7.

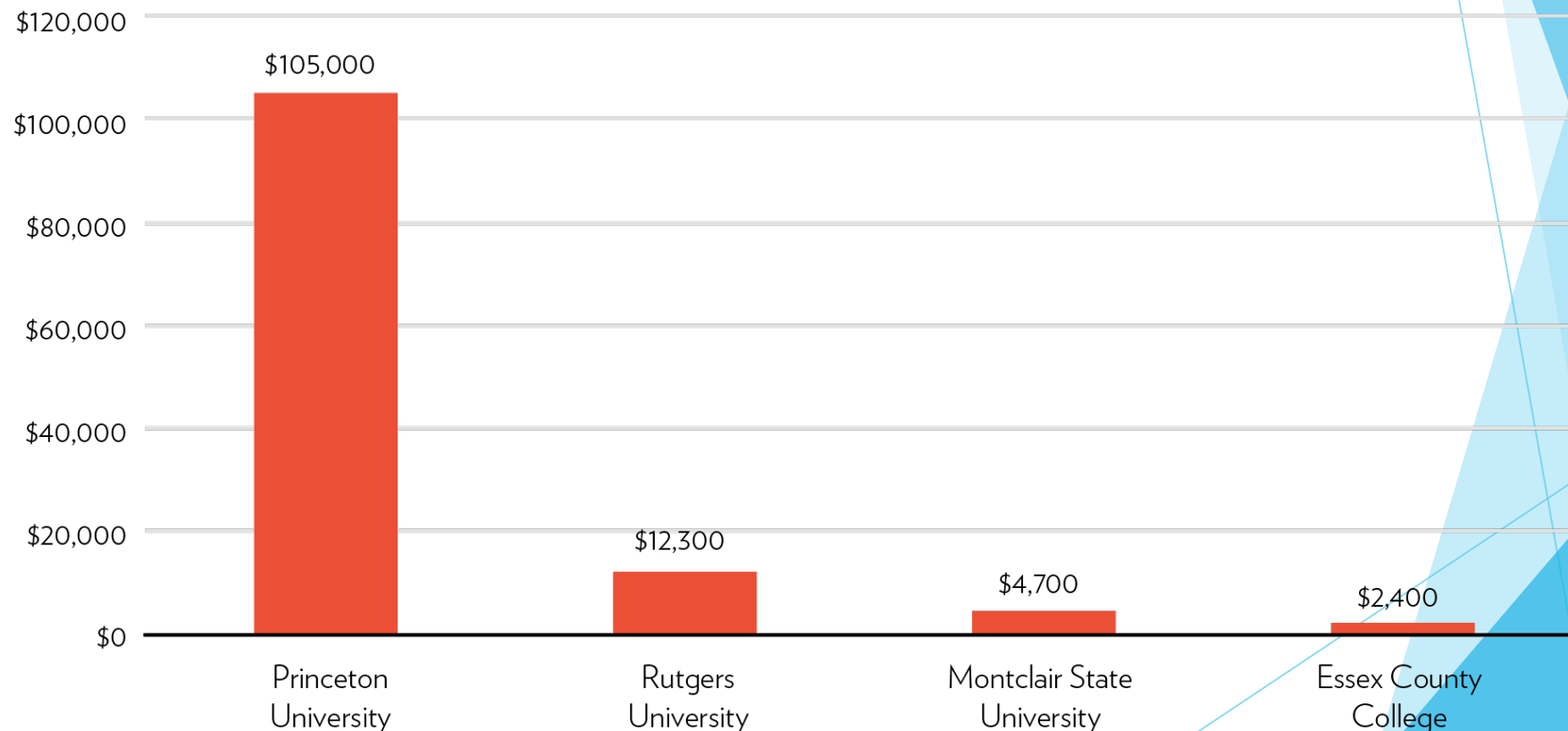
Socioeconomic Distribution at Colleges, by Selectivity, 2006



Source: Anthony P. Carnevale and Jeff Strohl, "How Increasing College Access Is Increasing Inequality, and What to Do about It," in *Rewarding Strivers: Helping Low-Income Students Succeed in College*, ed. Richard D. Kahlenberg (New York: Century Foundation Press, 2010), 137, Figure 3.7.

Total Federal, State and Local Appropriations and Tax Subsidies Per FTE Student in New Jersey

TOTAL FEDERAL, STATE, AND LOCAL APPROPRIATIONS AND TAX SUBSIDIES* PER FTE STUDENT, ENDOWMENT SIZE,** AND INSTITUTION TYPE IN THE STATE OF NEW JERSEY



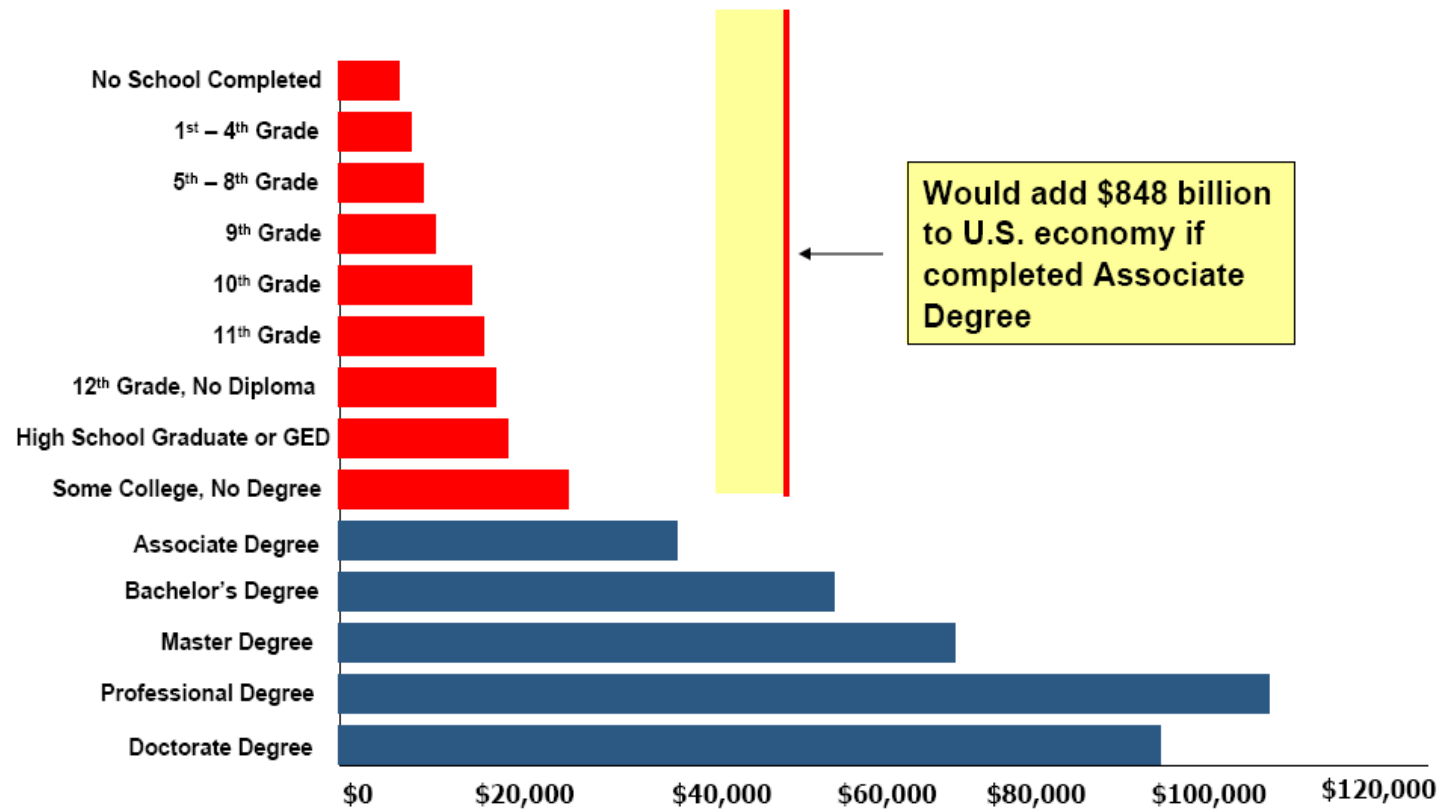
*Does not include subsidies based on property tax exemptions.

**Based on 2013 endowments: high endowments (HE) average, \$1,570,000,000; medium endowments (ME), \$15,000,000; low endowments (LE), \$2,000,000.

Title and Content Layout with Chart

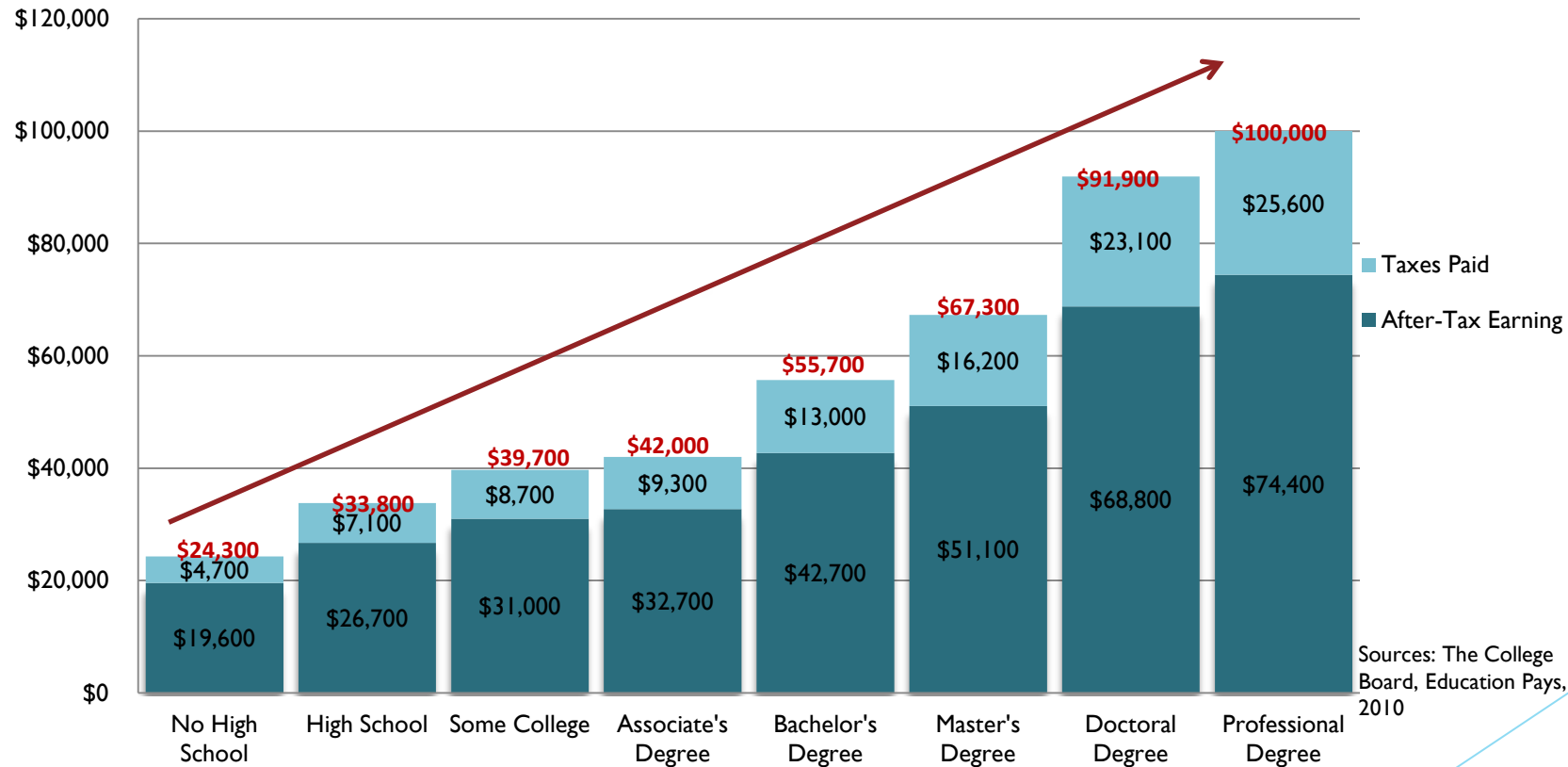
Average Personal Income by Level of Education Completed

(Age 25-64 in 2005)



Source: D. Jones & P. Kelley, *Mounting Pressures Facing the U.S. Workforce*, 2007, p. 47

Earnings & Tax Payments by Educational Attainment



Mission

Build widespread support and broad public understanding to provide a free community education for all responsible students - a critical investment in America's Future



College Promise Campaign: Long Term Goals

- **Widespread support** for free community college for all responsible students in America.
- **Broad public understanding** that **college is an investment** in America's future, a necessary continuation of K-12, a **guaranteed right** that should be paid for, for any student willing to work for it and complete.
- Increased community college **access and completion** using evidence-based practices in towns, cities and states that optimize pathways to and through college, especially for underserved and unserved populations.

College Promise Campaign: Campaign Strategy

- Design and disseminate College Promise **best-practice models** that illustrate the effectiveness of the College Promise.
- **Identify, track, analyze** College Promise metrics for student success
- Document evidence on College Promise for effective processes **launching and configuring** *College Promise* models (e.g., legislation, policies, resolutions, etc.).

The Movement is Beginning

- More than 125 College Promise Programs (25 since launching in September)
- States are promise states Tennessee, Oregon & Minnesota
- Exist Nationally
- Local communities & regions: South Dakota, North Dakota, Pittsburg, Oakland, Buffalo

Examples Large & Small

- ▶ **Racine Wisconsin**, Gateway Technical College Promise: increase technical college enrollment, it targets high school seniors to take STEM classes; guarantees free tuition through Endowment funded by local philanthropy and area businesses, Snap-On (equipment & tools manufacturing), Insinkerator (garbage disposal manufacturing) SC Johnson (cleaning products production & distribution).
- ▶ **Williston, a North Dakota** oil-boom town gone bust. Starting this year, Williston State College has offered free tuition, fees and books to every Williams County high school graduate and will offer free tuition and fees next school year to all 18 high school graduating classes from five surrounding counties.
- ▶ **Cuesta College, California**, waives tuition for the first year for all graduates of a local county high school district. Added the open textbooks initiative to further limit college costs.
- ▶ **College of the Siskiyous, CA** is using local philanthropy for recently graduated high school students who have more need after all the state and federal grant awards have been met to cover tuition and mandatory fees

Examples of Funding Strategies?

- ▶ City of Syracuse, NY combined State Economic Development Dollars from an upstate revitalization initiative with local philanthropy and business leaders to create a \$30m endowment. The endowment's interest will guarantee tuition to students graduating from city high schools to area colleges.
- ▶ State of Tennessee waives tuition for community college students if they obtain a mentor, complete FAFSA, go to college full time, and do 10 hours of community service



What's in it for 4 year colleges?



- ▶ New students to fill 40% juniors and seniors who don't progress
- ▶ Better prepared students
- ▶ New community commitment to higher education
- ▶ New cost calculations possible for public colleges
- ▶ Increased diversity

What are potential downsides?

4 year colleges

- ▶ Enrollment losses?
- ▶ State funding decreases?
- ▶ Using up Pell eligibility
- ▶ Others? (Q & A)



What are potential downsides?

4 year colleges

- ▶ Unsustainable Enrollment
- ▶ No changes in base funding
- ▶ Living and support issues un-addressed
- ▶ Others? (Q & A)



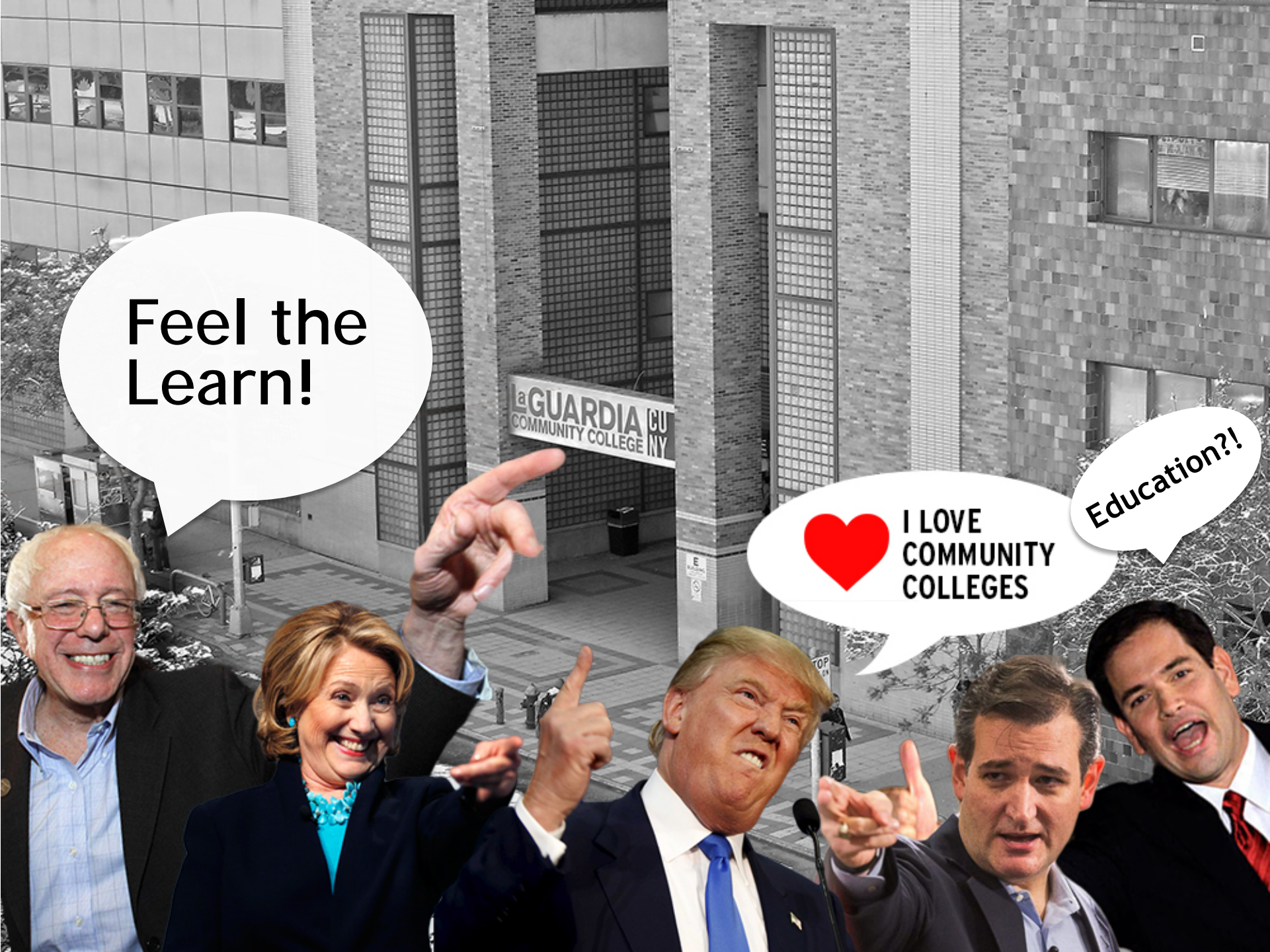
Feel the
Learn!

la GUARDIA CU
COMMUNITY COLLEGE NY



I LOVE
COMMUNITY
COLLEGES

Education?!



- Have your students take the pledge at <http://headsupamerica.us>
- Have your students, faculty & staff take action at <http://headsupamerica.us/act>
- Email James Schuelke james@civiction.org to get more info as needed.

Do you want community college to be free
for anyone willing to **work for it?**

☐

Yes

☐

Maybe