



**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.

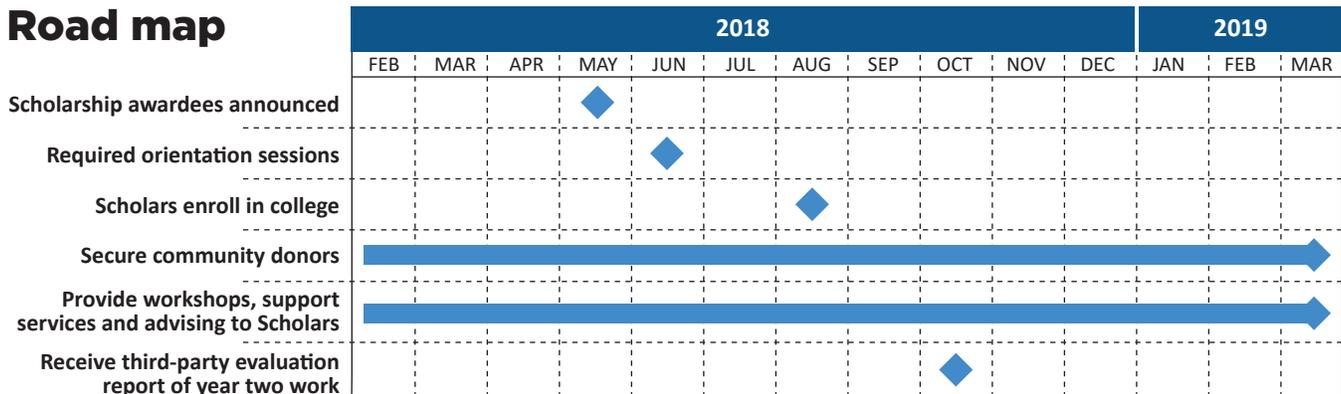
**OWNER:** Kansas City Scholars, Inc. (with initial funding from the Kauffman Foundation)

**QUARTERLY UPDATE | JUNE 2018**

**KC Scholars**

ACCOMPLISHMENTS	NEXT STEPS	SUSTAINABILITY
<p>42 percent increase in number of applications for the 2018 cycle compared to the 2017 cycle.</p> <p>On May 1, 2018, KC Scholars awarded 919 scholarships and 529 accounts – a 44 percent increase in number of awards as compared to 2017.</p> <p>Of the 2018 awardees:</p> <ul style="list-style-type: none"> <li>• 73 percent are first-generation college students.</li> <li>• Students are from 71 high schools.</li> <li>• 73 percent are racial/ethnic minorities and have even fewer resources for college than the 2017 awardees.</li> <li>• Average ACT score of 11th grade awardees is 22.7, higher than the U.S., Kansas and Missouri.</li> </ul>	<p>Enroll more than 500 Scholars in college in fall 2018: 2017 adult learner awardees, 2018 adult learner awardees and 2018 traditional awardees. Scholars are enrolled at all 17 campuses in the Postsecondary Network. Thirty one more traditional awardees than estimated in the business plan will be enrolled.</p> <p>Host college fairs, career fairs and career exploration and opportunity sessions throughout the year to introduce Scholars to career and employment opportunities in the Kansas City region.</p> <p>Onboard a position focused on marketing and outreach and launch a re-designed website to tell the stories of KC Scholars and continue to escalate the visibility of KC Scholars in the region.</p>	<p>KC Scholars exceeded its FY 2016-2018 external fundraising goal by 14 percent, raising just under \$1.6 M and securing 93 Inaugural Donors.</p> <p>Continue to raise external funds in order to increase number of scholarships awarded in 2018. One hundred percent of donations support additional scholarships.</p>

**Road map**



**Metrics**

- 44 percent increase in number of applicants and 42 percent increase in number of awards in 2018 compared to 2017.
- Eight adult learner graduates in the 2017-18 academic year, an 8 percent completion rate — one bachelor’s and six associate’s degrees continuing toward bachelor’s degrees.
- 60 percent of 529 college savings account holders made at least one contribution. Fifty-five of 70, 79 percent, completed all 10th grade incentives, earning \$400 from KC Scholars.
- Working toward a 75 percent college completion rate.