

# Free Community College: Pathways to the Promise

## *Rural Community College Alliance Annual Conference*

### *Oklahoma City, OK*

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# Background

# U.S. Higher Education Enrollment & Student Diversity

18-24 Years: 12.0 M

58%

25+ Years: 8.2 M

40%

Female 11.7 M

57%

Male 8.8M

43%

White 58.0%

Black 14.5%

Hispanic

7.2M Attend  
Community  
Colleges

13.3M Attend  
4-Year Colleges  
or Universities

Source:  
<http://nces.ed.gov/fastfacts/display.asp?id=372>



# Rural America

## Rural Dreams: Upward Mobility in America's Countryside

Eleanor Krause & Richard V. Reeves  
Brookings, September 5, 2017

Rates of upward mobility in rural counties are generally as high as in urban areas, but there is great variation across these rural counties.

Counties with the highest rates of upward mobility also had:

- higher out-migration rates, among youth and young adults,
- higher quality K-12 education,
- improved measures of family stability, and
- stronger labor markets.

Source: [https://www.brookings.edu/research/rural-dreams-upward-mobility-in-americas-countryside/?utm\\_campaign=Brookings%20Brief&utm\\_source=hs\\_email&utm\\_medium=Email&utm\\_content=Email%20Header&utm\\_term=1](https://www.brookings.edu/research/rural-dreams-upward-mobility-in-americas-countryside/?utm_campaign=Brookings%20Brief&utm_source=hs_email&utm_medium=Email&utm_content=Email%20Header&utm_term=1) 3/3



# Rural America

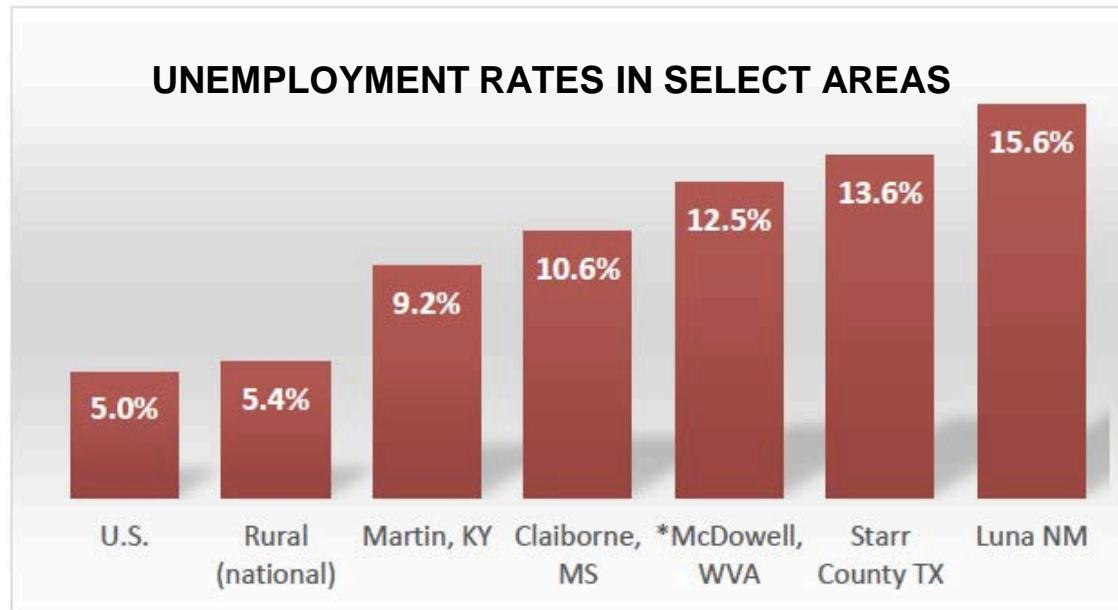
# Opportunities & Solutions

1. Improve K-12 quality,
2. Equip rural communities with basic 21st century infrastructure, and
3. Invest in family planning with access to affordable and quality health care.

**Source:** [https://www.brookings.edu/research/rural-dreams-upward-mobility-in-americas-countryside/?utm\\_campaign=Brookings%20Brief&utm\\_source=hs\\_email&utm\\_medium=email&utm\\_content=Email%20Header&utm\\_term=.3333333333333333](https://www.brookings.edu/research/rural-dreams-upward-mobility-in-americas-countryside/?utm_campaign=Brookings%20Brief&utm_source=hs_email&utm_medium=email&utm_content=Email%20Header&utm_term=.3333333333333333) 3/3



# Unemployment Rates in Rural America

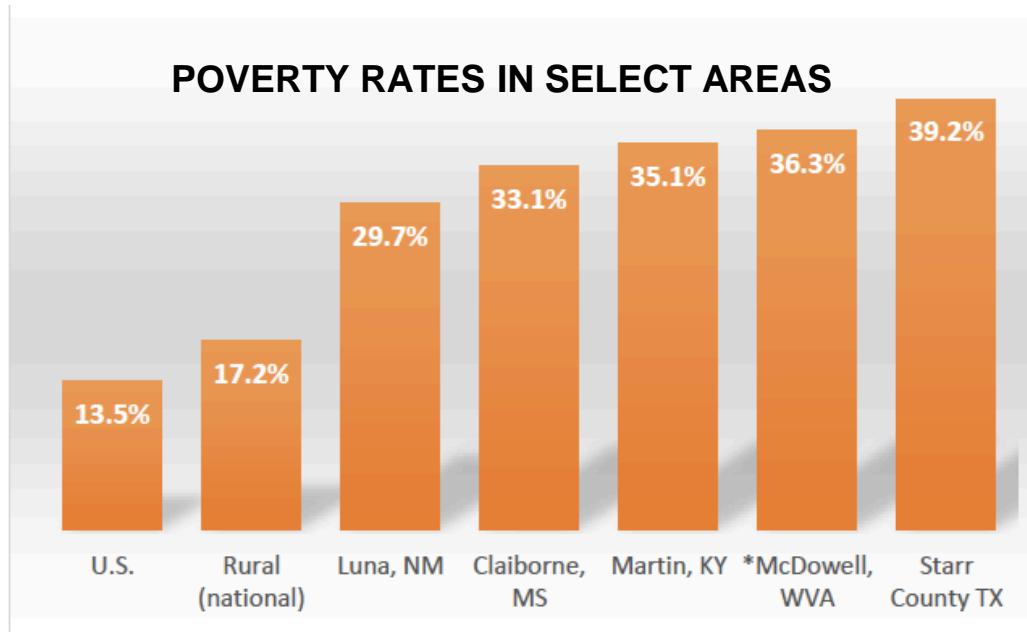


*Source: Opportunity Index, 2016.*

Good News: U.S. unemployment rates have declined significantly since the recession to 5%.

Bad News: Rural communities have the highest unemployment rates in the country...in some remote areas, unemployment rates are triple the national rate.

# Poverty Rates in Rural America



*Source: US Rate is from the Census Bureau; the rates for rural communities come from the US Department of Agriculture; rates for individual counties come from the Opportunity Index. All rates are for 2016.*

**Good News:** U.S. poverty rates in the U.S. have declined significantly over the last 30 years

**Bad News:** Poverty rates in rural areas have not changed much. In some rural areas, poverty rates exceed 30%.

# Rural America

86% of students in rural areas are high school graduates  
(National Center for Education Statistics, 2010)

28% of residents from rural communities complete an associate degree or higher (USDA, 2017)

Former community college students generated over \$800 billion dollars in additional income to the U.S. economy in 2012 (Economic Modeling Specialists International, 2014; American Association of Community Colleges)

# Rural America

## Opportunities & Solutions

1. Develop articulation agreements with Career and Technical Education (CTE) to help students earn their community college degrees and certificates.
2. Provide high speed, broadband internet access to increase online learning and career opportunities.
3. Provide opportunities for peer support and professional networking.
4. Implement mentoring and coaching programs.
5. Increase internships and apprenticeships to help students get real-world skills.
6. Partner with businesses.
7. Partner with high schools to build a college-going culture.

# Why A College Promise Campaign?

## 1980s – Present

**Imperative to strengthen the  
wavering national commitment to  
Growing Opportunity for All**

- Burgeoning post-Vietnam War immigrant communities
- Growth of state and federal oversight
- Fluctuating local, state & federal financial systems
- Dramatic expansion of underserved populations, immigrants & first-generation students
- Questioning of the public purpose, investment in & funding of American education

# State Funding Declined

TABLE 1  
State funding of public institutions as a share of total revenue

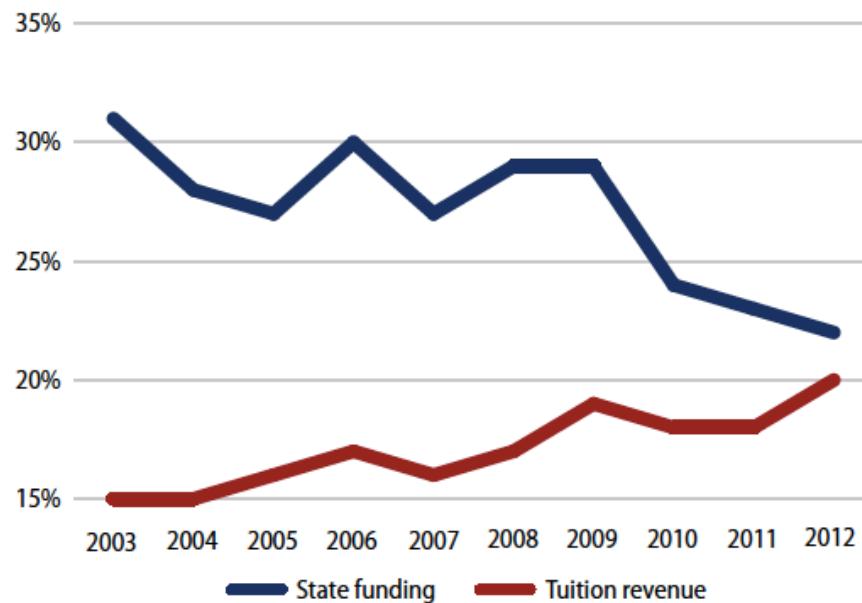
FY 2003–2012

| Fiscal year | Share of total revenue |
|-------------|------------------------|
| 2003        | 30.9%                  |
| 2004        | 28.2%                  |
| 2005        | 27.4%                  |
| 2006        | 30.1%                  |
| 2007        | 27.5%                  |
| 2008        | 29.1%                  |
| 2009        | 28.7%                  |
| 2010        | 23.6%                  |
| 2011        | 23.2%                  |
| 2012        | 22.3%                  |

Source: CAP analysis of U.S. Department of Education data. See endnote 3.

FIGURE 2  
State funding and tuition as a share of revenues at public institutions

FY 2003–2012

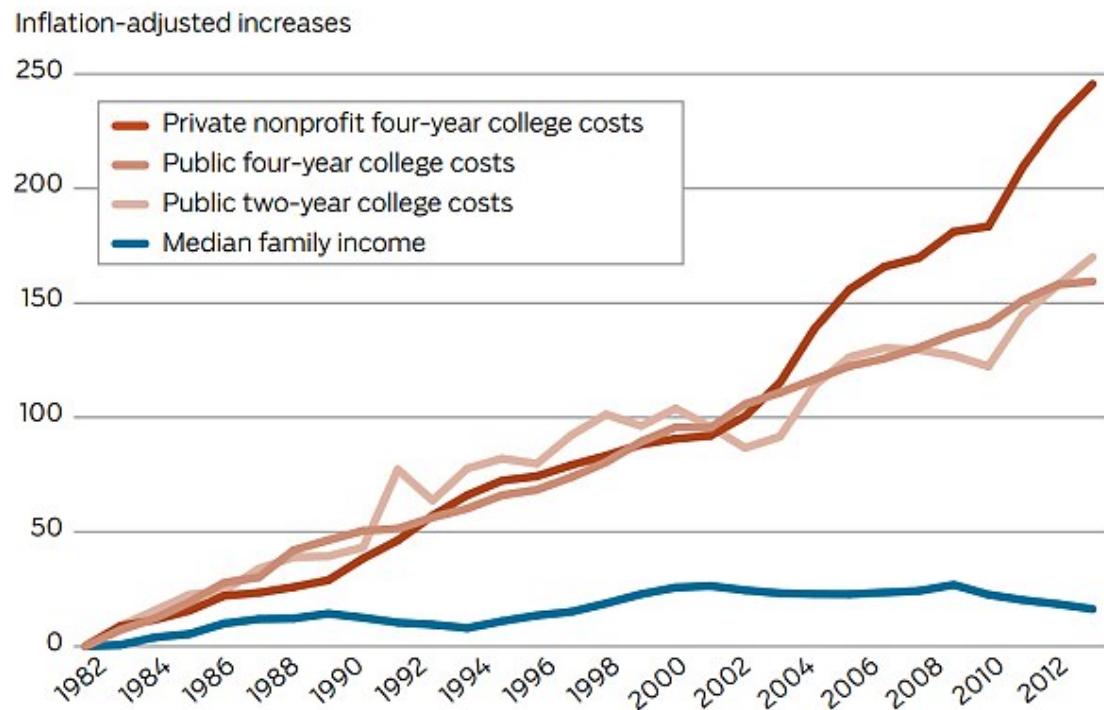


Source: CAP analysis of U.S. Department of Education data. See endnote 3.

# Tuition at Public Institutions Increases

Average tuition at a public 4-year college has increased by more than 250% in the last three decades.

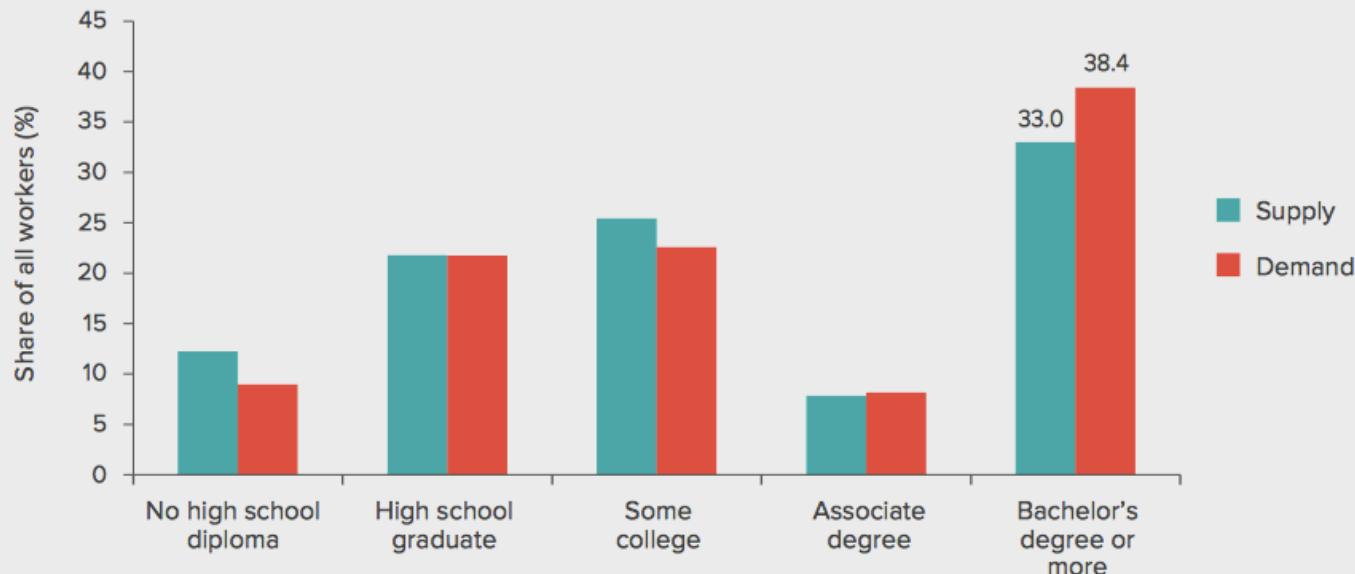
College costs and median family income, 1982 to 2012



Sources: The College Board, Annual Survey of Colleges; National Center for Education Statistics, Integrated Postsecondary Education and Data System.

# Every State Shares this Workforce Challenge

BY 2030, CALIFORNIA MAY HAVE A SHORTAGE OF HIGHLY EDUCATED WORKERS



SOURCE: PPIC projections.

# Every State Shares this Completion Challenge

**Only half of undergraduates earn their baccalaureate degrees in 6 years.**

- Too many students drop out and don't return.
- The typical full-time Bachelor's Degree recipient earns a college degree in 5.1 years.
- The typical full-time Associate's Degree recipient earns a college degree in 3 Years.
- College and university completion rates vary widely so choosing wisely matters now more than ever.

# Every State Shares this Student Preparedness Challenge

- 93 million adult Americans have little or no college educations (> 45%)
- 75 million of these adults are functioning at basic or below basic literacy levels
- Students from low-income families by age 24 earn bachelor's degrees at one-eighth the rate of their more advantaged counterparts — 9% compared with 75%



# Preparation Is Key To Earning A College Degree

- 80% of community college entering freshmen need remediation for college success.
- More high school students are completing college prep requirements and graduating, but the achievement gap persists.
- Accelerated remediation and redesigned assessment and placement efforts are on the rise.

## Bottom Line

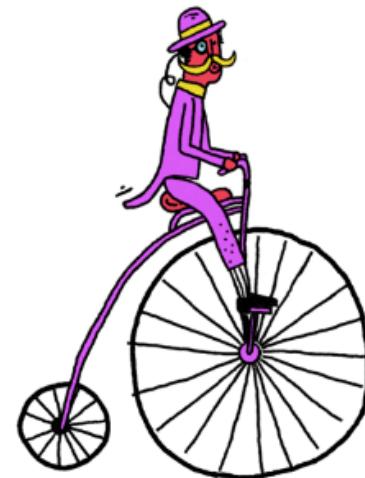
A college degree is a worthwhile investment that yields significant returns over one's lifetime.

# Return on Investment

- The probability of being employed is 24% higher.
- The likelihood of being out of the labor force (neither employed nor unemployed) is 74% less.
- College graduates contribute hundreds of thousands of dollars more over a lifetime in local, state and federal taxes.
- College graduates utilize about 39% fewer government resources (e.g., emergency assistance and jails)
- College graduates report having “good” or “very good” health 44% more than high school graduates
- College graduates are nearly 5 times less likely to be jailed or imprisoned than those who have no college experience.



# Looking Back



**100 years ago we made high school  
available for everyone.**

**This is an update.**

# The College Promise Movement

# What is a College Promise?

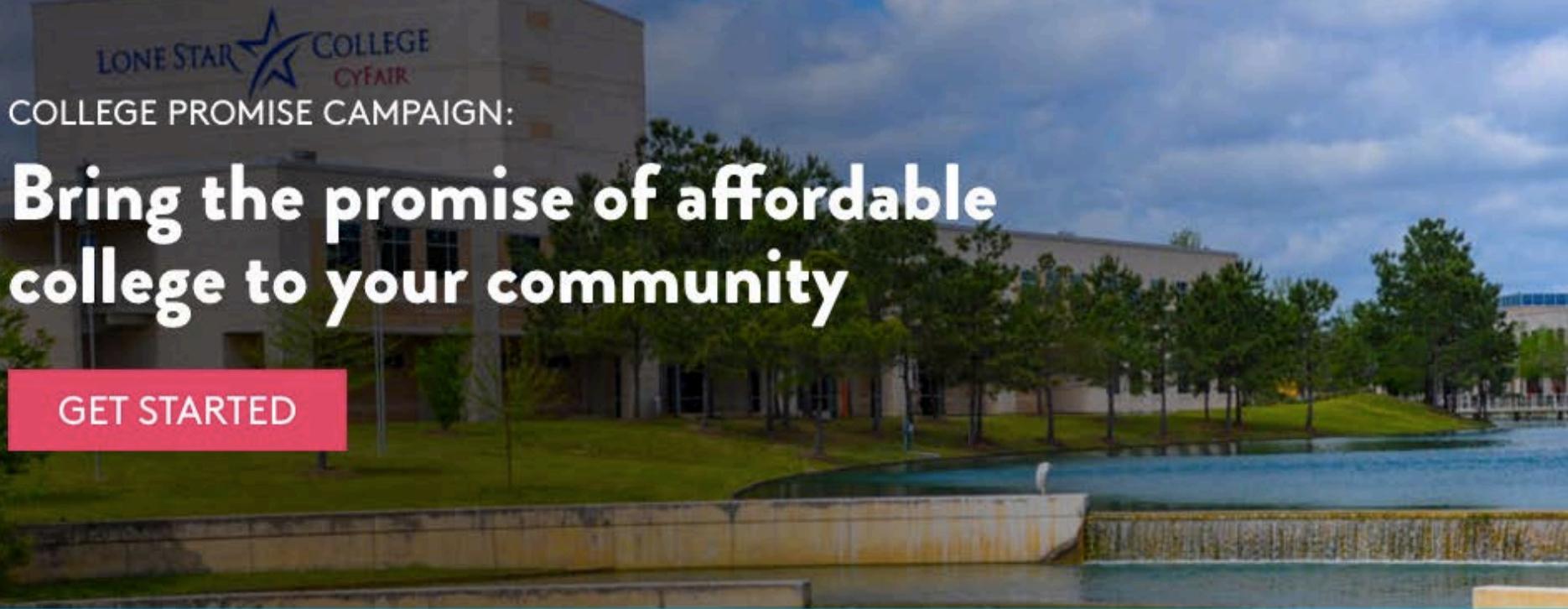
- A 21<sup>st</sup> Century promise to fund 1-4 years of college, making higher education as universal, free, and accessible as public high school has been since the 19<sup>th</sup> and 20th Centuries.
- A promise to prepare students for the 21st Century workforce and the pursuit of the American Dream without the burden of exorbitant college debt.
- A commitment to fund a college education for every eligible hardworking student advancing on the path to earn a college degree or certificate.
- **Key components:**
  - “Place-based” (a college, a city, a region, a state)
  - Guarantee of Financial Support for College
  - Evidence & Performance-Based
  - Financially Sustainable

# What is the purpose of the College Promise Campaign?

- To build widespread support for free community college, the Campaign uses three strategies:
  - Communications and Engagement
  - Cross-sector Leadership Development
  - Research, Policy and Practice

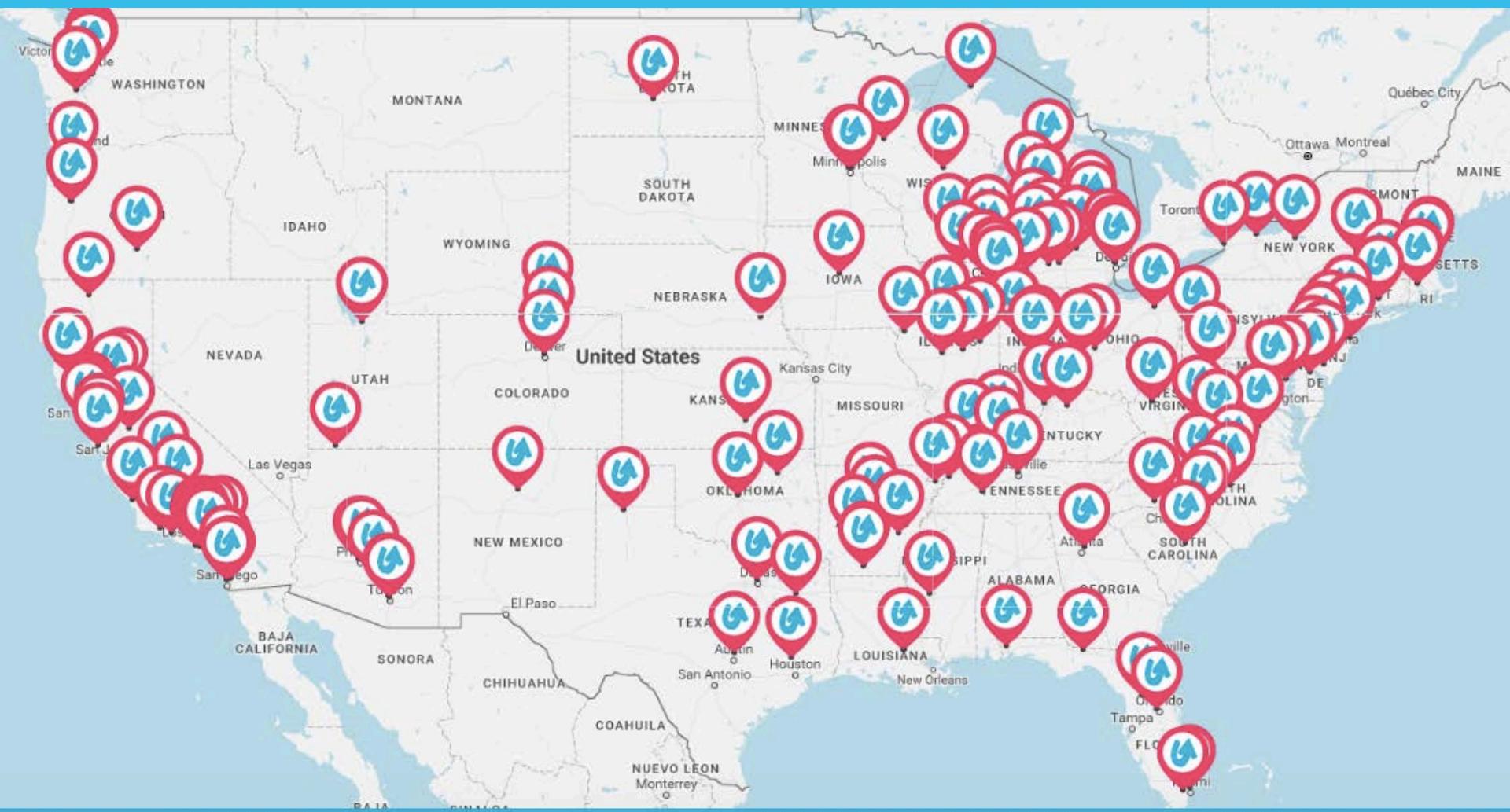
## Why?

- To increase college access, student learning and college completion:
  - Optimizes local, state and federal funds
  - Leverages and promotes evidence and performance-based incentives and interventions.



GET STARTED

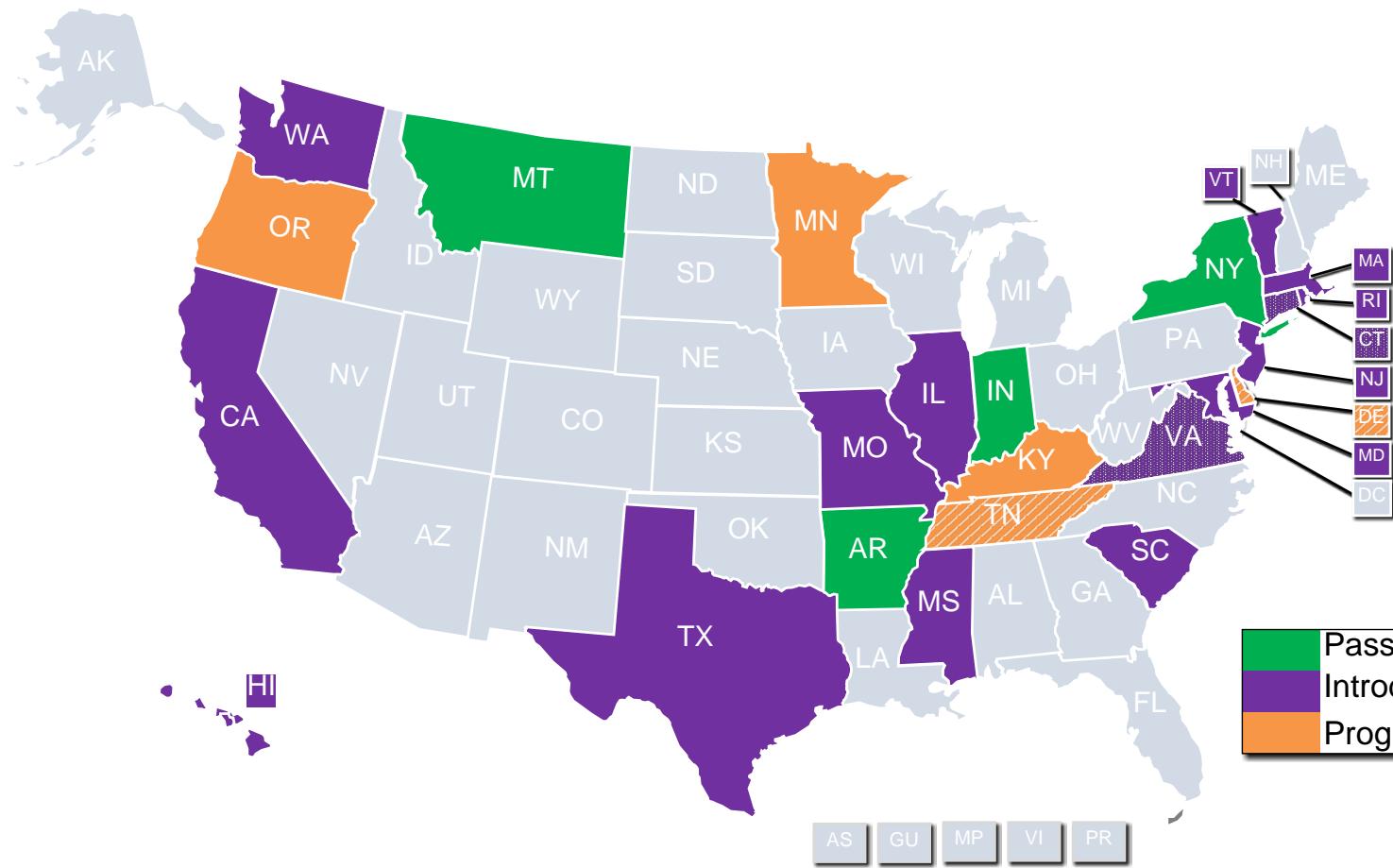
# College Promise Programs



# The Growing Movement

- In the past 2 years, more than 200 local communities, community colleges and universities in 40 states have launched a College Promise from a wide range of public and private funding sources.
- AR, CA, DE, HI, IN, KY, MN, NV, NY, OR, RI & TN passed Promise legislation or the governor signed executive orders.
- More states continue to consider 31 separate bills:
  - AZ, ID, IL, MA, MD, MS, OK, WA, WI
- To date, more than half of the nation's state legislatures have reviewed more than 40 different College Promise measures.

# 2017 State Legislation



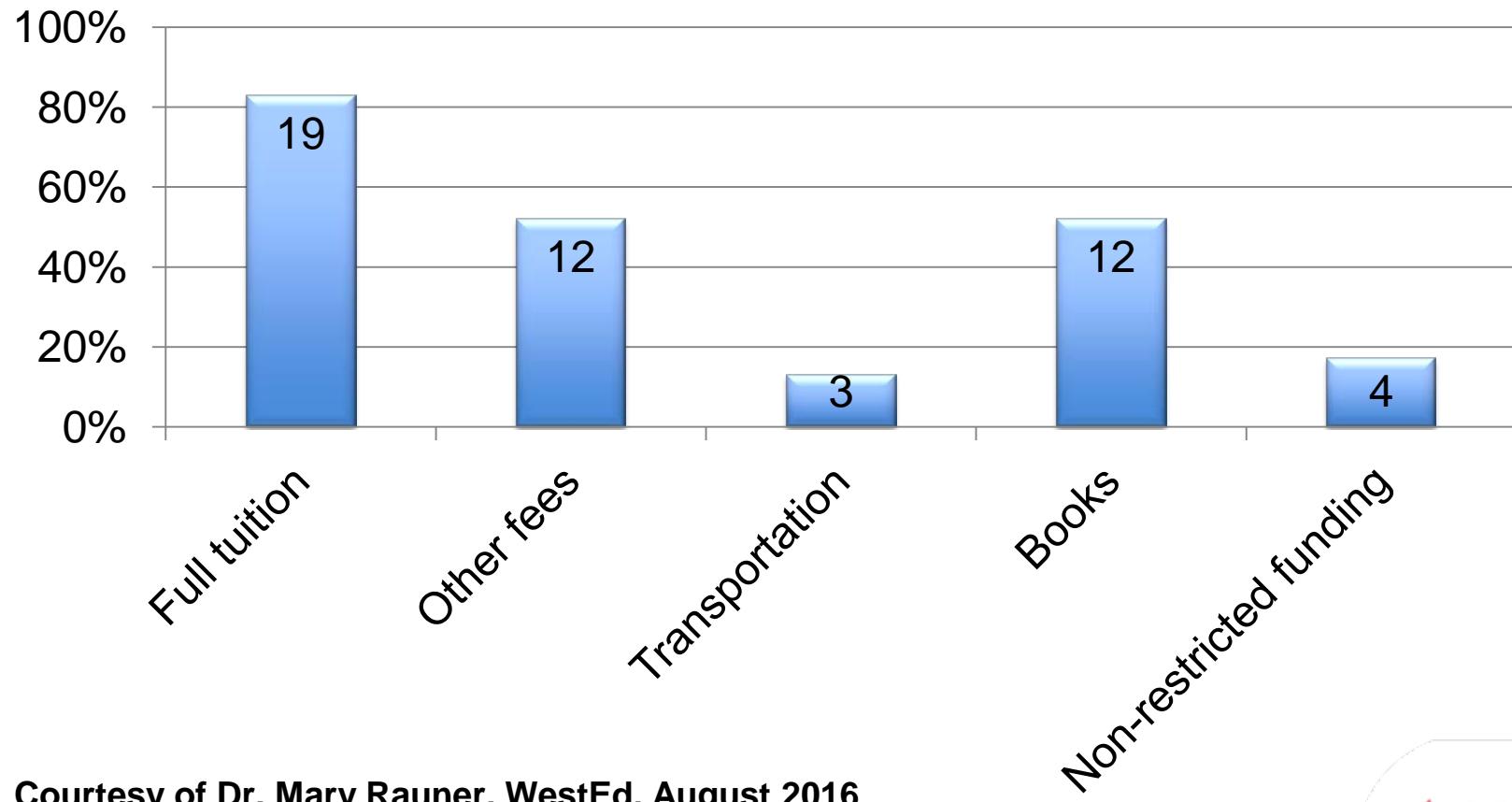
Passed  
Introduced  
Program in Place

# Program Design

# College Promise Goals: Design Challenges

- Increase graduation rate
- Close the achievement gap
- Increase college readiness for entering freshmen
- Leveraging cognitive science and technological tools to increase access & success
- Give every student 24 x 7 advising, mentoring, tutoring, and counseling
- Create and sustain a long-term, stable financial model

# Types of Expenses Covered in A College Promise



Courtesy of Dr. Mary Rauner, WestEd, August 2016

# How is the College Promise funded?

## Funding Sources:

- College operating budgets
- College foundations
- K-12 school district budgets
- City operating budgets
- Special state allocations
- Individual donors
- Foundations
- Business & industry
- Federal and state allocations
- Native American tribal funds

**The majority of College Promise programs have multiple funding sources.**



# Early Outcomes

- Significant increases in enrollment of first generation, underrepresented, underserved student populations
- Persistence from semester to semester
- Increased college aspirations in youth
- Reduction in number and size of college loans
- Number of college promise programs in 40 states more than doubled in two years

# The Right Elements

Over the last 20 months, we found that College Promise leaders are working to implement the right combination of:

- Cross-Sector Stakeholder Leadership
- Evidence-based Educational Interventions
- Evidence-based Behavioral Incentives
- Sustainable Financial Support

These elements can be leveraged to increase economic prosperity, social inclusion, and civic opportunity and stability in the lives of their residents.



# Research and Policy Work Ahead

- How should the College Promise be defined?
- What are the program characteristics that best increase student access and college completion?
- What are the best models for financial sustainability?
- What future research is needed?

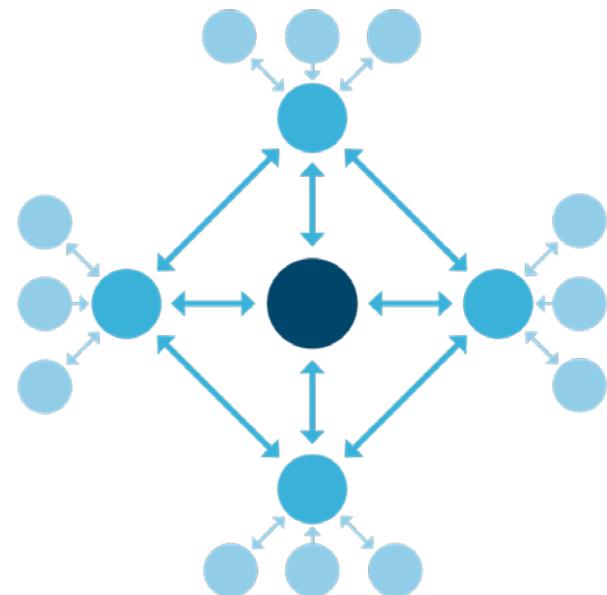
# Next Steps

# Local Promise Leadership

- Today, local communities like Oakland, Barstow, Detroit, Chicago, Wabash County, Boston, Houston, Siskiyous, and Los Angeles are building on what Long Beach, El Dorado and Kalamazoo have already put in place over the past decade.
- The challenge is to design a reasonable, sustainable College Promise that include the right combination of financial and behavioral incentives that can be leveraged to increase college opportunity and completion.

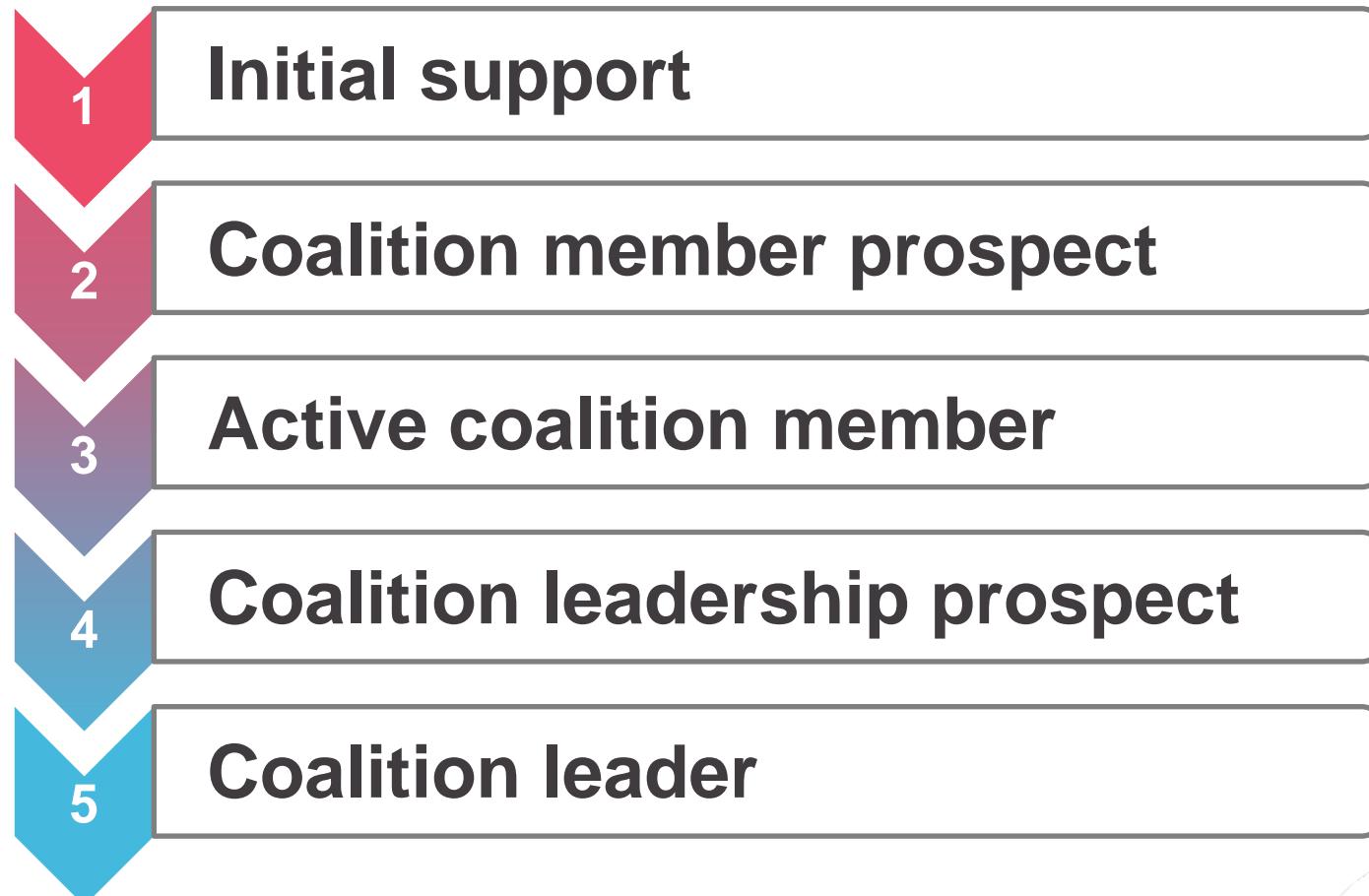
# Building a Coalition

- Right structure in terms of capacity and needs
- Building the form of our coalition to meet the unique needs of each community
- Structure develops differently in each community





# Coalition Ladder of Engagement



# 4 key questions

1. What kind of Promise program do we want?
2. Who has the ability to create that kind of program?
3. What do they want?
4. What do we have that they want?

# Who Are Your Stakeholders?

If you want to create or expand a College Promise Program, which specific people and organizations do you need support from?

# Power Mapping

Power mapping is a tool used by advocates to visually identify and target the best stakeholders to promote change.

## Before you begin:

- Know your goal
- Know your priority stakeholders
- Recruit help with research

# Power Mapping Process

1. Set a goal for Promise

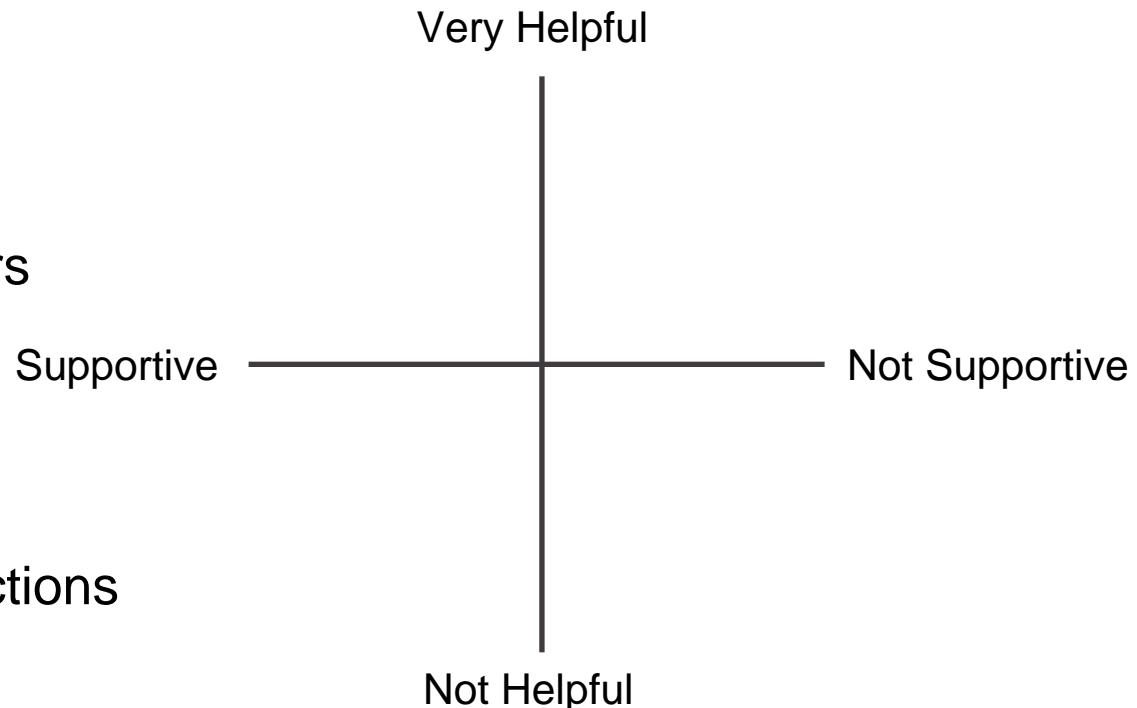
2. Brainstorm stakeholders

3. Assess their influence

4. Determine your connections

5. Determine priority relationships

6. Identify effective tactics



# How We Help Local Communities

- Connect you to the national network of College Promise leaders, experts, scholars & practitioners.
- Work with you to engage education, business, government, non-profit, and student leaders to support and invest in the College Promise.
- Support digital and earned media coverage about the College Promise in your local community.
- Provide research, advice, and help to launch or expand the College Promise.

# Join The College Promise Campaign

**Become a Partner Organization:**

[CollegePromise.org/get-involved](http://CollegePromise.org/get-involved)

**Join our email list:**

[CollegePromise.org/join](http://CollegePromise.org/join)

**Donate:**

[CollegePromise.org/donate](http://CollegePromise.org/donate)

**Contact Us:**

**Outreach:**

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(614) 859-2856

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**Executive Leadership:**

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(408) 497-5939



# We Pay For What We Value

The College Promise Campaign supports the development and expansion of reasonable, sustainable local and state College Promise programs that include the right combination of educational, behavioral, and financial interventions and incentives to increase college opportunity, quality, and completion.

## Year Range

|               |               |
|---------------|---------------|
| • 1968 - 1989 | • 2010 - 2014 |
| • 1990 - 1999 | • 2015 - 2016 |
| • 2000 - 2009 | • In Progress |

# Questions?