# FOOTHILL COLLEGE

# PROMISE

Presentation to
Revenue & Resources
Committee
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# Background

- AB 19 (Santiago, 2017)
  - Created the **California College Promise Program**

- 2018-19 Budget $46M Ongoing Appropriation
  - FH allocation $889K

- Program Certification

- 2019-20 Budget Act $40M Proposal support for 2nd Year of free tuition



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**PROMISE**

Get Your First Year of College Free!

Ask me how!

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# California College Promise Program Goals

- The high level goals of the California College Promise Program are:

  - More HS students deemed college ready, placed into transfer-level math and English, and enrolling directly into CCC

  - More students earning associate degrees, in demand-CTE, certificates and employment in the field of study

  - More students transferring to and graduating from the CSU and UC with a baccalaureate degree

  - Reduction and elimination of regional achievement gaps and for traditionally underrepresented students

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# How does the California College Promise assist colleges in accomplishing program goals?

- Statutory framework to incentivize best practices in support of student enrollment and completion

- Colleges that implement best practices in qualify for additional funding to support the goals of the program

- College have flexibility to use funding for "free tuition" or for other activities to accomplish the program goals

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# Foothill College Promise Criteria



- Beginning Fall 2018 students must:
  - Apply to Foothill College
  - Complete a FAFSA/CADAA
  - Have recently earned a high school diploma or equivalent
  - Be a first-time college student
  - Enroll in <u>and maintain</u> 12+ units
  - Qualify for in-state tuition

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# Benefits

- All enrollment and student body fees are waived (regardless of income)

- Eligible students who qualify for the CA College Promise Grant (formerly BOG) receive up to $1,000 (equally distributed in portions of $333.33 across each quarter) for course materials (i.e.: textbooks and required course supplies) at the Foothill College bookstore

- Students who have participated in Foothill's Early College Promise Program for dual-enrolled high school students receive the same benefits of the Early College Promise if enrolled full-time at Foothill

- No-cost SmartPass to ride unlimited VTA public transportation

- No-cost OwlCard for on and off campus discounts

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# Benefits

- The Foothill College Promise initiative does the following:

  - Prepares students for success
  - Gives students access to careers/majors
  - Connects students with a counselor
  - Encourages students to attend college full-time
  - Assists on the path to transfer
  - Quicker completion of educational goals



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# Marketing & Outreach Initiatives

- YouTube video

- Website: foothill.edu/promise

- Phone bank to all potential students



- Social media

- Flyers for workshops and events

- Texts, emails and calls to students

- Day on the Hill focus

- Spanish language marketing

- Bus ads, direct mailers, and banners on campus

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# Current 2018-19 Data

- Thus far, in 2018-19 we have the following stats:

- 343 students on FH Promise w/Book voucher

- 95 students on FH w/no Book voucher (not eligible for CCPG)

- Approximately 164 students who meet all criteria except they have NOT done FAFSA or CADA

- These are annual unduplicated student counts

# Ongoing Strategic Goals

- Increase the number of students who are eligible for College Promise

- Retention of students currently in the program (winter and spring quarters as well)

- Determine other ways that we can support the goals of the Legislation



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# Evaluation of program

An evaluation of the Foothill Promise is currently underway, which includes:

- Incorporating updated CCCCO implementation guidance and possibility of a 2nd year being added

- Developing an enhanced an enhanced marketing plan for 2019-20

- Evaluating recommended best practices and impact on other programs, such as EOPS

- Evaluating qualifying criteria and how benefits are allocated to qualifying students

- Exploring ways to coordinate FH and DA programs

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# Questions?

- **Elias Regalado, Associate VP of Finance and Administrative Services**