VISION

Hartnell College’s Salinas Valley Promise offers up to two free years of college tuition. And much more. We are providing an experience that will support students’ personal, academic and professional success.

The goal is to enroll more students in more units while simultaneously bolstering their successful completion.

The specific objective is to support 2,000 students by fall 2020 and ensure that at least 80 percent of those students are successful.

STRATEGY

The Salinas Valley Promise is a comprehensive strategy that will greatly reduce financial barriers and strengthen student support through scholarship, mentorship and training in leadership and other life skills.

* The program seeks to ensure that every Salinas Valley high school student can graduate with a fully paid first and second year of college.

* This program will foster a college-bound culture that begins at the elementary level, provide introductory college programming at the middle school level and support college readiness at the high school level.

Hartnell College intends to expand on the tuition assistance shared by “promise” programs in California and elsewhere by adding a dimension of personal development. While such generous financial support is powerful on its own, we expect this additional investment in students’ individual growth to provide benefits well beyond their college completion.

To accomplish this, we plan to launch a large-scale social cohort model with 30 groups of 35 students each, led by a faculty member (modeled after Hartnell’s existing student success initiatives, WELI – Women’s Education and Leadership Institute and MILE – Men’s Institute for Leadership and Education) for all Salinas Valley Promise students. The plan is to fund this enhancement through public-private grants, partnerships and philanthropy, underwritten by the Hartnell College Foundation.
HARTNELL COLLEGE SALINAS VALLEY PROMISE

URGENCY FOR ACTION
The Hartnell Community College District includes large numbers of farm workers and their families in an area with chronic high unemployment and low educational attainment (U.S. Census Bureau 2017-18). Of local high school graduates:
- Roughly 60 percent go on to pursue post-secondary education or vocational training;
- Approximately 40 percent (1,237 students) enroll at Hartnell;
- Of those who attend Hartnell, 67 percent (826 students) enroll full-time (taking 12 or more units);
- Of those, 62 percent (510 students) complete their courses, meaning only 41 percent of first-time students complete a full-time course load.

STUDENT CRITERIA
- Be a graduate (high school diploma or GED) of a high school or adult school within the Hartnell Community College District entering college for the first time.
- Submit one of the following applications for financial aid and add Hartnell to their application: The FAFSA (Free Application for Federal Student Aid) OR the California Dream Act Application.
- Enroll and continue as a full-time student at Hartnell College during the Fall 2019 & Spring 2020 semesters (12 or more units each semester).

KEY STAKEHOLDERS | PROGRAM OUTCOMES | WAYS TO GET INVOLVED
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Community: Business and Citizenry | A stronger workforce and increased education lead to a more vibrant, prosperous and secure community. | Philanthropy: Support student scholarships. Mentorship: College, leadership and career guidance.
Education: High School and Their Educators | Support systems that complement educators and their commitment to help students. | Support academic rigor and criteria completion; dual enrollment, adopt A-G requirements and encourage completion.
Government: County and City | An upstream strategy that builds a resilient community, thereby reducing strain on public resources. | Provide funding, support scholarships, internships and labor market data.

Cost Coverage: The scholarships can be used to cover course tuition, enrollment fees, books and transportation.