

## Are Promise Programs our Future?



**Mitch Andrews**, a native of Tyler, TX, returned to East Texas more than fifteen years ago. For twelve years he dedicated his life to nonprofit arts organizations in the Atlanta, GA area. His work as an arts administrator included marketing and fundraising for the Atlanta Symphony Orchestra and the Alliance Theatre Company, both divisions of the Robert W. Woodruff Arts Center. At the Alliance, Mitch served as Director of Annual Giving and eventually became Associate Director of Development. In Georgia, his volunteer experience included working with the Cultural Olympiad, which brought worldwide arts programming to the 1996 Summer Olympics.

Mitch has been employed with TJC for over fifteen years. During 2016, he was named Executive Director of Institutional Advancement and the Tyler Junior College Foundation after previously serving as Executive Director of Advancement and Alumni Engagement and Director of Principal Gifts. He is a member of Rotary Club of Tyler, and his volunteer work in the community has included serving as President for the board of Leadership Tyler; Vice President of Development for Tyler Civic Theatre; and currently, he serves on the board for the East Texas Symphony Orchestra. Mitch was named the Leadership Tyler Distinguished Alumnus in 2011. Mitch recently served as the Chair for the national conference hosted by the CASE (Council for Advancement and Support of Education) Center for Community College Advancement. He previously served on the planning committee and as a presenter for the first CASE virtual conference which focused on alumni relations for community colleges. He has also served as Vice President for the Texas Association of Community College Foundations (TACCF.)



**Dr. Pyeper Wilkins** is the Chief Advancement Officer for the Dallas County Community College District and Executive Director of the DCCCD Foundation. With an extensive background in resource development, planning, facilitation, and building partnerships, she is skilled at collaborating with business and industry, public agencies, and community and faith-based organizations to meet the needs of students and the community.

Dr. Wilkins has secured over \$100 million in funding through public and private sources throughout her career to support student success, workforce and economic development, the launch of new programs and curriculum, and facility renovation. Most recently, she has led the DCCCD Foundation efforts to create and launch the Dallas County Promise, in partnership with other community organizations and universities in the Dallas area. Pyeper holds a bachelor's degree in business education, a master of science in human relations and business and a doctorate in educational leadership and management. She has been married to her high school sweetheart, Greg, for 32 years and they have a grown daughter and son-in-law, 2 fur babies, and 2 grand-dogs.

# ARE PROMISE PROGRAMS OUR FUTURE?

Pyeper Wilkins  
Dallas County Community College District  
Chief of Advancement Initiatives  
Executive Director, DCCCD Foundation

Mitch Andrews  
Tyler Junior College  
Executive Director, Institutional Advancement  
and TJC Foundation



# Benchmarks reveal key trends across similar initiatives, although total requirements and support by program varies

## Eligibility

Nearly all reviewed programs require students to **enroll immediately after graduation** from High School or completion of a GED

High School **GPA is not a core eligibility component** of most programs, and many GPA requirements are low if required

## Funding & provisions

Most programs require a continuous, **full course load of twelve credit hours** and provide **funding for up to three years**

Most grants provide coverage for **tuition or tuition/books only**; all other costs of attendance excluded from the "free college" messaging

Most programs provide **some sort of wraparound services**, and often utilizing these services is required as part of the program

Some programs have **community service requirements** both for eligibility and as part of the funding program

All reviewed programs, with exception of Kalamazoo Promise are **"last dollar" funding models; few programs set a funding cap** against covered costs

*Additional information in appendix*

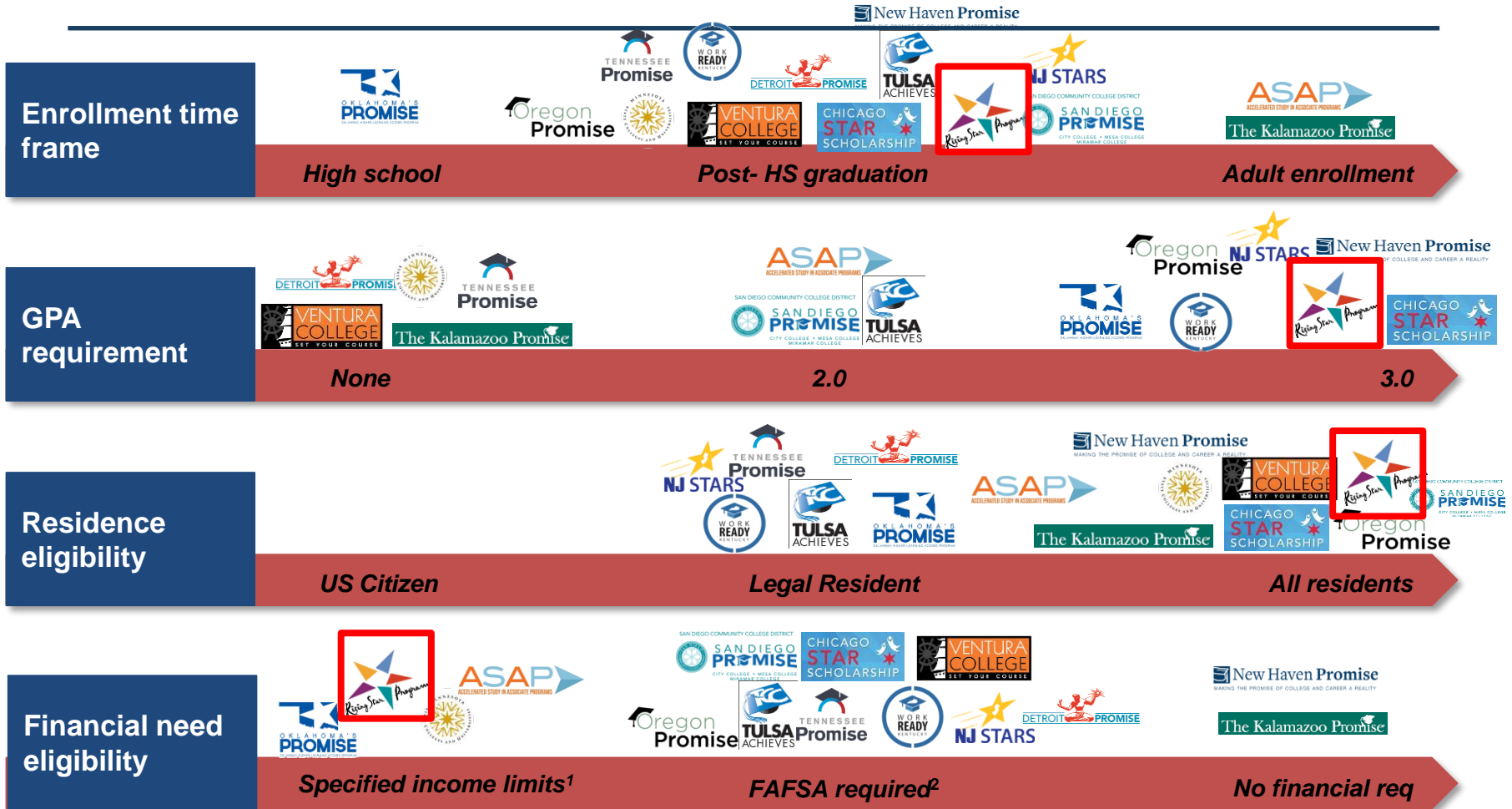


# While many programs exist to remove financial barriers to a college degree, requirements and eligibility vary greatly

	Program/Grant	Year founded	2 yr / 4yr	Funding cap?	Funding inclusion	GPA Requirement	Distinguishing features
City/College Sponsored	Rising Star	1999	2 yr	<input checked="" type="checkbox"/>	Tuition/books	3.0	
	Chicago STAR	2015	2 yr	<input checked="" type="checkbox"/>	Tuition/books	3.0	Completion ready ACT scores required
	San Diego Promise	2016	2 yr	<input checked="" type="checkbox"/>	Fees/books <sup>2</sup>	2.0	Funding available for books if tuition covered by alternate sources
	Ventura College Promise	2005	2 yr	<input checked="" type="checkbox"/>	Fees <sup>2</sup>	n/a	Single year funding
	Detroit Promise Zone	2015	2yr	<input checked="" type="checkbox"/>	Tuition/Fees	n/a	Full funding after Pell and TIP grants only
	CUNY ASAP	2007	2 yr	<input checked="" type="checkbox"/>	Tuition/general	2.0	Extended funding to books and transportation
	Kalamazoo Promise	2005	2yr / 4yr	<input checked="" type="checkbox"/>	Tuition/Fees	n/a	"First dollar" model
	Tulsa Achieves	2007	2yr	<input checked="" type="checkbox"/>	Tuition/Fees	2.0	Flexible enrollment down to 3 hours/semester
	New Haven Promise	2007	2yr / 4yr	<input checked="" type="checkbox"/> <sup>1</sup>	Tuition	3.0	Can be applied to private university tuition
State Sponsored	Tennessee Promise	2015	2 yr	<input checked="" type="checkbox"/>	Tuition	n/a	Part of broader initiative to increase degree completion
	Oklahoma's Promise	1992	2yr / 4yr	<input checked="" type="checkbox"/> <sup>1</sup>	Tuition	2.5	Funding can be applied to other costs if tuition covered by alternate sources
	Oregon Promise	2015	2 yr	<input checked="" type="checkbox"/>	Tuition	2.5	Expanded credit hour availability at 90 hours
	KY Work-ready scholarship	2016	2 yr	<input checked="" type="checkbox"/>	Tuition	2.5	Degree completion required in 4 semesters
	Minnesota College Occupational Scholarship	2015	2 yr	<input checked="" type="checkbox"/>	Tuition/Fees	n/a	\$1M/year spent on external mentoring services
	New Jersey STARS	2004	2 yr	<input checked="" type="checkbox"/>	Tuition	Top 15%	Eligibility determined by class rank rather than GPA

1. Funding is not capped for public 2 and 4 year degrees; for New Haven Promise, funding can go to \$10k/year; beyond this, students may look for other sources of funding (e.g. if student is at private university);

# Individual eligibility for "free-college" programs not clearly defined...



1. Students required to fill out FAFSA/alternative application with a capped household income specified by program 2. For students not eligible for FAFSA but eligible for scholarship, alternative application is required in accordance with state laws

Note: For the New Jersey Stars program, no GPA requirement but student must be in top 15% of class



# ...and multiple levers available to provide greater access to scholarship funding



<sup>1</sup> Only inclusive of 2 year degree programs <sup>2</sup>. Credit hour limitations rather than time restricted; may require continuous enrollment <sup>3</sup>. Only includes city funded programs

Several program structure dimensions Rising Star could explore based on comparable program inclusions

Program funding and acceptance varies with respect to three key areas:

### **Student funding caps**

*Many programs limit funding by cost categories covered (e.g., tuition only) and funding period (e.g., 3 year maximum) but do not have a set \$ cap*

### **GPA requirements**

*Of the 15 programs observed, >50% have a requirement of 2.0 or no GPA limitation*

### **Financial need eligibility**

*Many programs do not have set financial eligibility requirements beyond completing the FAFSA form*

Other programs include elements to consider depending on overarching program objectives:

#### **Increased mandatory programming**

- Frequent, mandatory mentorship engagement
- Additional peer mentoring/collective meetings
- Additional required or specialized coursework

#### **Enhanced continuing eligibility**

- Community service hour requirement
- Semester credit hour minimums
- Higher program GPA requirements



**TJC**  
*Promise*



## TJC Promise – Purpose

To partner with our East Texas communities to build a stronger college-going culture, while successfully preparing students to achieve their educational goals resulting in graduates ready to enter the 21<sup>st</sup> century workforce



## TJC Promise – Why?

### Support vision of community and economic health

College education provides \$1.3 million more over lifetime

*Georgetown Center for Education & Workforce*

2005-2017, home ownership rate for under 35 has dropped from 43.3% to 34.3%

*US Census Bureau*

### Promote educational success and college-readiness

### Remove financial barrier

Average annual tuition and fees at public university has increased nearly 70%

*College Board*

69% of graduates from public universities have average debt of \$28,950

*Institute for College Access and Success*

### Address statewide initiative, 60X30TX

35% of East Texas citizens possess a postsecondary credential

*Texas Education Coordinating Board & Houston Endowment*

In Smith County, 42% have high school or less, 25% some college but no degree

*Texas Education Coordinating Board & Houston Endowment*



Rusk TJC Citizens Promise Scholarship  
Successful Program!



## TJC Promise – What is it?

Offers “earned scholarship”

Must achieve standards of program

Academics

Persistence

Community Service

Provides “last in scholarship”

Pell Grant and TJC scholarships used first

TJC Promise funds remainder



## **GRADE POINT AVERAGE (WEIGHTED)**

Complete each year in high school with a cumulative GPA equal to or greater than a 2.5/4.0 scale or an 80/100-point scale

## **COLLEGE READY**

Graduate high school college-ready as defined by State of Texas



## **ABSENCES (UNEXCUSED)**

Five (5) days or fewer during second semester of freshman year

Ten (10) days or fewer during each year, sophomore through senior

No more than two (2) mandatory disciplinary actions as defined by TEC

## **PROGRESS**

Advance each year with class

## **COLLEGE**

Come directly to TJC after graduation



## COMMUNITY SERVICE

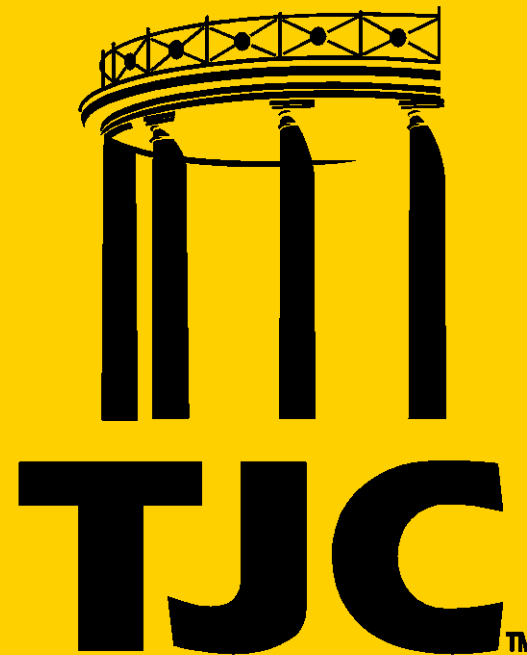
Five (5) service hours or more during  
Sophomore year

Ten (10) service hours or more during  
each year, junior and senior



TJC Promise - Launch

*Celebrating*  
**1926**  
**2016**  
*Years*



90<sup>th</sup> Anniversary!



# TJC Promise – Leadership



Launch Event  
Superintendents from Six Communities



# TJC Promise – Recruitment 2020



1,226 students!



# TJC Promise – Recruitment 2021



2,245 students total!




## TJC Promise – Funding


A BOLD NEW PROMISE  
FOR DESERVING STUDENTS  
IN EAST TEXAS.

CAMPAIGN FOR THE  
**TJC**  
*Promise*

TJC PROMISE  
TUITION EARNED  
SCHOLARSHIP

Since 1926, Tyler Junior College has embodied the true sense of the term "community college," as reflected in its foundational promises to provide students with a quality education, a vibrant student life and opportunities for service to the community.



TJC.edu/promise 

Cost = \$800,000 annually

Funding \$20 million  
endowment by fall of 2020

Launched "Campaign for TJC  
Promise" fall of 2016

Have received \$7.3 million in  
commitments to date



# TJC Promise – Leadership Video

TJC  
*Promise*

Dallas County Promise

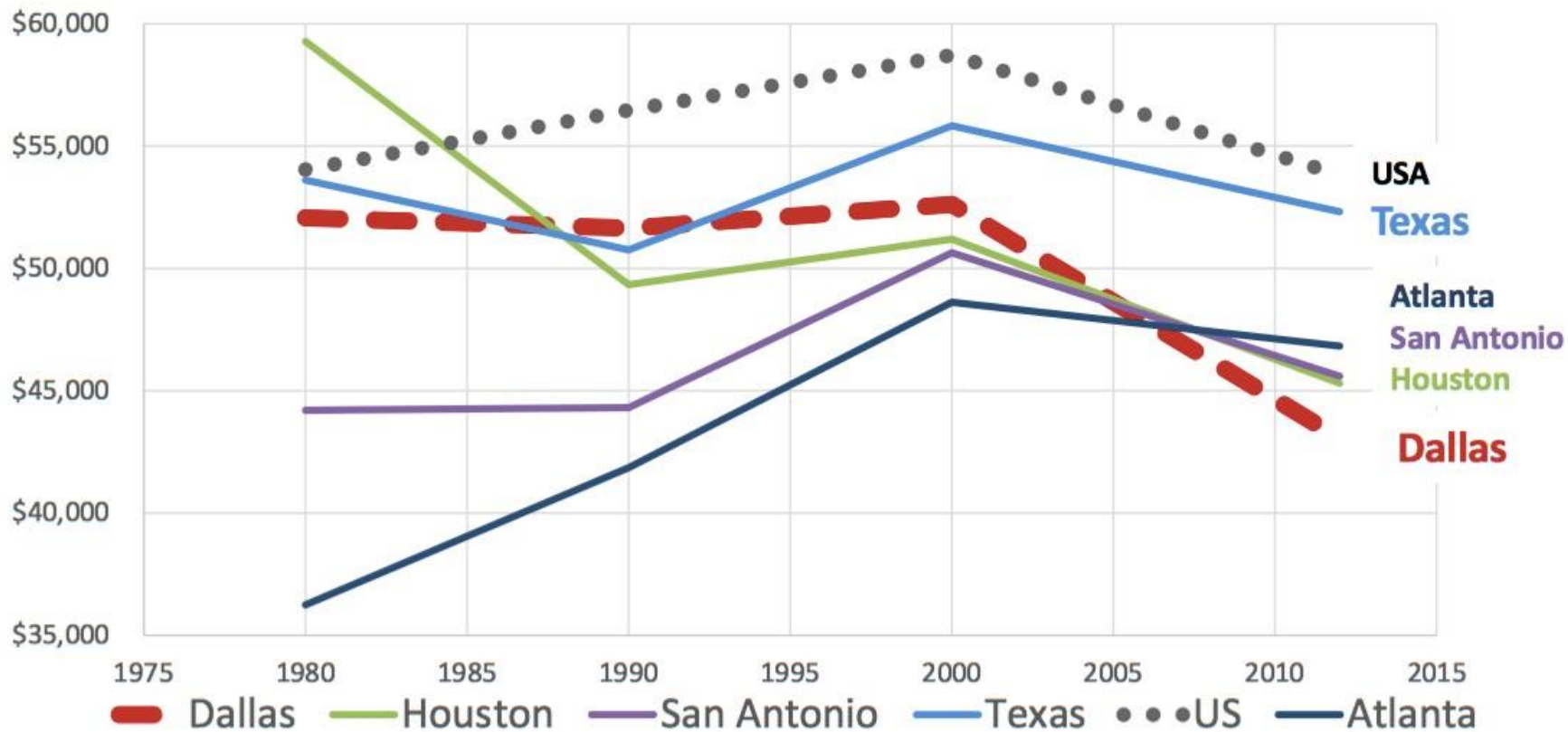
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Transformation



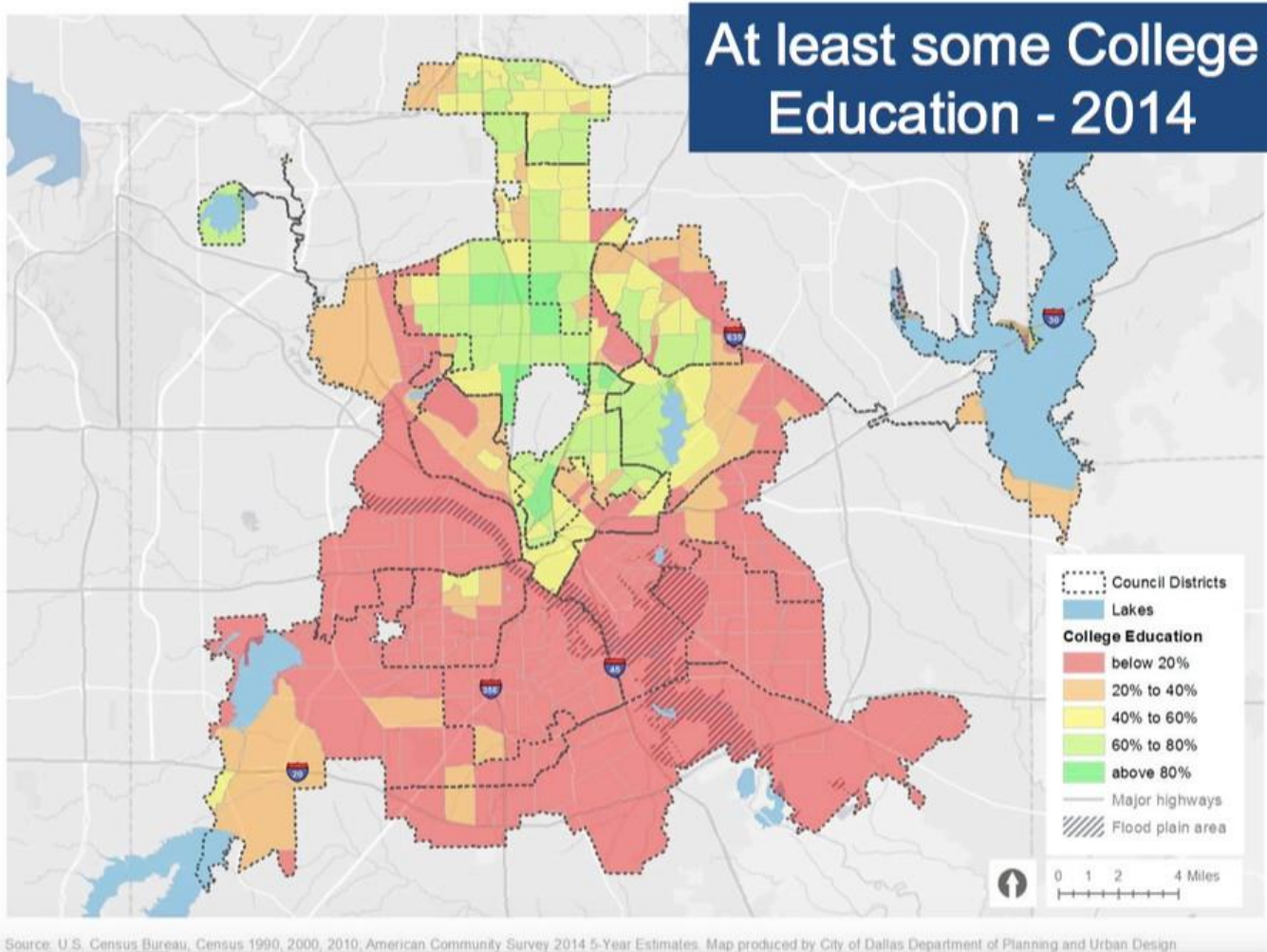


# The Case for Urgency: Declining Median Household Income over Time Since 1980 Which Accelerated Starting in 2000



Sources: Median Household Income (Adjusted to 2013 Dollars) retrieved from Social Explorer of US Decennial Census 1980 (T53), 1990 (T43), 2000 (T93), and ACS 2008-2012 5 year estimates (T57)

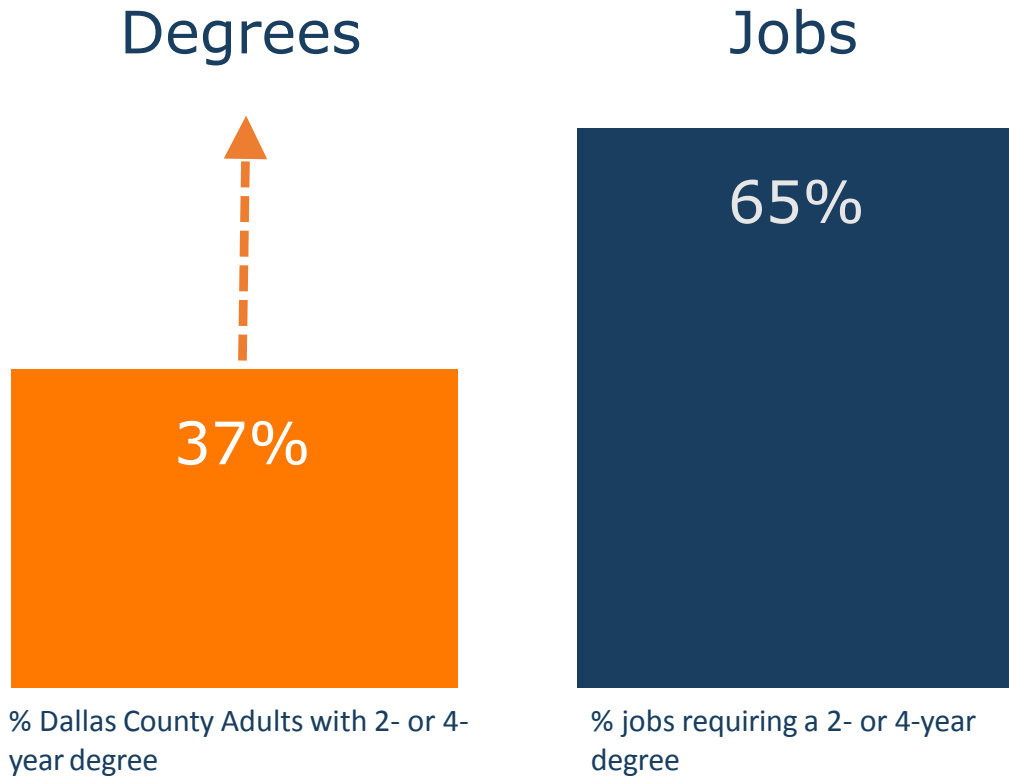
# Key Drivers: Substantial Geographies Across Dallas With Minimal to No College Credit Hours Attained





# Pct. of jobs requiring college is almost double the % of Dallas County adults who've completed college....

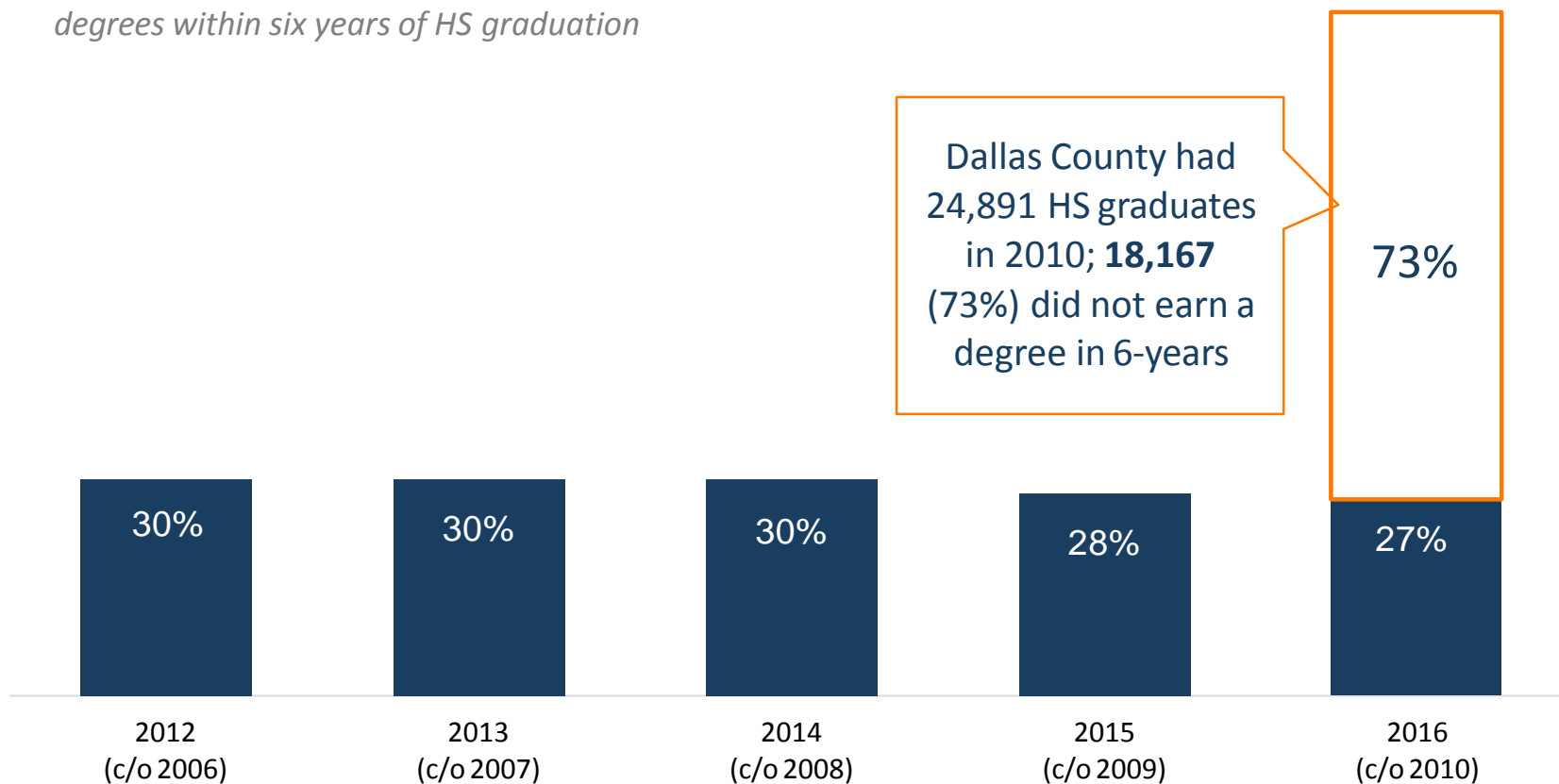
Dallas County Postsecondary Attainment, 2016



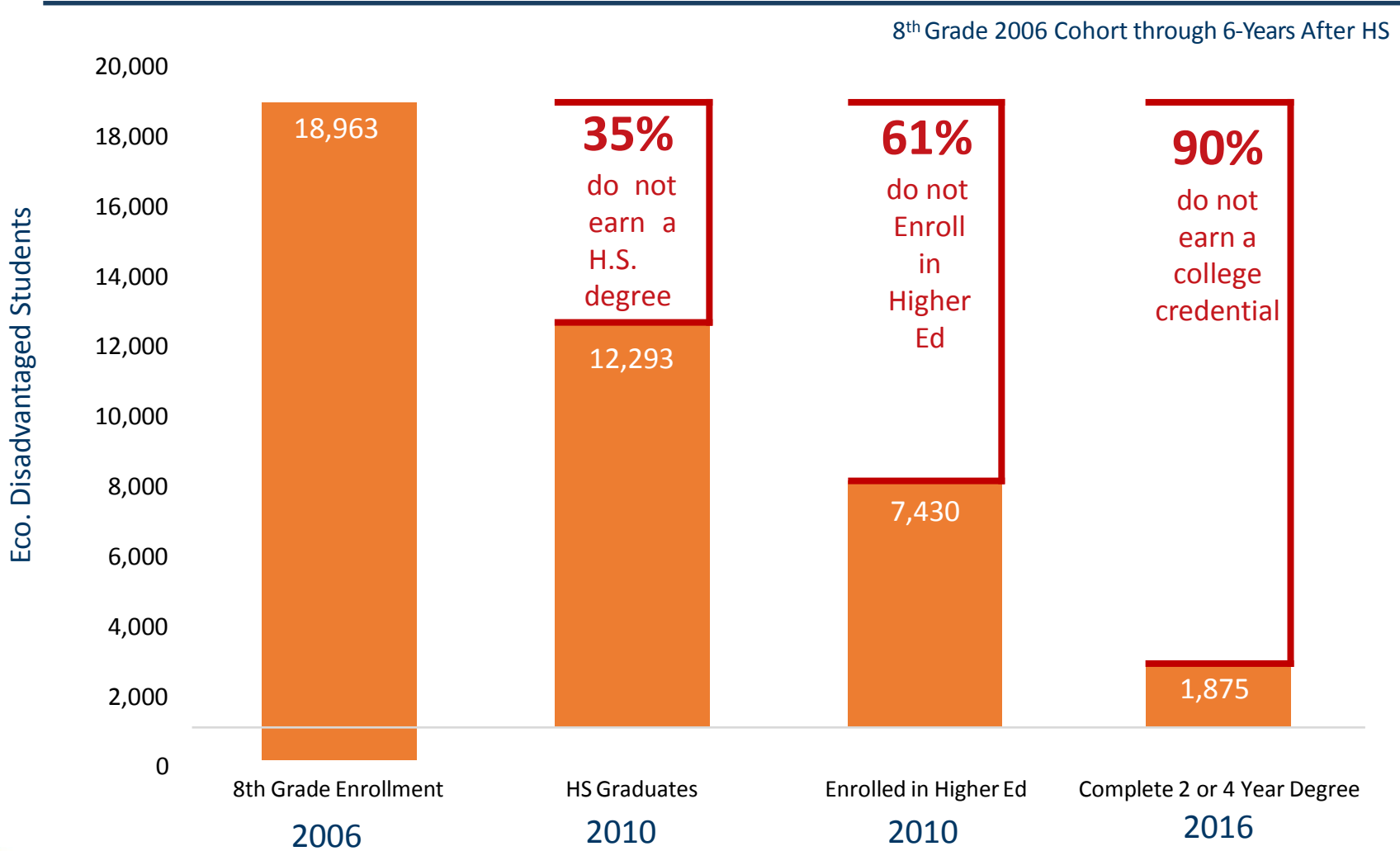
# ...and yet the pipeline behind is getting worse as Dallas County college completion rates are low and declining

## Dallas County Six-Year College Completion Rates, 2016

*Percent of HS graduates completing two- or four-year degrees within six years of HS graduation*



# Driving Factor: Only 1 in 10 Economically Disadvantaged 8<sup>th</sup> Grade Students in Dallas County Earn a College Credential

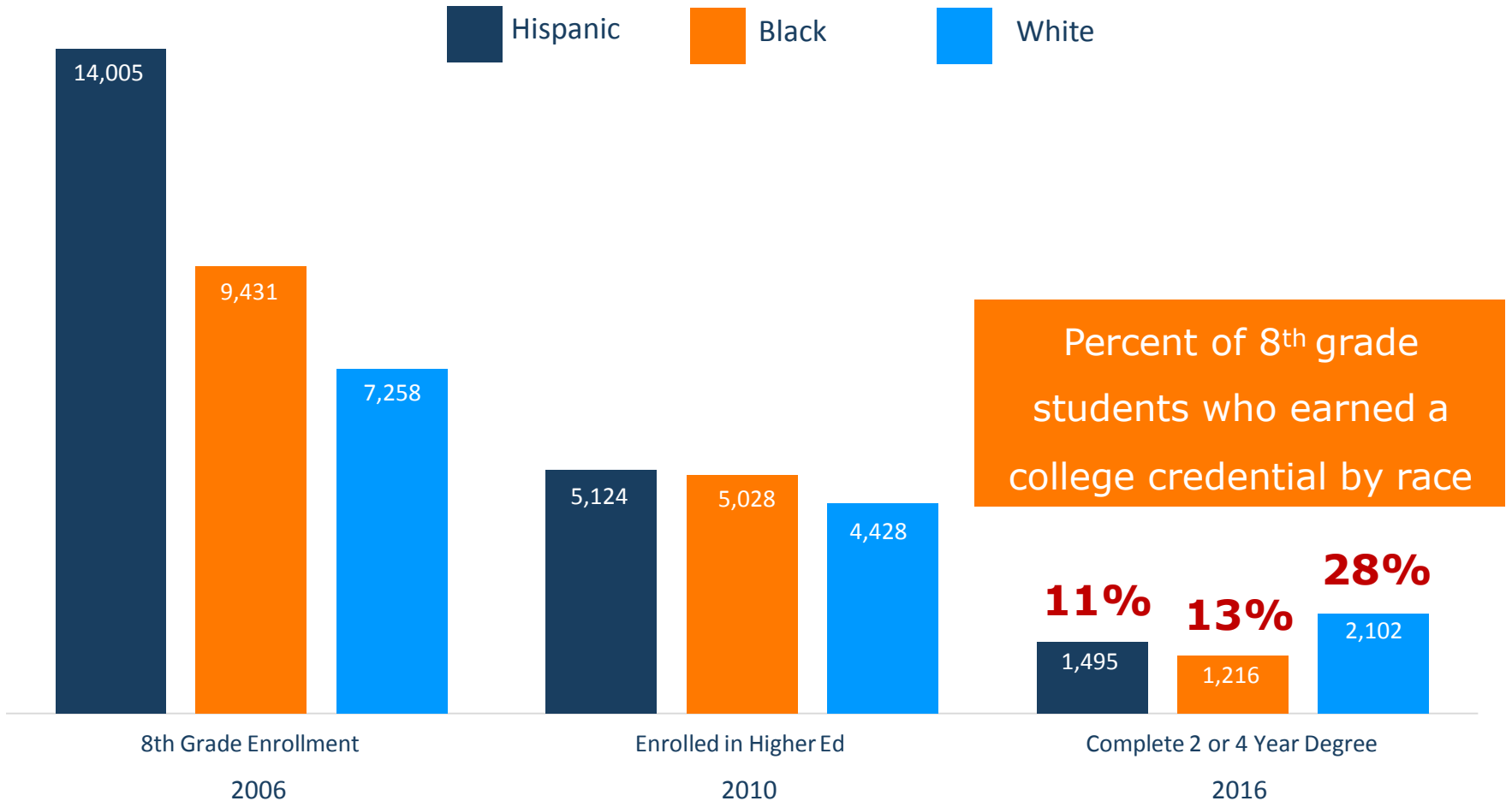




# Analyzing Dallas County Talent Pipeline by Ethnicity

## Illustrates Dramatic Differences in College Completion Rates

Dallas County Six-Year College Completion Rates, 2016 from 8<sup>th</sup> grade cohort





Dallas: **highest** percentage of individuals without a high school diploma: **lowest** percentage with a college degree

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No HS  
Diploma

950,000

Adults in DFW that do not have a high school credential

22% of Metroplex

Limited  
English

640,000

Over 16 year old population with limited English proficiency

14.7% of Metroplex

Some College  
No Degree

900,000

Adults in DFW with some college and no degree

21% of Metroplex



# McKinsey & Company

## Pro Bono Consulting for Dallas County 60x30TX

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- **Need:** Dallas County needs to produce **1.6x more** postsecondary degrees to achieve 60x30TX
- **Framework:** focused on **College Completion and Workforce Alignment**
  - Advocacy and Outcomes Coalition
  - Robust Data Tracking
  - Sustainable Funding
- **Strategy:** Remove the number 1 barrier – cost... Promise initiatives and support driven by data, research, best practice, and community voice
- **Infrastructure:** A “**60x30TX**” **group** is essential to focus and coordinate Promise initiatives

# Dallas County Framework – 60x30TX

Improve the quality  
of life for Dallas County community  
members through postsecondary education and  
professional development

Community  
commitment



## Inspire

to captivate the hearts  
and minds of the  
community on the  
opportunity for higher  
education



## Enable

students to excel before  
Day 1 by improving  
education systems and  
increasing access to  
resources



## Sustain

momentum to ensure  
students succeed in the  
classroom and  
complete their degrees



## Launch

students into positive  
career trajectories  
aligned with needs of  
the community

Strategic  
pillars

## Advocacy and outcomes coalition

to bridge the divide with K-12, higher education, non-profit, and workforce communities

Foundational  
enablers

## Robust data tracking

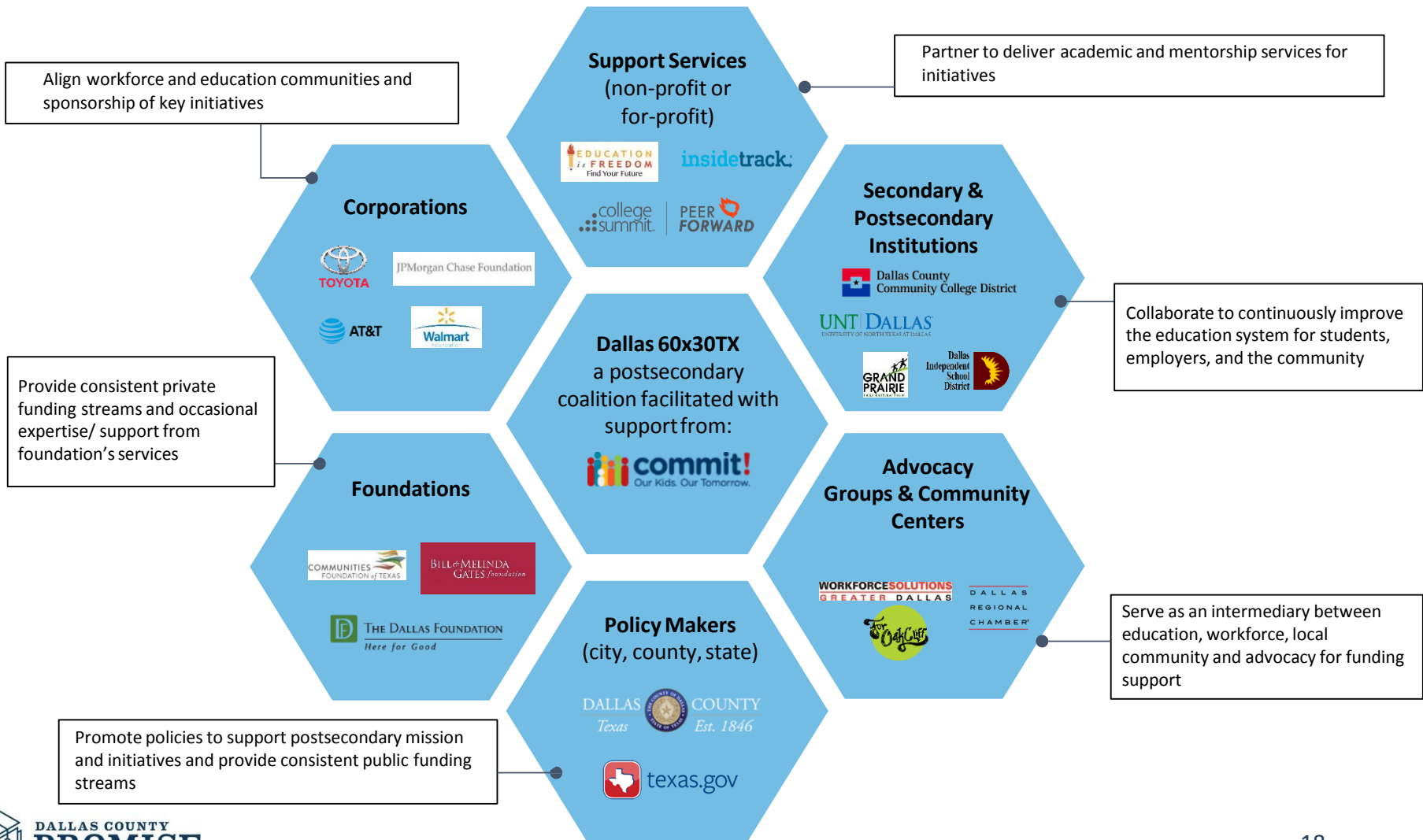
to measure student performance, prioritize interventions, and boost community ROI

## Sustainable funding

to optimize community resources and ensure the Promise is kept



# Building the Advocacy and Outcomes Coalition





# Strategy to Close the .6X Gap to 60x30TX 55,000 New Credentials and Degrees by 2030

## 3 Promise Initiatives are Required to Achieve 60X30TX



- High School Pipeline
- Underrepresented HS
- Deep District Work
- Workforce Partnerships
- Middle Skill Focus



- High School Pipeline
- Guided Pathways w/ 4-years
- All County Focus
- HS Outreach Support
- Mentoring / Success Coaching



- Adult Population
- Literacy Focus
- Workforce Credentials
- Direct to Industry

Annual New Credentials in 2025	<b>3,200 NEW</b> 100 new completers across 32 ECHS	<b>3,500 NEW</b> 35 new completers from 100 HS	<b>1,500 NEW</b> Annual new certificates and degrees
Total New Credentials by 2030	<b>20,000</b>	<b>25,000</b>	<b>10,000</b>



# Dallas Early College – PTECH Modeling

Early College

Rising Star

Level Up

- Committing Leadership Resources
- Renovating Facilities
- Addressing College Readiness
- Branding Environments
- Engaging Industry Partners
- Reaching out to 8<sup>th</sup> Grade Students and Families

## 31 Current ECHS Sites

Increased College Readiness

Increased College Credits

Increased Industry Engagement

Increased Workforce Alignment



# Expansion of Rising Star - Universal Access

## Leveraging the Power of the TNPromise Approach



Early College

Rising Star

Level Up

### Tuition Free College



Removes financial barrier to college and transforms local student perspective on college access

### Mentoring



Provides critical supports to area students who are primarily low income and first generation college scholars starting in H.S. through college completion and into the workforce

### Career Pathways



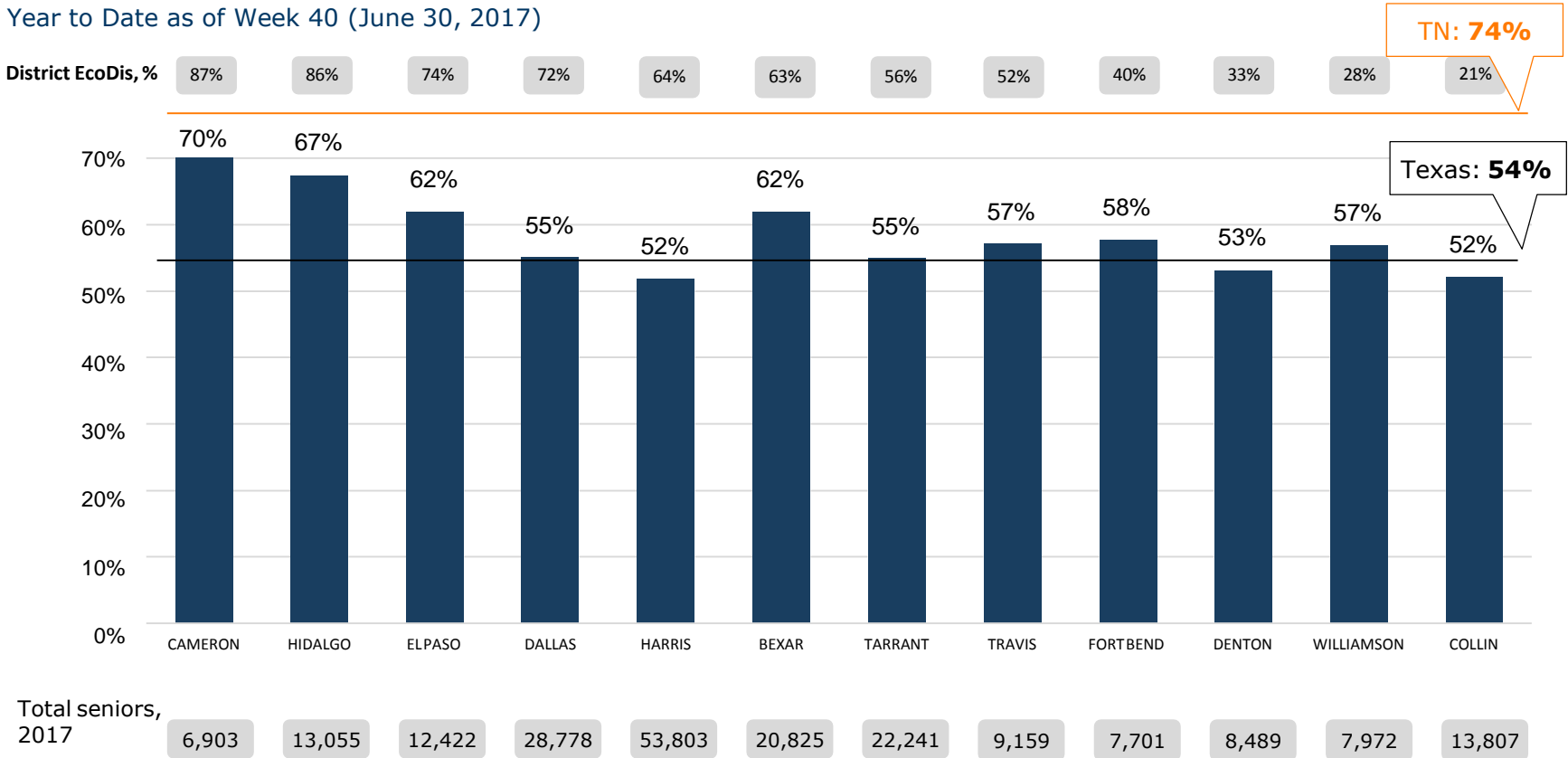
Tracks student progress across education and workforce pathways and drives continuous improvement through real time reporting



# Replicate the TN FAFSA Completion Success for the over 72% Economically Disadvantaged Students of Dallas County

## Percent of Seniors Completing FAFSA by County for 12 Largest Counties

Year to Date as of Week 40 (June 30, 2017)





# University partners provide a tuition free pathway to a bachelor's degree

Early College

Rising Star

Level Up

**UNT | DALLAS**<sup>™</sup>  
UNIVERSITY OF NORTH TEXAS AT DALLAS

Providing ALL Dallas County Promise students an opportunity to continue their Promise scholarship of free tuition through the completion of a bachelor's degree at UNT Dallas.



**SMU**<sup>®</sup>

Providing select Dallas County Promise students a merit and need based scholarship opportunity to continue their Promise scholarship of free tuition through the completion of a bachelor's degree at SMU.



# Three steps to receive the Promise Free tuition and success coach

Early College

Rising Star

Level Up

## qPledge

**Pledge Available Oct 2**

**SENIOR YEAR by January 31:**

- Make your Promise Pledge at [www.DallasCountyPromise.org](http://www.DallasCountyPromise.org)
- Your pledge is only complete once you see a submission confirmation

## q Apply

**SENIOR YEAR by March 15:**

- Complete application to DCCCD through ApplyTX or the DCCCD Admissions Application
- Submit Free Application for Federal Student Aid (FAFSA) or Texas Application for State Financial Aid (TASFA) and list DCCCD college

## qEnroll

**SENIOR YEAR by July 31:**

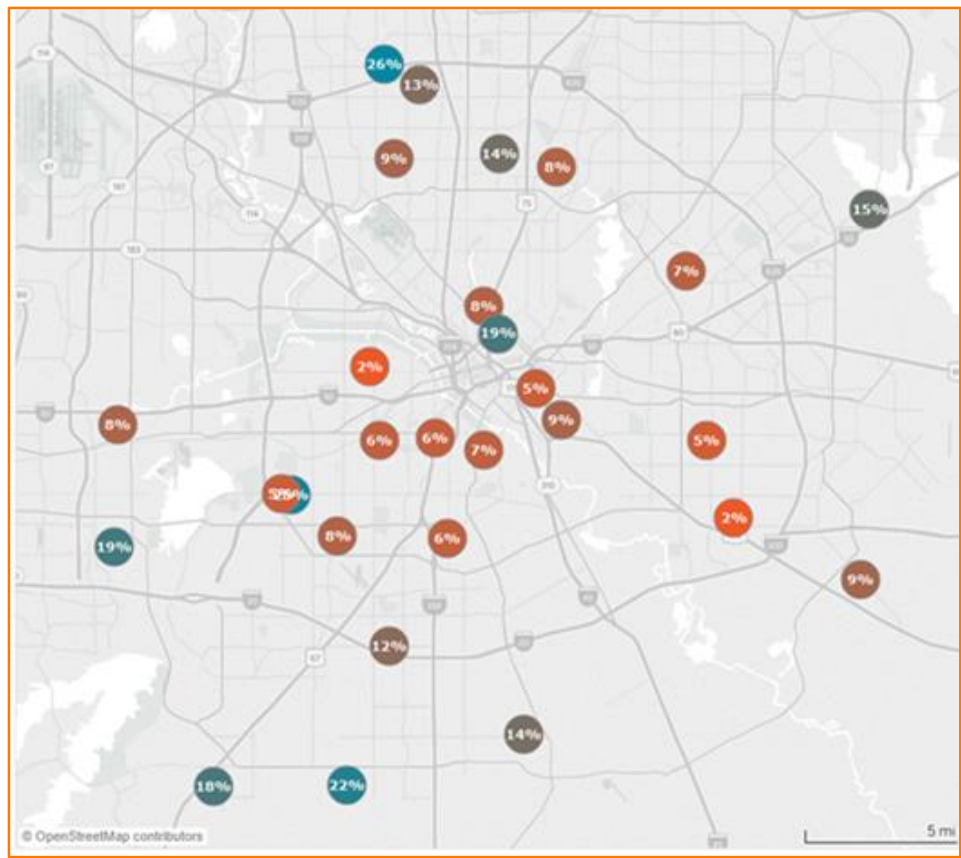
- Complete DCCCD Registration for Fall semester

# Targeting High Schools with less than 1/3 the College Completion Rate of Dallas County Overall

Early College

Rising Star

Level Up



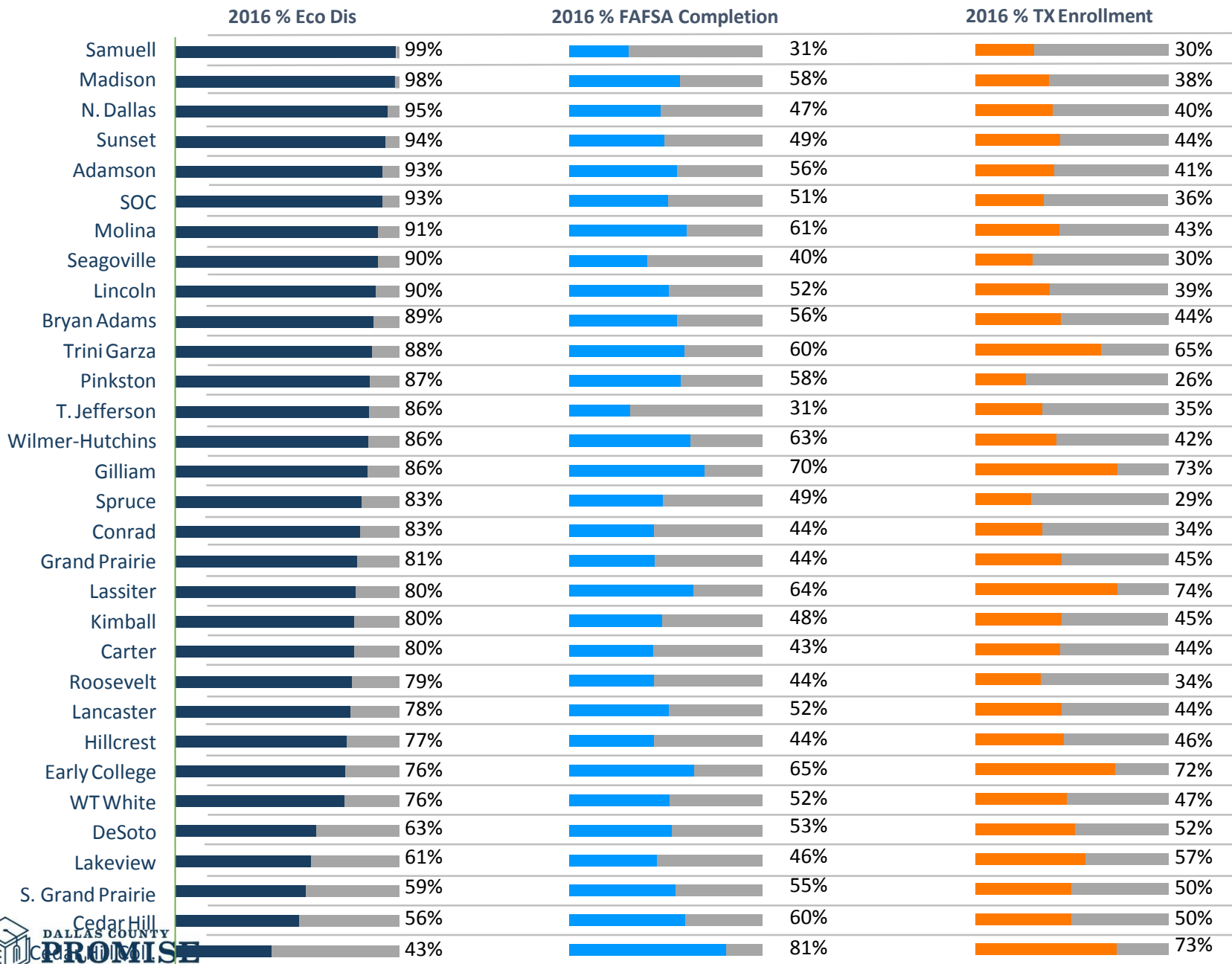
## Cohort 1 High Schools:

- 31 HS / 9,400 HS Seniors
- 80% Economically Dis
- 57% Hispanic / 33% Black / 10% White

## Current 6-Year College Completion Rates, Classes 2008-2010:

• Cohort 1:	11%
• Dallas County:	36%
• Tarrant County:	45%
• Denton County:	52%
• Collin County:	60%

# Dallas County Promise High School Campuses



# LEVEL UP Utilizes the Same Promise Formula

Early College

Rising Star

Level Up

## Tuition Free College



LevelUp is a scholarship open to all Dallas County residents who are 21 years and older that demonstrate financial need.

## Mentoring



Each participant will be matched with a community mentor who will help them throughout their DCCCD journey.

## Career Pathways



Students will enroll in fast-track, high-demand Promise Pathway programs determined annually based on labor market demands.



# College Accelerator High Schools

## Leveraging Promise to Change Adult Behaviors

Data Reporting

Guided Pathways

eDynamic Transcripts

**Accelerator HS**

Personalization

**Vision** Help high schools fully embrace evidence-based practices that ensure ALL students are prepared to succeed in college and careers as productive global citizens.

### Commitments

- All students will test college ready (college remediation will be solved in HS)
- All students will demonstrate soft skills, select a pathway, and experience workplace learning
- All students will complete a minimum of 20 validated college credits
- All students will complete college access milestones like FAFSA / ApplyTX
- All high school faculty and leaders will be trained on new practices and develop professional learning communities inside the school as well as across the county to review data and continuously improve



# Personalization - College Success Coaching

Can only happen at scale if the data and technology is there for success coaches

Data Reporting

Guided Pathways

eDynamic Transcripts

Accelerator HS

Personalization

Mentors (success coaches) will be matched with students their senior year in high school and to stay with them through college completion and job placement.

## Mentoring – The College Success Coaching Phases

Strong Start

- Begins in High School
- Supports College Enrollment
- Awards Scholarship
- Reduces Summer Melt

College Success

- Begins in College
- Intrusive Outreach
- Milestone Driven
- Connects Students to Resources


Responsive

- Begins with Persistence Data
- Metrics Guide Intervention
- Periodic Checks
- Job Placement Support



# Texas Higher Education Coordinating Board

## Policy and Data – Aligned to Mission, Vision, Philosophy, and Core Values

Topic	Strategy	Impact
<b>Data</b> Matching FAFSA and ApplyTX	Replicate the data matching strategy of TN to help produce HS senior case management lists	Increase in FAFSA / ApplyTX Increase Pell dollars 
<b>Policy</b> TEA Alignment	Align policy with TEA for HS Accountability <ul style="list-style-type: none"> <li>• College Readiness Growth (ACT/SAT)</li> <li>• Solving Remediation (co-requisite in HS)</li> <li>• College Access (FAFSA/ApplyTX)</li> <li>• College Enrollment / Persistence / Completion</li> </ul>	More college ready students Less college remediation More college enrollments More degree completers
<b>Policy</b> Performance Funding	Increase performance funding for producing on time degree completers in high demand jobs	High demand completion = revenue New strategies required to produce new results are funded
<b>Data</b> Individual Reporting	For students who accept scholarships and provide a FERPA waiver, develop real time reporting	As HS communities become more invested in completion, they will intervene
<b>Data</b> Report On-Time Completion	Report 2 and 3 year community college completion Report 4 and 5 year university completion	Increase on-time completion

# ARE PROMISE PROGRAMS OUR FUTURE?

## QUESTIONS?

