It's time to turn up the heat by

55,000 Degrees

Louisville's bold goal for the next decade:
An education transformation

Inside:

The challenge

Five key objectives

A new organization is born

What's next

It's a new vision for our community —
shaped by a ground-breaking collaboration
among top education, business and civic leaders

BY **2020** WE WILL ADD

40,000
bachelor's degrees

15,000
associate's degrees

LOUISVILLE WAS AT A CROSSROADS as city and county governments merged in 2003. With unity came a community consensus to take stock of our city's strengths and our challenges.

Whether the issue was attracting new jobs or improving quality of life for all residents, the top priority for the new city of Louisville to flourish became increasingly clear: Education.

The rewards: More opportunities for individuals – as lifetime earnings nearly double with a college degree. More opportunities for the city as it competes for 21st-century jobs and improves its quality of life.

The Greater Louisville Project, an organization that has benchmarked the city's progress since merger, consistently listed education as the most important deep driver for positive change. And the community had united behind a number of education initiatives – including improving reading and graduation rates.

To jumpstart a new level of community conversation, Mayor Jerry Abramson invited school superintendents, college and university presidents and civic leaders to a new Education Roundtable in late 2008.

The challenge: To look at strategies to raise educational attainment – and create transformational change. At the same time, Business Leaders for Education, organized by Greater Louisville Inc., called for the urgent need to respond to global competitiveness challenges. They brought in the Business Higher Education Forum in August 2009 to help with a retreat to focus on solutions. Goal teams headed by university leaders rolled up their sleeves and developed a plan.

And in May 2010, the members of the Roundtable signed the historic Greater Louisville Education Commitment with five key objectives:

1. Create and support a college-going culture
2. Use the business community's unique points of leverage to accelerate attainment.
3. Prepare students for success in college, career, citizenship and life.
4. Make post-secondary education accessible and affordable.
5. Increase educational persistence, performance and progress.

In October 2010, a new public-private partnership called 55,000 Degrees took on this mission with the support of local foundations – to launch Louisville into the top tier of our competitor cities with the bold goal of adding 40,000 bachelor's degrees and 15,000 associate's degrees by 2020.

> **"EDUCATION IS THE KEY THAT OPENS NEW DOORS FOR OUR RESIDENTS. AND IT CAN HELP LOUISVILLE MATCH ANY CITY IN ATTRACTING NEW JOBS."**
>
> MAYOR JERRY E. ABRAMSON

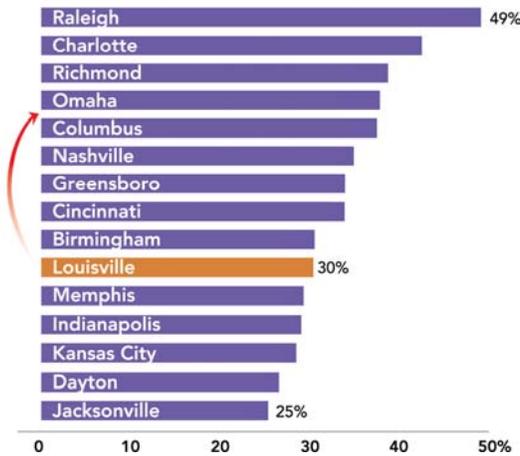**AN EXAMPLE OF COMMUNITY RESPONSE: TWO KEY GROUPS TARGETED**

"I've got some college…." Louisville has nearly 90,000 working-age adults who have started college but didn't finish. Business Leaders for Education aims to help 15,000 complete bachelor's degrees and Greater Louisville Inc. has received an $800,000 grant from the Lumina Foundation to focus on helping working adults complete their degrees.

African-American adults. Louisville ranks last among competitor cities in percentage of African-American adults with a bachelor's degree – 14 percent. The Louisville Urban League and African-American community leaders have pledged to promote college-going and raise money for more scholarships. **The goal:** 15,000 of 55,000 new degree-holders will be African-American.

Where we stand

Louisville ranks 10th among 15 competitor cities in bachelor's degrees today
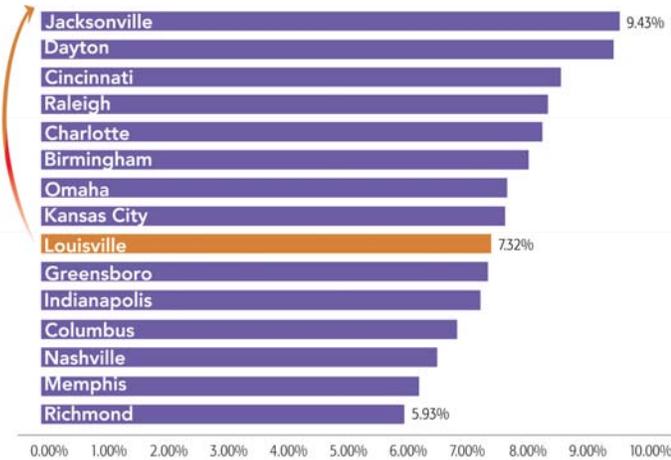**Our goal:** to move to the top tier by 2020, from **30 percent to 40 percent**

Working-age population 25 to 64 with bachelor's degrees or higher

City	Percentage
Raleigh	49%
Charlotte	
Richmond	
Omaha	
Columbus	
Nashville	
Greensboro	
Cincinnati	
Birmingham	
Louisville	30%
Memphis	
Indianapolis	
Kansas City	
Dayton	
Jacksonville	25%

Source: Greater Louisville project 2010 Competitive City report

Louisville ranks 9th among 15 competitor cities in associate's degrees today
Our goal: to move to the top tier by 2020, from **7.3 percent to 10 percent**

Working-age population 25 to 64 with an associate's degree

City	Percentage
Jacksonville	9.43%
Dayton	
Cincinnati	
Raleigh	
Charlotte	
Birmingham	
Omaha	
Kansas City	
Louisville	7.32%
Greensboro	
Indianapolis	
Columbus	
Nashville	
Memphis	
Richmond	5.93%

Source: U.S. Census Bureau 2006-08 American Community Survey 3-year estimates

EDUCATION PAYS

Average annual earnings in Louisville area

Education Level	Earnings
Bachelor's degree	$54,120
Some college or associate degree	$31,748
High school graduate	$26,467

Source: "Median Annual Earnings by Education Attainment, Louisville Metro": U.S. Census Bureau, 2006-2008 American Community Survey 3-year average, Table B20004, "Median Earnings in the Past 12 Months (in 2008 inflation-adjusted dollars) by sex by educational attainment for the population age 25 years and over with earnings."

IN 2020, WITH **55,000** MORE DEGREES, **HALF** OUR WORKING-AGE ADULTS WOULD HAVE 2- OR 4-YEAR DEGREES OR HIGHER

NOW: 37% HAVE DEGREES

LIFETIME EARNINGS DOUBLE
BACHELOR'S DEGREE: **$2.7M**
HIGH SCHOOL DIPLOMA: **$1.5M**
Source: U.S. Census Bureau, 2008

MORE EDUCATION, LESS UNEMPLOYMENT
HIGH SCHOOL DIPLOMA: **10%**
ASSOCIATE'S DEGREE **7%**
BACHELOR'S DEGREE **5%**
Source: U.S. Bureau of Labor Statistics, 2009

NEW JOBS IN LOUISVILLE REGION WILL REQUIRE MORE EDUCATION
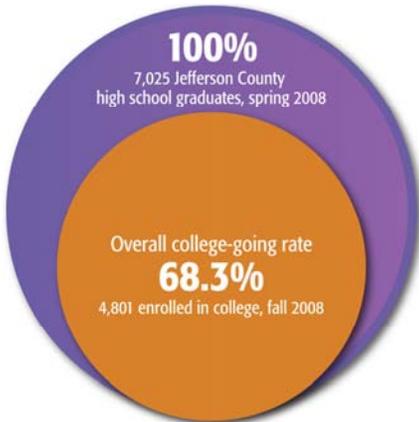
TODAY
ON-THE-JOB TRAINING: **62%**
POST-SECONDARY: **38%**

2020
ON THE JOB TRAINING: **40%**
POST SECONDARY: **60%**
Source: EMSI, TIPS Strategies, excludes military employment

55,000 Degrees

Objective 1: Create and support a college-going culture

LOUISVILLE MUST OVERCOME HISTORICALLY LOW LEVELS OF EDUCATION ATTAINMENT BY BUILDING A COMMON, WIDESPREAD UNDERSTANDING OF THE LINK BETWEEN EDUCATION AND FUTURE SUCCESS, ENGAGING PARENTS, FAMILIES, EDUCATORS AND BUSINESS PEOPLE THROUGHOUT THE COMMUNITY.

Today: Nearly **7 in 10** students who graduate from Jefferson County public, private and parochial high schools start college the next fall. But college-going rates vary dramatically among schools and population groups.

Our goal: to see that percentage rise – and to begin to resolve historic disparities based on race, ethnic origin and socioeconomic status.
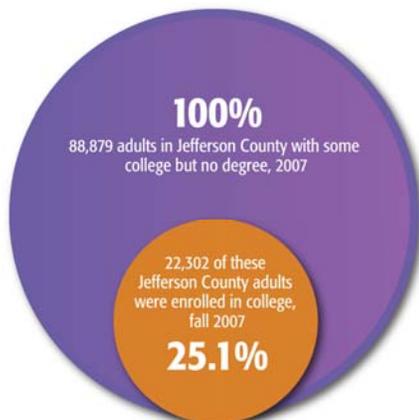
Some strategies:

- Give students experiences visiting colleges and talking with college students; provide mentors.
- Encourage high-school students to maximize ways to earn college credits and get a head start on higher education.
- Hold free campus activities – from movies to festivals – to build ties with non-students.
- Develop special programs to celebrate "first-generation-in-my-family" college-goers.

100%
7,025 Jefferson County
high school graduates, spring 2008

Overall college-going rate
68.3%
4,801 enrolled in college, fall 2008

Numbers represent public, private and parochial high schools in Jefferson County.

Source: Kentucky Council on Post-Secondary Education; Kentucky Colleges and Career Readiness High school Feedback Report, 2008; Students who enroll in college upon completion of their GED are not included.

Objective 2: Use the business community's unique points of leverage to accelerate attainment

LOUISVILLE HAS AN EXTRAORDINARILY LARGE POPULATION OF WORKING-AGE ADULTS WHO HAVE ATTENDED COLLEGE BUT NOT COMPLETED THEIR DEGREES – ALMOST 90,000. IMAGINE THE IMPACT IF HALF THAT GROUP WENT BACK TO FINISH.

Education-oriented employers can make a difference – providing tuition assistance, offering internships, leveraging purchasing groups, cutting costs for students.

One in 4 of these adults are in college now

Our goal: to get more adults back in college to complete degrees, building on our strong head start compared to many competitor cities.

Some strategies:

- Businesses provide tuition assistance and flexible scheduling so their employees can attend classes. They can even offer popular classes on site.
- Workplaces welcome students of all ages for internships and job shadowing.
- Employers help high schools and colleges clearly understand skills and credentials needed in the workplace today – and in the future.
- Workplaces promote the value of education by showing clear, better-paying career paths.

100%
88,879 adults in Jefferson County with some college but no degree, 2007

22,302 of these
Jefferson County adults
were enrolled in college,
fall 2007
25.1%

Source: U.S. Census, American Community Survey 2006-2008, Integrated Post-secondary Data System (IPEDS) fall 2007

Objective 3: Prepare students for success in college, career, citizenship and life

A STRONG EDUCATION SYSTEM GETS STUDENTS READY FOR THEIR NEXT STEP – SO THEY ARE PREPARED TO SUCCEED IN SCHOOL AND IN CAREERS AND TO MAKE THOUGHTFUL DECISIONS IN THEIR PERSONAL LIVES.

Today: Too many Louisville-area students enter 2- and 4-year college programs without the skills to succeed.

Public 2-Year Institutions

68%
32%
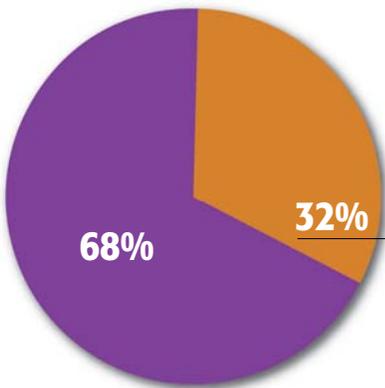
Only 1 in 3 first-year students accepted at 2-year public institutions are ready to start without remedial work, a drain on time and financial resources.
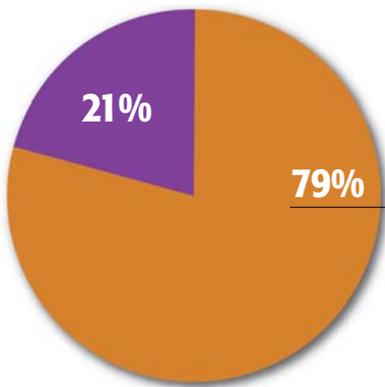
Percent of fall 2008 first-time undergraduate students college-ready in mathematics, reading, and English.

Institutions vary on requirements for entry and remediation. In this indicator, students who score below 18 on any subject exam of the ACT or below the level required for placement into college-level coursework on institutional placement exams are considered not to be college ready. A more comprehensive measure will be developed subsequent to this report.

Public 2-Year institutions include Ivy Tech Community College - Southern Indiana and Jefferson Community and Technical College. Public 4-year institutions include Indiana University Southeast and the University of Louisville.

Source: IPEDS

Public 4-Year Institutions

21%
79%

One in 5 first-year students accepted at 4-year public institutions are not prepared to begin credit-earning coursework.

Percent of fall 2008 first-time undergraduate students college-ready in mathematics, reading, and English.

Our goal: to align education systems so more students graduate ready for college and careers.

Some strategies:

- Create a definition of "college-ready" that is shared by school districts and colleges in the region.
- Talk about college from elementary school through high school graduation.
- Encourage colleges and universities to concentrate resources and attention on first-year students, those most at-risk for dropping out.

Objective 4: Make post-secondary education accessible and affordable

NET PRICE: FROM $8,225 TO ALMOST $23,000

STUDENTS AND FAMILIES NEED CLEAR INFORMATION ABOUT THE RANGE OF POST-SECONDARY SCHOOL OPTIONS – FROM ADMISSIONS TO COSTS TO FINANCIAL AID.

Total costs for a first-year full-time student in the Louisville area range from **$11,300 to more than $35,000**, according to averages for different types of institutions. Totals include tuition, fees, books and room-and-board.

But with grants and scholarships, the average **net price** can drop dramatically – depending on the category of institution – to **$8,225 to $22,940**.

At private not-for-profit 4-year colleges, the average student's net price is cut by half, for example.

This is a major investment for any family: The increase in the cost of higher education nationally has substantially surpassed growth in family income in recent decades.

How much does it cost to attend college for one year, full-time in the Louisville area?

This graph shows costs for the 2008 - 2009 academic year. Average net price is generated by subtracting the average amount of federal, state/local government, or institutional grant or scholarship aid from the total cost of attendance for the institution's largest program. Total cost of attendance is the sum of published tuition and required fees, books and supplies, and the weighted average for room and board and other expenses for the institution's largest program.

Source: IPEDS 2008-2009 data.

Private for-profit 2-year institutions
- Estimated total cost of attendance: $23,107
- Average grants/scholarships: $3,451
- Average net price: $19,656

Public 2-year institutions
- Estimated total cost of attendance: $11,308
- Average grants/scholarships: $3,083
- Average net price: $8,225

Private for-profit 4-year-or-above institutions
- Estimated total cost of attendance: $25,525
- Average grants/scholarships: $2,585
- Average net price: $22,940

Private not-for-profit 4-year or above institutions
- Estimated total cost of attendance: $35,184
- Average grants/scholarships: $16,856
- Average net price: $18,327

Public 4-year-or-above institutions
- Estimated total cost of attendance: $16,992
- Average grants/scholarships: $6,608
- Average net price: $10,384

Legend:
- Estimated total cost of attendance
- Average grants/scholarships
- **Average net price**

Our goal: to lower the costs and better inform families of ways to make college more affordable.
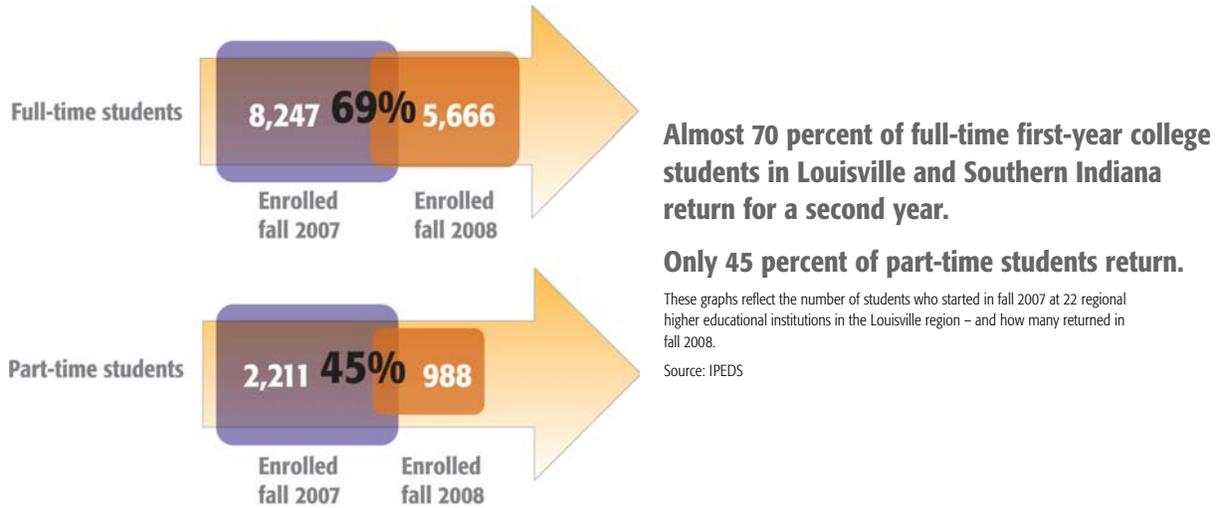
Some strategies

- Early in high school, begin conversations with students and parents about college choices and financial aid.
- Encourage high school students to take advantage of multiple ways to earn college credits before they graduate — some may cut college costs by a semester or more.
- Develop new strategies to make college affordable for lower- and middle-income students and families.
- Establish scholarship funds to help more students afford college.
- Make sure working adults take advantage of tuition aid from employers – and encourage more employers to help.
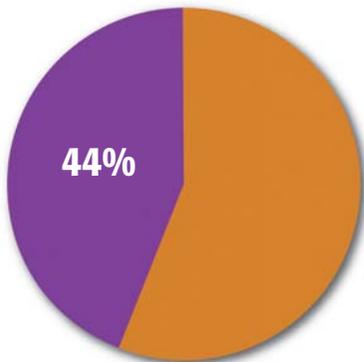
Objective 5: Increase educational persistence, performance and progress

**LOUISVILLE STUDENTS START COLLEGE IN SUBSTANTIAL NUMBERS –
COMPARABLE TO COMPETITOR CITIES. BUT MANY DO NOT STICK WITH IT,
WITH SIZABLE NUMBERS DROPPING OUT AFTER THE FIRST YEAR.**

The problem is most acute with part-time students.

Full-time students

8,247 **69%** 5,666

Enrolled
fall 2007

Enrolled
fall 2008

**Almost 70 percent of full-time first-year college
students in Louisville and Southern Indiana
return for a second year.**

Only 45 percent of part-time students return.

These graphs reflect the number of students who started in fall 2007 at 22 regional
higher educational institutions in the Louisville region – and how many returned in
fall 2008.

Source: IPEDS

Part-time students

2,211 **45%** 988

Enrolled
fall 2007

Enrolled
fall 2008

**EVEN MORE DISCOURAGING IS THE DATA ON STUDENTS COMPLETING
DEGREES IN OUR REGION:**

44%

23%

**Less than half the students at
4-year institutions finish in 6 years.**
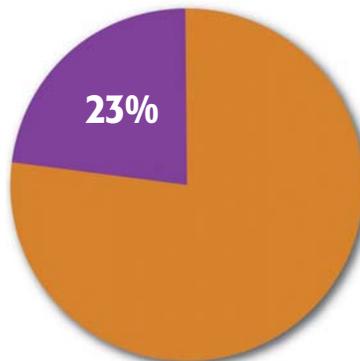
**Less than a quarter of students at
2-year institutions finish in 3 years.**

Source: IPEDS Data Center

Our goal: to see those numbers rise dramatically.
Some strategies:

- Understand the personal, educational
  and financial issues that contribute to
  student failure to finish – and find
  solutions.
- Provide targeted academic and social
  support to first-year students – espe-
  cially those who are the first genera-
  tion in their families to go to college.

- Work across institutional boundaries
  to create a system that makes it easier
  for students to transfer credits from
  one institution to another in our
  region.

55,000 Degrees

What's next

55,000 Degrees is a public-private partnership formed to implement the Greater Louisville Education Commitment. Joining with educators, 55,000 Degrees involves all sectors of the community to work toward increasing the number of degree-holders substantially by 2020. It will support initiatives to create a community-wide college-going culture; to increase college knowledge and make college more affordable; to help adults return to college, and to increase the percentage of students who complete their degrees.

55,000 Degrees is grateful for support from both individuals and foundations, including the James Graham Brown Foundation, the CE&S Foundation, the Community Foundation of Louisville, the Humana Foundation and the JPMorgan Chase Foundation.

Our success relies on the commitment of partner institutions and organizations. The Greater Louisville Education Commitment was signed by:

Mayor Jerry E. Abramson, Mayor of Louisville
Dr. Sheldon H. Berman, Superintendent, Jefferson County Public Schools
Joan Coleman, Kentucky Chamber of Commerce Post Secondary Task Force
Dr. Kevin W. Cosby, President Simmons College of Kentucky and Senior Pastor, St. Stephen Church
David A. Jones, Jr., Chairman of the Board, Humana Inc., and Chair, Business Leaders for Education
Audwin Helton, President, Spatial Data Integrations Inc., and Chair, JCPS School to Career Task Force
Alice Houston, President and CEO Houston-Johnson Inc., and co-chair Business Leaders for Education
William M. Lear, Jr. Stoll Keenon Ogden, PLLC, and co-chair, Business Leaders for Education
Tori Murden McClure, President Elect, Spalding University
Dr. Joseph McGowan, President, Bellarmine University
Dr. Anthony Newberry, President, Jefferson Community and Technical College
Dr. Sandra R. Patterson-Randles, Chancellor, Indiana University Southeast
Dr. James Ramsey, President, University of Louisville
Joe Reagan, President and CEO, Greater Louisville Inc.
Benjamin K. Richmond, President and CEO, Louisville Urban League
Greg Roberts, President and CEO, Muhammad Ali Center and co-chair, YouthPrint
Mason Rummel, President, James Graham Brown Foundation and Chair, Greater Louisville Project
Leisa Schulz, Superintendent of Schools, Archdiocese of Louisville
Dr. Rita Hudson Shourds, Chancellor, Ivy Tech
Victor A. Staffieri, Chairman, CEO and President, E.ON U.S. LLC, and Kentucky Chamber of Commerce Post Secondary Task Force
Dr. A. R. Sullivan, Chancellor, The Sullivan University System
Joseph Tolan, President and CEO, Metro United Way
James C. Worthington, Sr., Worthington Law Firm, PLLC and Chair KentuckianaWorks Board

FOR DETAILED DATA SOURCES AND ADDITIONAL INFORMATION on indicators, go to the new website, **55000degrees.com**. Special thanks to a research team led by Dr. Dan Ash and Laura Landes; and the research professionals from the partnering education institutions.

For more information about 55,000 Degrees and the Greater Louisville Education Commitment, visit that website or write:

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