

MUSKEGON AREA

**PROMISE**

The logo for Muskegon Area Promise features the words "MUSKEGON AREA" in a medium blue, sans-serif font above the word "PROMISE" in a large, bold, dark blue, sans-serif font. The letter "O" in "PROMISE" is replaced by a yellow sunburst icon with multiple sharp points.

**Expanding Opportunities...Transforming A Community**

# Past

**Guaranteed work**  
in Muskegon =  
good living without  
college or even full  
high school  
education



# Present

Globally-oriented  
**knowledge-driven**  
world



# The Problem: Lack of skilled talent

- One of the biggest concerns in Muskegon is the **lack of skilled talent** for a growing jobs market.\*
- Currently **53%** of job postings require a license/certificate, associate degree, or a bachelor's degree.\*
- By 2025, this number is projected to rise to **64%.**\*\*

Of Muskegon's workforce, only **31%** have these types of post high school degrees.\*

*\*W.E. Upjohn Institute 2014*

*\*\*Talent 2025*

# One Solution: The Muskegon Area Promise.

## What is it?

- A post high school **scholarship** that provides the financial assistance necessary to obtain a two-year degree or its equivalent when used in conjunction with federal, state and/or institutional grants.
- Operated and managed by a designated statewide Promise Zone in **partnership** with Muskegon Community College and Baker College of Muskegon.
- Opportunity for **ALL** students with a 3.5 GPA who live in & graduate from a qualifying high school located within MAISD boundaries.



# Promise Zones established

- In 2009 state law approved **10 Promise Zones**.  
(Muskegon Area, Baldwin, Battle Creek, Benton Harbor, Detroit, Hazel Park, Jackson, Pontiac, Lansing, Saginaw)
- Why? To expand educational opportunities by providing **scholarships** to students, build a skill-based workforce, and transform communities.
- Muskegon County was the FIRST and ONLY **regional** Promise Zone serving more than one school district.
- In recent years, Jackson lost its designation as a Zone. In its place, Newaygo County RESA has been added, and is now the SECOND regional Promise Zone.
- Most recently, in November 2017, our state Governor signed into law **expansion** of the Promise Zones from 10 to 15. The new FIVE will be named in the coming months of 2018.

# How does the Muskegon Area Promise work?

- Legally governed by a **Promise Zone Authority Board**.
- The Promise Zone legislation defines that for the first two years, scholarships must be funded with **private** contributions.
- Thereafter, a Promise Zone can capture **HALF of the revenue growth** from the regional state education tax leading to a self-funding model.

# Private dollars have been raised!

## FOUR Gold Level founding funders...



(Larry Hines)



(Jim Teets)



(Mike Olthoff)



(Amy Heisser)

# Additional Gold, Silver, Bronze funders...

## Additional Gold Level Funders

Quality Tool & Stamping (Dan Kuznar)  
Verplank Trucking Co. (Ron Matthews)  
Dan & Sheryl Kuznar Family  
Community Foundation for Muskegon County

## Silver Level Funder

Supreme Machined Products - \$50K (Greg Olson)

## Bronze Level Funders

Parkland Properties of Michigan - \$30K (Jon Rooks)  
Webb Chemical Service Corp. - \$25.2K (Brad Hilleary)  
Muskegon Rotary Foundation - \$20K  
MasterTag, Inc. - \$10K (Rick Hughes)



# Promise Eligible High Schools (16)

## **Public School Districts**

Fruitport Community Schools  
Holton Public Schools  
Mona Shores Public Schools  
Montague Area Public Schools  
Muskegon Public Schools  
North Muskegon Public Schools  
Oakridge Public Schools  
Orchard View Schools  
Ravenna Public Schools  
Reeths-Puffer Schools  
Whitehall District Schools

## **Charter School Districts**

Muskegon Heights Public  
School Academy System  
Muskegon Covenant Academy

## **Non-Public Schools**

Calvary Christian Schools  
Muskegon Catholic Central  
Western Michigan Christian

# Promise Eligibility Requirements

Two Years of Free College

## Our Promise. Your Future.



**LIVE** within the boundaries of the Muskegon Area Intermediate School District (MAISD).



**APPLY** for federal student aid using the Free Application for Federal Student Aid (FAFSA) and complete the verification process as requested each year ([www.fafsa.gov](http://www.fafsa.gov)).



**GRADUATE** with a cumulative 3.5 GPA or higher from a high school located within the boundaries of the MAISD.



**ENROLL** at either Muskegon Community College or Baker College of Muskegon.

*No scholarship application is needed for the **PROMISE** award. Rather, students will be notified with a letter of eligibility and asked to accept the award in writing each spring.*

*Students must successfully complete their coursework to maintain eligibility. Each college's Satisfactory Academic Progress policies apply.*

MUSKEGON AREA  
**PROMISE**  
[www.muskegonareapromise.org](http://www.muskegonareapromise.org)

# Educational Paths for Promise Awards: Local Hot Jobs

- **Bachelor's Degree**

1<sup>st</sup> and 2<sup>nd</sup> year: General Studies and Michigan Transfer Agreements

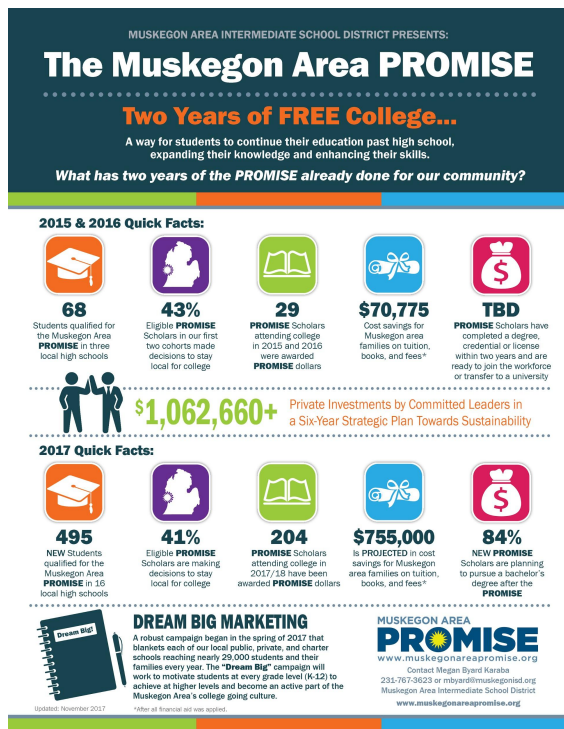
- **Associate Degree**

Computer Programming, Graphic Design, Machining Technology, Nursing, Welding Technology, Culinary Arts and/or all [GoingPro in Michigan](#) Professional Trades

- **Certificate/License**

Electronics Technology, Medical Records, Web Design, CAD Drafting & Design, Diesel Service Technology, Construction trades, CNC Operator and/or all [GoingPro in Michigan](#) Professional Trades

# Our Scholars by the Numbers... What we know



**41%** Identified Promise Scholars have made commitments to remain local for their education (204/495)

**204** Promise Scholars attended/enrolled in college locally during the Fall 2017 term  
191 - Muskegon Community College  
13 - Baker College of Muskegon

**84%** of all Promise Scholars used \$1.00 - \$4,000 during this Fall term

**16%** were fully funded with other resources such as PELL, and TIP

**10%** of all Promise Scholars have MACTC experience

**25%** of all Graduates are considered "College Ready" as measured by SAT and GPA requirements

**84%** of all Promise Scholars have disclosed plans to transfer to a university or pursue a Bachelor's Degree

**97%** of all Promise Scholars accepting their award completed a FAFSA application before the Fall term began.

# How will we advise our students?

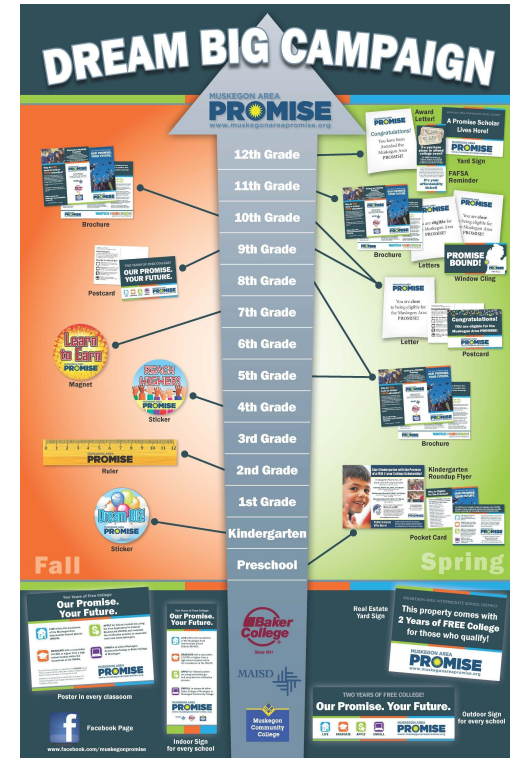
## Purposeful Communication:

- **Target and Advise** Junior and Senior level students
- Monitor and advise students with a **3.5 GPA** and higher
- Intense advising for students with a 3.00-3.49 GPA. Appeal Applications are available for students with weighted GPA calculations.
- Advise Schools of Choice students of **eligibility** (full scholarships are for those students attending area high schools for 4 full years. All others will have a prorated amount.)
- Advise transitioning **Middle School** students
- “Dream Big” Marketing and Promotions, **K-12**

# How will we advise our students? Kindergarten to Graduation Marketing:

The **Dream Big** campaign is based on four key messages:

1. There is a need for education after high school.
2. Students could earn two free years of college after high school.
3. Students must do four things to be eligible for the Promise:  
**LIVE, GRADUATE, APPLY and ENROLL**
4. Attending a local college is a great way for students to start their path toward a future career or further education right here in Muskegon County.



# How will we advise our students?

## Notification of Award:

- **Guidance Counselors** and College Advisers are recommended to continually work to monitor all students' college plans and GPA's.
- No application is needed for the PROMISE award. Rather, students will be notified with an official letter of eligibility and asked to accept the award in writing **each Spring**.
- Students must **successfully complete** their college coursework to maintain eligibility. Each college's Satisfactory Academic Progress policies apply.

# The bottom line...nuts and bolts

- **College, Career and Future Center Promotion:** High School Guidance offices will be the “go to” spot for resources and information.
- It’s important to know and learn the difference between an **unweighted GPA** and a weighted GPA. Many schools report both.
- Students must be “**degree seeking**” declared students at either institution, not “guest students”.
- All scholarships expire after **four** years from student’s graduation.
- The scholarship is a **last** dollar award. Any unused money will stay in our investment accounts to benefit future Promise Scholars. **84%** of current Promise Scholars are awarded dollars ranging from \$1.00 - a full scholarship.

# The bottom line...what FREE really means

- The **value** of the scholarship increases with the prevailing rate and costs of our Community College. **Tuition and fees for up to 32 credits per year, up to an additional 10 contact hours and fees per year as needed, and a \$500.00 book allowance are included.** 62 credits, the equivalent of an Associate Degree, is the maximum amount covered.

**A college course load example:**

Year 1 - Fall 15 credits, Winter 15 credits, Summer 2 credits = 32 credits

Year 2 - Fall 15 credits, Winter 15 credits, Summer 0 credits = 30 credits

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62 credits in total leading to an AA degree and/or transfer

\$5,909	Tuition/Fees
\$ 500	Books
<hr/>	
\$6,409	Annual Award

- Fees for exploratory classes such as study abroad *may not be* covered by the Promise award. Students should confirm the allowance with Financial Aid prior to enrolling.
- The value of the scholarship is based on **“in county” tuition rates** at our local Community College. In the event a student's residence is out of county (Ottawa, Newaygo or Oceana) higher rates will be charged. Currently, out of county rates are \$91.00 per credit hour higher than the in county rate. This difference/deficit is currently not covered by the Promise award.

# Financial Responsibility

The Promise Board and our investors expect students to be **financially responsible** with their awards. Students are encouraged to:

- Maintain residency in county.
- Meet often with College Counselors to ensure programs of study are on track.
- Monitor annual credit accumulation and plan for necessary adjustments.
- Monitor book allowances and spending. Buy early, buy used, rent and return.
- Attend required orientations planned by colleges (Parent Information Night, New Student Orientation, Jayhawk Journey and/or BC1010).
- Apply for, and seek, other financial resources to assist in any unforeseen costs.

# Parent Tips...coming soon!

- **Book Purchasing** tips and know-how (BOOKMARK)
- **Award Analyzer** 2018: The benefits of 2 years local (LIVE GOOGLE SHEET)
- **Communication Strategy**, AND preference from the office of the Promise (COLLECTION UPON AWARD ACCEPTANCE)
- **Education as an Investment** (A culture that promotes, and evokes, SKIN IN THE GAME)
  - Many people invest in a house, a car or even the stock market!
  - In Michigan, the average amount of debt for a college graduate is roughly \$30,852 according to the Institute for College Access and Success.
  - The average cost of a new car in 2017... \$34,968 according to Kelley Blue Book.
  - The average list price for a new house in Muskegon County.... \$125,000 according to the Zillow Home Value Index.

# Student Success: Tracking in the next 6 months

- What does the **Student Success Center** look like at Muskegon Community College and Baker College of Muskegon?
- What are we doing to get students **TO** and **THROUGH** college?
- What is the value add for our students to attend local colleges? **Transfer rate** and success? **Graduation and degree rate** and success?

# Student Success: Promise Zone Mandate

Beginning with the 2016-2017 academic year, students who receive financial assistance from the Muskegon Area Promise Zone will be required to provide the Promise Zone with access to the information needed to comply with the requirements of Public Act 9 of 2016. Reports submitted to the Michigan Department of Treasury will need to include minimum data including:

The **number of students who received financial assistance** from the Promise Zone during the prior academic year

The **number of these students who successfully completed** a certificate program, an associate degree or a bachelor's degree during the prior academic year

The **number of the students who withdrew** from their classes during the prior academic year

For those students who have completed 24 or more semester credits during the prior academic year, **the average time required to complete the equivalent of 24 semester credits**

The six year post secondary graduation rate for those students who received financial assistance from the Promise Zone subsequent to the adoption of Public Act 9 of 2016

# What is OUR “why”?

## Success of the Promise:

- Enhance our school’s academic and college going culture to increase the number of **students** earning Promise scholarships.
- Increase educated, skilled, **ready-to-work, local** talent.
- **Grow** existing business & attract **new** business.
- Strengthen **Muskegon County’s** brand.
- **Ignite** opportunity for post-secondary learning and
- **Promote** partnership for any financial commitment/investment available.

# K-12 Outcomes from other Promise Programs:

- Increased K-12 enrollment
- Greater opportunity of keeping students in the district
- Significant improvement in student behavior
- Improved attendance and GPA
- Grades 3-8 success gains on state standardized tests in Math and ELA as expectations are set
- Benefits persist over multiple years
- **System-wide impact and culture change**



**Muskegon Opportunity:  
Opportunities for students outside of the Promise**

# Options for Students: FREE college credit outside of the Promise!

## A successful career starts with smart choices!

Getting the most of a college education demands academic support, talented faculty, programs for today's jobs, and the best return on our student's tuition investment...

Local pre-college and career options here in the Muskegon area are well poised to offer this very experience and advantage!

## PRE-COLLEGE/CAREER OPTIONS

### DIRECT/CONCURRENT CREDIT



- Direct Credit (DC)
- High school students take college-level classes offered at their high school during the school day
- High school students earn actual college transcript

### EARLY COLLEGE FOR MUSKEGON COUNTY



- Early College (EC)
- Students earn high school diploma & associates degree, technical certification, or 62 college credits
- 5-year high school program

### DUAL ENROLLMENT



- Dual Enrollment (DE)
- Students take classes at high school and degree-granting post-secondary institution
- Must have qualifying ACT plan, PSAT, or MME score

### ADVANCED PLACEMENT



- Advanced Placement (AP)
- 35 nationally designed courses
- 19 different subjects
- In-school or on-line
- College credits determined by test score

### MUSKEGON AREA CAREER TECH CENTER



- Career & Technical Education (CTE)
- 16 different career areas to study during high school
- FREE to all high school juniors & seniors
- College credit/course waivers
- Academic credit available

# Options for Students: Additional Financial resources outside of the Promise!

College costs have increased over the last ten years; however, several options are still available for **all students!** Planning ahead will provide the most benefits. Resources for high school and college students as they prepare for and complete their postsecondary education include:

- Completing the **FAFSA** annually
- **Saving** and planning... it's never too early to start!
- Choosing and researching an affordable college
- Applying for any and all **institutional grants** available
- Applying for Local, Regional and State level **scholarships**
- Researching work placements and options

# Expanding opportunity in Muskegon County:

## Pervade the Promise!

- **Understand** the basics of the Promise
- **Tell** others about the Promise
- **Support** the belief that every student can succeed
- **Visit** our webpage @ [www.muskegonareapromise.org](http://www.muskegonareapromise.org)

**WATCH MUSKEGON**