

The Kalamazoo Promise

Building Assets for Community Change

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The Kalamazoo Promise: More than a scholarship program

An economic development initiative with a scholarship program as its centerpiece.

- Place-based and universal
- Simple, flexible, and generous

Economic Development + Educational Attainment

Conceptual framework:

A multi-dimensional asset building strategy

- An initiative that has the potential for the creation and enhancement of economic, human, and social capital in the Kalamazoo region.
- Catalyst: unlimited scholarship funds over a long-term period.
- Creates new incentives for action by a broad range of individuals and organizations.
- These actions may lead to a broad array of outcomes, some intended and others not.

Potential Outcomes: Human Capital

- Reduced high school dropout rate and increased graduation rate
- Narrowing of college attendance gap by income & race
- Increased college attendance & completion rate
- Narrowing of K-12 achievement gap
- Creation of better-educated local workforce

***Key Challenge:
Ensuring that all students can take advantage of
the Kalamazoo Promise***

Potential Outcomes: Economic Assets

- New financial resources for school district
- Freed-up savings for families
- Stronger housing market & rising property values
- New housing construction & business investment
- Greater income diversity in schools and neighborhoods
- Population growth leading to revitalized urban core

Key Challenges:

***Overcoming stagnant regional & state economy
Creating/attracting jobs***

Potential Outcomes: Social Capital

- Community morale - “winning the pennant”
- Mobilization around goals of the Kalamazoo Promise
- Increased volunteer activity
- New “bridging” initiatives
- New philanthropic resources
- Greater social cohesion due to better-educated residents

Key Challenges:

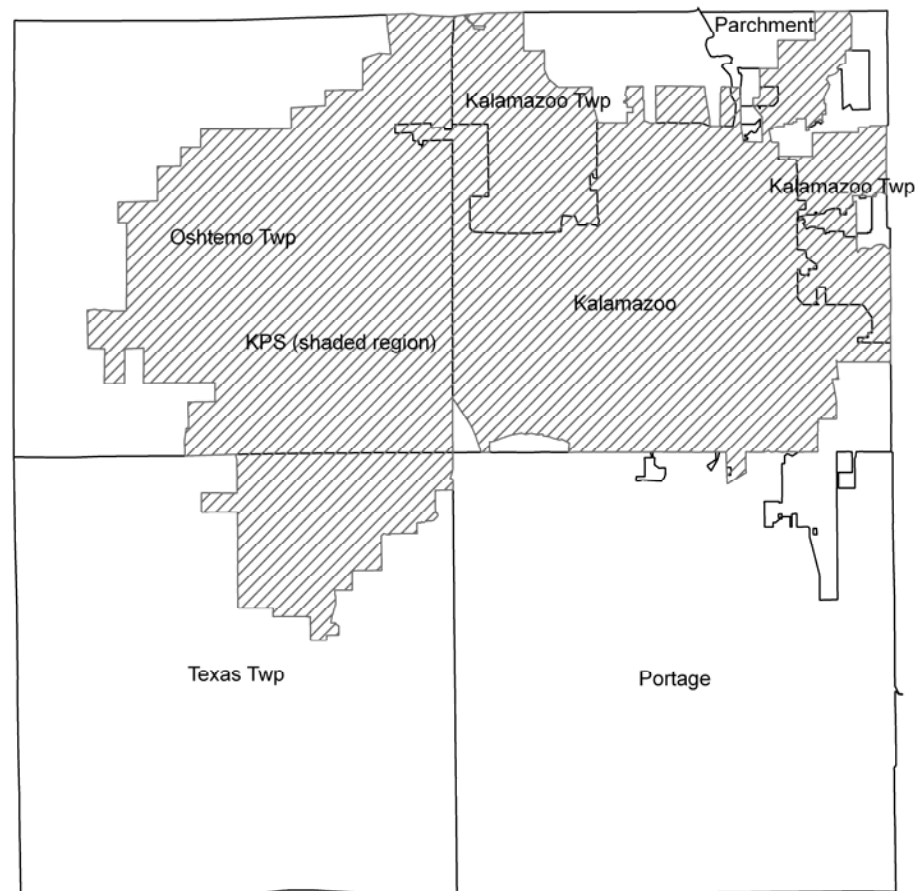
Coordinating and paying for support services
Aligning multiple efforts around a common goal



Potential Risks

- New construction and business investment occurs outside urban core
- Family savings deterred
- Conflict among neighboring school districts
- Greater mobility for high-school graduates, leading to out-migration of young people
- In-migration of educated workers, leading to greater competition for jobs
- Gentrification (displacement of low-income families)

KPS extends well beyond city boundaries; new construction and/or business investment could occur outside urban core.

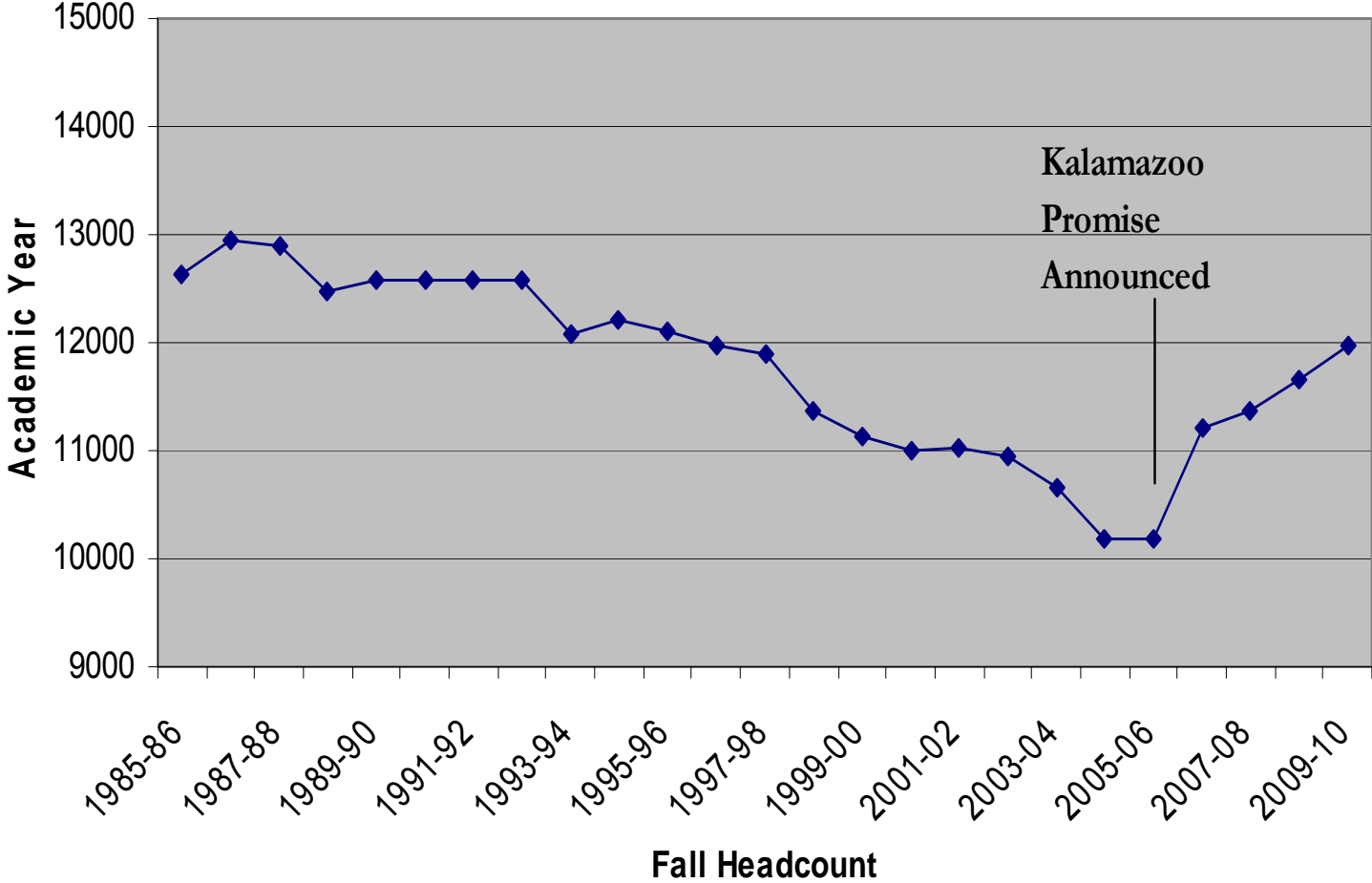


Where do we stand?

Impact on KPS

- Dramatic increase in enrollment
 - 17.6% increase since 2005
 - Runs counter to state and local trends
 - Low-income population has risen from 62% to 67%
- Construction of two new schools (1st in 37 years)
- Redistricting & its impact on socioeconomic balance
- Cultural shift in KPS

25-year KPS enrollment trend



Where do we stand?

Human capital impact

- Scholarship usage
 - 1,531 students have received scholarships
 - 1,103 are currently enrolled
 - \$10.5 million spent as of September 2009
- Ninety percent of recipients attend four schools:
 - Kalamazoo Valley Community College (38%)
 - Western Michigan University (29%)
 - Michigan State University (13%)
 - University of Michigan (10%)
- Persistence rates as of 9/09
 - Class of 2006: 83% university, 26% community college
 - Class of 2007: 84% university, 34% community college
 - Class of 2008: 84% university, 50% community college

	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>
KPS Graduates	517	579	549	515
Eligible for Promise	409	502	475	455
■ % of graduates eligible	79%	87%	87%	88%
Used Promise 1 st semester post-graduation	303	359	370	370
■ % eligible who used Promise 1 st semester post-graduation	73%	75%	78%	81%
Have Used Promise	339	414	388	370
■ % eligible who have used Promise at any time	83%	83%	82%	81%

Where do we stand?

Impact on the local economy

- 67% of Kalamazoo Promise recipients attend college locally
- Building permits within KPS account for growing proportion of total permits for residential construction
 - 39-40% in 2005-06 v. 47-8% in 2007-08
- Stabilization of city and district population?
- Alignment around vision as an “Education Community”
- Job-creation announcements, quality-of-life awards cite high-quality education, including the Kalamazoo Promise

Where do we stand?

Impact on social capital

- Dramatic expansion in tutoring, mentoring, and credit recovery programs.
 - Number of youth served by Big Brothers Big Sisters rose by 77% (2005-08)
 - 61,000 hours of volunteer services provided to students through Kalamazoo Communities in Schools (2008-09)
- New partnerships among youth-serving organizations.
- More open discussion of racial & economic inequality & its consequences.

Where do we stand?

National impact

- Extensive media coverage
- Continued interest in replication
 - El Dorado (AK), Denver (CO), Syracuse (NY), Jackson (MI), Pittsburgh (PA), San Francisco (CA), and many others
- Promise Zones
 - Public-private partnerships to provide universal, place-based scholarships in ten Michigan communities
- PromiseNet
 - Annual conference of communities developing Promise-type programs – Kalamazoo in June 2010

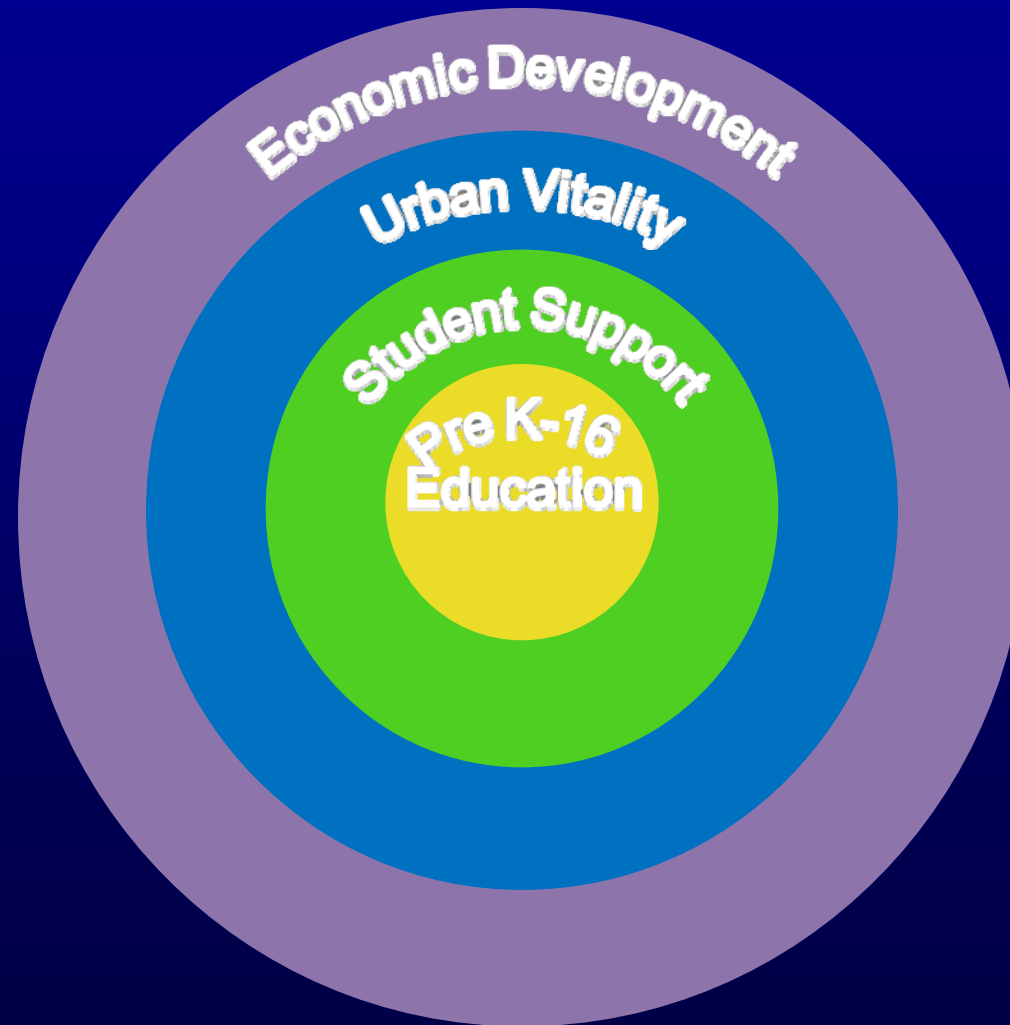
Where do we go?

Challenges for the community

- Ensure that every child eligible for the Kalamazoo Promise is prepared for success in college.
- Begin at the beginning (pre-K education)
- Engage parents
- Connect students with local workforce needs
 - career development, internships
- Strengthen alignment of community around broad goals of the Kalamazoo Promise

Economic Development + Educational Attainment

Organizing Framework: Four Strategic Priorities





For additional information:
Kalamazoo Promise Research Web Site
<http://www.upjohninstitute.org/>

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