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The Kalamazoo Promise: Building Assets for Community Change

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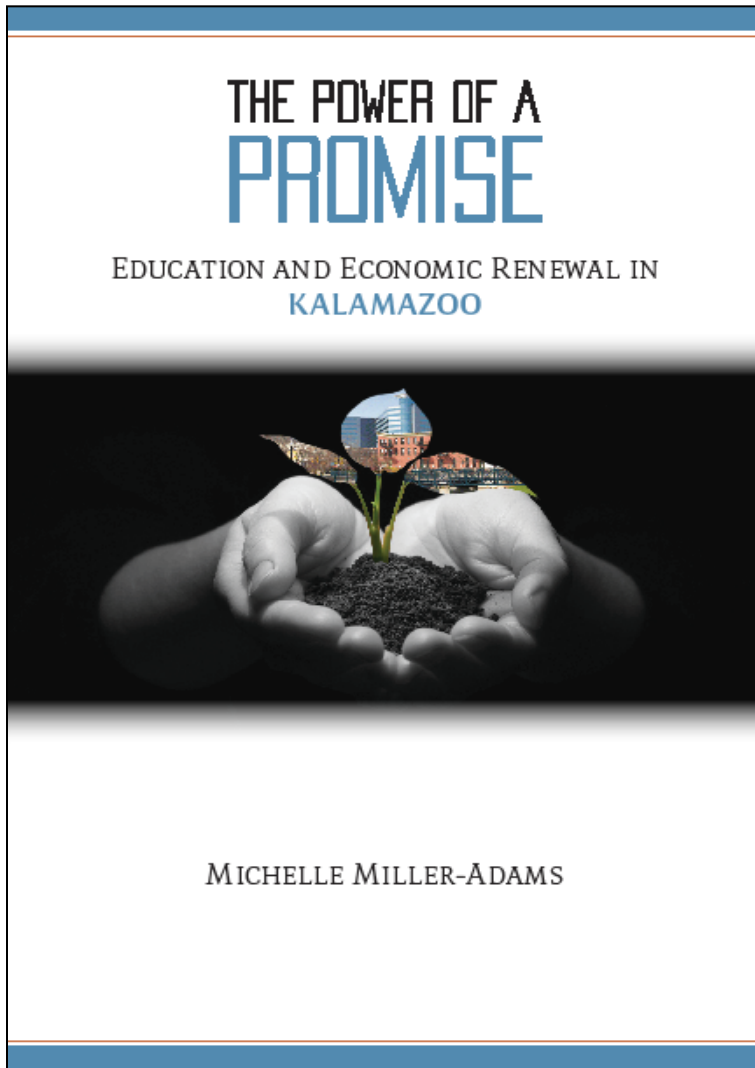


The Kalamazoo Promise

Building Assets for Community Change

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The first comprehensive account of the Kalamazoo Promise, based on three years of research.

Published by the W.E. Upjohn Institute for Employment Research, 2009.

What is different about The Kalamazoo Promise?

- Announced 11/05, to continue in perpetuity
- Funded by anonymous private donors
- Place-based: Kalamazoo Public Schools
 - Covers 65-100% of tuition and fees at all in-state, public post-secondary institutions for KPS graduates
- Universal: every graduate is eligible
 - Minimum 4-year residency & enrollment
 - Blending of educational and economic goals

Conceptual Framework

A multi-dimensional asset-building strategy

- Scholarship program as catalyst
- Changes incentives for a broad range of actors
 - Teachers, parents, business, residents, realtors, etc.
- Leads to creation and/or enhancement of human, social, and economic capital for the city and region

A financial investment that creates new assets for individuals and the community.

Potential Outcomes: Human Capital

- Catalyst for college-going culture in K-12 system
- Reduced high school dropout rate and increased graduation rate
- Narrowing of college attendance gap by income and race
- Increased college attendance & completion rate
- Narrowing of K-12 achievement gap
- Creation of better- educated local workforce

Key Challenge: Ensuring that all students can take advantage of the Kalamazoo Promise

Potential Outcomes: Social Capital

- Community morale – “winning the pennant”
- Mobilization around education and economic development
- Increased volunteer activity
- New “bridging” initiatives
- New philanthropic resources
- Greater social cohesion due to better-educated residents

Key Challenge:

***Coordinating and paying for support services
Aligning multiple efforts around a common goal***

Potential Outcomes: Economic Assets

- New financial resources for school district
- Freed-up savings for families
- Stronger housing market & rising property values
- New housing construction & business investment
- Better income balance in schools and neighborhoods
- Population growth leading to revitalized urban core

Key Challenges:

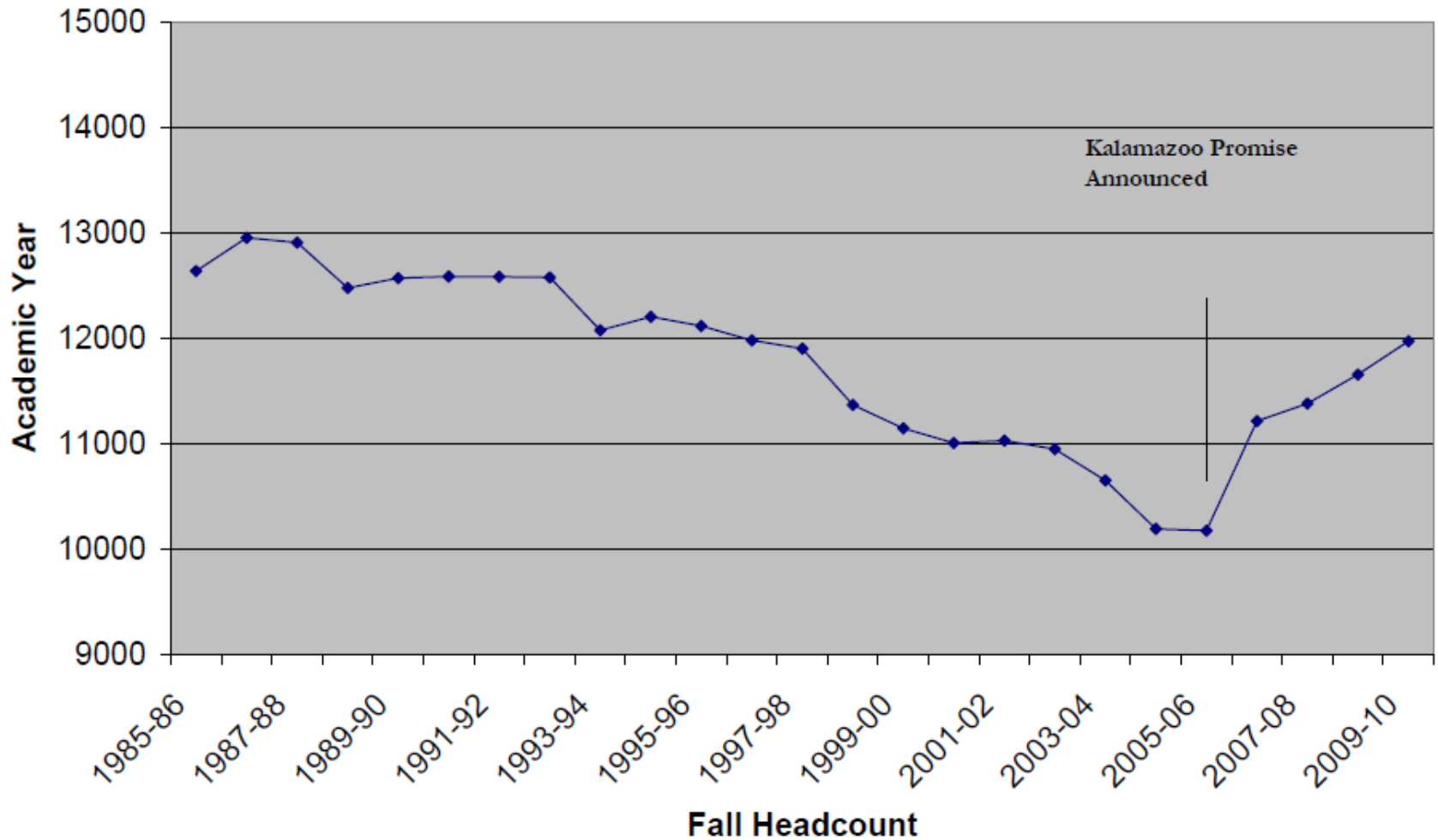
Overcoming stagnant regional and state economy

Creating/attracting jobs

Enrollment Impact

- Reversal of long-term enrollment decline
 - 17% enrollment growth since 2005
 - Enrollment increase the result of:
 - Increased entry rates
 - Decreased exit rates
 - Stabilization of ethnic/racial distribution
 - Low-income population has risen: 62% to 70%
 - See Bartik et al. working paper
- Increased resources for school district
 - Per-pupil funding structure
 - Support for bond issues
 - Opening of new schools (first in 4 decades)

25-Year KPS Enrollment Trend



Initial Impact of 2008 Redistricting Effort: Percentage of Students Qualifying for Federally Subsidized Lunch Program

	2008-09	Redistricting Committee Projected	2009-10
<i>Middle Schools</i>			
- Hillside	52	65	67
- Linden Grove	n.a.	72	69
- Maple Street	72	68	68
- Milwood	84	71	79
<i>High Schools</i>			
- Central	53	58	55
- Norrix	64	60	65

Impact on School Culture

- **Emphasis on college readiness (K-12)**
 - Expanded reading and writing blocks
 - Middle-school college awareness programming
 - Changes in middle-and high-school scheduling
- **Increased Advanced Placement enrollment**
 - # of students enrolled: +71%
 - Economically disadvantaged : +148%
 - African-American : +166%
 - Hispanic : +400%
- **Three years of rising test scores**
- **Improved community perceptions**

Kalamazoo Promise Scholarship Use

- In first four years of program:
 - 1,516 students received scholarships (81% of those eligible)
 - 1,029 are currently enrolled
 - \$17 million spent as of spring 2010
- Almost 9 out of 10 recipients attend four schools:
 - Kalamazoo Valley Community College (31%)
 - Western Michigan University (32%)
 - Michigan State University (13%)
 - University of Michigan (11%)
- Persistence rates as of fall 2009
 - Class of 2006: 81% university, 24% community college
 - Class of 2007: 84% university, 34% community college
 - Class of 2008: 84% university, 50% community college

Trends in Scholarship Use

	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>
KPS Graduates	519	580	551	536
Eligible for Promise	410	503	477	475
• % of graduates eligible	80%	87%	87%	89%
Used Promise 1 st semester post-graduation	303	359	370	349
• % eligible who used Promise 1 st semester post-graduation	74%	72%	78%	74%
Have Used Promise	342	420	405	349
• % eligible who have used Promise at any time	83%	84%	85%	74%



Initial Impact on Social Capital

- Dramatic expansion of tutoring/mentoring activities
 - Hours of service provided to students through KCIS has doubled since Promise was announced.
 - Number of youth served by Big Brothers Big Sisters has almost doubled
- Better coordination among youth-serving groups
- New student support programs at post-secondary level
- More open discussion of racial & economic inequality & its consequences

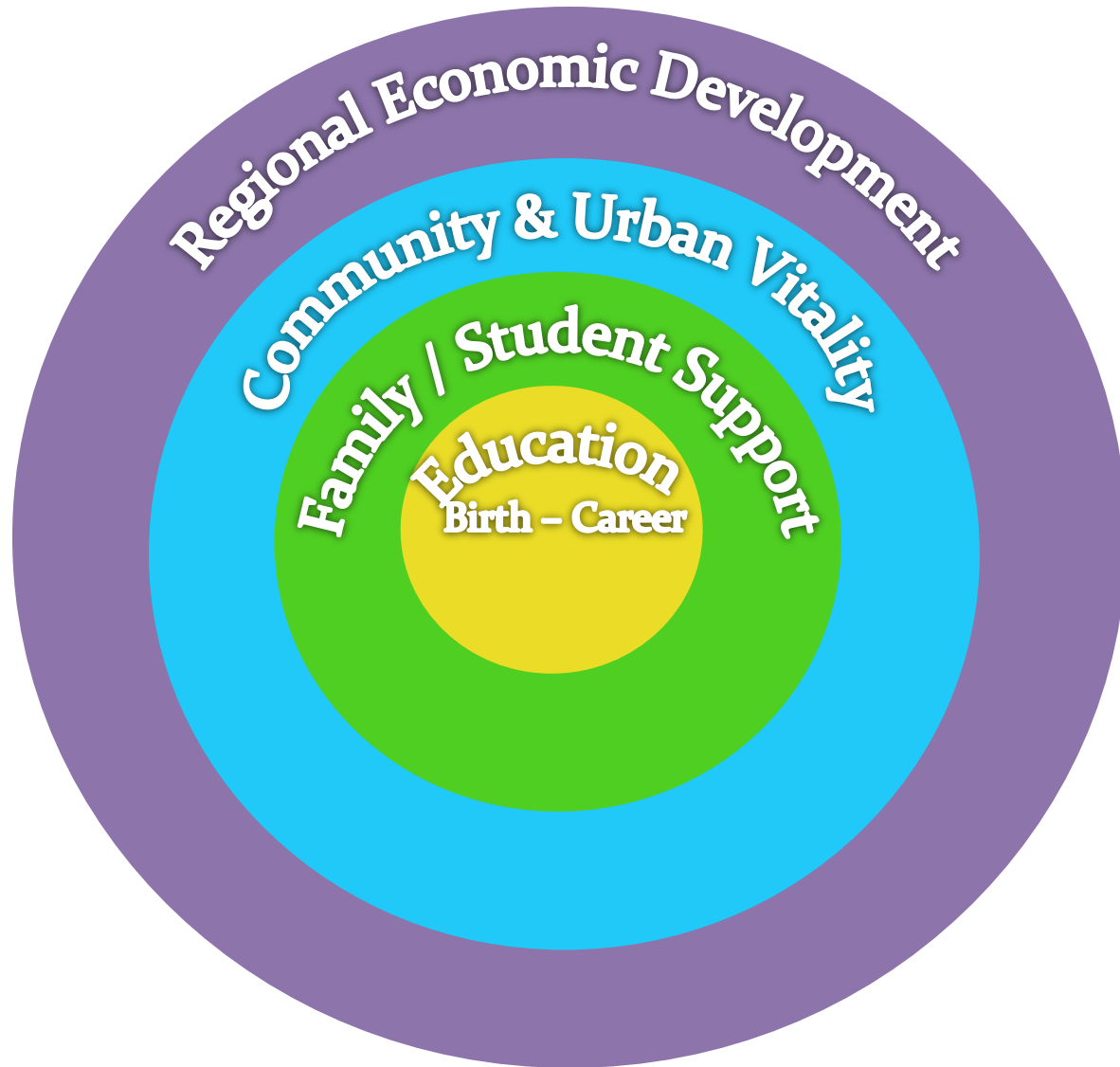
Initial Economic Impact

- No rise to date in housing sales or values
- 63% of scholarship recipients attend college locally
- New residents attracted from outside of region
- Alignment around vision of an “Education Community”
- Boost to downtown revitalization
- Job-creation announcements, quality-of-life awards cite education, including the Kalamazoo Promise

Key Lesson of Research

- Scholarship money alone does not lead to cultural, economic, or social transformation
- Community engagement and alignment are essential
- Elements of community engagement:
 - Ensure that every student is “college-ready”
 - Connect education and workforce systems
 - Strengthen community alignment around broader goals of scholarship program

Strategic Priorities for Kalamazoo



National Impact

- Continued interest in replication nationally
 - El Dorado Promise, Pittsburgh Promise, San Francisco Promise
- Promise Zones – Michigan as a national leader
 - Public-private partnerships to provide universal, place-based scholarships in ten Michigan communities
- PromiseNet in Kalamazoo
 - Annual conference of communities developing Promise-type programs – June 16-18, 2010
 - 200 attendees from 20+ states

Michigan Promise Zones

- Passed by the MI Legislature in January 2009
- Public-private partnership
- In communities that meet or exceed the state's average poverty level for families with children under age 18
- At a minimum, must include funding for an associate's degree
- Promise Zones:
 - Baldwin Community Schools, Battle Creek Public Schools, Benton Harbor Area Schools, the City of Detroit, the School District of the City of Hazel Park, Jackson Public Schools, the Lansing School District, the Muskegon Area Intermediate School District, the School District of the City of Pontiac, and the Saginaw School District

Michigan College Access Portal (MCAP)

- Announced in April 2009 by Governor Granholm
- One-stop web site for students to plan, apply, and pay for college
- Also will serve as a comprehensive tool for families, counselors, educators and others who are helping Michigan students prepare for college
- MCAP (<http://www.michigancap.org>) plans to go live in Fall 2010



For additional information:
Kalamazoo Promise Research Web Site
<http://www.upjohninstitute.org>

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