

MUSKEGON AREA

**PROMISE**

The logo for Muskegon Area Promise features the word "PROMISE" in a bold, blue, sans-serif font. The letter "O" is replaced by a yellow sunburst icon with multiple points, set against a dark blue circular background.

Expanding Opportunities...Transforming A Community

# Expanding opportunity in the Muskegon County area:

## Help Us Pervade the Promise...

- **Understand** the basics of the Promise
- **Tell** others about the Promise
- **Support** the belief that every student can succeed

# 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 (age 25-64), only **35.4%** have these types of post high school degrees.\*\*\*
- "Aging out" occupations are at risk. Baby Boomers are retiring, Millennials AND New Gens will fill the gaps.\*\*\*\*

# Going from Good to Great

“Talent determines our future. More than ever, competitive advantage and economic success for West Michigan will be determined by the quality and availability of a skilled, trained and engaged workforce.”

- 2020 Vision Report: 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.



# 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.

# Financially Supported through COMMITMENT

## Private Funding Purveyors

**HINES**  
CORPORATION



**N I C H O L S**

**ADAC**  
AUTOMOTIVE



**ALCOA**  
FOUNDATION

### Additional Gold Level Support (\$100K+)

Quality Tool & Stamping  
Verplank Trucking Co.  
Dan & Sheryl Kuznar Family  
Community Foundation for Muskegon County  
Mercy Health  
Frey Foundation

### Silver Level Support (\$50K+)

Supreme Machined Products  
Pat & Julie Donahue Family  
Webb Chemical Service Corp.  
Mark and Christine Fazakerley Family

### Bronze Level Support (\$10K+)

Parkland Properties of Michigan  
Muskegon Rotary Foundation  
MasterTag, Inc.  
DTE Foundation  
Ronald McDonald House Charities  
Tyler Sales  
Newkirk Electric  
Steve and Deb Olsen  
Michigan College Access Network

Other Support Various and Invaluable!

## Public Legislation and Funding



**“If you have the wrong people, it doesn't matter if you discover the right direction; you still won't have a great company. Great vision without great people is irrelevant.”**

**Jim Collins**

Researcher, business adviser and best-selling author  
2020 Vision Report: Talent 2025

# 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:

- **Bachelor's Degree** TRANSFER BOUND  
1<sup>st</sup> and 2<sup>nd</sup> year: General Studies and Michigan Transfer Agreements  
(ASA - Associate in Science and Arts)
- **Associate Degree** WORK READY  
Computer Programming, Graphic Design, Machining Technology, Nursing, Welding Technology, Agricultural Technology, Culinary Arts and/or all [GoingPro in Michigan](#) Professional Trades  
(AAS - Associate of Applied Science)
- **Certificate/License** WORK READY  
Electronics Technology, Medical Records, Web Design, CAD Drafting & Design, Diesel Service Technology, Construction trades, CNC Operator and/or all [GoingPro in Michigan](#) Professional Trades



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



**443** Promise Scholars were enrolled in college locally for the 2019/20 terms  
413 - Muskegon Community College  
30 - Baker College of Muskegon

**\$3,818** is the average Promise Award paid on behalf of our students

**20%** of all Promise Scholars are fully funded with other resources such as PELL, and TIP

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

**35%** of Promise Scholars are interested/enrolled in programs leading to a career in Health Sciences. The remaining top choices are General Studies (26%) and Education/Human Service (14%)

**80%** of all Promise Scholars have disclosed plans to transfer to a university or pursue a Bachelor's Degree

**480** new graduates in 2020 were identified as Promise eligible

**89%** of all 2019 Promise eligible graduates are returning to college locally in 2020/21

# 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?

## 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**.
- **Release and Permissions** annually is required. Online Acceptance via Google as the source. **Acceptance will need to be complete by July 1 annually.**

# The bottom line...nuts and bolts

- Promise eligibility is based on student's **unweighted GPA**. Appeals may be submitted for weighted GPA's at or above the 3.5 cut-off. Official Pro-Forma applications are required.
- Students must be "**degree seeking**" declared students at either institution, not "guest students".
- Students must **successfully complete** their college coursework to maintain eligibility. Each college's Satisfactory Academic Progress policies apply.
- All scholarships expire, and be forfeited, after **four** years after high school graduation.
- The scholarship is a **last** dollar award. Any unused money will stay in our investment accounts to benefit future Promise Scholars.
- **Release and Permissions** annually is required. Online Acceptance via Google as the source. **Acceptance will need to be complete by July 1 annually.**

# The bottom line...what FREE really means

- The **value** of the scholarship increases with the prevailing rate and costs of our local Community College. The amount of the Promise scholarship may be adjusted each year based on any revised student financial aid and/or trend data statistics. **The 2020/21 Award includes: Tuition and fees for up to 31 credits per year, as well **ONE additional contact hour and fee per year as needed.** 62 credits, the equivalent of an Associate Degree, is the maximum amount covered. Note: Prevailing rates (dollar amount) will be released annually in the spring.**

#### A college course load example:

Year 1 - Fall 12 credits, Winter 12 credits, Summer 7 credits = 31 credits

Year 2 - Fall 15 credits, Winter 16 credits, Summer 0 credit = 31 credits

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

- 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.
- Educational expenses such as books, supplies and equipment needed while enrolled in college; are only available in partnership with other secured funds, grants, awards or scholarships.
- 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. This difference/deficit is currently not covered by the Promise award.

# Magic Number.... 62

It is assumed **62 college credits** in most cases should meet the equivalency of an **AA degree**.

Some students may become Promise Scholars having earned FREE college credits through Dual Enrollment, AP, CTC or Early College. These credits could result in a reduction of the 62 maximum allowance.

**Our primary goal is a path to a degree, not simply just 62 credits.**

- 3 credits earned from Dual Enrollment? Result = 59 remaining credits paid for by the Promise.
- 6 credits earned from an AP test score? Result = 56 remaining remaining credits paid for by the Promise.
- 58 credits earned from EC? Result = 4 remaining credits paid for by the Promise.

Note: There may be exceptions and programs of study that would not fit or confirm these assumptions. If Promise Scholars have not finished all credits needed for an AA degree, they may be considered for additional Promise dollars in an effort to complete any remaining credits needed. An Appeal Application to our Promise Board is required for consideration for any such circumstance.

# Myth versus Fact?

## MI Opportunity Scholarship

Governor Whitmer announced a new statewide goal to increase the number of Michiganders with a postsecondary credential (a high-quality industry certificate, associate degree or higher) to 60% by 2030.

The proposed Michigan Opportunity Scholarship will play a large role in helping Michigan residents reach this goal!

This new proposed scholarship offers two paths to help graduating high school students obtain a postsecondary credential.

- **Path I** provides graduating high school students with two years of tuition-free postsecondary education at a community college. This program is again modeled on a successful bipartisan program in Tennessee that seeks to address the expected skills gap and fill the workforce needs of businesses in the state.
- **Path II** provides two years of tuition assistance at a public or not-for-profit four-year university for students demonstrating financial need.

This new effort, if passed into law, **will work in tandem** with the (15) Promise Zones across our entire state resulting in more options for students, more flexibility for local Promise Scholarships. The resources unlocked by the new state scholarship will allow each PZA to more fully address the higher education needs of all the students in our communities.

# Financial Responsibility

ALL Scholars are urged to be **financially responsible** with their awards, regardless of the source. Students are encouraged to:

- Meet all Satisfactory Academic Progress (SAP) standards and expectations.
- Monitor annual credit accumulation and plan for necessary adjustments.
- Attend orientation sessions planned by colleges (Promise 101 Information Night, New Student Orientation, MCC's Jayhawk Journey and/or Baker's BC Student Orientation).
- Maintain residency in-county to receive discounted rates.
- Meet often with College Counselors and/or OneStop Advisers to ensure programs of study are on track.
- Apply for, seek, or save other financial resources to assist in any unforeseen costs.

**Consider education as an investment!**

# Student Success: Tracking current and future scholars

- What do the **Student Success Centers** 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



# The Path to Improvement

“To keep moving forward, we need to confront unacceptable gaps and overcome significant obstacles.”

- 2020 Vision Report: Talent 2025

# 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: 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, or too late, to start!
- Beginning January 2019, Childhood Savings Accounts (CSA) have been seeded and opened for ALL Kindergarteners! Opportunity for further deposits to occur grades 1-12
- 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
- Follow new developments in state legislation! **MI Opportunity Scholarship**

# 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!

### 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



# Expanding opportunity in the Muskegon County area:

## Pervade the Promise! Call to action...

- **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)