

2015-2016 Annual Report College Promise Campaign



Preface

As Executive Director of the College Promise Campaign, it is my great pleasure to celebrate the tremendous growth in College Promise programs since we launched our Campaign just one year ago. Our Annual Report demonstrates the momentum we've experienced to make a community college education as accessible, free, and universal as the American high school has been for nearly a century! Through communications, advocacy, leadership development, cross-sector engagement, and research, we've encouraged a national movement in communities and states to make a community college education within reach for eligible hardworking students seeking to complete a degree, certificate and/or university transfer requirements. Thank you for your leadership and support of our efforts!

Martha Kanter
Executive Director, College Promise Campaign



Letter from Dr. Jill Biden, College Promise Campaign Honorary Chair



As I look through this Annual Report, I see that we've made real progress in the first year since President Obama announced the College Promise Advisory Board at Macomb Community College, but our work continues.

The rising cost of college – tuition, fees, student loans and living expenses – makes higher education still seem out of reach for far too many Americans. In addition, by 2020, two-thirds of all jobs will require at least two years of education beyond high school. If we want all Americans to succeed in the 21st century global economy, we need to make sure our citizens have the opportunity they deserve to start and finish their post-secondary education – whether that's an associate degree, a certificate, or credits that transfer to a four-year college – without being burdened with decades of debt.

From Los Angeles to Philadelphia, from Oregon to Rhode Island, from Wichita to Boston, college promise programs have been emerging in communities and states all across the country. Within the last year and a half, more than 36 college programs have launched in our cities, states and communities. Collectively, these new programs add over \$150 million in new public and private investments to serve over 180,000 students at community colleges.

As we look forward to our second year, this effort is going to take all of us working together to keep the momentum moving forward. We need to invite leaders from every sector to join us in this important work. We must never be complacent – always keep pushing. Not only is it the right thing to do for our citizens – it's the smart thing to do for the future competitiveness and economic viability of our country.

– Dr. Jill Biden, Honorary Chair

Letter from Governor Geringer, Honorary Vice Chair



We have made significant progress since we launched the College Promise Campaign on September 9, 2015. In 12 short months we have seen a rapid increase in the number of College Promise Programs throughout the nation, through initiatives led by cities and rural areas, at the county level, and through State initiatives. Higher education remains the leadership domain of the states, with the federal government in a supporting role.

As honorary Vice Chair of the Campaign's independent, nonpartisan National Advisory Board, I am pleased to see how communities have used a variety of innovative models to increase college attainment in their regions and to ensure that more students – especially those who begin at a U.S. community college – complete their programs of study, whether that's a two-year degree, a job training certificate or credits to transfer to a

four-year college. Access without success is not, and should not be, our goal.

In my home state of Wyoming, our Constitution states that our higher education "be as nearly free as possible." But I've insisted that to be truly successful we need to go beyond just sending students to college. We must make sure they finish their education and training so they can be prepared for the workforce and for making productive contributions to their communities and states. Access to college is only the first step forward – we must get them to the finish line.

That's why I emphasize that our communities and states design College Promise programs with features to ensure that students will make steady progress toward completing their courses of study – including elements such as mentoring, guided pathways, academic support, corequisite rather than traditional remedial classes, and satisfactory progress requirements.

In the upcoming year, I look forward to working with my fellow board members as we engage our business, government and academic sectors to continue the momentum for making a community college education an attainable opportunity across America for anyone willing to work for it.

– Governor Geringer, Honorary Vice Chair

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Mission

We are a national non-partisan, local and state-led higher education initiative -- beginning in America's community colleges. We seek to build broad public support for state and localities to provide all responsible students with access to a free community college education. In the 21st century, a high school education is no longer enough to lead Americans to a good job and decent quality of life. We are building widespread understanding that a free community college is an investment in America's future and a necessary continuation of K-12 education.

Just a generation ago, the United States led the world in the number of college-educated adults; today we are 12th. Our Campaign is designed to help more Americans begin and complete a college education; acquire the critical thinking, knowledge and skills required to meet the demands of a growing global economy and a prosperous society without taking on mountains of debt.

The term "free community college" is used colloquially

to refer to College Promise programs that cover the costs of tuition and fees for eligible students. The goal of these programs is to make two years of high-quality higher education universally accessible to all Americans in the same way that elementary and secondary education are afforded to all Americans. It's that simple.

Our campaign encourages local communities and states to cover tuition and fees for every hard working student seeking a community college education, whether that's an associate's degree, an occupational certificate, or credits that transfer to a four-year university.

If more students are empowered to complete postsecondary education without the burden of crushing debt, more Americans will seek and complete the college education that today seems unaffordable and out of reach. We want our country to have -- once again -- the greatest number of well-educated, career-ready college graduates in the world.

Strategy

Goals

To build widespread support for communities and states to cover the first two years of community college tuition and fees for all hardworking students actively progressing to complete their degrees, certificates and university transfer eligibility.

To create broad public understanding that community college is an investment in America's future and a necessary continuation of K-12 -- an opportunity for any student willing to work toward completing a one-year certificate, associate's degree and/or transfer to a four-year university.

To increase community college access and completion by showcasing high-impact, evidence based practices in towns, cities and states that underscore and optimize pathways to and through college, especially for underserved and unserved populations (low-income, veterans, re-entry, etc.)

The College Promise Campaign uses a three-part strategy to build local and state support for College Promise programs throughout the country.

Communications and Advocacy:

As part of a broad national public awareness strategy to promote these initiatives, the Campaign uses social media, advertising, and website promotions to draw attention to the need to have more students start and finish a college education without the burden of unmanageable debt.

Cross-Sector Leadership Development:

We use a cross-sector outreach and engagement strategy led by a high performing National Advisory Board composed of 37 leaders from education, business, students, philanthropy, labor, nonprofits, and government.

Our board members actively seek to engage leaders from their respective sectors and communities to encourage localities and states to design and implement policies, strategies and funds to cover tuition and fees for responsible community college students.

The Campaign encourages the development of effective local and state-based advisory committees to organize and promote messaging, outreach, and policy opportunities in their communities and states to implement and sustain the College Promise. We have assembled several national sector-based leadership committees (students, education, nonprofits, and philanthropies) to encourage leaders to support the Campaign.

Over the year, we supported community college students, faculty, staff, administrators and community leaders at 100 campuses to host orientation and informational events in support of the College Promise

Research and Development:

We have supported a rich body of research for local committees and states to use as they consider the best evidence based models for creating sustainable and effective College Promise programs for their research. The data examine a wide range of program characteristics.

We work with scholars and business leaders to examine different financial models for creating effective and sustainable College Promise programs. This cutting-edge research is a valuable resource for policy makers, scholars and the general public to states and communities consider ways to make a community college accessible and tuition free for anyone willing to put in the work. We are compiling a rich data base to promote important research to ascertain the current state and growth of College Promise programs.

Principles

A College Promise is a commitment to fund a college education for every eligible student, advancing on the path to earn a degree, a certificate, and/or credits that transfer to a four-year university, starting in America's community colleges.

It's a promise to prepare students for the 21st Century workforce and the pursuit of the American Dream without the burden of unmanageable college debt.

It's a promise to make the first two years of community college - at a minimum - as universal, free, and accessible as public high school has been in the 20th Century.



Cuesta Community College

Purpose

A high school education no longer is sufficient to prepare workers for 21st Century jobs. More than 6 out of 10 jobs will require students to increase their knowledge, skills and training beyond what they learned in high school. Yet, only 40% of U.S. Adults have a post-secondary degree or certification.

If we don't provide more education and workforce training beyond a high school education, our nation won't be able to fully compete with other countries who

are investing in their higher education for 21st Century jobs. A generation ago, the United States was first in the world for college graduates and highly skilled workers. We are now 12th.

A failure to provide an education beyond high school also has other major economic effects. Students without a post-secondary education are less likely to earn a family-sustaining wage and more likely to require public assistance and social services.

At the very time we need

more Americans to start and complete their postsecondary education, the increased cost of attendance -- tuition, fees, living expenses and loans -- prevents many students from acquiring a college education.

We believe that our nation can reverse this trend -- and prepare more students for 21st century jobs and far more productive lives in their communities if we make the first two years of community college as universal, free and accessible as public high school has been for the last century.

College Promise National Advisory Board

Dr. Jill Biden
Second Lady and
Honorary Chair

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Former Governor of Wyoming
and Honorary Vice Chair

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President & Board Member,
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Richard D. George
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Matthew C. Boulay
Program Officer for Veterans Program,
Kisco Foundation

Mark Hass
Oregon State Senator, District 14

Wade Randlett
CEO, Transportation Fuels Division of
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Executive Director, College Promise
Campaign

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Randy Boyd, Commissioner
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Achieving the Dream

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Andrew N. Liveris
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Scott J. Svonkin
President of the Board of Trustees,
Los Angeles Community College District

Christopher Cabaldon
Mayor, West Sacramento

Joe May
Chancellor, Dallas County Community
College District

William H. Swanson
Chairman & C.E.O. (retired), Raytheon
Company

Phil Clegg
Executive Director, American Student
Association of Community Colleges

Gail O. Mellow
President, LaGuardia Community College

Maggie Thompson
Executive Director, Generation Progress

Alexandra Flores-Quilty
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Association

Jen Mishory
Executive Director, Young Invincibles

Lynn Tincher-Ladner
President & CEO, Phi Theta Kappa

Brian A. Gallagher
President & C.E.O., United Way Worldwide

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

Randi Weingarten
President, American Federation of
Teachers

Lily Eskelsen García
President, National Education Association

Eduardo J. Padrón
President, Miami Dade Community
College

Nancy Zimpher
Chancellor of the State University of
New York

Spotlight on Tennessee Promise

The nationally renowned Tennessee Promise is a performance-based scholarship and mentoring program focused on increasing the number of students who attend and complete college in the state.



Launched by Governor Bill Haslam in 2014 as part of the state's Drive to 55 goal to equip 55 percent of Tennesseans with a college degree or certificate by 2025, the Tennessee Promise

was designed to keep the first two years of college within reach, without the burden of debt. To finance the Promise, Tennessee uses a combination of funds from state lottery surplus revenues, foundations, and businesses. The scholarship provides students with a last-dollar scholarship, meaning that it will cover tuition and fees not funded by the Pell grant, the Hope Scholarship, or any state student assistance funds.

To enroll in Tennessee Promise, students attend mandatory meetings with mentors and complete eight hours of community service each term. In addition, students must maintain satisfactory progress (2.0 GPA) at their institution. Tennessee Promise recipients may use their scholarships at any of the state's 13 community colleges, 27 colleges of applied technology or other eligible institutions offering an associate's degree program.

Early results from the program show some exciting milestones: 60 percent of the Tennessee Promise recipients are first in their family to go to college and 70% are from low-income families, demonstrating that the program is reaching a larger percentage of students who previously would not have entered college; 70% of high school seniors completed the federal aid application (the highest percent of any state in the country) to identify funding many did not know they were eligible to receive; and the college-going rate in Tennessee rose by 4.6% in the inaugural year, a larger percent than in the last 7 years combined.





The College Promise Campaign Launch

September 9, 2015 - Macomb Community College in Warren, Michigan

At that event, President Barack Obama acknowledged the leadership of Dr. Jill Biden and former Gov. Jim Geringer (R Wyoming) as honorary chair and vice chair of the College Promise Advisory Board, which includes nonpartisan leaders from education, business, philanthropy, government, students, labor, and nonprofit organizations.

“For every young person willing to work hard, I want two years of college to be as free and universal as high school,” he said at our inaugural event. “Every American willing to work hard deserves a shot at an education. It’s (their) ticket to the middle class.”

Since the September launch, the Campaign has celebrated a 60 percent increase in the number of College Promise programs

announced and/or underway in towns and cities - rural, suburban, and urban - across 37 states. Tennessee, Oregon, and Minnesota have put College Promise programs in place for eligible students. Looking ahead, all of these numbers are poised to increase month by month, community by community, and state by state. Since the fall, over 31 different state legislative proposals have been introduced by elected officials throughout the nation tracked by the National Conference of State Legislatures.

The College Promise is designed by communities and states to reduce or eliminate college costs for hard-working students, especially in our nation’s community colleges that educate an estimated half of all U.S. undergraduates.

“For every young person willing to work hard, I want two years of college to be as free and universal as high school.”

- President Obama

Recent Promise Launches

The **Detroit College Promise** in Detroit, Michigan was announced in March 2016 to provide a tuition-free path for Detroit high school graduates to obtain a community college degree or certificate at any one of the city's five participating community colleges. The scholarship is available to graduates of any high school in the city -- public, private or charter. The commitment is made possible through the Detroit Promise Zone, an authority that was created by Mayor Mike Duggan and the City Council in fall of 2015. Students must participate in mandatory academic success activities to enroll and persist in the program.

Started in Fall 2016, the **MCC Future Fund** covers full tuition and standard fees for qualified students at Mohave Community College in Mohave County, Arizona. As long as students continue to fulfill the program requirements, they can renew the scholarship for a total of five years or until they complete their degree or certificate. New students must have a 3.0 GPA and persist to earn their degrees with a minimum 2.5 GPA.

Announced in 2015 and now in place, the **VanGuarantee Scholarship Program** at Vance-Granville Community College in North Carolina ensures that students residing in Vance, Granville, Franklin, or Warren County are able to earn a community college degree if they are willing to put in the work. The program's scholarships can only be used for tuition, books, or other college fees - costs not covered by federal, state or institutional financial aid. A unique feature of this program is its availability to recent high school graduates and adults, including both the unemployed and working men and women, who maintain a 2.5 GPA and complete 9 credit hours each semester toward their degree.

Opening in Fall 2016, the **Lone Star Community College Promise** serves students seeking to attend any of the Lone Star Community College campuses in the Houston, Texas metropolitan area. The last-dollar scholarship funds the balance of tuition and fees for students still demonstrating financial need after other grants and scholarships have been used. To be eligible, students must be full-time each semester. Eligible students also contribute 15 hours of civic engagement or community service each semester.

The **Gateway Promise** was announced in February 2016 at the Gateway Technical College in Racine, Wisconsin and will enroll students starting in Fall 2017. The program will ensure a tuition-free education for qualifying high school graduates in the Kenosha, Racine, and Walworth counties. The Gateway Promise was launched with generous community support from the Gateway Technical College Foundation and through donations from two individuals.

The **Salt Lake Community College Promise** is a last dollar program funding any remaining tuition and school related fees for Utah residents who have received federal Pell Grants to attend Salt Lake Community College at any one of its ten campuses. Students must enroll in the program full-time, meet with a college advisor to develop a 2-year degree plan, at least complete 70 percent of their courses, and maintain a 2.0 GPA as they persist to graduation.

Started in Fall 2016, the City of Boston's Mayor launched the **Boston Tuition-Free Community College Plan** to increase college affordability and completion for eligible Boston Public School high school graduates from low- and moderate-income families. Students must be full-time, federal Pell Grant recipients with a 2.0 GPA or higher to continue in the program, seeking to earn their degrees and certificates in three years at Bunker Hill Community College or Roxbury Community College in Massachusetts.

Launched in Fall 2016, the **Santa Barbara Community College Promise** allows any recent high school graduate within the Santa Barbara Community College District (southern Santa Barbara County from Gaviota to Carpinteria in California) to attend the college full-time, free of charge for two years. Using privately raised foundation funds that cover tuition and fees, the program enables all local students to enter and complete their programs of study. Local veterans may also enroll within 12 months of completing their military service if they started serving right after high school.



Pioneer Programs Expanding



Kalamazoo Valley Community College,
Michigan Municipal League

The Kalamazoo Promise

The Kalamazoo Promise -- the nation's oldest College Promise program -- launched in 2005 when a group of anonymous donors created a local scholarship for any student who graduated from the Kalamazoo High School District. The generous place-based scholarship covers full tuition and fees for any Kalamazoo high school graduate to attend any public college or university in Michigan as well as 15 private colleges in the state. Unlike other scholarship programs, residency and high school graduation are the only requirements to receive an award; neither academic merit or financial need are considered. As long as students have been enrolled in the Kalamazoo High School District for at least four years, they can receive a Promise scholarship when they receive their high school diploma. The award also guarantees awards in perpetuity for every student.

The amount of the scholarship varies depending on how long students have been enrolled in the school district. Those in the school district have 100 percent of their tuition and fees paid; those enrolled only since the beginning of high school get 65 percent of their funds covered.

The program was created not only to offer benefits for students and their families, but to boost local economic development through investment in higher education. Since its creation, almost 5,000 have received Promise scholarships -- and the results have been powerful. Ninety percent of students eligible for Promise enroll in college upon completing high school.

The Kalamazoo Promise is awarded as a first-dollar scholarship, meaning that it is awarded and calculated before other grant aid is given. This arrangement allows students to use their subsequent federal financial aid for books, materials, child care, living expenses and other costs of attending college.



Since 2008, the Long Beach College Promise has been offering the opportunity of a college education to every student in the Long Beach Unified School District. Using an innovative approach, the program creates a culture of college expectation by providing academic support and guidance for students from the moment they begin elementary school.

Once they complete high school, any student from the district is eligible to receive one semester of free tuition at Long Beach City College and, for those who meet the eligibility requirements, guaranteed admission to California State University at Long Beach. The innovative program is a collaborative between the City of Long Beach, the Long Beach Unified School District, Long Beach City College and the City of Long Beach. This coalition came together to create the Long Beach College Promise as a way to combat low high school graduation rates in the diverse Long Beach community, which has high rates of poverty and large numbers of first-generation students.

Since its creation eight years ago more than 12,000 Long Beach students have received Promise scholarships and the rate of both high school graduation and college enrollment has increased.

The success of the Long Beach College Promise has inspired other California communities to develop their own programs leveraging partnerships between K-12, higher education, business, and government.



Since it was established in 2007 through 2016, The El Dorado Promise has awarded close to 2,000 place-based scholarships for Eldorado High School graduates in Eldorado, Arkansas. This unique scholarship -- which was established and funded by the Murphy Oil Corporation -- covers tuition and mandatory fees at any accredited two or four-year public or private educational institution in the United States.

However, the maximum amount payable is limited to the highest annual resident tuition price of an Arkansas public university. The El Dorado Promise scholarship may only be used for students pursuing an Associate's or Bachelor's degree.

In its first nine years, the El Dorado Promise has had a powerful, positive effect on its community, which includes a large population of low-income and first-generation families. Many El Dorado Promise recipients have graduated from college and then gone on to graduate or professional school. Consequently, more local residents are working at higher paying jobs, a fact that has increased the prosperity of Eldorado's economy. In addition, the community's expectations for students have risen to include pursuing a form of higher education, which no longer comes at a high price. Beginning in the elementary school years, the Eldorado Promise supports interventions and incentives within the K-12 school district to build a college-going culture from kindergarten through high school graduation to increase college enrollment and completion.

By 2020, more than 6 out of 10 jobs will require knowledge, skills, and training beyond high school but only 40% of U.S. adults now have a post-secondary degree.

A generation ago, the United States was the first in the world for college graduates and the proportion of highly skilled workers. We are now 12th.

Other countries are outpacing the U.S. by investing in higher education to prepare their citizens for 21st century jobs.

Promise Programs Around the Country



New Legislation in States and Local Communities

The College Promise movement is building momentum all across the country. We are now witnessing a substantial increase in the number of College Promise programs in communities across 37 states - over 150 at our last count, with new programs being announced each week. Communities like Oakland, Salt Lake City, Detroit, Wichita, Boston, Houston, and Los Angeles are building on what Long Beach, El Dorado, and Kalamazoo put in place over the past decade.

Tennessee, Oregon and Minnesota have led the way over the past two years to create 'free' Community College Promise programs for eligible students. In 2016, Kentucky and California passed legislation appropriating funds to begin implementation and elected officials from 10 more states have introduced 31 College Promise legislative proposals, to provide educational pathways to good jobs and a decent quality of life without requiring students to take on a mountain of student debt. There is an undeniable desire in communities and states to develop and expand College Promise programs for millions more students in the years ahead.

As we move ahead with our Campaign, we'll continue to work with leaders throughout the country, researchers on the cutting edge of higher education, and powerful grassroots communities to fund a community college education for students willing to work for it. We are confident that the rapid growth we've seen in the first year is just the beginning.

Spotlight on Oregon Promise

The newly launched Oregon Promise is making a community college education available to more than 7,000 students who have enrolled in the program for the 2016-17 school year. That represents a 25 percent increase in the



number of recent Oregon high school graduates enrolling in the state's community colleges.

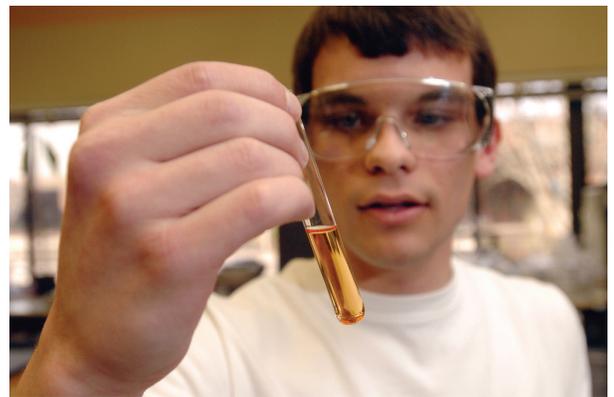
Over the past several years, Oregon noticed that a growing number of high school graduates are opting out of college because of financial constraints. These young people -- between the ages of 18 and 25 -- often have few marketable skills and are increasingly dependent on government services.

So, to reverse this growing trend -- State Sen. Mark Hass (D) -- a member of our National Advisory Board -- joined forces with State Rep. Mark Johnson (R) to convene a committee to ensure that every high school graduate or GED recipient in the state has an opportunity to obtain a community college degree or certificate without incurring overwhelming debt.

With bipartisan support and research these legislators developed the Oregon Promise, which is funded by a combination of state and federal money. For 2016-17, the state provided \$10 million through its general education fund. The program covers tuition and fees for hardworking students to complete their community college education.

Students in the program must first contribute all state and federal grants for which they qualify; the state will cover the remaining balance of any tuition costs with Oregon Promise funds. For students whose tuition and fees are fully funded through federal and state grants the Oregon Promise will award up to \$1,000 in living expenses. The award acknowledges the significant costs of higher education beyond tuition and fees.

To enroll in the program, students must meet residency requirements and must have recently graduated from high school or an in-state GED program, with at least a 2.5 GPA. Students who are not U.S. citizens can also take advantage of the program may also enroll in the program if they meet the residency and high school/GED requirements.



First Year

College Promise Campaign Launch Macomb Community College, Warren Michigan September 9, 2015

The College Promise Campaign launches at Macomb Community College in Warren, Michigan. President Barack Obama celebrates the creation of the independent non-partisan College Promise Advisory Board, co-chaired by Second Lady Dr. Jill Biden and former Wyoming Gov. Jim Geringer (WY-R). The Campaign implements a cross-sector community, state, and national engagement strategy to build public support and leadership for making a community college education as affordable and universal as public high school.



President Barack Obama Addresses College Promise and NAB Holds Tri-annual Board Meeting, January

President Barack Obama Addresses College Promise in his January 12 State of the Union Address. The National Advisory Board on Community College Education holds its second tri-annual board meeting in Nashville, Tennessee, presided over by NAB member Randy Boyd, Tennessee Commissioner of Economic and Community Development. NAB Board Chair and Second Lady Dr. Jill Biden and former Wyoming Governor Jim Geringer (R) open the meeting. Tennessee Governor Bill Haslam (R-TN) and Nashville Mayor Megan Barry (D) welcome the board members. The Board members highlight the bipartisan efforts underway with the Tennessee Promise. The Board discusses efforts to build sector and community-based leadership committees in support of the College Promise mission.

Student Veterans Roundtable, Community College of Baltimore County, Baltimore, MD November 11, 2015

September

October

November

December

January

February



National Week of Action, October 24-31, 2015

The Campaign holds its first National Week of Action. Over 80 Open House and informational events take place on community college campuses in 20 States. Dr. Jill Biden discusses the value of community colleges and Promise programs with students at LaGuardia Community College in New York. She also appears on Late Night with Seth Meyers to showcase Heads Up America and its latest public service announcement. Education Secretary Arne Duncan encourages Promise opportunities at the Open House held at Southwest Tennessee Community College in Memphis, Tennessee.

CPC Milestone: 100,000 pledged supporters at www.headsupamerica.us December 31, 2015

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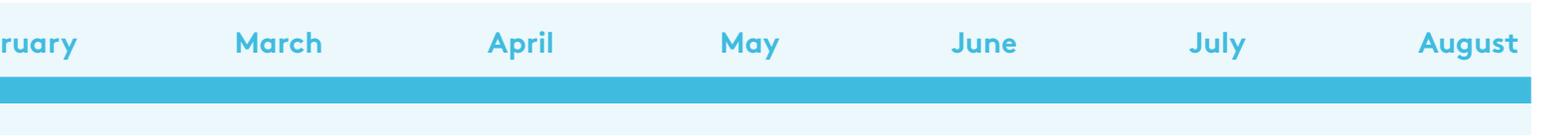


Republican and Democratic National Conventions, July 2016

The Campaign travels to the Republican National Convention in Cleveland and the Democratic National Convention in Philadelphia to build support for launching and expanding College Promise programs and to demonstrate how the movement is building broad bipartisan support in cities, counties, communities, and states across the nation. The events feature the film, "No Greater Odds," which demonstrates the ability of community college to change lives. Randy Smith, President of the Rural Community College Alliance, attends the event in Cleveland and West Sacramento Mayor Christopher Cabaldon speaks at the gathering in Philadelphia. Both serve on the Campaign's National Advisory Board.

**California Leaders Discuss College Promise at the White House, Washington, DC
 March 16, 2016**

**CPC Attends Rural Community College Alliance Conference, Oklahoma City, OK
 May 17, 2016**



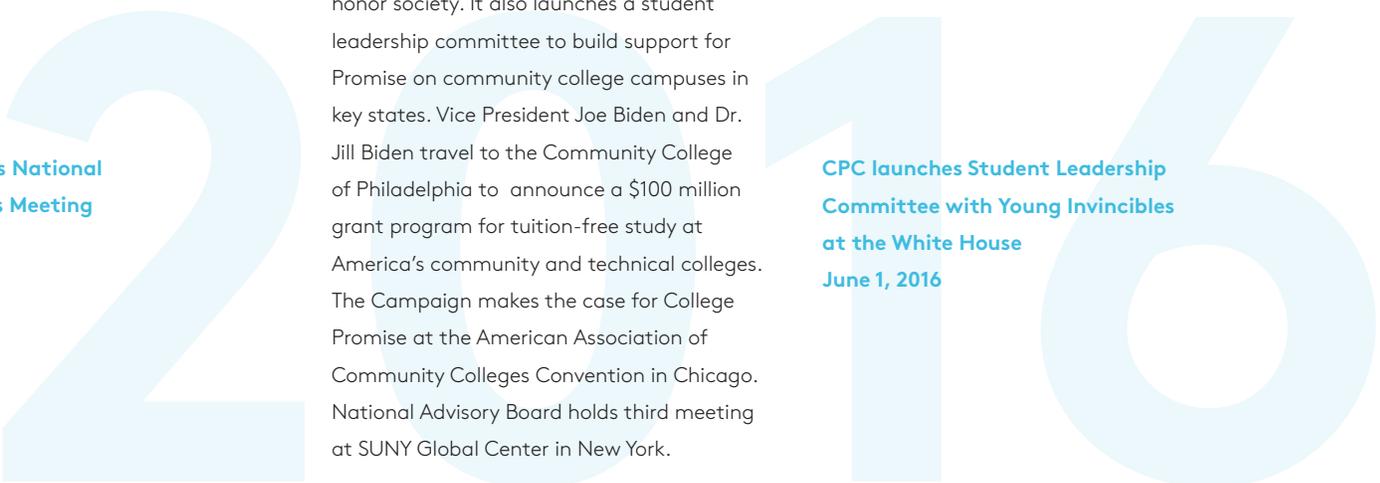
Community College Month, April 2015

The Campaign engages students and college campuses to build support for College Promise. Heads Up America attends Phi Theta Kappa's Nerd Nation Convention, the annual gathering of the community college honor society. It also launches a student leadership committee to build support for Promise on community college campuses in key states. Vice President Joe Biden and Dr. Jill Biden travel to the Community College of Philadelphia to announce a \$100 million grant program for tuition-free study at America's community and technical colleges. The Campaign makes the case for College Promise at the American Association of Community Colleges Convention in Chicago. National Advisory Board holds third meeting at SUNY Global Center in New York.

**CPC Co-Hosts California Promise Convention
 August 30, 2016**

**and SUNY Hosts National Geographic Nonprofits Meeting
 January 16, 2016**

**CPC launches Student Leadership Committee with Young Invincibles at the White House
 June 1, 2016**





College Promise Leaders Representing Seven Sectors

Our board members actively seek to engage leaders from their respective sectors -- education, business, students, philanthropy, labor, nonprofits, and government -- to build support for College Promise programs. These leaders encourage local communities and states to design policies, strategies, funding models, and investors to cover tuition and fees for responsible community college students progressing to complete their education, enter the workforce and contribute to their communities.

We encourage the development of effective state-based advisory committees to organize and promote messaging, outreach, and policy opportunities in their communities and states to implement and sustain the College Promise.

National sector-based leadership committees work collaboratively and aggressively to encourage support from leaders representing a wide range of sectors.

Each committee identifies strategies and tactics for creating and expanding College Promise programs, appropriate to its own sector, whether that's encouraging state and local legislation, writing op-eds, engaging other earned media, developing strategic fundraising plans, hosting events and roundtables to publicize the College Promise, or highlighting the best examples of effective and sustainable program models.

Recognizing and Appreciating the Commitment of our Donors and Partners

An initiative as dynamic as the College Promise Campaign depends on the financial support of foundations, corporations, and individuals to make a significant impact on students, communities, states, and the nation. Our donors have made early investments in the College Promise Campaign, enabling thousands more hardworking students to complete their community college degrees, certificates, and/or university transfer requirements without the burden of exorbitant college debt.

Concluding its first year of operation in September 2016, the College Promise Campaign exceeded its initial fundraising goal of \$1 million dollars from its first nine donors, seven of whom are profiled below. Several foundations provided general operating support for the College Promise Campaign, while other philanthropies, corporations and individuals supported a particular community college target population or a specific Campaign activity.

The College Promise Campaign continues to seek funding to meet its 3-Year, \$3 million goal from interested business, philanthropic, and government leaders. These relationships are strengthened through connections between its National Advisory Board members, supporters of the Campaign, and through the due diligence of the Campaign staff in seeking out partners with compatible interests.

The Campaign continues to make a concerted effort to identify diverse, nonpartisan sources of funding. To achieve this goal, the Campaign actively invites partnerships with a wide range of potential funders.

We are grateful for the significant support we have received from our funders in our first year of operation. Their contributions have made the dream of higher education possible for thousands more students in the United States and have provided institutions, communities, and states with the information they need to launch College Promise programs. Their support has enabled the Campaign to research the best models and methods to make these programs sustainable so that any hardworking student can pursue higher education without taking on the burden of exorbitant college debt.

The Alcoa Foundation

From workforce development and Science, Technology, Math, and Engineering (STEM) education to contributing and making a positive difference in sustainability, the Alcoa Foundation has invested more than \$590 million dollars since 1952 to improve the environment and educate our future leaders. Through their “Educating for Tomorrow” initiative, Alcoa is helping to educate scientists, mathematicians, and engineers. To increase diversity in these fields, they place special emphasis on engaging girls and women, and other under-represented groups to pursue science and technology careers. Alcoa, Inc. has donated thousands of dollars to community colleges across the country to fund initiatives such as manufacturing scholarships and an advanced manufacturing and industrial technology center.

The Carnegie Corporation of New York

For more than 100 years, the Carnegie Corporation has expanded educational opportunities for all American students. Their three focus areas are Standards and Assessments, Teaching and Human Capital Management, and New Designs for Schools and Systems. Their investments support the work of innovators who are looking ahead to what student success means in the 21st century, and are developing powerful ideas for enabling all students to realize that success.

Dow Chemical Corporation

The Dow Chemical Corporation believes that the economic and societal value of an employed, productive and diverse workforce is fundamental to the health of each individual, community, and the world. It is committed to advancing STEM fields -- particularly chemistry, engineering and manufacturing and believes that it is essential to train workers for those fields. Through its Dow Stem Ambassadors Program, Dow employees work to get students excited about STEM careers.

EdFinancial Services

With over 20 years of higher education expertise specializing in federal financial aid, EdFinancial Services offers products and services that allow colleges and universities to increase operational efficiencies, enhance customer service to students and promote student success. EdFinancial Services values innovation, excellence, and integrity. “We’re always striving to do the right thing for our customers and for each other,” says the company’s mission statement.

ETS

ETS is passionate about its mission to advance quality and equity in education for all people worldwide because they believe in the power of learning. ETS strives to provide innovative and meaningful measurement solutions that improve teaching and learning, expand educational opportunities, and inform policy. ETS works with education institutions, businesses and governments to conduct research and develop assessment programs that provide meaningful information they can count on to evaluate people and programs.

Great Lakes Higher Education Corporation

Driven by the belief that all students deserve a chance at higher education, Great Lakes, a leading student loan service provider, is dedicated to making college a reality. Their community investments help students who are least likely to consider college continue their education beyond high school, succeed on campus, and graduate ready to reach their full potential. Since 2006, they have committed nearly \$174 million in grant funding to higher education institutions to help students realize the dream of a college education.

The Jack Kent Cooke Foundation

Through strategically targeted grants and scholarship programs such as the Community College Transfer Initiative and Pathways to Baccalaureate, the Jack Kent Cooke Foundation works to expand educational opportunities for thousands of students whose families, schools, and communities need additional resources to help these students fulfill their promise. In 2013-14, they awarded more than \$25 million in grants and scholarship funds to support their mission of advancing the education of exceptionally promising students who have financial need.

The Joyce Foundation

Focused on students in the Great Lakes region and throughout the country, the Joyce Foundation works to ensure that students have the skills necessary to succeed in college and beyond. Through their Joint Fund for Education and Employment, the Joyce Foundation focuses on creating clear paths within and between secondary and postsecondary institutions that incorporate academics and real world learning applications, building personal success skills necessary for academic, work, and life success, and promoting strategies to increase student engagement in learning.

JPMorgan Chase

One of JPMorgan Chase's top priorities is promoting economic vitality. To this end, they recently launched the "New Skills at Work" initiative, which is designed to connect what is being taught in career and technical education with the requirements of middle-skills occupations. The five-year, \$250 million program was launched in December 2013 with five states and two countries to identify opportunities for their particular workforces. This is accomplished through innovative, data-driven analysis, targeted investments and cross-sector collaboration. In January 2016, they announced a new \$75 million investment for states to expand high-quality career-focused education programs that lead to well-paying jobs and long-term careers.

Innovative Educators

Innovative Educators provides training on critical issues students and educators face. The organization's primary goal is to provide information, training, and skills necessary to implement positive change on a personal, professional, and institutional level. Innovative Educators believes that learning happens everywhere and that that education must be engaging and accessible. It also believes in the power of technology and in the ability of its products to make its customers' jobs easier.

The Kresge Foundation

Three initiatives drive The Kresge Foundation's focus on expanding postsecondary access and success in cities for low-income, first generation and under-represented students, and veterans. The initiatives focus on aligning and strengthening urban higher education ecosystems, building the capacity of institutions that share the Foundation's focus, and strengthening pathways to and through college. Their primary goal is to increase the number of students who start and complete either a two year or four years college education so they can be prepared to enter the workforce.

Lumina Foundation

Lumina Foundation is an independent, private foundation committed to increasing the proportion of Americans with degrees, certificates and other high-quality credentials to 60 percent by 2025. Lumina's outcomes-based approach focuses on helping to design and build an equitable, accessible, responsive and accountable higher education system.

Regional Laboratory West (REL West) at WestEd

The Regional Laboratory West (REL West) at WestEd serves Arizona, California, Nevada and Utah. It is part of a national network of 10 RELs whose mission is to provide research, analytic support, and resources that increase the use of high-quality data and evidence in education decision-making. Most REL work is carried out in partnership with educators—from state and local decision-makers to district and school support providers and practitioners—through eight regional research alliances.

The Spencer Foundation

Founded in 1971, the Spencer Foundation supports high quality innovative research that has the potential to improve education. It awards grants to support research that could have a significant impact on education policy and practice. With that in mind, it supports research that has strong design and rigorous analytic methods that will contribute to knowledge that goes beyond the study at hand. The foundation has funded a number of initiatives tied to areas where it believes there is a critical need for research that might not be carried out without focused attention from funders. Current initiatives include support for Data Use and Educational Improvement and Philosophy in Educational Policy and Practice.

USA Funds

Since 1960, USA Funds has worked to improve preparation for, access to and success in postsecondary education. Toward that end, the nonprofit corporation has served more than 22 million students and their families with more than \$250 billion in financial aid for higher education. It has now adopted Completion With a Purpose as its guiding principle, to prepare students for postsecondary education that leads to a fulfilling career. The aim is to increase the percentage of students who complete what they start in college or other postsecondary programs and to ensure a smoother transition from education to employment in the 21st Century workforce.

Partners, Philanthropies, and Supporting Organizations

Achieving The Dream	General Biofuels, Transportation Fuels	National Conference of State
ACT	Division	Legislatures
American Association of Colleges and Universities	Generation Progress	National Education Association (NEA)
American Association of Community Colleges	Great Lakes Higher Education Corporation	National Summer Learning Association
American Council on Education	IBM Foundation	Phi Theta Kappa (PTK)
America's Promise Alliance	Institute for Higher Education Policy	Regional Education Laboratory-West (REL-West)
Asian and Pacific Islander American Scholarship Fund	Ivy Tech Community College of Indiana	Rural Community College Alliance
Asset Funders Network	Jack Kent Cooke Foundation	Scholarship America
Association of Community College Trustees	Joyce Foundation	Skills for America's Future
American Federation of Teachers	JPMorgan Chase Foundation	State Higher Education Executive Officers (SHEEO)
American Student Association of Community Colleges	Kisco Foundation	State University of New York (SUNY)
Better Make Room	Kresge Foundation	Strive for College
Business-Higher Education Forum	LaGuardia Community College	Strive Together
Carnegie Corporation of New York	Los Angeles Community College District	Teagle Foundation
Cisco Systems, Inc.	Lumina Foundation	Tennessee Achieves
College Advising Corps	MDRC	Thurgood Marshall Scholarship Fund
College Board	Mentor	United Negro College Fund
Community College Research Center	Miami Dade College	United States Conference of Mayors
Complete College America	Mott Foundation	United States Student Association
Corporation for Enterprise Development	National Association for Equal Opportunity in Higher Education (NAFEO)	United Way Worldwide
Dallas County Community College District	National Association of Student Financial Aid Administrators (NASFAA)	University of Pennsylvania, Alliance for Higher Education and Democracy
Dow Chemical Company	National Association of Student Personnel Administrators (NASPA)	Upjohn Institute
Educational Testing Service (ETS)	National Association of System Heads (NASH)	Urban Institute
Excelencia in Education	National Conference of Mayors	Veterans Education Success
		WestEd
		Young Invincibles

Resources

The College Promise Campaign strives to provide the latest information about the College Promise movement. With our research partners, we keep track of emergent and existing College Promise programs and provide the latest data about ways to make them successful and sustainable. And through our advocacy initiative, HeadsUp America, we encourage students, families and communities to join the movement.

This year, we relaunched our two websites, www.collegepromise.org and www.headsupamerica.us to provide comprehensive information about the College Promise movement. Both of these sites are a vital resource for anyone

wanting to know about our campaign and its mission. We describe our goals and provide links to more in-depth information; we show where we've grown, where there is momentum and where there is pending legislation. It also provides links to established programs, information about how to launch a Promise, research, news articles, press releases and the College Promise data base. www.headsupamerica.us provides information about how to become directly involved in the movement. The site includes platforms for social media content, featured news stories and blogs, and all the latest tools and HeadsUp America updates.



College Promise Database

Sustainable Funding Models

The College Promise Campaign is committed to helping stakeholders put in place and maintain sustainable funding models, so that the “college promise” made to students is not a short-lived commitment, but one that students, and ultimately future generations, can count on in the years ahead.

In June of 2016, over 90 scholars, business and government leaders took part in Designing Sustainable Funding Models for College Promise Programs, a conference co-sponsored by the Campaign and Educational Testing Service (ETS) in Princeton, NJ.^{25}

Five design teams presented papers examining different financial approaches for sustainable and effective College Promise programs: Children’s Savings Accounts, State Funded, Privately Funded, Federal Student Aid, and Outcomes Based Financing Models.

These papers, including policy briefs, will be made available at the Campaign’s website at www.collegepromise.org for communities and states to use as they consider which model or models would be most effective and sustainable for their regions.

Through the Campaign’s first year of operation, we have supported a rich body of research for local communities and states to use as they consider the best evidence-based models to adopt for creating sustainable and effective College Promise programs for their regions. Building on the College Promise place-based scholarship research efforts of the W.E. UpJohn Institute for Employment Research, the Campaign has worked with Dr. Laura Perna of the University of Pennsylvania to compile a more detailed and expansive database that includes institutions, cities, towns, counties, and states to spur further research to ascertain the current state and growth of College Promise programs. The data examine a wide range of program characteristics, such as eligibility criteria, funding streams, academic support, mentoring, and credit transfer from community colleges to participating universities.

The Campaign employs several methods for tracking progress, including:

“State of the College Promise Movement in America” Report:

The Campaign has developed a metrics-based report on the state of the College Promise movement across the country that examines the range of support for the policies, strategies, eligibility and continuation criteria, intended outcomes, and progress toward the Campaign’s goals. Components include an analysis of the following:

- Current landscape: the number of students receiving the College Promise
- Analyses of stakeholder support: elected officials, education leaders, business CEOs, etc.
- Analyses of forward momentum: communities and state legislatures taking action
- Best-practice College Promise models: access and completion outcomes, and associated evidence from independent researchers

Campaign Activity Reports: Every month the Campaign tracks, measures and reports on the successes and challenges of our ongoing activities, maintaining qualitative and quantitative reports on various metrics (e.g. engaged leaders, roundtables, engaged key constituency, press publications, social media metrics, etc).

Narrative Reports: We also produce narrative reports of emerging and established College Promise Programs, which we share with the general public, the media and various stakeholders as they examine existing programs to learn more about how states and localities are making a community college education free for responsible students.

Spotlight on Students

Across the country, students like Virginia, Arturo, Heather and Klayre are able to further their education thanks to Promise Programs.



My name is Virginia Hughes, I am 23 years old, and I am from Maryville, Tennessee. Thanks to tnAchieves, I am now the first in my family to graduate from college.

I always wanted to go to college growing up, but because of our financial situation, my parents told me they didn't think it was possible. They hadn't gone to college, and my older brother didn't even pursue the idea because of the cost. In my area, folks find a job at the automotive manufacturing plant and hope something better comes along. I had a nagging feeling that college was a dream that wouldn't come true for me.

My family said if I could find a way to pay for college, they would support me all the way. My guidance counselor told me that I qualified for a first generation scholarship through tnAchieves - which would later inspire the Tennessee Promise, extending free tuition to students across the state. I filled out all the paperwork with my

family and was accepted at Pellissippi State Community College.

I had no idea what to expect heading into my first semester of college. Thankfully, tnAchieves assigned me a mentor - Laura Harill - who was there for me every step of the way. She walked me through how to fill out financial aid forms, helped me master the study skills I would need to succeed, and helped keep me on track.

While the Promise program covered my tuition for two full years, I still needed to pay for books, supplies, and my transportation to and from class, so I worked a part-time job and picked up extra shifts on the weekends. Over the summer and during breaks, I worked full time. It was a struggle, but I knew the Promise program was doing its part, so I wasn't afraid to do mine.

I went on to make the Dean's list every semester and graduated with honors before moving on to the University of Tennessee, where I earned my bachelor's degree in anthropology. It's been a dream come true for me and my family.

None of this would have been possible without tnAchieves. It opened doors for me by providing the financial resources and mentorship to help me succeed. I am giving back to the program by mentoring five students while I apply to graduate school in forensic anthropology. As a member of a military family, I hope to work for JPAC - a program that identifies the bodies of fallen soldiers and brings them home to their families.

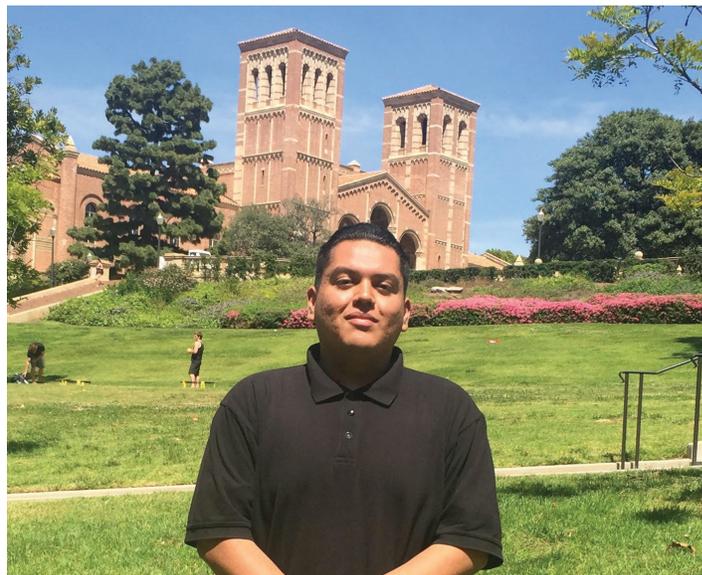
Because this program helped me get started, I was able to go above and beyond what most people in my hometown dream of accomplishing. I put my mind to earning a degree, and my outcome was determined not by my childhood financial situation but by how hard I worked. I want this same opportunity for other students.

That's why I support the College Promise Campaign. We need to open doors for all hardworking students to follow their college dreams.

My name is Arturo Aguirre. I was born and raised in the small town of Santa Paula in Ventura County, California. My parents are working class Mexican immigrants. Raising my two sisters and me wasn't easy. They've always encouraged us to pursue an education because they want a better life and opportunities for us.

During the college application process, I realized that I could not afford to attend a four-year institution. That's when I learned about the Ventura College Promise. It offered a more affordable and practical route.

After two years at Ventura College, I transferred to UCLA. My time at Ventura College strengthened my study skills and educational fundamentals, helping me succeed at the next level. I was also very fortunate to receive a scholarship from the Ventura Foundation that helped fund my time at UCLA. While at UCLA I have been involved within the Community Programs Office, UCLA Law Fellows, and The Center for American Politics and Public Policy



(CAPPP). Through the CAPPP Washington Program, I was selected for an internship at Scholarship America's Washington D.C. office. The Ventura College Promise helped me gain access to higher education.



This year as I head back to school, something is different. The Dabney Promise Program launches this Fall, which means that for the first time, I won't have to take out a major loan to finance my education. It means that I will only work part-time this semester, instead of working more than 40 hours a week. It means that I can now afford to enroll in a full-time course-load. It means that at the age of 41, the dream I have put on hold for 22 years will finally be within reach.

My name is Heather Price and I grew up in Virginia. After graduating from high school, I enrolled at Virginia Commonwealth University to study Social Science. I dreamed of becoming a defense lawyer for children.

I could only afford to attend classes part-time while working over 40 hours a week as a waitress and pizza delivery driver. I needed to focus on my classes, but didn't have the time. When I was offered a job abroad, I dropped out of school after having taken only a handful of classes.

While overseas, I was able to create a successful fashion business, but after 17 years, I knew I wanted to come home and continue to pursue my dream – which led me to Dabney Community College. I couldn't have returned to school if it wasn't for community college. I wouldn't even have considered it because of the high costs of four-year institutions.

This year, the Dabney Promise is supplementing my scholarship to cover tuition and fees in full. It is so rewarding to know that because I am committed to my education, my school is committed to helping me.

Now that I have a Promise scholarship, my stress has gone down because I have an easier time balancing work and school. I will be able to concentrate better and study more because I will spend less time working. I'm taking it one step at a time, but hope to go on to law school to fulfill my lifelong dream.

That's why I support Heads Up America and more free community college programs around the country. Let's make the dream of college education a reality for more students, the first time around.

My name is Klayre Guzman Ortega. I come from an immigrant family and my parents don't have a high school education. As a first generation college student, this is the culmination of my family's efforts to achieve the American Dream. This December, I will graduate from UC Davis with my Bachelor's of Science in Psychology/Biology in preparation for teaching high school chemistry.

I am grateful for all of the support I've had along the way. But I'm especially grateful to the San José Promise, a pilot program at San José City College (SJCC) that covered my tuition and fees and gave me the academic tools to succeed. This is my story—I was proud to share it at an event with Dr. Jill Biden last week.

I found out about the San José Promise program when I graduated from Lincoln High School in 2010. I was excited to enroll in college, but I was unprepared. My assessment test showed that I was 2 levels below college math and one level below in English. But where I started didn't matter. That is because community college gave me the guidance I needed in each step of the way. It's not where you start; it's where you finish.

Over the summer of 2010, I was able to complete an accelerated math class to get me ready for the fall semester. I eventually completed a rigorous sequence of



calculus courses, getting an A in each of them. Later, with guidance from my mentor, Rosalie Ledesma, I went on to earn an associate's degree in chemistry from SJCC before transferring to UC Davis as a neurobiology major, where I receive full financial aid.

My time at San José City College played a huge role in my success today. I know this because at City College, my classes were small—less than 25 Students—so I could get instruction and feedback from my professors. I received help from counselors and access to instructors, which helped me succeed. I could get help with my education plan any time I needed it. I was able to live at home and be close to my family, an invaluable source of strength. I was prepared to succeed academically and for the rigors of a University of California education. I am grateful for the support I received on my journey from everyone at San José Promise and now I want my younger sister and others to have the same opportunity. I hope that the Promise program expands so more students can fulfill their own college dreams. I truly believe this program will reinvigorate our community and the local economy.

I am proud that — although the road was tough at times — I persevered. Today, I am stronger for it. Without the San José Promise, I would not be graduating from UC Davis this December.

Spotlight on Wabash County Promise

The Wabash County Promise initiative in Wabash, Indiana is a county-wide pilot program designed to help students and families save money for post-secondary education and to help them realize that an affordable college education is within reach. With financial support from the Charles Stewart Mott Foundation, the Community Foundation of Wabash County administers the early distribution scholarship program, which targets students in the 4th, 6th and 8th grade. The program uses children's savings accounts as an incentive for students and families to save and plan for college and to promote a college-going identity aspiring to academic success in high school and beyond. Students receive eligibility for Promise scholarships in three ways: by reaching academic benchmarks, by undertaking college readiness activities, and by working with their families to meet savings goals that are matched by the Initiative. This pilot program represents a unique College Promise model for communities to consider; one that shows how foundations, businesses or other organizations can leverage children's savings accounts for college.

Oakland Promise

The Oakland Promise is a cradle-to-career initiative launched this year that aims to triple the number of college graduates from the City of Oakland within the next decade. Its vision is to ensure that every child in Oakland graduates with from high school with the expectations, resources and skills to enter and complete college. It was launched in January 2016 by Oakland Mayor Libby Schaff in a cross-sector partnership with leaders from the Oakland Unified School District (OUSD), East Bay College Fund, Oakland Public Education Fund, Peralta Community College District, the University of California (UC), the California State University (CSU), and a broad coalition of businesses and foundations.

Students who qualify for the Oakland Promise -- which provides funds for public community colleges and universities in California -- will have access to college scholarships ranging from \$1,000 to \$16,000 for their college education. It is a "first-dollar" scholarship, meaning that financial support is given regardless of whether students receive other financial aid. They must use the scholarship within ten years of high school graduation.

While enrolled in the Oakland Promise, students receive persistence services such as one-to-one and peer mentoring, retreats, and counseling to ensure that they have the social and emotional support they need to graduate.

To be eligible for the Oakland Promise, students must be Oakland residents, enrolled for at least four years in the OUSD and have graduated from an Oakland Promise high school with at least a 90% attendance rate. They must also demonstrate a commitment to community service/ leadership and earn a minimum 2.0 GPA to enroll in a community college and a 2.7 GPA to enter a UC or CSU.

The Oakland Promise also includes other unique features, beginning at the birth of the child through early learning and the K-12 school years, to encourage a college-going culture in the family and community. Those interventions and incentives include establishing college-savings accounts for students born into poverty, school-based college and career advising centers in large middle schools and high schools, and access to technology for eligible students and parents.

Spotlight on Promise in California

Across the United States, education, business, and government leaders from cities, towns, counties, and states are working together to develop College Promise programs to enable students to start and complete a community college education without taking on mountains of college debt. The movement to establish and expand these place-based scholarships is picking up steam, most recently in California, where the number of new programs underway is growing at a rapid rate.

California recognizes that a college education is an essential springboard for a good-paying job, upward mobility and prosperous regions. And to meet that need for education and training, College Promise Programs are springing up throughout the state -- in major cities like Los Angeles, Oakland and San Diego, and in rural and suburban communities, including San Luis Obispo County, Siskiyou, San Bernardino Valley and many others. For example, the San Diego Community College District launched a pilot of the San Diego Promise for over 200 students to attend San Diego City, Mesa, and Miramar Colleges during the 2016-17 academic year. The pilot program provides book grants and covers tuition and fees for incoming freshman on those campuses. District officials introduced some of the first students to benefit from the San Diego Promise on June 22, 2016.

The U.S. Department of Education's Regional Educational Laboratory West has identified 31 College Promise Programs throughout the state, with 21 just added in 2016. California's community college system is the largest higher education system in the United States, with more than 2.1 million students attending its 113 colleges. For the past thirty years -- through the State's Community College Board of Governors Fee Waiver Program, California has covered tuition and fees for low-income students. Given California's longstanding commitment to make and keep higher education affordable, the state is poised to develop significantly more College Promise programs going forward.

In August 2016, the College Promise Campaign teamed up with California higher leaders to examine effective models to strengthen and expand the California College

Promise. The day-long event highlighted current programs and offered ideas for college leaders looking to start their own College Promise programs. Attendees learned how to design eligibility criteria and financing mechanisms and how to build community support for implementing College Promise programs in their regions. The U.S. Department of Education's Regional Educational Laboratory West, WestEd, the California Community College Chancellor's Office, the Community College League of California, and the California College Promise Campaign Leadership Team co-sponsored the event with the Campaign.

"Community colleges are a critical point of access to higher education, and one of our most effective tools for upward mobility," said Lieutenant Governor Gavin Newsom in a released statement. "The Promise Programs that will spring up across California because of these grants will expand opportunity for our young people, putting more students on the path to college and good-paying jobs."

In September 2016, Governor Jerry Brown signed legislation extending the Community College Board of Governors Fee Waiver Program to qualified community college students. With that funding stream for community college students, College Promise programs in California can direct public and private dollars for costs associated with college such as food, transportation, books and childcare. Without these costs covered, many Californians would not be able to afford college. In addition, middle income students, who don't always qualify for financial aid, can have their tuition and fees covered.

The new law also created a \$15 million California College Promise fund to award grants for the state's community colleges to develop regional programs. In addition, the law gives priority to Pell-eligible, low-income and first generation students as well as students from geographically underrepresented areas of the state. The College Promise Campaign is energized by the wide range of College Promise initiatives taking hold in California, spurring the momentum to give thousands more students the opportunity to complete a postsecondary education without the burden of unmanageable college debt.

Building Support in California

The Campaign's Honorary Chair Dr. Jill Biden traveled to California to build support for the College Promise at the invitation of Los Angeles Mayor Ed Garcetti. At Los Angeles City College, high school and community college students joined faculty, administrators and elected officials to announce the LA Promise which will be the nation's largest College Promise program when it launches in fall of 2017. Lt. Governor Gavin Newsom joined Dr. Biden and Mayor Garcetti on stage pledging support for the College Promise. That afternoon, Dr. Biden met with executives from Silicon Valley's technology and manufacturing industries at the San Jose headquarters of NextFlex, a semiconductor company. They listened to Klayre Guzman Ortega, a neurobiology major at the University of California, Davis, tell her story of benefiting from the pilot program of the San Jose Promise as a first generation young Latina who transferred to the university from San Jose City College. She said: "I want my younger sister and others to be able to have the same opportunity I had and hope that the Promise will expand to many more students, which will, in the end, help our community and the economy." San Jose Mayor Sam Liccardo and other elected officials emphasized the need for a College Promise in their region and offered their support for the proposal. "It's all about jobs and it's all about having the best educated workforce in the world," said Dr. Biden.



Los Angeles Promise

In 2016, Los Angeles became the largest American City to establish a College Promise program. Starting in with the class of 2017, qualified graduates from the Los Angeles Unified School District (LAUSD) can attend their first years at any of nine Los Angeles Community College District campuses tuition-free.

"What you are doing in LA is a model for the nation-showing that one of the biggest cities can make free community college possible," said College Promise Campaign Honorary Chair Dr. Jill Biden at the program launch at Los Angeles City Community College in September 2016. "You in turn must seize this opportunity, work to your fullest potential and give it your all," she said to students at the event.

The goal of the LA Promise is to increase the number of LAUSD students who graduate from community college -- whether that's an associate degree, an occupational certificate or credits for transferring to a four years college or university -- so they can become workforce ready. The new program will place a heavy emphasis on student support interventions and comprehensive student services to ensure that students are prepared to succeed in college.

"Higher education should be within reach for every student in Los Angeles," said Mayor Eric Garcetti when launching the program. "The Los Angeles Promise is a path for every Angelina to earn a high school diploma and pursue the skills and education they need to realize their full dreams and potential."

On the day of the LA Promise launch, Dr. Biden and Mayor Garcetti wrote a joint editorial for Inside Higher Ed in support of College Promise Programs. They argued that free community college will provide hardworking young Americans an affordable quality education and safeguard our nation's global competitiveness.

Mayor Eric Garcetti has pledged to raise \$1.5 million from the city's business and philanthropic communities. The LACCD and local Chamber of Commerce will to cover the rest of the costs from funds they raise from local philanthropic groups and from federal, state, and local private foundations. In order to sustain the promise indefinitely, the Los Angeles Promise aims raise funds from a cross-sector group of donors.

2015-2016 in Review

Looking Forward

The Campaign is working consistently to build widespread support for College Promise programs. We want to leverage and support non-partisan public and private sector leaders, policymakers and researchers who are taking the lead to create or expand College Promise programs that are financially sustainable and have the greatest impact on student success. We are actively working with a diverse range of cross-sector partners to support the highest impact models for developing and sustaining an affordable, high quality community college education - at a minimum - for all. We believe this work will yield higher college completion statistics drawn from well-educated graduates ready and able to lead our nation forward in the years ahead.

All across the nation, communities and states are creating opportunities for students to start and complete a community college education without taking on exorbitant college debt. College Promise programs all share a common purpose: to prepare our nation's students not only to succeed in a career, but to have the knowledge and skills to adapt to a rapidly changing world throughout their lives.

Communities and states have chosen to enact College Promise programs because they understand that supporting and funding a community college education for students progressing to earn their degrees and certificates boosts local economic development and societal prosperity. This investment translates into greater income, more tax revenue, and better-educated workers available to meet the needs of our nation's companies. Research has shown that for every dollar invested in a community college, more than three dollars is returned to the economy, a worthwhile ROI. College graduates earn more, are less likely to need public assistance, are happier, and healthier than students with a high school diploma or less.

Now that the movement is growing, communities like Oakland, Mohave, Detroit, Chicago, Boston, Houston, and Los Angeles are building on what Kalamazoo, Long Beach, and El Dorado have already put in place over the past decade.

It is encouraging that College Promise programs have enjoyed bipartisan support and that communities and states have developed a variety of models to finance and support their programs

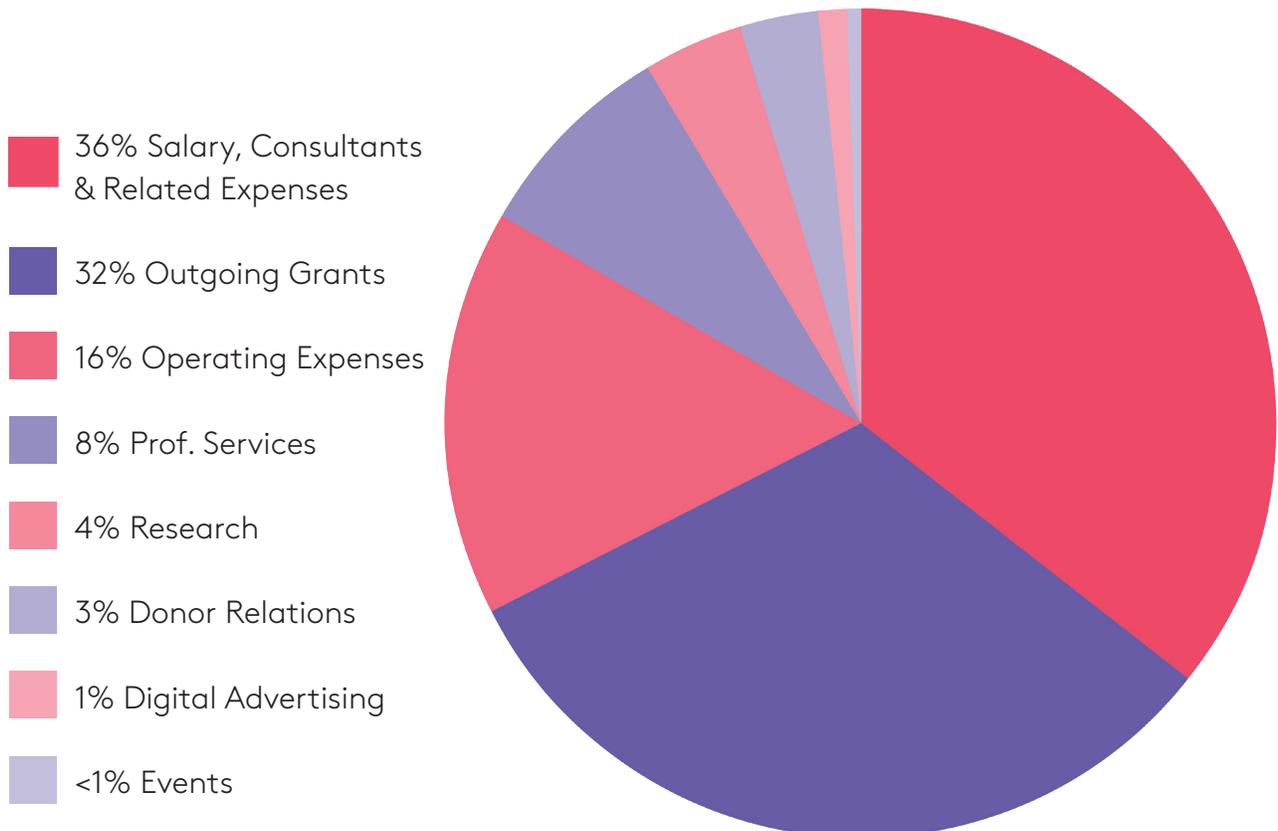
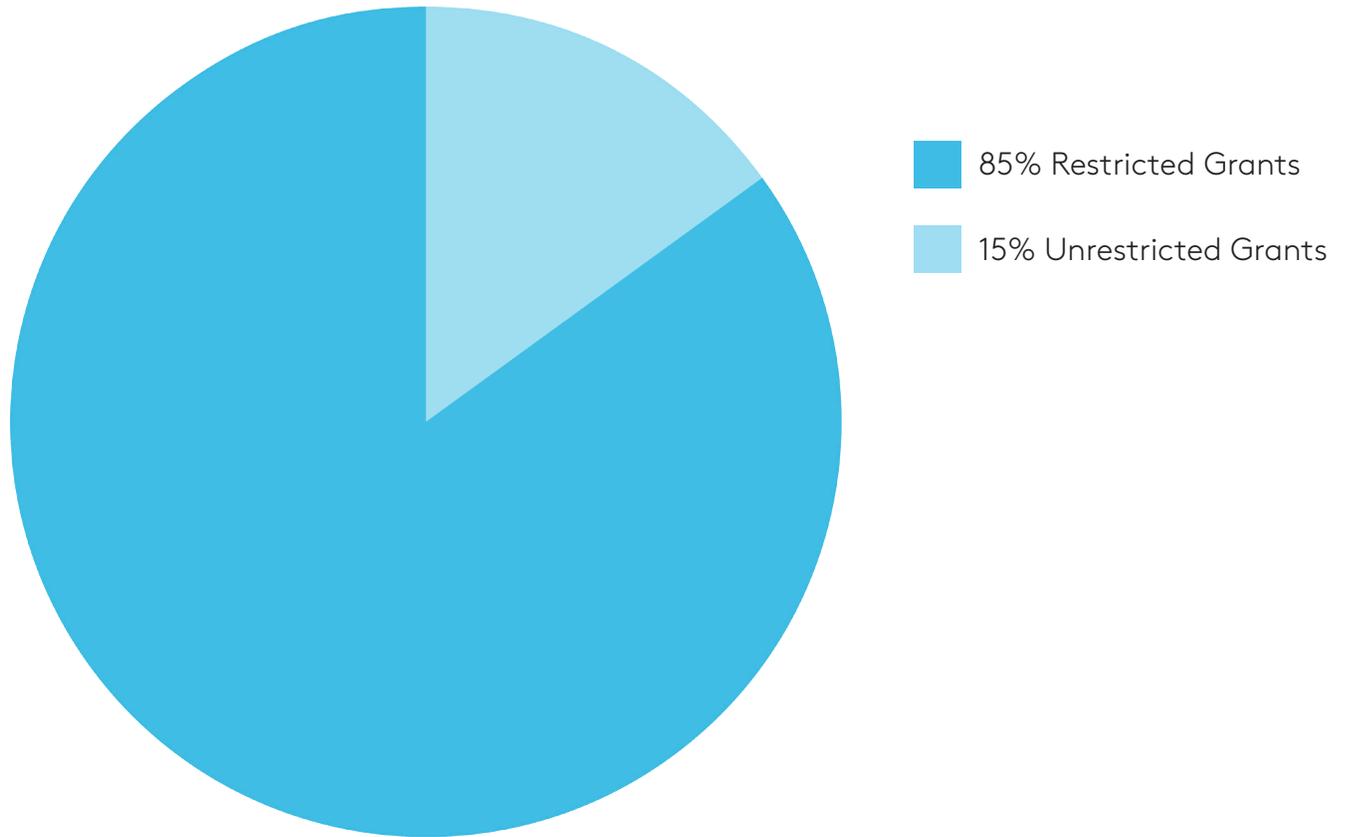
As we complete our first year and move ahead with our Campaign, we have the honor of working with the dynamic and talented leaders on our National Advisory Board as they build momentum for our Campaign within and outside their specific sectors -- business, labor, education, students, philanthropies, nonprofit organizations, and elected officials.

We continue to build widespread support for College Promise programs and to leverage and support public and private sector leaders, policymakers and researchers who are taking the lead to create financially sustainable programs that have the greatest impact on student success. We are actively researching and sharing with hundreds of leaders and stakeholders the best ways to create and sustain College Promise programs for communities, states, and the nation.

As we move forward with our nonpartisan Campaign, we will work with the widest range of Americans, leveraging their talents and expertise to spread world of the growing College Promise movement to make a community college education universal, affordable and freely available for eligible students willing to work for it.

2015 Financial Summary

July 1st 2015 – December 31st 2015





Cuesta Community College

What can I do to support the College Promise?

Campuses, businesses, nonprofits, philanthropies, labor, K-12, and other organizations can sign up as partners here to be listed as a public supporter of the College Promise Campaign and learn more about opportunities to promote the College Promise in their communities and states.

Visit www.HeadsUpAmerica.us to participate in the Campaign's awareness and outreach effort. Pledge your support, host an event, and ask your family and friends join as well.

Follow news and local developments about College Promise campaigns on our Twitter, Facebook, and Instagram accounts. Share our posts with your networks. Meet with, call, and send letters of support for the College Promise to Administrators, elected officials, and other community leaders.

Talk with local and state business, labor, and nonprofit leaders and let them know your community is full of untapped potential because of educational and socioeconomic barriers, and that offering two years of college to eligible students will bolster the workforce with a greater supply of diverse and qualified workers.

Write letters to your local newspaper editors and news producers about the importance of the College Promise.

Heads Up America

Heads Up America is our public-facing, outreach initiative housed within the nonpartisan College Promise Campaign. Our engagement staff organizes students and community partners in support of "free" community college through events, coalition-building, and social media campaigns. You can learn more about these efforts by visiting www.HeadsUpAmerica.us.

Contact Us

College Promise Campaign
1120 G St., NW Suite 990
Washington, DC, 20005
202-507-9597 | CollegePromise@CivicNation.org
Visit CollegePromise.org and HeadsUpAmerica.us to learn more about the College Promise Campaign and for contact information to join the movement!

Moving Forward

As we move forward into our second year, we want to thank you and our partners who worked so hard this year to exceed the original expectations that the College Promise Campaign first envisioned. A cause like this requires diligent and persistent work from a wide range of individuals from throughout our nation, so please accept our thanks!

We are grateful for the bi-partisan support we have received from elected officials from many communities and states and for the ingenuity of diverse leaders representing education, business, labor, nonprofits, philanthropy, students and government, working together to design and implement College Promise programs at local and state levels. We are pleased to see that so many communities are using a cross-sector approach to find ways to make a community college education an affordable opportunity for all hardworking students who meet the eligibility criteria to earn their degrees, certificates, and/or university transfer requirements.

As more and more states and communities craft College Promise programs, our research partners will continue their work with us to ascertain the highest-impact practices and models for effective and sustainable programs. We are thankful for their invaluable expertise and guidance!

We are deeply grateful for the financial support we have received from our founding philanthropies, companies, and individual donors and for the the extraordinary leadership and support of our National Advisory Board and partner organizations.

As we launched our Campaign on September 9, 2015, these strategic partners took bold risks to support our Campaign. They have stood with us over the course of this year and have continued to guide us with expert advice, strategic direction, and collegial support.

We look forward to working with our founding partners and new supporters as we continue to make a community college education an affordable opportunity for students willing to put in the work. We know that if we can help get more students to start and complete a community college education without taking on unmanageable debt, our nation will again become first in the world with an abundance of college graduates who are well-prepared for the workforce and the challenges and opportunities of the 21st Century.

We promise we will not rest on any laurels. There is much more to accomplish in the year ahead!



