

PORTERVILLE COLLEGE PROMISE PROPOSAL

April 25, 2019

OVERVIEW

1. Project Background and Description

The vision of the Porterville College Promise is to provide a tuition-free year and additional resources to first-time college students as a commitment to attaining each student's educational plans through a pathway to success. Ultimately, increasing the percentage of students who earn an associates degree, career technical certificate, or transfer while preparing them for employment in their field of study. We are optimistic that the Porterville College Promise will expand access, success, and persistence for every student to obtain an educational goal.

**First-time student, is "a student who has no prior postsecondary experience (except as noted below) attending any institution for the first time at the undergraduate level. This includes students enrolled in academic or occupational programs. It also includes students enrolled in the fall term who attended college for the first time in the prior summer term, and students who entered with advanced standing (college credits earned before graduation from high school)." National Center for Education Statistics*

Website link to be added upon completion of website

2. Porterville College – Promise Program

Our goal for the Promise Program, here at Porterville College, is to increase the percentage of students applying for financial aid, increase enrollment, and percentage of students who earn an associates degree, career technical certificate, or transfer. The program will include strategic marketing, collaborative strategic partnerships both within Porterville College's faculty and staff, as well as within our surrounding school districts and community. In this way, the Promise Program will create a college-going culture that makes higher education possible for all students.

Eligibility Criteria for the Porterville College Promise Program:

- First-time college student
- Maintain a 2.5 cumulative GPA
- Maintain Student Academic Progress (SAP)
- Complete a Free Application for Federal Student Aid, FAFSA or California Dream Act Application, CADAA
- Ability to attend full-time, with on time completer's (30 units per year, meeting the 15 to Finish Campaign)
- Declare a Pathway, Education Plan

3. Steps to Apply

These are the steps to complete to be considered for the Promise Program.

- Complete the CCCApply application to Porterville College
- Complete a Free Application for Federal Student Aid, FAFSA or California Dream Act Application, CADAA
 - Students will receive communication after pre-screening of eligibility determination and the opportunity to complete the Promise Program Application
- Promise Program Application

• Deliverables

These are the objectives we plan to accomplish through the plan.

Increase campus, community, and applicant awareness of the Porterville College Promise plan by Fall 2019

- Increase the number of students receiving a fee exemption each term by 5% beginning in the Fall 2019
- Formalize our marketing and outreach calendar for the Porterville College Promise by May 2019

- Establish a marketing strategy by May 2019

• Associated Departments & Stakeholders

Listed below are the departments and stakeholders who will be closely affected by the Porterville College Promise.

- PC Students
- Marketing and Outreach Team
- Financial Aid Office
- Student Services
- Foundation
- Instruction

6. Proposed Strategy

- Launch a targeted marketing campaign
 - Create marketing materials
 - Present to the foundation (Dec. - Feb. 18/19)
 - Present to the campus/community (April)
 - Present to surrounding school districts (May)
- Welcome and Commitment to the Program
 - Pirate Days
 - Early August of each Fall term, beginning 2019
 - Deadline August 1
 - Curriculum
 - INST. Course
 - Summer Bridge
 - Workshops
 - Promise Stewards Mentor Program
 - Counseling/Advising
- Transition to provide a tuition-free year to all first-time students

• High-Level Timeline/Schedule

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|---|----------------|
| • Present to the foundation | Early November |
| • Present to the campus | Early November |
| • Present to surrounding school districts | Spring 2019 |
| • Activity | Fall 2019 |
| • Activity | Spring 2019 |
| • Annual Fundraising, Dinner/Auction | Summer 2019 |

7. Funding Source

Listed below are the funding sources that will be used to provide a fee exemption for a tuition-free year to all first-time students.

- AB-19 Grant
- California College Promise Grant
- Foundation Account Scholarship
 - Donations
- Promise Grant
 - Annual Fundraising Contributions