

UNICORNS AREN'T ENOUGH: THE FREE COLLEGE FAIRYTALE



To support our ongoing research on place-based scholarships, the **W.E. Upjohn Institute** and the **Kalamazoo Promise** submitted a joint proposal to SXSW EDU 2018 outlining a case study on best practices for Promise programs and place-based scholarships.

Why SXSW EDU?

The grassroots audience composed of practitioners, policymakers, and funders is the perfect fit for a case study on place-based scholarships.

“A fascinating realization you make after spending a week at SXSWedu surrounded by teachers, superintendents, provosts, and edtech leaders is that the conference is about so much more than education....SXSWedu isn’t about insular conversations in academia; it’s about knocking down silos and bringing people together from all different disciplines to focus on how we make learning better, and more available, for everyone.”
— *Entrepreneur.com, March 14, 2017*

Help Us Get to Austin!

We need your vote! SXSW EDU content is entirely crowdsourced. Organizations pitch ideas online and the public votes from August 7th-25th, then SXSW staff and their advisory board vote in September, and in October they announce the winning proposals.

How to Vote...

Vote for us here: <http://panelpicker.sxsw.com/vote/69918>

You need to create an account and log in to be able to vote. You can also give us a signal boost on social media using the buttons on the left of the panelpicker platform:

The screenshot shows the Panelpicker website interface. At the top, it says "SXSW EDU 2018" and "Cast Your Vote" with a "vote!" button. Below this are "VOTE UP" and "VOTE DOWN" buttons. There are also social media share buttons for Facebook and Twitter. The main content area displays the title "Unicorns Aren't Enough: The Free College Fairytale" and a brief description of the case study. Below the text is a video player showing a person wearing a t-shirt with a graphic. The video player has a "Share this idea" button and social media icons.

Questions? Email communications@upjohn.org