



ABOUT THE COLLEGE PROMISE CAMPAIGN

The College Promise Campaign, founded in 2015, is a national, nonpartisan initiative to build broad public support for funding the first two years of higher education for hard-working students, starting in America's community colleges. While this is a national movement, more than 300 local communities and 24 states are leading the way to create College Promise programs, which cover tuition, fees, and student supports leading to a college degree or occupational certificate.

Our Campaign, led by community college professor and former Second Lady Dr. Jill Biden and former Governor Jim Geringer (R-WY), brings together leaders from the education, nonprofit, government, philanthropy, and business sectors to develop and sustain rich cross-sector collaboration to increase student success and college affordability. The Campaign utilizes its broad national network of practitioners and policymakers to identify and share evidence-based best practices for current or prospective Promise leaders to build quality College Promise programs in communities, states, and regions across the nation.

Why College Promise? In the 21st Century, a high school diploma is no longer enough to lead Americans to a good job and a decent quality of life. By 2020, [65% of jobs](#) will require education beyond high school - yet today, [less than 50%](#) of U.S. adults aged 25-64 have earned a college degree or certificate. Our Campaign is designed to help more Americans begin and complete a college education, and to acquire the critical thinking, knowledge, and skills required to meet the demands of the 21st Century economy and a prosperous society, without taking on mountains of college debt.

The College Promise Movement: While this is a national movement, local communities and states are leading the way to create College Promise programs. Today, the movement has expanded to more than 300 programs in 44 states, and 24 governors have College Promise programs underway statewide. The College Promise movement has experienced a groundswell of bipartisan support in recent years, with a more than 200% increase in the number of programs since the Campaign was launched in 2015.

College Promise Impacts:

Detroit Promise (MI) has seen a **62% increase** in persistence rates

Pittsburgh Promise (PA) has increased its high school graduation rate to **80%**, up from 63% in 2005

95% of high school seniors in Dallas (TX) now pledge to attend college, an **increase from below 30%** historically

Kalamazoo Promise (MI) raised its college completion rates by **33%**

Through El Dorado Promise (AR), **25% more** high school graduates now attend college

Tennessee Promise reported a **16% increase** in community college retention