

PPPM

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Evaluation of Oregon Promise

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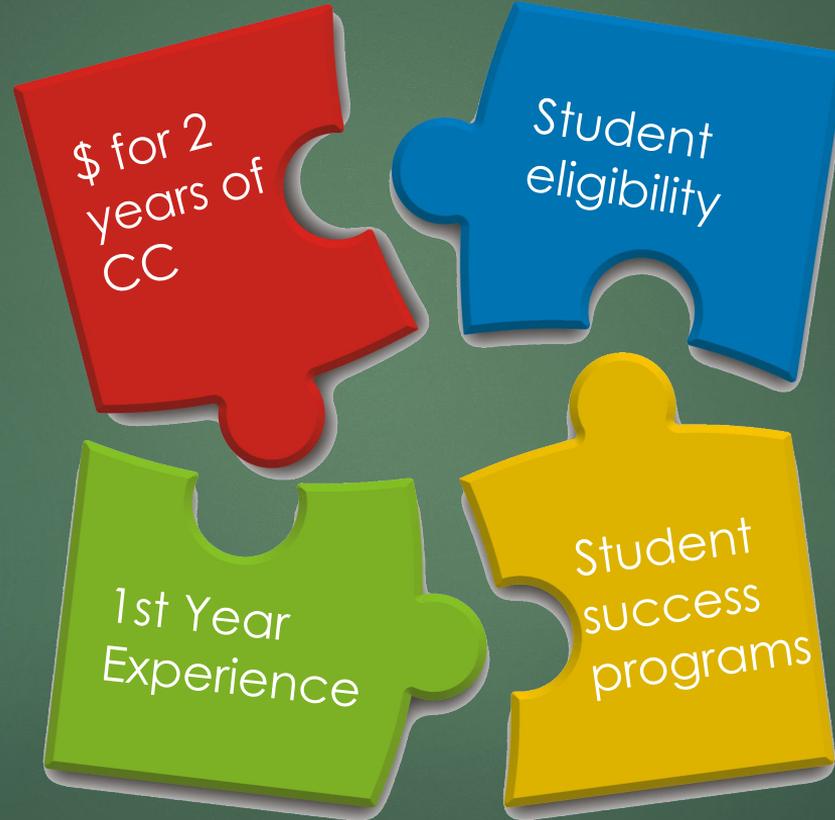
Outline

- Oregon Promise
- Methodology
- Findings
- Recommendations
- Future Research



Oregon Promise: Key Features

3



Research questions

1. Did Oregon Promise expand enrollment, especially for specific demographics, among students who otherwise would not have gone to college?
2. How have outreach and messaging, and specific supporting programs, impacted student experiences?



Methods

5

- 21 interviews with students
- 2 focus groups with 11 students total
- 6 advisors
- 7 administrators
- **45 total participants**



Research Sites

Student demographics

Ethnicity	2015 Oregon general population	Our interviews
White	77%	61%
Black	2%	0%
1st Nation	2%	6%
Asian	4%	10%
Latinx	13%	16%

Findings

- Impact of grant money
- Impact of supporting programs
- Impact of communication, outreach, and messaging



Findings

Impact of grant money

- No administrator reported increased racial diversity
- Gave students more mobility
 - Some rural campuses cited decreased enrollment
- Pell recipients often thought OP covered more than it actually does
- Helps students who don't qualify for financial aid but whose parents cannot afford to pay for college



Impact of grant money (continued)

- Without Oregon Promise, many students we talked to would:
 - Be working more hours at their job;
 - Have more student debt (by way of school loans);
 - Have taken a year off of school to earn money before beginning college; and/or
 - Be attending a four-year university or institution (possibly out of state).



Impact of supporting programs

- A majority of students found it highly useful, both for learning key college & life skills, and for making friends
- Success coaches very helpful & effective, “keep students connected”
- Students who were assigned specific OP advisors felt much more supported



Findings

Communication, Outreach & Messaging

- OP changed perceptions of college
- “Free community college” messaging confusing & disappointing
- \$50 “co-pay” functions as just another fee
- Eligibility criteria, requirements & grant amounts unclear
- High school outreach & knowledge of counselors crucial



Recommendations

12

- Education Northwest recommendations
- New recommendations



Education Northwest recommendations

These recommendations still stand:

- Clarify Oregon Promise covers maximum of 12 credits
- Provide timeline of award notification and grant disbursement
- Continue targeted outreach to high school and college staff
- Stabilize funding

Our recommendations

- 1 Clarify eligibility criteria, requirements & grant amounts
 - a. Do not market OP as “free community college”
 - b. Market the program as a grant ranging from \$1,000 to \$3,397 per year, minus a \$50 co-pay per term

Our recommendations

15

- 2 Promote CC networking to establish best practices for 1st year experience and high school outreach



Our recommendations

16

- 3 Decrease the credit minimum & create a system for students to take a term off in cases of emergency



Our recommendations

- 4 Focus energy on strengthening communication between HECC, administrators, advisors and students



Our recommendations

18

- 5 Keep funding Oregon Promise and its supporting programs



Future Research

19

- Oregon Promise academic outcomes, including retention rates
 - Broken down by income, gender, race, etc.
- Trajectories past community college (e.g. transfer, etc.)
- Compare overall higher ed enrollment with changes in CC and 4 year enrollment



Thank you!

Questions?

