

Prosperity Denver



About the Initiative

The Challenge

By the end of the decade...

74

Percent

*Jobs in Denver
that will require
a post-secondary
degree by 2020*

Less than

1/2

*Denver residents 25
years and older who
have a bachelor's
degree or higher*



Major Progress

Since 2005, Denver Public Schools have:

- Increased the total number of graduates by 64% and more than doubled the number of Black and Latino graduates.
- Increased the number of students enrolling in college by 67% and the number of Black and Latino students enrolling in college has nearly doubled.
- Increased the number of students earning college credit while in High School. Today, 8.6 times more DPS Black and Latino students are earning college credit by passing AP exams than in SY 2005- 2006.



Opportunity Gap

For far too many of our young people...

The door to higher education is closed – not because of academic ability – but because they lack the financial resources to enroll.

Qualified, smart, and talented Denver students don't continue their education simply because of the high costs of attendance.



Denver Voter Perceptions

The overwhelming majority of Denver voters believe it is necessary for kids to go on to some level of college or post secondary education in order to compete for employment.



Denver Voter Perceptions

A majority of respondents believe there is a community wide responsibility to provide access to some level of affordable college or post secondary education.

“Community responsibility”

61%

“Student / family responsibility”

31%

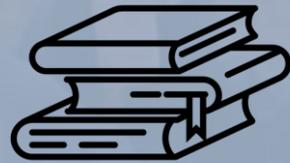


What is Prosperity Denver?

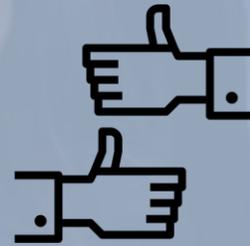
Modest Investment with Major Impact



Funded by a .08% Denver sales tax (about a penny on a \$10 purchase) with a 12-year sunset.



Eligible students between the ages of 18-25 with an HS diploma or GED, live in Denver for 36+ months based on a sliding income scale.



Pay for performance model for Denver students through a reimbursement of tuition grants.



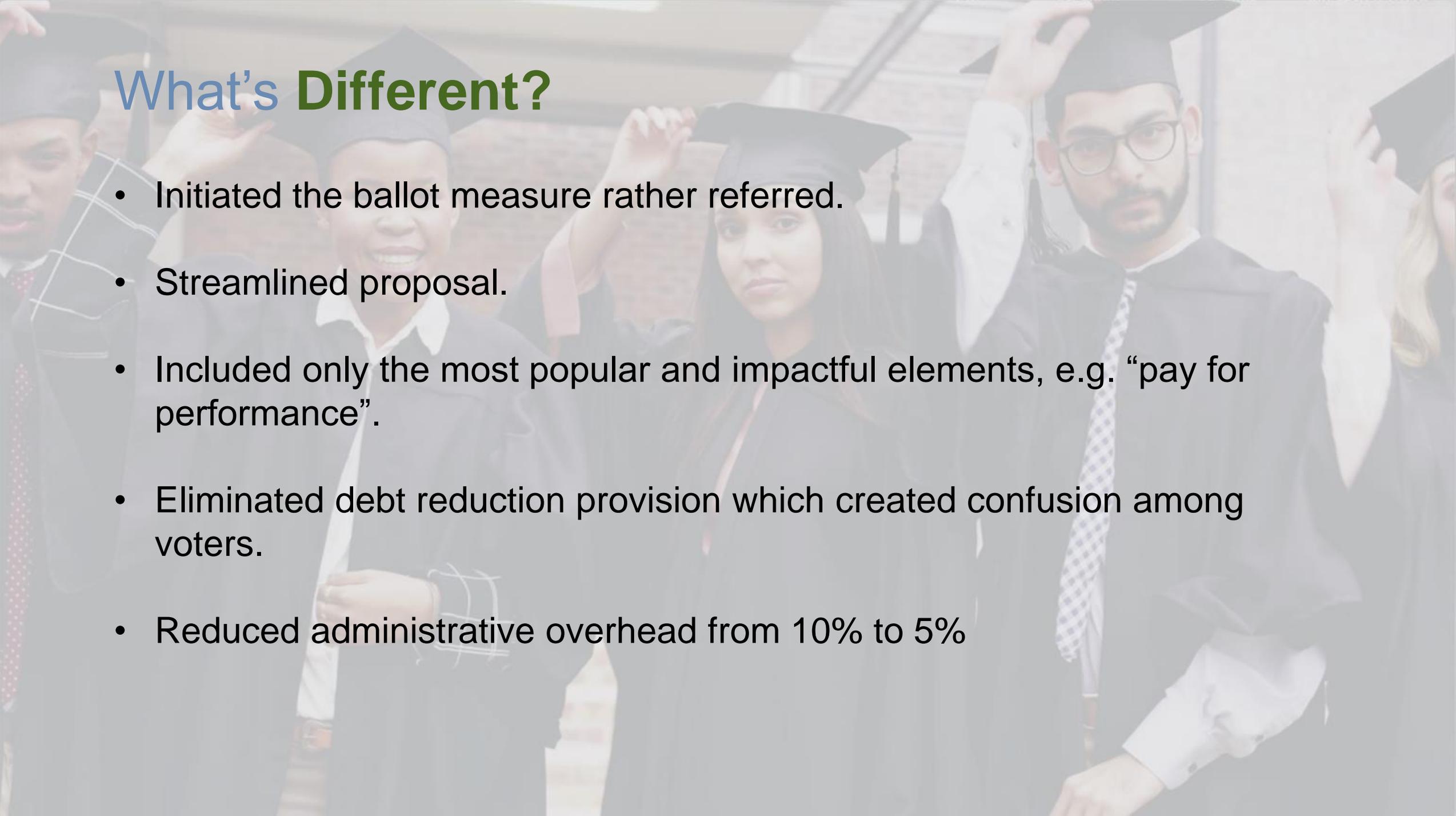
A seven-member board appointed by the Mayor and City Council will determine annual awards based on sales tax projections.

Strong **Accountability**

Prosperity Denver operates on a ***pay-for-performance model*** for Denver students through a reimbursement of tuition grants and academic support services made by nonprofit scholarship organizations.

Nonprofits funding students will be reimbursed only upon successful advancement as defined by the school. This approach motivates students, educational institutions and scholarship organizations to ensure our kids don't just get ***into*** college, but they get ***through*** college.





What's Different?

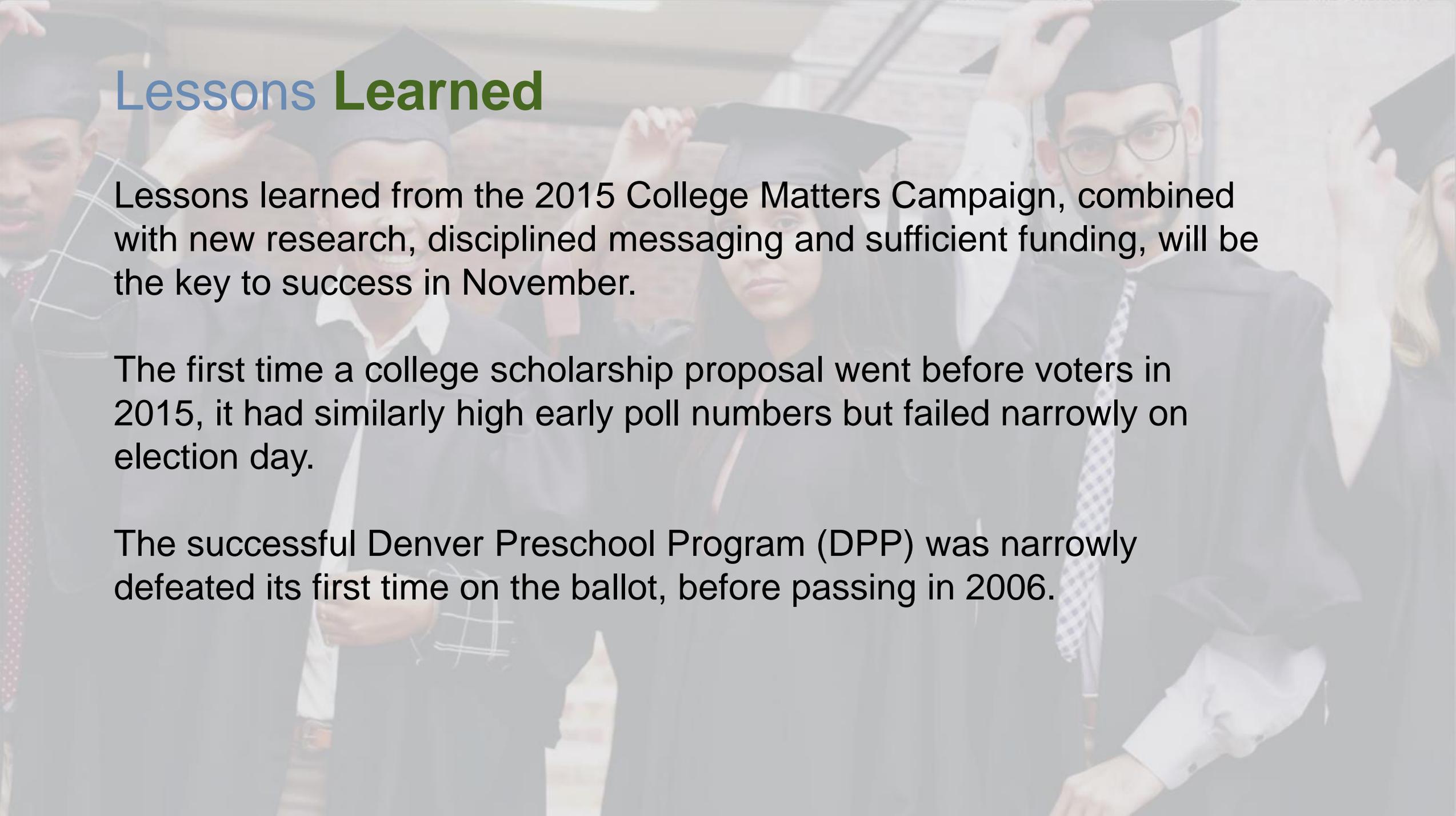
- Initiated the ballot measure rather referred.
- Streamlined proposal.
- Included only the most popular and impactful elements, e.g. “pay for performance”.
- Eliminated debt reduction provision which created confusion among voters.
- Reduced administrative overhead from 10% to 5%

Denver Voter Perceptions

If the election were held today... a majority of survey respondents would vote in favor of the scholarship proposal.

“Shall Denver sales taxes be increased by \$13.9 million annually from an eight one hundredths of one percent sales and use tax rate (about a penny on a ten dollar purchase) to increase enrollment and college degree completion by Denver residents who are earning a degree in a public, not for profit, university, community college or technical school in Colorado by funding scholarships and support services to promote completion of a degree such as career and academic counseling, tutoring mentoring and financial aid assistance and provided that the tax shall expire in 12 years?”





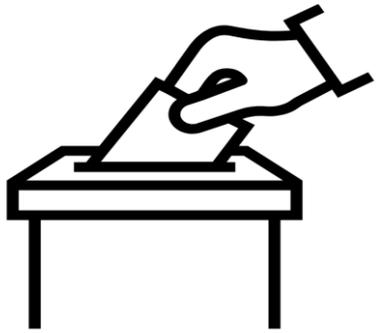
Lessons Learned

Lessons learned from the 2015 College Matters Campaign, combined with new research, disciplined messaging and sufficient funding, will be the key to success in November.

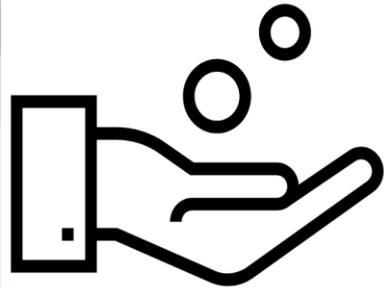
The first time a college scholarship proposal went before voters in 2015, it had similarly high early poll numbers but failed narrowly on election day.

The successful Denver Preschool Program (DPP) was narrowly defeated its first time on the ballot, before passing in 2006.

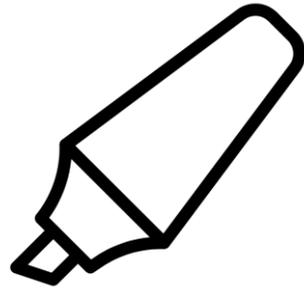
Strategic Imperatives



**A winnable
issue**



**Fully funded
campaign**



**Highlight the
problem**



**Leverage
Support &
Endorsers**



**Creativity to
make an
impact**

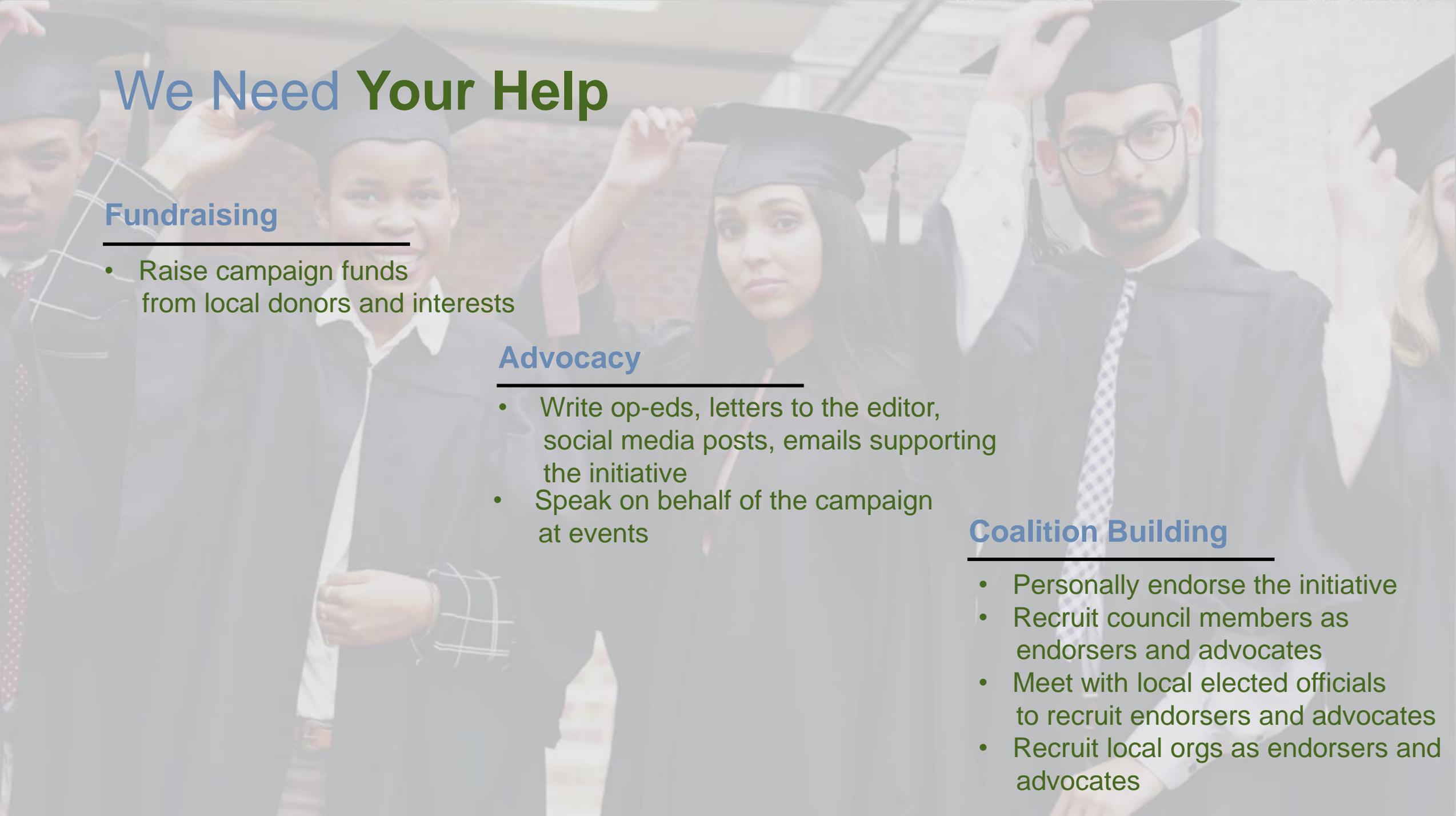


Growing Endorsements

Governor John Hickenlooper, Honorary Campaign Co-chair
Mayor Michael Hancock, Honorary Campaign Co-chair
Mayor Bill Vidal, Honorary Campaign Co-chair
Mayor Wellington Webb, Honorary Campaign Co-chair
Mayor Federico Peña, Honorary Campaign Co-chair
Rafael Espinoza, Denver City Councilmember
Paul Kashmann, Denver City Councilmember
Paul Lopez, Denver City Councilmember
Kendra Black, Denver City Councilmember
Chris Herndon, Denver City Councilmember
Albus Brooks, Denver City Councilmember
Jim Greisemer
Pat Hamill
John Hanley
Michelle Hanley
Rep. Chris Hansen (HD 6)
Happy Haynes
Anna Jo Haynes
Myrna Hernandez Kelly Holley, *The Challenge Foundation*
Jason Janz
Joy Johnson
Mike Johnston
Steve Johnson
Kevin Kelley
Sybil Kisker
Jack Kroll, *CU Regent*
Mitzi Kurtz
Stephen Kurtz

The Children's Campaign
Colorado Uplift
College Track
Denver Education Compact
Denver Foundation
Denver Hispanic Chamber of Commerce
Denver Metro Chamber of Commerce
Denver Scholarship Foundation
Denver Kids Inc.
Denver Public Schools Board of Education
Denver Public Schools Foundation
Delta Eta Boule Foundation
Emily Griffith Technical College
Latin American Educational Foundation (LAEF)
Logplan
Minds Matter
Metropolitan State University Board of Trustees
Foundation for Colorado Community Colleges
Rose Community Foundation
STRIVE Prep Board of Trustees
Denver Kids, Inc.
Delta Eta Boule Foundation
Education COMPACT
Emily Griffith Technical College
The Children's Campaign
Mark Ferrandino, Former Speaker
Melanie Ulle
Michael Carrigan
And many more

We Need Your Help



Fundraising

- Raise campaign funds from local donors and interests

Advocacy

- Write op-eds, letters to the editor, social media posts, emails supporting the initiative
- Speak on behalf of the campaign at events

Coalition Building

- Personally endorse the initiative
- Recruit council members as endorsers and advocates
- Meet with local elected officials to recruit endorsers and advocates
- Recruit local orgs as endorsers and advocates

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