

“Let’s Get Learning”:

**Jumpstarting A Major  
Academic Movement  
In Washington County**

*The Greater Hagerstown Committee  
Education Forum  
October 31, 2014*

• **Co-Chairs: Dr. Mitesh Kothari & Jeanne Singer**

- Dr. Clayton Wilcox– WCPS/GHC
- Rick Akers – WCPS
- Dr. Guy Altieri – HCC/GHC
- Anna Barker – HCC
- Dr. Dave Warner – HCC
- Cynthia Perini – BISFA
- Dr. Mark Halsey – USMH/GHC
- Chris Motz – Kaplan/GHC
- Christina Williams – Kaplan
- Mary Baykan – WCFL/GHC
- Brad Sell– Community Foundation
- Kristy Smith – Comm. Foundation
- Gaye McGovern - GHC
- Andy Bruns – GHC
- GHC Staff

*\* Note: Education Forum Members include both members of GHC and members of various educational entities in the community. The list above includes all members who have participated over the last 12 months at various levels*

## **GHC's Education Forum**

### **Who is the GHC Education Forum:**

- Includes both members of GHC and non members who are involved in various local educational institutions
- Education Institutions represented at the table include:
  - Washington Co. Public Schools
  - Hagerstown Community College
  - Kaplan University
  - University System of MD Hagerstown
  - and Barbara Ingram School For The Arts
- Welcome any guests at the meeting who we have talked to over the last couple of months on our Educational initiatives – We have people from Chamber Education Committee, EDC Workforce Dev. Committee, and SCIP Steering Committee

## Today's Agenda:

- **Update On How Our Community Is Doing**
  - Data Trends From 2014 CCR Report Card
  - National trends and initiatives we should monitor
- **Update On Current GHC Forum Initiatives:**
  - FAFSA Frenzy
  - [www.WashingtonCountyScholarships.org](http://www.WashingtonCountyScholarships.org)
  - Washington County "Promise Program"
- **New Initiative for 2015 – Building a Cradle to Career Educational Network and Jumpstarting an Academic Movement in Washington Co.**
- **Concluding Thoughts & How You Can Help**

Today's Presentation will include:

- Update On How Our Community and the Nation Is Doing
  - Data Trends From 2014 CCR Report Card
  - National trends and initiatives
- A quick Update On Current GHC Forum Initiatives:
  - FAFSA Frenzy
  - [www.WashingtonCountyScholarships.org](http://www.WashingtonCountyScholarships.org)
  - Washington County "Promise Program"
- Then we are excited to talk about our New Initiative for 2015 – Building a Cradle to Career Educational Network and Jumpstarting an Academic Movement in Washington Co.

# How Are We Doing Nationally?

So “How are we doing today?”



# **BREAKING NEWS ALERT**

With The Educational and Training  
Requirements Of Tomorrow's Jobs,  
Our Country Faces A Severe Shortage  
Of Skilled Employees and  
More Post-Secondary Education and  
Career Training Is Needed  
To Fill The Workforce Skills Gap

- The GHC Education Forum has been following various national research concerning the dire need for our country to dramatically improve our educational attainment levels.
- As we review our local numbers, our position is gets even worse and well below National and State Averages.
- we are falling behind many countries around the world who are preparing for tomorrow's economy that will demand more education for more jobs. Locally we are not doing all we can to educate our workforce and are falling behind the majority of the Maryland counties and even neighboring counties in W.V. and PA.



- **GOAL 2025: By 2025, 60% of Americans will hold a high-quality college degree, certificate or other postsecondary credential.**
- **65%** of U.S. jobs will require some form of postsecondary education by 2020.
- **90%** of the fastest growing jobs require at least 2 years of college education or vocational training

- The Lumina Foundation, one of the largest national foundations focused on improving educational attainment is in the process of pushing what they call “Goal 2015.”
- This involves a variety of different strategies aimed at fostering a national movement to increase the proportion of Americans with high quality degrees, certificates, and other credentials to 60% by 2025. Currently its around 40%.
- This basically refers to AA college degrees or higher and specialized career training certificates).
- According to Lumina...
  - 65 percent of U.S. jobs will require some form of postsecondary education by 2020.
  - 90 percent of the fastest growing jobs require at least another 2 years of education or vocational training



Lumina<sup>™</sup>  
FOUNDATION

**GOAL**  
**2025**

- **GOAL 2025: By 2025, 60% of Americans will hold a high-quality college degree, certificate or other postsecondary credential.**
- To reach Goal 2025, the nation must produce **62 million** high-quality degrees and credentials over the next 12 years.
- At current rates, the U.S. will produce **39 million** 2-year and 4-year degrees by 2025, leaving a **gap of 23 million**.

- To reach Goal 2025, the nation must produce 62 million high-quality degrees and credentials over the next 12 years.
- At current rates, the U.S. will produce around 39 million two- and four-year college degrees by 2025, leaving a gap of 23 million.



Lumina  
FOUNDATION

GOAL  
2025

## World Education Attainment Rates: (U.S. Is Not In Top 10)

Attainment rates in the developed world



Source: OECD, Education at a Glance 2013

- Globally, there are 10 other developed countries producing more degree holders than the U.S.





Lumina  
FOUNDATION

GOAL  
2025

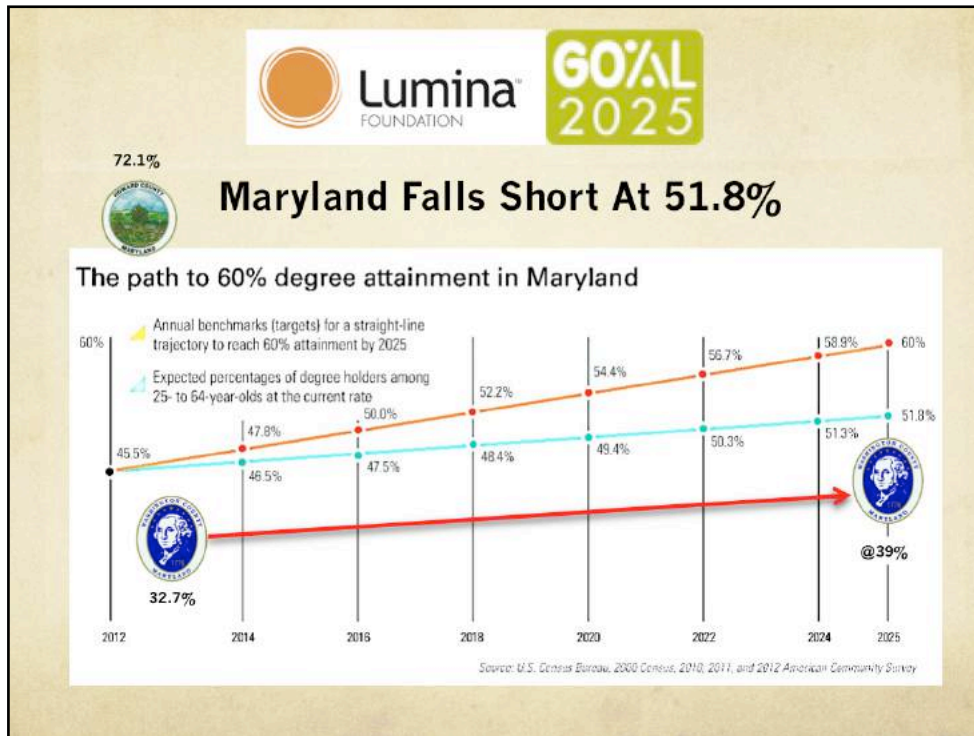
**At the current pace we will not meet this goal  
creating challenges for employers to fill the  
positions they need.**

The path to 60% degree attainment in the U.S.



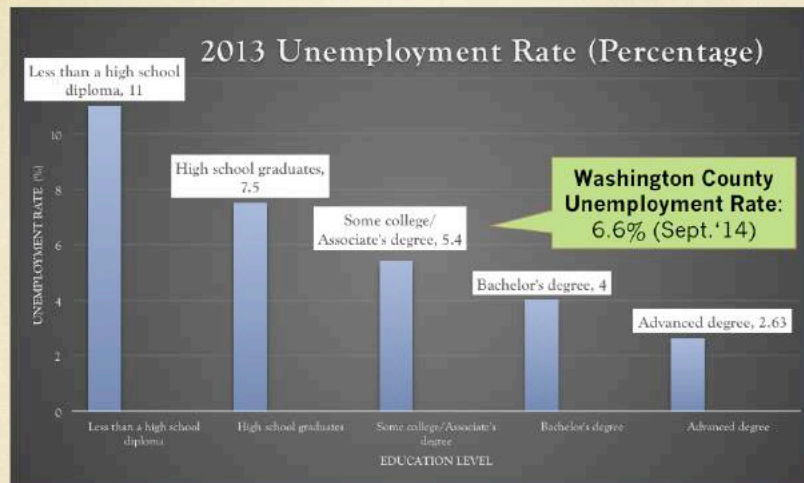
Source: U.S. Census Bureau, 2000 Census, 2010, 2011, and 2012 American Community Survey

- If we continue at the current pace, we will not meet our skilled workforce needs causing challenges for employers to fill the positions they need to do business.
- The blue line represents the current pace we are producing “degree holders.
- The Orange line is where we need to be.
- As you can see we if we keep up the current pace we will fall well short of the 60% goal (49%).



- Maryland fares better than the country, but still falls short of the goal at 51.8%.
- But when you break it down by Counties, you see the disparity between the educated counties and the rural, less educated counties.
- Using the most recent projections Washington County will be well short of this goal going from about 33% to just 39%.
- Howard County, the most educated county in MD and at the top in the country, already well exceeds this goal in 2013 at 71.2%

## Education Pays and Employs:



**“A Person With A Bachelor’s Degree Is Half As Likely To Be Unemployed As A Person With A High School Diploma”**

- There are other advantages to an educated workforce other than just filling job requirements.
- As we’ve said in the past, the advantages of having a more educated workforce is that “Education Pays and Education Employs.”
- “A person with a bachelor’s degree will earn nearly twice as much as a person with a high school diploma and will be half as likely to be unemployed.”

## Education Pays and Employs:



**'A Person With A Bachelor's Degree Will Earn Nearly Twice As Much As A Person With A High School Diploma**

- A person with a bachelor's degree will earn nearly twice as much as a person with a high school diploma.
- You can see Washington County's average wage is about at the level of an associates degree.



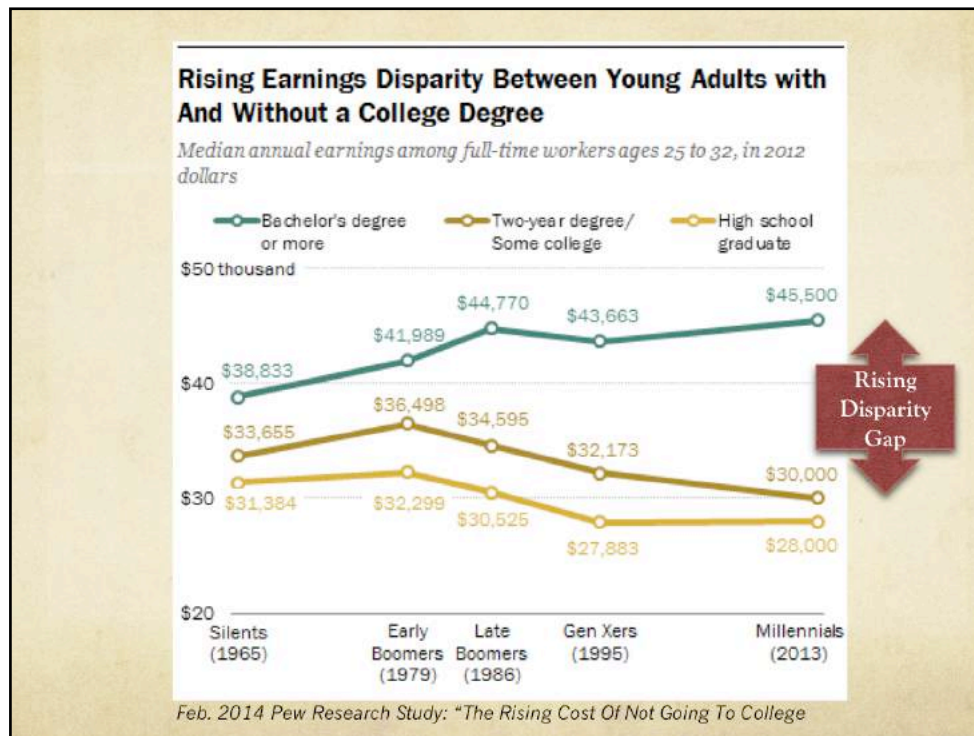
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## GOAL 2025

- **Numerous other economic, social, and equity benefits are linked to increased education attainment:**
  - Greater civic and social engagement,
  - Higher rates of voter participation and volunteerism,
  - Increased home ownership,
  - Healthier lifestyles, longer life,
    - **Avg. 25 yr. old with BA lives 7 years longer than peers with lower education**
  - Less dependence on public assistance,
  - and more.

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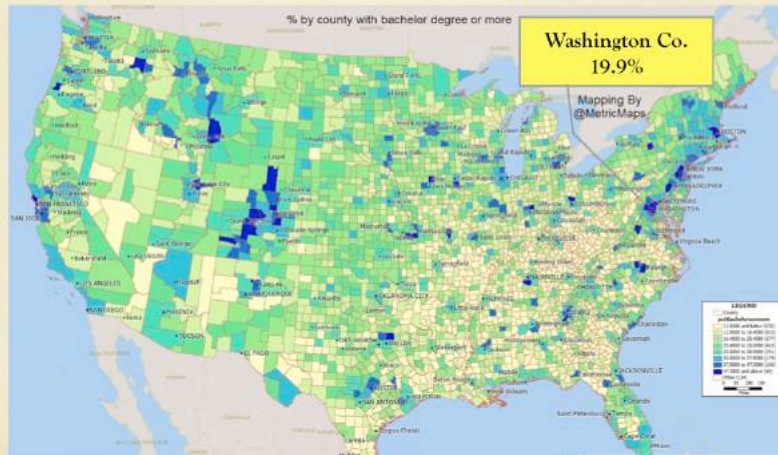


- Another national concern about our country's lack of education is the erosion of the middle class that is occurring.
- Here's a graph from a PEW Research Study talking about the "Rising Cost Of **NOT** Going To College" and erosion of the middle class.
- This graph shows the ever widening pay gap between young adults with and without a degree.
- As these are wages paid to workers between the age of 25 to 32, they reflect starting wages.
- Note the dramatic disparity gap in the wages that has transpired over the last 50 years.
- This gap will only continue to grow if we do not have the workforce supply to meet the demand of tomorrow's jobs due to lack of education and career training.

# How Are We Doing Locally?

- So let's look a little closer at "How are we doing locally?"
- Many of the charts and data shown here comes from the work on our 2014 College and Career Readiness Report Card.

## % of Population (25 and over) With A Bachelor's Degree Or Higher:



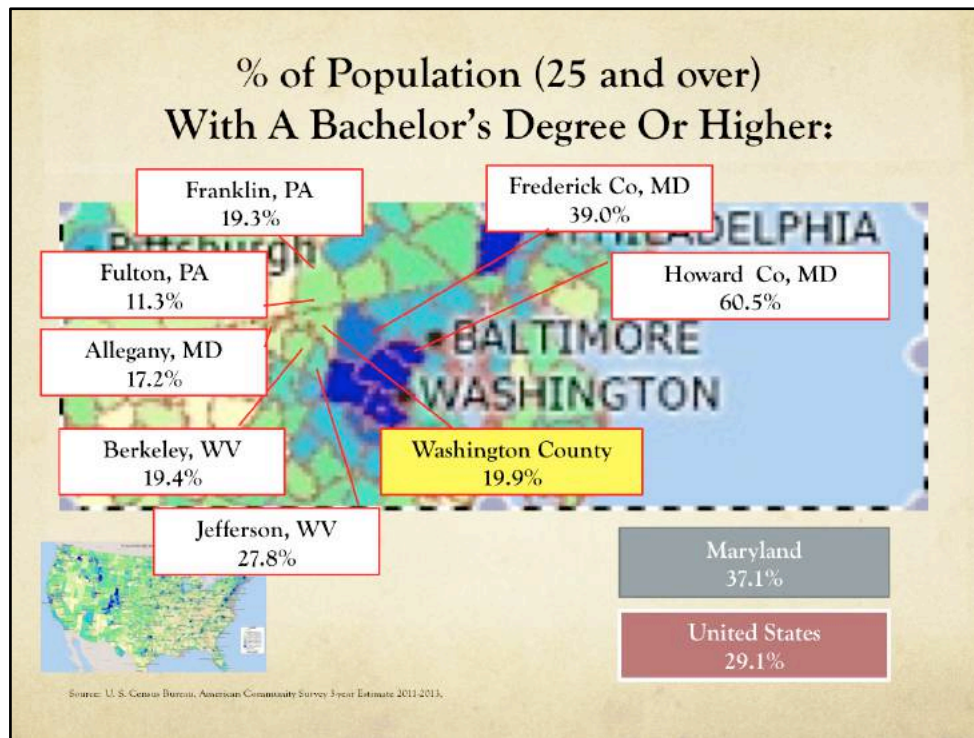
Source: U. S. Census Bureau, American Community Survey, 2012 5 yr estimate

Maryland  
37.1%

United States  
29.1%

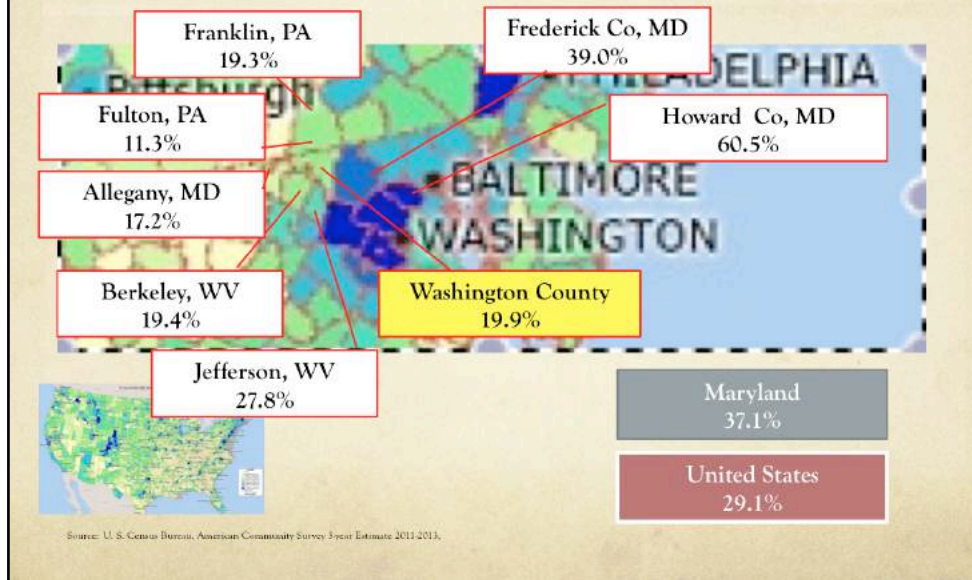
- Here is a map of the United States showing the percentage of people 25 and over with a Bachelor's Degree or higher.
- The lowest percentage is pale yellow (below 12.5%) and the highest percentage counties (over 47%) are dark blue.
- The shades of green are in the middle. Washington County is light green at 18.7%, MD 37.1% and the U.S. is 29.1%



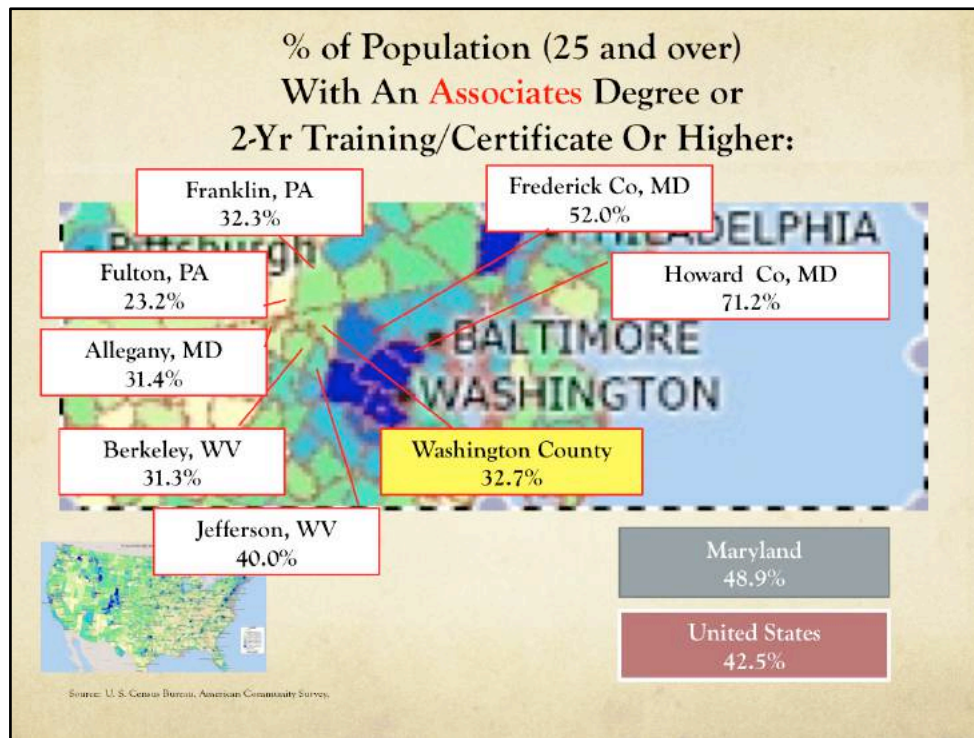


- I apologize the picture is not clear, but here is our region "blown up".
- You can see the educational attainment levels of our neighboring counties.
- You can also see that central MD, particularly Howard County has the highest levels of educational attainment.
- In fact, Howard County has one of the highest levels in the Country at 59.5%
- Washington County is about half of what the average rate in Maryland is and almost 10% below the country's average.

## Washington County Ranks 19<sup>th</sup> out of 24 Counties in MD

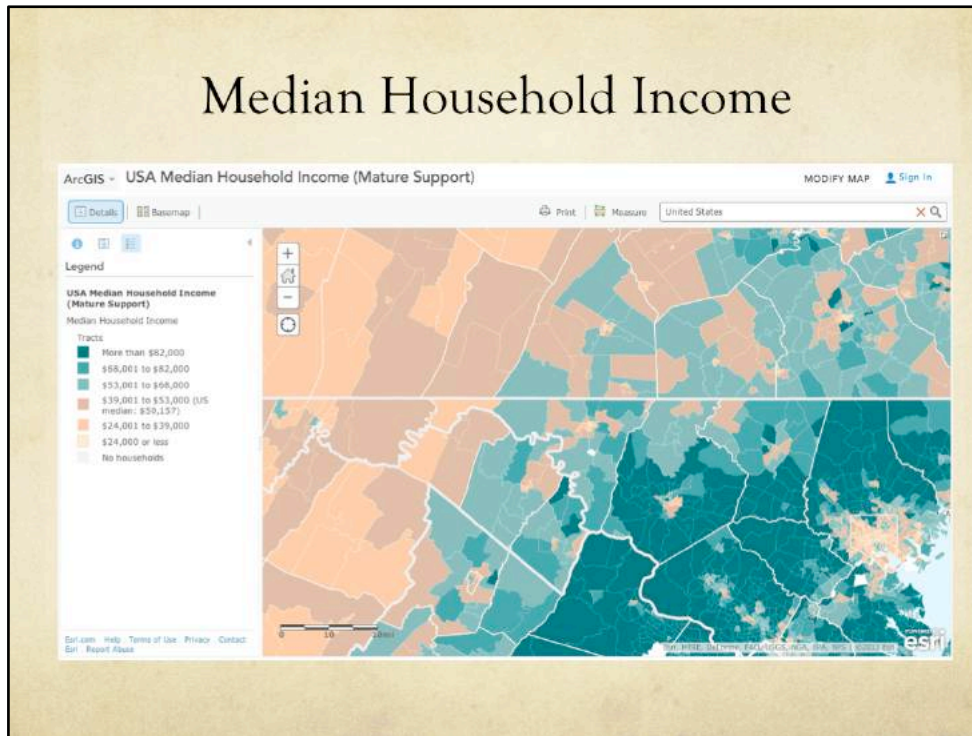


- Overall, we rank 19<sup>th</sup> out of 24 Counties (6<sup>th</sup> Worst).



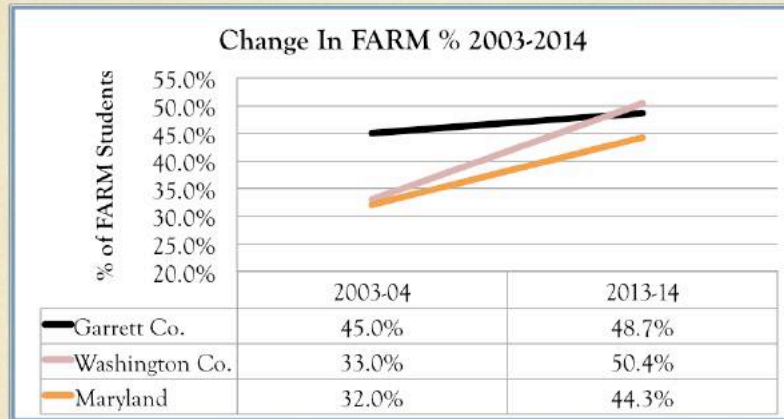
- Now breaking down our local numbers in reference to Lumina’s GOAL 2025.
- Here are the numbers for people with an Associate Degree or quality career certificate or Higher (Remember Lumina’s Goal Of 60%).
- We about even with our neighbors to the north, south and west – though Jefferson Co. WV is in better condition at 40%.
- East of us, we fall well short of Frederick Co and central MD.
- Howard County is ranked #1 at 71.2%.

# Median Household Income



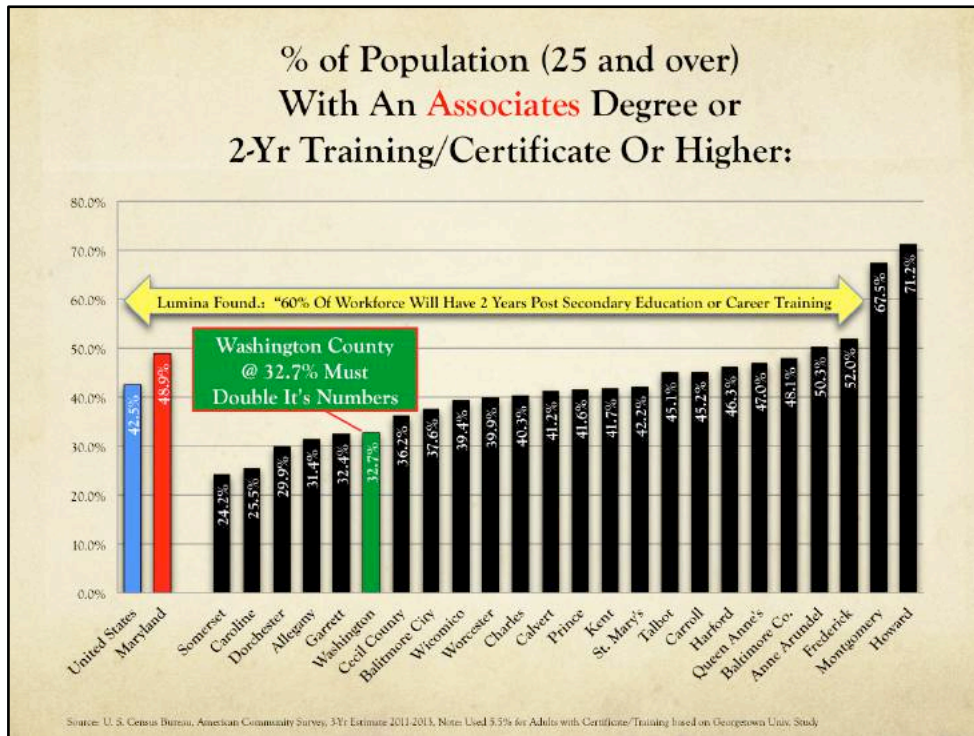
- Our current attainment levels are impacting the wealth of our families.
- Here's a chart showing our Median Household Income as compared to other counties in the region.
- The darker teal have the highest income levels and the tan colors are the lowest.
- You can even see that the inner core of Hagerstown is lower than the rest of the county.
- These lower incomes align with the lower educational attainment levels in the earlier map.
- Notice our neighboring counties in W.V. are becoming wealthier.

## Wealth Comparisons: FARM Percentages (Free And Reduced Meals)



FARM rates have dramatically increased over the last 10 years.  
Washington Co. now has a higher FARM rate than Garrett Co.

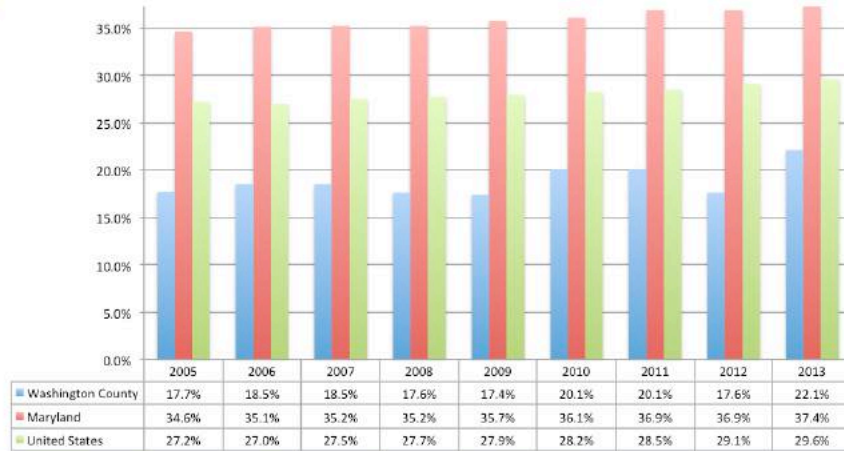
- Here is the FARM rate data for our county.
- As you can see from this chart, Washington County's FARM rates have risen dramatically over the last decade – much faster than MD or even Garrett Co.
- While we use to fare better than Garrett County, we now have a higher amount of families with incomes low enough to receive Free and Reduced Meals – that's half of our student population.



- Now referring back to Lumina’s National Challenge to reach 60% by 2025.
- This Chart shows you how we stack up to the rest of Maryland and the U.S.
- For the percentage of people 25 and over with an Associate Degree or quality 2 year Certificate/Training or higher, in short, we need to DOUBLE our attainment levels over the next 10 years.

## Trends In Educational Attainment

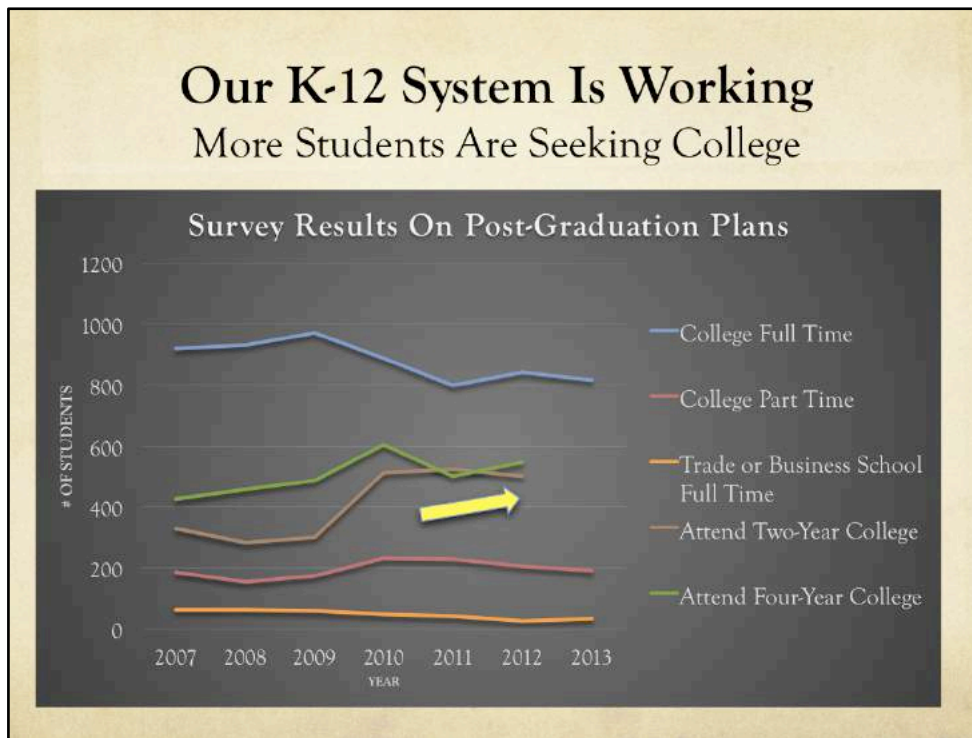
### % Of Population With A Bachelors Degree Or Higher (Citizens 25 years of age or higher)



Source: U. S. Census Bureau, American Community Survey, 1-Year Estimates, 2005-2013 Reports

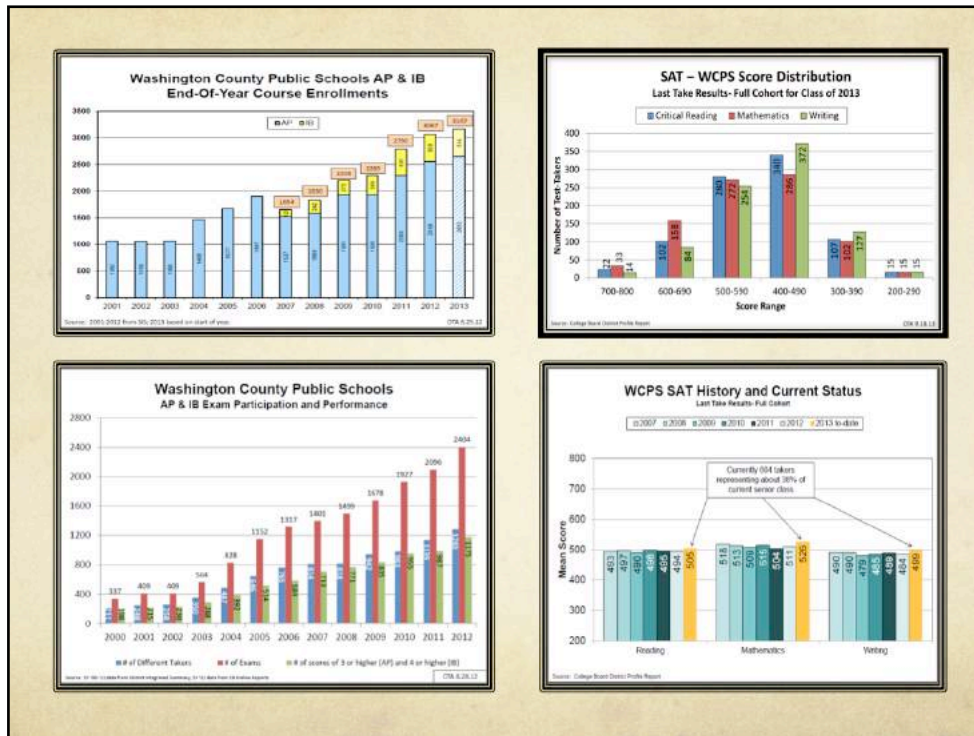
- In looking at the pace at which we are improving, here's a chart showing our progress over the last 5 years.
- Overall, we are only improving at a rate of around 0.5%

## Our K-12 System Is Working More Students Are Seeking College

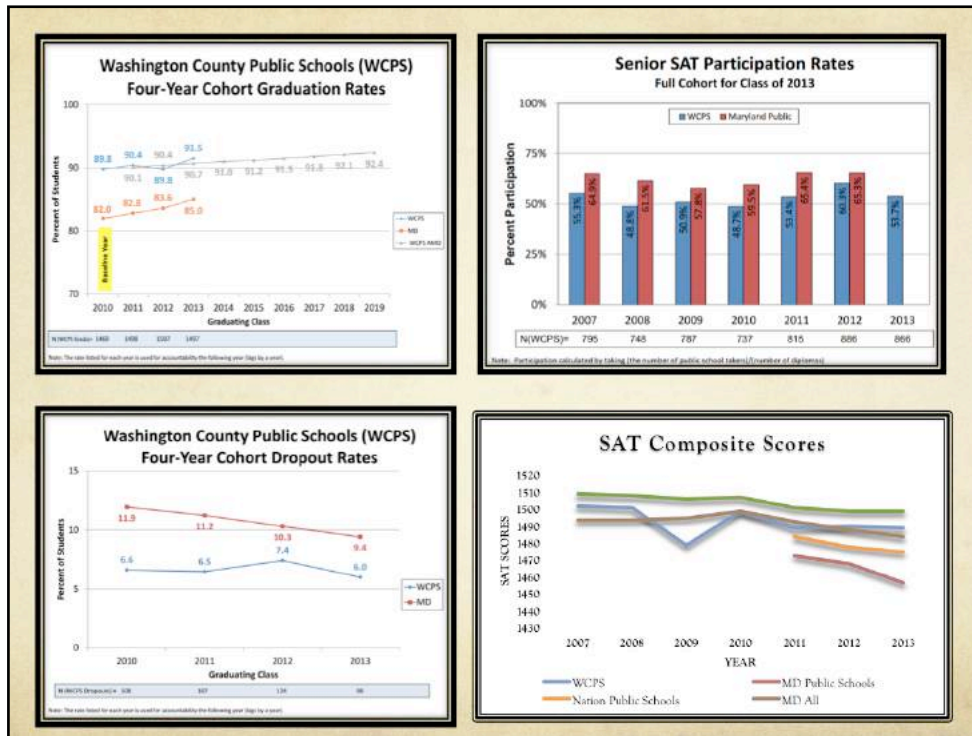


- According to our Report Card, our K-12 system continues to work in a positive direction.
- Here is a chart on college or work plans from our graduating seniors.
- You can see from the green and brown lines, we are seeing an upward trend in students planning to attend a 2-year or 4-year college.
- It's also interesting to see that less students seem to be going to college full time, likely the impact of the recession, and need for many students to work or extend their time at school.



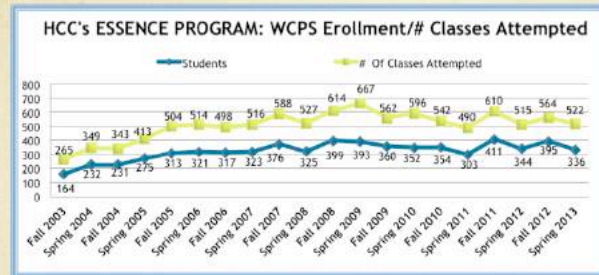


- We are not going to spend time on this today, but other data that will appear in the report card reinforces this assumption showing increases in SAT participation rates, slight increases in SAT scores, and increases in AP & IB course enrollments and exams.



- Here’s a few other charts.
- One thing we mentioned last year is that we saw a bump up in the dropout rate and corresponding drop in the graduation rate.
- However, this year we are back on track and above our established goals.

## WCPS/HCC Partnering on CCR



### ESSENCE Program:

Enrollment doubled over first 3 years but has leveled off

**NEW “Middle STEMM College”** (started last fall) Allows high school students to be “dual enrolled” and have the possibility to earn enough credits for an AA degree when graduating high school. Enrollment in this program is expected to double this year

- HCC and WCPS continue to partner together to implement programs to foster post-secondary education and training.
- Participation in HCC’s ESSENCE Program (college credits while still in high school) is holding steady and is double what it was 10 years ago.
- In addition, WCPS and HCC partnered together to start a STEMM Middle College.
- STEMM is not misspelled – the acronym stands for Science, Technology, Engineering, Math, and Medical.
- This program allows students to be dual enrolled and they even have the possibility of earning an AA degree by the time they graduate from high school.
- The program started this fall with 10 students and HCC was awarded grant funding (STEM related) to help pay for some of the tuition costs.

## Higher Education Centers Growing

- **USMH continues to grow in number of students, partner schools, and programs offered.**
- **Kaplan University ranked in top 20% of online Bachelor's programs.**
- **Other career training schools like Pittsburg Institute of Aeronautics (PIA), Barr Academy, HCC's truck driving program offer career training certificates for quality jobs**



Our other higher education centers are growing and performing:

- USMH continues to grow in number of students, partner schools, and programs offered. They have some very exciting things planned for the coming year in expanding their programs and footprint downtown.
- Kaplan University was ranked in the top 20% of Online Bachelor's programs.
- Other career training schools like Pittsburg Institute of Aeronautics (PIA), Barr Academy, HCC's truck driving program offer training for quality jobs.

So How Are We Doing?

We Need To  
“Get Learning”  
To Compete In  
Tomorrow’s Economy

- So after reviewing the data and national research it’s clear we need to come together as a community and utilize our educational and other resources to improve our educational attainment levels.
- We are still lagging behind and need to dramatically improve the pace forward.
- I’ll turn things over to Dr. Kothari to give you an update on current education initiatives we continue to work on to move us forward.

## Update On Current GHC Education Forum Initiatives:

- FAFSA Frenzy
- [www.WashingtonCountyScholarships.org](http://www.WashingtonCountyScholarships.org)
- Washington Co. “Promise Program”

- So let’s give you a quick update on three of the GHC’s Education Forum initiatives we have been working on to date.

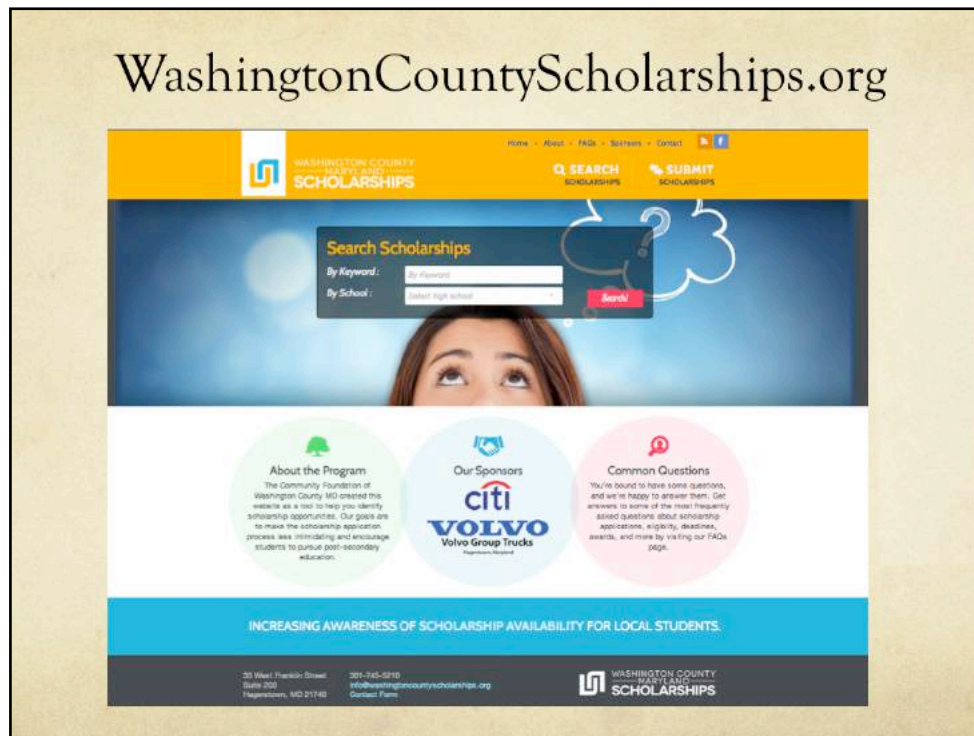
## FAFSA Frenzy:

- Held each February at Valley Mall or other neutral setting for students/parents
- Families receive expert financial aid and college planning advice and free assistance filling out the “Free Application For Federal Student Aid” (FAFSA)
- In 2015, GHC will be passing this initiative off to the WCPS Education Foundation but will still offer oversight support
- Event will be expanded to 2 weekends (tentatively Feb. 14-15 & 21-22)
- We may need to solicit your support for incentives (laptop drawing, etc.)



The first is our annual FAFSA Frenzy:

- This will be the 3<sup>rd</sup> year we've put on this event to provide families free expert financial aid and college planning advice and free assistance filling out the “Free Application For Federal Student Aid” (FAFSA).
- Last year the number of families we assisted more than doubled to over 100.
- In 2015, GHC will be passing this initiative off to the Washington Co. Education Foundation but will still offer oversight support.
- The event will be expanded to 2 weekends (tentatively Feb. 14-15 & 21-22).



- The Community Foundation has been very supportive of many educational initiatives in our community as the 2<sup>nd</sup> largest scholarship provider (second only to HCC).
- As you may recall, the idea of developing a local scholarship clearinghouse where any student could easily go online and find scholarships to college came out of our GHC Education Forum Discussions.
- The Community Foundation built the website over a year ago and continues to enhance its operation to benefit students.
- This also is a mechanism for smaller providers like clubs, churches, or families that started memorial scholarships to market their scholarships to the masses.



# WashingtonCountyScholarships.org



- The Student can click on links to go to the scholarship provider's website and get information and download an application. (Here's an example)
- Over time, the Education Forum hopes to work with the many local scholarship providers to develop a "Uniform Application" that all providers will agree to use.
- This way a student and parent only have one form to fill out with all of their base information, then they may need to fill specialized questions or essays unique to that scholarship.

# Washington County “Promise” Program

Promising every graduating senior  
in Washington County  
free tuition & fees  
for two years of  
post-secondary education or career training  
at a local education institution

- Two+ years ago today, we unveiled our research on a Washington County Promise Program.
- A program guaranteeing all graduating seniors who live in Washington County free tuition for two years of post secondary education.
- Following that meeting we received quite a bit of positive feedback from many organizations and people around the community but have still struggled getting the elected leaders to put something in motion.



The news site for government & politics in the Free State

**MarylandReporter.com**

**Rascovar column: The political isolation of Garrett County**

April 20, 2014 Written By: Barry Rascovar

**“Despite its isolation from the rest of the state, Garrett has much to teach those living on the other side of the Eastern Continental Divide. Only in conservative Garrett have elected officials taken the lead in making sure their children receive a college education.”**

**“This is an aggressive, pro-active plan other Maryland counties should emulate. Government ensures full tuition payment for any Garrett high school graduate. In Maryland, that’s revolutionary.”**

- Here’s an editorial that just came out from The MD Reporter.
- The editorial was about the political isolation of Garrett Co from the rest of Maryland and how they are forced to fend for themselves.
- The writer highlighted the value of their scholarship program and their leadership in using this educational initiative to make Garrett Co more relevant.
- “Despite its isolation from the rest of the state, Garrett has much to teach those living on the other side of the Eastern Continental Divide.
- Only in conservative Garrett have elected officials taken the lead in making sure their children receive a college education.”
- “This is an aggressive, pro-active plan other Maryland counties should emulate. Government ensures full tuition payment for any Garrett high school graduate. In Maryland, that’s revolutionary.”



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**“Garrett’s leaders are providing their youth with skill sets needed to staff tomorrow’s plants and offices. Government is playing a pivotal role in developing a local workforce that makes economic development appealing.”**

**“That may not fit the mold of a “conservative” government, but it is a practical, real-life recognition that government is there to help people, not erect barriers to their success.”**

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- Government is playing a pivotal role in developing a local workforce that makes economic development appealing.”
- “That may not fit the mold of a “conservative” government, but it is a practical, real-life recognition that government is there to help people, not erect barriers to their success.”

**“Promise” of College Education  
Not A New Idea and Programs Are Expanding:**

- **MD: Garrett, Allegany, Howard & P.G. Counties**
- **Oklahoma’s Promise**
- **Pittsburg Promise**
- **New Haven Connecticut Promise**
- **Hazel Park, MI Promise Zone and College Access**
- **Georgia’s HOPE Program (Helping Outstanding Pupils Educationally)**
- **West Virginia Promise Scholarship**
- **Cleveland County Promise, North Carolina**
- **Rhode Island Promise**
- **Kalamazoo Promise Program (1<sup>st</sup> Program in 2005)**

- The entire country is waking up to the need for more education if we are to compete in today’s global, knowledge-based economy.
- Here are just a few areas with tuition programs for post secondary training.
- These vary in how they are funded and applied, but they all seek to provide more post-secondary education to their citizenry.
- The one I’d like to take a second to talk about is the Kalamazoo, MI Promise Program that started in 2006

## “Promise” of College Education Not A New Idea Timeline Of Programs:

### 2005

- **Kalamazoo Promise (Mich.)**
- Legacy Scholars (Battle Creek, Mich.)

### 2006

- College Bound (Hammond, Ind.)
- Denver Scholarship Foundation (Colo.)
- **Garrett County Scholarship Program (Md.)**
- Peoria Promise (Ill.)
- Pittsburgh Promise (Pa.)
- Promise for the Future (Pinal, Ariz.)
- Ventura College Promise (Calif.)

### 2007

- Bay Commitment (Bay City, Mich.)
- El Dorado Promise (Ark.)
- Hopkinsville Rotary Scholars (Ky.)
- Northport Promise (Mich.)

### 2008

- Detroit College Promise (Mich.)
- Rockford Promise (Ill.)

### 2009

- PACE Promise (San Marcos, Calif.)
- San Francisco Promise (Calif.)
- Syracuse Say Yes to Education (N.Y.)

### 2010

- Arkadelphia Promise (Ark.)
- Baldwin Promise (Mich.)
- Great River Promise (Phillips County, Ark.)
- New Haven Promise (Conn.)

### 2011

- Beacon of Hope (Lynchburg, Va.)
- Benton Harbor Promise (Mich.)
- Montgomery County Promise (Dayton, Ohio)
- Pontiac Promise Zone (Mich.)

### 2012

- Buffalo Say Yes To Education (N.Y.)
- Cleveland County Promise (Shelby, N.C.)
- Hazel Park Promise (Mich.)
- La Crosse Promise (Wis.)
- Lansing Promise (Mich.)
- Pensacola Pledge Scholars (Fla.)

### 2013

- The Detroit Scholarship Fund (Mich.)
- Grand Rapids Challenge Scholars (Mich.)
- Hartford Promise (Conn.)
- Norwood Promise (Ohio)
- Saginaw Promise (Mich.)

### 2014

- Richmond Promise (Calif.)
- Tennessee Promise (Statewide)

- The entire country is waking up to the need for more education if we are to compete in today’s global, knowledge-based economy.
- There’s even a national conference coming up in New Haven CT later this year, bringing together promise program providers from around the country.
- Here is a timeline of these programs we took from that brochure.
- Notice Garrett Co. is one of the pioneers in this area starting in 2006.
- The one I’d like to take a second to talk about is the Kalamazoo, MI Promise Program that started in 2005 – The first of its kind.

# Kalamazoo, MI Promise Program



- Here is a recent article in Politico Magazine on Kalamazoo, MI (their program was mentioned earlier)— a town with similar traits as ours that instituted one of the first “Promise” programs in the country.
- They started their program earlier but it really came into being in 2007 thanks to large donations by local anonymous philanthropists and are beginning to see the impact of this initiative.
- This article gives a good balanced review of the changes they are seeing.
- The Promise Program is not the cure-all to every struggle a community faces, but it seems to be helping – particularly in changing the culture of the area.

## Kalamazoo, MI

“Kalamazoo had been a center for educational innovation for decades”

“In 1875, lawyers for the township successfully argued that high schools were necessary, a landmark case that set a precedent for taxpayer-funded high schools in Michigan and surrounding states.”

- “Kalamazoo had been a center for educational innovation for decades”
- “In 1875, lawyers for the township successfully argued that high schools were necessary, a landmark case that set a precedent for taxpayer-funded high schools in Michigan and surrounding states.”
- It’s no surprise that 130 years later they lead the country again in calling for college to be a “necessary” right for all students.



## Kalamazoo, MI

“Kalamazoo’s spirits—much like its population—had been in precipitous decline. From 1970 to 2007, the city’s population shrank 20 percent to just over 70,000. **The sad, slow leak of manufacturing jobs had caused a sad, slow leak of the middle class.**”

Here are some key quotes from the article:

- Kalamazoo was much like our own county – heavy in manufacturing – that saw a loss in jobs and loss in prosperity over the last 30 years.

## Kalamazoo, MI

- “As soon as it was announced, the effects of the **Promise were immediately felt on the schools.** ... months after news of the gift, ecstatic **principals reported a record number of parents signing children up for classes.** ...The vast majority had moved to Kalamazoo from elsewhere”

However, as soon as the Promise Program was initiated, there was an immediate positive impact:

- Record children signed up for schools as families moved into their area, expanding their tax base and giving them the funds to build new schools instead of closing down empty ones.
- Their program is much bigger than the program we are proposing as it provides free tuition for 4 years at any Michigan College or Community College – not just two.

## Kalamazoo, MI

- **“I saw things change** from the time I was a freshman and when I was as senior,” says Neil, who is now a senior studying biomedicine at Western Michigan on a Promise scholarship. **“Early on, the expectations on students were low, and we weren’t pushed enough.”**
- “Kids are always going to compete with each other,”. **“We used to talk about what shoes we had on, now it’s who has the highest GPA and who can get into what school. Now everybody has the same status.”**

- One of the most enlightening things we saw from this article is that it had a major impact on the culture of education in Kalamazoo.
- As this quote says... “students saw things change; their own expectations were now higher.”
- Where they used to talk about who had the best shoes, now they talk of who has the highest GPA’s.
- Telling was the line “NOW EVERYONE HAS THE SAME STATUS”

## Kalamazoo, MI

Research that has tracked the Promise beneficiaries so far shows that 60 % ...enrolled at either Kalamazoo Valley Community College or Western Michigan University, which means that **critical dollars and brains stayed in the area.**

- While the students living in Kalamazoo could go to any Michigan School, data showed that 60% stayed in the area, preserving local talent.

## Kalamazoo, MI

**“Kalamazoo is creating better high school students.** According to a 2012 Study...Grade point averages for minority students inched up 0.2 percentage points one year after the Promise and 0.7 points by year three. **AP enrollment surged 300%. Principals shortened in-school suspensions.**

Simply put, **“it improved student behavior,”**

- Even though this was a post-secondary initiative, its benefits transcended down the rank and school officials saw surges in test takers, test scores, AP enrollments and even improvement in student behavior.

## Kalamazoo, MI

“In the 2007-2008 school year there were 53 African American students enrolled in AP classes in the city’s two high schools. By 2011-2012, there were 221 taking AP classes.”

**“In 2013, six years after the Promise, test scores had gone up on every standardized test imaginable.”**

- Improvements were seen across racial lines . Look at the dramatic enrollment numbers that occurred in Kalamazoo 53 to 221 students taking AP classes.
- Overall, “In 2013, six years after the Promise, test scores had gone up on every standardized test imaginable.”

## Kalamazoo, MI

“Kalamazoo really is a community that is reigniting a love affair with itself,” he says.

**Everyone I interviewed for this article expressed optimism for the town’s future and, at the same time, made incredibly frank comments about the intractable problems it still faces.**

**“The Promise’s greatest power comes from its role as a community catalyst.”**

- While the Promise program wasn’t the cure for all evils, it appears from this article that after just 7 years it changed the culture and optimism in the community in ways few initiatives can and as the author states:

**“The Promise’s greatest power comes from its role as a community catalyst.”**

## So Where Does Washington County's "Promise" Program Stand?

### Local Support Continues To Grow:

- "Talking Tour" has included:
  - EDC's Workforce Development Committee
  - Chamber's Education Task Force
  - SCIP Steering Committee
  - USMH's Manufacturing Roundtable
  - Hagerstown Rotary
  - Williamsport Rotary
  - **Sunrise Rotary** – Pledged \$50,000 over 5 years to be given to the Community Foundation to support the program

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  - Sunrise Rotary – Pledged \$50,000 over 5 years to be given to the Community Foundation to support the program – We didn't even ask them for funding at that meeting, just noted that The Community Foundation had created two funds to prepare for any private donations that may come



## So Where Does Washington County's "Promise" Program Stand?

- **Struggling to get support or a champion in local government**
- **Some interest at State and Federal Level**
- **Other educational and Pre-K initiatives competing for local government support. Fear of losing money for their programs and initiatives is limiting their desire to jump on-board**

### Struggling to get support or a champion in local government

- We've had two meetings with the BOCC to help educate them on the program from costs to dispelling myths like "students don't appreciate what they get for free."
- While we feel we provided them with loads of information, it hasn't sunk in. More work needs to be done.
- Once the new board is elected we'll need to continue trying to educate them on why this is such an important catalyst to consider and gain their support to move it forward as some level.

### Some interest at State and Federal Level

**New Initiative For 2015:**

**Build A Network of  
Community Organizations to  
Nurture Children From  
Cradle To Career**

# Cradle To Career Networks Across The County



## Cradle To Career Network: Principles for Success:

- **Engage Community And Create A Shared Vision** | All participants have a shared vision for change, as well as a common understanding of the problem and how they will work collectively to solve it.
- **Evidence Based Decision Making** | Partnerships make decisions based on local data that shows areas of need and promising practices that are already working for kids.

There are 4 basic principles involved in creating a cradle to career network and academic movement in our community:

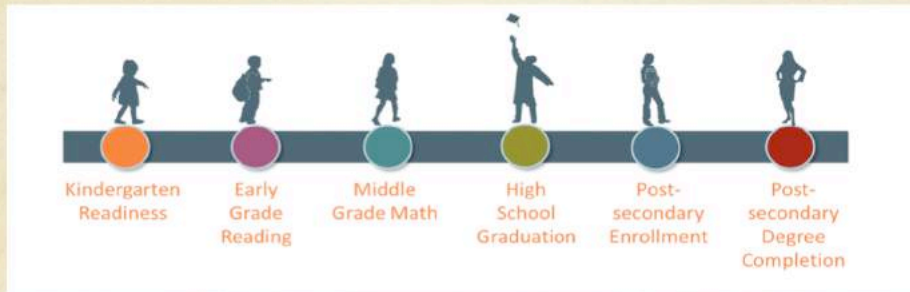
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## Cradle To Career Network Principles for Success:

- **Collaborative Action** | Community members come together to use data to collectively move outcomes. Stakeholders still operate independently but meet regularly to share their work and learn where to focus their attention
- **Investment and Sustainability** | Partnerships initiate or redirect resources (time, talent, and treasure) toward data-based practices on an ongoing basis, and engage the community to ensure long-term sustainability.

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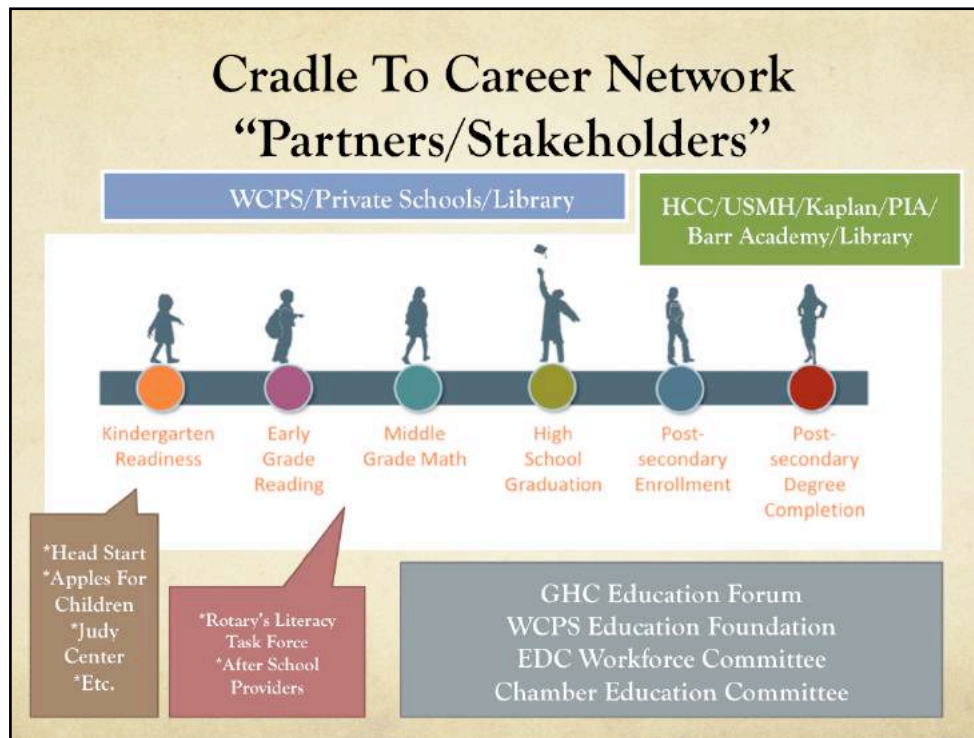
## Cradle To Career Network's "Roadmap To Success"



- **Identify Benchmarks from cradle to career that are significant indicators for success**
- **Use Data Driven Decision Making to Identify disparities in order to focus resources efficiently and effectively**

Strive together created a roadmap to success for communities to work on:

- **Identify Benchmarks from cradle to career that are significant indicators for success**
  - Benchmarks like Kindergarten Readiness – making sure children get off to a good start greatly affect that child's ability to succeed down the road
  - Early Grade Reading – from Pre-K to 3<sup>rd</sup> grade you learn to read – From 4<sup>th</sup> grade on your read to learn. If we let our children fall behind in their reading they will struggle all through school in other classes and never become college or career ready.
  - Middle Grade Math – studies show that children taking Algebra I by 8<sup>th</sup> grade have much higher chance of going on past high school. We need to follow this benchmark and keep our children interested in Math and Science.
  - Other benchmarks like graduation rates and enrollment rates need to be tracked and there is a growing effort to make sure



- There are currently existing community infrastructure and organizations to help in this process. WCPS and the Library have many efforts going on from Pre-K to Grade 12.
- HCC, USMH, Barr Academy, PIA, and the Library pick up the students upon graduation with their programs and support.
- There are numerous non-profits, after school providers, etc. that are doing good work across many of these fronts.
- And organizations like GHC, WCPS Education Foundation, the Chamber of Commerce and the Economic Development Commission are interested in staying involved.

## Steps To Build A Cradle To Career Network

- 1) **Bring Stakeholders Together To Discuss How To Create and “Brand” This Network**
- 2) **Create Local Benchmarks, Goals, And Strategies**
- 3) **Educate Community On This Academic Movement And The Value Of Education On Their Lives**
- 4) **Work With Stakeholders, Public Bodies, And Community Decision Makers To Pool The Resources And Energy Needed to Advance Educational Initiatives.**
- 5) **Create And Support The Community Infrastructure Needed To Create Paths For Success For Every Child**

### **So Where do we go from here – how do we build this network?**

- **Step 1: Bring Stakeholders Together To Discuss How To Create and “Brand” This Network**
  - The Education Forum has been meeting with various stakeholders to begin this process. We’ve talked to SCIP, the EDC’s Workforce Development Subcommittee, the Chamber’s Education Committee, and several Rotary Clubs. All have been extremely supportive of this idea and have offered to be part of the Coalition.
  - We are planning to have a larger community forum on this issue that brings together the various organizations and partners, elected officials, and press in order to get this off the ground. We are tentatively scheduling that for late January.
  - The first order of business will be establishing a “Brand” for the network. The various communities involved with Strive Together all have creative names that they are using to help build broad community support. We originally talked about



# Concluding Thoughts

So let's sum things up:

## Concluding Thoughts

- Our community's Educational Attainment numbers are making slow progress forward but well below projected need. **We need to work aggressively together as a community to close this skills gap.**
- **We need to join with other stakeholders to start a community academic movement** that promotes and supports improved educational attainment.
- **“Every Man For Himself” mentality is a recipe for failure. With Unity Comes Success**
- **Continue supporting the good work at our local education institutions** (WCPS, Private schools, HCC, USMH, Kaplan, PIA, Barr Academy, etc.)

- First, we should all be troubled by the stagnant trend in educational attainment and career training past high school. We are not keeping pace to create the skilled workforce that is needed.
  - This is a major “Achilles heel” for our County and a trend we need to aggressively combat together. It is critical if we are going to compete in today's knowledge-based, global economy, and attract hi-tech, high paying jobs to the area.
- We need to join with other stakeholders to start a community academic movement that promotes and supports improved educational attainment.
- **“Every Man For Himself” mentality is a recipe for failure.** Keeping people divided and working alone only makes it easier for the decision makers to continue throwing peanuts at the problems we are facing.
- **Continue the good work at our local education institutions** (WCPS,

## Concluding Thoughts

- **Continue supporting post-secondary education programs** like ESSENCE, STEMM Middle College, and new ones like the our Promise Program
- **Support programs that affect key benchmarks in a cradle to career approach**
- **Support initiatives to reduce “Brain Drain”** such as downtown revitalization to retain and attract young professionals with the quality of life they desire

- Continue supporting post-secondary education programs like ESSENCE, STEMM Middle College, and new ones like the our Promise Program
- Support programs that affect key benchmarks in a cradle to career approach
- Support initiatives to reduce “Brain Drain” such as downtown revitalization to retain and attract young professionals with the quality of life they desire

## Concluding Thoughts

- **Some form of a WC Promise Program merits serious consideration** with the census data showing our low education levels and projected educational needs for tomorrow's jobs.
- **Lets determine how we can move forward to find the funding and create a promise program that compliments other initiatives like ESSENCE and Middle College.**
- Continue supporting other initiatives like FAFSA Frenzy or [www.WashingtonCountyScholarships.org](http://www.WashingtonCountyScholarships.org)

- Some form of a WCSP merits serious consideration, particularly with the latest data showing our education levels are declining. Lets determine how we can move forward in a way that compliments other initiatives like ESSENCE and Middle College. When you look at the results in other areas like Kalamazoo, this is one initiative that positively impacts the culture of learning – causing improvements and various benchmarks throughout a child's development. While we would have been one of the early pioneers when this first was proposed 2 years ago, we are now watching others around us put their versions of these programs in place like Allegany Co. Howard Co. Montgomery County. One Delegate candidate in Frederick Co is urging the state to institute a statewide program.
- When listening to comments on at various forums its clear that we still have a lot of work to do to gain county support. We need to identify a champion that will promote this initiative. GHC Staff has also promoted this program and some of the educational messages we discussed today to Federal and State officials including Lt. Gov. Brown, Ken Ullman, Congressman Delaney, and other state delegates. Perhaps we can get some traction for State support.
- **We need to support the efforts of the Community Foundation to fund and build the local scholarship clearinghouse website:**
  - [www.WashingtonCountyScholarships.org](http://www.WashingtonCountyScholarships.org)
  - This project has great potential to break down financing barriers to post-

## Where You Can Help:

- **Educate the Community on the need to increase our educational attainment and career training levels as a means to a better quality of life.**
- **Sign up to be an official partner in our Cradle To Career Initiative. We Need Your Endorsement And Support.**

Now here's where we need your help:

- Take the information you've learned today and share it with everyone you can. Our citizenry needs to see the future that is coming and the educational requirements for tomorrow's jobs. Improving our education levels will be essential for us to compete and is the pathway to a better, sustainable quality of life.
- We are always willing to expand our speaking tour to any group or organization. Please pass us along as a speaker on this important topic.
- Sign up to be a partner when we put together our academic movement and cradle to career network. There are roles for everyone and we will build clout if the names of many of our biggest employers and community leaders have endorsed this effort.

## Where You Can Help:

### **Support Downtown Revitalization efforts as a means to build a vibrant core that attracts and retains young educated professionals**

- The most important thing we can do to reduce “Brain Drain”
- While all of our towns and communities are valued, Hagerstown’s Downtown is the “Heart” of Washington County
- A body without a strong heart will continue to struggle and a strong vibrant downtown benefits all of us

### **Support Downtown Revitalization efforts as a means to build a vibrant core that attracts and retains young educated professionals**

- This is most important thing we can do to reduce “Brain Drain.”
- While all of our towns and communities are valued, Hagerstown’s Downtown is the “Heart” of Washington County.
- A body without a strong heart will continue to struggle and a strong vibrant downtown benefits all of us.
- The City just announced their new MainStreet designation, they have a plan for several catalytic projects underway including a trail connected

Where You Can Help:

**Talk with our elected officials and decision makers and let them know you support initiatives like the WCPP that improve college and career readiness**

**THESE ARE INVESTMENTS IN OUR FUTURE WITH A HIGH R.O.I.**

- Finally, Please take the time to have serious discussion with our elected officials whenever we get the chance. Let them know you support these initiatives as well as ALL Education funding.
- USMH has some great things in the works to expand their footprint and enrollments, HCC will continue to need financial support as they expand into more STEM related courses that are costly to put on. WCPS has their academic hub and other technology motivated initiatives that will need both capital and operational support to move forward. Many like to give lipservice to the support of education, but without real funding allocated to that direction, we will continue on a slow path while other communities are speeding ahead to a bright future.
- Investments in quality education programs is not to be looked at as an expense, but as an investment with a high rate of return.



The GHC Education Forum continues to follow the themes that GHC established at our annual meeting a couple years ago.

- Programs like our Promise Program, FAFSA Frenzy, Essence Program or the new STEMM Middle College and all of the work of our many local education institutions like WCPS, HCC, USMH, Kaplan, PIA, Barr Academy are critical in creating a more educated citizenry.
- To complement this work we also need to work together to revitalize our community's downtown to create the vibrant urban living environment that attracts and retains young professionals and reduces the "Brain Drain" we've been experiencing.
- As we work together on these two fronts we'll see the fruits of our labor as more of our citizens become financially independent – improving the quality of life for all of us.



# Thank You! Questions?



[www.greaterhagerstown.org/publications](http://www.greaterhagerstown.org/publications)

PowerPoints and publications  
related to GHC initiatives are  
available online at our website.

We will also include the  
2014 CCR Report Card in November