



Promises to Keep: Findings on College Promise Financial Sustainability

CPSI ■ **mdrc**
COLLEGE PROMISE SUCCESS INITIATIVE

Dial:
US: 877 369 0926 (Toll Free) or 877 853 5247 (Toll Free)
Webinar ID: 313 492 806

July 31, 2019 3PM ET

Introductions



Martha Kanter, Executive Director, College Promise Campaign



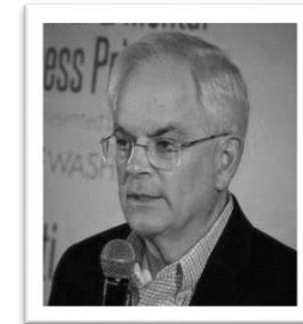
Evan Weissman, Senior Associate, MDRC



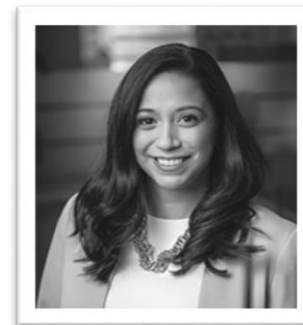
Robyn Hiestand, Director of Research & Policy, College Promise Campaign



Krissy DeAlejandro, Executive Director, tnAchieves



Michael Meotti, Executive Director, Washington State Achievement Council



Rosario Torres, Research Analyst, MDRC

Important Housekeeping



All lines are muted to eliminate background noise.



We'll cover Q&A at the end of the presentation. Please submit your questions in the Q&A box.



This webinar will be recorded.



Email any additional questions to Promise@mdrc.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
- **A PROMISE** to prepare students for the 21st Century workforce and the pursuit of the American Dream without the burden of unmanageable college debt.

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

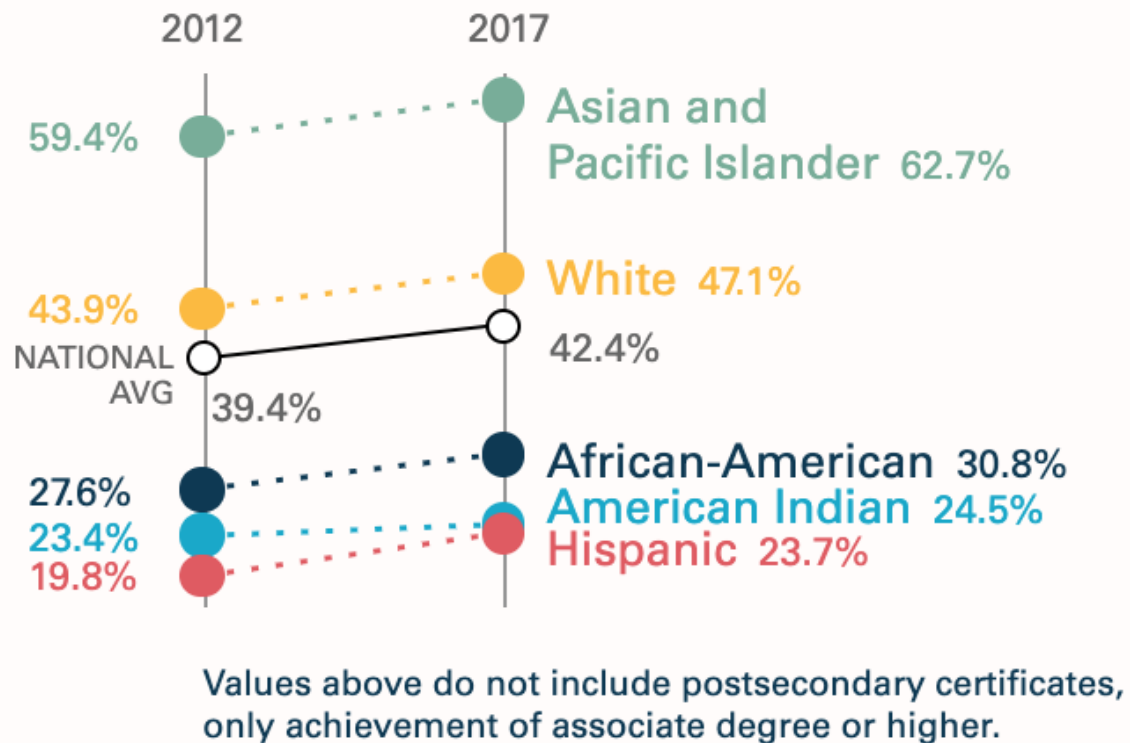
13th



U.S. world degree
attainment

Racial Inequities

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

Source: Lumina Foundation: A Stronger Nation, *National Report* (2019)

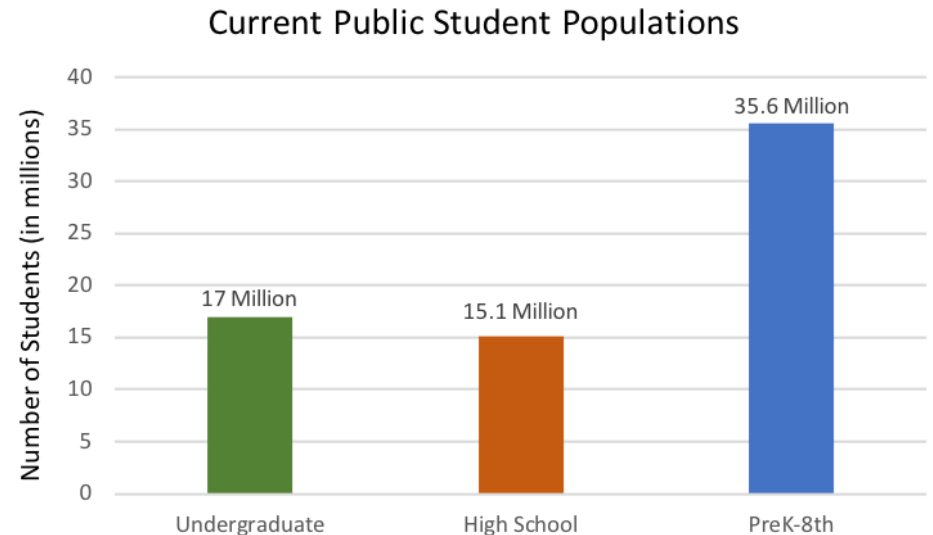
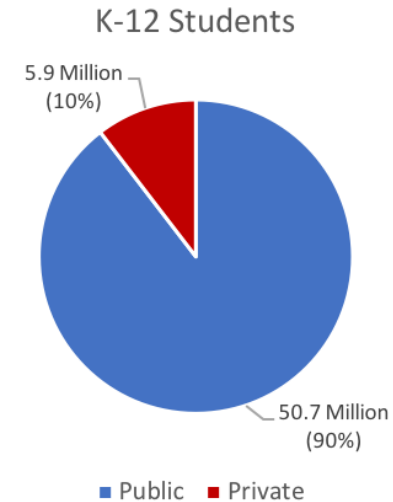
Unmet Need

56.6 Million K-12 Students (NCES, Fall, 2018)

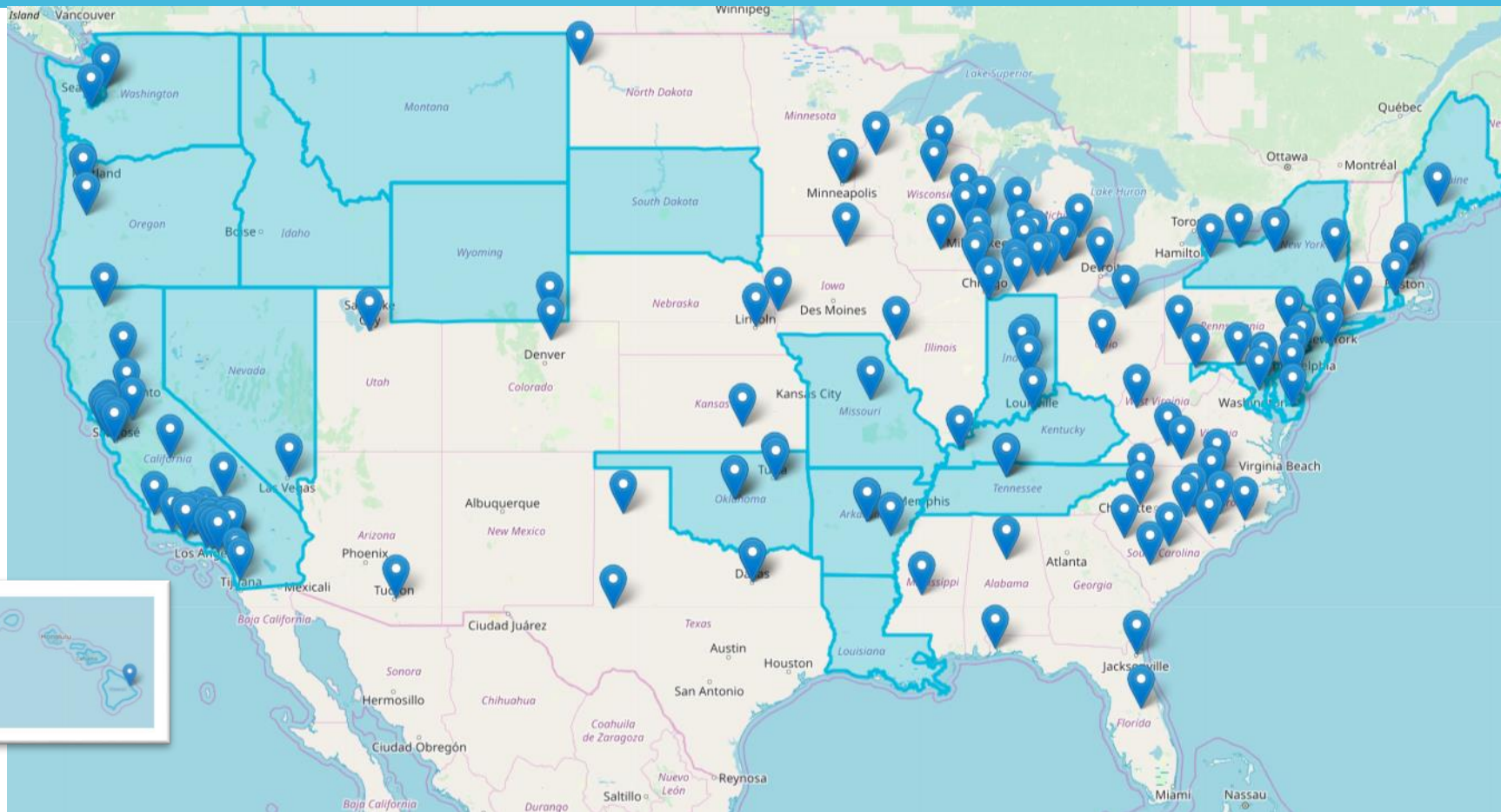
- 50.7 million public school
- 5.9 million private school
- PreK-8: 35.6 million
- High School: 15.1 million

17 Million Undergraduates (NCES, Fall, 2018)

- 50 States & District of Columbia
- 3,141 Counties and County Equivalents
- 35,000 Cities & Town
- 13,584 K-12 School Districts
- 132,000 K-12 Schools
- 4,583 Degree-Granting Colleges & Universities



College Promise Local Impacts



From 53 programs in 2015



To 300+ programs in 48 states by July 2019

In 4 years, from 1 to 25 statewide Promise programs, with more state launches on the horizon!

Designing for Impact & Improvement

Expand Reach & Impact

Leverage Promise Research to Improve Policy & Practice

Build Widespread Understanding about the Value & ROI

Increase Quality College Promise Programs
in Communities, Regions & States



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

- **Designing** promising new interventions
- **Evaluating** programs and policies
- **Providing technical assistance** to strengthen the work of schools and programs across the country



College Promise Programs Make a Difference!



Financial aid and scholarships increase affordability, access and success



Additional structured supports and incentives boost the impacts of aid and can also promote equity.

[Read more](#) about the positive impacts of the Detroit Promise Path! *“A Path from Access to Success: Interim Findings from the Detroit Promise Path Evaluation”*

MDRC's College Promise Success Initiative

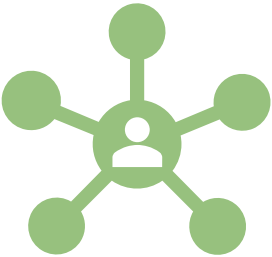
- Partnership with **six programs** implementing evidence-based practices
- Sharing **broad lessons on student success** with **open-access tools, webinars and presentations**



<https://www.mdrc.org/project/college-promise-success-initiative>

Technical Assistance on Four Key Components:

Promise
Coaching &
Advising



Incentives



Clear Messaging



Data Use



Survey Administration and Respondent Profile

College Promise Campaign developed and implemented the *College Promise Financial Sustainability Survey*.

- Administered in Fall/Winter 2018; Sent to 212 College Promise Programs
- Completed Surveys
 - N = 134
 - 63% Response Rate

ETS and CPC are collaborating on the analyses and reporting of the data.

Majority of Promise Programs are very new:

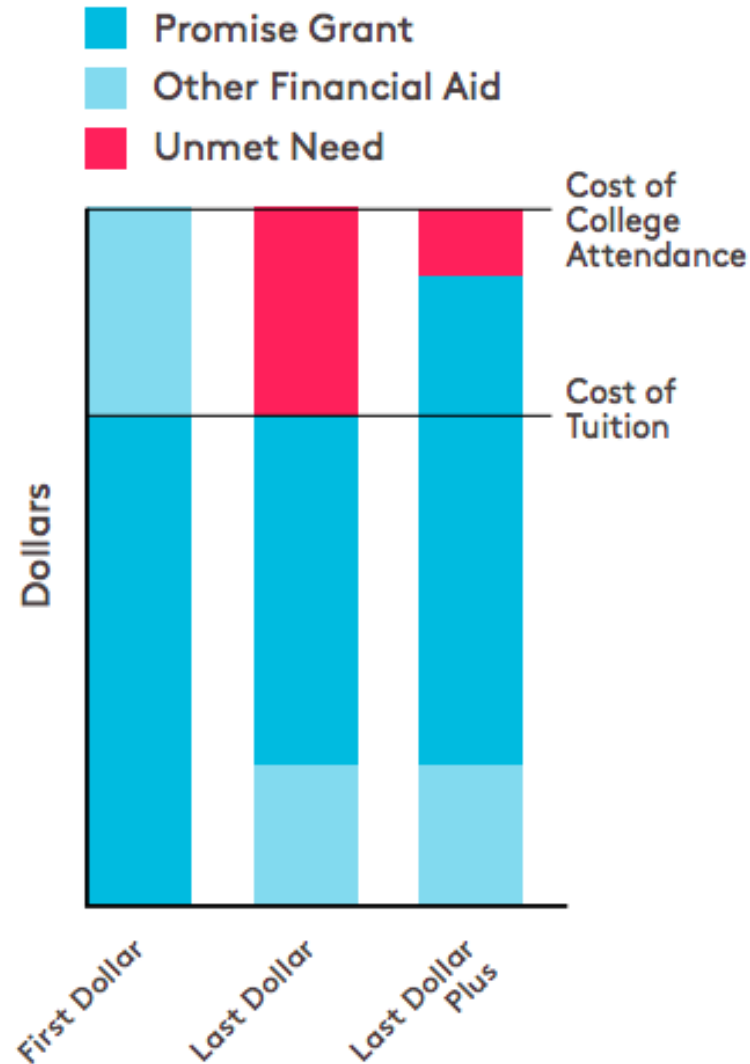
- 62% of Promise Programs started in **2016 or later**
- 38% started **before 2016**

65% of Promise Programs are from the West and South Census Regions

- 31% of the programs are in California

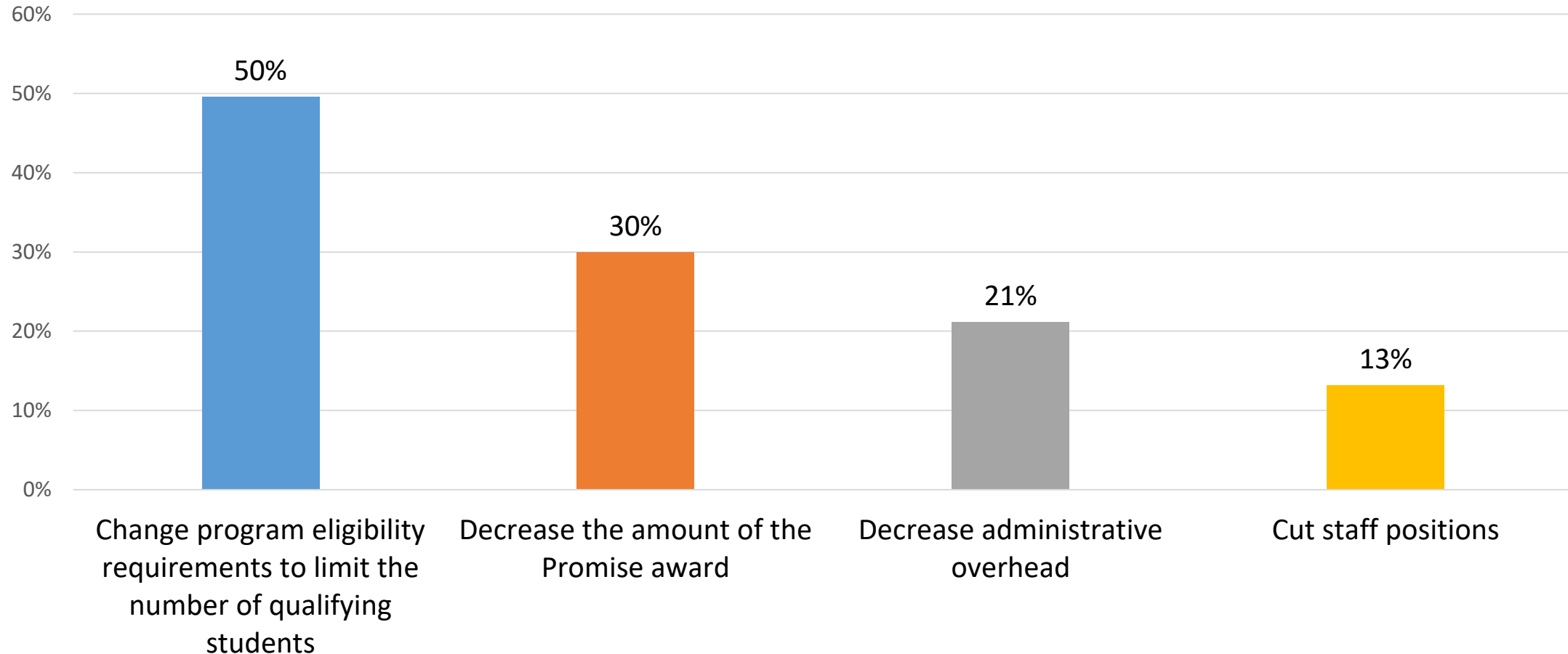


College Promise Designs & Funds Vary



- From Universal to Targeted
 - What institutions and students are eligible and for how many years
 - Full-time and/or Part-time
 - Universal, Need, and/or Merit-based
 - Youth and/or Adults
 - Special populations served?
- Funding Model
 - First Dollar
 - Last Dollar
 - Last Dollar Plus

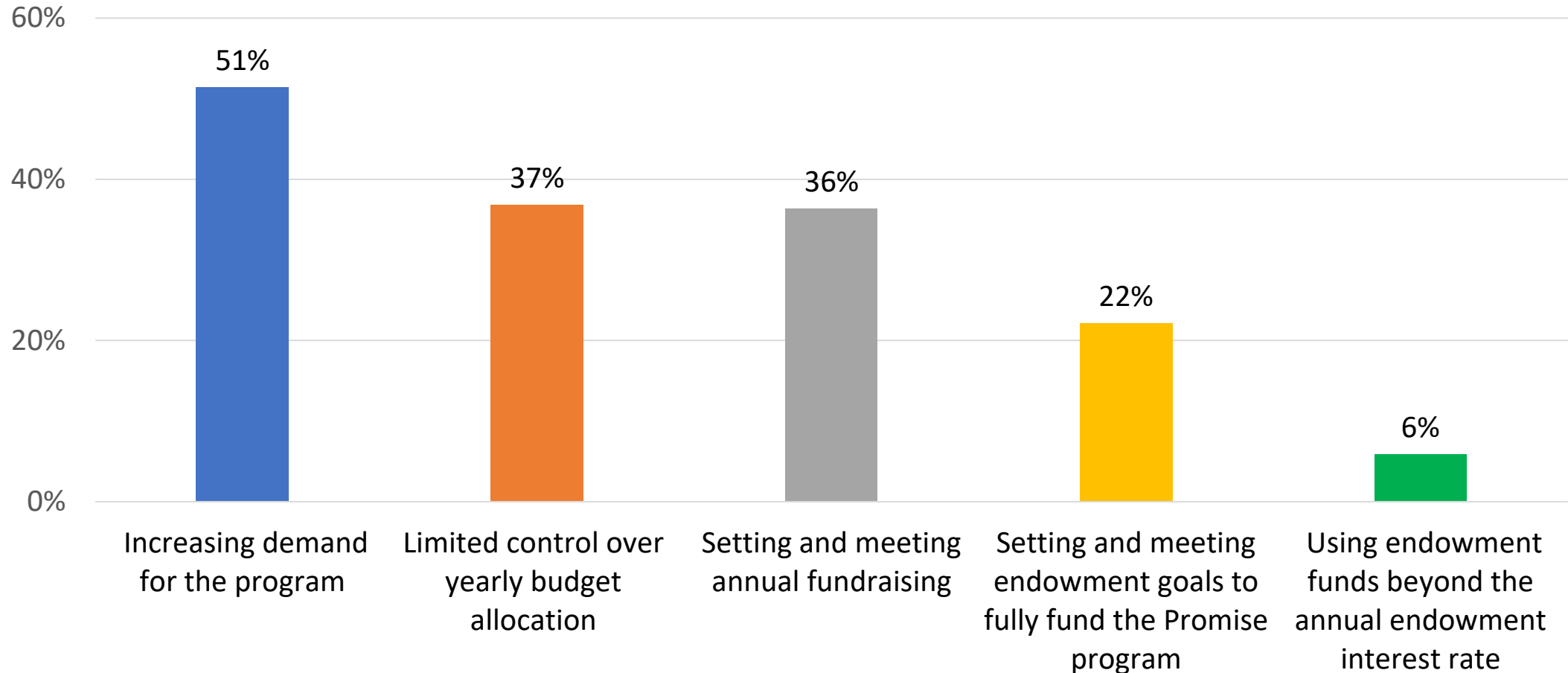
Budget Constraints and Programmatic Adjustments



Of the 43% who reported “Other”, approximately one in five said they “Modified supports or benefits”.

Source: College Promise Financial Sustainability Survey, ETS analysis of weighted data. Unweighted n=45. Response rate=34% (6%=Missing, 60%=Skip due to Q37 response of “No”).
Note: Respondents were given the option to Check All that Apply.

Financial Sustainability Challenges



18% of respondents reported “Other”, with “Anticipated tuition cost increases” cited as an example.

Source: College Promise Financial Sustainability Survey, ETS analysis of weighted data. Unweighted n=91. Response rate=68%.

Note: Respondents were given the option to Check All that Apply.

Program Service Area by Financial Sustainability Challenges

Financial Sustainability Challenges	State	County	City	School Districts	Community Colleges	Universities
Setting and meeting annual fundraising	18%	36%	44%	56%	47%	29%
Limited control over yearly budget allocation	61%	32%	32%	37%	29%	58%
Setting and meeting endowment goals to fully fund the Promise program	5%	38%	30%	27%	34%	42%
Increasing demand for the program	51%	77%	60%	60%	59%	60%

Key

0-20%	21-39%	40-59%	60-79%	80-100%
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Source: College Promise Financial Sustainability Survey, ETS analysis of weighted data. Unweighted n=91. Response rate=68%.

Note: Respondents were given the option to Check All that Apply for Q35 & Q4.



TN Achieves

Changing Lives, Transforming Communities

The mission of tnAchieves is to increase higher education opportunities for Tennessee high school students by providing last-dollar scholarships with mentor guidance.

In partnership with:



A DECADE OF TNACHIEVES



GROWTH

Class of 2009

493 Students

knoxAchieves was founded in Knox County.

Class of 2014

14,356 Students

tnAchieves operated in 27 counties.

Class of 2015

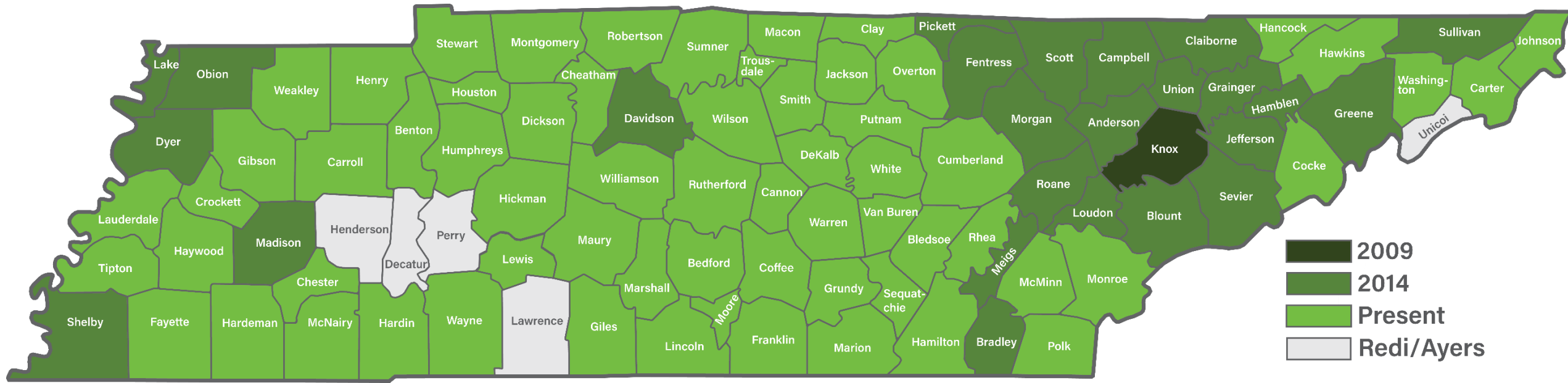
54,896 Students

TN Promise launched statewide.

Class of 2019

60,571 Students

tnAchieves administers 90 of Tennessee's 95 counties.



CORE COMPONENTS



TN Promise provides a **last-dollar scholarship** to all Tennessee high school seniors allowing them to attend community and technical colleges tuition free.



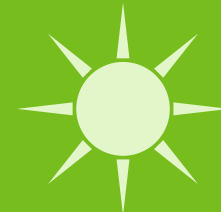
In the spirit of giving back, TN Promise students complete **8 hours of community service** every semester.



Each student is paired with a **volunteer mentor** that regularly checks in and provides guidance in the college process.



tnAchieves maintains **targeted communication** with all students regarding deadlines and next steps.



tnAchieves provides **summer programs**, including Summer Bridge and Institute, to prepare academically at-risk students for college.

COMPLETE



tnAchieves identifies at-risk students to be assigned to **COMPLETE** coaches that make regular contact to ensure students are progressing and succeeding.

TUITION

LAST DOLLAR SCHOLARSHIP

Students meet a Free Application for Federal Student Aid (FAFSA) deadline. Funds are applied after other state and federal aid are exhausted.



Class of 2009 - Class of 2014

tnAchieves provided \$16M in privately funded scholarships.

Class of 2015 – Present

TN Promise provides lottery funded scholarships.

LAST-DOLLAR SCHOLARSHIP

Below is a possible breakdown of a student who does not receive Pell or TSAA but is both HOPE/Wilder-Naifeh and TN Promise eligible. Please note that these are estimations.

	TCAT	Two-Year Public	Four-Year Public	Four-Year Private
Tuition (No books/fees/supplies)	\$3,000	\$4,000	\$8,000	\$20,000
HOPE/Wilder-Naifeh	-\$2,000	-\$3,000	-\$3,500	-\$3,500
TN Promise	-\$1,000	-\$1,000	-\$500	-\$500
Your Cost	\$0	\$0	\$4,000	\$16,000

Program Finances

TN Promise is funded by interest generated by TN Promise endowment fund and excess Tennessee Education Lottery funds.

	Average TN Promise Award Amount (Including \$0)	Average TN Promise Award Amount (Excluding \$0)
Fall 2017	\$581	\$1072
Winter 2018 (TCAT only)	\$244	\$569
Spring 2018	\$608	\$1033
Summer 2018	\$696	\$1072

Total Annual Cost AY 2017-2018: \$28.1 Million

EARLY WINS FROM FIRST COHORT

16,291

STUDENTS ENROLLED

INCREASE IN FULL TIME FRESHMAN (FTF) ENROLLMENT
10% Overall increase in enrollment in public higher education



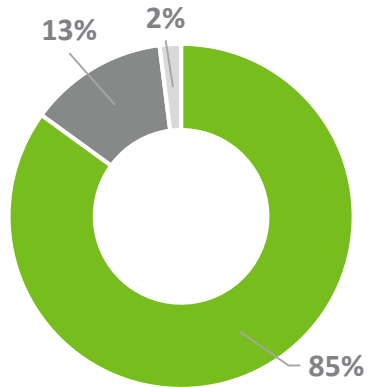
24.7% Increase at
community colleges



20.0% Increase at
colleges of applied
technology



4.6% INCREASE IN TENNESSEE'S
COLLEGE GOING RATE



- Community College or APSU
- TCAT

63%

FALL-FALL RETENTION

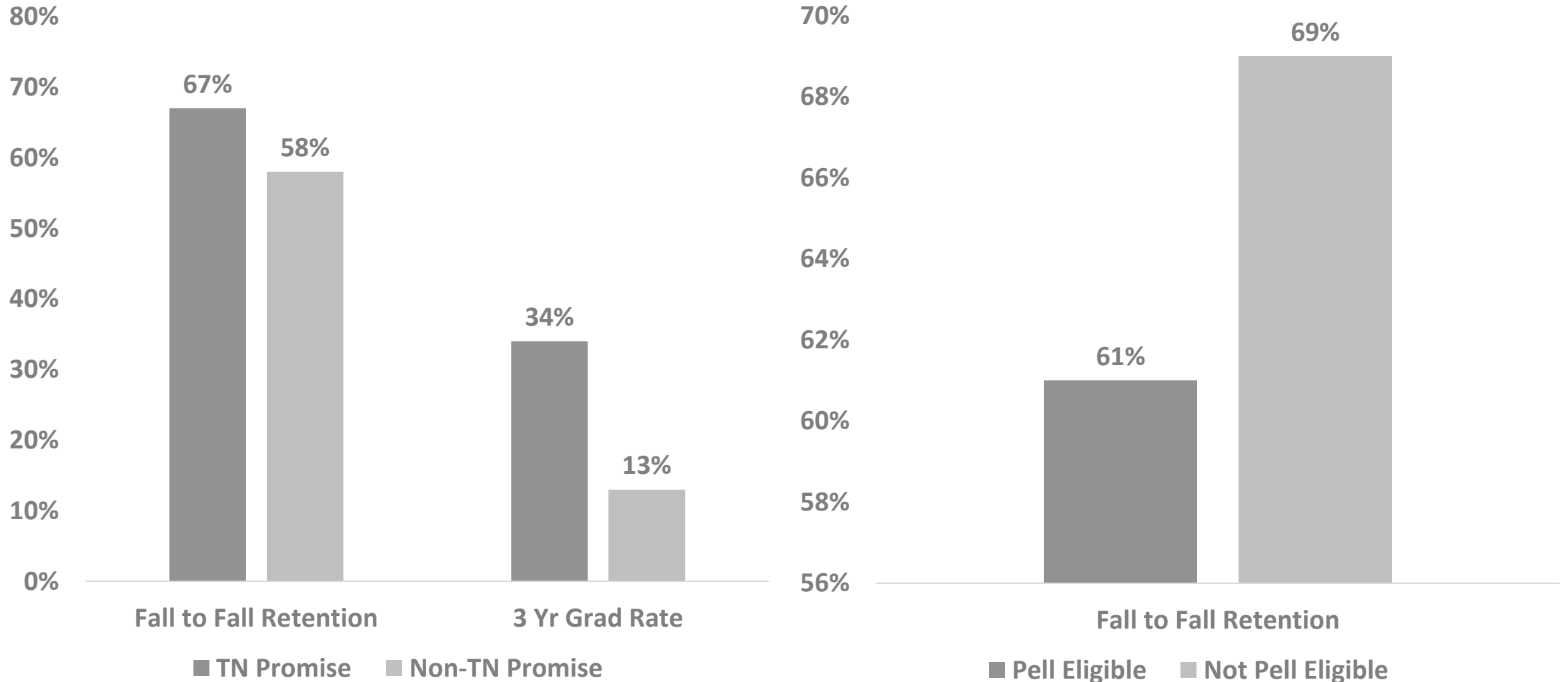
58%

COMMUNITY COLLEGE FALL-FALL RETENTION

83%

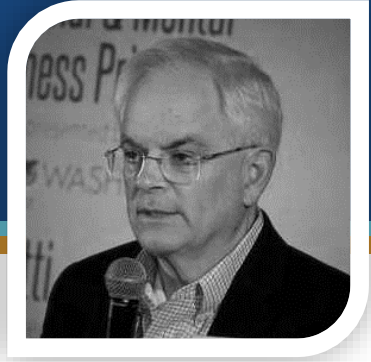
TCAT FALL-FALL RETENTION

STUDENT SUCCESS





Washington's educational attainment goals



THE ROADMAP

A Plan to Increase Educational Attainment in Washington

100% of adults* will have a high school diploma or equivalent.

2017 rate: 91%

At least **70%** of adults* will have a postsecondary credential.

2017 rate: 56%

*Adults in Washington aged 25-44



Strategic priority areas

Equity across all of our work

Affordability

Student
Supports

Enrollment

- K-12 path
- Adult path

Completions

If we build an **affordable** and **supportive** educational environment, more Washington residents will **enroll** in and **complete** a credential-bearing program at a higher education institution.



Washington financial aid programs in 2018-19

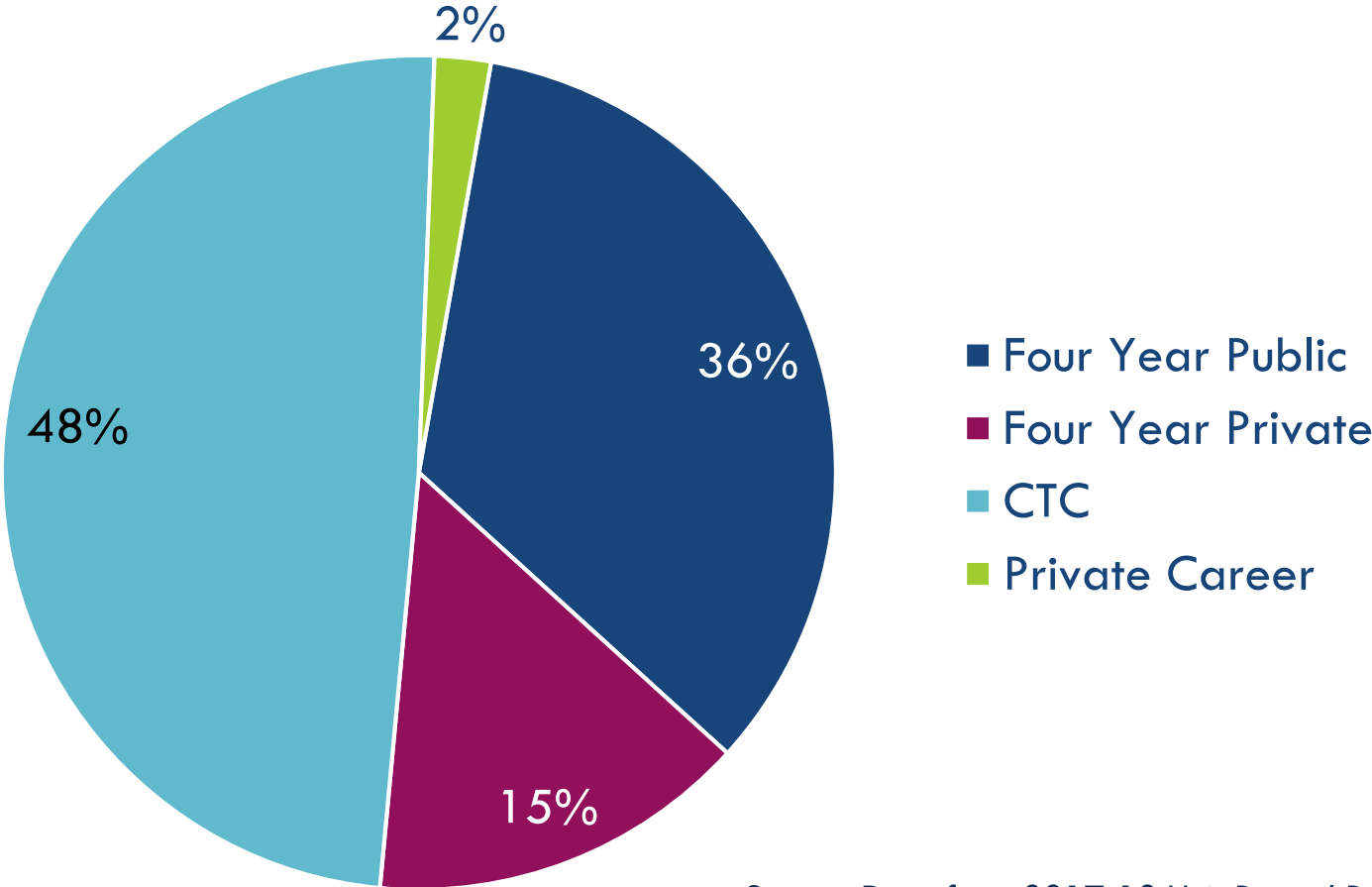
Program	Expenditures	Students served
State Need Grant	\$324 million	72,800
College Bound Scholarship (CBS)	\$26 million	22,400
Passport to College (foster youth)	\$1 million	350

Maximum grant awards	
University of Washington: \$9,745	Community technical college: \$3,694
• With CBS = \$11,009	• With CBS = \$4,516



Recipients of need-based aid by sector in 2017-18

Nearly 163,000 students received need-based aid in 2017-18.



Source: Data from 2017-18 Unit Record Report



Indicators

Direct enrollment
rate from
high school: **62%**

12th grade FAFSA
completion: **44.5%** and
48th nationally
for 2018-19



Workforce Education Investment Act – HB 2158

- Historic investment creates dedicated revenue source for higher education
 - Three-tiered increase to state's business-and-occupation tax paid by professions that depend on higher education
 - Oversight board
- Revenue of \$373.8M for 2019-21
- Used on higher education operations, compensation, programs, and student aid





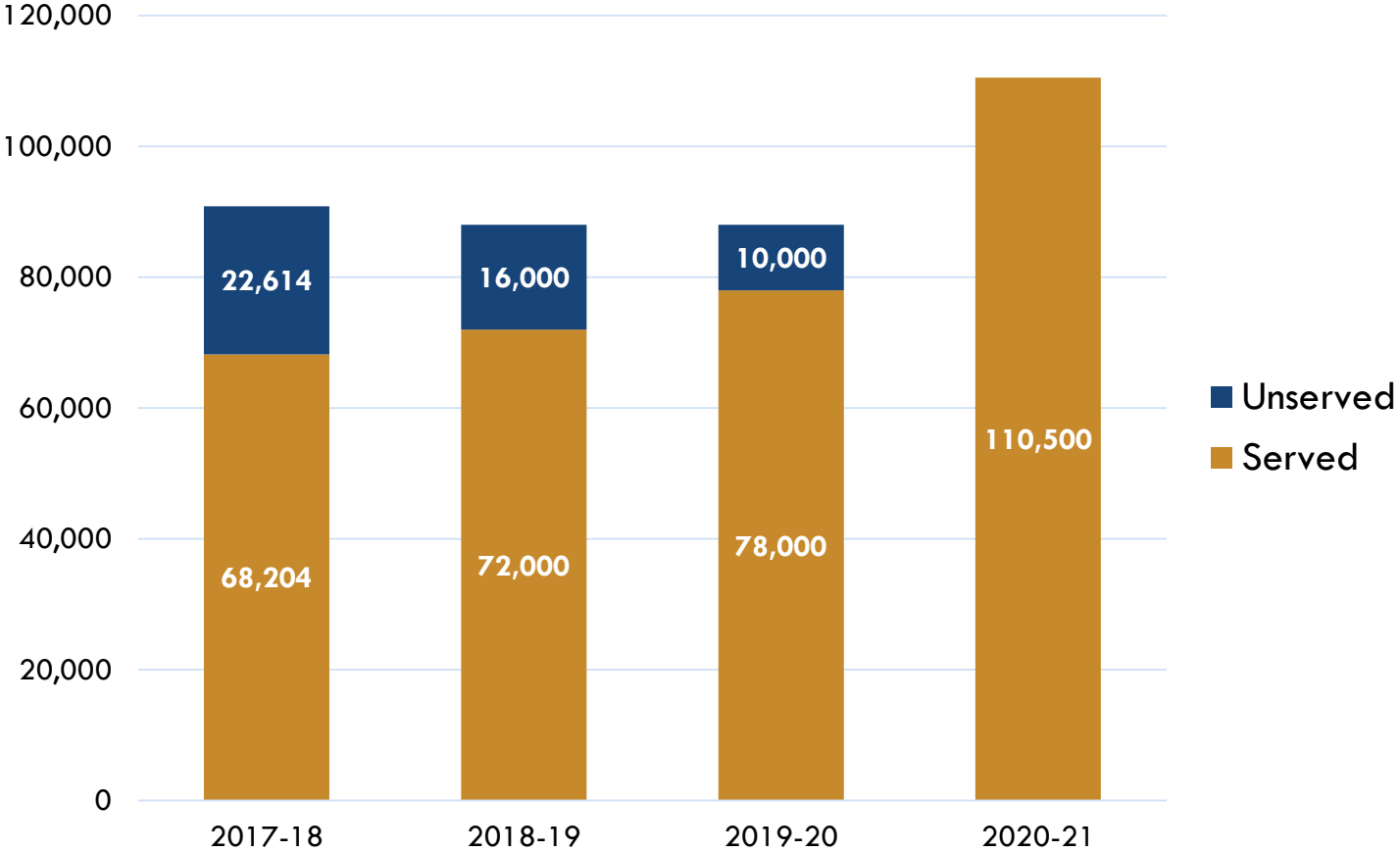
Washington College Grant

2020-21

- Guaranteed funding for eligible students
- Expanded eligibility to 100% Median Family Income, or \$92,000 (previously 70%, or \$50,500)
- Registered apprenticeships added



Impact on service level

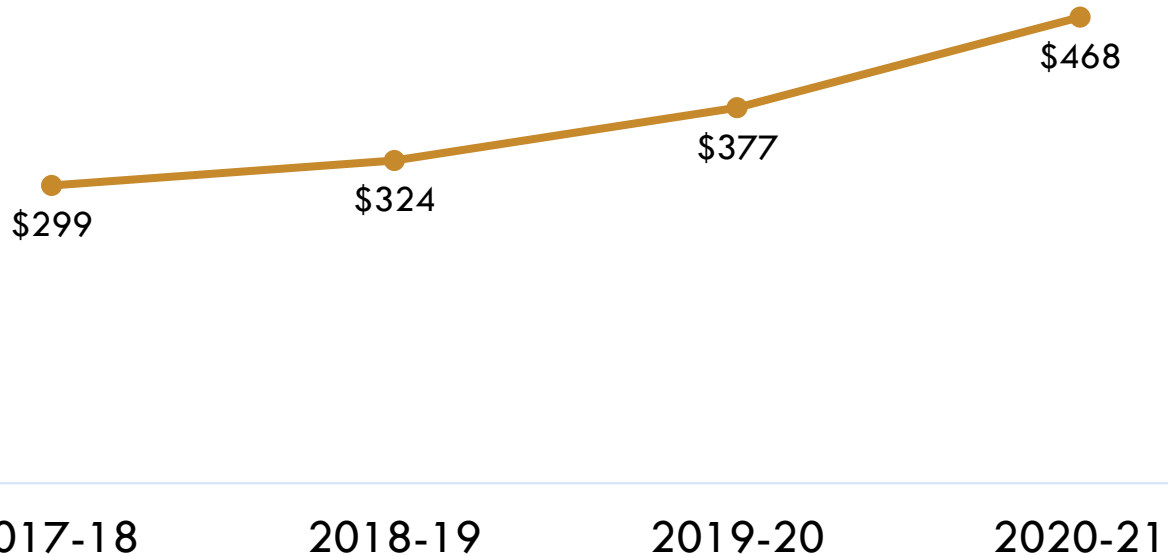


Note. Estimates for illustration purposes only. Projections shown are based on the characteristics of the current population of students who have completed a financial aid application and enrolled. The Caseload Forecast Council is developing a more sophisticated forecasting model.



Washington College Grant: Increased funding

WCG funding
(in millions)



Funding of other
need-based programs

Program	2019-20	2020-21
College Bound	\$19.5 M	\$17 M
State Work Study	\$7.8 M	\$7.8 M
Passport to College	\$2.2 M	\$2.2 M
Passport to Careers	\$0.5 M	\$0.5 M



Washington College Grant: Income eligibility

Income level (% of WA Median Family Income)	Income at MFI cap for a family of 4 (2019-20 levels)	Award proration (% of max award) Starting in 2020-21
0 – 50%	\$46,000	100%
51 – 55%	\$50,500	100%
56 – 60%	\$55,000	70%
61 – 65%	\$59,500	60%
66 – 70%	\$64,000	50%
71 – 75%	\$69,000	24.5%
76 – 100%	\$92,000	10%

Source: [WSAC Published MFI Chart for 2019-20 WCG](#)



Washington College Grant: Award examples

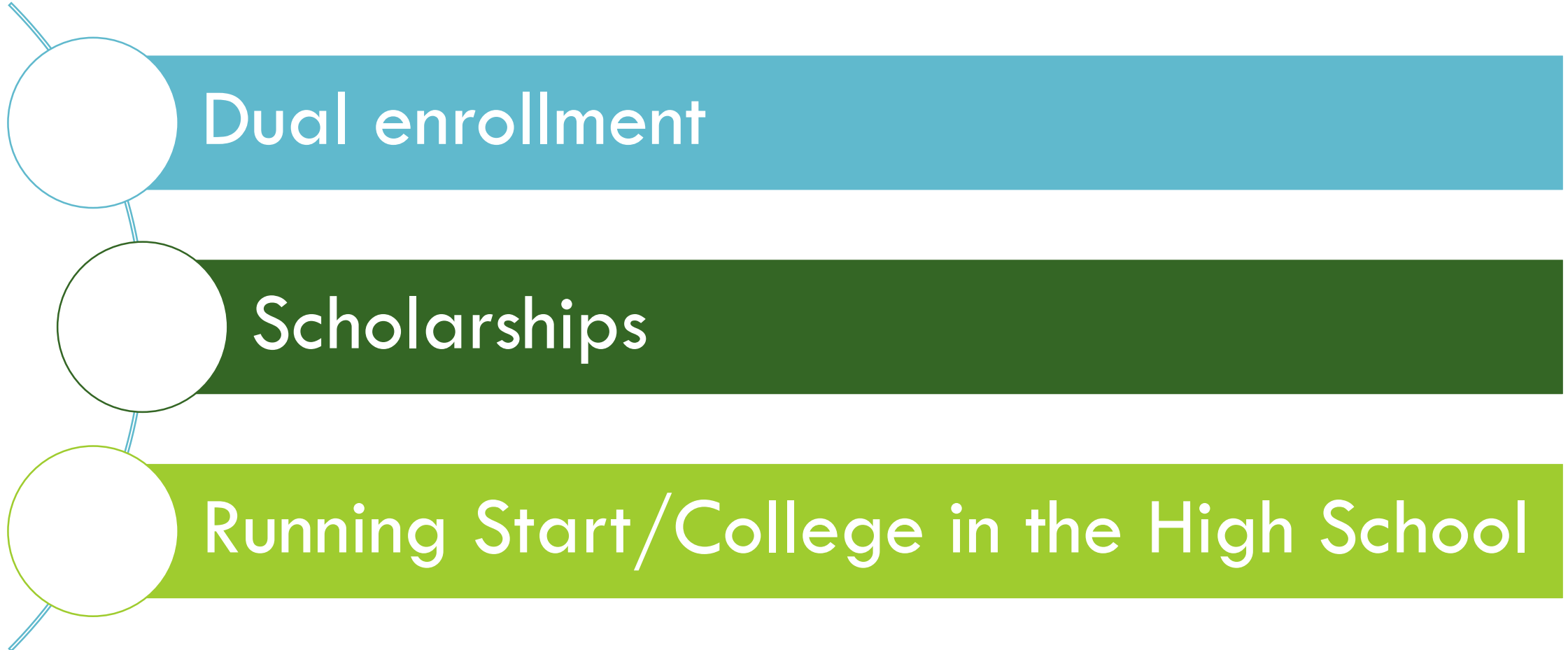
Example	Income level (MFI)	Income at MFI family of 4 (2019-20)	Award proration	Starting in 2020-21	
				School	Award amount*
Full grant	51 – 55%	\$50,500	100%	University of Washington	\$10,963
				Community and technical college	\$4,190
Prorated grant	76 – 100%	\$92,000	10%	University of Washington	\$1,096
				Community and technical college	\$419

Examples for illustration purposes only.

*2020-21 Awards based on 2019-20 amounts with an assumed 2% tuition growth, per legislative assumptions.



Other WEIA investments



Q & A

Please submit your questions in the Q&A box.

Thank you for joining us today!

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