



The College Promise

Delivering the American Dream for the 21st Century



Compton College
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College Promise Campaign
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Brief History



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

This is an update.

Brief History

Baruch
COLLEGE



The Servicemen's Readjustment Act of 1944 known as the "G.I. Bill" provides tuition and living expenses for veterans. By 1956 more than 2 million veterans had attended a college or university and nearly 6 million had attended some form of training program.

The Challenge

6.1M
unfilled jobs

\$1.45T
of student debt

10th
in the world for
degree attainment

14%
of community college
students are homeless

Every Community 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%

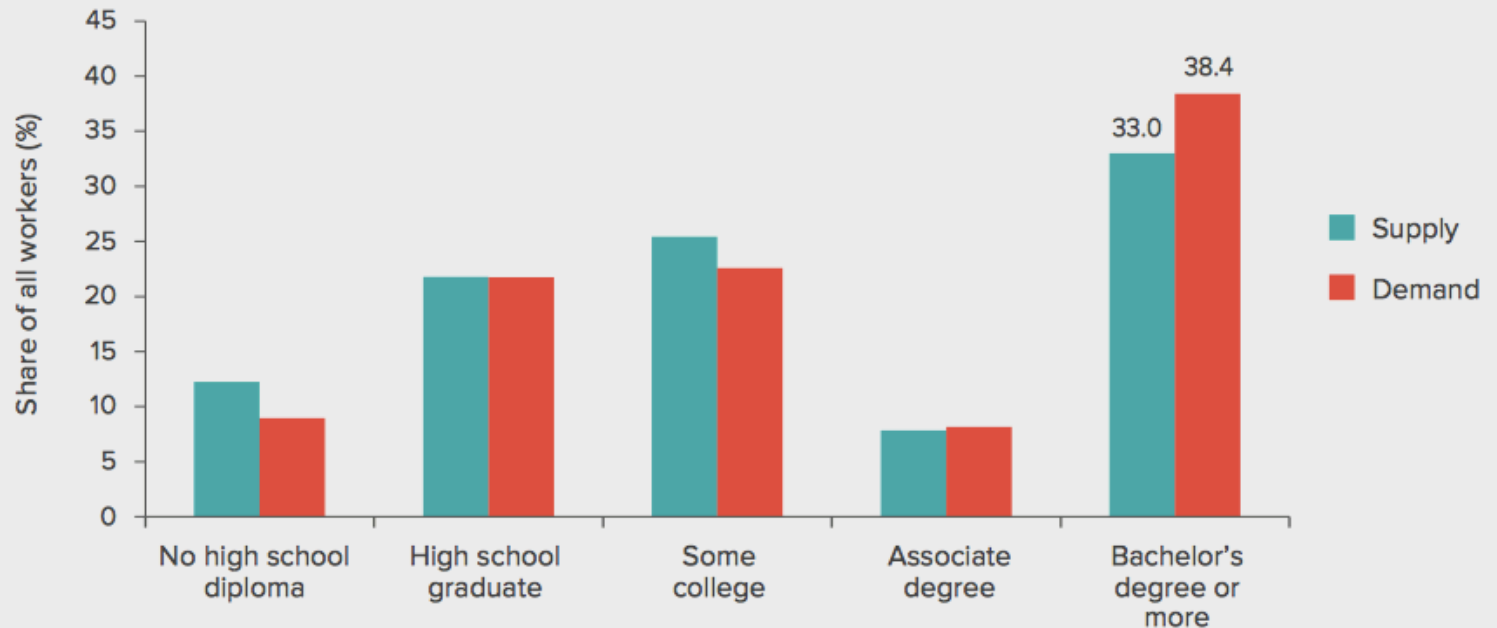
Bottom Line

Preparation, mentoring, and financial support are key to college success!

Every Community Shares this Workforce Challenge



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



SOURCE: PPIC projections.

CollegePromise.org



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[COLLEGE PROMISE](#)

[RESOURCES](#)

[NEWS](#)

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COLLEGE PROMISE CAMPAIGN:

Bring the promise of affordable college to your community

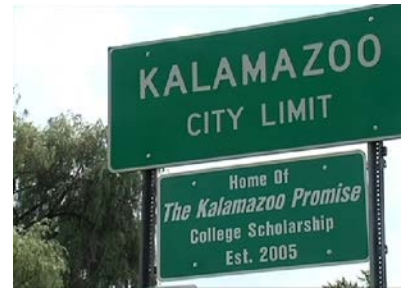
[GET STARTED](#)



What is a College Promise?

- A 21st Century promise to fund 1-4 years of college, making higher education as universal, free, and accessible as public high school was in the 19th 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

The College Promise



Kalamazoo



Long Beach



Detroit

Boston



Tennessee

The College Promise



**Local State
Blended**

Closes Financial Gaps

College Going Culture

Student Supports

Local Promise Outcomes

15%

increase in
high school
graduation



62%

persistence rate
(fall to spring)



5x

increase in
English completion



91%

completed first
year of college



33%

college completion
increase



Statewide Promise Outcomes

17%
less student debt



50+
local programs



53%
students tuition-free



13%
increase in community
college enrollment



Community ROI

- The probability of being employed is 24% higher.
- The likelihood of being out of the labor force 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.

The Campaign



Elected Official Promise Leadership



West Sacramento Mayor Chris Cabaldon



Baltimore Mayor Catherine Pugh



Prince Georges County Executive Rushern Baker



Rhode Island Governor Gina Raimondo



Tennessee Governor Bill Haslam



Business Promise Leadership



Nonprofit Promise Leadership



Education Promise Leadership



College Promise Research Network

CCRC COMMUNITY COLLEGE
RESEARCH CENTER
TEACHERS COLLEGE, COLUMBIA UNIVERSITY


EDUCATION POLICY CENTER
THE UNIVERSITY OF ALABAMA

mdrc
BUILDING KNOWLEDGE
TO IMPROVE SOCIAL POLICY

 **PennAHEAD**
Alliance for Higher Education and Democracy

 UNIVERSITY OF
ARKANSAS



 **UT DALLAS**
The University of Texas at Dallas



WestEd 
WestEd.org

**W.E. UPJOHN
INSTITUTE**
FOR EMPLOYMENT RESEARCH

Where We're Headed



~50 Programs
2015

~200 Programs
2018

Goal: Double **Quality College Promise Programs by 2020**