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Panel: Future of Community Colleges - College Promise Campaign

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College Promise Campaign

Presented by
Dr. Martha J. Kanter
Executive Director



Mission

Build widespread support and broad public understanding to provide a free community college education for all responsible students – a critical investment in America's future!



Three Key Components

Key Component #1

Organizing and Awareness Effort

“Heads Up America”



Three Key Components

Key Component #2

Leadership Development

National Advisory Board

- Dr. Jill Biden, Honorary Chair
- Governor Jim Geringer
Honorary Vice Chair; former
Governor of Wyoming



Three Key Components

Key Component #2

Leadership Development continued

- National Sector-Based Leadership Committees
 - Business, Philanthropy, Education, Non-profits, Labor, Students, and Elected Officials
- Cross-Sector State Advisory Councils

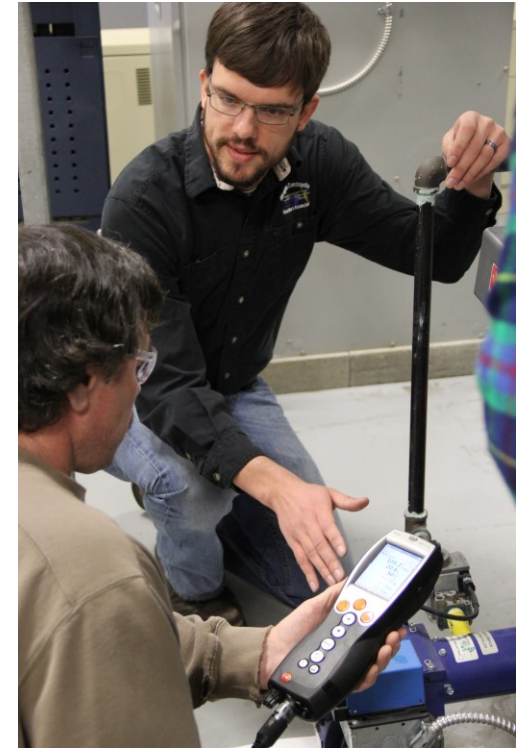


Three Key Components

Key Component #3

Research and Policy through Evidence-Based Strategies

- Research to increase community college student access & success
- Research partnerships:
 - UPenn's Alliance for Higher Education & Democracy (AHEAD)
 - Educational Testing Service
 - WestEd



Three Key Components

Key Component #3

Research and Policy through Evidence-Based Strategies continued

- Upcoming research projects:
 - Conference on the Funding and Financial Sustainability of College Promise Programs
 - Comprehensive College Promise Database
 - National Strategic Non-Profits Initiative



Why It Matters

- Higher education has the power to become the great equalizer, to lift the aspirations of Americans, and to expand opportunity & the pathways to increasing success & satisfaction in our lives.
- Low income & first generation students lag behind their more advantaged peers in college enrollment by more than 30%
- The USA is 12th in the world for college graduates; we used to be #1
- Only 40% of US adults ages 25-64 have more than a high school diploma

Why It Matters

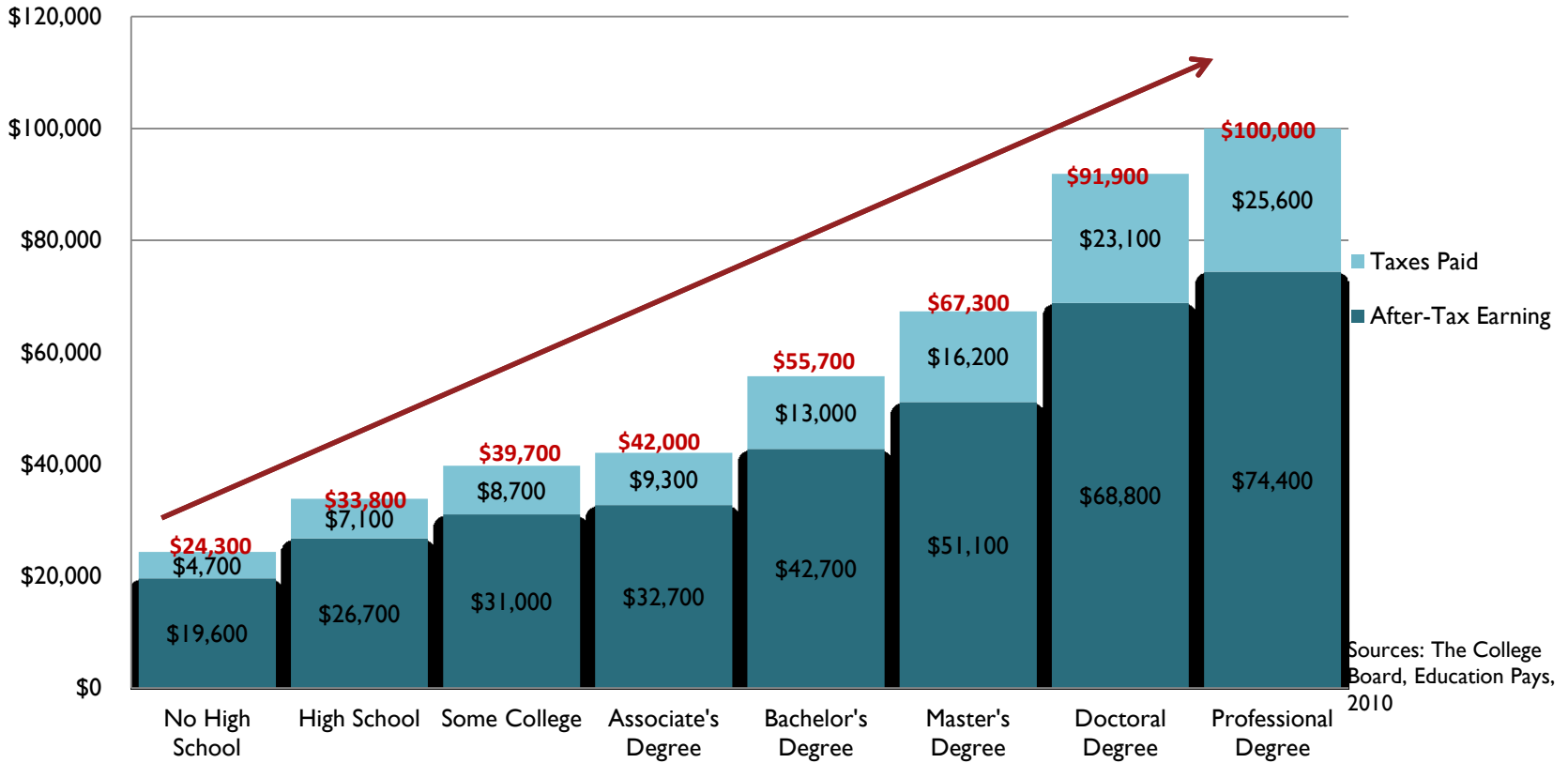
- In the next decade, 6 out of 10 jobs will require more than a high school diploma
- Student debt in the US is over a trillion dollars
- Average borrower now graduates with \$28,400 in debt
- Fall 2016 cost for one year of elite undergraduate education will be \$60,000 - \$70,000
- A community college student could save an average of \$3,800 in tuition and fees if s/he has access to a College Promise program

Why It Matters

- Over 9 million community college students would benefit
- College Promise has the power to help high school graduates, single parents, veterans, underserved and underrepresented students who are willing to work hard and benefit from a community college education



Earnings & Tax Payments by Educational Attainment



Sources: The College Board, Education Pays, 2010

College Promise Campaign Long Term Goals

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- To spur college completion based on evidence-based practices & policies
- To highlight community colleges demonstrating retention & completion results from deploying well-researched strategies to:
 - Increase access by optimizing local, state and federal funds
 - Increase learning outcomes resulting from curriculum redesign and improved student support models



The Work Ahead

- Convince the public—communities, institutions, K-12 schools, business, philanthropy and government—to fund up to two years of a community college education for all responsible students
- “Responsible students” means any student willing to work hard to get good grades, make academic progress, and is serious about earning a community college certificate and/or degree

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The Work Ahead

continued

- Students who get good grades and are serious about getting a degree or certificate get their tuition and fees paid for
- Community college credits that are College Promise eligible will transfer to a 4-year university or go towards completing vocational certificates and associate degrees

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The Work Ahead

continued

Advance awareness & use of the most effective research-based practices for promoting access to and completion of a community college education for all responsible students.

The Preliminary Research Agenda

Identify research-based knowledge about programs that promise the availability of financial aid to pay the costs of attending college, including programs that promise free tuition for students attending community college.

“Promise” Programs

Sponsored by:

States

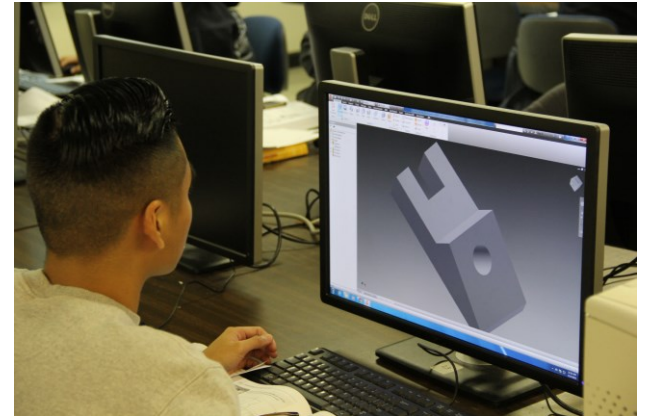
- Tennessee Promise

Communities

- Kalamazoo Promise, New Haven Promise, Long Beach Promise, Pittsburgh Promise

Individual higher education institutions

- Miami Dade College, Community College of Philadelphia, Harper College, San Francisco State



These programs award financial aid to students based on financial need, academic performance, place of residence, and/or other criteria.

Legislation

- Tennessee, Oregon & Minnesota have enacted legislation
- Legislation is underway in California and 10 other states
- Communities are launching Promise programs every month



How?

- Leverage the power of a robust, cross-sector engagement strategy throughout the campaign
- National Advisory Board to work closely with seven key sector-based leadership Committees
- Mobilize an influential, diverse, broad-based and growing network
- Provide leaders from universities, K-12, business, philanthropies, & government with multiple opportunities to participate and extend the impact of the College Promise

Our Funders



TheJoyceFoundation



What It Isn't

- It's not a hand-out
- Students with college degrees & certificates earn substantially more than those with only a high school diploma and most will pay taxes throughout their lives
- It's not a pipe-dream
- More than 100 college promise programs are offered to students in communities and states across the nation

Who pays for it?

- Local, state, and/or federal funds will be invested in our students for a better, smarter America
- Funds may come from philanthropy, business, government and/or a combination of these
- 50 American billionaires could fund the College Promise & still be among the richest people in the world

We pay for what we value.

The College Promise is a value proposition.

Policy & Political Challenges Ahead - *Common Criticisms*

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- College is not for everyone
- Low community college graduation rates
- Further racial, ethnic & income stratification
- Limits choice for students who qualify for more selective colleges & universities
- Could push up the cost for the junior & senior year of college
- Public universities might be forced to limit access for qualified community college transfer students
- Fiscal cost & sustainability

Promise Nation – Michelle Miller-Adams, Ph.D., Grand Valley State University & Visiting Scholar, UpJohn Research Institute

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- Most College Promise programs have eligibility criteria
- About half of College Promise programs are merit-based; the other half is universal
- More are last dollar than first dollar (last dollar costs less).
- Some programs have requirements like mentoring and community service
- Many emphasize dual enrollment.
- College Promise researchers & practitioners met in November at the PromiseNet conference in Kalamazoo to share a new set of white papers (Western Michigan University, UpJohn Research Institute, RAND, University of Pittsburgh, University of Pennsylvania)

We Must Ask Ourselves...

Do we want to preserve & expand educational opportunity for the next generation?

Or will higher education become totally commoditized in a free market where every man or woman gets whatever higher education opportunity he or she can afford?

We Can Do This as a Nation!

For our generation and the next and the next...

109,000 +

Join the Movement

www.HeadsUpAmerica.us

www.CollegePromise.org

@HeadsUp_America

Help us make this happen

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