



**OBJECTIVE:** Increase postsecondary attainment in Greater Kansas City by providing scholarships and college completion support to traditional students and adult learners and by supporting college savings starting at 9th grade.

**OWNER:** Kansas City Scholars, Inc. (with initial funding from the Kauffman Foundation)

**QUARTERLY UPDATE | SEPTEMBER 2018**

**KC Scholars**

**ACCOMPLISHMENTS**

Starting with the 2019 application and award cycle, Adult Learner Scholarship eligibility has been expanded to include adults with an earned associate’s degree who will be supported to complete a bachelor’s degree – this expands the pool of eligible by 96,000.

98 percent of 2017 Traditional Scholarship awardees enrolled in college in fall 2018, 28 more than projected in the business plan. The regional enrollment rate is 66 percent. Scholars are enrolling in college at a rate 32 percentage points higher than the region.

88 percent of 2017 Adult Learner Scholarship awardees persisted from year one to year two of college, compared to a national rate of 53 percent for adults age 24 or older. 9 percent of 2017 Adult Learner Scholarship recipients completed a degree their first year in KC Scholars. Six are now working on a bachelor’s degree.

100 percent of 2018 Adult Learner Scholarship awardees enrolled in college in fall 2018.

Launched a new website on our second birthday to better tell Scholars’ stories.

**NEXT STEPS**

Attain a minimum 85 percent persistence rate for the nearly 500 Scholars enrolled in college in fall 2018 to place us on target to meet the 75 percent college completion goal.

Launch the 2019 application cycle on Jan. 1, 2019 and generate an increase in number of applications as compared to 2018.

Retain a Communication consultant to assist with development of a strategic communication plan. On board a position focused on communications/marketing, and continue to escalate the visibility of KC Scholars in the region.

**SUSTAINABILITY**

On board a newly-hired COO in October 2018 who will be integral to the continued scaling and impact of KC Scholars.

Continue to raise external funds and increase and diversify our donor base to ensure that the number of scholarships awarded in 2019 exceeds the number awarded in 2018. 100 percent of donations support additional scholarships.

**Road map**

	2018			2019										
	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV
Receive third-party evaluation report of year two work	◆													
Scholarship applications open				◆										
Scholarship application deadline						◆								
Scholarship awardees announced								◆						
Required orientation sessions									◆					
Scholars enroll in college											◆			

**Metrics**

- Of 2018 scholarship awardees, high school students are enrolled at 81 unique high schools.
- Of 2017 Adult Learner awardees, 88 percent persist in college and 9 percent completed a degree in their first year in KC Scholars. 100 percent of 2018 Adult Learner awardees are now enrolled in college.
- 98 percent of 2017 Traditional Scholarship awardees are now enrolled in college — 32 percentage points higher than for the region.
- 60 percent of 529 account holders made at least one contribution and 37 percent made two or more in their first year in the program and just under 80 percent completed all 10th grade incentives for which they earn \$400 from KC Scholars.
- KC Scholars are college ready — they are participating in college advisement and college readiness activities at rates higher than their fellow students in the same high schools in the KC region.
- Working toward a 75 percent college completion rate.