



LOUISIANA COMMUNITY & TECHNICAL COLLEGE SYSTEM

*Changing Lives,
Creating Futures*

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TO: Dr. Monty Sullivan
LCTCS President

FROM: Dr. Emily Campbell *EC*
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Dr. Rene Cintron *RC*
Chief Academic Affairs Officer

Joseph Marin *JM*
Chief Operations Officer

Quintin Taylor *QT*
Chief Public Affairs Officer

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Director of Advancement

SUBJECT: Implementation Plan for Senate Resolution No. 113 and House Resolution No. 112 of the 2018 Regular Session of the Louisiana Legislature

DATE: 05/28/2018

FOR BOARD ACTION:

Recommendation: Staff recommends that the Board approve the attached "Implementation Plan for Senate Resolution No. 113 and House Resolution No. 112 of the 2018 Regular Session of the Louisiana Legislature."

Background: Senate Resolution No. 113 by Senator Morrish and House Resolution No. 112 by Representative Nancy Landry urge and request "the Louisiana Community and Technical College System, in coordination with the Board of Regents and the Louisiana Office of Student Financial Assistance, to develop a pilot program to provide public postsecondary scholarships to Louisiana's working-age citizens who have earned an alternative high school diploma and who have scored at least a seventeen on the ACT test for use in programs aligned with high-demand, high-pay occupations." The resolutions also stipulate that "such program shall be administered utilizing private contributions solicited and collected by LCTCS member institutions and foundations, or through the realignment of existing financial aid and scholarship programs." The implementation of Senate Resolution No. 113 or House Resolution No. 112 for the fall 2018 semester will require a highly coordinated effort on the part of the LCTCS Office, the LCTCS Foundation, LCTCS colleges and their foundations, adult basic education providers, the Board of Regents and the Louisiana Office of Student Financial Assistance. The attached Implementation Plan outlines the basic framework for the pilot, to include plans for determining student eligibility and award renewal, fundraising, and marketing/outreach. The Plan has been reviewed by and input has been incorporated from the college Chief Student Affairs Officers and the Chancellors/Directors.

APPROVED

slk 6/13/18
LCTCS BOARD OF SUPERVISORS

History of Prior Actions: N/A

Fiscal Impact: There will be no impact on state funds. The program will be funded by private dollars.

Benefits to the System: A successful pilot will allow the LCTCS to demonstrate that investments geared towards the working-age population can attract a broader cross-section of Louisianan's to postsecondary education, providing them greater access to the education and skills needed to more fully participate in the economy.



Approved for Recommendation to the Board
Dr. Monty Sullivan

6-13-18

Date

SENATE RESOLUTION NO. 113 & HOUSE RESOLUTION NO. 112 OF THE 2018 REGULAR SESSION OF THE LOUISIANA LEGISLATURE IMPLEMENTATION PLAN

Senate Resolution No. 113 and House Resolution No. 112 of the 2018 Regular Session of the Louisiana Legislature urge and request “the Louisiana Community and Technical College System, in coordination with the Board of Regents and the Louisiana Office of Student Financial Assistance, to develop a pilot program to provide public postsecondary scholarships to Louisiana’s working-age citizens who have earned an alternative high school diploma and who have scored at least a seventeen on the ACT test for use in programs aligned with high-demand, high-pay occupations.” The resolutions also stipulate that “such program shall be administered utilizing private contributions solicited and collected by LCTCS member institutions and foundations, or through the realignment of existing financial aid and scholarship programs.” The implementation of both resolutions in the fall 2018 semester will require a highly coordinated effort on the part of the LCTCS Office, the LCTCS Foundation, LCTCS colleges and their foundations, adult basic education providers, the Board of Regents and the Louisiana Office of Student Financial Assistance. This implementation plan outlines the basic framework for the pilot, to include plans for determining student eligibility and award renewal, fundraising, and marketing/outreach.

Award Amount and Duration:

- Awards will be based upon 18-19 TOPS Tech award amounts for full-time enrollment (12 credit hours or more) and 50% of the 18-19 TOPS Tech Award amounts if enrolled between 6-11 credit hours
- Awards are for 4 consecutive semesters (summers included, but not mandatory)

Initial Eligibility:

To be eligible for the award, a student must:

- Be a U.S. citizen or permanent resident
- Have earned an alternative high school diploma, awarded by the LCTCS
- Have earned at least a 17 on the ACT test within the past 3 years
- Apply for admission to an LCTCS college
- Complete a FAFSA

To Receive the Award:

To receive the award, a student must:

- Meet all initial eligibility requirements (listed above)
- Enroll at least part time (6 credit hours) at an LCTCS college within 1 year of earning an alternative high school diploma
- Enroll in an eligible program of study (those programs of study currently eligible for a TOPS Tech award)

To Continue to Receive the Award:

To continue to receive the award, a student must:

- Earn and maintain a minimum cumulative GPA of 2.00 at the end of each semester
- Maintain at least part time enrollment
- Maintain continuous enrollment (summer terms excluded)

*Failure to maintain at least part time and/or continuous enrollment will result in cancellation of award.

Reinstatement Guidelines:

If a student fails to maintain at least part time and/or continuous enrollment and has their award cancelled as a result, the student may appeal for an exception to the College. Colleges may defer review of reinstatement appeals to the LCTCS Office. Qualifying exceptions include parental (pregnancy/maternity/paternity) leave; physical rehabilitation; substance abuse rehabilitation; temporary disability; care of immediate family member with temporary disability; permanent disability; exceptional educational opportunity; religious commitment; death of immediate family member; military service.

Fundraising:

LCTCS and its twelve colleges shall fund the pilot program by utilizing existing scholarship dollars and/or raising new funds. The number of students served in this pilot program will depend on the total amount raised.

Marketing/Outreach:

Target Audience

- Current Adult Basic Education students who meet all initial eligibility requirements stated above, except the ACT requirement.
- Any individual who earned an alternative high school diploma (awarded by the LCTCS) within the past calendar year, and meets all initial eligibility requirements stated above, except the ACT requirement

Strategy

- Direct Mail (July 2018- December 2018)
 - Congratulations letter from local college Chancellor/Director informing prospect of eligibility to receive award with submission of ACT score to the college (First week of July 2018)
 - Post Cards highlighting various programs & jobs opportunities (Monthly July 2018 –December 2018)
- E-Marketing Campaign (July 2018 – December 2018)
 - Targeted Social Media Ads (using email addresses, only targeted audience will see the ads)
 - Bi-Weekly Emails through Recruiter Platform