



## 2022 INVESTOR SUMMARY

# Peoria Promise Leadership

## EXECUTIVE BOARD

- ▶ JIM ARDIS, FORMER MAYOR, CITY OF PEORIA - CHAIRMAN OF THE BOARD
- ▶ DR. ROB BELL, MIDWEST ORTHOPEDIC- PRESIDENT
- ▶ JIMMY DILLON, WEST CENTRAL BUILDING TRADES-VICE PRESIDENT
- ▶ LANE ALSTER - ELIAS MEGINNES & SEGHETTI - SECRETARY
- ▶ EMILY VALERIO- CLIFTON LARSON ALLEN Treasurer
  - ▶ PAUL BEIERSDORF, ICC – PAST PRESIDENT

## STAFF MEMBERS

EXECUTIVE DIRECTOR – MJ SCHETTLER

DIRECTOR OPERATIONS/STUDENT AFFAIRS – NATALIE THOMAS

IRS TX ID: 13-4353454

## BOARD OF DIRECTORS

- ▶ ANDRE ALLEN – METHODIST COLLEGE
- ▶ CLARA HOOK - COMMUNITY LEADER
- ▶ NICK BAKER, FACET TECHNOLOGIES
- ▶ ERIC LARSON – ILLINOIS AMERICAN WATER
- ▶ MIKE GUDAT – MARCH 2 V
- ▶ RHONDA MILBURN - KELLER WILLIAMS REALTY
- ▶ GLENN ROSS - RETIRED CATERPILLAR
- ▶ SHERI LAMIE- RICHWOODS HIGH SCHOOL
- ▶ LAURA SUTTER - RLI
- ▶ EVAN THOMAS - OSF HEALTHCARE

# PEORIA PROMISE MISSION

**Support economic development by increasing the number of City of Peoria high school graduates who complete a college or vocational program, thereby delivering a more skilled workforce for the community.**

Peoria's economic growth relies on an educated and skilled local workforce. But declining enrollments and falling graduation rates in Peoria's school district, high poverty, and family flight, stand to leave the city with fewer skilled workers. Conversely, an increase in the number of local young adults with postsecondary degrees can translate into greater job opportunities, higher incomes, new home buyers, and a reduction in crime. Ultimately, the program will help to alleviate poverty and provide skilled workers to live and work in the Peoria area.

# What is Peoria Promise?

## 100% DONOR FUNDED

Absolutely NO local, state or federal taxes are collected to support Peoria Promise.

An extension of Employee Benefits for the Peoria workforce and their eligible children.

## AN OPPORTUNITY

For students to receive an out-of-pocket tuition reimbursement for successfully completed coursework at Illinois Central College.

Peoria Promise aims to encourage and enable the continued education for eligible students who are living in the City of Peoria.

## TUITION REIMBURSEMENT

At a minimum applies to remaining tuition, ensuring all other financial aid and scholarships have been fully utilized.

Reimbursement reinforces one's investment in his/her education and rewards successful completion.

**47%**

Are first in family to attend college

**68%**

Would not have attended college without  
Peoria Promise

**91%**

Stayed in Central Illinois because of Peoria  
Promise

**\$6.5M** **OVER** **4,600**  
**RAISED** **STUDENTS**

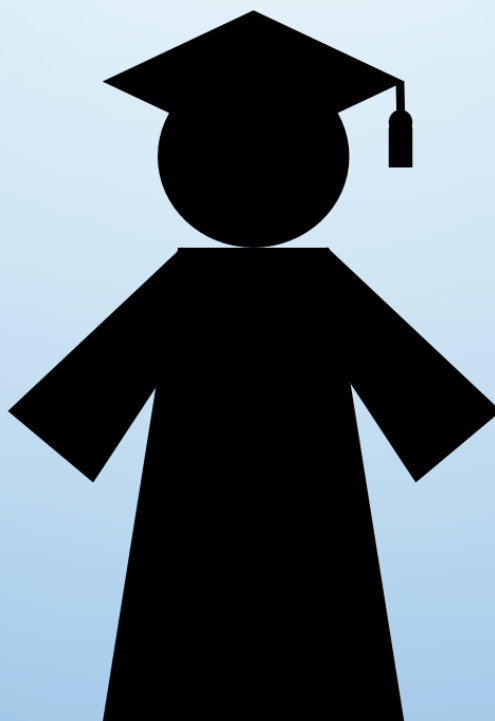
**0** **LOCAL**  
**STATES**  
**FEDERAL**  
**TAX DOLLARS**

**100%**  
**DONOR**  
**FUNDED**

**90%** of  
Recipients  
are currently  
working

**89%**  
are  
working in  
Greater  
Peoria

**73%** work  
while in  
school  
**23%** work in  
field of study



### **Top Field of Study**

**Medical - 34%**  
**Business - 20%**  
**Engineering - 5%**  
**Community services - 9%**  
**Education - 8%** **Trades-3%**  
**IT -6%** **Art-3%** **other/undecided 10%**

**92%**  
**completed certificate or**  
**transferred (thru Dec. 2021)**

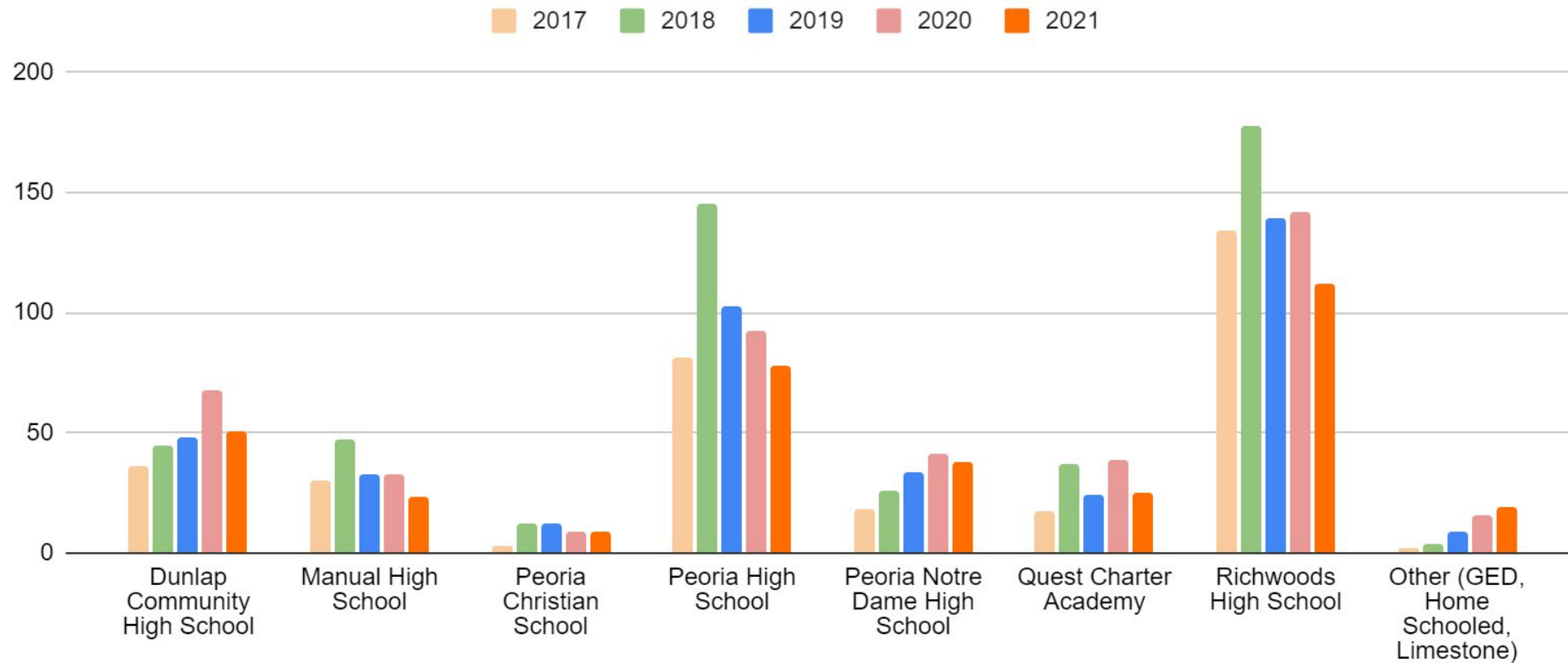
**77% of students are low income**

## **ADDITIONAL PROGRAM STATISTICS**

- **58% female**
- **42% male**
- **65% african american, asian, latino, other**
- **34% - caucasian**
- **85% of applicants are from public schools**
- **14% private school**
- **1% home school (as of 2018 application eligibility)**
- **73% of students are working while attending classes**
- **60% of students are on-line studies, 40% enrolled in hybrid model**

**(Data is through fall 2021)**

## High School Applicant Comparison

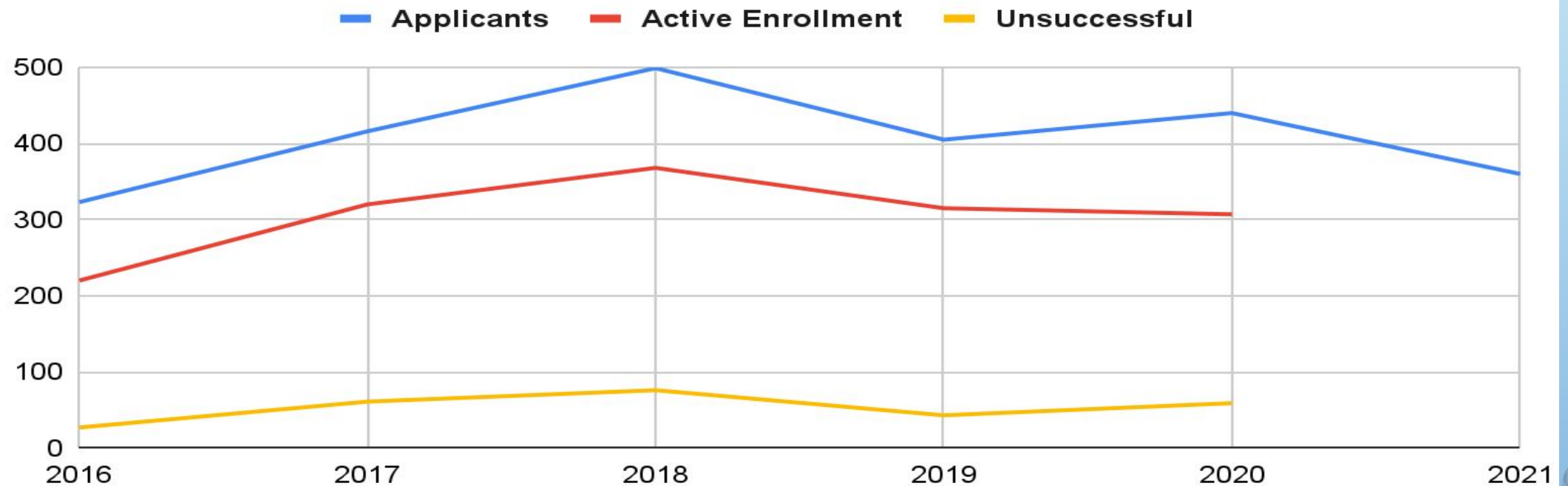


In 2021 30% of graduating seniors applied for Peoria Promise. This is consistent with the past 5 year trend of 30-35% of senior applicants. Covid 19 restrictions limited access to students in 2020/2021 school year.

# HISTORICAL APPLICANT DATA

## APPLIED, ACTIVE ENROLLMENT, UNSUCCESSFUL

YOY Peoria Promise Applicants



Unsuccessful students are defined as students who did not meet minimum grade levels or completed certificate. Students have until September 2021 to enroll.

# Eligibility and PROGRAM HIGHLIGHTS

## **Eligible High Schools:**

- Richwoods
  - Peoria High
  - Manual
  - Peoria Heights
  - Peoria Alternative
  - Peoria Quest
  - Dunlap
  - Limestone
  - Peoria Notre Dame
  - Peoria Christian
  - Qualified GED city of Peoria students and Accredited Home School students who meet program eligibility.
- 
- Tuition reimbursement is only provided to students who enroll at Illinois Central College.
  - Tuition is reimbursed at the end of each semester.
  - Students must re-apply for Peoria Promise each year to remain eligible.

## Reimbursement calculation formula

- The percentage of tuition allocation to each student is based on EFC (estimated family contribution) reported on FAFSA application that all students complete when enrolling in College. This is the documentation needed for students to be approved for MAP and PELL grades.
- Estimated Family Contribution:
  - 0-\$5K = 100%
  - \$5k-\$15k - 75%
  - \$15k and above – 50%
- Peoria Promise is a **last dollar program** – if the student does not receive any financial aid – they are still eligible for reimbursement based on reported EFC.
- Application is open from February 1 – May 1 of each year.

- Students who meet the eligibility requirements have:
  - Five (5) years immediately following high school graduation to earn up to 64 credit hours, whichever comes first.
  - Students have 2 years from date of graduation to apply, 3 years to complete course work.
- Students are required to maintain a “C” or better in each of their classes.
- Deferred tuition payment programs are available to all students through Illinois Central College.

## **2021 enrollment**

**total applications received – 360**

**85% public schools**

**14% private schools**

**1% Home School**

**Data is through May 2021 reflects a slight drop due to Covid 19 impact and lower graduation rates in Peoria High schools. It is reported many students taking a gap semester**

## Fundraising and Marketing initiatives 2022

- Increase fundraising revenue by \$100,000.00 to grow tuition reserves
  - Determine fundraising opportunities in the covid restricted community
  - Collaborative Golf Event with Illinois Central College and WTVP.
  - Plan to host “THE EVENT” in fall of 2022
  - Design new marketing campaign to ensure awareness and engagement with community.
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- Continue to hone communication with High School Principals and Counselors about Peoria Promise including expansion of virtual communication.
  - 
  - Provide onsite application training and support collateral to all High Schools (when ever this may be allowed based on mitigation levels)
  - 
  - Support information and materials to be provided to parents via school newsletters and websites
- 
- Re-organize the Community Advisory Board and expand to include more diversity representation from the different communities within the city.

- Continue to work directly with Illinois Central College and Foundation to ensure strong relationships and thorough tracking of student results.
- Meet with all current and past Investors to provide program outcomes, updates and secure future investments and sponsorships.
- 
- Reactive investors
- Expand Media Campaign where possible including Billboard, Print and Television secure underwriter
- Work with United Way and Agency partners to communicate program (Urban League, Friendship House, Carver Center).
- Expand focus on PPF Alumni group by creating committee of Alumni to work with Director of Student Affairs
- Continue to use surveys each semester to ensure investor data is accurate and up to date.

## **Career Alignment Initiative 2022 status of program**

Ultimately, the main goal of Peoria Promise is to build a more skilled workforce for the community. We recognize that there is a disconnect between our students and employment opportunities in the community.

Peoria Promise looks to help streamline this information by being a vehicle for our Investors to communicate internships as well as employment opportunities directly to Peoria Promise students. We want our students to stay, live and grow in Peoria. This will be just another opportunity to achieve our mission and success for our students.

Our website as well as our newsletter IS A vehicle for this information exclusively for our students. This feature was activated in January 2021 and will be in 2022.

Investors are encouraged to provide us with employment links and information for us to share with our students.



# **Heart of Illinois United Way**

**Peoria Promise is pleased to be a United Way Partner Agency.**