



**Kansas Community College Testimony in Support of the
 Kansas Promise Scholarship Act Trailer Bill- SB 340**

Thank you for the opportunity to testify in support of the Kansas Promise Scholarship Act trailer bill and to give you an update on the progress of implementation and impact so far of the Kansas Promise Scholarship on Kansas students. I am excited to share the amazing success stories we have already seen through this legislation. As soon as this bill was passed the Community Colleges worked together to develop a logo for the Kansas Promise Scholarship (see above) and worked with a marketing firm to develop and implement a robust marketing campaign. There were no funds allocated for marketing, so the Kansas Association of Community College Trustees and the Kansas Independent College Association stepped up and worked together to fund the campaign. We were dedicated to ensuring all marketing materials were available in English and Spanish. Social Media and YouTube were the primary marketing methods, in addition to the vast variety of meetings and events where I have spoken to groups about the scholarship. The KACCT website also has a section dedicated to the Kansas Promise Scholarship with all sorts of information and FAQ's. These marketing efforts have been fruitful as you can see from the reports attached to this testimony. A link to the YouTube video created to promote the opportunity can also be found at <https://www.youtube.com/watch?v=31qFsUvf5FM&feature=youtu.be>

Not only has the scholarship been successfully utilized, but just as importantly, more Kansans have heard about the opportunity to obtain “no cost to them” education and have been filling out the FASFA and learning that their full cost of attendance (minus room and board) is covered by the federal Pell grant. A student finding out that a full Pell award is available helps ensure that person who thought they couldn't afford college enrolls and will have a brighter future, at no cost to the State of Kansas. There have been over 650 Kansas Promise Scholarships awarded across the community, technical, and private colleges. Kansas Community Colleges have awarded approximately 500 of these scholarships.

Top Specific Programs Awarded in CC's	# of Awards
Automotive Technology	10
Electric Power Lineman	12
Welding	16
Building Trades	14
Fire Science	10
Licensed Practical Nurse (LPN)	30
Associates Degree Nurse (RN)	58
Emergency Medical Technician/Paramedic	19
Medical Coding	13
Dental Hygiene	9
Early Childhood Education	9
Elementary Education	19
Social Work	4
Computer Science	21
Information and Cyber Security	15

Primary Areas of Study	Approximate Community College % of Scholarship Recipients
Advanced Manufacturing & Building Trades	24%
Early Childhood & Elementary Education	10%
Information Technology & Cyber-Security	14%
Physical & Mental Healthcare	51%
TOTAL	100%

Attached is an allocation table of the amount of funds that KBOR estimated would be needed per institution based upon the number of promise eligible credit hours they historically delivered.

Cost Differences for programs to give ideas of the amounts being covered by the promise scholarship.

Automotive Technology						ADN- Nursing					
	Tuition	Fees	Books and Supplies	Annual Total	Program Graduates Employed in the		Tuition	Fees	Books and Supplies	Annual Total	% of Program Graduates Employed in the Region
Kansas DegreeStats - Kansas Board of Regents (ksdegreestats.org)						Kansas DegreeStats - Kansas Board of Regents (ksdegreestats.org)					
Manhattan Area Technical College	4,709	3,828	880	9,417	83%	Salina Area Technical College	8,322	693	268	9,283	100
Flint Hills Technical College	3,796	1,815	2,106	7,717	75%	Neosho County Community College	2,178	4,354	1,801	8,333	94
North Central Kansas Technical College	3,691	1,835	1,705	7,231	91%	Butler Community College	2,503	1,678	2,212	6,393	93
Northwest Kansas Technical College	3,371	3,080	728	7,179	58%	Fort Scott Community College	1,686	3,016	1,230	5,932	100
WSU Tech	2,625	1,991	1,411	6,027	62%	Hutchinson Community College	2,666	1,274	1,649	5,589	90
Butler Community College	2,476	1,234	2,012	5,722	60%	Kansas City Kansas Community College	2,630	1,503	1,341	5,474	84
Pratt Community College	1,887	1,709	1,872	5,468	83%	Garden City Community College	2,079	1,941	1,164	5,184	89
Salina Area Technical College	4,198	957	266	5,421	81%	Labette Community College	1,605	2,425	1,116	5,146	95
Johnson County Community College	2,386	496	2,014	4,896	82%	Seward County Community College	1,876	1,862	1,223	4,961	84
Hutchinson Community College	2,694	873	1,170	4,737	90%	Johnson County Community College	2,385	497	2,022	4,904	94
Seward County Community College	1,857	1,341	993	4,191	100%						

BACKGROUND

PROMISE SCHOLARSHIP CAMPAIGN PHASE I

Reporting Period: May 27, 2021 – June 30, 2021

A campaign to promote the Kansas Promise Scholarship ran on Facebook and Instagram from May 27 – June 30. The goal of the campaign was brand awareness, and to reach as many people within the target audience as possible to educate them about the program. Because there was no website landing page for the campaign, we were unable to track active interest points (like clicks), so this report will

focus on reach and impression numbers to evaluate success. We targeted three groups (all located in Kansas): parents with teens in high school, parents of shift careers. For each target audience, ads were created in English and Spanish.

REACH

97,533

(Number of people who saw an ad)

IMPRESSIONS

552,408

(Number of times an ad was shown)

SPEND

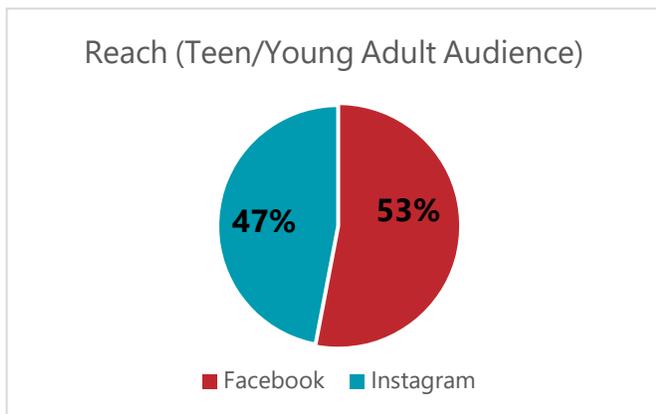
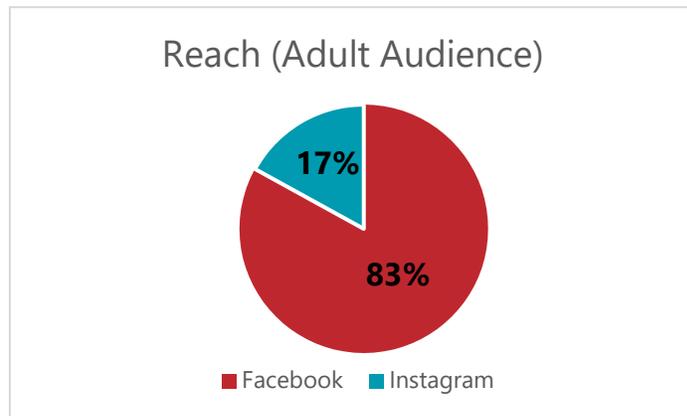
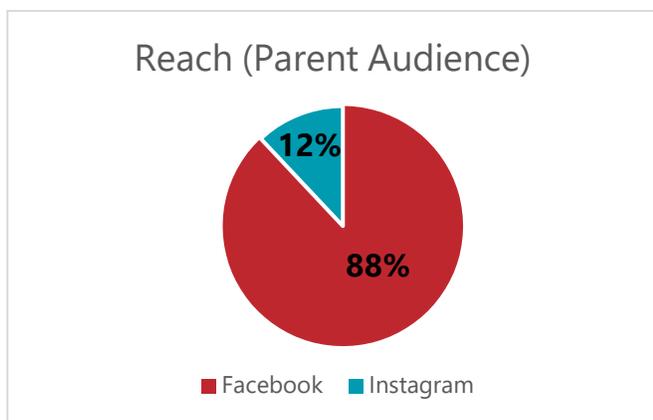
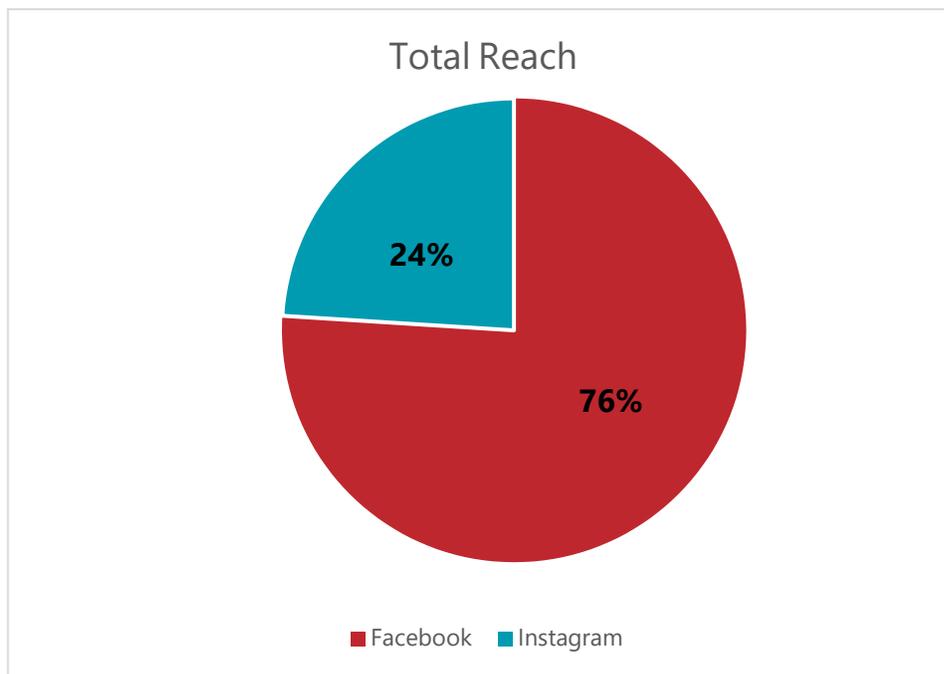
\$3,000

(Total amount spent throughout campaign)

AUDIENCE	REACH*	IMPRESSIONS	SPEND
Parents (English)	24,008	157,783	\$840
Parents (Spanish)	1,886	14,469	\$210
Teens/Young Adults	21,642	126,874	\$720
Teens/Young Adults	4,101	25,741	\$180
Adults to Retool	51,294	183,526	\$840
Adults to Retool	10,214	44,015	\$210

Performance by Platform

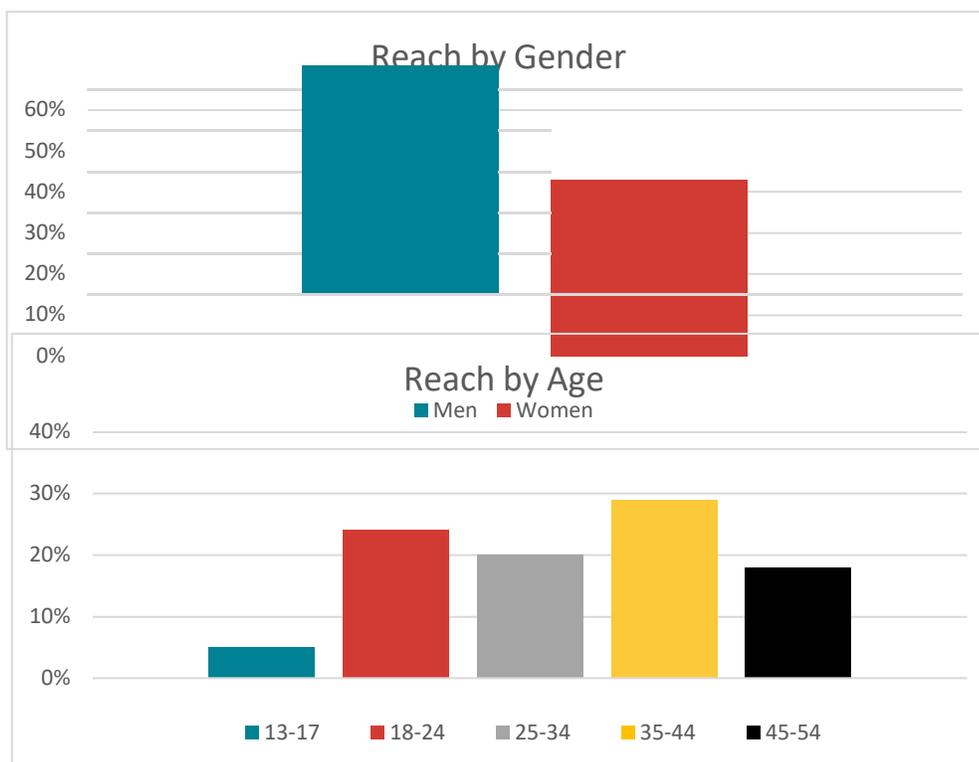
The data was not significant enough to warrant pie charts for platform performance by language. The Spanish and English ads each had comparable reach percentages to the total reach when broken down by platform.



Note how the Teen/Young Adult audience sticks out from the others. The data is telling us what we already know: Younger generation do not use Facebook heavily, but are more active on other platforms (like Instagram). This should be taken into account in future campaigns.

Demographics

While we can glean some basic interest information based on reach, it should be noted that much of this performance data was dictated by budget — demographics that fell into target audiences with higher budgets show higher reach.



PROMISE SCHOLARSHIP CAMPAIGN PHASE II

Reporting Period: July 19, 2021 – September 24, 2021

BACKGROUND

Phase I of this campaign ran on Facebook and Instagram from May 27 – June 30. The goal of the campaign was brand awareness, and to reach as many people within the target audience as possible to educate them about the Kansas Promise Scholarship program. In Phase I, over 90,000 people were reached and over 550,000 impressions were earned. Phase II of this campaign ran from July 19 – September 24 with the same goal of brand awareness, but with added components and a secondary goal of website traffic.

Phase II consisted of Facebook, Instagram and YouTube ads. During Phase I of this campaign, there was no website where we could send users. For Phase II, the ads directed users to the Kansas Promise Scholarship landing page on KACCT's website: <https://www.kacct.org/kansas-promise-scholarship>.

The target audience for this campaign was broken into three groups: high school parents (age 40-60), teens/young adults* (age 16-21)

and adults hoping to retool (age 21-40). All audiences were targeted in Kansas.

Three Facebook and Instagram ads (each targeting one of the three audiences) were refreshed from the Phase I campaign with new creative.

Five new Facebook and Instagram ads were created to feature specific industries supported by the scholarship (IT and cybersecurity, healthcare, advanced manufacturing, building trades and early childhood development). The five new ads targeted adults in Kansas hoping to retool.

All Facebook and Instagram ads mentioned above were created and placed in both English and Spanish.

Two video YouTube ads were created to target the younger, high school-aged audience and featured an educational overview of the scholarship.

*In the middle of this campaign, Facebook limited its targeting capabilities regarding minors. With the new restrictions, targeting people under the age of 18 is no longer allowed. After consulting with Heather Morgan, the teen/young adult audience was changed to ages 18-21.

PERFORMANCE

Campaign Total

REACH*	IMPRESSIONS	CLICKS
127,501 (Number of people who saw an ad)	1,027,805 (Number of times an ad was shown)	4,893 (Number of times a viewer clicked on an ad to be taken to the Kansas Promise Scholarship landing page)

**Facebook/Instagram is the only platform that explicitly reports reach, so this number is actually much higher.*

Total Performance by Audience and Language

This table shows total performance for each audience. Ads for the “parents” audience ran on Facebook and Instagram in English and Spanish (two ads total). Ads for the “adults to retool” audience ran on Facebook and Instagram in English and Spanish (twelve ads total). Ads for the “teens/young people” audience ran on Facebook and Instagram in English and Spanish and on YouTube in English (four ads total).

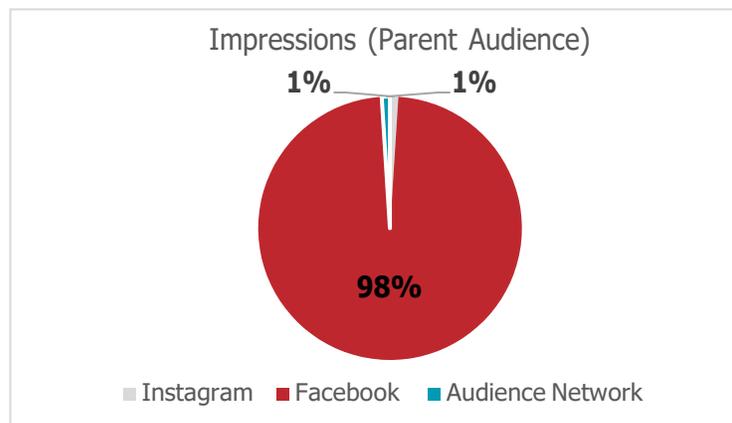
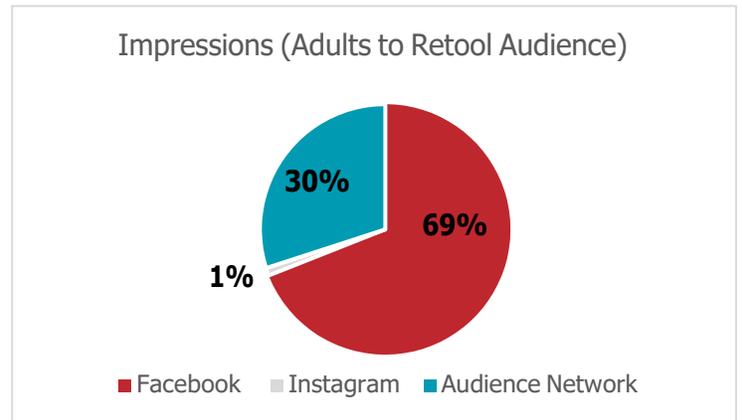
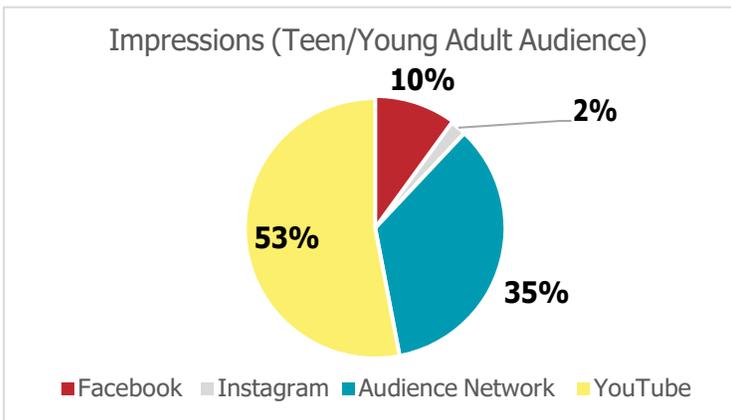
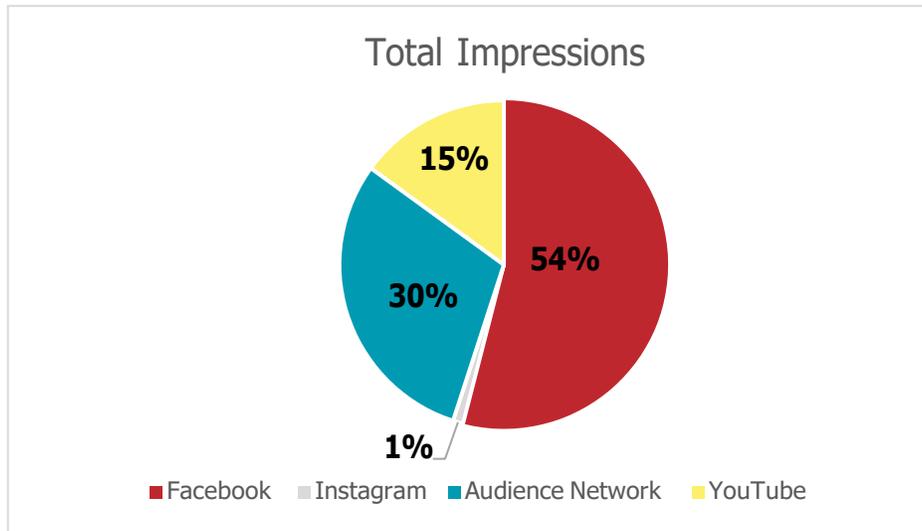
AUDIENCE	REACH*	IMPRESSIONS	CLICKS+	SPEND
Parents (English)	11,278	49,754	478	\$316
Parents (Spanish)	2,202	14,020	103	\$100
Teens/Young Adults (English)	10,902	275,800	432	\$1,316
Teens/Young Adults (Spanish)	2,736	19,239	61	\$100
Adults to Retool (English)	139,062	448,634	2,752	\$2,316
Adults to Retool (Spanish)	60,926	220,358	1,067	\$1,035

**Because some users may fall into multiple audience categories — like a parent of a teen who is also interested in retooling — the reaches of individual columns added up may not equal the total reach listed at the beginning of the report.*

+YouTube does not track clicks on certain ad types, so the “teen/young adult” audiences’ click numbers may be misleading.

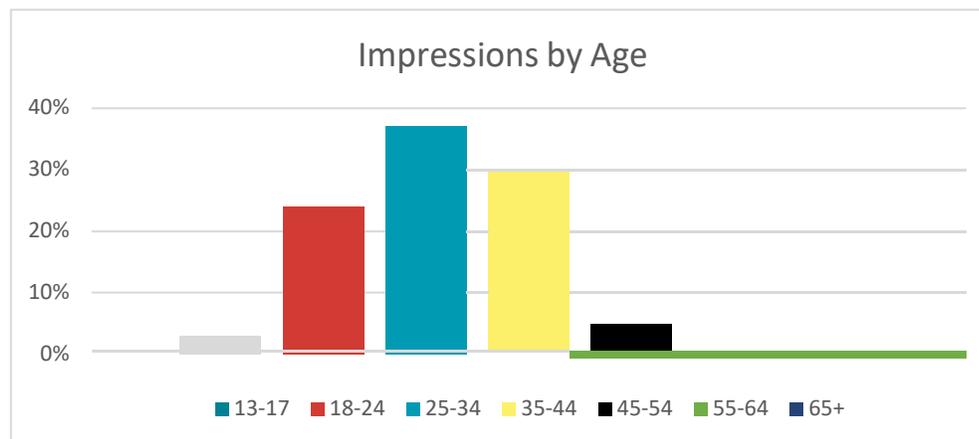
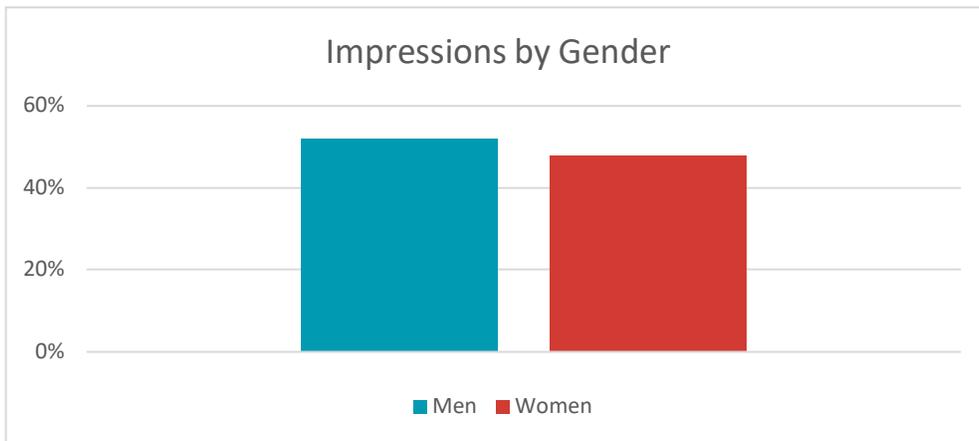
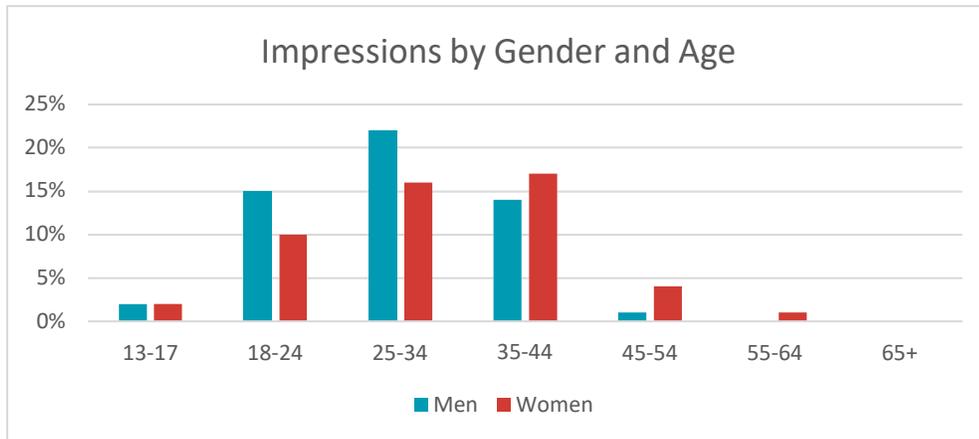
Performance by Platform

Much of the performance by platform was dictated by budget. Most of the budget was spent on the Facebook/Instagram platform, so a majority of the impressions were earned there. As we noted in the Phase I report, most young people are more active on YouTube than Facebook, so the budget designated for that group was largely spent on YouTube. In turn, the “adults to retool” and “parent” audiences tend to be more active on Facebook than on Instagram. The platform shows ads based on where it believes viewers to be most interested. Because of those factors, Instagram saw a small percentage of the earned impressions. Note: the “young people” audience is the only audience that was advertised to on YouTube.



Demographics

While we can glean some basic interest information based on impressions, it should be noted that much of this performance data was dictated by budget — demographics that fell into target audiences with higher budgets show higher impressions. The charts below exclude impressions when age and gender were unknown.



Community College Kansas Promise Awards Academic Year 2021-2022

(Financial information as of 9/7/2021 (All financial # subject of change), # of awards and average awards estimates as of 12-18-21

	"Other Program Area" (High Demand and Need in Region)	Based upon percent enrollment in eligible programs for year	KBOR Actual Awarded funds for Year based on use	(+/-)	Total Fall Expected Awards	Amount Encumbered for students to continue in Spring or new Spring students	Amount encumbered for students in Summer 22 or new students	Total likely to be awarded (F21,SP22,SU 22)	# of awards	Estimated Average award per student
Pratt	Automotive Technology	\$120,000	\$92,000	(\$28,000)	\$51,235	\$35,000	\$6,000	\$92,235	About 550. Due to low numbers at some colleges not reported by college by end of year will have #'s of awards by college.	Varies
Cowley	Criminal Justice	\$308,000	\$203,000	(\$105,000)	\$79,750	\$87,940	\$33,125	\$200,815		
Neosho	Paralegal	\$204,000	\$188,000	(\$16,000)	\$43,198	\$50,766	\$10,887	\$104,851		
Butler	Fire Science	\$983,000	\$398,000	(\$585,000)	\$93,390	\$284,744	\$15,000	\$393,133		
Highland	Diesel Technology	\$282,000	\$194,000	(\$88,000)	\$31,940	\$51,940	\$10,000	\$93,880		
Hutch	Fire Science	\$634,000	\$211,000	(\$423,000)	\$75,000	\$90,000	\$20,000	\$185,000		
Coffeyville	Fire Science/Firefighter	\$145,000	\$78,000	(\$67,000)	\$23,786	\$16,286	\$0	\$40,072		
Indy	Veterinary Nursing	\$100,000	\$33,000	(\$67,000)	\$13,207	\$11,846	\$0	\$25,053		
Dodge	Diesel Technology	\$167,000	\$56,000	(\$111,000)	\$16,758	\$16,758	\$10,000	\$43,516		
Johnson	Sign Language Interpretation	\$1,888,000	\$629,000	(\$1,259,000)	\$184,918	\$150,410	\$30,000	\$365,328		
Garden	Criminal Justice	\$235,000	\$78,000	(\$157,000)	\$28,134	\$11,729	\$0	\$39,863		
Cloud	Ag. Production & Services	\$201,000	\$67,000	(\$134,000)	\$18,825	\$14,681	\$0	\$33,506		
KCKCC	Fire Science/Firefighting	\$639,000	\$213,000	(\$426,000)	\$34,063	\$44,063	\$21,874	\$100,000		
Colby	Farm and Ranch Manage.	\$135,000	\$45,000	(\$90,000)	\$12,395	\$1,512	\$0	\$13,907		
Labette	Graphic Design Technology	\$190,000	\$78,000	(\$112,000)	\$6,824	\$6,824	\$2,982	\$16,630		
Allen	Criminal Justice Studies	\$259,000	\$86,000	(\$173,000)	\$9,153	\$9,101	\$3,720	\$21,974		
Fort Scott	Ag. Mechanics & Equipment	\$190,000	\$63,000	(\$127,000)	\$5,985	\$8,486	\$0	\$14,471		
Barton	Natural Gas Transmission Tech	\$536,000	\$179,000	(\$357,000)	\$19,550	\$39,101	\$0	\$58,651		
Seward	Grain Elevator Operator	\$172,000	\$57,000	(\$115,000)	\$3,543	\$4,000	\$2,000	\$9,543		
TOTAL CC		\$7,388,000	\$2,948,000	(\$4,440,000)	\$751,654	\$935,187	\$165,588	\$1,852,429	about 550	\$1,500

Flint Hills Tech	\$122,000	160,000	38,000
North Central Tech	\$130,000	403,000	273,000
North West Tech	\$129,000	127,000	(2,000)
Manhattan Tech	\$105,000	108,000	3,000
Salina Tech	\$100,000	360,000	260,000
WSU Tech	\$248,000	373,000	125,000
Washburn Tech	\$631,000	631,000	0
Total Tech Colleges	\$1,465,000	2,162,000	697,000
Hesston College	\$100,000	33,000	(67,000)
Central Christian	\$137,000	46,000	(91,000)
Newman	\$319,000	186,000	(133,000)
Mid America Nazarene	\$253,000	168,000	(85,000)
Donnley	\$100,000	100,000	0
Cleveland-KC	\$100,000	33,000	(67,000)
St. Marys	\$146,000	49,000	(97,000)
Total Ind. Colleges	\$1,155,000	615,000	(540,000)

TOTAL ALL	\$10,000,000	\$5,725,000	Based on Historical	Use	Conservative Estimated Amount \$4,275,000
CC	\$7,380,000	\$2,948,000	74%	51%	
Tech	\$1,465,000	\$2,162,000	15%	38%	
Privates	\$1,155,000	\$615,000	12%	11%	

	Change	Location in Bill	Reason Needed
1	Clarification of definition of "part-time"	sec. 1(b)(3)	Clarifies that Fall, Spring, and Summer term are semesters and students are considered part-time no matter when they enter and are therefore scholarship eligible.
2	Clarifies that ALL programs within a field of study designated by the college are eligible for promise scholarship awards.	sec. 1(b)(4) & sec. 2(c)(1)(a)	Senate leadership both clarified that was not the intent KBOR said they would not interpret the bill in that way. This clarifies that the intent of the bill is for promise eligible programs to be ALL programs within the 4 fields of study and the additional field of study which they choose. Within that additional field of study all two year associates degree and stand along programs will be qualified as appropriate programs from which to award scholarships. Example- A college designates agriculture as an their additional field of study. Then ALL their programs in that field of study are eligible. So instead of just Grain Elevator Technology the school could have precision ag, crop science, agricultural production management, grain elevator technology, etc..
3	Change in date for regulation promulgation from March 2022 to March 2023.	sec. 2 (b)	Due to additional changes and clarifications in the bill the regulation date needs moved back a year to ensure that rules and regulations can be promulgated in the most efficient way possible due to the number of additional changes in this bill.
4	Clarifies the scholarship is first come first serve with applications accepted year round.	sec. 2 (b)(1)	Clarifies that the scholarship is intended to be first come first serve with applications being accepted year round until funds are exhausted. This provision clarifies the legislative intent for these scholarships to be awarded to all eligible applicants and not used for retention or any other purpose. If a student is eligible and funds are available they scholarship should be awarded. This is needed for clarity of how the legislature intended this to be implemented.
5	Clarifies that no rules that are more stringent then is what is in the bill may be established.	sec. 2 (b)(4)	This provision clarifies the legislative intent for these scholarships to be awarded to all eligible applicants and not used for retention or any other purpose. If a student is eligible and funds are available they scholarship should be awarded. This is needed for clarity of how the legislature intended this to be implemented.
6	Ability to request information needed to ensure students comply with requirements of the Act from other state agencies.	sec. 2 (c)(4)	KBOR believed they need statutory authority to request information from other state agencies like Revenue, Labor, or Commerce which may be needed to ensure students are meeting their requirement to live and work in Kansas for two years post graduation or be responsible for repayment of the funds. The bill last year did not include this specific authorization to request information from other state agencies.
7	Ensures KBOR will accept electronic signatures.	sec. 2 (c)(5)	There was some hesitation to accept electronic signatures and this makes it clear that it is permissible and required.
8	KBOR responsible for enforcement of student agreements and collecting repayment	sec. 2 (c)(6-8)	KBOR did not believe they were supposed to or had the legal authority to enforce the student agreements and be responsible for collection. However, the legislative intent was not for colleges to do this. This change clarifies that KBOR is responsible for tracking and recoument should students not comply with the two-year living and working requirements of the bill.
9	Clarifies the information the legislature wants to ensure is in the annual report to the legislature.	sec. 2 (c)(9)	Clarifies data points that must be tracked and reported on to examine the scholarships statewide impact by insutition, effectiveness, and cost drivers for the program.

10	Change	Location in Bill	Reason Needed
11	Clarification on transfer program eligibility and need for 2 plus 2's and articulation agreements.	sec. 2 (d)(1)(a) and (b)	Establishes in law very clearly the legislative intent (and how the program has so far been implemented) related to requiring any transfer programs to only be eligible in the student is going to transfer to an institution who has a 2 plus 2 or articulation agreement which will allow them to complete the Associates Degree at the two year college and then only have to take two more years of classes at the four year institution. (Helps ensure credit transfer and that students can complete in four years.)
12	Retroactivity provision	sec. 2 (d)(2)	Makes section two apply back to the beginning of the scholarship program.
13	Clarifies that ALL programs within a field of study designated by the college are eligible for promise scholarship awards.	sec. 3 (a)(5)(b)	KBOR interpreted the bill as only allowing one program not all programs within a field of study. When House and Senate leadership both clarified that was not the intent KBOR said they would not interpret the bill in that way. This clarifies that the intent of the bill is for promise eligible programs to be ALL programs within the 4 fields of study and the additional field of study which they choose. Within that additional field of study all two year associates degree and stand along programs will be qualified as appropriate programs from which to award scholarships. Example- A college designates agriculture as an their additional field of study. Then ALL their programs in that field of study are eligible. So instead of just Grain Elevator Technology the school could have precision ag, crop science, agricultural production management, grain elevator technology, etc..
14	Teach out provision for one additional program interpretation.	sec. 3 (a)(5)(c)	Because of KBOR's interpretation that only one additional program was eligible this change is necessary to ensure students who happened to fall into the one program continue to be eligible until they finish their eligibility or exhaust the number of months they have to complete the program. This allows the college to designate a different field of study which may not be in line with the field their initial program fell within.
15	Clarification that scholarship is for academic year not just semester	sec. 4 (a)(1)(A)	Clarification to indicate students are eligible for the entire academic year not just a semester as long as they meet all other provisions of the law.
16	Clarification that private two year and four year institutions qualify as defined by other statute.	sec. 4 (a)(1)(B)	Clarified intent that two year and four year eligible private institutions qualify.
17	Service member GI Bill protections	sec. 4 (a)(1)(B)(2)	Clarifies that GI bill benefits are exempt from calculations.
18	Income cap clarification and removal of ability to waive.	sec. 4 (a)(1)(B)(2)(b)	Codifies the income caps established last year with no exceptions and adds a family of one provision which helps financial aid directors administer the scholarship.
19	Makes pre-requisite and traditional remedial classes ineligible for the scholarship.	sec. 4 (a)(2)(A) & (B)	Codifies the intent (and how it has been implemented) that the scholarship cannot pay for pre-requisite or non-co-requisite remedial classes. This will encourage the best practice of co-requisite remediation.
20	Codification of intent for distribution of funds.	sec. 4 (a)(2)(A) & (B)(e)	Codifies that the intent is for this to be a quarterly reimbursement scholarship from KBOR. KBOR can provide an allocation on paper but only distributes funds once it has been awarded and KBOR can adjust allocations based upon demand.

21	Clarification of student eligibility requirements.	sec. 5 (a)(1) & (a)(3)(D) & (a)(3)(F)	Inserts that the intent was for the student to be a US citizen and closes the "donut hole" that existed last year. Clarifies that anyone who has been a Kansas resident three years qualifies and how that residency can be proven and that anyone who was a Kansas foster child anytime during grades 9-12 is eligible, which inadvertently excluded last year.
22	Technical correction about completed and submitted FASFA	sec. 5 (a)(3)(F)(6)	Very technical correction which further defines a "completed" FASFA. It essentially means what a normal person would think is completed with all the information necessary for a valid determination.
23	Clarification of how to calculate satisfactory academic progress	sec. 5 (a)(3)(F)(7)(b)(1)	Clarifies that students previous academic record or academic record outside of promise scholarship funded classes has no bearing on their academic progress. Ex. A student didn't apply themselves or had life circumstances a year ago in other classes but is getting a 4.0 in promise classes and is making great progress. Those other classes don't prevent them from getting a promise scholarship.
24	Codifies practice of colleges counseling students on program	Sec. 6(a)	Codifies practice of colleges "counseling" (explaining) scholarship requirements to students so they know the requirements.
25	Lengthens time to complete from 30 months to 48 months.	Sec. 6(a)(1)	Lengthens time to finish program. Needed because of start time of some programs and some health programs which are a little longer. (Respiratory therapy in particular)
26	Proof of working requirements	Sec. 6(a)(2)(A)	Codifies how Kansas residency can be proven via Kansas taxes paid. Also important for remote workers and workers who are on the state line.
27	Clarification students re-pay KBOR and interest accrual calculation	Sec. 6(a)(2)(B)(4)(b) and (b)1	Clarifies that students repay KBOR which was original intent not colleges. Also codifies practice that interest would accrue from date of first promise eligible class so that re-payment can be calculated.
28	Clarification KBOR responsible for recoupment	Sec. 6(b)(2) & (3)	Clarification that KBOR is responsible back to July 1, 2021 for recoupment of student repayments. Clarifies KBOR can hire a debt collection company to collect repayments.
29	Sharing of information between KBOR, State Agencies and Colleges	Sec. 6(b)(4)(A) & (B)	Clarifies that colleges can share needed information to enforce the Act with KBOR and that KBOR and state agencies can share data for enforcement of the act.
30	Colleges responsibility to provide information	Sec. 6(b)(5)(A) & (B)	Clarifies that colleges are responsible for sharing data about promise students while they are currently enrolled or if they don't complete their program after 48 months with KBOR to aid in enforcement and reporting.
31	Educational institutions not contractors	Sec. 6(b)(6)	Clarifies that the colleges are not contractors of KBOR and therefore KBOR can't delegate or require their responsibilities in the bill to be carried out by the colleges.
32	Retroactivity provision for Sec. 5	Sec. 6(d)(5)(e)	Clarifies that the changes adopted will apply to current students as well as new students. The lengthening of time from 30 to 48 months particularly critical.
33	Repeal old KSA's & Effective date	Sec. 7 & Sec. 8	Section 7 repeals the old statutes and Section 8 makes it effective upon publication so we can start marketing and get the new field of study in place ASAP.

Presented by: Heather Morgan, Executive Director of the Kansas Association of Community College Trustees, 785-221- 2828, hmorgan@kacct.org.