

13th Year Promise Scholarship

Gary Oertli, President

Elizabeth A. Pluhta, Ed.D., Associate Vice President of Advancement

South Seattle College

South Seattle College

- Comprehensive community college in southwest Seattle
 - College transfer (A.A.) degrees
 - Professional-technical training programs (health care, culinary arts, aviation)
 - Largest apprenticeship training center on west coast
 - English language classes and high school completion programs
 - Bachelor's of applied science degrees

- 15,000 students each year
 - 60% students of color
 - 41% speak English as second language
 - 54% first generation college students

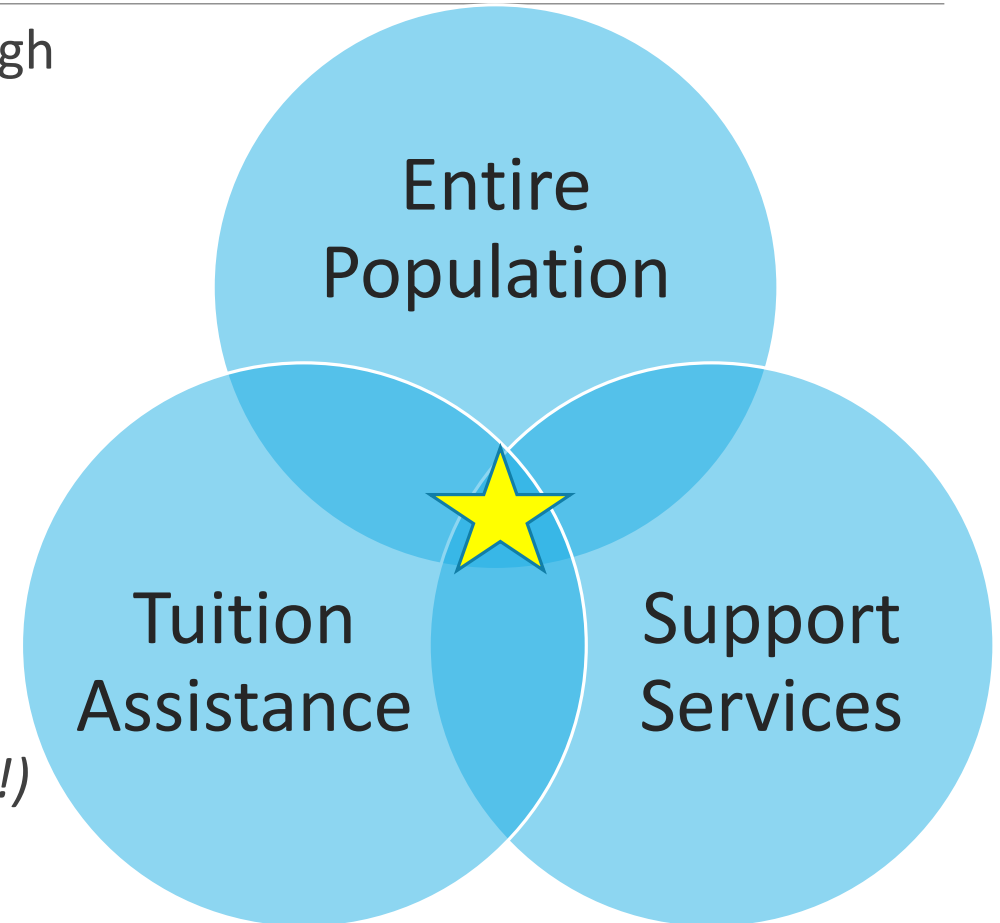
- Campuses in West Seattle, Georgetown, New Holly

13th Year Promise Scholarship

Guarantees **every graduate** of our service area high schools a **free year of college** at South Seattle College along with **required student support services** through the Readiness Academy

Service area high schools with 13th Year:

- Cleveland High School
- Chief Sealth International High School
- Rainier Beach High School
- West Seattle High School (13th Year coming soon!)*



History and background

- Board retreat/seminar focused on higher education landscape (2007)
- Research and conversation with K-12 partners (2007-2008)
- 13th Year Promise Scholarship begins as a pilot with Cleveland HS (2008)
- Program expands to Chief Sealth and includes Readiness Academy (2011)
- Program expands to Rainier Beach (2013)
- Obama announcement and national campaign (2015)

13th Year support services – Readiness Academy

- College 101 and outreach sessions at high schools (Fall)
- 13th Year application deadline (December)
- Financial aid workshops (January)
- COMPASS Placement test workshop (February)
- COMPASS Placement Pre-Test (March)
- COMPASS Improvement workshops (April)
- COMPASS Placement Post-Test (May)
- College field trip (May)
- Intensive new student orientation (September)
- Quarterly check-in meetings (September – June)
- Transition events (March – June)

60% improved placement by at least one quarter in English

40% improved placement by at least one quarter in Math

13th Year Scholarship benefits students, families, and community

- “Tipping Point” (CCRC/SBCTC, 2005):
 - K-12 + 1 year college = success
 - Industry credential or continuing education
 - \$7,000+ annual earnings for student
 - Annual benefit to economy and tax payers of \$4,700/student

- Labor Market Benefits (US DOL, 2014)
 - \$727 (some college, no degree) vs. \$651 (hs diploma) average weekly earnings
- Civic, cultural and personal development
- Increase college enrollment from high school – avoid “10 year drift”
- **90%+ of students and families desire to attend college**

But many students don't reach this milestone. . .

- African American and Latino students less likely to attend college than White students
- Low-income students less likely to attend college than more affluent students
- Single biggest barrier to attend college is cost
- 2nd barrier is academic challenges
- *“Financial aid, that’s my big obstacle. I’ve been looking for scholarships, but there’s just so many people applying to same scholarships and the same time. It’s really hard, harder than people think to get a scholarship” (HS Student, Hear Us Out Seattle HS Report, 2010).*

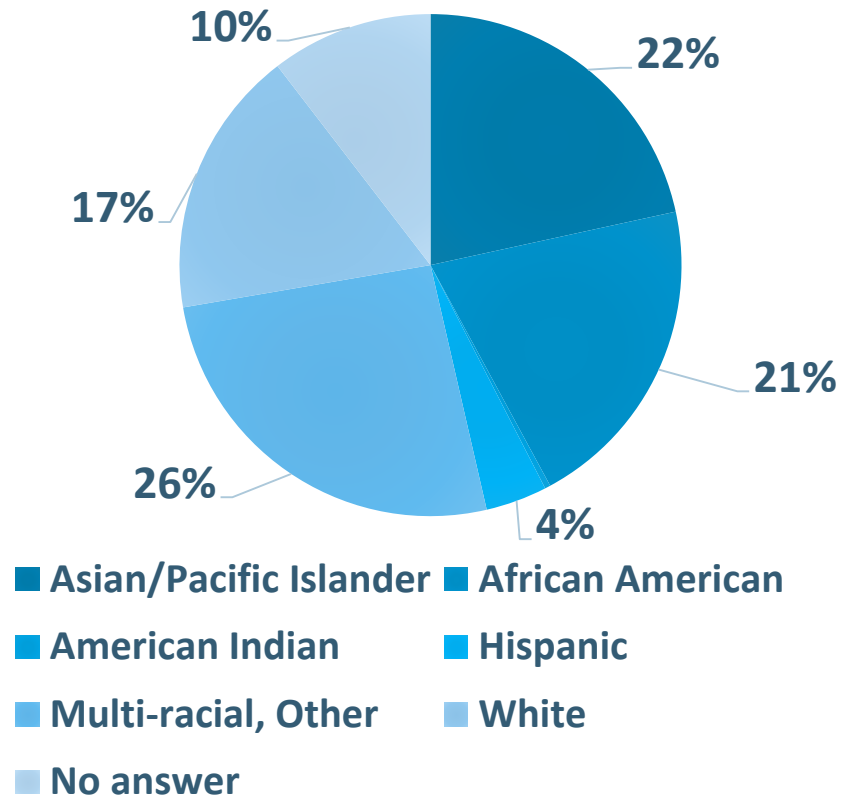
13th Year inspires college-going culture

- **1,500+** high school seniors have participated in college prep activities since 13th Year began in 2008
- **65%** of all eligible high school seniors apply for the 13th Year Promise Scholarship
 - 100-150 13th Year students enroll in South Seattle College each year
 - Difference in senior class sizes from one year to the next
 - Students applying to other colleges – and that's ok!
 - Culture and college-access partnerships vary by high school

- **Tripled** matriculation from area high schools

- **50%** of students said that they would not have attended college at all if not for the 13th Year Promise Scholarship

Underserved populations especially benefit from 13th Year

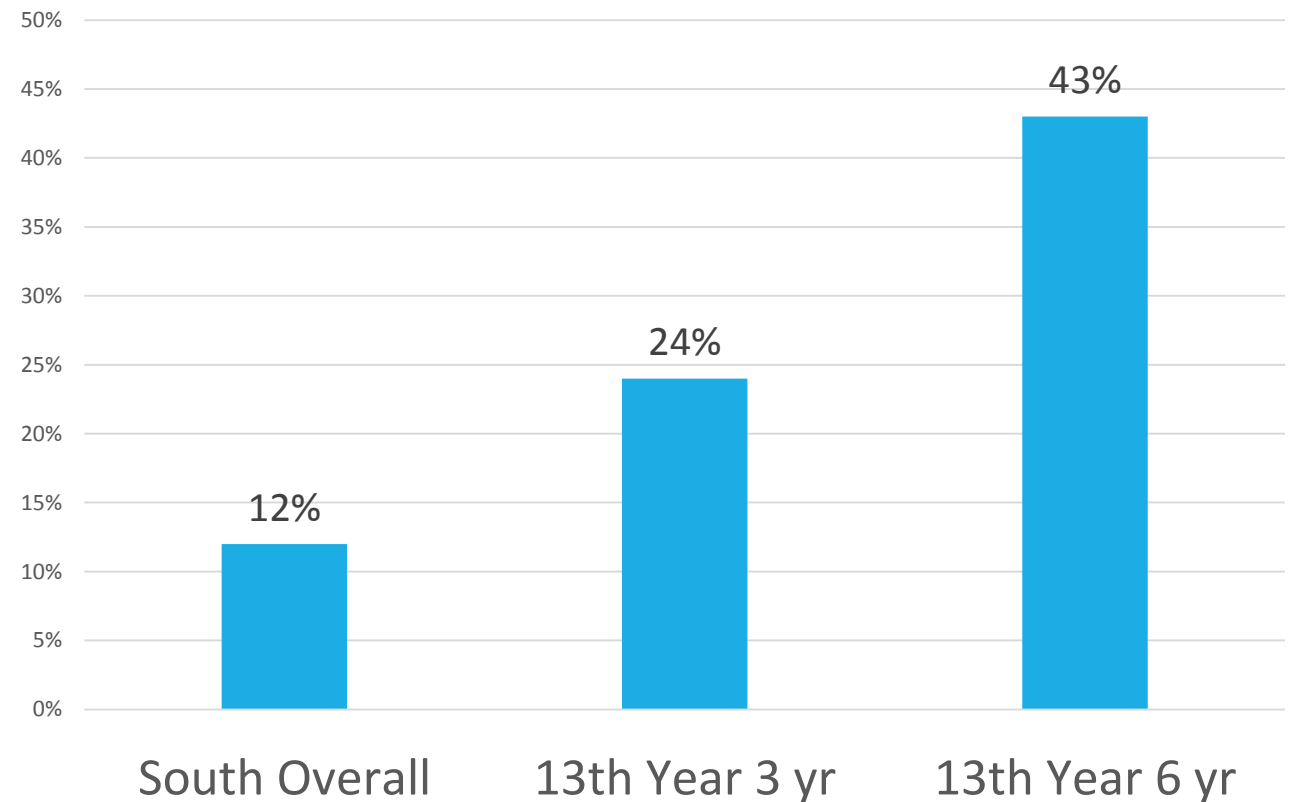


- 72% identify as students of color
- 16% have children or other dependents to care for
- 50% are low-income
- 60% say that they are the first in their family to attend college

13th Year students perform better than their peers

- 13th Year students have 85% fall-winter persistence vs. 74% for overall college population
- 73% of 13th Year students say the Readiness Academy prepared them to succeed in college

13th Year Completion Rate



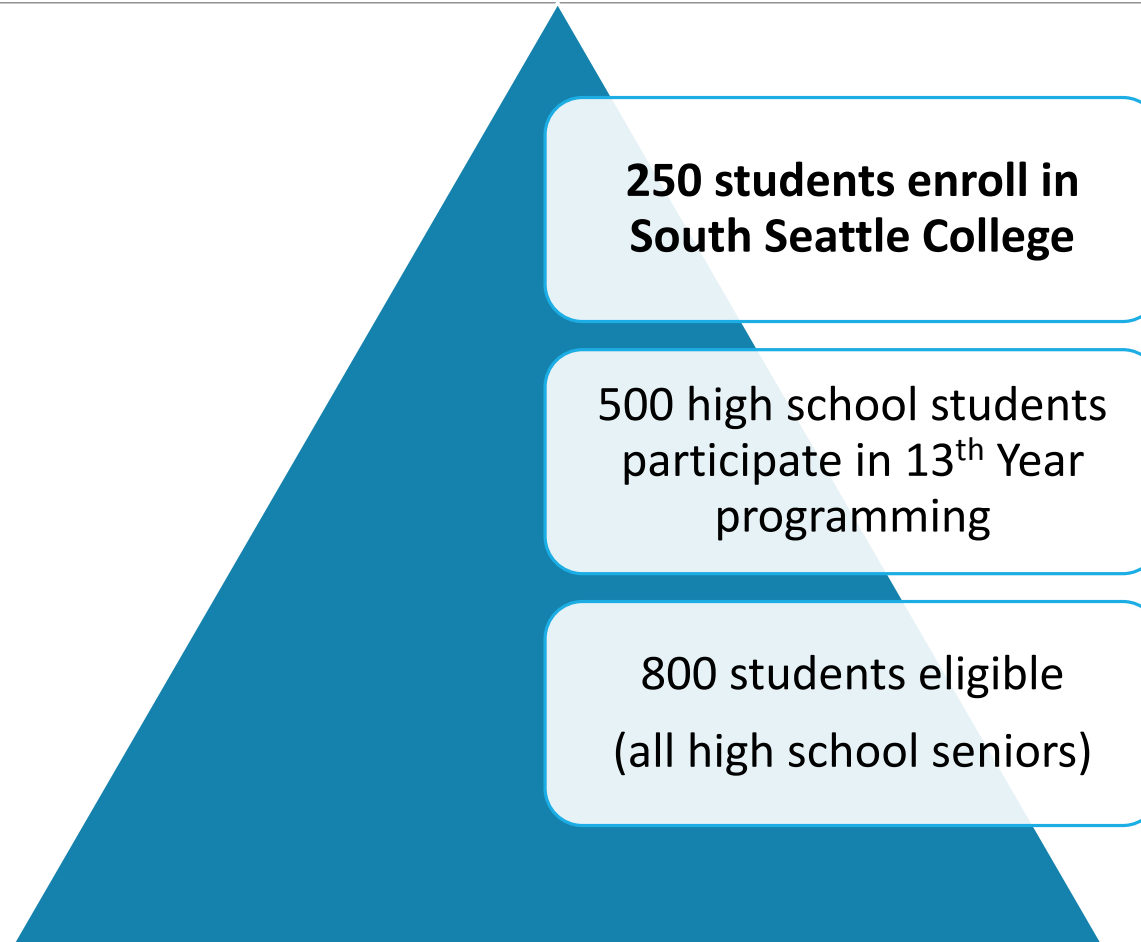
13th Year supports college and community success

- Guaranteed tuition coverage significantly incentivized interest and enrollment
 - Primarily encourages enrollment of low-income students and students of color - students who otherwise would not have attended college
 - Low rates of preparedness upon arrival – support services are key
 - Very small group of high achieving students

- Scholarship is powerful incentive for mandating participation
 - Gaining/losing scholarship more effective than emphasizing benefits
 - Pride in identifying as a “scholarship recipient”

- “EVERY student as a college student” and “guaranteed free college” are simple, powerful messages for students and families

13th Year Promise Scholarship enrollment model



*Includes projections for full-scale program at four high schools

13th Year program budget

Estimated annual 13th Year budget		
(4 high schools; 250 students)		
<u>Expenses</u>		
Staff salaries/benefits (5 FTE)		450,000
Student outreach/supplies/transportation		20,000
Instructional costs (faculty stipends, testing, materials)		30,000
Tuition assistance (\$2,000 per student after other aid)		500,000
TOTAL		\$1,000,000

Next steps

- Continue fundraising - 75% of way to \$8.1 million goal to expand to WSHS and sustain program
- Conduct additional data analysis
 - Longitudinal success (transfer, earnings, etc.)
 - Course-taking patterns
 - Impact of specific variables and interventions on success
- Enhance partnership with the high schools
 - Improve college preparedness
- Explore opportunities for scale and partnership with other entities
- Celebrate and share expertise with others

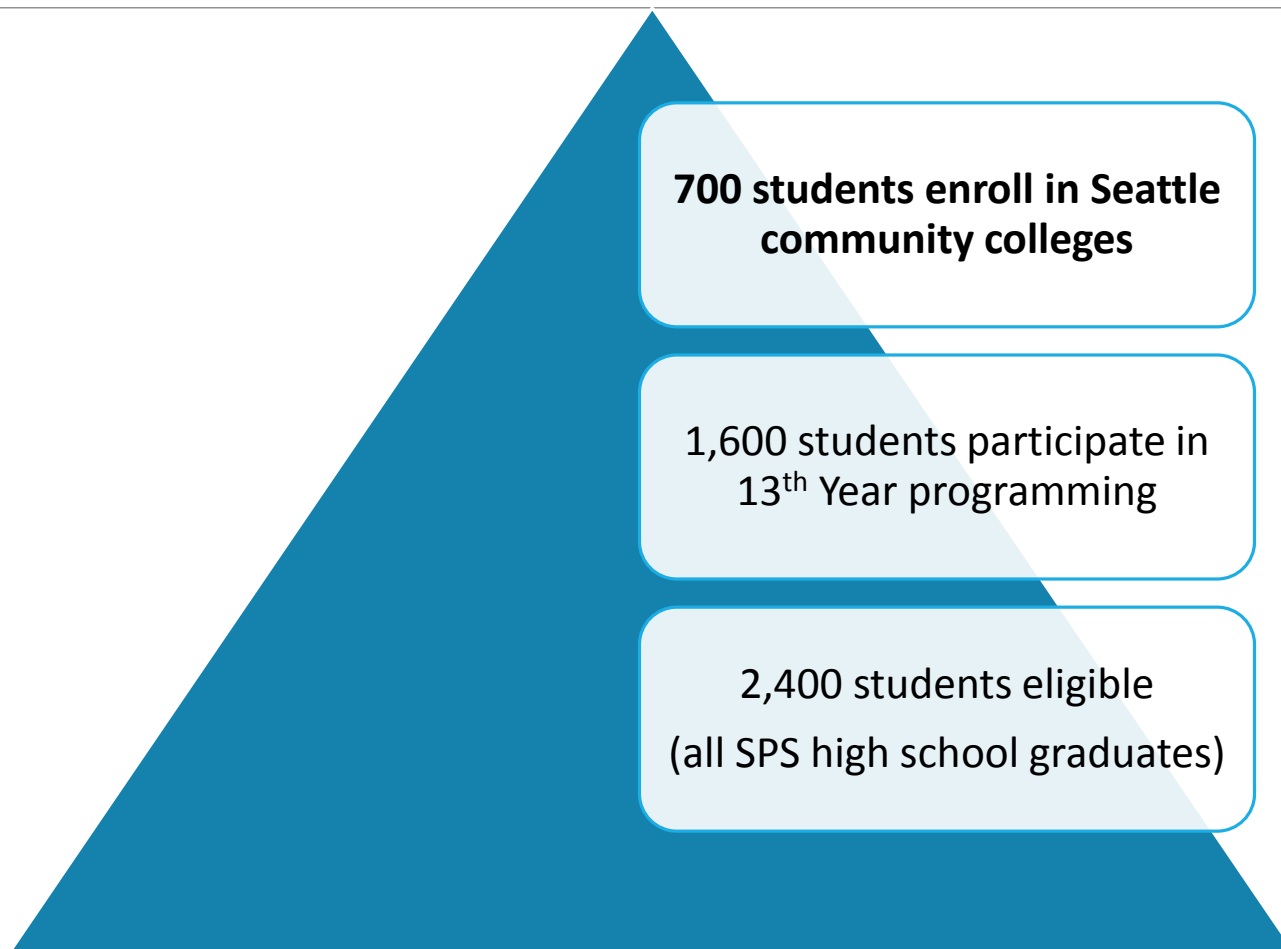
How City of Seattle can help

- Direct funds to support South Seattle College's 13th Year
 - \$100,000 - \$500,000 annually direct service costs
 - Resources to serve as a pilot for further efforts

- Philanthropic leadership
 - Champion vision
 - Encourage local business and community leaders to support our efforts

- Consider "Seattle 13th Year Promise Scholarship" – scale 13th Year to entire city

Sample city-wide sample enrollment model



*Estimates only. Refine with current Seattle Public Schools data

City-wide estimated 13th Year annual program budget

Model 1 - Annual 13th Year Budget (assumes 30% college enrollment)		
(12 high schools; 720 students enrolling in community college)		
<u>Expenses</u>		
Readiness Academy (salaries/benefits; supplies, instruction)	\$100,000 X 12 HS	1,200,000
Tuition Assistance (\$2,000 per student after other aid)	720 students	1,440,000
TOTAL		\$2,640,000
Model 2 – Annual 13th Year Budget – assumes 50% college enrollment		
(12 high schools; 1,200 students enrolling in community college)		
<u>Expenses</u>		
Readiness Academy (salaries/benefits; supplies, instruction)	\$100,000 X 12 HS	1,200,000
Tuition Assistance (\$2,000 per student after other aid)	1,200 students	2,400,000
TOTAL		\$3,600,000



Thanks and Questions?

Gary Oertli, President

206.934.5311

Gary.Oertli@seattlecolleges.edu

Elizabeth A. Pluhta, Ed.D.; Associate Vice President of Advancement

206.934.5141

Elizabeth.Pluhta@seattlecolleges.edu