



## College Promise Campaign

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The mission of the **College Promise Campaign** is to build widespread support and broad public understanding for a free community college education for all responsible students as a critical investment in America’s future.

Who are “*Responsible students?*” College and career ready American youth and adults who receive a College Promise scholarship, enroll in college level courses, and make academic progress to complete:

- A certificate in an occupational area;
- A two-year degree; and/or
- All of the requirements to transfer to a four-year college or university.

States, communities, and institutions may have additional eligibility requirements for their individual College Promise programs, but the mission is focused on students persisting to complete their degrees, certificates, and/or successfully transfer to a university.

While the term “free community college” often refers to the College Promise, it is important to understand that the goal of these programs is to make two years of quality higher education universally available to all Americans in the same way that elementary and secondary education is afforded to all American youth. We believe that just as every American is expected to earn a high school diploma, every American should have the opportunity to earn a college degree or certificate. In an ever-expanding global society, we will risk our competitive edge as a nation if our students do not advance in their education and training beyond high school.

First and foremost, success will be gauged by how many students enter and complete a quality community college education as a result of College Promise programs. The body of evidence to help more students persist and complete a college education is growing but not universally implemented on community college campuses today. The Campaign encourages campuses to implement these evidence-based, highly effective practices to enable thousands more students to earn their certificates and degrees. The Campaign will measure its success by reporting on College Promise metrics, including:

- Student, community, and state demographics and outcomes;
- Field-building efforts;
- Policy/legislative adoptions; and
- College Promise program characteristics. ➔

Today, more than 100,000 individuals have pledged their support of the College Promise Campaign at the Heads Up America website ([www.HeadsUpAmerica.us](http://www.HeadsUpAmerica.us)). Grants and donations from national foundations and businesses have provided initial funding to implement the Campaign's goals.

While College Promise programs may seem like a new idea to many, more than 100 already exist in local communities across 29 states. Further, several states, including Tennessee and Oregon, are leading the way to offer the College Promise to their residents. Following suit, 10 additional states have already proposed College Promise legislation across the nation.

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For more information, or to learn more, go to:  
[www.HeadsUpAmerica.us](http://www.HeadsUpAmerica.us)  
[www.CollegePromise.org](http://www.CollegePromise.org)  
[collegepromise@civication.org](mailto:collegepromise@civication.org)