The Yale School of Management welcomes the 2014 PromiseNet conference to Edward P. Evans Hall. We are proud to contribute to the Promise Movement by utilizing our unique case study method in support of the conference.
Welcome
to this year’s PromiseNet participants!

You are an inspiration to all our communities.

The investments we are all making are investments in our shared future.

Thank you for helping us all imagine a more promising future.
# Schedule of Events

## Wednesday

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:45 PM – 3:30 PM</td>
<td>Walking Tours</td>
<td>Omni Hotel Lobby</td>
</tr>
<tr>
<td>3:45 PM – 4:30 PM</td>
<td>Speed Dating</td>
<td>Gateway Community College Room North 100</td>
</tr>
<tr>
<td>6 PM – 7:30 PM</td>
<td>Welcome Reception</td>
<td>Yale University Art Gallery</td>
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## Thursday

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:30 AM – 8:50 AM</td>
<td>Breakfast</td>
<td>Omni Hotel Ballroom</td>
</tr>
<tr>
<td>9 AM – 10:15 AM</td>
<td>Session 2: The Promise is Not the Beginning</td>
<td>Omni Hotel Church Room</td>
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<td></td>
<td>The Cornerstones of Promise</td>
<td>Omni Hotel Temple Room</td>
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<td></td>
<td>Students Across the Divide</td>
<td>Omni Hotel York Room</td>
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<tr>
<td>10:25 AM – 11:45 AM</td>
<td>Session 3: Achieving Promise Success</td>
<td>Omni Hotel York Room</td>
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<td>Partnerships of Promise</td>
<td>Omni Hotel Church Room</td>
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<td></td>
<td>Early Progress on New Haven Promise</td>
<td>Omni Hotel Temple Room</td>
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<tr>
<td>11:55 AM – 1:10 PM</td>
<td>Lunch</td>
<td>Omni Hotel Ballroom</td>
</tr>
<tr>
<td>1:20 PM – 3:10 PM</td>
<td>Session 4: Research from the Field</td>
<td>Omni Hotel Temple Room</td>
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<td>Leveraging Promise as an Impact Investment</td>
<td>Omni Hotel York Room</td>
</tr>
<tr>
<td>3:20 PM – 4:30 PM</td>
<td>Session 5: The Politics of Promise</td>
<td>Omni Hotel York Room</td>
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<td>Is Promise The Face of the Future?</td>
<td>Omni Hotel Temple Room</td>
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<tr>
<td>6 PM – 7:30 PM</td>
<td>Session 6: Cities of Promise Town Hall</td>
<td>Yale School of Management</td>
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<tr>
<td>7:30 PM – 8:30 PM</td>
<td>Dinner</td>
<td>Yale School of Management</td>
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## Friday

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>7:30 AM – 9:10 AM</td>
<td>Breakfast</td>
<td>Omni Hotel Ballroom</td>
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<tr>
<td></td>
<td>Dreaming Big: A Chat with Jordy Padilla</td>
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<tr>
<td>9:20 AM – 10:20 AM</td>
<td>Session 6: Tech Tools of the Trade</td>
<td>Omni Hotel Temple Room</td>
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<tr>
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<td>The Promise is Not the End</td>
<td>Omni Hotel York Room</td>
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<tr>
<td></td>
<td>Student Voices of Promise</td>
<td>Omni Hotel Church Room</td>
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<tr>
<td>10:30 AM – NOON</td>
<td>Session 7: PromiseNet 2014 Closing Session</td>
<td>Omni Hotel Ballroom</td>
</tr>
<tr>
<td>2 PM – 3:30 PM</td>
<td>Session 7: Yale Walking Tour</td>
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## Additional Features

- Welcome from Mayor Harp
- Omni Hotel Floorplan
- Registered Organizations
- No Time for Average - JeVaughn & Danielle Brodie
- PromiseNet Participants
- New Haven Promise Infographic
- Serving Elm City - Michael Bruno
- Supreme Selfie - Anabelle Marty
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Welcome from Mayor Harp

As mayor it is my pleasure to welcome you to New Haven, which many of us consider the greatest small city in America.

A look at the PromiseNet 2014 agenda suggests you’ll be able to experience quite a bit in your stay: the Cities of Promise Town Hall at the Yale School of Management, sessions at both Gateway Community College and the beautiful Omni New Haven Hotel, the welcome reception at the magnificent Yale Art Gallery and tours of Yale University, the Connecticut Center for Arts and Technology, Cooperative Arts and Humanities High School and the new Southern on the Green, which gives a camera-worthy view of downtown.

There are also many great restaurants in New Haven — you’re likely to discover a new favorite when you dine on Wednesday evening!

But your mission while you are gathered — from more than 100 organizations, associations, universities, cities and businesses in 20 states and our nation’s capital — is to focus on this educational opportunity, which doubles as an engine of economic development. For that, we’re honored you’ve come to New Haven to share your thoughts in the shadow of one of the world’s greatest universities.

What really excites me about this conference is more than the Promise movement gathering and sharing wisdom about perfecting its practice. I’m also pleased by the idea that Cities of Promise will work to inspire other cities and towns to find ways to re-invest in their futures. There is no one better suited than you to promote this commitment to young people in other towns.

I have seen New Haven blossom with its amazing Promise Scholars. I urge you to walk a block north of the Omni, cross Chapel Street and turn right. On the light poles you will see our Promise. Walk down to the corner of the famed New Haven Green and turn left up Church Street. You will see all those inspiring faces of Promise. They — just like scholars back in your city or town — will benefit from what happens here this week.

We are so pleased that you have come. You deserve our red carpet.

Sincerely,

Mayor Toni N. Harp

PromiseNet 2014 Committee

**CHAIRS**
- Dr. Janice M. Brown
  - The Kalamazoo Promise
- Saleem Ghubril
  - The Pittsburgh Promise
- Dr. Gabriella C. Gonzalez
  - RAND Corporation
- Brett Hoover
  - Cities of Promise
- Patricia Melton
  - New Haven Promise

**MEMBERS**
- Stacy Boone
  - Detroit Regional Chamber
- Cathy Graves
  - New Haven Promise
- Alice Mahony
  - El Dorado Education Foundation
- Dr. Michelle Miller-Adams
  - W.E. Upjohn Institute
- Lila Phillips
  - El Dorado Education Foundation
- Katie Sandifer
  - Murphy Oil Corporation
- Dipen Shah
  - Karmarush
- Wale Shogbola
  - New Haven Promise
- Caprice Taylor Mendez
  - New Haven Promise
- Sylvia Thompson
  - El Dorado Promise
- Robert Troutman
  - Detroit Regional Chamber
- Madeline Vasquez
  - Hartford Public Schools
- Von Washington, Jr.
  - The Kalamazoo Promise
- Chuck Wilbur
  - Public Policy Associates
We’ve been committed to the promise of scholarship in New Haven since 1925.

CONGRATULATIONS TO THE NEW HAVEN PROMISE SCHOLARS

We have faith in your future.

ALBERTUS MAGNUS COLLEGE

albertus.edu   800-578-9160
New Haven, Connecticut

New Haven Promise Leadership

CHAIR
Peter Salovey
President
Yale University

Mayor Toni N. Harp
City of New Haven

William W. Ginsberg
President and CEO
The Community Foundation for Greater New Haven

DIRECTORS
Dr. Dorsey L. Kendrick
President
Gateway Community College

Dr. Mary Papazian
President
Southern Connecticut State University

EXECUTIVE DIRECTOR
Patricia Melton
Executive Director
New Haven Promise

Omni Hotel Floorplan
**Registered Organizations**

**ARKANSAS**
- Arkadelphia Promise
- El Dorado Promise
- Murphy Oil Corporation
- El Dorado Promise
- University of Arkansas

**CALIFORNIA**
- 10,000 Degrees
- City of Richmond
- East Bay College Fund
- Fulfillment Fund
- Humboldt Area Foundation
- La Plana Consulting
- PACE Promise
- Richmond Community Foundation
- San Marcos Unified School District
- West Contra Costa Unified School District
- Youth 2 Leaders Education Fund

**COLORADO**
- Denver Scholarship Foundation

**CONNECTICUT**
- Albertus Magnus College
- American Savings Foundation
- Centerplan Development Company
- Central Connecticut State University
- Cities of Promise
- City of New Haven
- College Summit Connecticut Community Foundation
- Greater New Haven
- Connecticut Center for Arts & Technology (ConnCAT)
- Connecticut Coalition for Achievement Now (ConnCAN)
- Connecticut Community Foundation
- Connecticut State Colleges & Universities
- Cook & Williams Consulting
- DataHaven
- Eastern Connecticut State University
- Elm City Housing Authority
- Excel Bridgeport
- Freeman Chiropractic
- Gateway Community College
- Group C Inc
- Hartford Consortium for Higher Education
- Hartford Foundation for Public Giving
- Hartford Public Schools
- Horizons at The Foote School
- Livable Cities Initiative
- Markum LLP
- New Haven Academy
- New Haven Police Service
- New Haven Promise
- New Haven Public Schools
- New Haven Works
- Omni New Haven Hotel
- Public Square Partnership
- Quinnipiac University
- Say Yes to Education
- Southern Connecticut State University
- Stamford Achieves
- Start Community Bank
- Teach For America
- Teach Our Children
- University of Connecticut
- University of New Haven
- Yale Art Gallery
- Yale-New Haven Hospital
- Yale School of Management
- Yale University
- ZOOM Foundation

**FLORIDA**
- Buffalo Scholarship Foundation, Inc.

**INDIANA**
- The Children’s Museum of Indianapolis

**MASSACHUSETTS**
- Harvard University
- Mount Holyoke College

**MARYLAND**
- Montgomery College

**MICHIGAN**
- Community Link Foundation
- Detroit Regional Chamber
- Grand Rapids Community Foundation
- Pontiac Promise Zone
- Public Policy Associates
- The Kalamazoo Promise
- W.E. Upjohn Institute

**NEVADA**
- Fulfillment Fund

**NEW YORK**
- Education Pioneers
- NYC Promise
- Say Yes to Education – Buffalo
- Syracuse University

**NORTH CAROLINA**
- The Cleveland County Promise

**OHIO**
- Akron Promise
- American Education Television
- Montgomery County College Promise

**OREGON**
- Gateway to College

**PENNSYLVANIA**
- City of Lancaster
- Karmarush
- RAND Corporation
- School District of Lancaster
- The Pittsburgh Promise
- University of Pittsburgh

**RHODE ISLAND**
- A Door To The Future
- Providence Children & Youth Cabinet
- Rhode Island Foundation
- Rhode Island Public Expenditure Council

**TEXAS**
- Tyler Junior College

**VIRGINIA**
- City of Richmond

**WASHINGTON STATE**
- Redeeming America’s Promise

**WASHINGTON, D.C.**
- Georgetown University

**WISCONSIN**
- Great Lakes Higher Education Guaranty Corporation
- La Crosse Promise

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**PromiseNet 2014** is an opportunity for Promise stakeholders to come together and share best practices around designing, implementing, and sustaining place-based scholarship programs critical to the economic vitality of cities.

All of us from New Haven Promise are proud to have the following organizations join the conversation about transforming...
No Time for Average

JeVaughn Brodie, dressed in a tie and slacks, sports a “Beat Average” wristband. I almost didn’t notice the small, black band, but once I saw its message, I realized that’s the motto JeVaughn lives by. Beat average on the football field, in the wrestling ring, in the classroom, in the community. JeVaughn—the valedictorian of his 2014 Hyde School class—has proved on multiple fronts that he can and will beat average. But he’s not doing it alone. Leading the path on the way to success is his fearless older sister Danielle Brodie.

Danielle, a 2012 Hill Regional Career High graduate and current student at Gateway Community College, was born to lead. The Brodies moved from Jamaica to New Haven 12 years ago, and ever since Danielle has been forging a path for herself and her younger siblings. The first in her family to go to college, Danielle is pursuing a degree in Hospitality and Tourism Management. She already works in the industry and says she plans to ‘move up the ladder’ and one day oversee management for multiple hotels.

Along with her studies Danielle has been a leader at her church. In 2010 she started a Praise Dance team for girls at Christian Fellowship Church of God, and now continues to lead a team at the Faith Center Church of God. She now serves as the Head Ambassador for the inaugural year of the Promise Ambassador Program at Gateway. The program seeks to connect and support Promise Scholars through peer mentoring. Gateway, Yale, Southern Connecticut and UConn will each have Ambassadors on campus creating community among Scholars by planning social and educational activities. Next year Promise plans to expand the program to all partner campuses.

JeVaughn laughed, saying Danielle always had “a lot of advice to give.” But then Danielle got more serious and said, “I encourage him, no matter what happens, to keep focused. You’ll have time for fun, but keep focused on what’s most important and keep succeeding to make it through college.” JeVaughn assured his sister that he would heed her advice as he begins his Mechanical Engineering Technology degree.

As our conversation ended, Danielle said, “I want my younger siblings to be able to see me and say ‘yeah, my older sister has gone through so much, but she made it.’” Danielle is “making it,” and she’s clearly proud of her brother JeVaughn’s success. They then both expressed their pride in their youngest sister, Ashleigh. “JeVaughn’s done greater things than me, and Ashleigh will do greater things than him,” Danielle said. JeVaughn ended by quoting Frederick Douglass saying his family’s faced obstacles, but “without struggle there is no progress.” And even though the Brodies have faced struggles, they continue to succeed, and they continue to “Beat Average.”

JeVaughn Brodie (left) and his older sister, Danielle Brodie.
SESSION 1

Speed Data’ing
The Promise of Big Data in Changing Our Cities

A recent Boston University survey of 70 mayors across the nation uncovered that they were twice as likely to worry about economic development than education. With Promise programs serving as transitional hubs between high school-to-college and college-to-career, what are the “big data” indicators that can let mayors and city economic advisors rest a little easier? What is the impact of raising college attainment rates in a City, particularly among its low-income residents? How deep is the correlation between absenteeism and academic and career success? Does community service and civic engagement impact college success? Lots of interesting things to explore.

PANELISTS
Dr. Gabriella C. Gonzalez
RAND Corporation
Mayor Toni N. Harp
City of New Haven
Dr. Keren Zuniga McDowell
Denver Scholarship Foundation
Dr. Diane Robinson
Public Square Partnership

Welcome Reception
Gathering The Cities of Promise

This will be the kick-off gathering of PromiseNet 2014. City leaders will welcome the PromiseNet attendees and provide ample time for connecting and re-connecting at the spectacular Yale University Art Gallery. The event is scheduled to end at 7:30 pm so that visitors can explore the abundance of restaurants and nightlife in New Haven, which is unquestionably the cultural center of the state of Connecticut.

THURSDAY
November 20th
7:30 AM – 8:50 AM

Continental Breakfast

Breakfast at the Omni New Haven Hotel will begin with opening remarks by Will Ginsberg, CEO and President of The Community Foundation for Greater New Haven and New Haven Promise Executive Director, Patricia Melton followed by self-selected informal breakouts by affinity groups, such as college access, fundraising, etc.
Fifty years ago Martin Luther King, Jr. charged Americans to take radical and urgent action towards a very basic dream - equality. Equality attained not just by changing hearts and minds, but by transforming the societal structures at the root of injustice into the very genesis of equity.

It's a dream unrealized for past generations, but for our children, it's not far from reach.

For one short month a year, our nation collectively honors revolutionary black thinkers like Dr. King. But if we are to realize the vision of these leaders, we must do more than celebrate history, we must make it.

YOU CAN LEAVE YOUR LEGACY AS A TEACHER

Transform education into the great equalizer it was meant to be and make history every month by helping our country's future leaders, our children realize their dreams.

for more information on teaching for Connecticut contact
Duanecia Evans | Duanecia.Evans@teachforamerica.org
TFACONNECTICUT.ORG
The Promise is Not the Beginning

What initial program and activities have been undertaken, in planning and partnership to prepare for Promise programs in communities that have adopted the model? Is scholarship money enough to reach the big vision and mission of such programs? This session will explore the necessary preconditions to starting and growing a Promise program.

**MODERATOR**
Lila Phillips
El Dorado Education Foundation

**PANELISTS**
John DeStefano
Start Community Bank

Dr. Kevin Holt
San Marcos Unified School District

Willie Green
The Cleveland County Promise

Alice Mahony
El Dorado Education Foundation

The Cornerstones of Promise

Place-based scholarship Promise programs have a big vision that encompass much more than “dollars for scholars.” This will be a discussion—facilitated by Dr. Janice M. Brown, the founding director of The Kalamazoo Promise—that takes a look at the student supports necessary to ensure their success.

**FACILITATORS**
Dr. Janice M. Brown
The Kalamazoo Promise

Dr. Michelle Miller-Adams
W.E. Upjohn Institute

Students Across the Divide

The transition of students from secondary to post-secondary to career can be fraught with difficulty due to a number of challenges. Promise programs are uniquely positioned to serve as intermediaries throughout a scholars’ developmental trajectory. What practices have evolved from the Promise landscape to cultivate effective cross-boundary institutional collaboration and mediate the “leaky pipeline” that too often upends students?

**MODERATOR**
Dr. Keren Zuniga McDowell
Denver Scholarship Foundation

**PANELISTS**
Sonia Dinnall
Hartford Public Schools

Rachael Schettenhelm
Gateway Community College

Dr. Bidya Ranjeet
University of Connecticut

Diane Dodge
East Bay College Fund
Southern Connecticut State University proudly applauds

**New Haven Promise**

for enriching our community through leadership, service, and commitment to strengthening higher education opportunities for new Haven students.
Achieving Promise Success

Building Ecosystems & Changing Cultures

In each Promise community various challenges have arisen, including changing community cultures, reversing declines, and eliminating disparities, among others; from outside the K-12 and higher education environments. We will explore other barriers that have been more resistant to change or come from institutional obstinance. To truly transform Promise students’ life prospects and educational outcomes, local ecosystems in which students live, work, play and grow must be addressed. How do community members align efforts around the belief that “all kids are our kids?”

Partnerships of Promise

Local & National Working Together

Well-established Promise programs — in places like Pittsburgh, Denver, New Haven, Syracuse and Kalamazoo — are serving to motivate, incentivize and fund more than 250,000 students in their pursuit of a college degree. Hartford and Richmond, Calif., will begin Promise programs very soon. Our collective impact could reach well over 1.5 million students if other cities which have been exploring the model develop similar programming. That includes cities like Washington, D.C., New York, Philadelphia and Providence. What national alliances should the network explore to increase our strategic advantage for this important work?

Early Progress on New Haven Promise

An Analysis of Implementation and Changes in the College-Going Culture in New Haven

In 2009, the City of New Haven, New Haven Public Schools (NHPS) and The Community Foundation for Greater New Haven launched the New Haven Promise, aimed to improve the postsecondary enrollment and graduation rates of NHPS high school graduates who are residents of the City as a way enhance the growth, stability and economic development of the city and attract more residents to New Haven. The session highlights findings from a study researchers from RAND Corporation undertook on the first years of the Promise (2010–2013).
Yale University is proud to be a supporter of the New Haven Promise and congratulates PromiseNet 2014

- Creating a vital downtown through Yale’s community investment program
- Supporting public school education through New Haven Promise
- Strengthening neighborhoods by helping Yale employees buy homes
- Growing New Haven’s biotech industry and the local economy

onhsa.yale.edu
Peter Salovey
President
Yale University

Salovey—who had served as the provost of Yale University from 2008 to 2013—replaced Rick Levin as the 23rd president of the University. As provost, Salovey facilitated strategic planning and initiatives such as: enhancing career development and mentoring opportunities for all Yale faculty members; promoting faculty diversity; creating the Office of Academic Integrity; developing the West Campus; and overseeing the University’s budget during the global financial crisis.

Other leadership roles at Yale have included: chair of the Department of Psychology from 2000 to 2003; dean of the Graduate School of Arts and Sciences in 2003 and 2004; and dean of Yale College from 2004 to 2008. He currently holds secondary faculty appointments in the Schools of Management and Public Health, the Institution for Social and Policy Studies, and the Sociology Department.

Salovey has authored or edited more than a dozen books translated into 11 languages and published hundreds of journal articles and essays, focused primarily on human emotion and health behavior. With John D. Mayer, he developed a broad framework called “Emotional Intelligence,” the theory that just as people have a wide range of intellectual abilities, they also have a wide range of measurable emotional skills that profoundly affect their thinking and action.

In addition to teaching and mentoring scores of graduate students, Salovey has won both the William Clyde DeVane Medal for Distinguished Scholarship and Teaching in Yale College and the Lex Hixon ’69 Prize for Teaching Excellence in the Social Sciences. He has received honorary doctorates from the University of Pretoria in South Africa and Shanghai Jiao Tong University in China. He was elected to the American Academy of Arts and Sciences and to the Institute of Medicine of the National Academies in 2013.

Every place where Salovey has lived not only has a nearby Promise program, they are all in attendance at PromiseNet. He spent his early years in North Jersey, which is represented by the new Cooperman College Scholars. He first attended high school in suburban Buffalo, N.Y., which is represented by Say Yes To Education—Buffalo. His family moved to Los Angeles, where he completed high school and which is represented by the Fulfillment Fund. He was an undergraduate at Stanford University, which is where the East Bay College Fund supports students. And now, as President at Yale University, he is the Chairman of the Board for New Haven Promise.

Dr. Gabriella C. Gonzalez
RAND Corporation

Dr. Michelle Miller-Adams
W.E. Upjohn Institute
The Evolution of The Promise Movement

This presentation will frame a conversation about the impact of Promise programs to date drawing on Dr. Miller-Adams’s forthcoming e-book on the evolution of the Promise movement.

AUTHOR
Dr. Michelle Miller-Adams
W.E. Upjohn Institute

STUDY 1 The Effects of Say Yes to Education on High School and Post-Secondary Outcomes

This paper estimates the impact of a college scholarship offered by the Say Yes to Education program in Buffalo on high school completion, college going, and the type of college attended. Initiated in Buffalo beginning in the 2012-2013 school year, the main goal of the SYTE program is to increase college enrollment by removing real and perceived financial barriers to higher education. The program is similar to place-based college scholarship programs that have been adopted in several states across the country.

PRESENTERS
Dr. Robert Bifulco
Syracuse University
Dr. Hosung Sohn
Syracuse University

STUDY 2 Estimating the Impact of El Dorado Promise on High School Graduation

This study uses two methods to estimate the impact of El Dorado Promise on high school graduation during two time periods. To estimate the short-run impacts on graduation, we use a difference-in-difference approach to compare Promise-eligible and ineligible students in “pre-Promise” years (2005 and 2006) with eligible and ineligible students in “post-Promise” years (2008 and 2009). To estimate the impact of the Promise on the 2011 and 2012 graduating classes, we employ a matched comparison group design, comparing the high school graduation of Promise-eligible El Dorado students to those of a matched comparison group of similar students in similar districts.

PRESENTERS
Jennifer Ash
University of Arkansas
Dr. Gary Ritter
University of Arkansas

STUDY 3 Longer-term Effects of the Kalamazoo Promise: College Enrollment, Persistence, and Completion

We examine the effects of the Kalamazoo Promise, one of the earliest and most generous place-based college scholarships, on college enrollment, persistence, and completion. Because the value of the scholarship varies based on past enrollment decisions, which are plausibly exogenous because of the surprise announcement of the program, we use an inverse-probability-weighted differences-in-differences approach that compares (similar) eligible and non-eligible students before and after the program.

AUTHORS
Dr. Brad Hershbein
Dr. Timothy Bartik
Dr. Marta Lachowska
W.E. Upjohn Institute

PRESENTER
Dr. Michelle Miller-Adams
W.E. Upjohn Institute
**STUDY 4  Leveraging the Pittsburgh Promise Scholarship by Right-matching Students’ Postsecondary Selections**

The Pittsburgh Public Schools, The Pittsburgh Promise and the Learning Research and Development Center at the University of Pittsburgh are partnering in an effort to improve college access and success for the city’s students. The project seeks to develop evidence-based tools, processes, and frameworks to support counselors in matching their students with postsecondary institutions that are likely to serve them well. The project’s foundation includes quantitative and qualitative analyses of Pittsburgh student data and current school practices to deeply understand the existing successes and areas of need around college going. These analyses, in conjunction with effective practices identified in the broader literature, will be used to develop customized tools, frameworks, and processes that aim to systematically improve the supports counselors are able to provide students for postsecondary exploration and selection.

**AUTHORS**
Dr. Jennifer Iriti  
Dr. Lindsay Page  
Dr. William E. Bickel  
Dr. Richard J. Correnti  
University of Pittsburgh

**PRESENTER**
Dr. Jennifer Iriti  
University of Pittsburgh

---

**Leveraging Promise as an Impact Investment: Anchors & Beyond**

The Promise movement is thriving and growing because of wonderful commitments from private donors—like in Denver and Kalamazoo—and anchor and philanthropic institutions in places like Pittsburgh, El Dorado, New Haven and, most recently, Richmond, Calif. This session will not only explore the reasons and expectations of those anchors, but also examine the next steps to grow and strengthen Promise programs. The truth is that to see full implementation of those major investments, other businesses and initiatives must be engaged in the effort to assist scholars in returning to the city. This will be a two-part panel, one highlighting the anchor institutions and the other focusing on the “beyond”—other local institutions, corporations and initiatives that can benefit from and ensure the return on the investment.

**MODERATOR**
Saleem Ghubril  
The Pittsburgh Promise

**ANCHORS PANELISTS**
Erin Haberman  
The Travelers Foundation  
Carlton Highsmith  
The Connecticut Center for Arts & Technology  
Katie Sandifer  
Murphy Oil Company  
Matthew Nemerson  
The City of New Haven

**BEYOND PANELISTS**
Jerilyn Dinsmoor  
La Crosse Promise  
Yves Joseph  
Centerplan Development Company  
Diane Young Turner  
Yale University  
Von Washington, Jr.  
The Kalamazoo Promise
PromiseNet 2014 Participants
Representing some of the 100+ Organizations from 20 States

Mark Abraham
Executive Director
Data Haven

Jennifer Ash
Office for Education Policy
University of Arkansas

Dr. Robert Bifulco
Senior Research Associate, Center for Policy Research
Syracuse University

Stacy Boone
Detroit Scholarship Fund Coordinator
Detroit Regional Chamber

Dr. Janice M. Brown
Trustee
The Kalamazoo Promise

Emily Byrne
Executive Project Manager
Elm City Housing Authority

Jorgieliz Casanova
Program Assistant
New Haven Promise
Albertus Magnus ’17

Sonia Dinnall
Executive Director, College & Career Readiness
Hartford Public Schools

Dr. Lindsay Daugherty
Education Policy Researcher
RAND Corporation

Jerilyn Dinsmoor
Executive Director
La Crosse Promise

Dr. Gabriella C. Gonzalez
Sociologist
RAND Corporation

Diane Dodge
Executive Director
East Bay College Fund

James Doss-Gollin
Class of 2015
Yale University

Lily Enghist
Class of 2017
Yale University

John DeStefano
Executive Vice President
Start Community Bank

James Doss-Gollin
Class of 2015
Yale University

Dr. Randall Eberts
President
W.E. Upjohn Institute

Dr. Martin Estey
Executive Director
Hartford Consortium for Higher Education

Saleem Ghubril
Executive Director
The Pittsburgh Promise

Will Ginsberg
President & CEO
The Community Foundation for Greater New Haven

Dr. Gabriella C. Gonzalez
Sociologist
RAND Corporation

Cathy Graves
Consultant
New Haven Promise

Will Ford
Co-Founder
The American Education Television Network

Greg Handel
Senior Director, Education & Talent
Detroit Regional Chamber

Mayor Toni N. Harp
City of New Haven

Carlton Highsmith
Founder, Connecticut Center for Arts & Technology

Dr. Jennifer Iriti
Co-Director, Evaluation for Learning Group
University of Pittsburgh

Dr. Kevin Holt
Superintendent
San Marcos Unified School District

Brett Hoover
Digital Strategist
Cities of Promise

Dr. Jennifer Iriti
Co-Director, Evaluation for Learning Group
University of Pittsburgh

Robert Jorth
Executive Director
The Kalamazoo Promise

Yves Joseph
Vice President, Development Coordinator
University of Connecticut

Wayne Locust
Vice President, Enrollment Planning & Management
W.E. Upjohn Institute

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James Doss-Gollin
Class of 2015
Yale University

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John DeStefano
Executive Vice President
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James Doss-Gollin
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Dr. Martin Estey
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Saleem Ghubril
Executive Director
The Pittsburgh Promise

Will Ginsberg
President & CEO
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Senior Director, Education & Talent
Detroit Regional Chamber

Mayor Toni N. Harp
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El Dorado Education Foundation

Nick Mathern
Associate VP, Policy & Partnership Development
Gateway to College
Promise Scholars will change this City.
To. Through. And BACK.

SCHOLARSHIP + BEYOND: VALUE ADDED TO NEW HAVEN

OUR COMMUNITY FOOTPRINT

APPLICATIONS TO DATE
- >80
- 60-79
- 40-59
- 20-39
- <20

OUTPUTS + OUTCOMES

SWEAT EQUITY
From 2011–2014, New Haven Promise Prospect Scholars completed 90,000+ TOTAL HOURS of community service in New Haven, worth nearly $1 MILLION.

THE CAREER INTERNSHIP BENEFIT
The Promise Internship Program created 23 paid placements this summer, matching scholars and local non-profits.

$100,000 in EARNINGS.
Placements will DOUBLE next summer!

LIFETIME EARNINGS IMPACT

$973,000 LESS THAN HIGH SCHOOL
$1,304,000 HIGH SCHOOL DIPLOMA
$2,268,000 BACHELOR’S DEGREE
$2,671,000 MASTER’S DEGREE

INVESTMENTS

Nearly $2.2 MILLION will be disbursed for 500+ scholars to 18 partner CT colleges through May 2014.

2011 $78K
2012 $250K
2013 $650K
2014 $1.2 M

SCHOLAR DOLLARS
By 2020, it is expected that 700 Promise Scholar graduates will return to New Haven.
They will earn $1.6 BILLION in their lifetimes.
Over a lifetime, SCHOLAR DOLLARS are re-invested in our community contributing significantly to a stronger New Haven.

Promise leverages $29 MILLION in revenue—including tuition, fees, and room & board.
U.S. News & World Report ranks UConn among the Top 20 Public Universities in the nation.

100+ majors

250+ education abroad programs

Huskymania
24 NCAA Division I teams

16:1 student to faculty ratio

Visit admissions.uconn.edu
Sign up for more information • Schedule a visit
The Politics of Promise

While most Promise programs are privately funded, they are frequently viewed as a “public good” and find themselves nested in politically choppy waters when mayoral and superintendent leadership transitions occur. City residents frequently reference “tax dollars” in association with Promise programming and government relations with Promise programs can ebb and flow as the “newness” factor wears off. How can local officials help stabilize this “public good” and what role can local government, philanthropy and broader stakeholder engagement play to deepen the roots of such programs? If there is a desire to have Scholars return to the cities that gave them the support to attend and succeed in college, what can be done to sustain Promise programs in maturity?

M O D E R A T O R
Mayor Toni N. Harp
City of New Haven

P A N E L I S T S
Jael Myrick
City of Richmond, Calif.
Kevin Roldan
Hartford Public Schools

Is Promise the Face of the Future?

Local & National Working Together

As the demographic characteristics of America changes, so too does the face of the U.S. college student. The industry of placing minority, low-income and first-generation students into elite universities will soon be overtaken by a wave of diversity that will challenge the traditional structure of higher education. Which universities will emerge as innovative leaders in this environment? What will it take to ensure that its entire student population has an opportunity to thrive after graduation? Can Promise programs give universities a chance to develop ground-breaking strategies for success? And what would those universities do to fully realize Promises' potential?

M O D E R A T O R
Jeremiah Quinlan
Yale University

P A N E L I S T S
Wayne Locust
University of Connecticut
Dr. Martin Estey
Hartford Consortium for Higher Education
Kim Mazzuca
10,000 Degrees

Thanks to our founders for dreaming, acting and making New Haven Promise a reality for our students, families and entire community.

William Ginsberg, Dr. Reginald Mayo, Rick Levin, and John DeStefano. (pictured left to right)
Marcum LLP follows the belief that it is our duty to take care of the community that takes such good care of us. We are deeply rooted in the Universities and Colleges all around Connecticut, and are proud to support PromiseNet 2014.

New Haven PROMISE

99 percent of New Haven Promise Scholars enrolled in college immediately after high school in 2014

SCHOLAR
Isabella Rossi
Wilbur Cross High School ’13
Eastern Connecticut State University

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New Haven PROMISE

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SCHOLAR
Isabella Rossi
Wilbur Cross High School ’13
Eastern Connecticut State University
There he was in the middle of a humid afternoon, tending to a patch of soil along the flora of Court Street between Academy and Olive Streets in the Wooster Square neighborhood of New Haven.

UCconn undergraduate Michael Bruno is not only the first non-Yale University intern to be hired by the Urban Resources Initiative (URI), Yale’s non-profit partnership fostering community-based land stewardship. He is directing six students from his alma mater — Common Ground High School — in a five-week program that highlights stewardship, community engagement and outreach.

Michael is probably among the first city students to major in landscape architecture, but URI’s green jobs program — which employs students from Common Ground and the Sound School — is certainly fostering others who will follow trailblazers like Michael down nature’s path. His young ‘street’ team includes Lahayloyi Ionzigama, Thaddeus Karjanis, Thomas Melendez, Joaquin Davis, Carlos Granda and Malik Joyner.

For Michael, his career began because he “liked to be outdoors.” As he looked at the high school options as an eighth grader, he was drawn to New Haven Public Schools’ Metropolitan Business Academy and Hill Regional Career High because of an interest in business. Common Ground, one of two charter high schools in the Elm City, was a third option.

He took the path less traveled... and that has made all the difference. Despite the 25-minute trek from Fair Haven Heights out to Common Ground, Michael soon discovered that the school and its work brought out the environmentalist in him. Shortly after starting school, he became involved with the Urban Resources Initiative as well as mentorship of the younger students.

Once he got to the University of Connecticut, he was asked to return to Common Ground to speak to students on behalf of the U.S. Fish & Wildlife Service. That spurred a reconnection with Chris Ozyck — the Associate Director of URI — which led to an offer to join the seven-intern force which works for the benefit of New Haven’s parks and smaller green spaces alike.

“I had a good impression of Michael when he was in high school,” said URI Director Colleen Murphy-Dunning. “And he’s been great in this role. He is a very impressive young man.”

His commitment to New Haven is as deep as the roots beneath the ancient trees on the Green. Once he graduates, his plan is to return to the City as a landscape architect committed to low-impact design. Maybe then he will return to his eighth-grade interest of business, some day heading his own firm. Undoubtedly spreading more seeds for those who dare follow.

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Cities of Promise Town Hall

The Yale School of Management will host a dinner and Promise Town Hall, moderated by Emmy Award-winning journalist Jack Ford. At the center is the case study focused on the national Promise movement, the country’s premier place-based scholarship and economic development program. Representatives of Promise organizations from across the United States will discuss the challenges and opportunities in knitting together the various Promise organizations by either coordinating efforts or standardizing operations. The town hall will be held in the School of Management’s new campus, Edward P. Evans Hall.

WELCOME
Andrew Metrick
Yale School of Management
Joining the Yale School of Management in 2008, Metrick is now its Deputy Dean as well as the Michael H. Jordan Professor of Finance and Management and Director of the Yale Program on Financial Stability, which he established in 2013. That focus emerged from his experience with the financial crisis, when he took a leave during the 2009–2010 academic year to serve on President Obama’s Council of Economic Advisors. His academic focus is now on the improvement of our understanding and management of economic risk.

MODERATOR
Jack Ford
American Education Television
An Emmy and Peabody Award-winning journalist, prominent trial attorney, author and teacher, Ford has had a unique and remarkably successful career. Raised by a single parent, his journey has taken him from a small town in New Jersey to Yale University, where he was a scholarship student and three-year starter on the varsity football team, to the Fordham University School of Law, where he helped finance his legal education with winnings from three appearances on the television quiz show “Jeopardy,” to courtrooms and classrooms throughout the country, and, ultimately, to the upper echelons of television journalism.

AUTHOR
Roz Wiggins
Yale School of Management
A member of the team working with Professor Andrew Metrick to develop the Yale Program on Financial Stability, Wiggins returned to her alma mater after two decades of experience in securities disclosure, corporate governance, Sarbanes-Oxley compliance and business law. The Project Editor of this new Yale School of Management venture is designed to engage the world’s financial regulators in the examination of regulation and risk and to avert the next financial crisis.
PromiseNet: Toward a More Unified Network?

ABOUT THE PROMISE PROGRAMS
The Kalamazoo Promise: The Big Bang
Pittsburgh Promise: Planting a Wide Foundation
New Haven Promise: Setting the Bar a Little Higher
Say Yes to Education Syracuse: A Different Kind of Promise
Denver Scholarship Foundation: Targeting the Neediest With What They Need Most
El Dorado: Big Hope for a Small City

IS PROMISE A MOVEMENT? SHOULD IT BE?
PromiseNet: The Gathering
Promise Research Consortium
Is There a Movement? Are Opportunities Being Missed?

THE PROS AND CONS OF AN UMBRELLA NETWORK

WHAT FORM WOULD AN UMBRELLA NETWORK TAKE?
MODELS FOR CONSIDERATION
Gateway to College
Teach for All: Designing a Global Network
The Group Of Twenty (G20)

DISCUSSANTS

Dr. Janice M. Brown
Trustee
The Kalamazoo Promise

Saleem Ghubril
Executive Director
The Pittsburgh Promise

Patricia Melton
Executive Director
New Haven Promise

CitiesOfPromise.com
Where education is the key to economic vitality

Cities of Promise is an online community for all Promise-type programs, serving as both a showcase for existing programs and a resource for those interested in joining the Promise movement.

Photo: Chris Randall / I Love New Haven
Equity

Success

Our Promise

Every Child Thrives.
Every School is High Performing.
No Exceptions.

The Hartford Promise.
DREAMING BIG: A Chat With Jordy Padilla

Jordy Padilla
Class of 2015
University of New Haven

The wave of the future is here. The number of Hispanic public-school students in so many cities along the East Coast—like New York, Boston and Newark—has recently topped 40 percent. Other cities—such as Providence, R.I.; Springfield, Mass.; Elizabeth, N.J.; and Allentown, Pa.—have public student bodies which are roughly two-thirds Hispanic students.

Jordy Padilla is representative of today’s student. He came to the U.S. from Ecuador as a seven-year-old. As a ‘Dreamer’ he simply had to make a “way” out of “no way,” which is what the Promise movement is all about for students who are under-funded and under-prepared. Padilla was fortunate to have landed in New Haven, a city which has been issuing—for seven years—municipal identification cards designed to benefit undocumented immigrants. When New Haven Promise was announced it was intended to incentivize and encourage all students.

Padilla has done everything asked of him. Unable to qualify for federal aid, he has had to work to pay for his education. His father has contributed handsomely. And as an engineering student who was under-prepared at the start, his academic commitment was more intensive than most. But when he graduates from the University of New Haven in the spring, he join The Walsh Group, working on the Pearl Harbor Memorial Bridge on I-95 in New Haven.

Patricia Melton will facilitate a chat with Padilla that will talk about his journey, his champions and the opportunity that the Promise movement provides for students from every background.

SESSION 6

Tech Tools of the Trade

One big thing that comes with the establishment of a Promise program is data. This session will explore how technology can produce efficiencies that allow for the reallocation of resources, build and engage audiences. Using tools for assessment and engagement can easily form positive program perceptions externally while simultaneously inform of the areas of attention and improvement internally.

PRESENTERS

Brett Hoover
Cities of Promise

Dipen Shah
Karmarush

The Promise is Not the End

This session focuses on ownership from citizenry. In each of our communities, after Promise programs were announced, what additional projects have either sprung up and/or grown outside the school districts, with volunteer, other organizations, and parents to help prepare students for college?

MODERATOR

Emily Byrne
Elm City Housing Authority

PANELISTS

Bob Jorth
The Kalamazoo Promise

Mary Reynolds
New Haven Works

Gary Smiga
Montgomery County Ohio College Promise

Sylvia Thompson
El Dorado Promise
Come to one of the best universities in New England

CENTRAL CONNECTICUT STATE UNIVERSITY

Start with a dream. Finish with a future!

• Chosen by Princeton Review as one of the “Best Northeastern Colleges” and an “America’s Best Value College”

• Honored by Octameron Associates as a “Great College for the Real World”

• Over 100 excellent academic programs

• Exciting Division I athletics
While Promise programs are making an investment in students, what is almost never discussed is the investment the students are making in Promise—be it in community or financial commitment. The dollars provided in every Promise program make college more affordable, but that does not mean that college is free. It might encourage some to go to college and others to widen their college options, but most students have loans or out-of-pocket expenses to make the dream a reality. Those who don’t meet with success often have an additional financial burden that will be with them for years. What are the challenges in the college/work balance for students expected to help at home? How does the “Deferred Action” introduced by President Obama play into the equation for students who are “Dreamers”? With what choices are these students confronted? How are students leveraging their status as Promise Scholars to access all that their cities and their potential careers have to offer? Do they intend to re-invest in the place that invested in them?
Investing in youth to transform the community

The Kalamazoo Promise®

CELEBRATING

10

TEN YEARS

2005 - 2015

Save THE DATE!

PromiseNet 2015

Kalamazoo

NOV 11-12 2015
Supreme Selfie

As the snow fell in New Haven on a February Monday, New Haven Promise scholar Anabelle Marty and Promise Executive Director Patricia Melton ventured to Woolsey Hall on the campus of Yale University to listen to U.S. Supreme Court Justice Sonia Sotomayor.

After the event, Melton asked Marty if she was willing to pen a reflection. Within no time, she had. Here it is:

As she came onto the stage, the entire congregation of people that was there rose to give Justice Sonia Sotomayor a standing ovation. That scene reminded me of everyone’s response on Senior Signing Day when I revealed that I was going to be attending Yale University—at that moment, I saw myself in Justice Sonia Sotomayor.

When asked about how she decided between attending Yale, Harvard and Princeton for her undergraduate education, the anecdote she shared about her first experience at Harvard resonated with me. Her description of the woman in the office (and the office itself) struck me—not because it surprised me, but because of how familiar it was to me. The pearls that adorned the elderly woman, the sparkling white couch that adorned the office, and the white and black poodles that adorned the couch made Justice Sotomayor say to herself, “I do not belong here.”

I recall experiencing a similar emotion when I visited Yale during Bulldog days—instead of staying for the entire duration of the visit, I packed my bags and (literally) walked home with tears staining my cheeks. I was afraid.

One of the aspects of Justice Sotomayor’s talk that impacted me the most was her insight about how she managed to juggle her identity at home and her identity at Princeton. “Sometimes, I feel like I am not part of either worlds entirely.” Being a native from New Haven and attending Yale, I grasped exactly what Justice Sotomayor meant by that statement. Because these two worlds of mine seem to be disconnected at times, I find myself vacillating between them and, ultimately, not knowing where I belong. However, Justice Sotomayor’s talk and presence helped me realize that the wrestle between these two worlds of mine is slowly creating a piece of art in my life.

After her talk, I felt moved to start asking more questions about the world, to take advantage of the amazing opportunities Yale offers me, and to learn how to blend my “home identity” and my “college identity.” When President Obama asked Justice Sotomayor to promise him that she would stay connected to her “roots,” she humbly responded, “I do not know how to do anything else but stay connected to my roots.” In the midst of all that life grants me, I, too, want to remain rooted in the “ground” where I sprang up from.

With the inspiration of the Justice, expect Marty to continue her trailblazing tradition as she welcomed the second and third Amistad graduates—Spencer Munroe and David Guzhnay—to Yale this fall. She, of course, was the first.

SESSION 7

PromiseNet 2014 Closing Session

This session will serve as a reflection on our time together as well as a look ahead to PromiseNet 2015, which will be held in Kalamazoo, Mich. to celebrate the 10th anniversary of the watershed announcement of The Kalamazoo Promise.

We hope everyone leaves PromiseNet 2014 replenished, with deeper commitment and greater enthusiasm for the work. We are thankful and appreciative that so many organizations, cities, universities and businesses decided join us in New Haven this week and we hope to see you in 2015.

PRESENTERS

Dr. Janice Brown
The Kalamazoo Promise

Bob Jorth
The Kalamazoo Promise

Patricia Melton
New Haven Promise

Yale Walking Tour
Yale-New Haven Hospital congratulates the New Haven Promise scholars

Yale-New Haven Hospital is committed to the best possible care for every patient — a mission that extends to our community. We are proud to be part of such a caring community where so many organizations work together.
The Yale School of Management welcomes the 2014 PromiseNet conference to Edward P. Evans Hall.

We are proud to contribute to the Promise Movement by utilizing our unique case study method in support of the conference.