



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



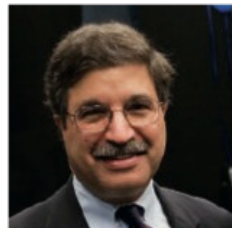
PETER SALOVEY

Yale University
President



JUSTIN ELICKER

City of New Haven
Mayor



WILLIAM GINSBERG

The Community Foundation
for Greater New Haven
President & CEO



DR. JOE BERTOLINO

Southern Connecticut
State University
President



MARNA BORGSTROM

Yale New Haven Health System
and Yale New Haven Hospital
Chief Executive Officer



WILLIAM TERRY BROWN, PHD

Gateway Community College
CEO



NATHAN FUERST

University of Connecticut
VP for Enrollment
Planning & Management



JUDY OLIAN

Quinnipiac University
President



PATRICIA MELTON

New Haven Promise
President

New Haven Promise's Universe:

New Haven public schools – 25,000 students

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

Our collaborators:

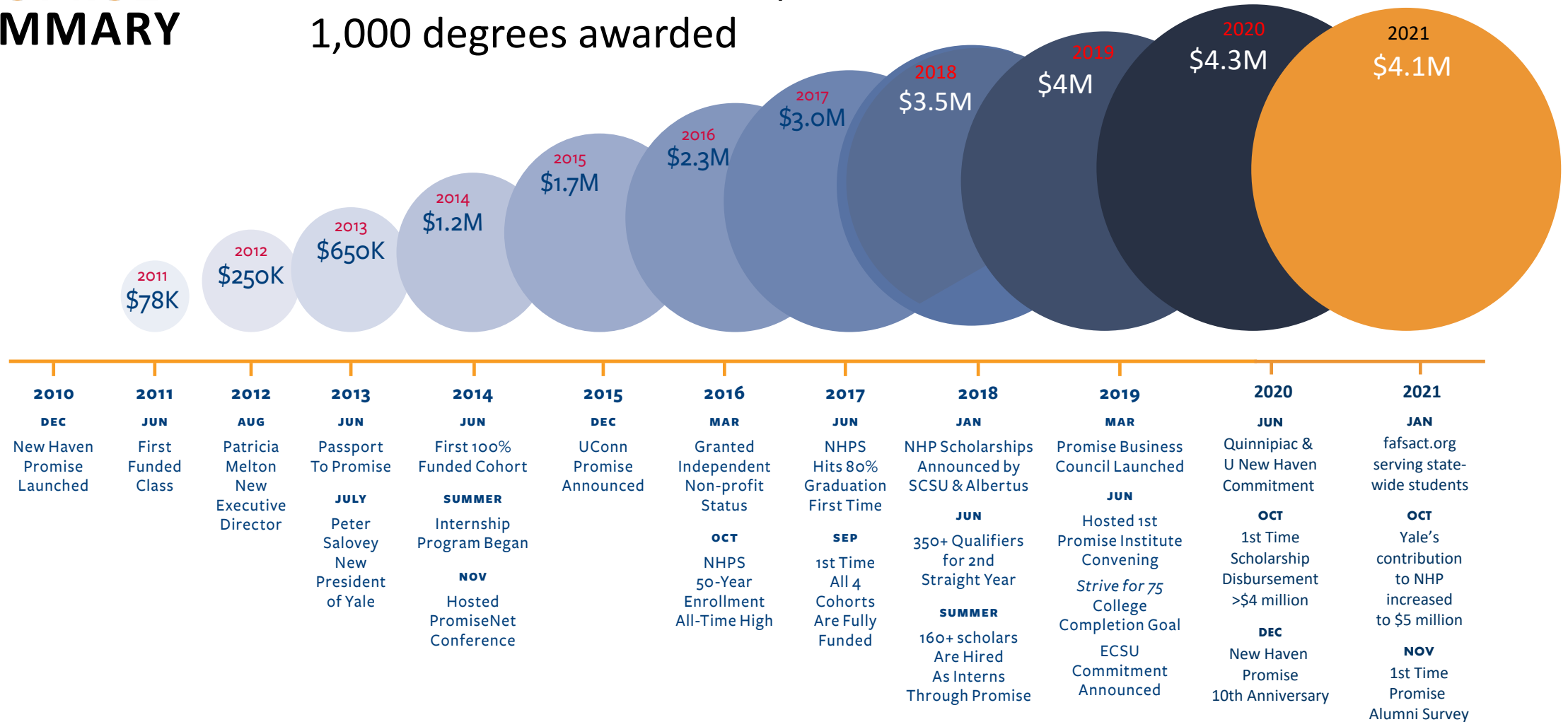
~**30** community nonprofit agencies that serve children
and families

more than **20** Connecticut public and private colleges,
which enroll more than 85% of our college scholars





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%**.

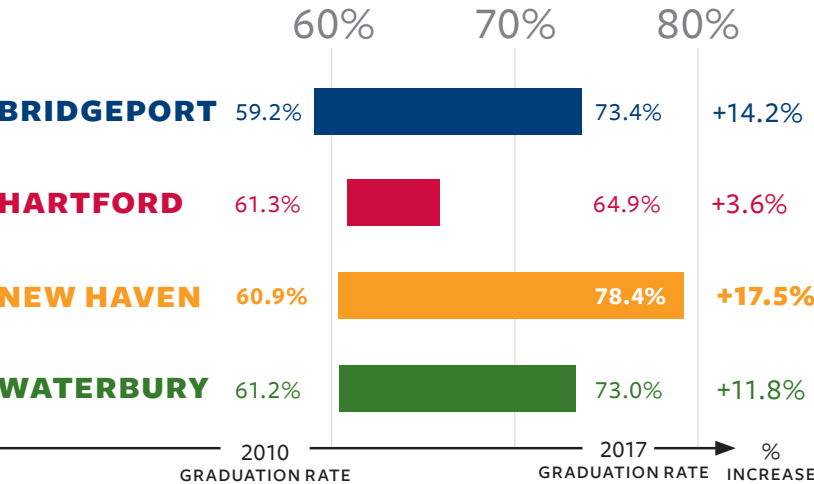
New Haven is the CT urban leader in sending students to college!

New Haven
PROMISE

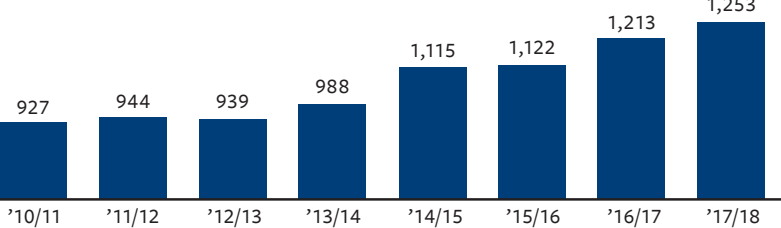
*Making the Promise of College
Change and Success a Reality*

Strengthen New Haven Public Schools

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



GROWTH IN NEW HAVEN PUBLIC SCHOOL GRADUATES*



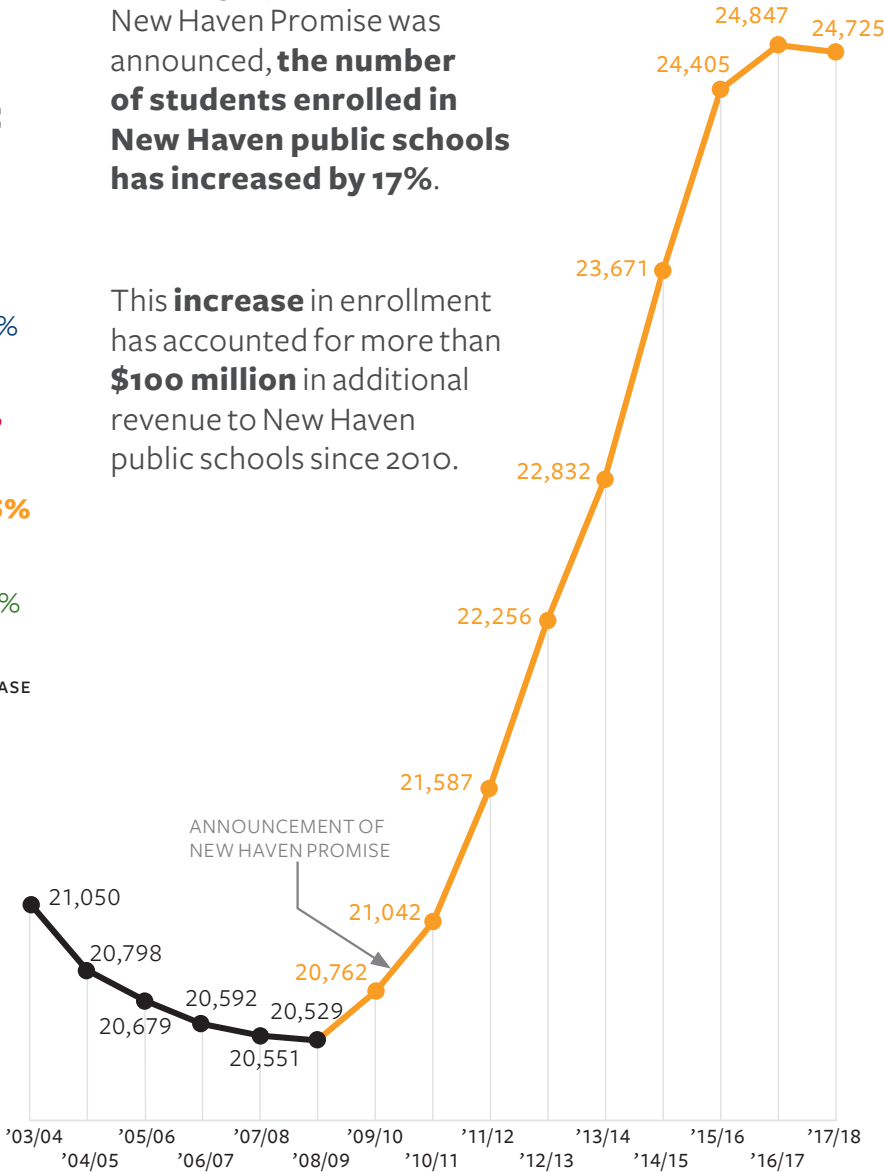
*Traditional public school districts, not including charters.

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.





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



NHP is focused on
three program areas:

➔ **To.**
Through.
And BACK.



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



Most College Graduates
by Neighborhood
as of 2021

Fair Haven	112
The Hill	67
Westville	66
Annex	62
Quinnipiac Meadows	57
Newhallville	56
East Shore	53
Fair Haven Heights	51

Most Bachelors
by College
as of 2021

SCSU	212
UConn	208
CCSU	40
ECSU	31
U New Haven	28
Albertus	25
Yale	25
WCSU	23
Quinnipiac	21

Number of Scholars Funded
in Fall 2021 semester
(top 8 Colleges)

UConn	291
SCSU	158
U New Haven	51
Yale	37
CCSU	27
Albertus	22
ECSU	20
Quinnipiac	15



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

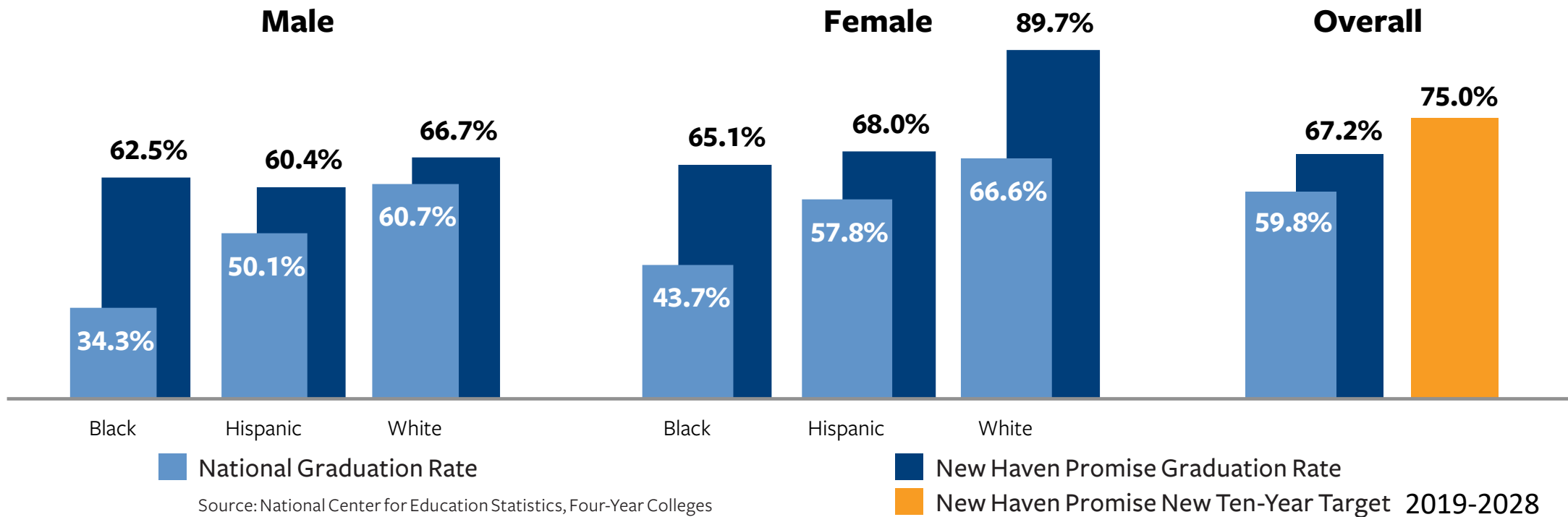
Our staff works with NHP scholars to:

- 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



FOUR-YEAR* COLLEGE GRADUATION

New Haven Promise graduation rate, which top 65% 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 — attains a graduation rate above 60 percent.



* 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



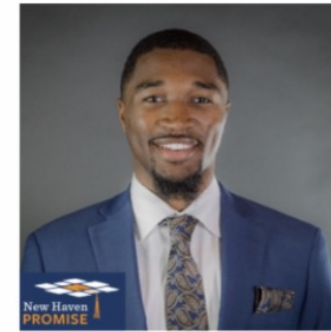
Senior Accountant
CironeFriedberg, LLP

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



HR Assistant
Cornell Scott Hill
Health Center

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



Enterprise Account Executive
EMnify

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



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:

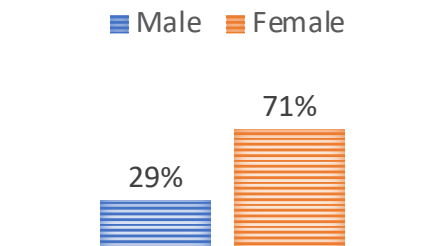
- for specific career pathways
- Building professional behavior skills
- Resume and business writing skills

Alumni Council ↔ MENTORSHIP ↔ Business Council

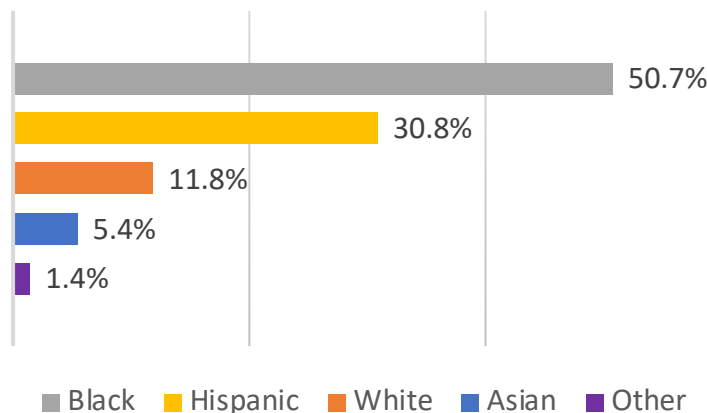


Promise Alumni Survey (N=221, Response Rate 27%)

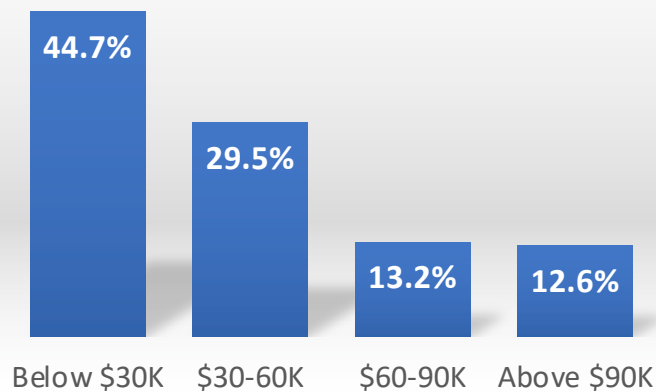
GENDER BREAKDOWN



RACIAL BREAKDOWN



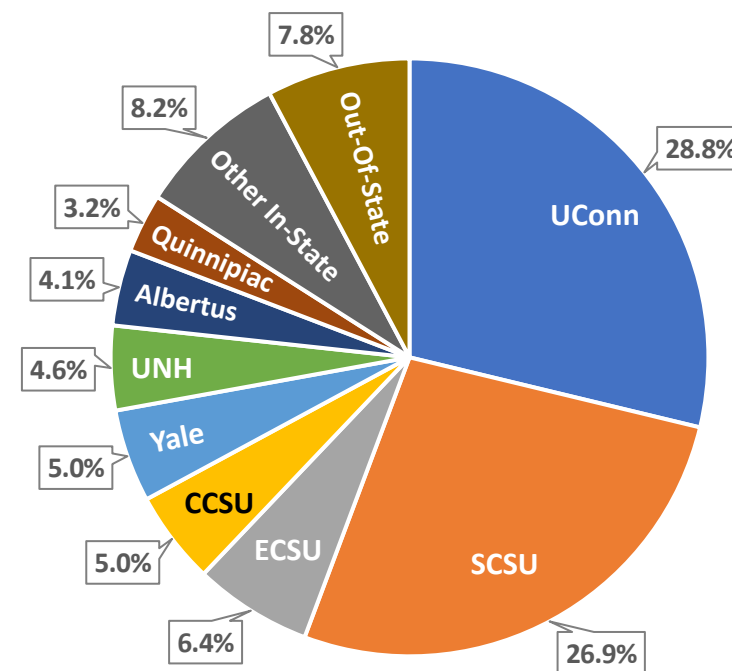
Parent/Guardian Household Income



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%

Colleges Represented



Promise Alumni Survey (N=221, Response Rate 27%)

Promise Alumni Undergraduate Debt

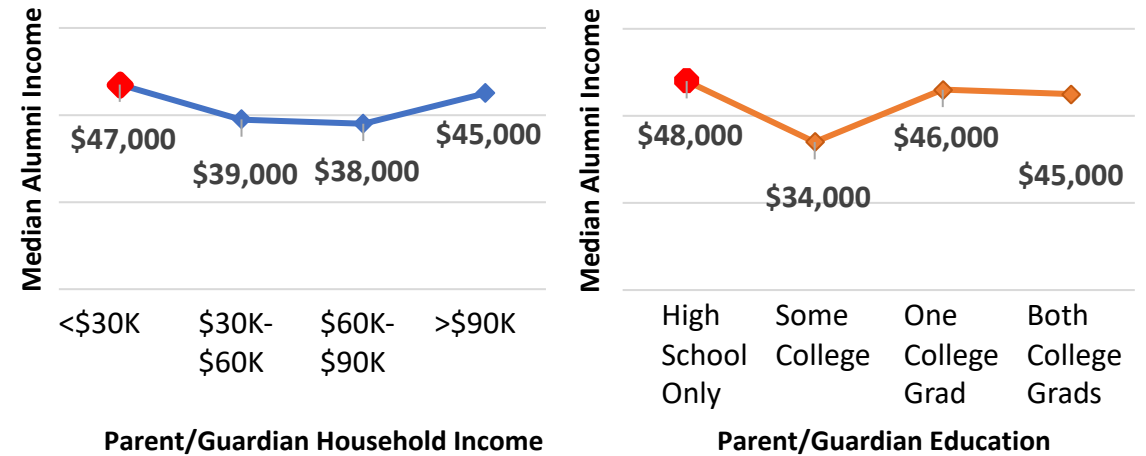
High School Class	2011-13	2014-15	2016-17
Median Debt Coming Out Of Undergrad	\$24,000	\$17,500	\$12,000
* National Average \$30,000			

- 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

	Immediately After College	2 Years After College	4 Years After College
Median Alumni Income	\$28,000	\$43,000	\$56,000
Alumni Income Higher Than Parents' (Agree/ Somewhat Agree)	26%	63%	75%

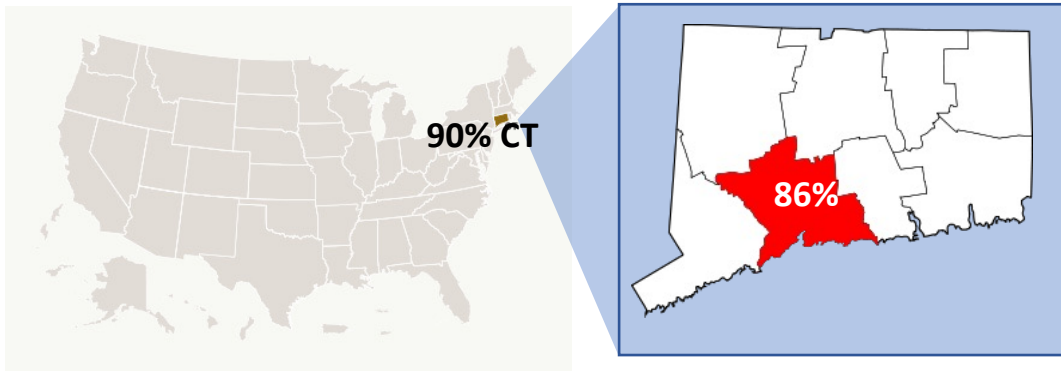
Median Alumni Income by Parent/Guardian Household Income and Parent/Guardian Education



- 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%)
- Option to mentor (47%)
- Social events in New Haven (48%)
- 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%).





Elisha Brown
UConn '16
CBS

Julio Badillo
SCSU '17
Yale School of Medicine

James Baker-Howard
CCSU '16
Comcast Business

Fontaine Chambers
UConn '16
Travelers

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:
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patricia@newhavenpromise.org

Craig Carlson, Development Specialist
craig@newhavenpromise.org

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203-PROMISE (776-6473)

