KENTUCKY COMMUNITY AND TECHNICAL COLLEGE SYSTEM (KCTCS)

PROJECT GO: HOW THE KY SYSTEM PROPOSES TO EDUCATE AND LIFT STUDENTS

Association of Community College Trustees Leadership Congress
September 20, 2017 | Las Vegas, NV

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KENTUCKY COMMUNITY & TECHNICAL COLLEGE SYSTEM
SYSTEM PROFILE - FAST FACTS

MISSION: To improve the quality of life and employability of the citizens of the Commonwealth by serving as the primary provider of:

- College & Workforce Readiness
- Transfer Education
- Workforce Education & Training

16 colleges; more than 70 campuses

- 700 Academic Programs
- 79,568 Students (fall 2016)
- 6,917 Full & Part Time Employees
KCTCS 2016-22 STRATEGIC GOALS

- Raise the level of educational attainment in the Commonwealth by positioning KCTCS as the accessible, affordable, and relevant postsecondary education choice for Kentuckians.

- Increase access and success for all KCTCS students, particularly among traditionally underserved populations.

- Develop clear pathways through all levels of postsecondary education with an emphasis on experiential learning that lead to successful employment outcomes for KCTCS graduates.

- Improve student engagement, support, experiences, and success with best in-class academic and student services.

- Align programs and curricula with needs of employers that enhance the employability, job placement, and career development of KCTCS graduates.
### Total percentage of students who experienced housing insecurity: 51%

- Didn’t pay full amount of rent or mortgage: 21%
- Didn’t pay full amount of utilities: 28%
- Moved 2 or more times within the year: 14%
- Doubled up: 17%
- Moved in with other people due to financial problems: 18%
ACCT RESEARCH, MARCH 2017
HUNGRY AND HOMELESS IN COLLEGE

FOOD SECURITY (LAST 30 DAYS)

- High security (score = 0) 33%
- Marginal Security (score = 1) 12%
- Low security (score = 2-4) 23%
- Very low security (score = 5-6) 33%
Kentucky ranks 47th nationally in poverty levels

Living in Poverty

<table>
<thead>
<tr>
<th></th>
<th>KY</th>
<th>US</th>
<th>Appalachian Region</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poverty</td>
<td>18.8%</td>
<td>15.4%</td>
<td>25.2%</td>
</tr>
</tbody>
</table>

Source: Kentucky Center for Education and Workforce Statistics (KCEWS)
KCTCS INSTITUTIONAL ANALYSIS FROM FAFSA

POVERTY LEVEL

Below Poverty Level
- 14,846
- 27.1%

135% of the poverty level
- 17,355
- 31.7

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MASLOW’S HIERARCHY OF NEEDS

- Physiological needs: food, water, warmth, rest
- Safety needs: security, safety
- Belongingness and love needs: intimate relationships, friends
- Esteem needs: prestige and feeling of accomplishment
- Self-actualization: achieving one’s full potential, including creative activities

Self-fulfillment needs
Psychological needs
Basic needs

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KENTUCKY COMMUNITY & TECHNICAL COLLEGE SYSTEM
THE PROPOSED SOLUTION

- The genesis of *Project Go*: Reduce financial barriers to college completion
  - Combating poverty
  - Strengthening citizenry
  - Promote Diversity - expanding the aperture
    - Low Income Students
    - Under Represented Minority (URM) Students
    - Non-Traditional students
  - Collaboration and partnerships (local and state agencies)
- **Outcome**: Increase student success and completion
PROJECT GO

...designed to connect, independent, high need, and high-risk students with additional external resources, in order to reduce financial barriers to college completion.

“If the ladder of educational opportunity rises high at the doors of some youth and scarcely rises at the doors of others, while at the same time formal education is made a prerequisite to occupational and social advance, then education may become the means, not of eliminating race and class distinctions, but of deepening and solidifying them.” President Truman, Truman Commission Report on Higher Education – 1947
Pilot Program

- 6 colleges to begin the pilot

System Requirements

- Scalable
- Replicable
- Sustainable
- Aligned
### PROJECT GO: BY THE NUMBERS

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
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<tbody>
<tr>
<td>Total # of Federal Pell Grant Recipients</td>
<td>42,760</td>
</tr>
<tr>
<td>Total # of Independent Pell Grant Recipients</td>
<td>28,942</td>
</tr>
<tr>
<td>Total # of Ind. Recipients where EFC &lt;= 3000</td>
<td>27,425</td>
</tr>
<tr>
<td>Independent and EFC = 0</td>
<td>23,008</td>
</tr>
<tr>
<td>Average Income</td>
<td>$16,452</td>
</tr>
<tr>
<td>Children to Support</td>
<td>19,076</td>
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</tbody>
</table>
PROJECT GO PROCESS

Screen
- Screen target population to determine possible eligibility

Inform
- Potentially eligible students informed and offered additional counseling/advising, in person and virtually

Application Assistance
- Students provided guidance and assistance through the application process

Follow-up
- Resource Coaches provide regular follow up and accountability

Advocate
- At institutional and program level

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KENTUCKY COMMUNITY & TECHNICAL COLLEGE SYSTEM
EXPECTED OUTCOMES

• Improved college completion.
• Improved student retention.
• Help students better care for families.
• Increase student financial stability.
• Reduce housing and food insecurity.
# Kentucky and KCTCS 2016-20 Diversity Policy Focus Areas

<table>
<thead>
<tr>
<th>State Focus Area</th>
<th>KCTCS Strategic/Business Plan Goals</th>
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<tbody>
<tr>
<td><strong>OPPORTUNITY</strong></td>
<td>SP 1: Raise the level of educational attainment in the Commonwealth by positioning KCTCS as the accessible, affordable, and relevant postsecondary education choice for Kentuckians</td>
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<tr>
<td></td>
<td>BP 1: Establish financial aid centralized processing center utilizing specialized software</td>
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<td>SP 2: Increase access and success for all KCTCS students, particularly among traditionally underserved populations</td>
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<td>BP 5: Expand targeted outreach and support for URM students and implement an evaluation process to measure program success</td>
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<tr>
<td><strong>SUCCESS</strong></td>
<td>SP 4: Improve student engagement, support, experiences and success with best in-class academic and student services</td>
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<td></td>
<td>BP 3: Promote enrollment/participation in college success and impactful orientation experiences for first-time, credential-seeking students</td>
</tr>
<tr>
<td><strong>IMPACT</strong></td>
<td>BP 2: Increase access and success for all KCTCS students, particularly among traditionally underserved populations</td>
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<td>BP 5: Expand targeted outreach and support for URM students and implement an evaluation process to measure program success</td>
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**Primary Target Audiences:** All students, particularly traditionally underserved (URM and low income)
KCTCS DIVERSITY PLANNING PHILOSOPHY

✓ Executive Sponsorship
✓ Board Endorsement
✓ Strategic Alignment
✓ Broad Engagement
✓ Strategic Communications
✓ Consultation/Development
✓ Data Use and Analyses
Definition of Diversity

16 College Plans
- Targets
- Strategies and Tactics
- Resource Allocation
- Performance Metrics
- Assessment
NEXT STEPS

Project GO

- Acquire Funding
- Further develop infrastructure
- Training, monitoring and evaluation

Diversity

- Implement diversity plans
- Engage Diversity and Inclusion Directors
- Diversity plans inform Project Go

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KENTUCKY COMMUNITY & TECHNICAL COLLEGE SYSTEM
PRESENTED BY:

• Dr. Gail R. Henson, Vice President KCTCS Board of Regents
• Dr. Jay K. Box, President KCTCS
• Dr. Gloria McCall, Vice President KCTCS
• Natalie Gibson, System Director of Cultural Diversity, KCTCS
• Doug Cleary, System Director of Financial Aid, KCTCS