

***"The question is not
whether we can afford to
invest in every child;
it is whether we can afford
not to."***

Marian Wright Edelman, Founder, Children's Defense Fund



Promoting an
EDUCATION PROMISE
that strengthens
ECONOMIC DEVELOPMENT
and ***COMMUNITY VITALITY***



A silhouette of a sprinter in a starting crouch on a track, positioned in the lower-left corner of the slide.

“.... How well we educate lower income students will largely determine this country's future economic prosperity, government tax revenues, domestic tranquility, political engagement, vitality and social cohesion.”

Tom Mortenson — Postsecondary Education Opportunity

Higher education leads to a better life

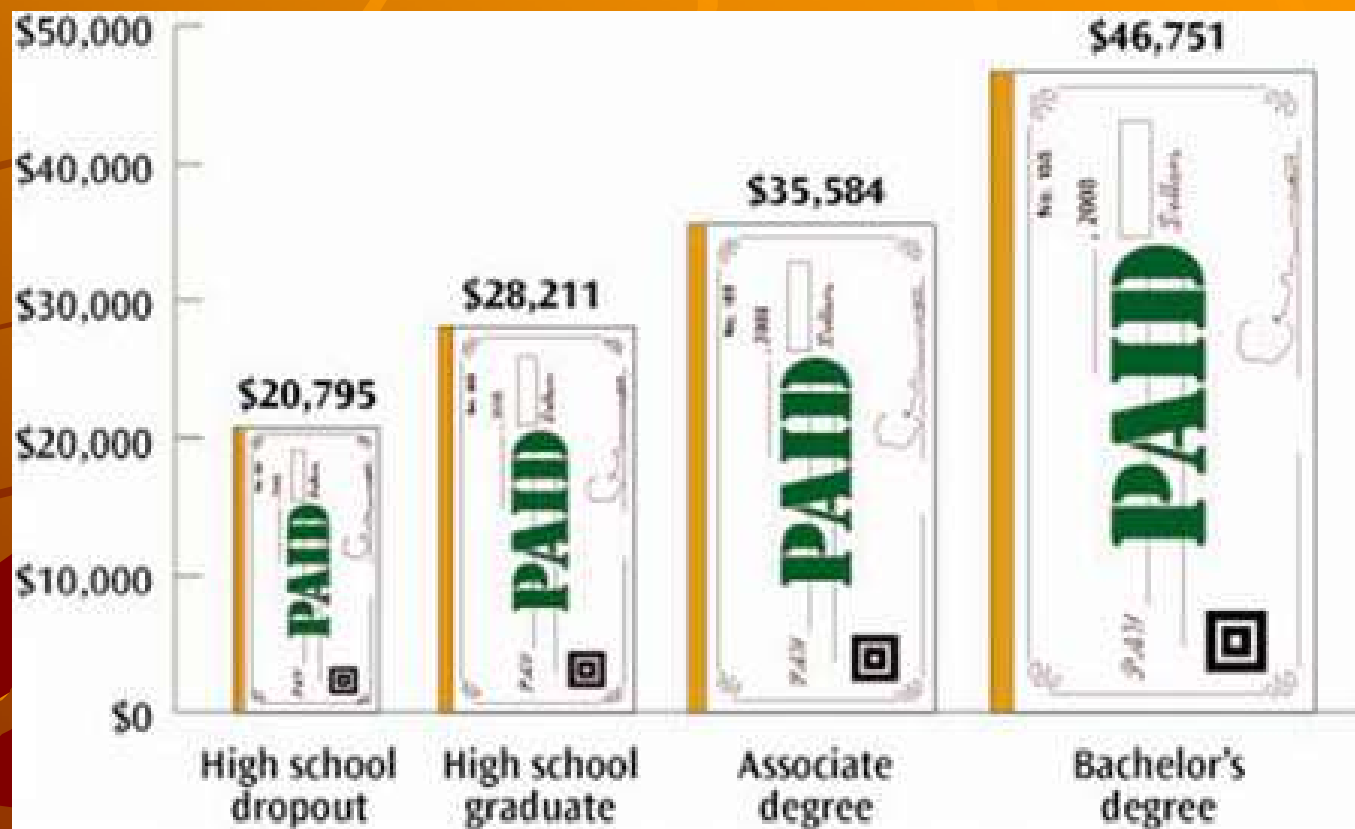
- ✦ College graduates on average will earn over a million dollars more in their lifetime than high school graduates.

- Graduates have greater job opportunities
- More disposable income.

- ✦ Higher educated communities:

- Are safer
- View the world more positively
- Are less dependent on government assistance.

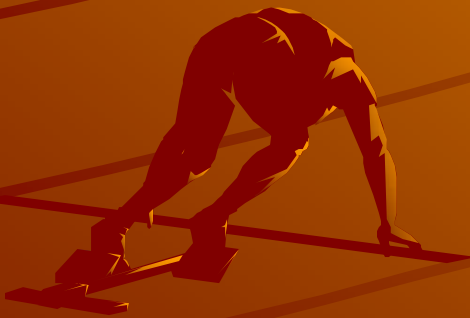




Source: US Census Bureau, Current Population Survey 2007, Annual Social and Economic Supplement

🏆 It all begins with a ***Promise:***

- A promise to every high school graduate that their in-state college tuition is 100% paid.



Promise Programs

- ◆ Kalamazoo
- ◆ El Dorado
- ◆ Pittsburgh
- ◆ Denver

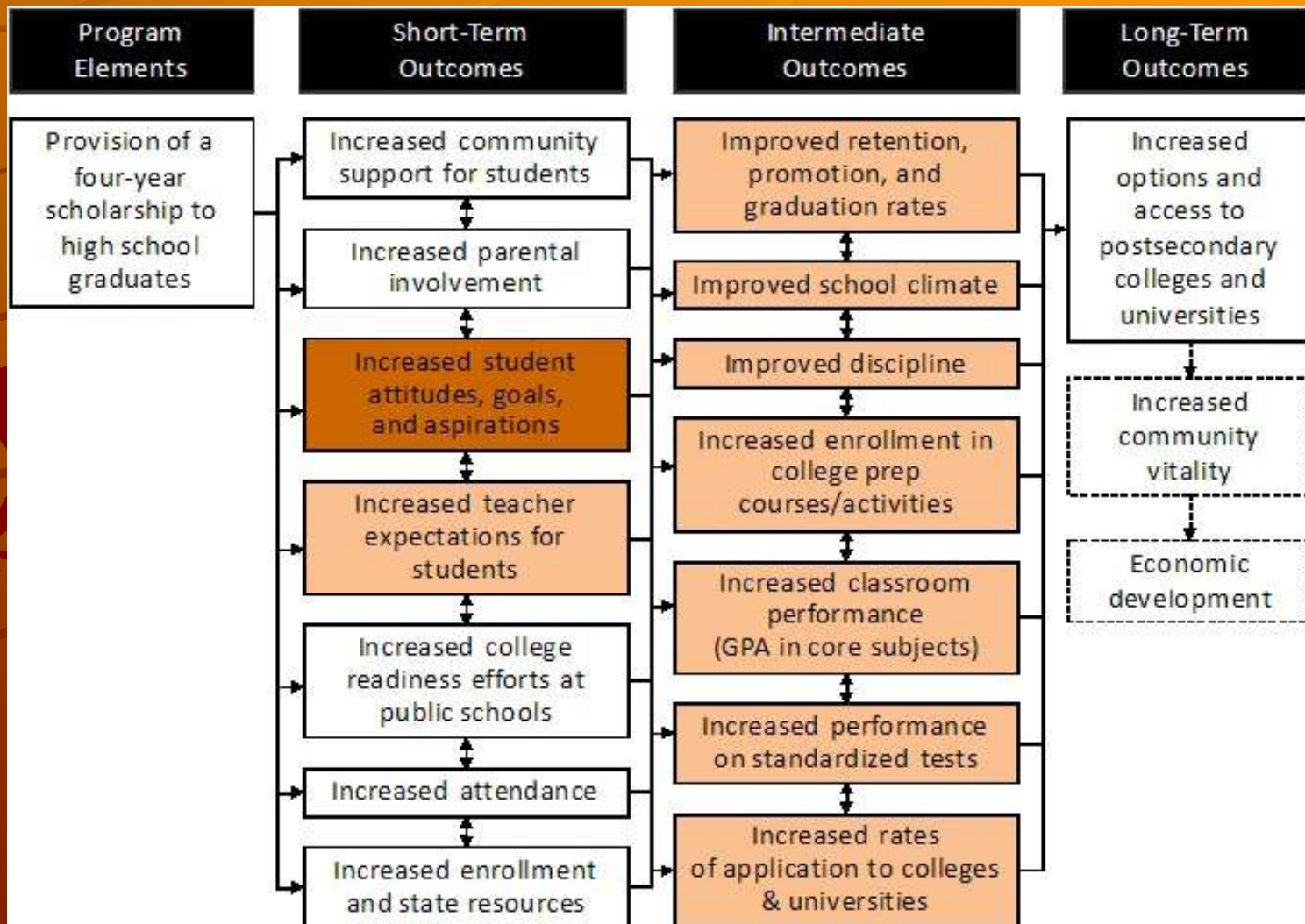




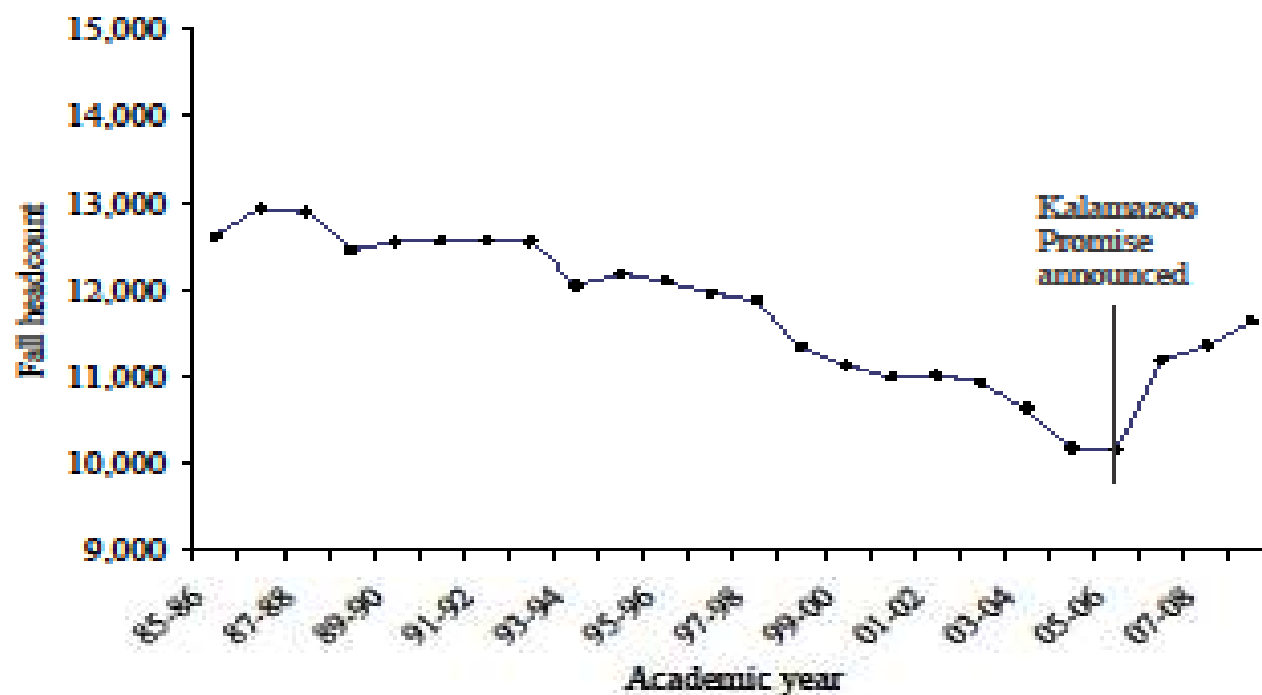
◆ A Promise Program

- increases student enrollment
- attracts and retains skilled labor
- promotes student achievement
- increases family engagement in education
- saves money and lowers debt
- increases lifelong opportunities
- instills community pride
- improves economic development

Logic Model for the Evaluation of the Kalamazoo Promise

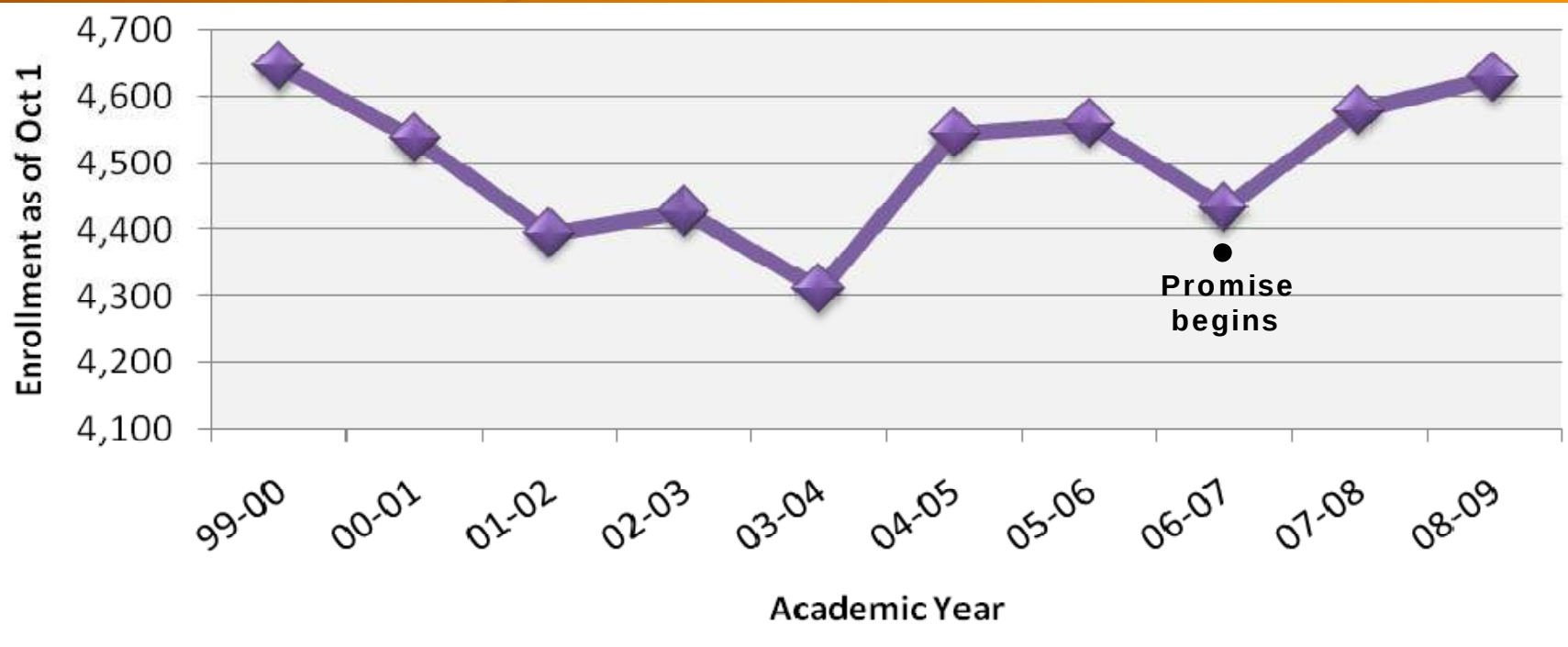


Kalamazoo School Enrollment

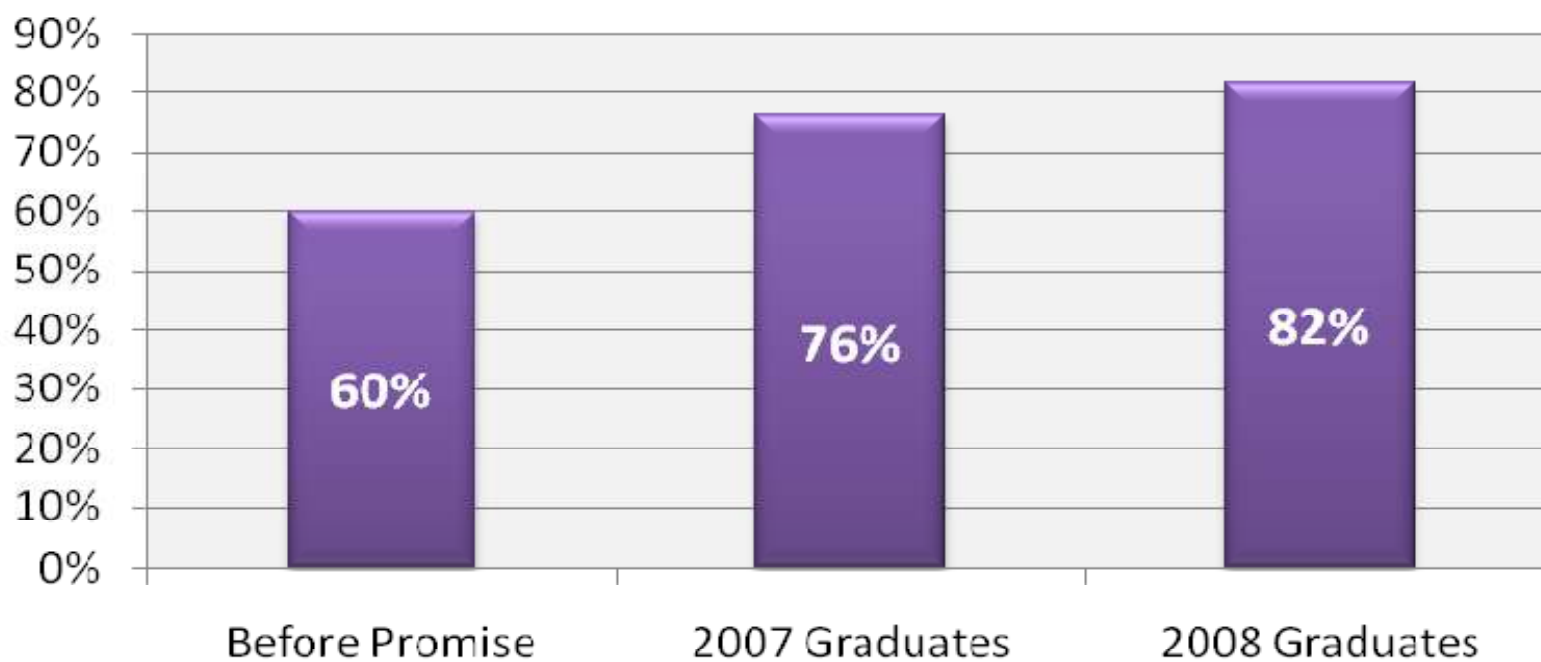


SOURCE: Data provided by KPS.

EL DORADO PROMISE SCHOOL ENROLLMENT



El Dorado Students College Enrollment



Springs Valley Enrollment

🏆 Last 3 years: *1,001 *973 *973

🏆 ADM: *961 *945 *938



SV Enrollment by Class

🏆 12th – 60

🏆 11th – 90

🏆 10th – 66

🏆 9th – 90

🏆 8th – 84

🏆 7th – 86

🏆 6th – 76

🏆 5th – 65

🏆 4th – 79

🏆 3rd – 76

🏆 2nd – 73

🏆 1st – 53

🏆 K – 70



Indiana's leaky education pipeline

✿ Of every 10 students who start high school:

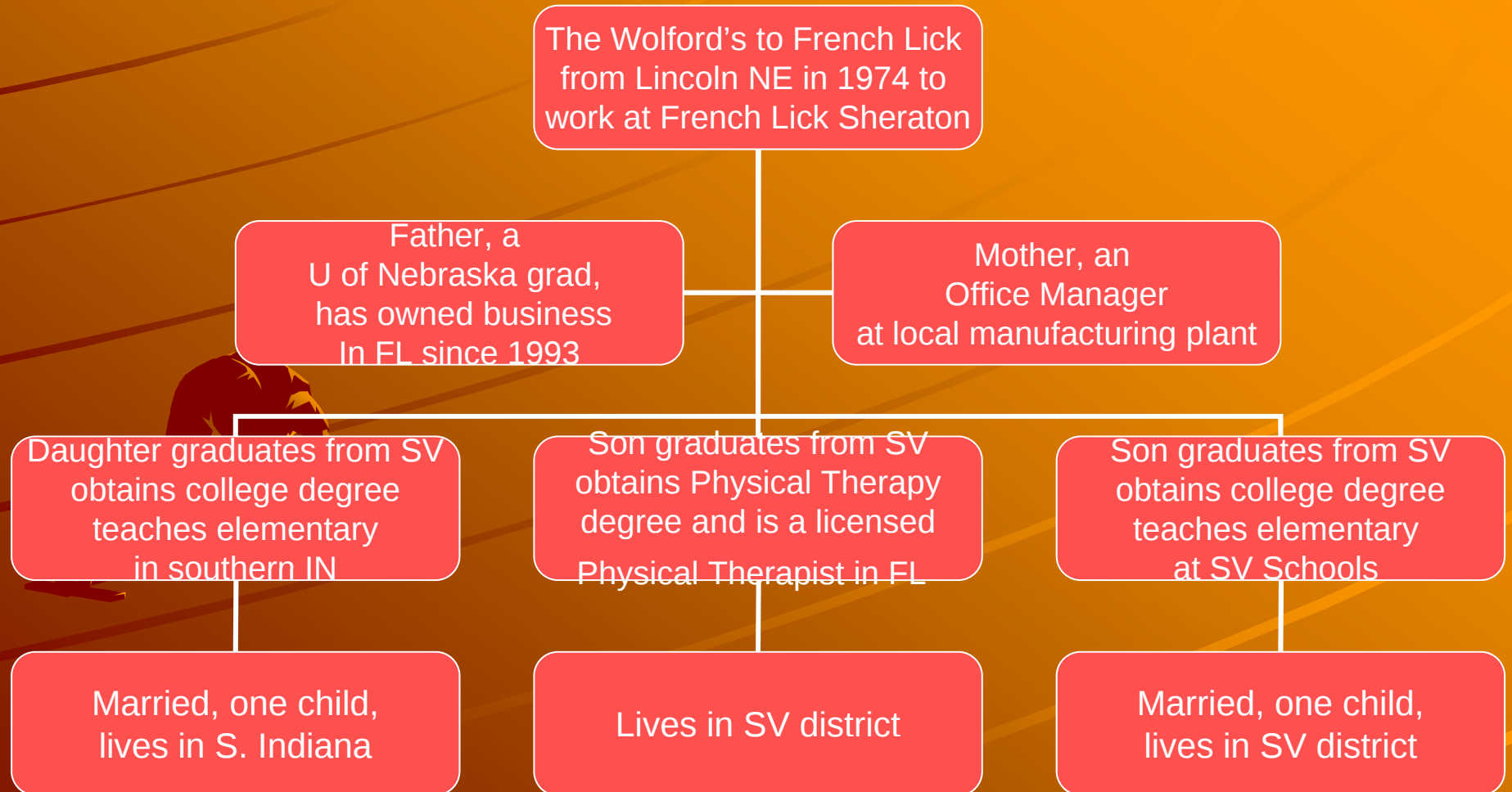
- 7 will graduate high school on time
- 4 will immediately enroll in college
- 3 are still enrolled as sophomores
- 2 will graduate from college on time
- 1 will graduate by age 24 if they come from the bottom 25% of income levels.



Importance of Family Belief in Higher Education

- ✦ Educated parents provide more resources and have higher expectations for their children's education.
- ✦ The higher the family income, the more likely of degree attainment by the children.
- ✦ It is not “If you go to college”, it is “When you go to college”

Example of long-term impact when skilled labor locates in area



FL/WB Economic Barriers

- ✦ Attractiveness of community to live and work
 - Education, retail, manufacturing, entrepreneurial, government
 - Vacant and rundown buildings, houses and apartments
 - Lack of confidence in education system
- ✦ Demographics
 - Low pool of skilled and unskilled laborers
 - Limited ability to obtain specialized training/education
- ✦ Skilled labor/top management disconnect with area
 - View that community is not conducive to better living
 - That perception is hard to change if they do not live in community.

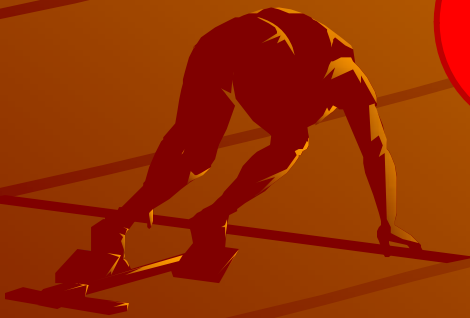
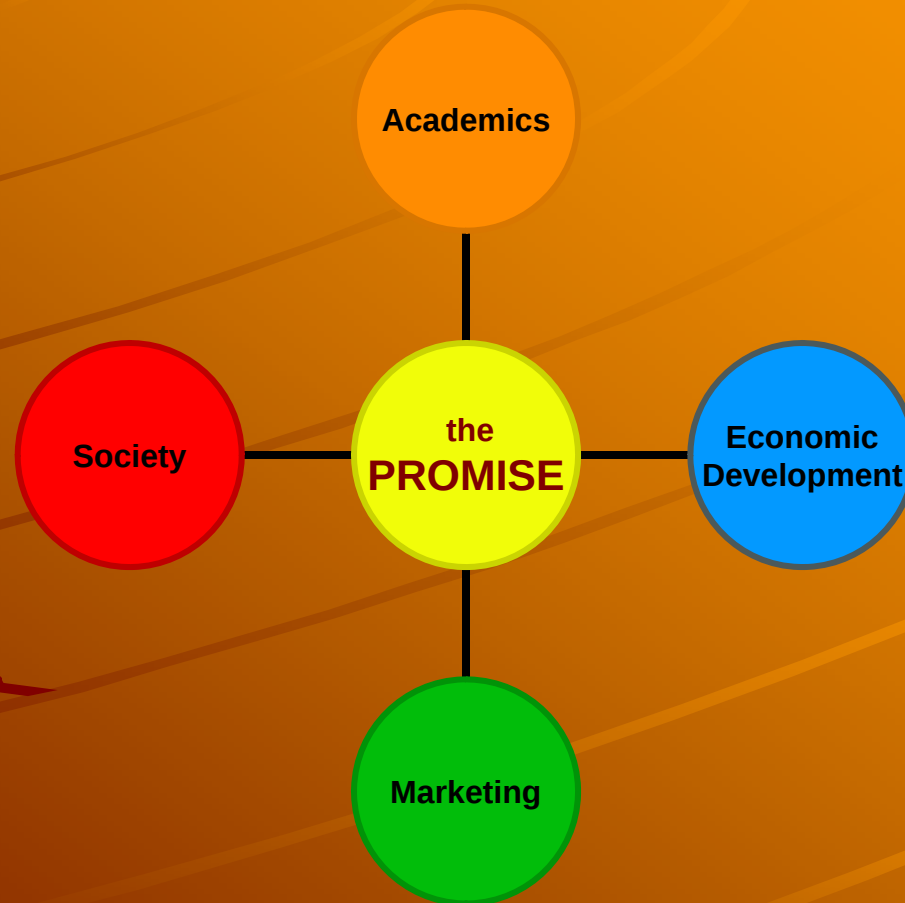


Barriers to Higher Education

1. COSTS
2. Student preparation & readiness
3. Community and parents belief in higher education



The Promise Benefits



Academic Benefits

✦ Increased achievement

- A Promise Program forces schools to strengthen higher education pipeline.

- ✦ Shows students there are concrete steps to make secondary education a reality.

- ✦ Makes school clearly state to all students what is expected of them academically.

- ✦ Raises expectations from “If you go to college”,
to “When you go to college.”



Economic Benefits

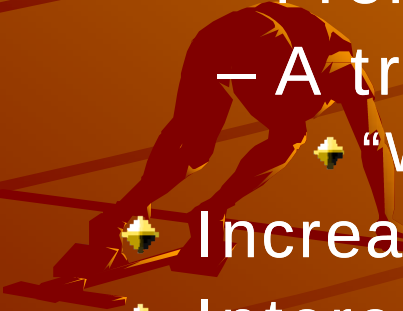
- ◆ Lifetime increase in earnings (H.S. vs. College)
- ◆ Population increase
- ◆ Realtor activity and inquiries
 - Home ownership/rental occupancy increase
- ◆ Community tax base
- ◆ Rise in pool of skilled labor
- ◆ Community is less dependent on gov. assistance
- ◆ Business activity increase
 - Entrepreneurial and other
- ◆ School enrollment increase
- ◆ Rise in disposable income

Societal Benefits

- ◆ Safer neighborhoods
- ◆ Voting rates are higher in educated communities
- ◆ Community service participation
- ◆ Community pride
- ◆ Living in community where one works
- ◆ Impact studies by academic institutions

Marketing Benefits

- ◆ Sustainable press and media coverage
 - Larry Bird factor will generate huge positive attention
- ◆ Community perceived as a true family destination
 - “Not only do we encourage families to visit but we encourage families to live in French Lick/West Baden.”
 - A true family destination
 - ◆ “We value family, ours and yours.”
- ◆ Increased website hits for FL/WB sites
- ◆ Interest in program generates interest in area.
 - More visits mean increased economic spending
 - More visitors to the casino



The Players

- ◆ SV Community Schools
 - Committed \$50,000 in funds for endowment fund 2008 & 2009.
- ◆ SV Education Foundation
 - 501(c)(3) organization
 - \$50,000 in endowment funds for scholarships to date
 - Mission: To increase the educational opportunities of SV students
- ◆ Towns of French Lick and West Baden
 - Casino dollars, TIF monies
- ◆ Orange County Community Foundation
 - Administrator of several scholarship funds
- ◆ Larry Bird
 - SV graduate, known worldwide, President of Pacers
- ◆ Bill Cook – French Lick Resort
 - Known worldwide, great philanthropist,
- ◆ Other philanthropists and donors.

The Promise Costs

- ◆ \$34,000 per student for a degree.
 - \$8500 annually per student
- ◆ Year 1: 30 students = \$255,000
- ◆ Year 2: 60 students = \$510,000
- ◆ Year 3: 90 students = \$765,000
- ◆ Year 4: 120 students = \$1 million

These yearly estimates do not take into consideration dropout rates or increases in enrollment due to the program.

Promise Measurable Goals

- ◆ Increase in high school enrollment
- ◆ Increase in high school graduation rate
- ◆ Increase in number of students enrolling in college or career training
- ◆ Increase in residents with secondary degrees and certifications

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Spiral Valley Education Foundation

"Promoting Excellence in Education"

Contribution Form

Name _____ Address _____

Please find my tax-deductible contribution in the amount of \$ _____

Credit Card donations may be made by calling the Orange County Community Foundation (812) 723-4150

I would like my gift to go into the ☐ ENDOWMENT FUND ☐ OPERATING FUND In ☐ HONOR ☐ MEMORY Of ☐ STUDENT ☐ TEACHER _____

Class of: _____ ☐ West Baden High School ☐ French Lick High School ☐ Spiral Valley High School

"All donations will be recognized annually and will be forever attached to the Education Foundation Fund"

112 West Water Street Paoli, IN 47454 (812) 723-4150