

PROMISE INDIANA DEEP DIVE DAY A Community-Driven CSA

February 23, 2017

Conner Prairie Interactive
History Park



OUR BELIEF

We believe the trajectory of every child's life, regardless of situational limitations, should be determined by their potential.



**HOPE PREDICTS
ACADEMIC SUCCESS
AND GRADUATION
BETTER THAN GRADES
AND TEST SCORES
DO... INCREASING
HOPE ISN'T EASY,
BUT IT CAN BE DONE.**



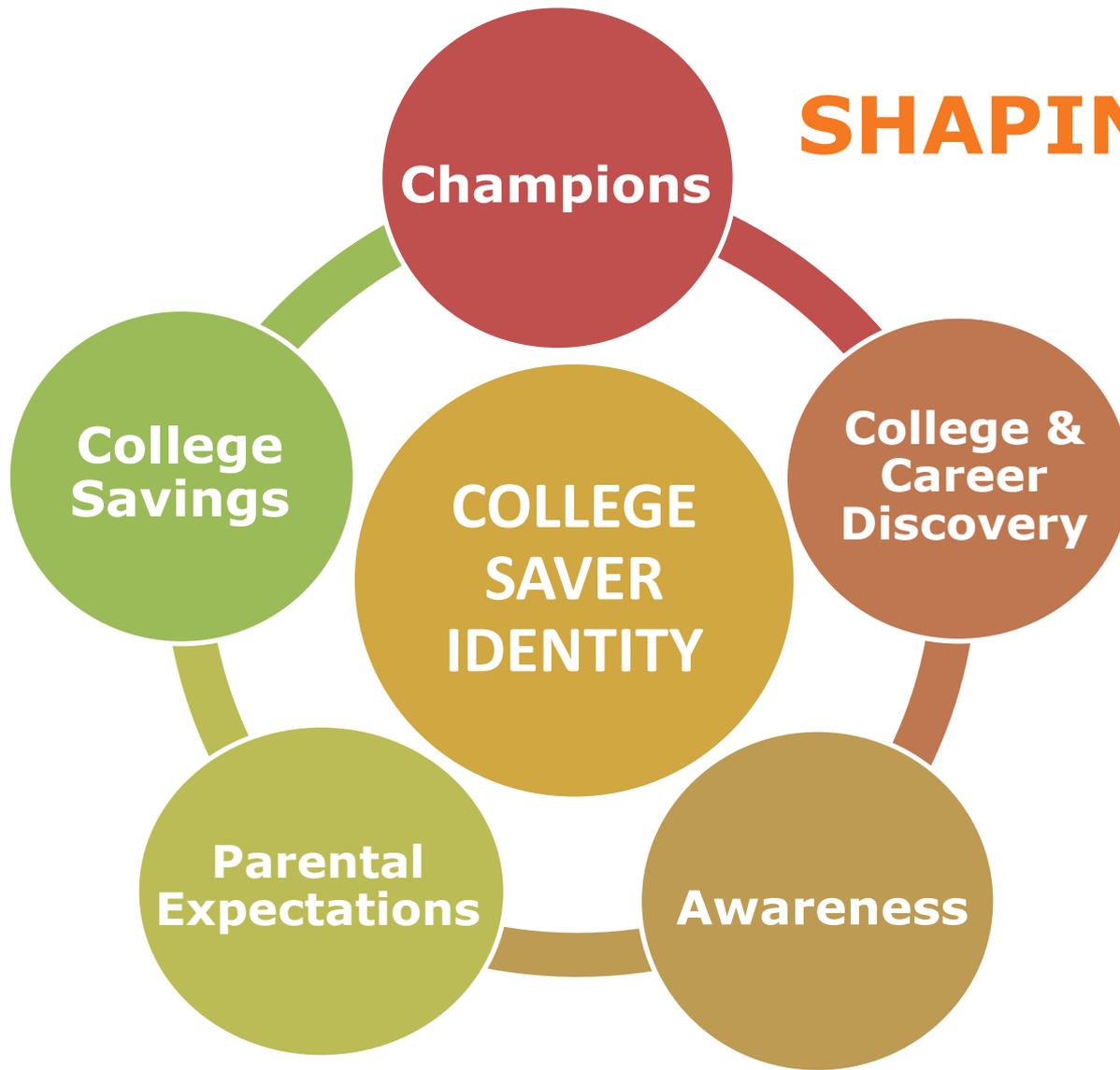
**CLIFTON, JIM. THE COMING JOBS WAR, P 133-134.
GALLUP PRESS: NEW YORK, 2011**

“The Promise is distinctly ‘Hoosier,’ owned by community leaders, crafted to align with the state’s aspirations, and rooted in localities’ particular understandings of what is required to set all of their children on a path to educational success. It is, in many ways, the way that children’s savings accounts are supposed to work”

William Elliott III, PhD



SHAPING IDENTITY



CSAS AND THE FORMATION OF A COLLEGE-SAVER IDENTITY

Group Congruence

- Helping children feel part of a larger college-bound culture

Normalization of Difficulty

- Positioning college savings as a tool to address the inevitable challenges. Grit.

Saliency

- Bringing College front of mind



EDUCATIONAL SAVINGS



CollegeChoice 529
DIRECT SAVINGS PLAN

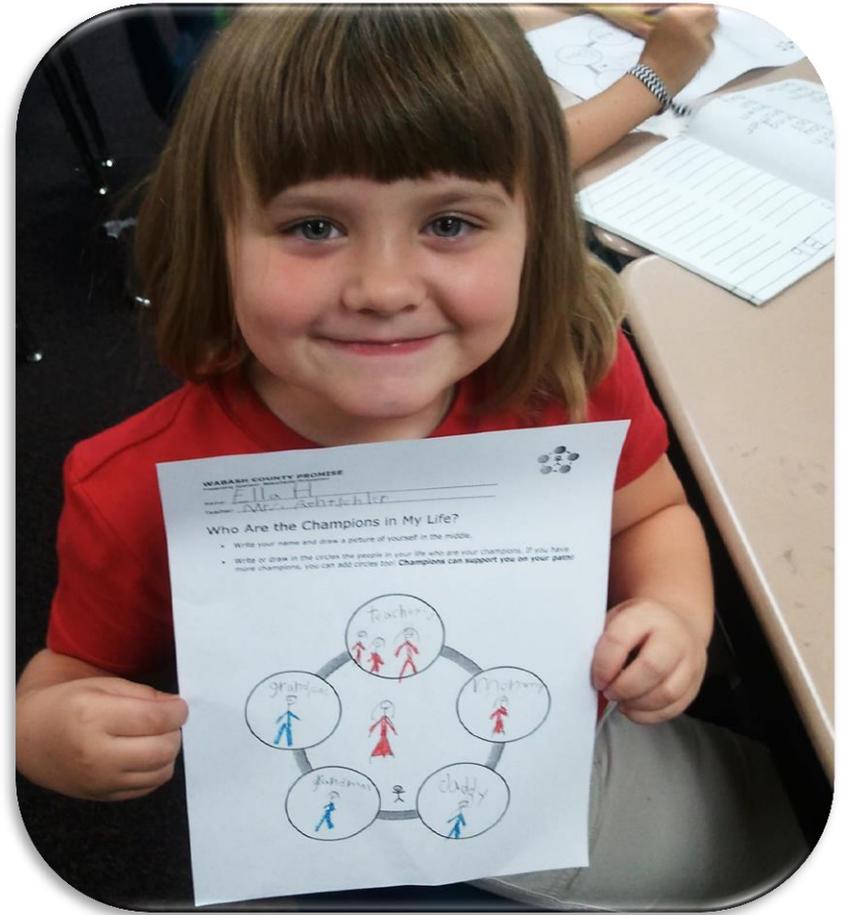
COLLEGE & CAREER DISCOVERY



EDUCATIONAL SAVINGS

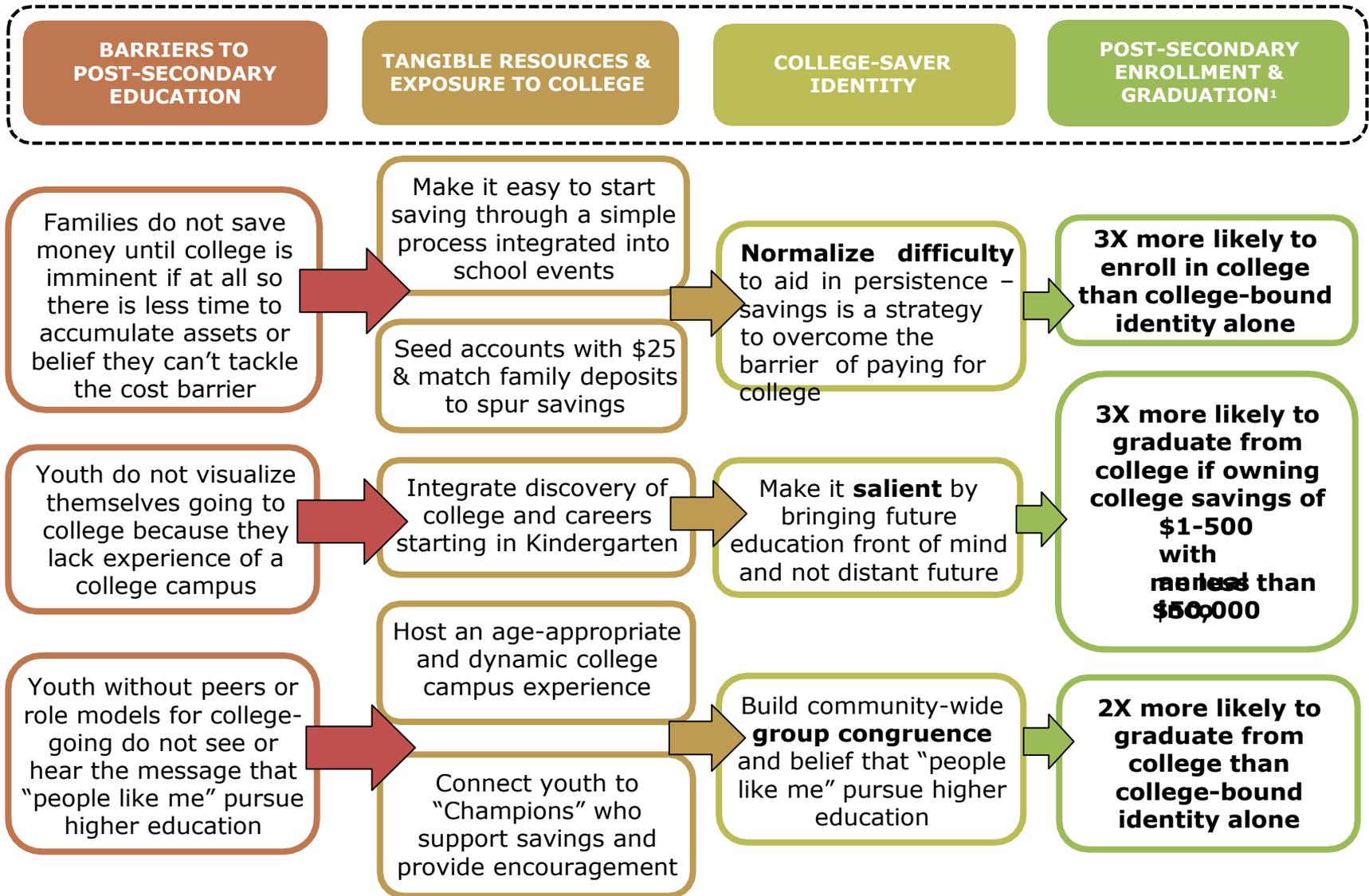


CHAMPION PROCESS



COMMUNITY INCENTIVES





¹ Elliott, W. (2014). The college-saver identity and the college expectation-attainment paradox: Freeing our minds to create a better future. Assets and Education Initiative (AEDI). Presented at 2014 Children's Savings Conference: From Aspirations to Achievement, April 29-30, Washington, DC.

“Social entrepreneurs identify resources where people only see problems. They view the villagers as the solution, not the passive beneficiary. They begin with the assumption of competence and unleash resources in the communities they're serving.”

DAVID BORNSTEIN, AUTHOR OF *HOW TO CHANGE THE WORLD: SOCIAL ENTREPRENEURS*

COMMUNITY-DRIVEN

- Education
- Business
- Youth Development
- Economic Development
- Community Health
- Community Corrections
- Financial Institutions
- Government



“Staying true to our mission of improving the health and well-being of our communities means making an investment in those factors that affect the long-term health of the region. In each of these counties, this [Promise Indiana] is an investment in the education of local youth to ensure a qualified workforce for the future,”

Mike Packnett, CEO of Parkview Health

EYES ON THE FUTURE

A WABASH COUNTY PROMISE PARTNERSHIP

AT FAMILY OPTOMETRY,
WE BELIEVE:

**YOU ARE
CREATED
WITH UNIQUE
GIFTS AND ABILITIES**

**YOU HAVE
WHAT IT TAKES
TO SUCCEED
AND OVERCOME
CHALLENGES**

**YOU HAVE
A BRIGHT
FUTURE
AND ARE WORTH AN
INVESTMENT**



VISION IS IMPORTANT FOR LEARNING

VISION IS IMPORTANT FOR LEARNING. LEARNING IS IMPORTANT FOR YOUR FUTURE. WE WANT TO MAKE SURE YOU ARE SEEING WELL NOW, AND ALSO FOCUSED UPON YOUR FUTURE. THAT'S WHY WE'VE DECIDED TO PARTNER WITH WABASH COUNTY PROMISE TO INVEST IN YOUR COLLEGE SAVINGS ACCOUNT

FAMILYOPTOMETRYIN.COM

WABASHCOUNTYPROMISE.ORG

CollegeChoice 529[®] DIRECT SAVINGS PLAN Jay County School Corp

Saving today for
their tomorrow.
JayCountyPromise.org



JAYCOUNTY
DEVELOPMENT CORPORATION

 **THE PORTLAND
FOUNDATION**

John Jay
Center for Learning


JAYCOUNTY
Chamber of Commerce

United
Way 

United Way
of Jay County

 **IVY TECH**
COMMUNITY COLLEGE

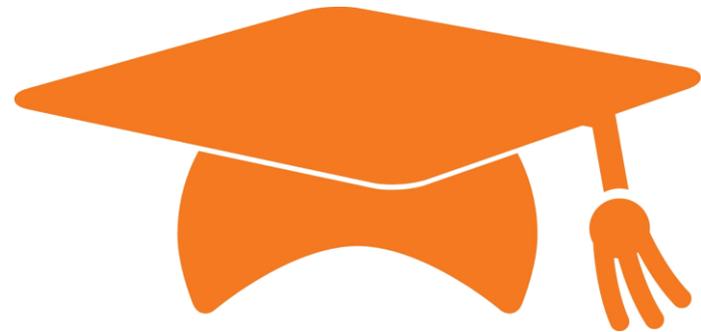
KEY QUALITATIVE FINDINGS: PARENTAL COLLEGE-SAVER IDENTITIES

"They make it relatively easy too, sending home the paperwork and letting you know what the steps, necessary steps to take, to open up that account."

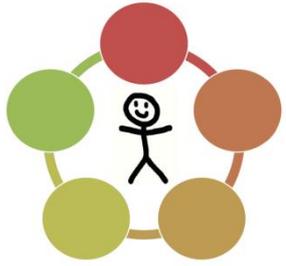
"[Promise Indiana shows] that nurturing the younger generation is important [with the provision of] the match, the twenty-five dollar match."



“PARENTS WITH NO COLLEGE WHO HAVE THE PROMISE EXPERIENCE ARE APPROXIMATELY THIRTEEN TIMES MORE LIKELY TO EXPECT THEIR CHILD TO ATTEND ANY COLLEGE THAN IF THEY DO NOT HAVE THE PROMISE EXPERIENCE.”



Rauscher, E., Elliott, W., O'Brien, M., Callahan, J., & Steensma, J. (Accepted). Examining the relationship between parental educational expectations and a community-based children's savings account program. *Children and Youth Services Review*



NUMBERS

Our Reach

14 counties in Indiana

43 school districts

105 schools

886 classrooms

20,378 students

Our Activation

10,000+ CollegeChoice

529 accounts

**35%-55% deposit
activity**

\$3+ million in savings

PARTNERS



PARKVIEW

INDIANA COMMISSION
for
HIGHER EDUCATION



Community
Foundation of
Wabash County



CollegeChoice **529**★
DIRECT SAVINGS PLAN





Community Foundation of Wabash County

We're here for giving. We're here for good.

Wabash County Promise Scholarships

Early Distribution Scholarship Program

About Wabash County

- Population 33,000, 3 public school districts
- Economy– Agricultural and Manufacturing
- 32% of Wabash Country residents have education beyond high school
- 37% of children live in poverty
- 90% Graduation Rate, less than half matriculate to Post-Secondary Education
- Job loss, declining population



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CFWC 2012 Strategic Plan: To Raise Educational Attainment

- Focused discretionary grantmaking on programs to advance educational attainment as the principal means of eliminating poverty
 - Limited focus on early childhood education, childcare, and adult basic literacy related to workforce development
 - Paths to Quality, Begindergarten
 - Adult Literacy and Workforce Development
- Examine our current scholarship program and its limitations: Failure to incentivize, to build college-bound identity, to reach low-income



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Wabash County Promise Scholarships

- Charles Stewart Mott Foundation, April 2015
- Extends the Wabash County Promise to grades 4 through 8
- Addresses limitations of traditional scholarships
 - to incentivize—awards activities today
 - Builds college-going identity by recognizing behaviors regularly
 - and provide assets early, before aspirations fade

Use CFWC influence and experience administering scholarships and existing relationships with public schools

- Awards for goal setting, school engagement, regular savings, college-going activities



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An Early Distribution Model

- Incentivizes in-school achievements early in the public school pipeline to promote college preparedness
- Harnesses the power of assets to provide aspiration and engagement
- Utilizes Identify-Based Motivation Theory
 - Salience, group congruence, normalcy of difficulty



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Parameters for the Framework

- Activities and achievements must be measurable
- Uniform administration of activities and achievements across the county
- Awards are earned through challenges, not participation alone
- Favor awarding inputs, not outputs
- Minimize subjective evaluations by faculty



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Promise Scholarship Awards

■ Grade 4

LEARNING ASSIGNMENTS	Start of the Year	Scholarship Amount By Quarter				TOTAL AWARD
		1st	2nd	3rd	4th	
a. Goal Setting	10					\$ 10
b. Reading		10	10	10	10	40
c. Mathematics			10	10	10	30
d. Language Arts			10	10		20
Total Promise Scholarship Awards						\$100
Savings Activities						
e. Savings Match		10	10	10	20	50
Total Promise Awards						\$150

Promise Scholarship Awards

■ Grade 6

LEARNING ASSIGNMENTS	Start of the Year	Scholarship Amount By Quarter				TOTAL AWARD
		1st	2nd	3rd	4th	
a. Goal Setting	10					\$10
b. Learning Incentive		10	10	10	10	40
Total Promise Scholarship Awards						\$50
Savings Activities						
c. Savings Match		10	10	10	20	\$50
College-Going Activities						
d. Activity 1		25				25
e. Activity 2				25		25
Total College-Going Awards						\$50
Total Promise Awards						\$150

Promise Scholarship Awards

■ Grade 8

LEARNING ASSIGNMENTS	Start of the Year	Scholarship Amount By Quarter				TOTAL AWARD
		1st	2nd	3rd	4th	
a. Promise Savings match		10	10	10	20	\$50
College-Going Activities						
b. Apply for 21st Century Scholar	10					10
c. File College Costs Estimator		10				10
d. Family Advising Session with NCCC		20				20
e. College Go Workshop 1&2			20			20
f. College Go Workshop 3&4				20		20
g. College Go Workshop 5&6					20	20
Total College-Go Awards						100
Total Promise Awards						\$150

Promise Savings Match

■ Grade 5 and 7

Savings Activities	Scholarship Amount By Quarter				TOTAL SAVINGS AWARD
	1st	2nd	3rd	4th	
Student/Family Savings	10	10	10	10	
Promise Savings Match	10	10	10	20	\$50
Total Promise Awards					\$50

Development and Implementation

- Teacher-facilitated development
- Grade level team leaders receive stipends
- CFWC program directors for grades 4-6 and 7-8
- Collateral materials, recognitions, events
- Use in-school events, registration, back-to-school
- Parent-Teacher Conferences
- Use School messaging and e/mail



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Challenges

- Messaging
- Privacy laws and data sharing
- Complexity 529 regulations
- Perception of the value of education
- Different age groups, developmental needs
- No Promise Experience in grades 7 & 8



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Sustainability - Proof Points and future sources of funding



- Re-visiting Existing Scholarship Funds and their donors
- Creating Urgency for Public Support for Education as a Priority
- Contributing to the Local, State and National CSA Discussion



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