

# DURHAM TECH PROMISE

**Our Commitment to College Access**

**DURHAM & ORANGE COUNTIES**

## What We've Learned

Other colleges create opportunities for early opt-in.

Other colleges track opt-ins for future budgeting.

Marketing effectively is important.

Most colleges call it “promise.”

Most scholarships are last-dollar efforts, but we aim to support low-income, students of color as a priority.

Most colleges have higher eligibility/progress standards.

## #1: Sustain current eligibility.

If we sustain current eligibility ...

- At least 50% of students who will receive Durham Tech Promise have identified financial need (EFC below Federal threshold).
- Students of color will be well-represented receive the Durham Tech Promise at higher percentage than average demographics.
- Students without other sources of financial assistance will receive Durham Tech Promise.

Most importantly, our counties will sustain a “first-dollar” approach to our Promise program, making it unique. We will utilize these funds to create access to upward economic mobility.

## FTIC Student Retention Compared to Pell-Eligible and ConnectFunds Recipients

### Fall-to-Spring Retention Rates

Cohort	Total FTIC Retention	FTIC Pell Eligible	FTIC ConnectFunds
2014FA	(576/859) = 67%	(369/536) = 69%	<b>(135/166) = 81%</b>
2015FA	(521/775) = 67%	(282/384) = 73%	<b>(116/148) = 78%</b>
2016FA	(594/887) = 67%	<b>(305/424) = 72%</b>	(220/290) = 67%
2017FA	(628/944) = 67%	(323/441) = 73%	<b>(287/364) = 79%</b>

### Fall-to-Fall Retention Rates

Cohort	Total FTIC Retention	FTIC Pell Eligible	FTIC ConnectFunds
2014FA	(275/859) = 45%	(218/536) = 41%	<b>(135/166) = 57%</b>
2015FA	(340/775) = 44%	(162/384) = 42%	<b>(73/148) = 49%</b>
2016FA	(410/887) = 46%	(188/424) = 44%	<b>(170/290) = 59%</b>
2017FA	(628/944) = 45%	(198/441) = 45%	<b>(206/364) = 57%</b>

## #2: Add Standards of Academic Progress.

**First Term:** Students who do not complete 67% of attempted credits, and/or who do not make a 2.0 cumulative grade point average in the first term will be placed on warning after grades are submitted the first term of the award.

**Second Term:** Students who do not complete 67% of attempted credits, and/or who do not make a 2.0 cumulative grade point average by the end of the second term will lose the award.

### #3: Encourage early opt-in.

Marketing efforts will now feature an opportunity to learn more and stay connected through high school with an opt-in process via the College Website – [durhamtech.edu/promise](https://durhamtech.edu/promise).

We will initially use this opt-in feature to provide greater information about Durham Tech Promise, market announcements for financial support opportunities (e.g. FAFSA days); and encourage early completion of admissions or other enrollment opportunities.

## #4: Re-brand and launch new campaign.

We recommend focusing the marketing message on our commitment (promise) to college access for all. We feel that this messaging gets at our intention to encourage economic mobility for low-income families and students of color.

We will market directly to the community as well as increase communications with Durham Public Schools, Orange County Schools, and Chapel Hill/Carrboro Schools.

Our College Liaisons (who currently work in DPS, OCS, and CHCS) have expressed great enthusiasm with the new brand and feel that they now have the tools necessary to market more effectively at parent nights, meetings with students, and more.

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