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# Recruiting Strategies for Promise Programs

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# Overview

- What are Promise Programs?
- Essential Elements of Madison's and Nicolet's Programs
- Recruiting Strategies
- Results
- Lessons Learned
- Q & A

# What Are Promise Programs?

Provides tuition free  
education to recipients

Typically last dollar funding  
programs

Focused on increasing  
access to higher education

Typically targeted to  
traditional age students

# Madison College's Promise Program

## History

First cohort started Fall 2017.

Madison College Foundation and the President's office fundraise for the sustainability of the program.

The program is not only a tuition and fees program, it also provides wrap around services for students.

## Fall 2018 Criteria

Graduate from a high school (traditional or alternative) within the [Madison College District](#).

Obtain an 80% attendance rate during your senior year.

Achieve a minimum cumulative high school GPA of 2.25.\*

Submit ACT or Accuplacer placement test scored by May 1.

[Apply](#) for a program at Madison College by April 1 of your senior year.

Check program application deadlines carefully as some programs may close prior to April 1.

Complete the [Financial Aid Application \(FAFSA\)](#) by April 1\*\* of your senior year. This process must verify two things:

- You are eligible for federal and Wisconsin financial aid.
- Your Expected Family Contribution (EFC) is \$3,000 or lower. (subject to change)

Click to add text

# Nicolet College's Promise Program

## History

First Program Offered Fall 2016

Effort between Foundation, Enrollment, Financial Aid, Communications, and Student Success

## Fall 2018 Criteria

Graduate with a high school diploma OR Earn a GED/HSED in 2016, 2017, or 2018.

Reside in the Nicolet College District.

Maintain a cumulative high school GPA of 2.0 or higher.

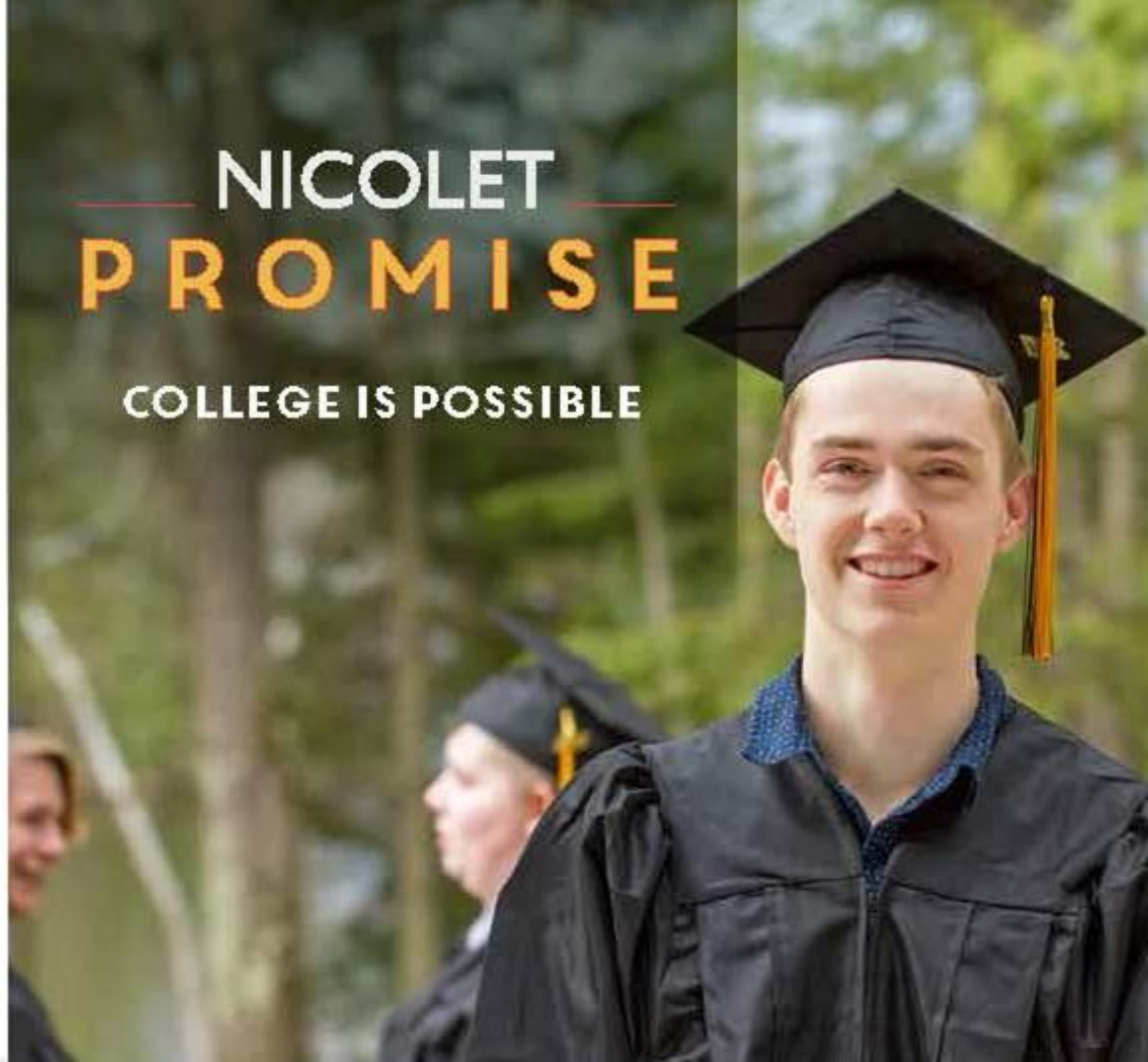
Earn 16 composite score on ACT.

Complete FAFSA, Application for Admission, and submit ACT scores by March 1, 2018.

# Recruiting Strategies

NICOLET  
**PROMISE**

COLLEGE IS POSSIBLE



Direct mail brochures &  
posters

# Nicolet Promise

[Home](#) / [Future Students](#) / [Paying for College](#) / [Nicolet Promise](#)

We know your future has promise. Our promise is to help you reach your potential by providing support for your success.

The Nicolet Promise strives to ensure that qualified students can afford to attend college without the use of student loans. By removing financial barriers with tuitionfree education, the Nicolet Promise will help bright, hardworking students – like you – achieve their goals.

## Student's Promise

You promise to fulfill initial eligibility requirements and continue to maintain certain academic standards while enrolled at Nicolet. **You must complete the Free Application for Federal Student Aid (FAFSA) and apply for admission to Nicolet College by March 1, 2018.**

## Nicolet's Promise

Nicolet College promises to pay the balance of tuition and fees for eligible students after federal and state grants have been applied. The Nicolet College Foundation will cover this cost for up to four fall/spring semesters up to 15 credits per semester. Books and supplies are not eligible for funding.

## Are you Eligible?

- Graduate with a high school diploma OR Earn a GED/HSED in 2016, 2017, or 2018.
- Reside in the Nicolet College District.

Website page with  
request for more  
information form



## ARE YOU ELIGIBLE?

GRADUATE WITH A HIGH SCHOOL DIPLOMA OR GED/HSED IN 2016, 2017 OR 2018.

RESIDE IN THE NICOLET COLLEGE DISTRICT.

MAINTAIN A CUMULATIVE 2.0 HIGH SCHOOL GPA.

EARN A MINIMUM ACT COMPOSITE SCORE OF 16 BY MARCH 1, 2018.

Note: 2016 or 2017 graduates enrolled in more than 12 college credits must earn a 2.0 college GPA. High school GPA and ACT scores do not apply for 2016 graduates with more than 12 college credits.

PLAN TO ENROLL IN A FINANCIAL AID ELIGIBLE PROGRAM.

ELIGIBLE FOR FEDERAL PELL GRANTS AS DETERMINED BY THE FREE APPLICATION FOR FEDERAL STUDENT AID (FAFSA).

## WHAT ARE THE NEXT STEPS?

COMPLETE AN APPLICATION FOR ADMISSION TO NICOLET BY MARCH 1, 2018.

COMPLETE THE 2018 - 2019 FAFSA BY MARCH 1, 2018. Students must accept all Federal Pell Grant funds, state grants, and non-Nicolet College scholarships.

SUBMIT ACT SCORES BY MARCH 1, 2018. Additional testing may be required for program admission.

ENROLL AS A FULL-TIME STUDENT IN A FINANCIAL AID ELIGIBLE PROGRAM. Tuition will be funded for 12-15 credits per semester. A student enrolled in more than 15 credits may be responsible for additional tuition costs.

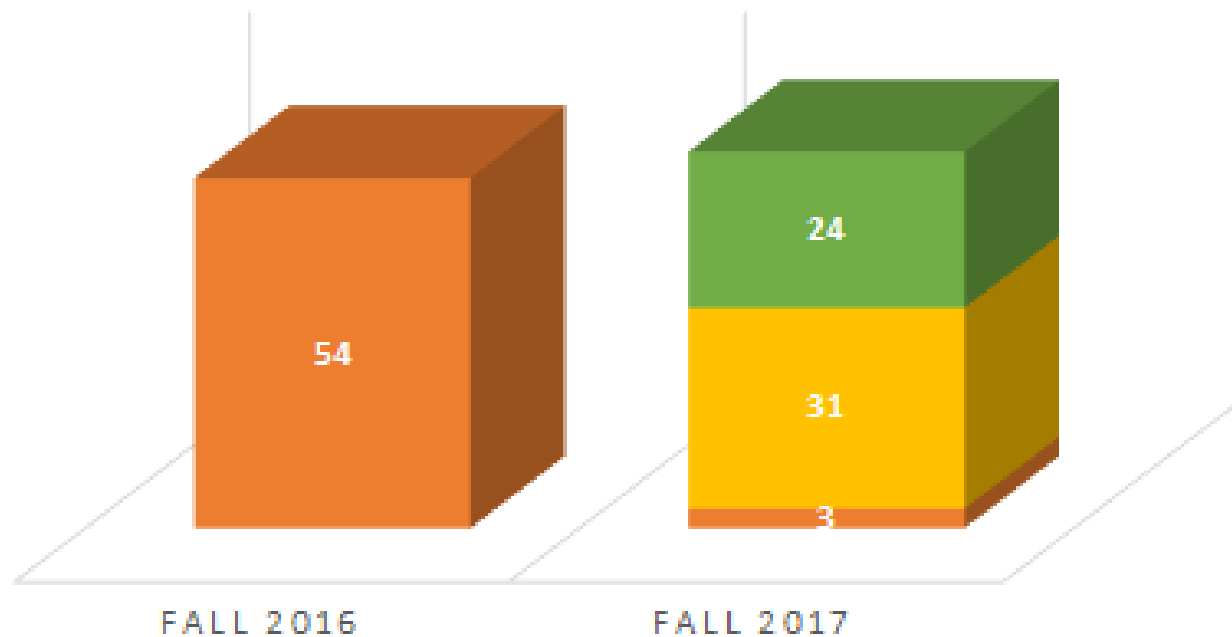
## Checklist

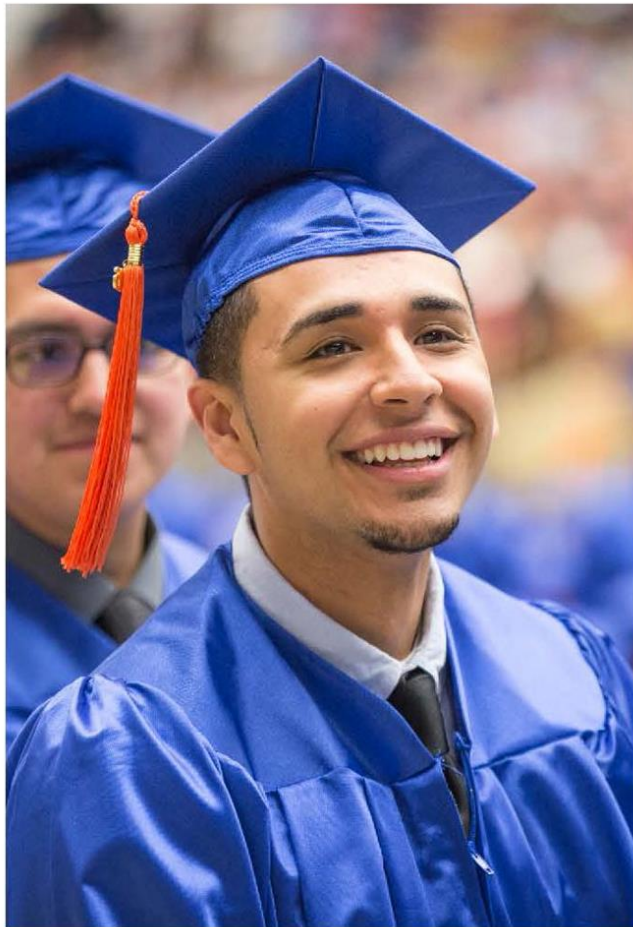
# Recruiting Strategies

- Other promotion activities
- Student Support and Follow-Up

# NICOLET PROMISE

■ 2016 HS Grads ■ 2017 HS Grads ■ Continuing Students





The Madison College Scholars of Promise program helps income-eligible recent high school graduates realize their dream of attending college by removing financial barriers.

**We can help you pay your college tuition!**

Madison College Scholars of Promise provides many benefits to students in the program. We will:

- Pay your tuition and fees (after federal and state financial aid have been applied), for up to six consecutive semesters.
- Guide you through the admissions, financial aid and class enrollment processes.
- Provide advising support throughout your Madison College career.
- Offer opportunities for career guidance and readiness, financial literacy, academic support, transfer information, and more.

[madisoncollege.edu/scholars-of-promise](https://madisoncollege.edu/scholars-of-promise)

Madison College does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs or activities. Inquiries regarding the nondiscrimination policies are handled by the Affirmative Action Officer, 1701 Wright Street, Madison, WI 53704, phone 608.261.4137.



# Digital Media

## SCHOLARS OF PROMISE



The Madison College Scholars of Promise program helps income-eligible recent high school graduates realize their dream of attending college by removing financial barriers. We can help you pay your college tuition!

BENEFITS

ELIGIBILITY

EXPECTATIONS

FAQ

Madison College Scholars of Promise provides many benefits to students in the program. We will:

- Pay your tuition and class fees (after federal and state financial aid have been applied), for up to 6 consecutive semesters, summer excluded.
- Guide you through the admissions, financial aid and class enrollment processes.
- Provide advising support throughout your Madison College career.
- Offer opportunities for career guidance and readiness, financial literacy, academic support, transfer information, and more.

## HOW TO BEGIN

To indicate your interest in this program, please click the button below and follow the instructions. Contact the Scholars of Promise Program if you have questions.

GET STARTED

- Facebook
  - January 2018
- Twitter
  - January 2018
- Instagram
  - January 2018

# Personal Contact

## High Schools

- Create a Task Force where guidance counselors/teachers can give you feedback on processes and student recruitment.
- Create a two way communication stream with guidance counselors and teachers to follow up with students.

## Community Based / Faith Based Organizations

- Connect with Leaders in the community and youth programming around each community.
- Youth Events or CBO/FBO community event where parents and youth come together.

# Lessons Learned

- Clear language
  - FAQs
  - What you need to know about the Promise
- Challenges capturing data and communicating across departments
- Need a communications & follow up plan with students

Financial Aid Paperwork needs to be done earlier

# Questions?



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