



CITY OF

**PORTLAND, OREGON**

Charlie Hales, Mayor  
Amanda Fritz, Commissioner  
Nick Fish, Commissioner  
Dan Saltzman, Commissioner  
Steve Novick, Commissioner

February 26, 2014

Senator Rod Monroe, Co-Chair  
Representative Betty Komp, Co-Chair  
Joint Committee on Ways and Means Subcommittee on Education  
900 Court St. NE, Hearing Room H-170  
Salem, OR 97301

Re: Support for House Bill 4116A

Dear Co-Chairs Monroe and Komp and Members of the Committee:

We write to offer our support for HB 4116A, which funds Aspirations to College pilot programs. Affordable and accessible higher education is a major driver and sustainer of a diversified and healthy economy and citizenry.

HB 4116A supports competitive grant pilot projects for community colleges throughout the state. These projects provide access and support to students from low-income families and first-generation college students. By starting in high school with early support and training, these programs have a proven track record as evidenced by Portland Community College's (PCC) Future Connect.

The City of Portland provides financial support to Future Connect that is matched by private foundation resources and has been tremendously popular. Every year, PCC's Future Connect provides a path to higher education for 200 low-income and first-generation college students in Multnomah County. Future Connect invests in students' success by providing scholarship money, college success coaches, career guidance classes, college orientations, and access to internships and workshops. Over 70 percent of participating students continue to their second year of college.

Programs like Future Connect and the Aspirations to College pilot programs set students up for success and make higher paid skilled employment attainable for a new generation of Oregonians. We respectfully urge your support for HB 4116A.

Sincerely,

Charlie Hales  
Mayor

Amanda Fritz  
Commissioner

Nick Fish  
Commissioner

Dan Saltzman  
Commissioner

Steve Novick  
Commissioner



February 25, 2014

Senator Rod Monroe, Co-Chair  
Representative Betty Comp, Co-Chair  
Joint Committee on Ways and Means Subcommittee on Education  
900 Court St. NE  
Salem, Oregon 97301

RE: Support for HB 4116 A

Dear Co-Chairs Monroe and Komp and Members of the Committee:

I am writing in support of HB 4116, a bill which I believe supports a vitally important opportunity to increase college attendance and success among historically under-educated communities.

My interest in this bill derives from the prior success in Portland, and extremely promising early results in Beaverton, of the Portland Community College Future Connect program. Beaverton dedicated \$100,000 of general fund monies, matched by private donations raised by the PCC Foundation, to enable 50 low-income and first-in-family high school graduates in Beaverton to attend PCC tuition-free, with hands-on success coaching before and during their studies.

Beaverton has been contributing general fund monies to social services causes for quite some time, generally in the range of \$250,000 to \$300,000 per year. We have a long-established Social Service Funding Committee which reviews grant applications and recommends awards to the City Council. Our contribution to PCC Future Connect was in addition to our annual grant program.

I hope that Beaverton will repeat this contribution and help another 50 students enter college next year with aspirations and support. The PCC Future Connect program provides more than just tuition, more than just an education for each individual. Besides the coaching and mentoring that help each individual succeed, it helps establish a culture of education in each family that sends a student to PCC to begin life as a college-educated adult. That culture of education magnifies the effect of the program, touching siblings, cousins, parents, friends, and increases the probability that more students will aspire to and reach for a college education. This is a broad, long-lasting community benefit we should celebrate and work to expand.

I think we all know people who were first-in-family college attendees. My parents are two such people. I grew up assuming college would be an option. How many high school students have never made that assumption, have never thought that they might have the opportunity?

Programs such as PCC Future Connect, programs that could be funded by the systems described in HB 4116, can provide that opportunity to many more students than cities such as Beaverton can do on our own. I would encourage you to support this bill, and provide substantial state funding for the programs across the state that can create new dreams and new opportunities that will benefit all of us for years to come.

Let's keep expanding the culture of education in Oregon.

Thank you,

Marc San Soucie  
Beaverton City Councilor  
[msansoucie@beavertonoregon.gov](mailto:msansoucie@beavertonoregon.gov)

## **Joint Ways and Means – Education Subcommittee**

February 26, 2014

Testimony in Support of House Bill 4116

Dr. Jeremy Brown

President, Portland Community College

Dear Co-Chair Monroe and Co-Chair Komp -

On behalf Portland Community College, thank you for the opportunity to testify today in support of House Bill 4116. I also want to thank Representative Gallegos, Representative Parrish and Representative Fagan for their co-sponsorship of the bill. PCC is excited about the Legislature's 40/40/20 educational vision for Oregon. Restoration of funding from the Governor's Recommended Budget for the Aspirations to College Program will assist in achieving that inspiring and audacious goal.

You know well that our state's economic strength and vitality depend on educating and developing a talented pool of diverse and skilled workers connected to, and engaged with, our community. Georgetown University's Center on Education and the Workforce predicts that by 2020, 70% of jobs in Oregon will require postsecondary education.

Modeled on best practices at PCC and other colleges, the Future Connect Program provides recent high school graduates with a scholarship to PCC, but more even important, students receive a minimum of two years of individualized academic advising and personalized coaching - key factors in contributing to a high student success rate. PCC's Future Connect program, with its career counseling, academic advising, internships, and other career development opportunities, is a remarkable case study for Oregon's educational attainment and economic development strategy. An investment from the State legislature in programs like this would allow this program to spread across the region and to other communities across Oregon.

Future Connect launched in fall 2011 with a group of 150 Multnomah County students. Since then, the program has enrolled over 600 students. In fall 2013, the program expanded to include recent high school graduates from Beaverton and Hillsboro. Future Connect works with students with significant barriers to college access and success: 90 percent are low-income; 56 percent have household incomes less than \$20,000. Eighty-three percent of Future Connect students will be the first in their families to complete college; 70 percent are students of color. Future Connect's unique combination of financial and student support helps them overcome these challenges: Future Connect students in solid academic standing are retained at rates 3

times higher than similar students who do not receive the specialized services that Future Connect provides.


At a cost of only about \$2,000 per year per student, Future Connect ensures that young people who might not otherwise be able to attend a post-secondary institution will earn a certificate or degree that will help them contribute to our community in even greater ways. Funds allocated to the program from the Cities of Hillsboro, Beaverton, and Portland cover half the cost of the program and are matched by funds from PCC and funds raised by the PCC Foundation from corporations, foundations and individual donors. Here is just a short list of some of the organizations that are financial supporting the program, leveraging our public investment: The GAP, Hillsboro Aviation, Hoffman Construction, Howard S. Wright Construction, NW Natural, PGE Foundation, US Bank, Meyer Memorial Trust, and The Oregon Community Foundation.

Since its launch, more than \$1.1 million in private funds have been raised for the first four cohorts of Future Connect. Few investments in education deliver this type of return.

Not every community across Oregon has the ability to leverage local investment at this scale, but with assistance from the state legislature – this type of program could be scaled to provide college students across the state with opportunities to succeed. Attached to my testimony are some details on the program, as well as recent media coverage from Beaverton and Hillsboro.

I urge you to support HB4116 so that we can not only create “aspirations” to college, but so that we can also increase college attainment throughout our state. Thank you for your commitment to community colleges and the important role we play in achieving the state’s educational vision.

# Future Connect scholarships are critical tools

Created on Thursday, 06 June 2013 04:00 | Written by [Ken Madden](#) | 

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The number of economically disadvantaged students is on the rise in Washington County, and their pathway to obtaining college degrees is getting much more difficult to travel. It's time we tackled the issue head on.

As the state and Gov. John Kitzhaber focus on achieving his "40-40-20" objective (by 2025, 40 percent of the state's adults should have four-year degrees, 40 percent two-year degrees or postsecondary training and 20 percent high school diplomas), it's clear that in order to reach this goal more needs to be done to assist students who may not have the resources or know-how to complete college.

Around 40 percent of Beaverton's students are from economically challenged households, and the benefits of a college education are increasingly out of reach for them. According to the Oregon Department of Education, 60 percent of economically disadvantaged students from the 2010 class in the Beaverton School District graduated from high school. That's compared to a rate of 76 percent for the entire district population and 85 percent for non-economically disadvantaged students.

It's not that they are not capable of going to college, but there are economic and social barriers that prevent them from enrolling and completing college. In Washington County, 45 percent of the high school class from 2009-10 did not attend college. Nearly six out of 10 Washington County high school graduates eligible for free and reduced lunch did not go to college after finishing high school. Similarly, two out of five Washington County high school graduates of color did not pursue postsecondary education.

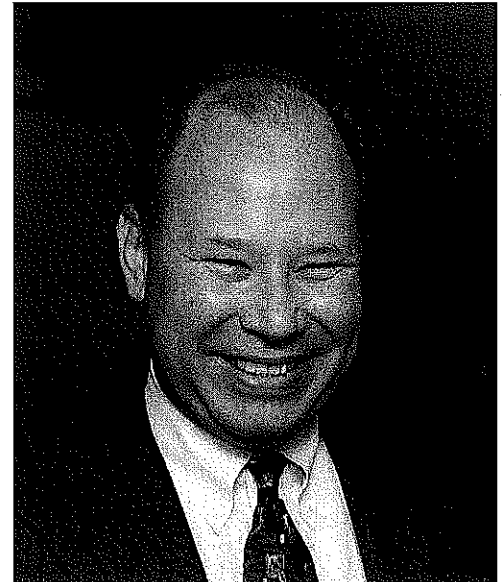
These sorts of trends threaten our region's economic strength and vitality, which depend on educating a trained and talented pool of diverse workers. Washington County is home to some of the world's top companies. It serves as the state's economic engine, attracting investment from industries across the globe, and providing thousands of quality jobs to a highly-skilled workforce. Companies like mine depend on the pipeline of high-skilled workers.

By the end of this decade, more than 60 percent of jobs will require postsecondary education. Four-fifths of jobs paying \$50,000 or more will require at least a bachelor's degree to be competitive. The educational attainment of Washington County's residents is directly related to economic prosperity — a well-educated workforce is critical for high-wage, high-skilled jobs.

Portland Community College has always been responsive to our region's workforce training needs, and its Future Connect Scholarship program is no exception. Future Connect is a highly successful program that provides low-income and first-generation college students with financial support and student services that are proven to increase student retention and completion rates. Local cities supply half the funding, while the college and the PCC Foundation match their investment dollar for dollar.

The program began in 2011 with financial support from the city of Portland, and more than \$1 million has been raised to fund the first four cohorts of Future Connect scholars through 2014-15. This equates to scholarships and services for 744 Multnomah County students to attend PCC. This means they receive two years of individualized academic advising and personalized coaching to help them succeed in class, navigate unfamiliar college resources, overcome barriers to stay in school and prepare for a career or transfer to a university. As a result, Future Connect scholars are being retained in college at a rate three times that of first-generation college students who do not receive these services.

This March, the Hillsboro City Council voted to allocate \$100,000 to Future Connect, which will enable the program to enroll 50 Hillsboro students this fall. The Beaverton City Council followed suit in May with a



\$50,000 allocation and is now considering an additional \$50,000 in the city's 2013-14 budget to enable the college to bring in 50 Future Connect students from Beaverton.

Like most cities, Beaverton faces its share of difficult budget decisions, but this isn't one of them. The time to invest in our city's future is now.

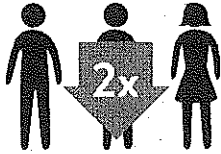
Beaverton high school graduates, parents, and business and industry leaders need Future Connect to ensure the pipeline of skilled workers remains robust. The program leverages significant private and public sector funds on top of the city's commitment. Future Connect is one tool we can use to help ensure students who otherwise wouldn't go to college earn a degree or certificate. This will not only increase college degree attainment in Oregon and meet the governor's goals, but invigorate our local economy and our community. I hope Beaverton will join Portland and Hillsboro, and ensure our young people have the same chance at prosperity. Their success will be ours.

*Ken Madden is the owner of Madden Industrial Craftsman and Madden Fabrication and has served on Portland Community College's Foundation board since 2003. He was recently elected to the PCC Board of Directors.*

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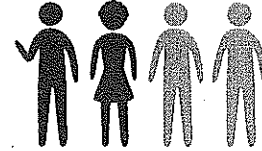
# YOU can transform the lives of our region's disadvantaged youth through the power of education at PCC



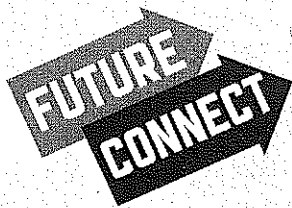
Multnomah County Native American, Latino & African American students are **twice as likely to drop out** of high school as their white peers.



**Fewer than 45%** of our region's high school students go to college. Even fewer finish.



**Less than half** of Washington County's disadvantaged students & those of color pursue a post-secondary education.



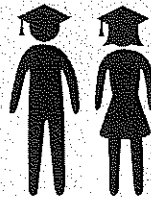
Your donation to Portland Community College's Future Connect program can help make college a reality for first generation, low-income students. Since 2011, the program has helped transition over 600 Multnomah County high school students by providing access to higher

education with its unique model of financial assistance and individualized mentorship. And in fall, 2013 Future Connect began serving Washington County, providing equal opportunity to underserved students in the Beaverton and Hillsboro School Districts.

## PCC STUDENT SUCCESS IN NUMBERS

Over 70% of Future Connect students successfully continue on to their second year of college

**92%** low-income



**62%** students of color

**83%** first-generation

## MATCHING YOUR CONTRIBUTION TO TRANSFORM LIVES

Commitments of support from the City of Portland (\$380,000) and the Cities of Hillsboro and Beaverton (\$200,000 combined) are testaments to the program's success.

Matching contributions are needed in order to sustain and grow Future Connect in both counties. Your investment is essential to helping a future generation of students achieve success.

## LEARN MORE, MAKE A DONATION OR VOLUNTEER

☎ 971.722.4382 🌐 [www.pcc.edu/foundation](http://www.pcc.edu/foundation)

**PCC**  **Foundation**

Portland Community College Foundation  
12000 S.W. 49th Ave. Portland, OR 97219  
P.O. Box 19000, Portland, OR 97280-0990  
P. 971.722.4382 F. 971.722.4960



## Student Stories



### MARIUS' STORY

MARIUS IBUYE is a refugee of war-torn Congo who left Africa and immigrated to the U.S. to pursue a better life for himself and his family. He believes the Future Connect program guided him to where he is today: an Oregon State University student.

With assistance from dedicated success coaches who mapped out a plan and stood by ready to help when he found himself overwhelmed with the entire college application process, Ibuye, a 2011 David Douglas High School graduate, is reaching his educational goals. "I really enjoyed all of my classes at PCC and the instructors were inspiring, encouraging and supportive. It wasn't only about getting good grades but also finding new ways to learn the class material," said Ibuye, who hopes to study in the College of Pharmacy at OHSU once he earns a bachelor's degree.

One major lesson he learned from Future Connect was the importance of regularly meeting

with instructors and other college support staff who took time to answer questions and give advice about transferring to OSU.

Once he completes his academic work, Ibuye hopes to become a pharmacist in Portland near his family.

"And now Future Connect coaches are also part of my family," he said.

"Not having the support of Future Connect at PCC and going straight to a four-year university would have been crazy. I feel I'm well prepared and now I can fly at OSU."

MARIUS IBUYE, Future Connect alum and current OSU student



### DAISY'S STORY

AS SHE THOUGHT about life after high school graduation, Daisy Toledo considered a full-time job in food service as her best opportunity. Then she heard a counselor talk about Future Connect and she suddenly saw another path open before her.

"I never expected to have enough money to go to college," said the Century High School graduate. "The more I learned the more I realized that this is the perfect program for me."

At first she worried about juggling school, studying and a job but Future Connect coaches helped her create a time management plan. While her schedule is busy, she's thriving.

She's also become a more assertive, confident individual who knows how to meet her educational goals. With a 4.0 grade point average during her first term in college she's already researching four-year universities and careers in the medical field.

Now Daisy is sharing her talents with others.

As a member of the Oregon Leadership Institute at PCC's Rock Creek Campus she's working with students on volunteerism and fundraising. She sees it as a good opportunity to network and learn new skills such as public speaking. "I talk to my friends about Future Connect. I tell them that they can reach their goals because there is a lot of support," said Toledo.

"The classes have been challenging but I'm persistent and my success coach motivates me every day. I believe I have what it takes to be successful in college and to be successful in life."

DAISY TOLEDO, Future Connect student

"When I was in high school, I did not really have anyone who believed in me. Everyone in my family told me I could not make it, I would not graduate, but I did. Because of Future Connect, I am able to pursue my dream."

—MEYTIEN SAEPHARN, Future Connect Student

Hoffman Construction knows the value of supporting access to education. That's why we support PCC's Future Connect program. Ensuring these students succeed is vital to the growth and prosperity of our region's economy and the local communities where they live and work.

—WAYNE DRINKWARD, Hoffman Construction Company

"We believe in students until they are ready to believe in themselves."

—JOSE ESPARZA, Future Connect Success Coach

PCC is leading the way to meeting Oregon's 40-40-20 education goals with programs like Future Connect. With even a modest investment, donors can change a young person's life forever for the better. That kind of impact is amazing. That's why we are supporters and why we encourage others to invest in the program and its students."

—KIMBERLY COOPER AND JON JAQUA



To learn more about the PCC Future Connect program

PCC Foundation

call ☎ 971.722.4382 or visit: 🌐 [www.pcc.edu/foundation](http://www.pcc.edu/foundation)  
12000 S.W. 49th Ave., Portland, OR 97219  
P.O. Box 19000, Portland, OR 97280-0990



Portland  
Community  
College



Beaverton  
Oregon



For the first time, Oregon's younger generation is less educated than its older one.

PCC's Future Connect program is changing that.

PCC Foundation  
A Better Opportunity. A Better Oregon.



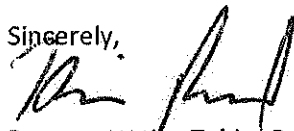
*An Open Letter to the City of Hillsboro and Beaverton*


Dear Mayor Jerry Willey & Mayor Dennis Doyle,

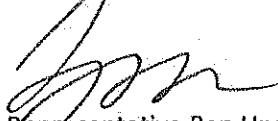
We would like to offer our congratulations to the cities of Beaverton and Hillsboro on the recent adoption of the matching funds to support Portland Community College students through Future Connect. This program is a unique partnership wherein city government, Portland Community College, and the philanthropic community through the PCC Foundation, together make college education a reality for our high school graduates who might not otherwise have access to this crucial next step. With your commitment, one hundred initial Washington County students will join the ranks of the nearly 600 low-income, first-generation college students from Multnomah County receiving college scholarship and success programs from Future Connect.


As members in the Oregon Legislature who represent families in our shared communities, we appreciate the commitment that Beaverton and Hillsboro have demonstrated to providing students from Washington County access to this innovative program. The aspirational goal of reaching 40/40/20 attainment for education requires all of us to think differently about providing access and success to students of all ages and life experience. We appreciate the commitment demonstrated by you and your City Councils.

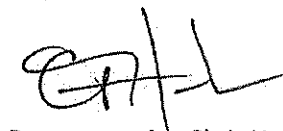
Sincerely,


  
Representative Tobias Read  
House District 27

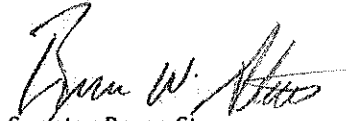
  
Representative Jeff Barker  
House District 28


  
Representative Ben Unger  
House District 29

  
Representative Joe Gallegos  
House District 30

  
Representative Chris Harker  
House District 34

  
Senator Mark Hass  
Senate District 14

  
Senator Bruce Starr  
Senate District 15

  
Senator Elizabeth Steiner-Hayward  
Senate District 17

CC: Hillsboro City Council Members: Darell Lumaco, Megan Braze, Aron Carleson, Olga Acuña, Fred Nachtigal, Steve Callaway; Beaverton City Council Members: Cate Arnold, Betty Bode, Ian King, Marc San Soucie, Mark Fagin.