

College Promise Campaign

2018-2019 ANNUAL REPORT



**civic
nation**

This is an initiative by Civic Nation, a 501(c)(3)

CONTENTS

| | | |
|----|-------|-------------------------------------|
| 06 | | // ABOUT COLLEGE PROMISE // |
| 08 | | // VISION, MISSION, & GOALS // |
| 09 | | // ADVANCING OUR GOALS // |
| 12 | | // SNAPSOTS OF EVENTS // |
| 16 | | // COLLEGE PROMISE REGIONS - MAP // |
| 18 | | // NORTHEAST REGION // |
| 20 | | // SOUTHERN REGION // |
| 24 | | // MIDWEST REGION // |
| 27 | | // WESTERN REGION // |
| 30 | | // THANK YOU // |
| 31 | | // SPONSORS // |
| 32 | | // FINANCIAL SUMMARY // |
| 33 | | // LEADERSHIP TEAM // |



A LETTER FROM OUR EXECUTIVE DIRECTOR

On behalf of the College Promise Campaign's National Advisory Board, we are thrilled to celebrate the tremendous growth in the number of College Promise programs since we launched our campaign on September 9, 2015, at Macomb Community College in Warren, Michigan. Our fourth Annual Report describes the dramatic momentum we've experienced to make a quality postsecondary education for millions of students as accessible, free, and universal as the American high school has been for nearly a century! Delivering an equitable, quality education for every student at all levels drives our work to increase postsecondary attainment rates and close achievement gaps. Our campaign prioritizes leadership development, widespread cross-sector engagement, research, and policy to identify and promote College Promise exemplars in communities and states. In doing so, we are laying the groundwork for leaders across the country to take action to make education beyond high school within reach for hardworking students seeking to realize their unique version of the American Dream.



While we appreciate the growth of the College Promise movement, it is important to reflect on our progress. In our fifth year, we have witnessed a sharp increase in the number of College Promise programs throughout the nation. Today, many College Promise programs are expanding to offer more robust support services beyond financial assistance contributing to greater student success. Galvanizing whole communities to participate in the College Promise is taking hold. We are excited to share the many ways in which communities and states are designing and implementing their College Promise programs as they incorporate mentors, community service opportunities, internships, childcare, food and housing assistance, and more.

It is our hope that the progress we've made over the last four years encourages both current and prospective College Promise leaders to implement critical services and supports beyond financial assistance that will ensure the long-term success of our students. If we genuinely want to build a college-going culture and expand access to and success through postsecondary education, a College Promise made must be kept. By building programs that are lasting and dependable, College Promise leaders are not only impacting students going to and beyond college with life-changing supports and scholarships, but they are also inspiring future generations to work hard and harness every available opportunity for advancement to their American Dream.

A handwritten signature in black ink that reads "Martha J. Kanter". The signature is fluid and cursive, with the first name "Martha" being more prominent.

Martha J. Kanter
Executive Director

COLLEGE PROMISE NATIONAL ADVISORY BOARD

Honorary Chair:
To Be Appointed

Arnoldo Avalos
Founder & CEO
Avalos Foundation
Former Head of Compensation
Facebook

Robert (Bob) C. Ballard
President & CEO
Scholarship America

Randy Boyd
President
University of Tennessee
Founder & Chairman
Radio Systems Corporation

Noah Brown
President & CEO
Association of Community College Trustees

Walter G. Bumphus
President & CEO
American Association of Community
Colleges

Christopher Cabaldon
Mayor
City of West Sacramento, CA
Hazel Cramer Endowed Chair & Professor of
Public Policy & Administration
Sacramento State University

Richard D. George
Chairman, President, & CEO
Ascendium Education Group

Zheng Yu Huang
Chairman
Yu Capital

Martha Kanter
CEO
College Promise

Honorary Vice Chair:
The Honorable James “Jim” Geringer
30th Governor of Wyoming (1995 - 2003)

Joe May
Chancellor
Dallas County Community College District

William F. L. Moses
Managing Director, Education
The Kresge Foundation

Eduardo Padrón
President Emeritus
Miami Dade College

Wade Randlett
CEO, Transportation Fuel Division
General Biofuels

LaVerne Srinivasan
Vice President, National Program
Program Director, Education
Carnegie Corporation of New York

Karen A. Stout
President & CEO
Achieving the Dream

William H. Swanson
Chairman & CEO (Retired)
Raytheon Company

Lynn Tincher-Ladner
President & CEO
Phi Theta Kappa Honor Society

Nancy Zimpher
Chancellor Emerita
State University of New York
Professor Emerita
University at Albany

ABOUT COLLEGE PROMISE

Brief History

A century ago, our nation made high school free and accessible for all, with the understanding that a high school education provided the necessary skills to compete in the 20th-century economy. Today, a high school education is no longer enough to equip students with the needed skills to compete in the highly competitive, global economy of the 21st century.

To address this challenge, on September 9, 2015, President Barack Obama convened the College Promise National Advisory Board, announcing Dr. Jill Biden and Governor Jim Geringer (R-WY) to lead the College Promise Campaign. They welcomed 38 renowned, nonpartisan leaders from diverse sectors who came together to build the campaign with a simple goal: to make the first two years of college—at a minimum—as free and universal as high school has been for the past century. At the launch, we identified 53 College Promise programs across the nation. As of September 2019, 320 College Promise programs are underway in America's cities and towns across 47 states. Statewide College Promise programs, created and funded through state legislatures, have grown to 29 states guaranteeing their unique versions of the College Promise for eligible residents. Communities and states have picked up this call to action because they share the common goal to increase the number of college graduates to meet the economic, social, and civic demands of a prosperous nation.

The College Promise Campaign continues its work into the fifth year, rooted in the belief that all Americans deserve the opportunity to pursue postsecondary education without the burden of unmanageable debt, by making the first two or more years of college universal, freely available, and accessible for every hardworking American reaching for the American Dream.

What is the College Promise?

A Promise is 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. A Promise is **a public assurance** made to prepare students for the 21st-century workforce and the pursuit of the American Dream without the burden of unmanageable college debt. A Promise is **a trust** to make the first two years of community college—at a minimum—as universal, free, and accessible as a public high school has been in the 20th century.

While College Promise programs vary across the country, most share a few common features. First, Promise programs have an explicit policy to engage students, institutions, policymakers, and the public on the importance of postsecondary education. Second, Promise stakeholders send a clear message that college is attainable 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. And third, in addition to providing the financial award and stakeholder framework for postsecondary education, quality Promise programs acknowledge that support services are critical to college quality and student success.

330 College Promise programs are underway in America's cities and towns across 47 states.

Why does the College Promise matter?

A high school education is not enough for a good job and a decent quality of life.

99% of the jobs created since the Great Recession have gone to workers with some college education.¹

By 2020, 65% of jobs will require education beyond high school. Yet today, only 40% of U.S. adults aged 25-64 have earned a college degree or certificate.²

Student debt should not hold people back from opportunities and success.

"Over the past 30 years, the average cost of a four-year degree increased nearly eight times faster than wages did while the cost of a four-year degree exploded to \$104,480. Real median wages only went from \$54,042 to \$59,039 between 1989 and 2016."³

Americans now owe more than \$1.5 trillion in student debt.⁴

College Promise benefits students, families, and communities.

College Promise programs enable freely available postsecondary opportunities for Americans who thought college was beyond their means.

Many programs offer additional support to ensure student success through mentoring, advising, covering college costs beyond tuition and fees, and lowering student debt.

Community college students, which comprise nearly half of our nation's undergraduates, are 75% more likely to graduate once they transfer to a four-year institution. Today's students are not as likely to



I CAN AND I DID

Klayre was one of the first students to receive the San Jose Promise. A first-generation college graduate and DREAMer, she received her Master's degree and has become a college counselor!

remain at a single higher education institution as earlier cohorts. Almost 40% of all first-time students transfer at least once in a six-year time frame, according to an NSCRC report.

1. Carnevale, A., Jayasundera, T., & Gulish, A. (2016). America's Divided Recovery College Haves and Have-Nots. Georgetown Public Policy Institute.

2. Carnevale, A., Smith, N., & Strohl, J. (2013). Recovery: Job Growth and Education Requirements through 2020. Georgetown Public Policy Institute.

3. Forbes, July 2018

4. Pew Research, August 2019

VISION, MISSION, & GOALS

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 quality College Promise programs in communities and states, starting in America's community colleges.

Mission

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, four-year colleges, universities, and their education, business, nonprofit, government, and philanthropic partners, as well as students, 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.

Goals

Support and Promote

the development and expansion of quality College Promise programs in communities, states, and regions.

Increase the Impact

of the College Promise Campaign and movement by identifying and supporting effective current and future cross-sector College Promise leaders, teams, networks, and communications.

Implement a National Growth Strategy

to increase College Promise programs in four regions: West, South, Plains/Midwest, and Northeast.

ADVANCING OUR GOALS

Since the adoption of the College Promise Campaign's 2018-2020 Strategic Plan, we have organized our work to achieve three goals to build the College Promise movement:

01 Support and Promote the Development and Expansion of Quality College Promise Programs in Communities, States, and Regions.

One of the most fundamental aims of the College Promise Campaign has always been to bring the College Promise to as many students throughout the country as possible. Over the years, this goal has expanded to encompass program quality and identification of generalizable best practices that help unify the national movement.

At the launch of the College Promise Campaign on September 9, 2015, we counted 53 College Promise programs in the nation. As of September 2019, 320 College Promise programs are underway in towns, cities, and counties throughout 47 states. Statewide momentum has been particularly impressive over the past year: 29 states guarantee their unique version of the College Promise for their residents, with more legislation underway in additional states.

The Campaign's work is designed to support and grow the national Promise movement through its broad network of local, state, and national leaders and has included major undertakings such as:

Redesigning and updating the national College Promise Database to include details about program features

Administering the national Promise Program Financial Sustainability Survey and analyzing responses to determine best practices for program financial sustainability

Organizing and convening the national College Promise Research Network (CPRN)

Conducting regular webinars with our partners promoting the outcomes from CPRN meetings, our Financial Sustainability work, and high-impact practices on Promise features

Developing and disseminating College Promise Playbooks for stakeholders in government, education, business, philanthropy, and nonprofits, on designing and sustaining local and state College Promise programs

Publishing searchable maps, policy briefs, and student stories from local and statewide College Promise programs

State Legislative Action

Since January 2019, we have identified and tracked 21 state legislatures that have introduced some form of College Promise legislation, and seven have passed legislation relating to Promise. Among the highlights, Iowa passed a last dollar vocational Promise program. West Virginia passed legislation providing free community college for its residents, and Utah passed free two-year and four-year College Promise programs for low-income students attending the state's public postsecondary institutions. Pennsylvania passed two pieces of legislation to make college freely available for foster care students and military-connected families.

In addition, 10 states proposed an expansion of their existing College Promise programs and five have passed legislation into law. California's College Promise (AB19 and AB 2) expanded funding, enabling community colleges to offer an additional year of funding or to increase the number of Promise recipients. Hawaii expanded food and career service support for College Promise students and passed a measure to collect College Promise metrics and program evaluation data, which is critical to building the Promise research and evidence base. And Washington state passed legislation to keep their Promise financially sustainable over the long term through an endowment funded by a tax increase on employers needing highly skilled workers.

**7 of 21 states we have tracked
have passed legislation relating
to Promise.**

02 Implement a national growth strategy to increase College Promise programs in four regions: West, South, Plains/Midwest, and Northeast.

Over the past four years, the Campaign has repeatedly seen strong Promise leaders greatly impact College Promise development in surrounding communities. The Campaign has also witnessed the effectiveness of regional coalition-building in spreading and improving College Promise programs. In order to encourage replication and scale, the Campaign has engaged in a series of direct interactions with regional efforts, offering targeted support and facilitating important relationships among Promise stakeholders and critical connections to Promise designs and resources.

Some of the most notable efforts toward this work include:

Participating in the California Promise Coalition Steering Committee

Engaging in Texas Regional Promise Coalition meetings

Providing targeted Promise design assistance to partner K-12 districts, regional Chambers of Commerce, county executives, and community foundations

Establishing partnerships with universities and research organizations to advance regional policy and practice (University of Alabama Education Policy Center, University of Pennsylvania Alliance for Higher Education and Democracy, WestEd, MDRC, Upjohn Institute, AIR, and many others)

Partnering with the National Governors Association to expand engagement with state leaders and governors

Joining with the National League of Cities and the U.S. Conference of Mayors to expand engagement with mayors and other city leaders

03 Increase the impact of the College Promise Campaign and movement by identifying and supporting effective current and future cross-sector College Promise leaders, teams, networks, and communications.

The final piece of our work centers around publicly identifying and promoting successful elements of the Promise movement, to ensure greater awareness and support. This goal is critical to building regional and national capacity, as we aim to uplift specific high-impact College Promise programs, cross-sector leaders, and best practices. To bring College Promise information to a national audience, significant effort has been devoted toward building an effective platform. Development of the Value Impact Profile (VIP), a research-based “quality” tool to measure progress for individual programs to increase student success.

Major projects include

Ongoing Communications efforts: Social media posts and “blast” email outreach to various groups of stakeholders

Development of the Value Impact Profile (VIP), a research-based “quality” tool to measure progress for individual programs

26 Forbes blogs to lift and scale student voices and increase access to community colleges and universities

118 outreach events including speeches, presentations at major events or conferences, symposia, webinars, and other events

A series of national College Promise publications, including a bibliography of College Promise research studies with prominent partners (American Educational Research Association, Wiley Online, Rowan & Littlefield)

SNAPSHOTS OF EVENTS

AUGUST '18

Supported the state policy Promise innovation strategy to launch College Promise programs for community colleges and their partners at the Community College Innovation Challenge Kickoff meeting in Trenton, NJ, hosted by New Jersey's Secretary of Education. Dr. Kanter provided College Promise results from the first three years of the Campaign, highlighting the College Promise Playbook for use by Promise leaders in the state.

NOVEMBER '18

The College Promise Campaign and the National Governors Association co-hosted a nationwide webinar, featuring Dr. Jill Biden, former Governor Jim Geringer (R-WY), and Governor Phil Murphy (D-NJ), along with other statewide Promise leaders. This webinar launched the Campaign's partnership with the National Governors Association.

DECEMBER '18

The College Promise Campaign met with Dr. Brenda Dann-Messier, Rhode Island's Commissioner of Higher Education, to share national College Promise landscape findings, following the announcement of Governor Raimondo's goal to extend the Rhode Island Promise to public university students.

FEBRUARY '19

The College Promise Campaign staff attended several Texas Regional Strategy meetings to support the development of the AlamoPROMISE with San Antonio Mayor Ron Nirenberg, Alamo Community College District Chancellor Mike Flores, Bexar County Judge Nelson Wolff, and other key stakeholders in San Antonio. The Campaign staff later attended a reception where the CPC Executive Director gave remarks to stakeholders, including representatives of the San Antonio Chamber of Commerce, school superintendents, USAA, the San Antonio Area Foundation, and Bank of America, all partners of the AlamoPROMISE.

FEBRUARY '19

The College Promise Campaign presented the Campaign's strategic impact work to a standing-room audience on a national panel, "Three Ideas that Are Transforming the Community College World," at the 2019 League for Innovation in the Community College Conference to discuss the way in which the College Promise movement is reshaping higher education for greater access to and success from K-12 through community colleges, universities, and the workforce.



San Antonio Mayor Ron Nirenberg delivered a powerful closing statement, saying, "I am all in! We will make this Promise happen!"



MARCH '19

CPC Executive Vice President, Rosye Cloud, joined Univision Contigo and ACT's Center for Equity in Learning for a roundtable discussion on innovative education solutions for setting Latino students up for academic and career success.



APRIL '19

In partnership with the national research organization MDRC, CPC hosted its Spring National Advisory Board meeting at the United Way for Southeastern Michigan in Detroit, MI, and convened the Michigan College Promise Symposium at the Detroit Regional Chamber.



APRIL '19

During the ASU GSV 2019 Summit in San Diego co-sponsored by Arizona State University and Global Silicon Valley, the College Promise Campaign partnered with Ascendium Education Group to identify and host a delegation of community college leaders to attend the summit, learn about the latest innovations in EdTech, connect with other community college leaders, and evaluate and provide feedback to Ascendium on the experience. CPC hosted a reception for the delegation, funders, and friends of the Campaign on April 8th, and the CPC executive director presented on the panel: "TrumpEd: How is Policy and a Divided Government Shaping Higher Ed Innovation." Dr. Kanter also moderated a discussion on Community College EdTech with Heather Hiles, the new President and CEO of the California Online Community College District.



JUNE '19

The College Promise Campaign attended the College Fair at the University of Colorado Boulder Upward Bound, where the Campaign hosted a user experience testing session with high school students from tribal communities for the upcoming MyPromise website, and spoke with students to amplify the Campaign's Student Voices project.





JUNE '19

Co-hosted with ETS the “Depicting the Ecosystems for Support and Financial Sustainability for Five College Promise Populations” convening in Princeton, NJ, on June 4-6. This event brought together 70 College Promise scholars, directors, and nonprofit leaders focused on identifying Promise design features and sustainable funding models for programs that support specific student populations: traditional, adult, DREAMers, justice-impacted, and veterans and military families.

JULY '19

Co-hosted a webinar, *Promises to Keep: Preliminary Findings on College Promise Financial Sustainability*, with MDRC. Over 100 participants joined the webinar representing diverse sectors and areas of expertise. Krissy DeAlejandro, Executive Director of tnAchieves, and Mike Meotti, Executive Director of the Washington Student Achievement Council, joined CPC’s Executive Director and Director of Research & Policy to discuss the importance of financial sustainability for College Promise programs.

AUGUST '19

Led a user design session with parent students at Los Angeles Valley College’s Family Resource Center to help the Campaign improve its MyPromise website, launching in 2020.

AUGUST '19

With the generous support of the Phi Theta Kappa Honor Society, CPC concluded its 2019 Student Voices Video Competition themed “Unlocking the American Dream: How has College Opened Doors in Your Life?” Four scholarship winners were announced at the 2019 PromiseNet Conference at UC Berkeley, California, in November.



SEPTEMBER '19

Delivered a keynote address, "Making and Keeping the College Promise One Community at a Time" at Union County College, highlighting how specific community colleges have successfully addressed barriers.



Executive Vice President Rosye Cloud with Nicole Rojas (C) and Glenis Gomez (R), high-level representatives for the Afro-Colombian and Palanquera communities

SEPTEMBER '19

CPC Executive Vice President Rosye Cloud presented on inclusion at the UNESCO international forum on inclusion and equity in education.



Daniel Benitez, Fellow at Cali City Town Hall



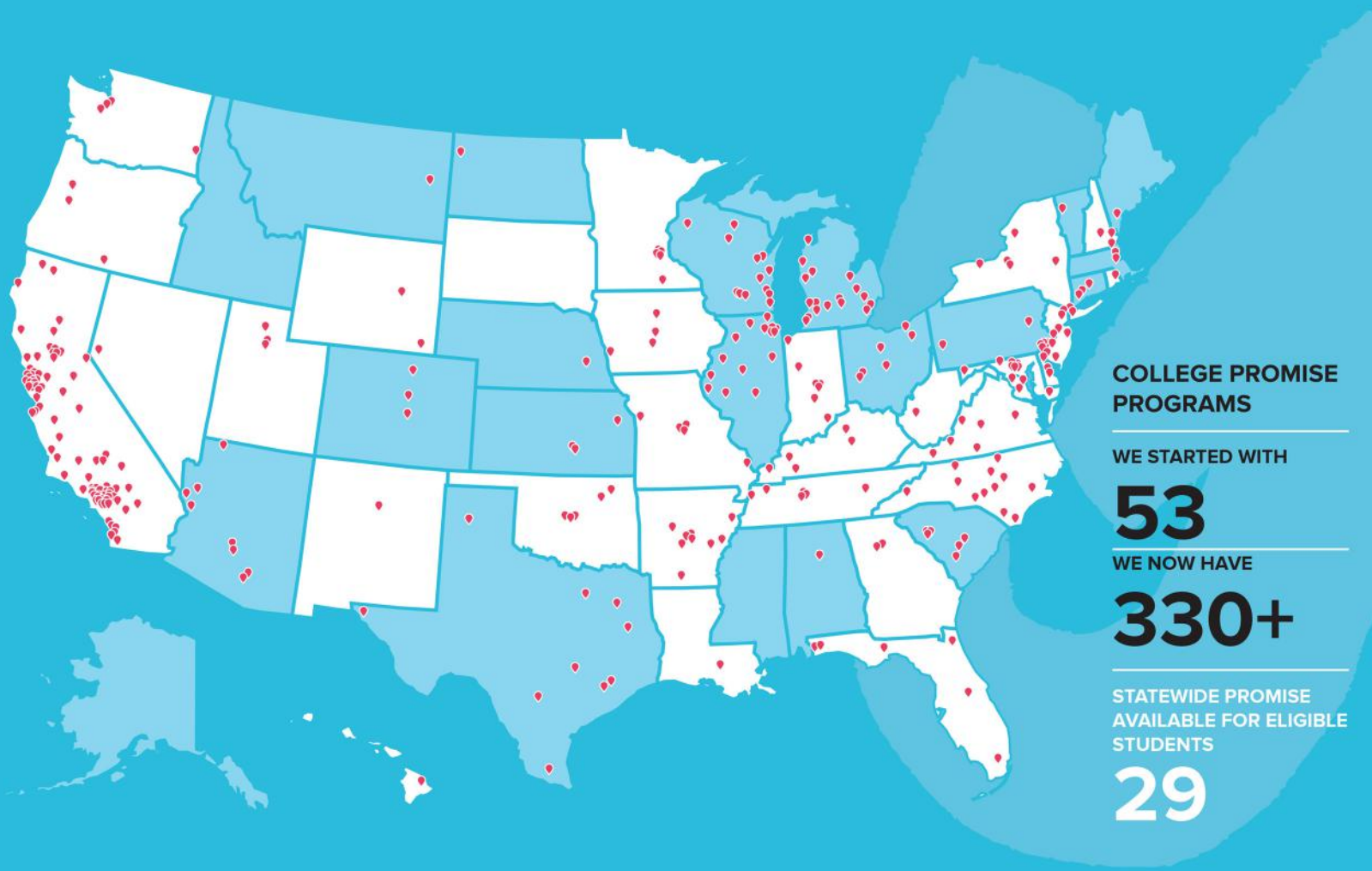
Daniel Benitez, Fellow at Cali City Town Hall



Rosye Cloud with Derek Nord, Director of the Indiana Institute on Disability and Community at Indiana University

SEPTEMBER '19

Promise Convening with Fort Worth Delegation in Buffalo, NY, to share lessons learned from Say Yes Buffalo and the Campaign



**COLLEGE PROMISE
PROGRAMS**

WE STARTED WITH

53

WE NOW HAVE

330+

STATEWIDE PROMISE
AVAILABLE FOR ELIGIBLE
STUDENTS

29

NORTHEAST REGION

Pittsburgh Promise

Senior Signing Day, an annual event that celebrates and recognizes postsecondary plans of all soon-to-be high school graduates. In May of 2019, over 1,000 high school seniors announced their plans to attend over 150 postsecondary institutions. (Photos by David Bachman)

Seven colleges partnered with the Pittsburgh Promise to become Preferred College Partners, offering eligible students additional financial and academic support. With these additions, there are now 33 universities participating in the Pittsburgh Promise program. Chatham University and La Roche University will provide scholarships to Promise alumni pursuing graduate degrees in addition to offering grants and services to undergraduates.

To date, the Pittsburgh Promise has invested more than \$134 million in scholarships to send more than 8,800 urban youth to a postsecondary institution. Over 3,200 Promise Scholars have graduated, and many are now working, and giving back, in the Pittsburgh region.

"This initiative helps not only to remove financial barriers but provides important academic and transitional supports that are essential to student success, especially among low-income and first-generation college students."

SHELLEY SCHERER

Associate Executive Director, Pittsburgh Promise



Senior Signing Day: An annual event that celebrates and recognizes postsecondary plans of all soon-to-be-graduates.



Walk for One Promise, an annual 5k walk to raise awareness and essential scholarship funds

Community College of Baltimore County

"It's really helping me. It's, like, taking a burden off of my shoulder because I don't have to worry about how I'm going to get my tuition paid, like, how will I pay for the classes I need to graduate, and I'm proud to say, next semester, I will be graduating."

CHRISTA BRYANT

Christa will graduate in the spring from CCBC with an associate's degree in criminal justice. She said the College Promise scholarship allowed her to save money to further her education at Towson University.

"The increased income requirements is a real game-changer for Baltimore County residents. Too often middle-class Americans are left out of opportunities like this. Their income is too high to qualify for Pell grants; yet, too low to enable them to send their children to community college full-time. The Baltimore County College Promise Scholarship is allowing academically prepared students the opportunity to earn a college education debt-free. We are fortunate to have legislators who believe in the importance of public higher education and are willing to invest dollars behind this life-changing program."

SANDRA KURTINITIS

President, Community College of Baltimore County

New Jersey Community College Opportunity Grant

In Fall 2019, Union County College offered tuition-free college through the New Jersey Community College Opportunity Grant. The grant was recently extended and expanded by New Jersey Governor Phil Murphy, allowing for an adjusted gross income up to \$65,000. This is a \$20,000 increase from the prior income cap in Spring 2019 of \$45,000. The grant has paid out just over \$6 million in its first year to more than 5,400 students.



CCBC
The Community College
of Baltimore County



SOUTHERN REGION

The Louisiana Board of Regents recently approved a new master plan entitled “Louisiana Prospers: Driving Our Talent Imperative” that aims to make sure at least 60% of all working-age adults hold a degree or high-value credential by 2030.

Louisiana

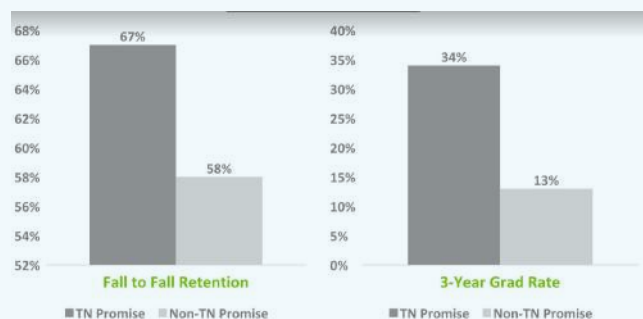
In addition to the state’s TOPS financial aid program, the Louisiana Board of Regents recently approved a new master plan entitled “Louisiana Prospers: Driving Our Talent Imperative” that aims to make sure at least 60 percent of all working-age adults hold a degree or high-value credential by 2030. Louisiana was also one of six states chosen to receive a National Governor’s Association Educate for Opportunity Award focused on education and workforce development for adult learners, in addition to being one of seven states selected by the State Higher Education Executive Officers Association (SHEEO) to participate in Attainment Academies funded by ECMC Foundation and other philanthropies. These grants and partnerships will help drive the master plan and increase postsecondary access to more of the state’s adult residents.





Tennessee Promise

Tennessee Promise welcomed over 64,000 applicants in its most recent cohort, accounting for more than 77% of today's Tennessee community college freshman Promise participants (83,000 total). This semester's new students are the fifth cohort of Tennessee Promise students. Tennessee also introduced a new textbook initiative to provide e-textbooks and other digital online learning materials to students on their first day of class at substantially reduced costs.



Statewide TN Promise Student Success



AlamoPROMISE

In 2019, the Alamo Colleges District launched AlamoPROMISE, a free-tuition program for graduates of Bexar County high schools in partnership with the district's five community colleges. AlamoPROMISE addresses San Antonio's need to increase college attendance rates. As of 2017, San Antonio had the second highest percentage of people in poverty among the top 25 largest U.S. metro areas. Only 45% of high school seniors in San Antonio matriculate to college and 33% complete college, 12 percentage points below the national average. The program offers comprehensive student support services. Officials in the program expect more than 3,000 students to enroll in the program's first year in Fall 2020.

SOUTHERN REGION

Dallas County Promise

In April 2019, Dallas County Promise hosted the inaugural High School Leadership Awards to honor Promise high schools and students with exceptional growth throughout the 2018-2019 school year. In attendance were superintendents, school administrators, students, and members of the business community that have partnered to support the coalition's work.

In January 2019, Dallas County Promise leaders challenged their local student leaders from 10 high schools to design solutions to challenges identified by students as they navigate high school and prepare for postsecondary options. These student leaders gathered at the closing celebration in March to present their solutions, and North Garland High School was identified as the 2019 winner.



Inaugural Promise High School Leadership Awards hosted in partnership with the North Texas Commission



ALEXIS KING

DeSoto High School Graduate, Class of 2019

Attending Cedar Valley College (DCCCD)
Completing general education courses and prerequisites
for Texas A&M Commerce's pre-nursing program.

"I want to be a nurse anesthetist. I don't want to be the person in the hospital. I want to give anesthesia to people getting surgery. That's exciting! I'll see something new every day."



Dallas County Promise Student Challenge Closing Celebration



JULIO RUIZ

Bryan Adams High School Graduate, Class of 2018

Attending Richland College (DCCCD)
Transferring to Southern Methodist University

"The Promise has opened up many opportunities for me, especially the opportunity to stay around with my family and people I'm friends with. I'm also not having to pay as much money out of pocket for my education... My goal has always been to go to college and get a degree in Political Science so that one day I can get involved with politics and change things for the better for people who are trying to be successful."

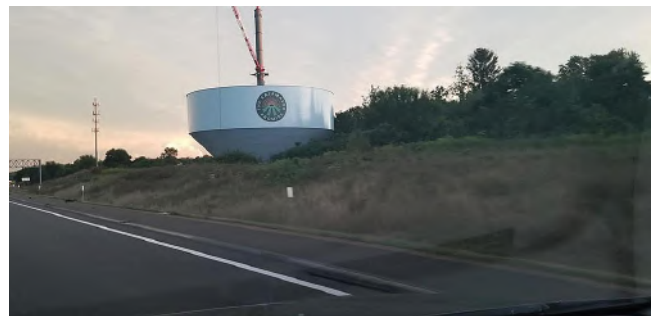
MIDWEST REGION

Kalamazoo Promise

With an increased staff, the Kalamazoo Promise now has additional capacity to better assist families and students, as well as to leverage the Promise through community and business partners. The Promise is now deepening its collaboration with Kalamazoo Public Schools and local businesses to connect Kalamazoo Promise Scholars with work readiness skills and employment opportunities that align with the needs of area employers in rapidly growing industries. Helping place Promise students into local jobs helps the city's initial financial investment in the students become a positive return on investment for the entire community.



"Your path, your promise" is the new tagline for the Kalamazoo Promise.



The Kalamazoo Promise entered into an agreement with the City of Kalamazoo to feature its logo on a water tower to promote the program and attract potential home buyers to Kalamazoo.



YWCA Hosts EmpowerHER College Signing Day



The Manufacturing Pipeline Program Overview for College Promise



Detroit Promise

This year, the Detroit Promise, administered by the Detroit Regional Chamber, focused on two new areas:

1. Expanding their collaboration with the Detroit College Access Network (DCAN) and the Detroit Public Schools Community District (DPSCD) to expand student outreach and communications efforts in order to encompass middle school and early high school students. Expanding outreach will provide students and families with an earlier awareness of the Detroit Promise and create a larger college-going culture throughout the community.
2. Actively promoting shorter-term training certificate pathways through community colleges. Shorter-term certificate programs provide an opportunity to learn the skills for a higher-paying wage in 9 to 10 months. The Detroit Promise will also expand to include a coach at individual campuses who specializes in that school's certificate offerings and can help place low-performing Promise students pursuing an Associate's degree with a more streamlined certificate.



"The twice-a-month meeting that the Detroit Promise Path coaches requires have really been the most beneficial thing for me. Making sure my grades are up and having somebody to rely on and keep me accountable."

JAMAL GOODWIN

Second-year community college student



Incoming 2019-2020 school year Detroit Promise students listen to Detroit Promise Manager Stacey Boone discuss what they can expect out of the school year at the annual summer social orientation.



An incoming Detroit Promise student meets her designated campus coach for the school year.



Detroit Promise students were provided materials to prepare for the school year and a branded backpack during the annual summer social orientation.



Campaign's Michigan College Promise Symposium in Detroit, Detroit Promise representatives and students participate in a panel discussion on the positive impacts of the Path program, which provides additional assistance to stay on track to graduation. (From left: Ashley Robinson, Detroit Promise Path; Preston Williams El, Student; Ronnie Foster, Student; and Monica Rodriguez, City of Detroit.)

MIDWEST REGION

Indy Achieves

Indianapolis Mayor Joe Hogsett announced the first round of Indy Achieves Promise Scholarships to graduating seniors attending an Ivy Tech community college or Indiana University–Purdue University Indianapolis. Indy Achieves fully covers the cost of tuition, books, and supplies for eligible students. Indy Achieves anticipates enrollment of Indianapolis adults and high school graduates to increase by 5% to 10% by the 2020–2021 school year.



Owens Community College President, Dr. Steve Robinson wrote a Forbes blog for CPC on his podcast campaign, #EndCCStigma, to directly address misperceptions and other outdated notions on attending community college.

"We want to make sure every student, in every zip code, has the opportunity to earn a high-quality post-secondary degree or credential. This ensures more Indianapolis residents have the skills they need for the good-paying jobs of the future. With this first round of Promise Scholarships, students will be set on a solid path to their future careers."

MAYOR JOE HOGSETT
Mayor of Indianapolis

WESTERN REGION

Lake Tahoe College Promise

Jeff DeFranco, Lake Tahoe Community College's Superintendent/President, wrote a Forbes blog for CPC that received over 51,000 views and has helped spread the message about the college's unique bi-state Promise program, helping to encourage other colleges to think beyond state borders to better serve their communities. Lake Tahoe College Promise also won a competitive grant allowing them to fund a dedicated College Promise director and counselor, a Student Navigators program, special events, and \$100/quarter bookstore credits.



LTCC Promise Navigators – Our new Lake Tahoe College Promise Navigators recently trained for upcoming 2019/2020 academic year.



LTCC Senior Day – Superintendent/President Jeff DeFranco with two incoming College Promise students

"With this grant, last year's Nevada-side expansion, and now the commitment from our Foundation for a three-year Promise program, LTCC is truly doing all it can to help as many of our local high school grads and first-time adult learners earn a college degree tuition free, with other financial supports in place. Our Promise program started as a way to improve access to education. With our revised program, the focus shifts toward degree completion...Our Promise program has become one of the model programs for the state because of this crucial shift."

JEFF DEFRANCO

Superintendent/President, Lake Tahoe Community College

WESTERN REGION

California College Promise & The Long Beach Promise

Long Beach City College advanced their career-technical programs for the incoming class of Promise students. Additionally, qualifying full-time students can now enroll for two years tuition free, thanks to the generosity of donors, the new statewide California College Promise fund, and the Long Beach College Promise Foundation.

"No longer is money a barrier for students to get a great public education," she said. "The trades are back. We have to put out more skilled laborers ... and we are giving students a chance to earn a really nice living wage without college debt. They can come here for two years and leave with a high-paying job. It's a tremendous opportunity."

GENE CARBONARO

CTE Dean, Long Beach City College

Richmond Promise

Richmond Promise Scholars who attend Contra Costa College are automatically enrolled in the First Year Experience Program. Scholars receive academic support from an on-campus education coach and academic counselor, along with priority registration, and a learning community of their interest. The Richmond Promise focuses on developing partnerships with their local colleges to provide scholarship recipients with support services they need to succeed. This summer, the Richmond Promise onboarded 20 of their scholars as Summer Associates who facilitated college awareness lessons with over 175 local 8th graders, and assisted Promise staff with onboarding the newest class of Promise scholarship recipients. Thanks to their partnership with Americorps VISTA, the Richmond Promise hopes to continue offering internship opportunities like these to Promise students for generations to come.



**JADA SAECHAO**

UC Davis Class of 2021

"The Richmond Promise has given me the opportunity to fulfill an overarching goal of mine: to be a part of something bigger than myself. Through this organization, I have gained a support system and a sense of belonging that I've been in search of for a very long time. Throughout my first year of college, there were definitely times in which I questioned if the struggle was really worth it and if I would be able to get through the tribulations at hand. However, Richmond Promise provided me with constant support and provided me with a source of aid in times of need. Now I am currently a Summer Associate and am so grateful to be a part of a team that is dedicated to giving back to the city of Richmond. Being the resource to other students that I never had is an extremely humbling experience and I wouldn't change it for the world."



Richmond Promise Scholars' twins who attend Contra Costa Community College.

THANK YOU

As we celebrate the entrance of an important milestone, our fifth year, and we make plans for the future, the College Promise National Advisory Board and the Campaign staff are honored to have the continued support of our founding Board members, donors, and partners as we welcome new philanthropic leaders to our Campaign.

Our Supporters:

Foundations, Corporations, & Individuals

Our supporters are united in their commitment to enable thousands more hardworking students to start and complete a college degree or certificate without taking on burdensome debt. As of August 2019, more than 320 College Promise programs are underway in counties, cities, and towns across 47 states. And the statewide momentum is growing with programs in 29 states.

Our donors and partners have taken bold risks to underwrite a pioneering initiative and have provided us with invaluable strategic advice.

And as we surge ahead into the next phase of our work focusing on our Ecosystems' student groups, we'll continue making a concerted effort to identify diverse organizations and individuals for strategic support and funding.

Across the country our leaders support us in many ways:

Sponsoring Symposiums and Events related to Promise

Holding Roundtable Discussions

Writing OpEds, Blogs, Editorials, and Articles

Investing in College Promise Research

Collaborating with partners on Various Outreach Campaigns and Video Competitions

Sharing Promise Information before Local and State Leaders

We thank our founding benefactors and generous donors for supporting our work and being part of our success.





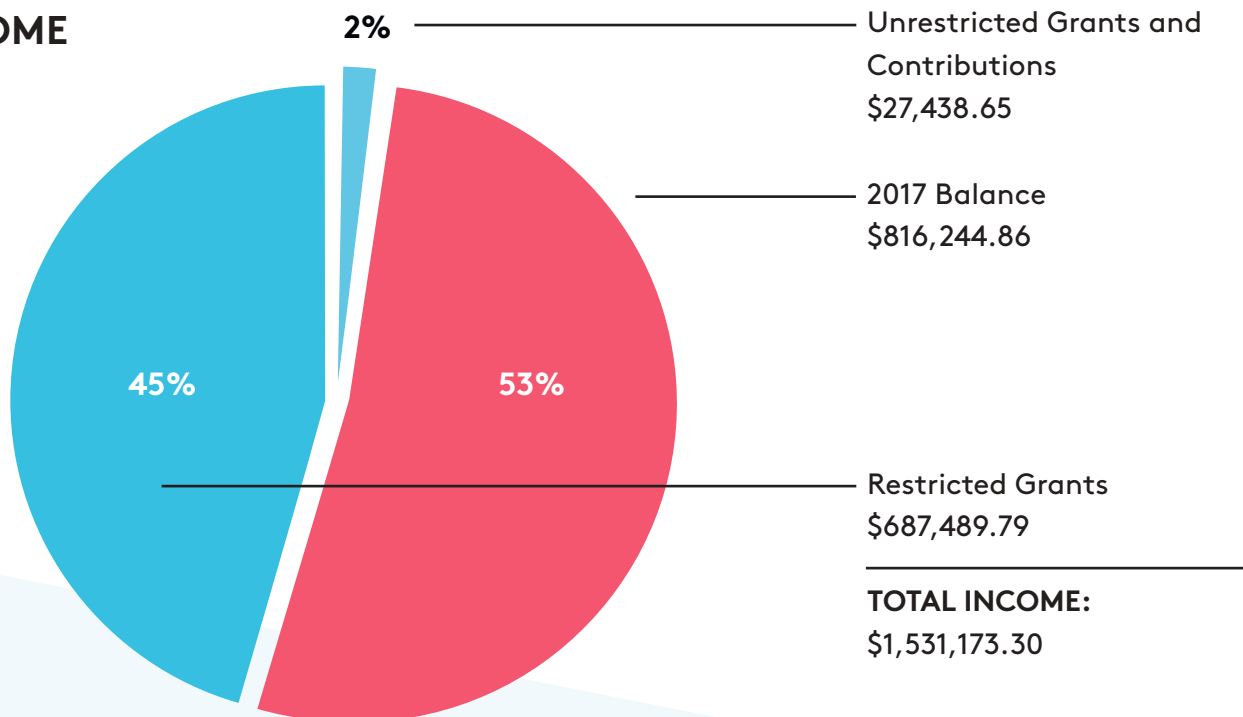
The College Promise Campaign is grateful to each of these foundations, corporations, and donors since our founding on September 9, 2015, that enable us to achieve the goals of our 2018-2020 Strategic Plan.

Thank you all!

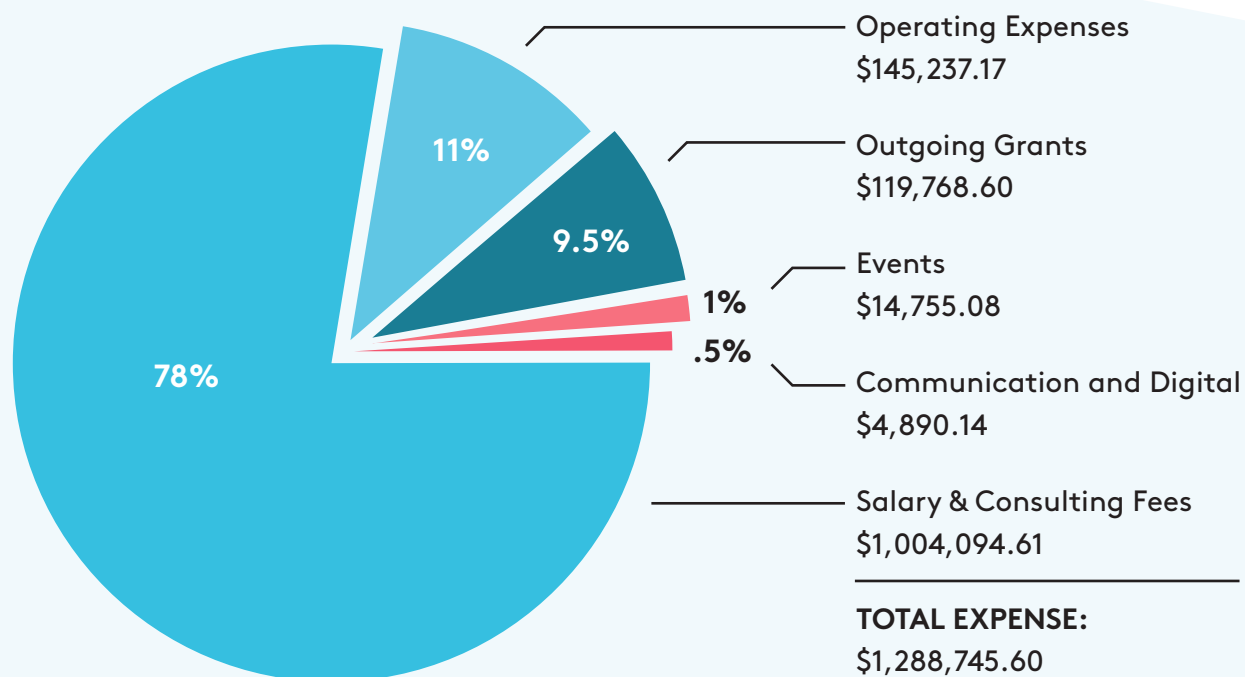
FINANCIAL SUMMARY

2019

INCOME



EXPENSES



NET INCOME:
\$242,427.70

LEADERSHIP TEAM

Dr. Martha Kanter // Executive Director

Dr. Martha Kanter leads the College Promise Campaign, a national initiative to increase college access, affordability, quality, and completion in American higher education, starting in America's community colleges. She is also a Senior Fellow at New York University's Steinhardt Institute for Higher Education Policy. She specializes in policy efforts to identify and apply innovative, evidence-based education interventions, financing models, and behavioral incentives to raise America's high school and college graduation rates. From 2009-2013, Dr. Kanter served as the U.S. Under Secretary of Education, overseeing all federal postsecondary statutory, regulatory, and administrative policies and programs, including the \$175B annual federal student aid programs, higher education, adult education, career-technical education, international education, and 6 White House Initiatives. From 1993-2009, she was president of De Anza College and then chancellor of the Foothill-De Anza Community College District in Silicon Valley, California. She began her career as an alternative high school teacher in Lexington, MA. Dr. Kanter holds a B.A. in Sociology from Brandeis University, an M.Ed. from Harvard University, and an Ed.D. from the University of San Francisco.



Rosye Cloud // Executive Vice President

Rosye Cloud serves as Executive Vice President for the College Promise Campaign. Rosye has served in multiple senior positions including the White House, Office of Management and Budget, U.S. Department of Veterans Affairs, Dept. of Defense, and internationally in support of NATO. Cloud has also dedicated herself to addressing interdisciplinary domestic policy challenges faced by the U.S. Her collective impact work led to the design and implementation of student accelerated learning programs, training, and community collaboration which support over one million beneficiaries. Notable Expertise: Strategy, national security, postsecondary education, Ed-Tech, government operations, performance improvement, open data, disruptive innovation, and economic mobility. She has graduate degrees and postgraduate certificates from the National Defense University, Harvard Business School, MIT Sloan, UVA Darden, and the University of Oklahoma.



MEET THE TEAM

Anjana Venkatesan // Senior Policy and Research Advisor

Anjana Venkatesan currently serves as Senior Policy and Research Advisor at the College Promise Campaign where she advances the Campaign's goal of promoting research-driven best practices for Promise Programs around the country and also helps support the Campaign's development work. Her work includes the coordination of reports for existing grants, creation of new partnership or grant proposals, and communication of the Campaign's priorities and ongoing work to potential funders.

Ms. Venkatesan received her bachelor's degree as well as a Master's in Public Administration from the University of Alabama. She previously served as a Senior Research Associate at the University of Alabama's Education Policy Center where she helped compile research and policy materials in support of year-round Pell. There she was lead author on the Alabama Transfers grant, which created and implemented a pilot online platform for students to transfer from community colleges to four-year institutions in the state of Alabama.

Lindsay Rapkin // Research and Policy Analyst

Lindsay currently serves as a research and policy analyst for the College Promise Campaign, aiding the Campaign's evaluation and analysis efforts. Before joining CPC, Lindsay interned on the early education team at the Bipartisan Policy Center and spent two years working in the administration of Sidwell Friends School in Northwest DC. Additionally, Lindsay spent a year as an AmeriCorps Volunteer Infrastructure Project Fellow at Los Angeles nonprofit Reading to Kids. There she helped improve the organization's volunteer program through expanding social media efforts, modernizing website design, creating informational videos, and building fundraising campaigns in order to successfully recruit over 500 volunteers each month to read and distribute books to elementary school students at seven partner LAUSD schools.

Lindsay received her Bachelor's degree in Philosophy, Politics, and Law at the University of Southern California and will receive her Master's in Public Policy from George Washington University's Trachtenberg School in May 2020.

Lupe Rojas // Development Intern

Lupe Rojas is a recent graduate from the University of California, Santa Barbara where he received a Bachelor of Arts in Sociology and a certificate on Technology Management. While at UCSB, he was a team leader for the College Link Outreach Program (CLOP), a program designed to increase college enrollment for underrepresented students from the LA and Oakland area. Lupe joined the team back in June as a participant of the University of California, Washington Center (UCDC) and was invited to prolong his internship to help support the Campaign as it headed to the end of 2019. In the near future, Lupe aspires to receive a Masters in Nonprofit Management and give back to his community.

Robyn Hiestand // Director of Research and Policy




Robyn Hiestand is the Director of Research and Policy at the College Promise Campaign, providing strategic direction on research, policy, and outreach. Prior to joining the College Promise Campaign, she was a consultant where she provides strategic advice for clients on education finance, data, and policy as well as the federal budget and appropriations process. Robyn spent over eight years at the U.S. Senate Budget Committee where she drafted key pieces of legislation: Sen. Sanders' "College for All" Act, Sen. Murray's "In-STATE for DREAMERs," and she took a lead role in drafting and developing the 2013 Bipartisan Budget Act (the "Murray-Ryan" budget agreement). In addition, Robyn worked directly on the education titles of two reconciliation bills — the 2010 Health Care and Education Reconciliation Act and the 2007 College Cost Reduction Act. Before her time in the Senate, Robyn worked on higher education issues for tribal colleges, where she managed a comprehensive data collection project. A native of Duluth, Minnesota, Robyn holds a B.A. degree from Augsburg College and a Master's in Public Policy from the London School of Economics.



**civic
nation**

The College Promise Campaign is an initiative of Civic Nation. Civic Nation is organized exclusively for charitable and educational purposes within the meaning of section 501(c)(3) of the Internal Revenue Code of 1986.

FOLLOW US

-  @College_Promise
-  @CollegePromise
-  @College_Promise
-  @College Promise Campaign

VISIT US

www.collegepromise.org