

# Cities Addressing Basic Needs of Postsecondary Students

Peer Learning Call: Leveraging Employer Support to Support Postsecondary Success and Meet Students' Basic Needs

# Housekeeping

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- Participants are currently muted. We'll ask folks to unmute during the group discussion.
- We're recording today's meeting and will share the recording, slides, and resources after the call.

# Today's Roadmap

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1. NLC Updates & Guest Introductions
2. Guest Presentations
3. Q&A
4. Closing & Reminders

# NLC's Basic Needs Portfolio

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## Cities Addressing Basic Needs of Postsecondary Students 2020-2022

**Akron, Ohio**  
**Arlington, Texas**  
**Aurora, Illinois**  
**Jacksonville, Florida**  
**Orlando, Florida**  
**Las Vegas, Nevada**  
**Tempe, Arizona**  
**Mesa, Arizona**  
**Newark, New Jersey**  
**Richmond, California**  
**Rancho Cordova, California**  
**St. Louis, Missouri**  
**Winston-Salem, North Carolina**

## Municipal Leadership to Promote Strong Ecosystems of Supports to Increase Postsecondary Degree or Credential Completion 2019-2021

**Denver, Colorado**  
**San Diego & Chula Vista, California**  
**Philadelphia, Pennsylvania**  
**Richmond, California**  
**Rochester, New York**  
**Oakland, California**

# Key Dates

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October 2020 - September 2021	City coaching calls every 4-6 weeks
October 2020 - September 2021	Monthly Peer Calls
March 15, 2021	Completed Action Plans Due to NLC
Fall 2021*	In-person Cohort Meeting
August 15, 2021	*City Story Template Completion*
September 2021	New Cohort Selected.
September 2021 - September 2022	Quarterly Sustainability Calls

# **NLC DELIVERED**

**The American Rescue Plan  
provides over \$65 billion in direct,  
flexible aid to every city, town,  
and village in America.**

# New NLC ARP Resources

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Blog - [Local Recovery: Five Principles for ARP Implementation](#)

Interactive – [Summary of Provisions](#)

Interactive – [Estimated Allocations to Cities](#)

NLC's Upcoming Weekly ARP Implementation Calls:  
[Friday April 16](#) & [Friday, April 23](#).



# New Basic Needs Data

**In the fall 2020 term, 58% of surveyed postsecondary students faced either food insecurity, housing insecurity, or homelessness (or a combination).**

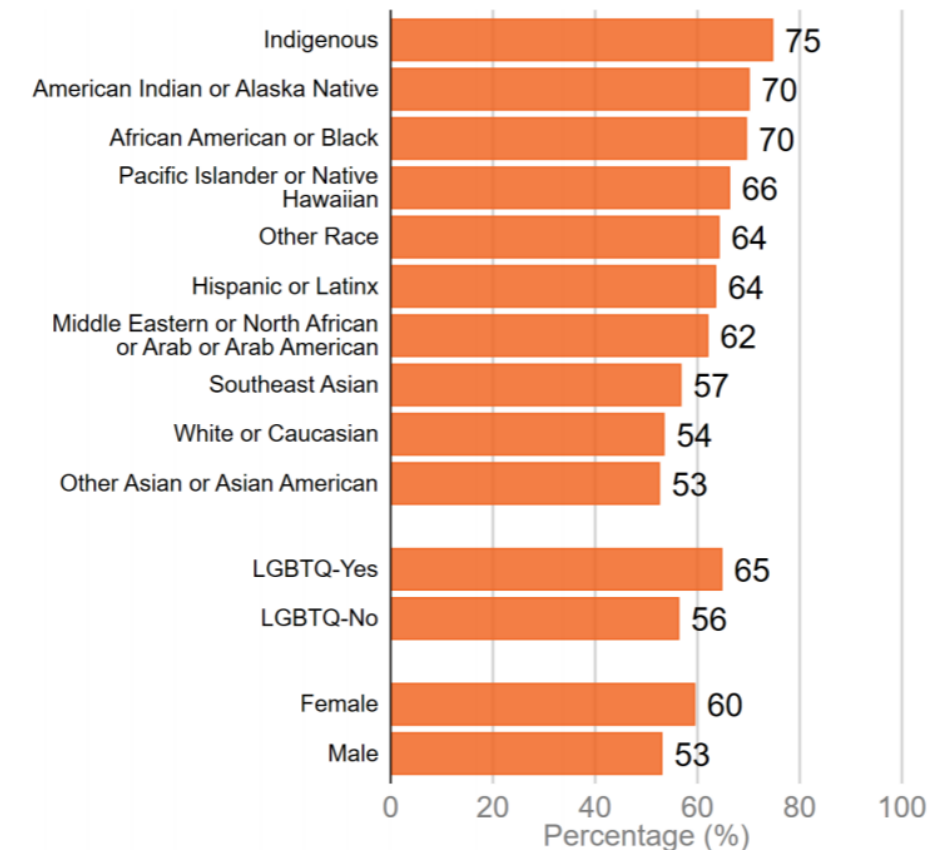
Other groups were more likely to have a needs deficiency, including:

- 70% of parents.
- 64% of First-generation students.
- 67% of Pell Grant recipients.

Of all survey respondents, only 21% received any CARES Act emergency funds

Utilization of campus supports is low. 52% of students with basic needs insecurities reported not applying for any campus supports because they didn't know how to.

**FIGURE 18 | DISPARITIES IN BASIC NEEDS INSECURITY BY RACIAL AND ETHNIC IDENTITY, LGBTQ STATUS, AND GENDER IDENTITY**





# Leveraging Employer Support to Support Postsecondary Success and Meet Students' Basic Needs

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- Greg Handel, Vice President, Education and Talent Programs, Detroit Chamber of Commerce
- Monica Rodriguez, Director of Children and Youth Services, City of Detroit

# **Partnering for College Success**

## **The City of Detroit**

### **and the**

## **Detroit Promise**

# Promise Zones Established in Michigan - 2009

- Created with bipartisan support
- Established public/private partnerships to support “last-dollar” college scholarships in 10 high poverty communities across the state
- Provides for incremental tax capture to fund student outreach, tuition and student success programming

# Detroit Promise

Detroit Promise established in 2013

- Last dollar, community college, with five local community college options
- Open to all City of Detroit high school graduates
- Privately funded, with an expectation of future tax-capture through the Detroit Promise Zone
- Administered by the Detroit Regional Chamber Foundation
- Provides a pathway for roughly 500 students/year into community college

## Detroit Promise - 2016

- Four-year university option added to the Detroit Promise – requires 1060 SAT and 3.0 GPA for full-tuition/fees
- Mayor Duggan used enabling legislation to create the Detroit Promise Zone Authority to provide eventual financial support to the Detroit Promise
- Created Detroit Promise Path to improve outcomes for community colleges students

# Partnerships with City Government

- Frequent mentions/promotion by the Mayor
- Promise students placed in jobs created by the Mayor's "Grow Detroit's Young Talent" (GDYT) program
- Detroit Promise Promotion to GDYT participants
- Free ads on City busses
- Currently developing a summer bridge program for Promise students that would provide a stipend through GDYT and college credits through partnering universities and community colleges

# Detroit Promise Path

- Program predicated on national best practices as established by the MDRC
- Built around “intrusive advising” and monthly financial incentives for students to meet with coaches
- Success coaches manage a caseload of approximately 100 enrolled students and are housed on community college campuses
- Coaches are charged with doing whatever is necessary to help students and persist and graduate



# Detroit Promise Path

- Coaches reach out proactively via phone, text, email and in-person to schedule sessions with students
- All coaching activity is documented and tracked in a CRM
- Coaches provide a reassuring presence and engage students on a wide array of issues, from time management and financial aid, connections to academic supports and economic resources
- Coaches reach out regardless of student response. Students never fall off the case load.

# Detroit Promise Path – Takeaways

- 'Without that support, I don't know if I would have made it,' student says of Detroit Promise Path

- The Detroit News



# Detroit Promise Path – Evaluation Findings

- MDRC Evaluation followed two cohorts of Detroit Promise students entering community college for three years each, comparing outcomes for students randomly assigned to coaches to those who were not.
- Students assigned a coach were:
  - Highly satisfied with their coaching experience
  - Highly engaged with coaches
  - More likely to enroll in college and more likely to enroll full-time

# Detroit Promise Path – Evaluation Findings

- Students assigned a coach were:
  - More likely to persist from first to second year
  - Earned more college credits
  - Were not more likely to have graduated after three years – only about 11% had earned a degree
  - Still enrolled: 36% were still enrolled and working with their coaches

# Detroit Promise Path – Take-aways

- Detroit Promise community college students enroll very part-time, delaying time to graduation
- Remedial college courses are an educational death sentence
- Need to create more explicit benefits to earning an associates degree
  - Tuition free pathways to bachelor programs
  - Learn and earn opportunities

# Detroit Promise Path – Take-aways

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# Additional College Success Partnerships

- Rocket Community Fund partnership with Wayne State University to provide small emergency grants to students from the City of Detroit
- Partnership between the City of Detroit and Detroit Reconnect to provide 200 laptops to older adult residents seeking to enroll in higher ed.



# Q&A

## Next Steps

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- Next call May 20<sup>th</sup> at 2:00pm Eastern. Further information coming soon!
- Expect further information soon on a city story template