



MUSKEGON AREA
PROMISE

Muskegon Area Promise Scholarship

Michigan Department of Treasury - Development Plan

Amendment February 2023

PURPOSE

The Muskegon Area Promise makes a unique commitment to the young people of our community - if they work hard they will be able to earn at least a two-year college degree tuition free. The Muskegon Area Promise Scholarship (Promise) is an award promised to resident graduates of high schools within the Muskegon Area Intermediate School District boundaries. It provides the financial assistance necessary to obtain a two-year degree or its equivalent at an eligible partnering institution when used in conjunction with federal, state and institutional grants. This Promise scholarship will promote post-secondary education and prepare students for future success in college and career choices.

MUSKEGON AREA PROMISE SCHOLARSHIP AWARDS

The Muskegon Area Intermediate School District's (MAISD) Promise model serves students in our rural, urban and suburban communities. Students countywide, from traditional and non-traditional public and nonpublic high schools, earn eligibility via their academic status upon graduation and residence history.

Eligible students will receive funding for qualified educational expenses up to the cost of obtaining an associate's degree or its equivalent at the prevailing Muskegon Community College tuition rate. Promise scholarships will fund educational opportunity at the partnering institutions of Muskegon Community College or Baker College of Muskegon.

ELIGIBILITY

Our Muskegon Area Promise Zone Authority (MAPZA) each year approves annual academic eligibility including GPA and/or class rank. As approved, we will publish such criteria and/or terms so students can determine & understand their eligibility. Sources of publishing include communication materials shared with local districts and families, our [MAPZA's webpage](#) and [social media](#).

To qualify for the PROMISE scholarship, students must meet the following criteria:

- **Live** within the boundaries of the MAISD.
- **Graduate** with an academically eligible GPA, or class ranking from an **eligible School* located within the boundaries of the MAISD.

***Eligible Schools include any of the following:**

- 1) A Public High School located within the MAISD including - (Fruitport, Holton, Mona Shores, Montague, Muskegon, Muskegon Heights Public School Academy, North Muskegon, Oakridge, Orchard View, Ravenna, Reeths-Puffer and Whitehall)
- 2) A Non-Public High School located within the MAISD including – (Calvary Christian, Muskegon Catholic Central, Muskegon Covenant Academy and Western Michigan Christian)

- 3) A Homeschool located within the MAISD that is (i) registered with the MAISD; and (ii) can provide externally moderated academic eligibility (GPA or college ready test score) to the satisfaction of the Authority.
 - 4) Muskegon Area Career Tech Center (MACTC) that can provide academic eligibility (GPA) in CTC course sequence and home district to the satisfaction of the Authority.
- **Apply** for federal student aid using the Free Application for Federal Student Aid (FAFSA) each year.
 - **Enroll** in an eligible partnering institution.

TERMS OF THE MUSKEGON AREA PROMISE SCHOLARSHIP

Promise Scholarships will fund educational opportunities at the partnering institutions of Muskegon Community College or Baker College of Muskegon.

Students must accept/apply for a Promise scholarship annually. No deadline will be expected. Students are eligible for open and year-round enrollment.

Eligible students will receive funding for qualified educational expenses up to the cost of obtaining an associate degree or its equivalent at the prevailing Muskegon Community College tuition rate. This tuition rate is the maximum rate and applies to eligible students attending both the Community College and Baker College. A credit maximum is expected to be limited to 72, however flexibility can exist.

Promise Scholarships will be for an amount up to the cost of full time, in-county enrollment over three terms (Fall, Winter and Summer) per year. Subject to that maximum, a student's scholarship amount will be the balance remaining for the qualified educational expenses after the student has applied for and accepted all federal, state and institutional grants for a given year. Monies will be paid directly to either partnering institution following an institutional invoice process.

Students must comply with the partnering institution's standards for satisfactory academic progress (SAP) and must be degree-seeking.

Students can be enrolled full time or part time and will have a maximum of four years from high school graduation to use Promise scholarship monies. All awards will expire, and be forfeited, FOUR years after the recorded high school graduation date.

PARTNERING INSTITUTIONS

The Promise scholarship may be used at either Muskegon Community College or Baker College of Muskegon.

EXTENT OF BENEFITS

For eligible students, the amount of the Promise scholarship will be awarded based on length of consecutive attendance at public or non-public schools within the boundaries of the MAISD, as follows:

Beginning in 2017, scholarship awards will be prorated as follows:

- Grade attended and enrolled, 9-12: 100% funded
- Grade attended and enrolled, 10-12: 75% funded
- Grade attended and enrolled, 11-12: 50% funded
- Grade attended and enrolled, 12 only: 25% funded

APPEALS

Students may appeal to the Muskegon Area Promise Zone Authority Board (MAPZA) to defer use of the Promise scholarship, or to seek review of the denial of eligibility. Appeals must be made in writing to the MAPZA Board in a manner and form prescribed by the Board. At a minimum, the appeal shall contain the student's name, address, date of birth, and phone number; the basis for the appeal; and any other supporting documents. When all required materials are received, the MAPZA Chairman will place the appeal on the next meeting's agenda and send copies of the appeal and all supporting documents to each Board member. The Board shall issue a written decision within 60 days of the date of the meeting at which the appeal was first considered. An appeal will be granted if the student seeking the appeal demonstrates good cause to the satisfaction of three-fourths of the Board members serving.

CONTINUATION THROUGHOUT COLLEGE

Students receiving the Promise scholarship must apply for its continuation each year by demonstrating their continued eligibility. Students must comply with the partnering institution's standards for *satisfactory academic progress (SAP)*.

ADMINISTRATION

Muskegon Area Intermediate School District and the Muskegon Area Promise Zone Authority (MAPZA) staff, in partnership with Muskegon Community College and Baker College of Muskegon, will provide ongoing monitoring, oversight, and assistance to the MAPZA Board as it plans and implements the Promise scholarships.

FINANCIAL SUPPORT FOR MUSKEGON AREA PROMISE SCHOLARSHIP AWARDS

Promise scholarships are financially supported through a combination of broad-based community support, major gifts from private donors, corporate and foundation investments and through public dollars earned by SET growth from the State of Michigan Treasury.

MUSKEGON AREA PROMISE SCHOLARSHIP FUNDRAISING PLAN (2015-2023)

The Muskegon Area Promise Zone Authority Board will engage in a fundraising approach with help from an investment steering committee as detailed below:

1. Community Campaign – Based upon traditional campaigns, this approach will target large and small donors, will utilize visible signs of campaign progress, and will depend upon personal contacts and participation by prominent members of the community. The campaign includes any Muskegon County resident with vested interest, area district alum, small local businesses, and local community efforts. An active **Go Fund Me** account has been created under the non-profit affiliate of the Community Foundation for Muskegon County. Having internet appeal, donations can be made via <http://www.gofundme.com/promisescholarship> or directly through the Community Foundation website.
2. Major Gift Donors – The Major Gift Campaign is a directed campaign that centers on prominent individuals with the capability of making contributions of \$1,000 or greater and uses a highly-personalized approach to raise significant funds within a short period of time and to tell the organization's story to the community's most influential people and quickly raise awareness.
3. Corporations/Foundations: Local corporations and foundations will be approached centering on a social and economic investment in our students. Targets will be several key corporations that impact Muskegon area residents for employment opportunity.

MUSKEGON AREA PROMISE SCHOLARSHIP EVALUATION

Muskegon Area Promise Zone Authority is currently focused on developing an evaluation plan to measure the extent to which its scholarship and program services are impacting college matriculation and success among graduates from the Promise Zone (e.g., total number of eligible students per year, the number of students applying, the total annual awards, and number of students matriculating, disqualified, and graduating). This involves: (1) establishing and implementing a strategic plan accompanied by benchmarks against which annual progress can be measured; (2) developing the capacity to keep and track relevant student data; (3) conducting an analysis of college attendance and persistence behaviors among MAISD graduates; and (4) establishing data-sharing partnerships with partnering post-secondary institutions; including a comprehensive report after four years, and every two years thereafter.

REPORTING ON STUDENT SUCCESS IN POST SECONDARY EDUCATION

The Muskegon Area Promise Zone is committed to the success of its students when they seek education and training after high school. To that end, the Muskegon Area Promise Zone will prepare an annual report that will comply with the reporting requirements of Public Act 9 of 2016. This report will be submitted to the Michigan Department of Treasury by October 31 of each year beginning with a report on the 2016-17 academic year that will be submitted by October 31, 2017.

At minimum, this report will include the following:

1. The number of students who received financial assistance from the Muskegon Area Promise Zone during the prior academic year.
2. The number of these students who successfully completed a certificate program, an associate degree or a bachelor's degree during the prior academic year.
3. The number of the students included in item 1 above who withdrew from their classes during the prior academic year.
4. For those students included in item 1 above and who have completed 23 or more semester credits during the prior academic year, the average time required to complete the equivalent of 24 semester credits.
5. The six year post secondary graduation rate for those students who received financial assistance from the Muskegon Area Promise Zone subsequent to the adoption of Public Act 9 of 2016.

This annual report may include additional information relevant to the post-secondary outcomes of students who graduate from eligible high schools in the Muskegon Area Promise Zone.

Beginning with the 2016-2017 academic year, students who receive financial assistance from the Muskegon Area Promise Zone will be required to provide the Promise Zone with access to the information needed to comply with the requirements of Public Act 9 of 2016.

FINANCIAL ANALYSIS FOR MUSKEGON AREA PROMISE SCHOLARSHIP AWARDS

The Muskegon Area Promise Zone Authority (MAPZA) estimates that Promise Scholarship Awards will require no additional private funding for scholarships within the next five years. The board believes there is adequate revenue (public and private) to cover the costs as recorded in the February 2023 amended Development Plan.

Our MAPZA provides an annual scholarship based on prevailing rates to attend Muskegon Community College. The model now assumes 30% of Muskegon County students will graduate with an eligible GPA or class rank, and greater than 50% of those graduates plan to attend either Muskegon Community College or Baker College of Muskegon upon graduation from high school. Additionally, an average of 55% are identified as eligible for Free and Reduced Lunch benefits and would likely qualify for Federal Pell and/or state TIP grants and amazingly 80% are expected to persist in college more than one year.

If, as projected, future SET growth results in revenues that exceed the cost of the Promise Scholarship described in this plan, the MAPZA Board may consider additional modifications to the scholarship as it strives for quality implementation. The MAPZA is committed to equity, growth and progress.

BOARD APPROVAL OF THE PLAN

The Muskegon Area Promise Zone Authority voted on **February 14, 2023** to accept the amendments noted within this Promise Zone Development Plan. Seven (7) yes votes for approval were noted, Zero (0) no votes.

ATTACHMENTS

Muskegon Area PZA Board Meeting Minutes for adopting the MAPZA recommendations for expansion, growth and eligibility (February 2023).