Investing In Youth for Community Transformation

3rd annual PromiseNet Conference
June 16-18, 2010 • Kalamazoo, MI
Growing the earth?  
Or growing a young mind?

Everyday moments. A chance to nurture your child’s curiosity.

Encouraging imagination helps develop a child’s mind. It makes them curious and sparks the development of early problem-solving skills—the building blocks for future scientific and mathematical thinking. Children entering school prepared with these skills have more self-esteem and a better chance of success. That’s why PNC founded Grow Up Great and PNC Crezca con Éxito, our 10-year, $100 million bilingual program preparing young children for school with tips for parents, grants and sponsorships. Together, we can make sure an entire generation won’t just grow up, but grow up great.

To find out more, go to pncgrowupgreat.com or call 1-877-PNC-GROW.
June 16, 2010

Dear Conference Participant:

Welcome to the City of Kalamazoo!

On behalf of the City of Kalamazoo, I extend a warm welcome to the 2010 PromiseNet Conference members. We are honored to be your host for your annual conference. Kalamazoo is the city of the Kalamazoo Promise (www.kalamazoopromise.com), the city of Promise, and a jewel of Michigan.

You will find Kalamazoo to be friendly and innovative. The heart of the vibrant downtown area is filled with unique restaurants, retail stores, art galleries, coffee shops, pubs, and microbreweries. The Kalamazoo Public Library, the Kalamazoo Valley Museum and the Kalamazoo Institute of Arts are within easy walking distance of the downtown district. Also nearby is the outdoor Arcadia Festival Site, the location for many special entertainment events throughout the warm spring, summer and fall months. For sports enthusiasts, nearby Mayors’ Riverfront Park is home to the Kalamazoo Kings baseball team, and adjacent to the park and available to walkers and joggers is the Riverfront Trailway, which borders the Kalamazoo River. Other area attractions include the Kalamazoo Air Zoo, Celery Flats scenic walking/biking trail, and the Kal-Haven Trail, which connects the Kalamazoo area to the Lake Michigan community of South Haven where there are beautiful public beaches.

We are confident that you will have an enjoyable and rewarding experience, and encourage you to check our City’s website at www.kalamazoocity.org and explore the links to the many recreational and leisure activities in our area.

Again, welcome to Kalamazoo and best wishes for a successful conference!

Once you Discover Kalamazoo, you’ll be back. We promise!

Supporting the journey,

Bobby J. Hopewell
Mayor

Investing in Youth for Community Transformation
About PromiseNet

Kalamazoo is happy to be hosting the third annual PromiseNet conference entitled “Investing in Youth for Community Transformation.” PromiseNet, established in 2008, is a network of communities investing in education and economic development through place-based scholarship programs. The conference is designed to bring together individuals that are pursuing these strategies in their own communities, as well as others in the planning stages, for learning, reflection, and interaction. The network’s first annual conference was held in Kalamazoo in June 2008 and the second in Denver in June 2009. We are confident that this conference, like its predecessors, will provide rich opportunities for mutual learning and the deepening of connections among people and places engaged in education-based community revitalization. Learn more about PromiseNet at http://promisenet.us.

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Special Conference Events

Welcome Reception • Wednesday, 6:30-8:00 p.m. • Rose Street Market
Located in the historic Kalamazoo landmark, now known as Rose Street Market, Just Good Food offers a unique, elegant banquet facility and full-service catering. Just Good Food serves up the perfect recipe for a wonderful event with excellent food, a beautiful setting and attentive staff.
The Rose Street Market is within walking distance of the Radisson Plaza Hotel.

Gala Banquet • Thursday, 7:00 p.m. • Air Zoo
The Air Zoo — formerly known as the Kalamazoo Aviation History Museum — is located just down the street from the Kalamazoo-Battle Creek International Airport and only minutes from downtown Kalamazoo in Portage, Michigan. It is the first museum of its kind in the world with its “museum-meets-indoor-amusement-park” theme. It boasts many historical and rare aircraft, including the world’s fastest air-breathing aircraft, the SR-71B Blackbird. Many of its antique planes are airworthy. The Air Zoo is an aviation museum like no place else on Earth! We specialize in corporate meetings, company parties and events, weddings, rehearsals, receptions, proms, and graduations.

Bus transportation will be provided. Sign-up for transportation at the registration desk.

Discover Kalamazoo welcomes the 2010 PromiseNet Conference.

Kalamazoo’s focus on improving the quality of life by investing in education for all members of our community is a source of local pride.

So too are the distinctive theatres, unique shops, exceptional restaurants and world-class attractions which make up our home.

We are thrilled to have you here and invite you to discover Kalamazoo.

For more information call 269.488.9000 or visit DiscoverKalamazoo.com
Conference at-a-Glance

Wednesday, June 16

11:00 A.M. – 7:00 P.M. .......................................................... PNC Mobile Learning Adventure — Bronson Park
10:00 A.M. – 11:30 A.M. .................................................... Promise Zones Pre-Conference Session — Radisson Plaza Hotel, Glens III
9:30 A.M. - 8:00 P.M. ......................................................... Registration Open: Lower Level, Radisson Plaza Hotel
1:00 – 4:00 P.M. .......................................................... Getting Started Pre-Conference Session — Radisson Plaza Hotel, Glens III
(Pre-enrollment and additional fee required)
4:00 – 6:00 P.M. .......................................................... Parade Of Homes Tour — Meet in Hotel Lobby
6:30 — 8:00 P.M. .......................................................... Welcome Reception, Rose Street Market

Thursday, June 17

7:00 A.M. – 6:00 P.M. .......................................................... Registration Open: Radisson Plaza Hotel, Lower Level
7:00 – 8:30 A.M. .......................................................... Continental Breakfast – Arcadia Ballroom
8:30 – 10:00 A.M. .......................................................... Welcome & Conference Opening, Dr. Janice Brown – Arcadia Ballroom

Mayor Bobby Hopewell
Governor Jennifer Granholm
Featured Speaker, Dr. Julianne Malveaux
10:00 A.M. .......................................................... Networking Break and Field Trip Travel Time
10:30 A.M. – 12:00 P.M. ..................................................... Concurrent Sessions – Various Rooms
10:30 A.M. – 12:00 P.M. ..................................................... Various Field Trips
12:15 – 1:30 p.m. .......................................................... Luncheon – Arcadia Ballroom
Introductions, Mr. Greg Ayres, Discover Kalamazoo
Luncheon Speaker, Mr. William (Bill) Johnston
1:30 - 2:45 p.m. .......................................................... Concurrent Sessions – Various Rooms
1:30 - 3:00 p.m. .......................................................... Various Field Trips
2:45 - 3:00 p.m. .......................................................... Networking Break
3:00 – 4:15 P.M. .......................................................... Concurrent Sessions – Various Rooms
3:00 – 4:30 .......................................................... Walking Tours
4:30 – 5:30 P.M. .......................................................... Concurrent Sessions – Various Rooms
6:30 P.M. .......................................................... Transportation to Air Zoo & Banquet
7:00 – 9:00 P.M. .......................................................... Air Zoo Banquet

Friday, June 18

7:30 – 11:30 A.M. .......................................................... Registration Open: Radisson Plaza Hotel, Lower Level
7:00 – 8:30 A.M. .......................................................... Continental Breakfast – Arcadia Ballroom
8:30 – 10:00 A.M. .......................................................... Structured Roundtable Sessions – Various Rooms
10:00 – 10:30 A.M. .......................................................... Networking Break
10:30 – 11:30 a.m. .......................................................... Conference Closing – Arcadia Ballroom
Introductions, Mr. Randy Eberts, W. E. Upjohn Institute
Closing Speaker, Mr. Greg Darnieder
Featured Speakers

Dr. Julianne Malveaux
President, Bennett College for Women

Dr. Julianne Malveaux is the 15th President of Bennett College for Women. Recognized for her progressive and insightful observations, she is also an economist, author and commentator, and has been described by Dr. Cornel West as “the most iconoclastic public intellectual in the country.” Dr. Malveaux's contributions to the public dialogue on issues such as race, culture, gender, and their economic impacts, are shaping public opinion in 21st century America.


Dr. Malveaux received her BA and MA degrees in economics from Boston College, and earned a PhD in economics from MIT. A native San Franciscan, she is the Founder/ Thought Leader of Last Word Productions, Inc. a multimedia production company headquartered in Washington, DC.

William D. Johnston
Chairman, Greenleaf Companies

William (Bill) Johnston entered the field of investment management in 1985 after spending 16 years as a teacher, coach and high school principal. Today, his companies include Greenleaf Trust, Greenleaf Holdings, Greenleaf Ventures, Greenleaf Hospitality Group, and Greenleaf Capital. He is also chairman of Southwest Michigan First; chairman of the board and director of SofTech, Inc.; Director of Special-Lite Corporation; and a member of the Western Michigan University board of directors. In addition, he serves on a variety of community boards of directors.

He earned a bachelor’s degree in public administration and a master's degree in political science from Western Michigan University.

Gregory M. Darnieder
Special Assistant and Advisor to the Secretary on the Secretary's Initiative on College Access

Greg began his career in education as a middle grades teacher in St. Louis and Riverdale MD. He has a BA in Sociology, a K-8 teaching certificate from St. Louis University and a MA in Christian Education from Wheaton College. He worked for 15 years as the executive director of youth development and college access organizations in Chicago's Cabrini Green Housing Development. Beginning in 2003, he oversaw the Steans Family Foundation's community focused philanthropic efforts in Chicago's North Lawndale community including early childhood, education, organizational development and affordable housing. He has served in leadership roles for several foundations and on over twenty non-profit organization boards.

In 2003, Greg established the Department of Postsecondary Education and Student Development (DPSESD) at Chicago Public Schools (CPS), designing and implementing an assortment of postsecondary, academic, financial, and social support programs and building university, corporate and civic partnerships to enhance college access. In 2008 he was named the director of the Department of College and Career Preparation (DCCP) for CPS, a newly formed department that consists of the DPSESD and the Department of Education To Careers. In 2009, Secretary of Education, Arne Duncan, named Greg the Special Assistant to the Secretary for College Access at the U.S. Department of Education, where he currently serves.
Pre-Conference Activities • Wednesday

**Make the Promise to Learn: PNC Mobile Learning Adventure**

11:00 A.M.-7:00 P.M.

Located in Bronson Park, 1 block South of the Radisson Plaza Hotel

Creating “an education community” requires the engagement of all sectors of the community and a commitment to learning around the clock and year-round. “Make the Promise to Learn” conveys that message to parents and students of all ages. PNC’s Mobile Learning Adventure is visiting Kalamazoo for the first time. Developed with the Children’s Television Workshop, this traveling exhibit provides an opportunity for parents to learn about the importance of early childhood education while they engage in fun activities with their children. It includes the “When I Grow Up” station, where kids dress up as different professionals. Parents take home activity books and learning kits that demonstrate how to take everyday moments and turn them into learning opportunities. Parents will also be able to register their students for a wide array of other summer learning opportunities to prevent the “summer slide”. Forty-five community organizations with something to offer parents and students of all ages will be at this event with university student athletes promoting the importance of college readiness.

**Michigan Promise Zones**

10:00 – 11:30 A.M.

**Facilitator: Chuck Wilbur, Public Policy Associates**

Inspired by the privately initiated and financed Kalamazoo Promise, Michigan’s Governor, Jennifer Granholm, has created “Promise” zones in cities with a combination of low rates of educational attainment and high rates of poverty and unemployment. This session will stress the common problems the Promise Zones, and the beginners in attendance, face in terms of bringing the community together, involving the business community, college readiness, and others.

Room: Glens III

**Getting Started**

1:00-4:00 P.M.

**Janice Brown, Executive Director, The Kalamazoo Promise; Eddy Jones, Project Manager, Pittsburgh Public Schools, PA; Lila Phillips, Executive Director, El Dorado Promise, AR**

Three promise communities will share in detail how they started their promise-type programs. Hearing from the flagship organization The Kalamazoo Promise as well as a large urban (Pittsburgh) and a small community (El Dorado) will give participants from all types of communities insights and activities necessary for starting. This highly interactive session will allow each participant to go away with valuable information as well as practical ideas about the vision, the stakeholders, the community engagement, the cost, securing the dollars, administration, student issues and anything else that participants wish to discuss.

Room: Glens III

**Home Builders Association: Parade of Homes Tour**

4:00-6:00 P.M.

Transportation provided. Meet in the Radisson Plaza Hotel lobby @ 4:00 p.m.

Celebrate the Parade of Homes in the greater Kalamazoo area. A long-standing tradition of the Home Builders Association of Greater Kalamazoo (HBAGK), this field trip will highlight new homes in the area, especially homes that have been built in the Kalamazoo Public Schools boundaries. Despite huge economic challenges, builders are reinventing themselves and The Kalamazoo Promise is a motivator, especially when the scholarship is worth about $50,000 per student. With an enrollment gain of 17%, families are looking for housing, and HBAGK builder members are offering beautiful, quality built homes.
Thursday Field Trips • 10:30 A.M. – 12:00 P.M.

**Goodwill Industries**

Transportation provided. Meet in the Radisson Plaza Hotel lobby @ 10:00 A.M.

**Tour Facilitator: John Dillworth, CEO, Goodwill Industries**

Learn about the value of co-locating multiple human services under one roof with a tour of Goodwill Industries. Located in a former Stryker Corporation building on the south side of the city, Goodwill Industries and the partner organizations under its roof provide convenient and coordinated opportunities for job training, food assistance, adult basic education, parenting support and more to parents and other adults. The collection of organizations serves hundreds of parents of Kalamazoo School students; both children and adults benefit from this collective approach.

**Promise Students Speak, Western Michigan University**

Transportation provided to the Adrian Trimpe Building. Meet in the Radisson Plaza Hotel lobby @ 10:00 A.M.

**Student Panel Members: Anthony Phillips, Phillip Royster, Marcus Wells, and Jared Young**

**Tour Facilitator: Diana Hernández, Director, Multicultural Affairs, Western Michigan University**

Hear directly from Kalamazoo Promise Scholars in their First Year Seminar setting as they discuss and demonstrate the strategies that assist students in making a smooth transition from high school to college. In the course of a one-hour interactive presentation, Kalamazoo Promise Scholars will identify how skills and strategies are taught and practiced for mastery learning. The college structure will be analyzed and college supports identified. This simulated classroom exercise will reveal the needs of students and how they are addressed to increase college completion.

**Southwest Michigan Innovation Center (SMIC)**

Transportation provided. Meet in the Radisson Plaza Hotel lobby @ 10:00 A.M.

**Tour Facilitator: Rob DeWit, CEO, will share how this organization supports and nurtures its start-up companies.**

Located in the Business Technology and Research (BTR) Park of Western Michigan University, the Southwest Michigan Innovation Center (SMIC) houses wet lab and office space for start-up scientific companies. As an incubator site, it has been highly successful with 3 graduates already settling in the greater Kalamazoo Community within the last 5 years. Financed through state, local and private monies, it is a glowing example of how a community can support and grow companies that have a bright future.

**M-TEC: Education for Hands-on Learners**

Transportation provided. Meet in the Radisson Plaza Hotel lobby @ 10:00 A.M.

**Tour Facilitator: Bob Jorth, Administrator, The Kalamazoo Promise**

Kalamazoo Valley Community College has a technology education center (M-TEC) and several academies targeted to offering students programs that offer specific job oriented skill sets with a minimum of additional (and more traditional) academic classes. These programs are post-secondary education programs designed to engage the more hands-on type of learner and are normally completed in less than a year, but prepare students for excellent, well paying careers. This field trip will take you to KVCC’s M-TEC in its Groves campus to see program facilities and meet with staff and students who will explain and discuss the details of these initiatives. This will include origins of these programs, targeted populations, program structure, and time for questions and discussion. The current academies offered by KVCC include: wind energy, automotive repair, animal technician, hospitality, police, and corrections.
Field Trips • 1:30-3:00 p.m.

**Student Support: An Example (KVCC Student Success Center)**

Transportation provided. Meet in the Radisson Plaza Hotel lobby @ 1:30 p.m.

Laura Cosby, Director, Student Success Center, Dennis Bertch, Associate Vice President, Academic Services, and Bill Willging, Project Leader, Kalamazoo Valley Community College

**Facilitator: Bob Jorth, Administrator, The Kalamazoo Promise**

Kalamazoo Valley Community College has a wide variety of innovative programs in place to assist students to successfully matriculate. Offering a holistic approach to assisting students, these services address the full spectrum of challenges and barriers that students may bring or encounter while attending KVCC. Challenges and needs students may have or experience include remediation, mentoring, tutoring, career planning, transitioning to college, and personal issues e.g. housing, transportation, money management. This field trip will take you to KVCC’s Texas Township Campus where you will see program facilities and meet with staff and students who will provide details and experiences of these initiatives.

**Southwest Michigan First**

Within walking distance of the Radisson Plaza Hotel. Meet in the hotel lobby @ 1:30-2:30 p.m.

**Tour facilitator: Heather Smith, Vice President, SWMI**

Walk downtown to visit Southwest Michigan First and learn how this private, nonprofit economic development organization has committed itself to being the catalyst stimulating growth in the Kalamazoo Region. Nationally recognized for its groundbreaking Community Capitalism approach to economic development, Southwest Michigan First’s mission is to create jobs and wealth and commits to doing so through innovative methods. You will hear from Vice President Heather Smith and the Southwest Michigan First team about how Southwest Michigan is thriving despite economic challenges and continues to attract businesses to the area while investing in the talents of its people.

**Kalamazoo Public Schools’ New Green Schools Field Trip**

Transportation provided. Meet in the Radisson Plaza Hotel lobby @ 1:30 p.m.

**Tour facilitator: Cindy Green, Assistant Superintendent of Student Services, Kalamazoo Public Schools**

Shortly after the announcement of The Kalamazoo Promise in 2005-2006, the community serving Kalamazoo Public Schools passed an $85 million capital bond. A large part of this bond went to the construction of two fabulous new schools—one elementary and one middle school. Significant to this event was the fact that a new school had not been constructed in the Kalamazoo Public Schools during the past 37 years. This tour will take you to Linden Grove Middle School, a beautifully constructed green building.
Walking Tours • 3:00-4:30 p.m.

Epic Center
Meet in the Radisson Plaza Hotel lobby @ 3:30 p.m.
Tour facilitator: Michelle Miller-Adams, Visiting Scholar, WE Upjohn Institute

When representatives of local arts organizations were seeking joint space in 1996, they turned to the Arts Council of Greater Kalamazoo for help. Four years and $9 million later, the Epic Center was born. Located in a former department store on the downtown mall, the Epic Center is now one of the anchors of the central city. The four-story building is home to two modern performance spaces, offices for 11 arts and cultural organizations, a community box office, a restaurant/wine bar and a retail store – as well as a stellar art collection representing the works of regional artists. Come hear how an empty retail space became the epicenter of the arts in Kalamazoo, and learn about the arts education opportunities provided by the center's tenants, such as Education for the Arts, the Irving S. Gilmore International Keyboard Festival, the Kalamazoo Symphony, and Wellspring-Cori Terry & Dancers.

Bronson Healthcare Group
Meet in the Radisson Plaza Hotel lobby @ 3:30 p.m.
Tour facilitator: Cindy Green, Assistant Superintendent of Student Services, Kalamazoo Public schools

Bronson Healthcare Group, one of Kalamazoo's largest employers, has long been a champion of redevelopment in the core city and, over the past decade, has invested more than one quarter of a billion dollars in construction, renovation and restoration of its downtown facilities. Bronson is also a strong community partner in economic development, education, the health sciences and research. Find out how this national leader in health care quality has been working locally to safeguard the physical, social and economic well-being of the area. Tour Bronson Methodist Hospital's all private room facility and learn more about the culture of excellence and patient focus that led it to be named a 2005 Malcolm Baldrige National Quality Award recipient and ranked among the top five percent of hospitals in the country.

Walking Tour of Downtown Kalamazoo
Meet in the Radisson Plaza Hotel lobby @ 3:30 p.m.
Tour led by Steve Deisler, VP Planning & Development, Downtown Kalamazoo, Inc.

Join us as we take a walk around downtown Kalamazoo to see the innovation that has taken place with an eye toward economic development. Kalamazoo also has a delightful mix and variety of architecture styles that will be pointed out along the way. Some of the areas included on the tour will be to the East End featuring the creative renovation of old railroad buildings into nightclubs, antique stores, coffee shops and micro breweries; South Town features an eclectic mix of downtown neighborhoods, retail business and the elegant campus of Bronson Hospital; Haymarket offers the latest in food and entertainment surrounded by the classic architecture of the past; Arcadia is a district that brings art, festivals, music, history and education together; Bronson Park in the center of the city, is surrounded by stately churches, celebrations, art shows, summer concerts and holiday displays; The Kalamazoo Mall anchored by the stylish AAA 4-Diamond Radisson Plaza Hotel & Suites is the historic Kalamazoo Mall, the first outdoor pedestrian mall in the United States, featuring parades, sidewalk sales, Art on the Mall, Mixer on the Mall, seasonal holiday festivities and more. Revitalized Art Deco buildings house specialty shops, chic restaurants and lively brew pubs. Don't miss Kalamazoo City Hall, a classic example of Art Deco style built in 1931.
Concurrent Sessions • Thursday 10:30 A.M.-12:00 P.M.

**What it Takes: A College-going Culture**

**Dr. Michael Rice, Superintendent, Kalamazoo Public Schools**

**Facilitator: Patricia Coles-Chalmers, Assistant Superintendent of Teaching & Learning Services, Kalamazoo Public Schools**

Join Dr. Rice and other school leaders to hear about the hard work it takes to move a large urban district forward. Using a complex and multi-faceted approach, Dr. Rice will discuss both the challenges and opportunities associated with being the leader of a school system preparing all students to be college-ready. Facing tremendous pressure to constantly improve results for student learning, the pressure becomes even greater when the bar is raised and expectations for all youth to attend college are held. From a district perspective, Dr. Rice will discuss specific strategies that have yielded great results in district culture, student achievement and community support. District initiatives such as early childhood, early elementary, community involvement and advance placement courses will be shared. Members of the audience will share ideas and challenges, and have an opportunity to dialogue around this important topic.

*Room: Great Lakes V*

*Strand: Student Support: K-12*

**What Do Students Need Most to Succeed in College?**

**Student Panel Members: Michelle Brenes, Michael Johnson, Lauryn Scott, and Alonzo Wilson II**

**Facilitator: Pam Kingerly, Executive Director, Kalamazoo Community in Schools**

A panel of recipients of the Kalamazoo Promise attending higher education institutions that are located in other cities in Michigan will discuss their experiences in attending college away from their home community of Kalamazoo. What have their support needs been and how have they been met or not? Looking back, what supports would have been helpful throughout K-12 in order to be “college-ready?”

*Room: Great Lakes III*

*Strand: Student Support: K-12*

**Destination Branding**

**Greg Ayers, President, Discover Kalamazoo**

**Facilitator: Lila Phillips, Executive Director, El Dorado Education Foundation, AR**

Branding products has been a part of our culture for decades. A relatively new phenomenon has been to brand destinations. Through strategic planning and research, a new destination brand theme and identity were developed for the Greater Kalamazoo region to market and sell the destination to current and potential visitors. In this session, Discover Kalamazoo will present the steps utilized to engage the community and include The Kalamazoo Promise in its process. Presenters will also discuss how the inclusion of higher education has impacted its target audiences.

*Room: Great Lakes I*

*Strand: Core City*

**Evaluating the Kalamazoo Promise**

**Randy Eberts, President, W.E. Upjohn Institute and Gary Miron, Professor, Western Michigan University**

**Facilitator: Michelle Miller-Adams, Visiting Scholar, W.E. Upjohn Institute**

This session will survey what researchers are learning about the Kalamazoo Promise, now in its fifth year. Representatives of the W.E. Upjohn Institute and Western Michigan University will present data covering a range of outcomes, including who is using the Promise, how the scholarship is affecting enrollment in KPS, and how students, teachers, and parents are responding to the program. Bring your questions and results from your own communities, as there will be plenty of opportunity for dialogue.

*Room: Great Lakes IV*

*Strand: Research and Evaluation*
Regional Economic Development: National and Local Perspectives

Dave Tomko, Regional President, PNC; Lori Jewell, Great Lakes Zone Manager of Public Affairs and Alyssa Bisanz, current national State Farm Youth Advisory Board, State Farm; Don Wales, President, El Dorado Chamber of Commerce, AR; Steward Sandstrom, President & CEO, Kalamazoo Chamber of Commerce

Facilitator: George Erickcek, Sr. Research Analyst, W.E. Upjohn Institute

This session is focused on the intention of regional/business organizations to leverage education as a commodity in their community. Participants from the business sector will discuss a variety of strategies they are using to put education at the center of economic development. How these organizations communicate and market scholarship programs will also be discussed. With the eventual goal of retaining and bringing businesses and professionals into the community to improve economic development, these organizations have leveraged education in many of their daily activities in some creative and useful ways. These presenters will discuss their ideas and leave plenty of time for dialogue and audience ideas.

Room: Great Lakes II
Strand: Economic Development

1:30-2:45 p.m.

Secondary Schools: Doing Things Differently

Timon Kendall, Director of Secondary Education, Kalamazoo Public Schools; Johnny Edwards, Principal, Loy Norrix High School; Jennifer Iriti, University of Pittsburgh; Von Washington, Principal, Kalamazoo Central High School

Facilitator: Patricia Coles-Chalmers, Assistant Superintendent of Teaching & Learning Services, Kalamazoo Public Schools

Presenters in this session will share ways and ideas for increasing student achievement at the secondary level. There will be a discussion on raising student expectations to prepare students for college. Panelists will join with the audience in answering some hard questions about the most effective ways to get more students on the path for success. Come to this lively discussion to hear about actual implementation of the most effective methods being used at the high school level today.

Room: Great Lakes I
Strand: K-12

Fostering A College-going Culture within Communities & K-12 Schools

Sue Byers, College Success Foundation, WA and Pam Kingery, Executive Director, Kalamazoo Communities in Schools

Facilitator: Eddy Jones, Project Manager, Pittsburgh Public Schools, PA

Students continue to be divided into two groups – those who take for granted they will be going to college and those who will think that college is for others, not them. Just as previous generations had to create an assumption that everyone would attend and graduate from high school, we must create an expectation that all students will prepare themselves for education beyond high school. This session will be a facilitated discussion among participants on successful strategies for shifting to a college-going culture in communities and school districts.

Room: Great Lakes III
Strand: Student Support

Community Alignment: Bringing All the Stakeholders Onboard

Janice Brown, Executive Director, The Kalamazoo Promise; Bobby Hopewell, Mayor, City of Kalamazoo; Juan Olivarez, President & CEO, Kalamazoo Community Foundation; Michael Rice, Superintendent, Kalamazoo Public Schools; Sheri Welsh, Welsh & Associates

Facilitator: Janice Brown, Executive Director, The Kalamazoo Promise

Important to the work of promise-type programs is creating a collective vision that aligns stakeholders, develops communication systems, gets to the grass roots, prioritizes projects and creates accountabilities. During this session you will be able to discuss community alignment with the group of community leaders undertaking this process in the Kalamazoo area. Beginning in 2006, it was clear that The Kalamazoo Promise was much more than a scholarship program. Creating the strategic priorities was the first step in this process, and this alignment group has used these priorities in the development of its framework. Find out who is involved, how the work is being done and what the anticipated process will do for this community, and why it is necessary to those communities involved in the development of a promise-type initiative.

Room: Great Lakes II
Strand: Core City
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<td>Promise Students Speak</td>
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<tr>
<td>Lab 11:00 A.M.-7:00 P.M.</td>
<td>Field Trips</td>
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<td>Great Lakes III</td>
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<tr>
<td>Bronson Park</td>
<td>10:30-Noon</td>
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<td>Great Lakes III</td>
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<tr>
<td>Getting Started</td>
<td>1:00-4:00</td>
<td>Secondary Schools: Doing Things Differently</td>
<td>Fostering a College-going Culture within Community K-12 Schools</td>
<td>Promise Students Speak</td>
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<tr>
<td>1:00-4:00 p.m.</td>
<td>Sessions</td>
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<td>Great Lakes III</td>
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<td>Glens III</td>
<td>1:30-2:45</td>
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<td>Great Lakes III</td>
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<td>Sessions</td>
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<tr>
<td>Field Trips</td>
<td>1:30-3:00</td>
<td>Kalamazoo Public Schools’ New Green Schools</td>
<td>Student Support: An Example (KVCC Student Success Center)</td>
<td>Great Lakes III</td>
</tr>
<tr>
<td>Parade of Homes</td>
<td>3:00-4:15</td>
<td>College Starts Early: Literacy Initiatives</td>
<td>Community Colleges &amp; Promise Scholarship Programs</td>
<td>Exploring Student Support Models @ Colleges &amp; Universities</td>
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<tr>
<td>Tour 4:00-6:00 p.m.</td>
<td>Sessions</td>
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<td>Great Lakes III</td>
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<tr>
<td>Meet in Radisson lobby</td>
<td>3:00-4:30</td>
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<td>Great Lakes IV</td>
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<tr>
<td>Walking Tours</td>
<td>3:00-4:30</td>
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<tr>
<td>Welcome Reception</td>
<td>6:30-8:00</td>
<td>Parent Engagement</td>
<td>Coordinating Financial Aid Resources</td>
<td>Internships as a Means of Supporting &amp; Engaging Students in College</td>
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<td>6:30-8:00 p.m.</td>
<td>Sessions</td>
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<td>Great Lakes III</td>
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<td>Rose Street Market</td>
<td>4:30-5:30</td>
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<td>Great Lakes IV</td>
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<td>Core City</td>
<td>Research/Evaluation</td>
<td>Economic Development</td>
<td>Friday Roundtables</td>
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<td>Destination Branding</td>
<td>Evaluating The Kalamazoo Promise</td>
<td>Regional Economic Development: National and Local Perspectives \ Great Lakes II</td>
<td>K-16</td>
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<td>\textit{Great Lakes I}</td>
<td>\textit{Great Lakes IV}</td>
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<td>\textit{Kalamazoo II}</td>
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<td>Southwest Michigan</td>
<td>Goodwill Industries: One-Stop Shop for Human Services</td>
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<td>Student Support</td>
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<td>Innovation Center: Incubating Scientific Start-ups</td>
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<td>\textit{Prairies VI}</td>
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<td>\textit{Great Lakes II}</td>
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<td>Community Alignment: Bringing All the Stakeholders Onboard</td>
<td>Research Approaches to Understanding Promise-type Programs \ Great Lakes IV</td>
<td>Creative Approaches to Financing Your Promise Program \ Great Lakes V</td>
<td>Core City &amp; Economic Development</td>
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<td>\textit{Great Lakes II}</td>
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<td>\textit{Prairies IV &amp; V}</td>
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<tr>
<td>Creating a World Class Education City</td>
<td>Comprehensive Student Support Models \ Great Lakes I</td>
<td>Southwest Michigan First: Kalamazoo’s Economic Engine 1:30-2:30 P.M.</td>
<td>Research &amp; Evaluation \</td>
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<td>\textit{Great Lakes II}</td>
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<td>\textit{Glens I &amp; II}</td>
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<td>Bronson Health care: A Champion of the Core City</td>
<td>Epic Center: Arts Collaborative</td>
<td>Walking Tour of Downtown Kalamazoo</td>
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Concurrent Sessions (continued) • Thursday 1:30-2:45 p.m.

Research Approaches to Understanding Promise-type Programs

Elizabeth Stransky Vaade, Wisconsin Center for the Advancement of Postsecondary Education, Madison, WI, and Anne Bowles, Policy and Outreach Associate, Institute for Higher Education Policy, Washington, DC.
Facilitator: Michelle Miller-Adams, Visiting Scholar, W.E. Upjohn Institute

As communities around the nation explore and implement Promise-type programs, state and national research organizations are taking note. This session will focus on two efforts to understand these developments. WISCAPE researchers will present their work on Postsecondary Opportunity Programs (POPs), comprehensive college access and success programs that offer a combination of universal or need-based eligibility, dedicated funding, support services, and rigorous evaluation. Presenters will also include a discussion of the policy and operational challenges POPs administrators face in the areas of program eligibility, collaboration, sustainability, and evaluation. IHEP staff will provide a synthesis of the current research on early commitment scholarship programs and will walk participants through the Pathways to College Network’s research-based online resources, including the Evaluation Toolkit, a new tool designed to evaluate college access programs, including early commitment programs.

Room: Great Lakes IV
Strand: Research and Evaluation

Creative Approaches to Financing Your Promise Program

Peter Abernathy, Sr. Associate Executive Director, Tennessee Student Assistance Corp., TN; David Dugger, Director, Early College Alliance, Eastern Michigan University and Director, Educational Options Washtenaw ISD, MI; Tara Gerstner, Executive Director, The Peoria Promise, IL; Chuck Wilbur, Public Policy Associates, MI
Facilitator: George Erickcek, Sr. Research Analyst, W.E. Upjohn Institute

Communities across the nation are struggling with the question of how to fund a universal place-based scholarship program if they don’t have major “angel” donors who will pay most of the costs. This session will explore creative approaches to promise program financing, including the use of public funding in an era of limited government resources. The session will also look at how Pell Grants and other needs-based resources can be used to make promise programs work and how business sponsored scholarships can fund and enhance a local promise program.

Room: Great Lakes V
Strand: Economic Development
Concurrent Sessions • Thursday 3:00-4:15 p.m.

**College Starts Early: Literacy Initiatives**
Zaheerah Shakir-Khan, Director of Elementary Education and Kellye Wood, Coordinator of Early Childhood Education, Kalamazoo Public Schools
Facilitator: Patricia Coles-Chalmers, Assistant Superintendent of Teaching & Learning Services, Kalamazoo Public Schools

When educators and others talk about starting literacy early and often, what does that mean? In this session, participants will hear about the multi-faceted approach that school districts like Kalamazoo have taken to invest in its young people. Believing that this investment is one of the surest ways to The Kalamazoo Promise, leaders will discuss specific interventions that they believe will help all students get to college. Discussion will include such topics as early childhood education, full-day kindergarten, writing, professional development, and a host of literacy strategies. Parent/family involvement and community support will also be discussed. Audience members will be given time to share ideas about what their communities are doing as well as ask questions about those interventions that are working for others.

Room: Great Lakes V
Strand: Pre K-Elementary

**Community Colleges and Promise Scholarship Programs**
Facilitators: Laura Cosby, Director of Student Services and Roger Miller, Director, Financial Aid, Kalamazoo Valley Community College
Facilitator: Bob Jorth, Administrator, The Kalamazoo Promise

This session will consist of panelists at the community college level and the resources and best practices used in working with Promise Scholarship recipients. Panelists will engage the audience in discussions to support students in community colleges.

Room: Great Lakes III
Strand: Higher Education

**Exploring Student Support Models at Colleges and Universities**
Louise Mryland, Director of Scholarship & Evaluation, Denver Scholarship Foundation, CO and Steve Thorndill, Director, Scholarship Services, Student Success Foundation, WA
Facilitator: Pam Kingery, Executive Director, Kalamazoo Communities in Schools

This session will explore models for student support, academic and non-academic, at the college level aimed at first generation and/or under-prepared college students. With the expectation and opportunity for post-secondary education for a greater portion of the population, both community colleges and four-year higher education institutions are faced with educating students who don't have the benefit of parents who are college-educated and/or their K-12 education has not resulted in core academic and social-emotional skills to be successful in college. Models or programs developed by colleges and universities to remediate skills, experience and content will be presented.

Room: Great Lakes IV
Strand: Student Support-Higher Education

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**Kalamazoo Valley Community College**

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**Michigan College Access Network**

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Creating a World Class Education City
Brian Fukuda, County of La Crosse, WI; Jeff Chamberlain, Director of Community Planning and Development and Jeff Hadley, Chief of Public Safety, City of Kalamazoo
Facilitator: Eddy Jones, Project Manager, Pittsburgh Public Schools, PA
Partnering with the city is essential for place-based transformation in communities that have universal scholarship programs. Come hear about the stories of cities that are heavily involved in developing around a common vision of investing in youth to create a better quality of life for all residents. Presenters will explain a variety of initiatives that have been intentionally developed with this vision in mind. How does the city promote itself as a college-going community? How has public safety changed the way it is doing its work? What contributions has the city made to youth employment and development during the summer months? What resources have been brought into the community to address infrastructure issues like housing, land redevelopment, roads, etc? In what ways do members of the city partner with key organizations? Members of the community who are actually doing this work will explore these and other questions.
Room: Great Lakes II
Strand: Core City

Comprehensive Student Support Models within K-12
Lorraine Thoreson, Education Consultant, Michigan Department of Education, Executive Board, National AfterSchool Association and Meg Blinkiewicz, Director of Evaluation & Quality, Kalamazoo Communities In Schools
Facilitator: Angelita Aguilar-Nivala, Guidance Counselor, Kalamazoo Central High School
Comprehensive student support models that address the wide range of student needs at the K-12 level are increasingly recognized as an essential part of a community’s strategy for improving the academic achievement of their K-12 students. Comprehensive models involve community service providers to address both academic/cognitive needs as well as physical, social and emotional needs. These models will be shared and discussed among participants. achievement of their K-12 students. Comprehensive models involve community service providers to address both academic/cognitive needs as well as physical, social and emotional needs. These models will be shared and discussed among participants.
Room: Great Lakes I
Strand: Student Support: K-16
Parent Engagement

Sue Byers, College Success Foundation, WA; Lori Mercedes, Program Director, Hispanic American Council; Chuck Pearson, Principal, Kalamazoo Public Schools

Facilitator: Steve Thorndill, Director of Scholarship Services, College Success Foundation

Students whose parents are engaged in and supportive of their children's education perform better in school. How is parent engagement defined? What are parents saying? Which strategies are most effective? How are faith communities involved? What unique challenges exist with parents of minority students? A panel discussion will address these questions and discussion will occur amongst all participants in this session. The Denver Scholarship Program has a strong parent engagement initiative. Clips from a DVD produced specifically to address the needs of Hispanic parents will be shared.

Room: Great Lakes II
Strand: Student Support: K-12

Internships as a Means of Supporting and Engaging Students

Jane Baker, Executive Director, Monroe-Brown Foundation and Patricia Smith, Access Medical intern

Facilitator: Angelita Aguilar-Nivala, Guidance Counselor, Kalamazoo Central High School

Internships have become an essential means for helping students understand the relevance of their college coursework and apply what they are learning. Businesses/employers and workforce development professionals increasingly see the need to invest in internships as a means for retaining college-educated individuals within their organizations and communities. Examples of internship programs will be shared.

Room: Great Lakes IV
Strand: Student Support-Higher Education

Coordinating Financial Aid Resources

Roger Miller, Director, Financial Aid, Kalamazoo Valley Community College and Louise Myrland, Director of Scholarship & Evaluation, Denver Scholarship Foundation, CO

Facilitator: Bob Jorth, Administrator, The Kalamazoo Promise

A critical component to the establishment of a scholarship program is understanding the financial aid process and how it impacts scholarship funds. This session will discuss the choices that scholarships have for how it can be awarded and coordinated with other financial aid resources, i.e. First dollar vs. last dollar vs. in between; FAFSA & Expected Family Contribution. Included will be discussions on how scholarship and administrative costs are impacted by those choices. The session will also look at how these choices may help or hinder the scholarship in achieving goals of college attendance and retention.

Room: Great Lakes III
Strand: Student Support: K-12
Structured Roundtable Sessions • Friday, 8:30-10:00 A.M.

Pre K-16 Education Roundtable
Facilitator: Cindy Green, Assistant Superintendent, Student Services, Kalamazoo Public Schools

Representatives from educational institutions around the country will gather at this round table to discuss a variety of issues that impact the work they are doing on universal scholarship programs. As the central focus of this work, educators play a key role in “making scholarship happen” as well as providing a strong model to other community institutions for how they will participate. This session will be filled with both ideas and successes in improving schooling and opportunity for youth that they serve. Facilitators will lead small groups with a list of guiding questions that are certain to stimulate a lively discussion. In the past, this networking opportunity has been hailed by conference participants as the “place to go to network and share wonderful ideas”.

Room: Kalamazoo II

Student Support Roundtable
Facilitator: Cindy Green, Assistant Superintendent, Student Services, Kalamazoo Public Schools

Most communities that are actively working to improve student achievement, high school graduation rates, and college readiness, find that students have a wide variety of needs that most school systems are not equipped to address without the resources and expertise of the broader community. Learning readiness and learning support needs can be addressed through systematic strategies and evidence based practices adopted in partnerships between school districts and communities. This roundtable discussion will provide an opportunity for sharing and discussion on ways in which student support services can be delivered. This session is for those who have experience with student support and those who do not, but want to learn and understand more.

Room: Prairies VI

Research & Evaluation Roundtable
Facilitator: Michelle Miller-Adams, Visiting Scholar, W.E. Upjohn Institute

This is an opportunity for those engaged in research and evaluation to share their interests and coordinate their efforts. We will begin with brief presentations about two ongoing research projects: Nathan Daun-Barnett of the University of Buffalo will discuss how the expected cost of tuition influences students’ decisions about college preparation, and Robert Vargas of Northwestern University will present data on the enrollment effects of the Kalamazoo Promise. Other researchers are invited to share their work. Roundtable participants will be asked to think about possible strategies for sharing research in the future, such as development of a single database of Promise-type programs, use of a listserv, and/or the creation of a central repository of Promise-related research. Bring your ideas!

Room: Glens I & II

Core City and Economic Development Roundtable
Facilitator: Tara Gerstner, Executive Director, Peoria Promise, IL

We invite economic development practitioners to share their successes and challenges in improving economic development efforts and job opportunities in their core city and region during this structured roundtable session. Business representatives and community leaders from LaCrosse (WI), Saginaw (MI), and El Dorado (AR) will offer examples and lead a discussion of how Promise-type programs are being designed to advance local, regional, and/or urban economic development and the challenges that are part of achieving these goals.

Room: Prairies IV & V
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Main Level

Lower Level

Kalamazoo 1 & 2

Stone Theater

Arcadia Ballroom I

Arcadia Ballroom II

The Prairies

The Glens

The Fields

The Great Lakes

The Flats

The Meadows

The Oaks

The Praries

The Glens

Main Level

Lower Level
Kalamazoo Public Schools are reaching higher!

- 4 years of rising enrollment
- 3 years of rising test scores
- 2 newly constructed schools
- 71% more students taking Advanced Placement courses in the last 2 years
- LEED Gold Certification at Prairie Ridge Elementary
- The Kalamazoo Promise®
Where the Kalamazoo Promise is fulfilled.

- First Bachelor’s degree awarded to any Promise student—December 2009
- A total of 17 Bachelor’s degrees now earned through the Kalamazoo Promise
- 11 degrees earned “with honors” (GPA of 3.5 or better)
- More than 300 Promise students working toward a WMU degree

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