

COMMUNITY-LEVEL EFFECTS			
CATEGORY	SUGGESTED INDICATOR	RATIONALE	POSSIBLE DATA SOURCES
School district enrollment (also listed under K-12 outcomes)	<ul style="list-style-type: none"> <li>▪ New students entering the school district from out of area</li> <li>▪ Exit rates for existing students</li> </ul>	<p><b>Attraction of new students or retention of existing students due to a Promise program will strengthen the community and contribute to higher housing prices, income growth, and job creation, as well as an improved reputation for the school district.</b></p> <p><i>Hershbein 2013, LeGower and Walsh 2014</i></p>	<p><b>Existing:</b></p> <ul style="list-style-type: none"> <li>✓ School district data – entry and exit codes (if available)</li> </ul>
Post-secondary enrollment by Promise scholars	<ul style="list-style-type: none"> <li>▪ % of scholarship recipients who remain within local community for higher education</li> <li>▪ % of scholarship recipients who remain in-state for higher education</li> </ul>	<p><b>Attendance by Promise scholars at local institutions keeps their scholarship dollars and discretionary spending within the community.</b></p> <p><b>Attending college in state increases the likelihood that graduates will remain in-state after graduation.</b></p> <p><i>Trostel 2010</i></p>	<p><b>Existing:</b></p> <ul style="list-style-type: none"> <li>✓ National Student Clearinghouse</li> </ul> <p><b>Primary data collection:</b></p> <ul style="list-style-type: none"> <li>✓ Promise program database</li> </ul>
Regional workforce	<ul style="list-style-type: none"> <li>▪ % of scholarship recipients who remain within or return to region once they enter the workforce</li> </ul>	<p><b>Communities benefit if scholarship recipients remain within or return to the local community after completing their education.</b></p>	<p><b>Existing:</b></p> <ul style="list-style-type: none"> <li>✓ State Unemployment Insurance wage records (workforce data needs to be articulated with educational system data; many states are moving in this direction)</li> <li>✓ Federal or state income tax records</li> </ul> <p><b>Primary data collection:</b></p> <ul style="list-style-type: none"> <li>✓ Other mechanism (e.g., Facebook group) for tracking scholarship recipients into the workforce.</li> <li>✓</li> </ul>
Housing market	<ul style="list-style-type: none"> <li>▪ Median home price, days on market, assessed value, new housing construction</li> </ul>	<p><b>The value of a long-term, guaranteed scholarship program will be factored into decisions about housing, as families seek to move into or remain within school district boundaries that make their children eligible for the scholarship. Housing values relative to non-Promise-eligible surrounding communities should be expected to capture this premium; however, broader economic and housing market trends can make this effect difficult to detect. In some contexts, higher housing values are feared as contributing to gentrification, but in many Promise communities housing prices in the urban core lag those in surrounding areas.</b></p> <p><i>LeGower and Walsh, 2014</i></p>	<p><b>Existing:</b></p> <ul style="list-style-type: none"> <li>✓ Local realtor association data on home sales and prices</li> <li>✓ City Assessor’s Office data on assessed value</li> <li>✓ Building permit data</li> </ul>
Population growth	<ul style="list-style-type: none"> <li>▪ Entry rates of out-of-area residents</li> <li>▪ Exit rates</li> </ul>	<p><b>Attraction of new families or retention of existing families within a city or region due to a Promise program will contribute to higher housing prices, income growth, and job creation.</b></p>	<p><b>Existing:</b></p> <ul style="list-style-type: none"> <li>✓ Publicly available American Community Survey Micro data, U.S. Census Bureau</li> </ul>
Educational attainment of the population	<ul style="list-style-type: none"> <li>▪ % of working-age adults (ages 25-64) with a 2- or 4-year degree</li> </ul>	<p><b>Increasing a community’s stock of educated workers translates into higher economic growth and higher wages for both skilled and less-skilled workers. Promise programs contribute in two ways, attracting educated workers to a community while producing more of them through increased access to post-secondary education and training.</b></p> <p><i>Glaeser and Saiz 2003, Glaeser and Berry 2006</i></p>	<p><b>Existing:</b></p> <ul style="list-style-type: none"> <li>✓ Publicly available American Community Survey Micro data, U.S. Census Bureau</li> </ul>
Population of children	<ul style="list-style-type: none"> <li>▪ % of households with children</li> </ul>	<p><b>Promise programs should be expected to attract and retain families with children into a community.</b></p>	<p><b>Existing:</b></p> <ul style="list-style-type: none"> <li>✓ Publicly available American Community Survey Micro data, U.S. Census Bureau</li> </ul>
Education level of population	<ul style="list-style-type: none"> <li>▪ % of households with children headed by a college-educated adult</li> </ul>	<p><b>Promise programs, by placing a high value on educated, should be expected to attract and retain families headed by educated adults into a community.</b></p>	<p><b>Existing:</b></p> <ul style="list-style-type: none"> <li>✓ Publicly available American Community Survey Micro data, U.S. Census Bureau</li> </ul>