New Haven Promise (NHP) is an economic development effort focused on re-energizing local public school students to:

- Become college graduates
- Prepare for better career opportunities
- Become engaged New Haven citizens

A pipeline of diverse, educated local talent for area employers.
NHP was started over 12 years ago, John DeStefano challenged leaders in the city with a BIG idea!

Create an economic intervention that:
- builds local talent and civic leaders for New Haven business and entrepreneurial ecosystem
- incentivizes students and families committed to New Haven (residency and public schools)

The Economic Benefit:
- Scholarship tuition
- Entry-level jobs and civic leadership positions
PROMISE LEADERSHIP

New Haven Promise’s Universe:

New Haven public schools – 25,000 students

nearly 1,000 current college students (scholars) &
900 college alumni

Our collaborators:

~30 community nonprofit agencies that serve children and families

more than 20 Connecticut public and private colleges, which enroll more than 85% of our college scholars
New Haven Promise: 11 Years
2,300 scholarship recipients
$25,000,000 in scholarship disbursement
1,000 degrees awarded
NHP has quantifiable results:

After just the first 5 years of NHP working with our partners, New Haven Public School’s graduation rate increased from 58% to 80%.

College enrollment for the district increased from 56% to 64%.

New Haven is the CT urban leader in sending students to college!
NEW HAVEN PUBLIC SCHOOL ENROLLMENT
Enrollment trends include traditional public schools and charters

In the eight years since New Haven Promise was announced, the number of students enrolled in New Haven public schools has increased by 17%.

This increase in enrollment has accounted for more than $100 million in additional revenue to New Haven public schools since 2010.

NEW HAVEN LEADS AMONG PEERS IN BLACK & HISPANIC HIGH SCHOOL GRADUATION RATES 2010-2017*

<table>
<thead>
<tr>
<th></th>
<th>2010 Graduation Rate</th>
<th>2017 Graduation Rate</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>BRIDGEPORT</td>
<td>59.2%</td>
<td>73.4%</td>
<td>+14.2%</td>
</tr>
<tr>
<td>HARTFORD</td>
<td>61.3%</td>
<td>64.9%</td>
<td>+3.6%</td>
</tr>
<tr>
<td>NEW HAVEN</td>
<td>60.9%</td>
<td>78.4%</td>
<td>+17.5%</td>
</tr>
<tr>
<td>WATERBURY</td>
<td>61.2%</td>
<td>73.0%</td>
<td>+11.8%</td>
</tr>
</tbody>
</table>

**GROWTH IN NEW HAVEN PUBLIC SCHOOL GRADUATES**

- **Strengthen New Haven Public Schools**
- **NEW HAVEN LEADS AMONG PEERS IN BLACK & HISPANIC HIGH SCHOOL GRADUATION RATES 2010-2017**
- **NEW HAVEN PUBLIC SCHOOL ENROLLMENT**

*Traditional public school districts, not including charters.*
New Haven Promise is building a high-quality, well-educated workforce for area employers by incentivizing high school students to excel in their studies and to prepare for college, career and civic success.

New Haven Promise scholars bring assets that are the envy of non-Promise cities. They are smart, diverse, college educated, career-ready, have little-to-no college debt and are committed to giving back to New Haven and the neighborhoods that invested in them.

Promise scholars who participate in paid internships during their college careers are prepared for employment. Your help as a business committed to acquiring and developing entry-level talent through internships you provide allows scholars to obtain on-the-job experience with in-demand marketable skills.

The Promise Council, launched in 2019, leverages executive expertise to prepare Promise scholars for meaningful career opportunities. The Council also works with local employers who want to hire from a diverse, home-grown New Haven talent pool.

Inclusive growth strategy that reaches:

- Every neighborhood
- Every income level
- Every demographic

Our Talent is young, diverse, locally developed and loves New Haven!

100% from New Haven
87% attend in-state college
90% are students of color
71% are from households that earn under $60K
70% are first-generation to college
43% come from distressed New Haven neighborhoods
38% are from households that earn under $30K
To: College Access

We work with families and children in pre-K to 12th grades:
- all public schools
- all 30 Wards
- all 20 neighborhoods

Scholar Requirements:
- Resident of New Haven no later than 9th grade
- Continuous 4-year enrollment in New Haven Public High Schools
- 3.0 cumulative H.S. GPA
- 90% Attendance
- 40 hours of Community Service
<table>
<thead>
<tr>
<th>Neighborhood</th>
<th>Number</th>
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<tbody>
<tr>
<td>Fair Haven</td>
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<tr>
<td>The Hill</td>
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<tr>
<td>Westville</td>
<td>66</td>
</tr>
<tr>
<td>Annex</td>
<td>62</td>
</tr>
<tr>
<td>Quinnipiac Meadows</td>
<td>57</td>
</tr>
<tr>
<td>Newhallville</td>
<td>56</td>
</tr>
<tr>
<td>East Shore</td>
<td>53</td>
</tr>
<tr>
<td>Fair Haven Heights</td>
<td>51</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>College</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCSU</td>
<td>212</td>
</tr>
<tr>
<td>UConn</td>
<td>208</td>
</tr>
<tr>
<td>CCSU</td>
<td>40</td>
</tr>
<tr>
<td>ECSU</td>
<td>31</td>
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<tr>
<td>U New Haven</td>
<td>28</td>
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<tr>
<td>Albertus</td>
<td>25</td>
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<tr>
<td>Yale</td>
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<tr>
<td>WCSU</td>
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<tr>
<td>Quinnipiac</td>
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<td>SCSU</td>
<td>158</td>
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<tr>
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<td>51</td>
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<tr>
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<td>37</td>
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<tr>
<td>Albertus</td>
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<tr>
<td>ECSU</td>
<td>20</td>
</tr>
<tr>
<td>Quinnipiac</td>
<td>15</td>
</tr>
</tbody>
</table>
NHP is focused on three program areas:

To.

Through.

And BACK.

**Through: College Success**

Students’ and their families’ focus, hours of sweat equity, and commitment

• $5 million in annual scholarship disbursements
• 700~800 scholars in college

Our staff works with NHP scholars to:

• succeed in college
• earn placements at paid internships with employers like Yale University, Yale New Haven Hospital, and many other desirable employers.
• prepare for a career — not just a job
For the first time New Haven Promise is releasing a broad report on the college graduation performance of its first four classes. And that graduation rate — which tops 65 percent for students who attended four-year colleges — outpaces national rates in every measure. Virtually every segment of students — disaggregated by high school completion year, race, gender, household income or parent education — sees a graduation rate above 60 percent.

New Haven Promise President Patricia Melton has announced a new "Strive For 75" initiative, a data-driven mission to create and expand supports to allow for even more students to complete their college degree.

"In addition to our work being guided to even further bolster completion rates, we are releasing data that will allow both high schools and colleges to understand their roles in these rates," said Melton. "We are also engaging with civic, education and business leaders in New Haven to create even more incentives for our students to not only graduate, but to do so in as little time — and with as little debt — as possible."

Some of the data that the report yielded:

- Of those who were funded by the Promise scholarship — which now represents about a third of the resident public school students — 88 percent attended a four-year college.
- All of the first four-year college cohorts exceeded (or are expected to exceed, in the case of 2014) a graduation rate of more than 65 percent.
- African-American students, who comprise nearly half of the students who attended four-year colleges, graduated at a rate of 64 percent — more than 20 points higher than national average (39.7%).
- More than half of the Hispanic students who attended a community college on a Promise scholarship earned either an associate or bachelor’s degree.
- Students from the lowest household income band (under $30,000) — the largest segment of Promise scholars — graduated at a rate of 63 percent.
- Seventy percent of the scholars who enrolled at a four-year institution were first-generation to college and that group graduated at 63 percent.

### FOUR-YEAR* COLLEGE GRADUATION

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>34.3%</td>
<td>43.7%</td>
<td>59.8%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>50.1%</td>
<td>57.8%</td>
<td>66.7%</td>
</tr>
<tr>
<td>White</td>
<td>60.7%</td>
<td>66.6%</td>
<td>67.2%</td>
</tr>
</tbody>
</table>

<table>
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<tr>
<th></th>
<th>Male</th>
<th>Female</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>62.5%</td>
<td>65.1%</td>
<td>67.2%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>60.4%</td>
<td>68.0%</td>
<td>69.0%</td>
</tr>
<tr>
<td>White</td>
<td>66.7%</td>
<td>89.7%</td>
<td>75.0%</td>
</tr>
</tbody>
</table>

* 90%+ of Promise Scholars attend four-year colleges.
NHP is focused on three program areas:

To.

Through.

And BACK.

And Back: Career and Civic Launch

We then encourage scholars to return to New Haven after college to start their careers and become engaged community leaders.

We call this part of our program ‘Back New Haven’

Rigo Escalera  
MBA ’15  
B.A. SCSU ’19

Taylor Brooks  
Co-op ’16  
B.A. UConn ’20

James Baker-Howard  
Creed/Hyde ’12  
B.A. CCSU ’16

Lily Engbith  
Cross ’13  
B.A. Yale ’17

Senior Accountant  
CironeFriedberg, LLP

HR Assistant  
Cornell Scott Hill Health Center

Enterprise Account Executive  
EMnify

Senior Research Associate  
Yale
Unmet Need: We are very proud of our successes to date, however NHP scholars still need:

Group and ‘one on one’ guidance:
• succeeding during college
• choosing majors that have ROI and meet local employers’ needs

Career readiness programs:
• for specific career pathways
• Building professional behavior skills
• Resume and business writing skills

Alumni Council ↔ MENTORSHIP ↔ Business Council
Promise Alumni Survey (N=221, Response Rate 27%)

**Gender Breakdown**
- Male: 29%
- Female: 71%

**Racial Breakdown**
- Black: 5.4%
- Hispanic: 11.8%
- White: 50.7%
- Asian: 4.6%
- Other: 4.1%

**Colleges Represented**
- UConn: 28.8%
- SCU: 26.9%
- ECSU: 8.2%
- Yale: 7.8%
- UNH: 3.2%
- Albertus: 4.1%
- Quinnipiac: 4.6%
- CCSU: 5.0%
- Other In-State: 6.4%
- Other Out-of-State: 13.2%
- Other In- and Out-of-State: 12.6%

**Parent/Guardian Household Income**
- Below $30K: 44.7%
- $30-60K: 29.5%
- $60-90K: 13.2%
- Above $90K: 12.6%

**By High School Graduation Class:**
- 2011: 6.3%
- 2012: 11.3%
- 2013: 14%
- 2014: 15.4%
- 2015: 16.7%
- 2016: 18.1%
- 2017: 18.1%
Promise Alumni Survey (N=221, Response Rate 27%)

Promise Alumni Undergraduate Debt

<table>
<thead>
<tr>
<th>High School Class</th>
<th>2011-13</th>
<th>2014-15</th>
<th>2016-17</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median Debt Coming Out Of Undergrad</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$24,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$17,500</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$12,000</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- National Average $30,000

- Alumni with a 4.0+ high school GPA accumulated just $6,000 in median undergrad debt, while those in the 3.0 to 3.24 high school GPA range had a median debt of $35,000, nearly SIX times that amount.

Median Promise Alumni Income

<table>
<thead>
<tr>
<th>Median Alumni Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>Immediately After College</td>
</tr>
<tr>
<td>$28,000</td>
</tr>
</tbody>
</table>

- Alumni Income Higher Than Parents’ (Agree/ Somewhat Agree) 26% 63% 75%

Median Alumni Income

by Parent/Guardian Household Income and Parent/Guardian Education

- Students from the lowest income and parent education bands report out-earning their contemporaries from the highest income and parent education bands.
Promise Alumni Survey  (N=221, Response Rate 27%)

Location

- 86% of alumni respondents live in New Haven County (90% in-state)
- 55% of the respondents currently live with parents

Advanced Degree

- 45% of alumni respondents report that they are currently pursuing or have completed a graduate degree.

Alumni Interest

- Career Affinity Groups (63%)
- Social events in New Haven (48%)
- Option to mentor (47%)
- Leadership Development (44%)

Alumni Agree

- The vast majority of survey respondents said that Promise made college affordable for them (71%) AND impacted their decision to enroll at an in-state institution (64%).

New Haven
PROMISE
We would appreciate your consideration of helping New Haven Promise to better meet the scholars’ and the city’s needs.

Thank you for your interest in investing in New Haven’s future leaders and thus, *our city’s future*.

We welcome the conversation.

Contact information:
Patricia Melton, President
patricia@newhavenpromise.org

Craig Carlson, Development Specialist
craig@newhavenpromise.org

www.newhavenpromise.org
203-PROMISE (776-6473)