



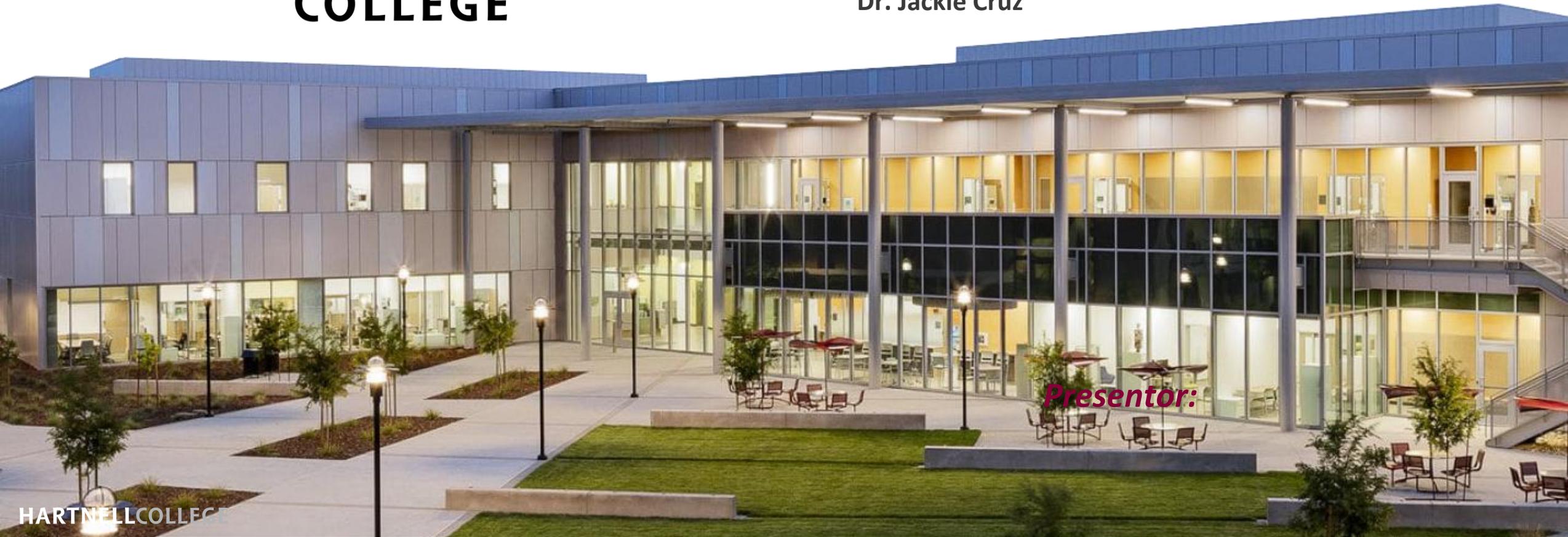
**HARTNELL  
COLLEGE**

# Salinas Valley Promise Program

Data and Outcomes

Presentation for: Salinas City Council and Leadership  
February 24, 2026

Presented by: President Michael Gutierrez, Dr. Gayle Pitman and  
Dr. Jackie Cruz



*Presenter:*

## NOTE

**85%**

of Hartnell students come from low-income families

## AND

Low-income FAFSA completers are

**127%**

more likely to enroll in college<sup>1</sup>



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## Eligibility Requirements

- Be a graduate of a high school or adult school in the state of California\*
- First-time college student (inclusive of dual enrollment students)
- Enroll full-time (at least 12 units or more)
- Submit the FAFSA or the California Dream Act Application\*\*
- Participate in the student success seminar course or enroll in a cohort based partner program
- Participate in professional development workshops and mentorship
- Maintain at least a 2.0 semester GPA

<sup>1</sup>Survey Data Strengthen Association Between FAFSA Completion and Enrollment

<https://www.ncan.org/news/news.asp?id=456025>

## SALINAS VALLEY PROMISE GOALS

✓ COLLEGE AND VOCATIONAL TRAINING ACCESS AND COMPLETION

✓ ECONOMIC RECOVERY

✓ WORKFORCE & ECONOMIC MOBILITY

# Program Benefits

- 2 years of free in-state tuition, regardless of household income
- A free laptop **OR** textbook voucher
- Participation in a student success seminar
- Quarterly professional development workshops with fellow Promise students
- Faculty Champions advocating for students in each cohort
- Peer Mentoring in First Year of Program



Promise Peer Mentors, 2024-2025

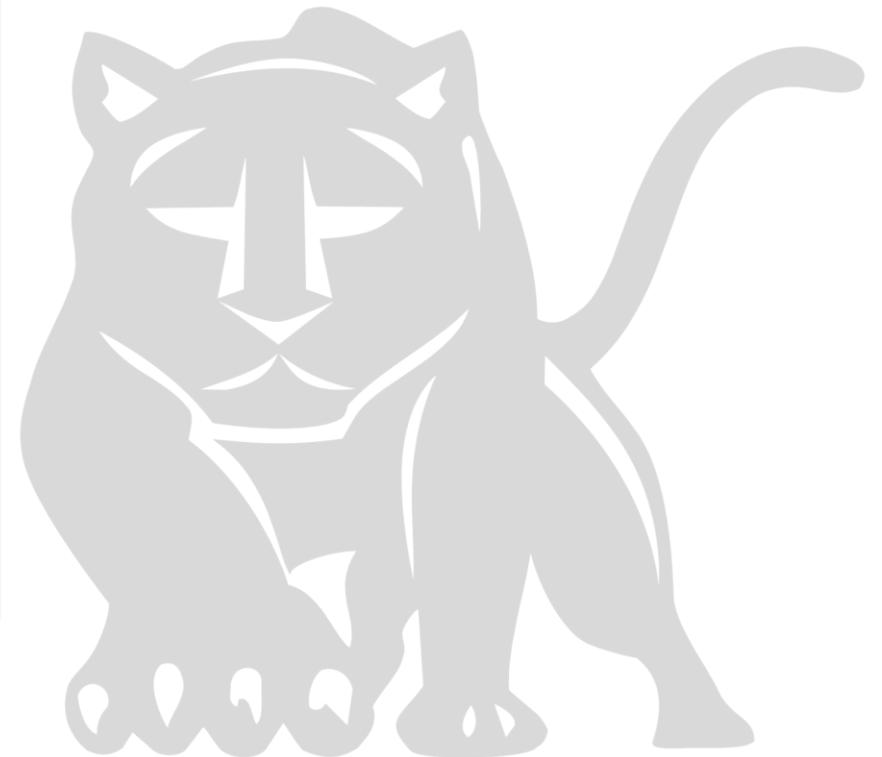
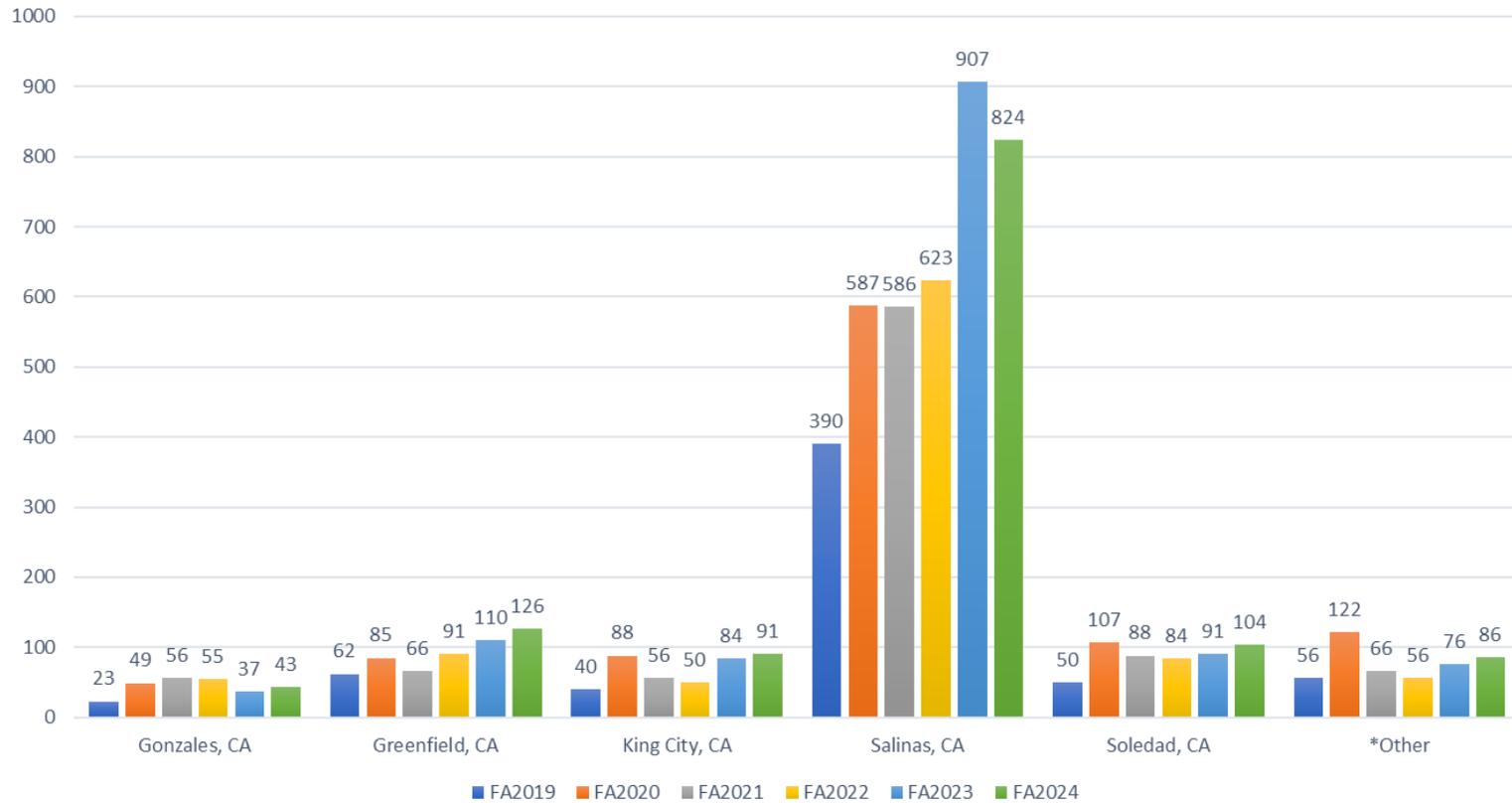
# Salinas Valley Promise is creating more accessibility & opportunity

College Type	Cost of Attendance	Net Price ( <u>\$1-30k</u> Income)	Net Price ( <u>\$30-48k</u> Income)	Net Price ( <u>\$48k-75k</u> Income)
Community College	\$6,418	\$5,059	\$6,040	\$8,517
CSU	\$11,226	\$6,819	\$7,708	\$10,411
UC	\$12,953	\$7,354	\$8,294	\$11,273
CSU Monterey Bay	\$14,487	\$9,654	\$11,487	\$13,868
Monterey Peninsula College	\$13,498	\$12,241	\$13,519	\$15,221
<b>Hartnell College</b>	<b>\$2,895</b>	<b>\$1,360</b>	<b>\$1,477</b>	<b>\$5,267</b>

Source: Dept of Ed College Scorecard, 2024-25

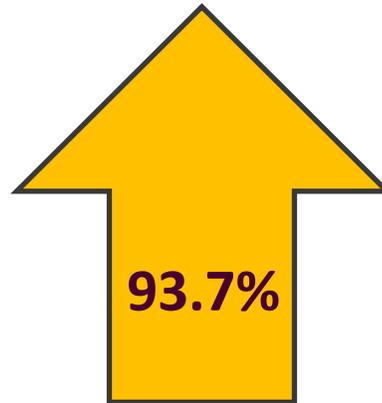
# Enrollment Breakdown by City: 2019-2024

SVP Cohort Enrollment by City (2019-2024)



# Impact of the Promise on Full-time Enrollment for First Time College Students

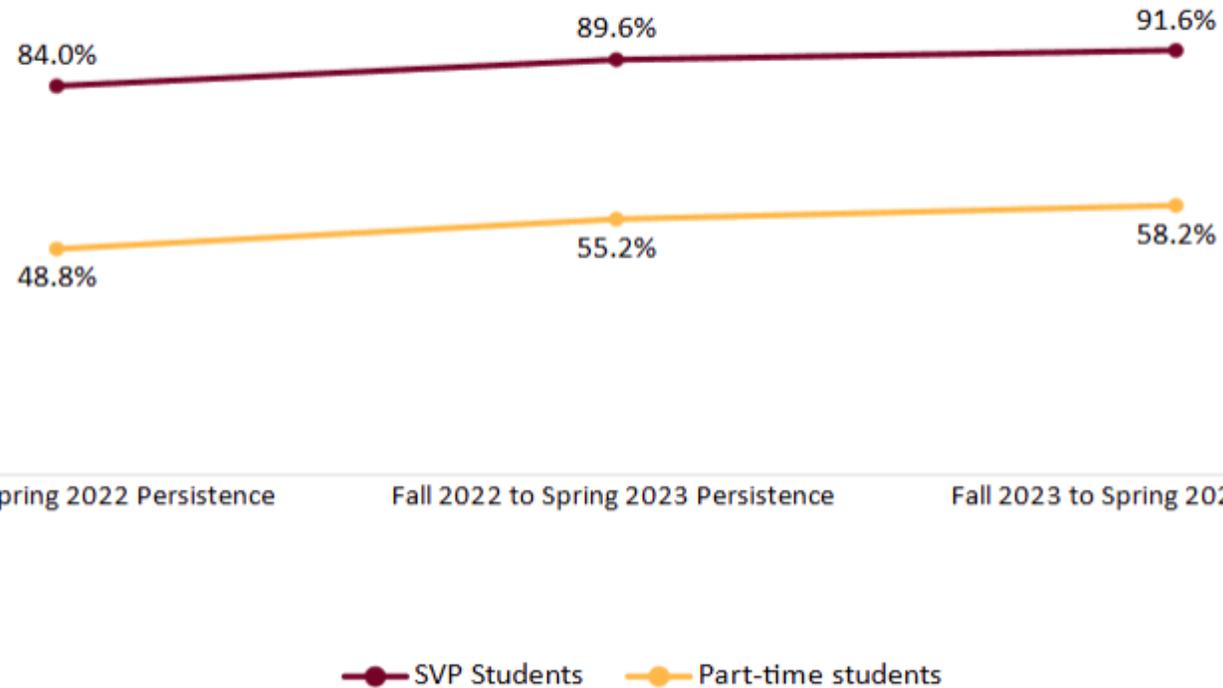
Full-Time Enrollment Growth Since  
the Start of the Promise Program



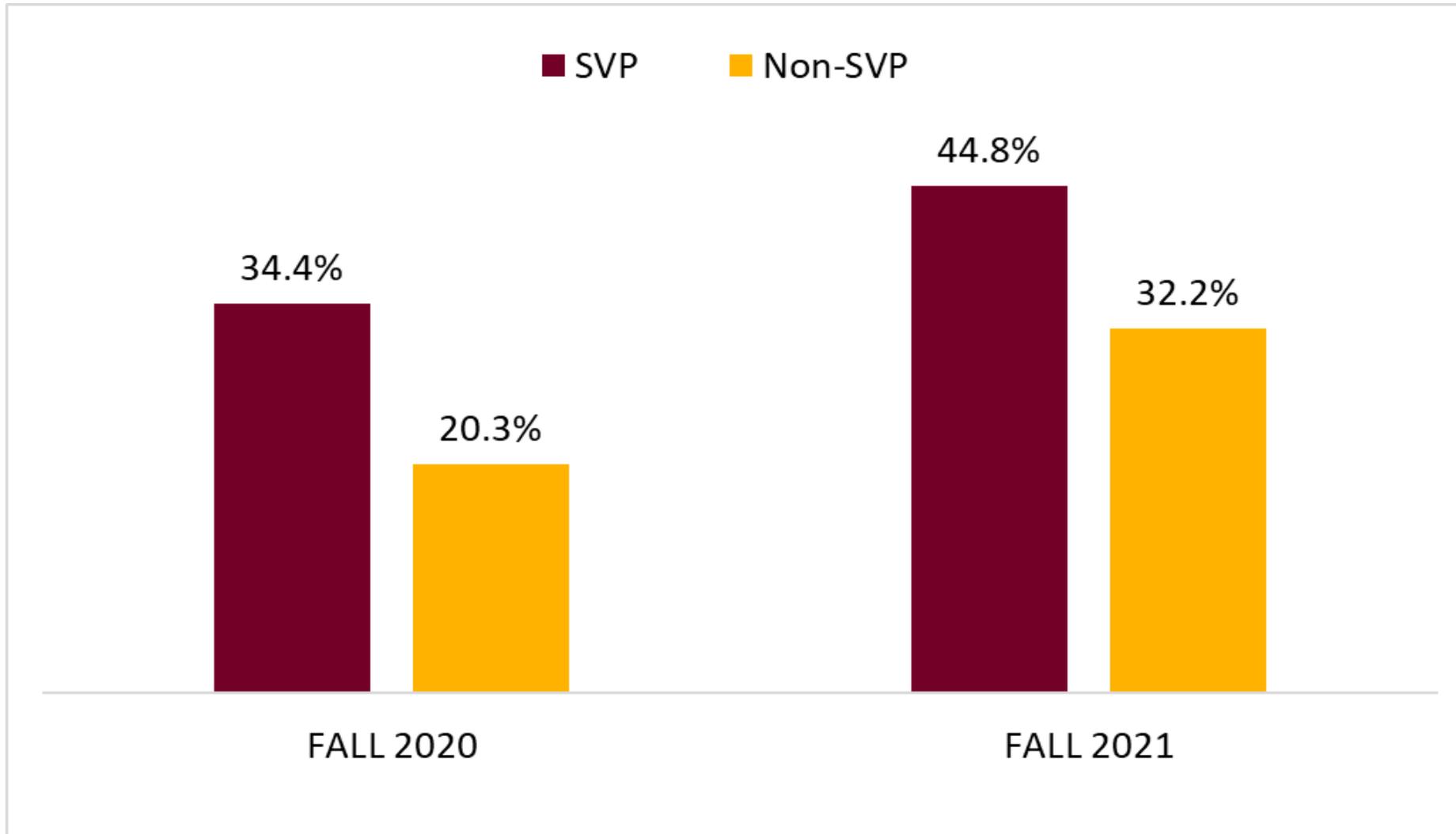
- Prior to the start of Promise program, in Fall 2017, 552 entering students were enrolled full-time, compared to Fall 2024 enrollment of 1,069 students attending full-time, an increase of **93.7%**.
- \* **The increase of full-time students is particularly important because full-time students complete a certificate, a degree or transfer to a university at a higher rate than part-time students.**

# Salinas Valley Promise vs. First Time Part-Time Students

Fall to Spring Persistence Rates: SVP vs. Part-time Students



# 2020 and 2021 Cohort Data Results and Outcomes – Graduation Rates (3-Year) (Using IPEDS definition)



Our overall 3 year  
graduation rate is

**40%**

**55%**

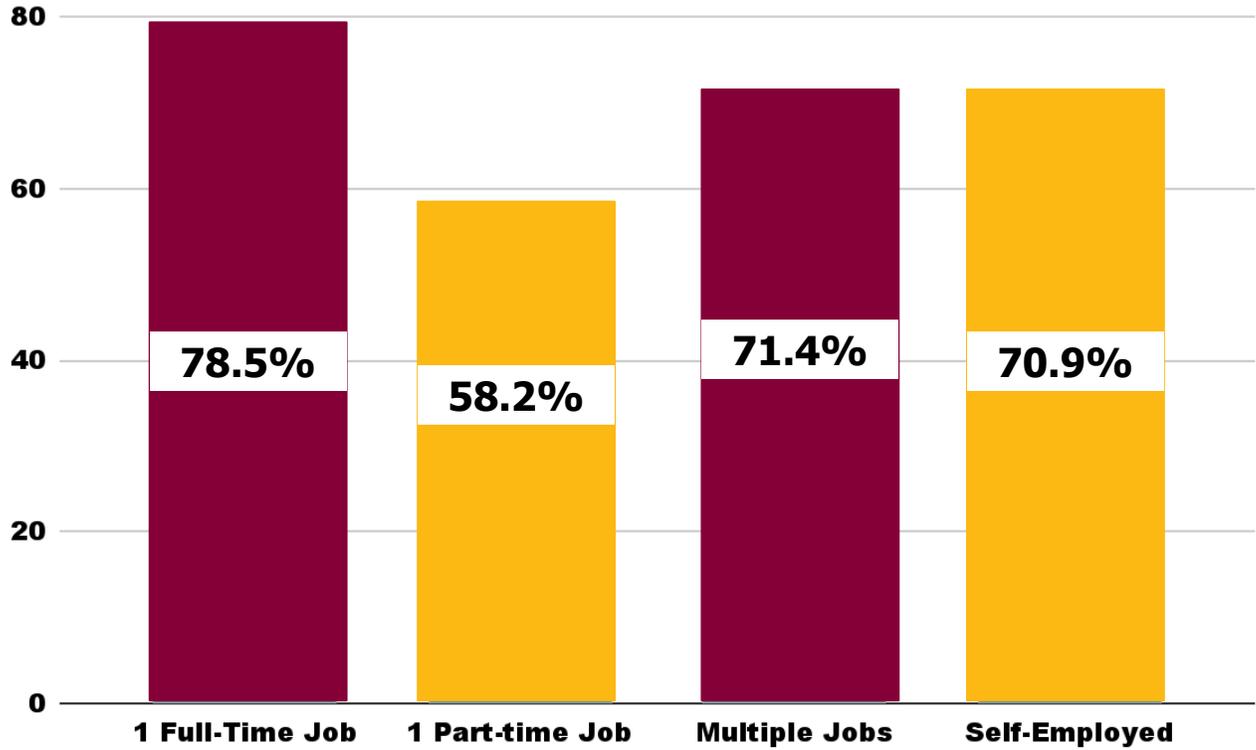
of Hartnell College  
transfer students  
complete the bachelor's  
degree within 6 years.

**45%**

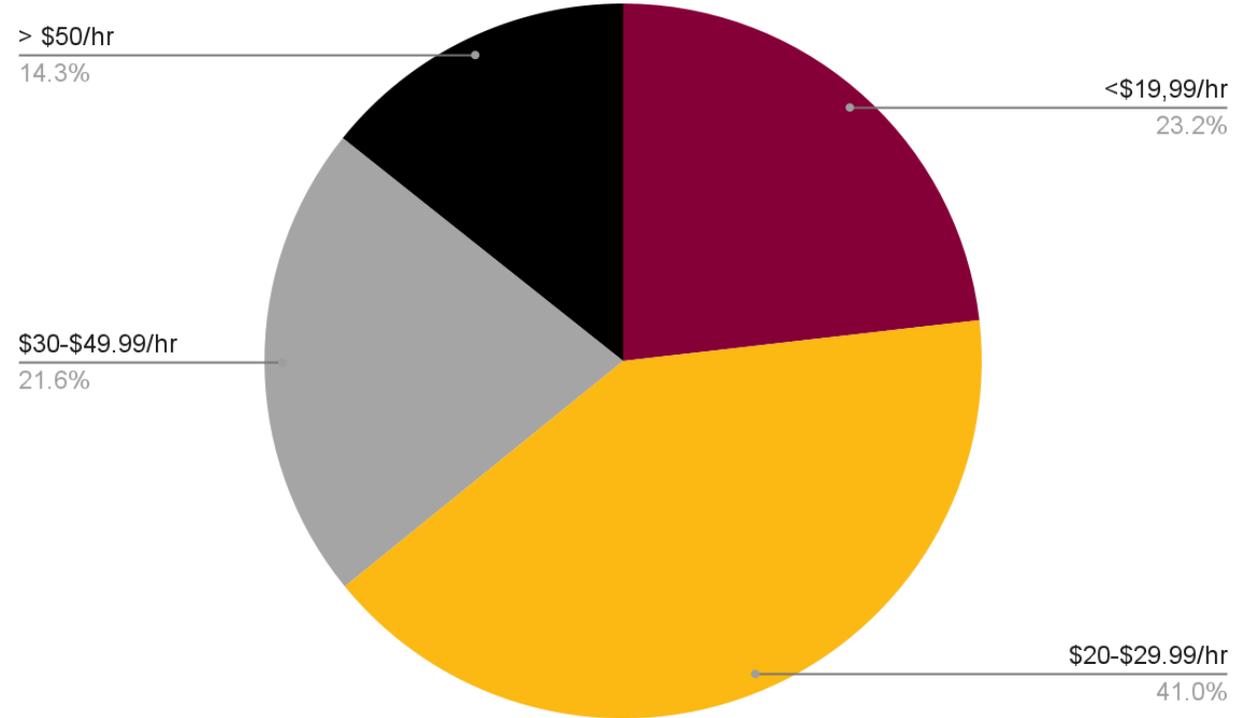
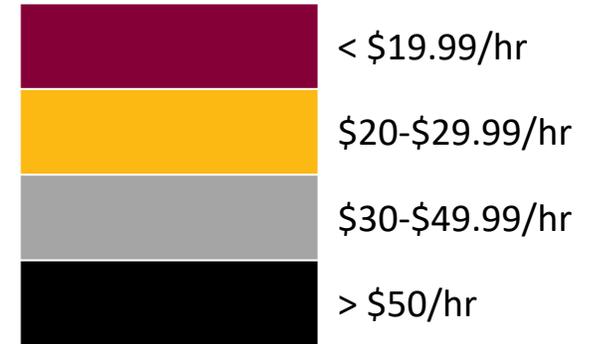
is the Aspen Prize  
benchmark for  
bachelor's degree  
completion within 6  
years.

# Workforce Outcomes- Graduates Improve Employment Status – Employment Status Outcomes 2025

Percent of respondents who report employment close or very close to field of study by employment status.



# Workforce Outcomes-Career Technical Education (CTE) Graduates from Hartnell Increase Their Employee Wages – 2025



## Funding & Budget Projections 2025-2026 (with all income sources)

Budget Item	Projected 2025-2026
Marketing and Promotional Materials	\$17,000
Supplies and materials	\$20,000
Mileage	\$250.00
Professional Development	\$10,000
Mentorship Management Platform and Scholarship Platform	\$30,000
Enrollment Tuition Waivers	\$125,000
Scholarships (Includes textbooks/laptop) 1400 Students @ \$500.00 each	\$700,000
<b>Total Programmatic Expenses</b>	<b>\$902,250</b>
Faculty Stipends for Faculty Mentors with fringe benefits	\$30,000
Promise Program Coordinator with Benefits	\$180,000
Promise Program Specialist with Benefits	\$135,000
Peer Mentor Stipends	\$65,000
Promise & First Year Success Director with Benefits	\$202,000
<b>Total Personnel Expenses with Salaries and Benefits</b>	<b>\$612,000</b>
<b>Subtotal</b>	<b>\$1,514,250</b>
<b>AB19 Funding</b>	<b>\$368,000</b>
<b>College Funds (Director Salary)</b>	<b>\$202,000</b>
<b>Lottery Funds</b>	<b>\$475,000</b>
<b>Other Grant Sources (Mentoring Platform)</b>	<b>\$30,000</b>

**Total Delta between existing college funding sources and the Salinas Valley Promise Program Funding Costs**

**\$439,250**

# OG Salinas Valley Promise Program Champions

Adrienne Laurent	Pres. Michael Gutierrez	
Dr. Jackie Cruz	Ruth Rodriguez	
Ana Valles	Dr. Willard Lewallen	
Andrea Bailey	Margaret D'Arrigo	
Aurelio Salazar, Jr.	Michele Peregrin	
Dr. Gabriela Lopez	Mike Briley	
Chelsy Pham	Monica Tovar	
Chris Lopez	Olegario Gomez	
Elliot Robinson	Dr. Pablo Romero	
Esther Rubio	Rene Mendez	



# Funding Supporters

# HARTNELL COLLEGE

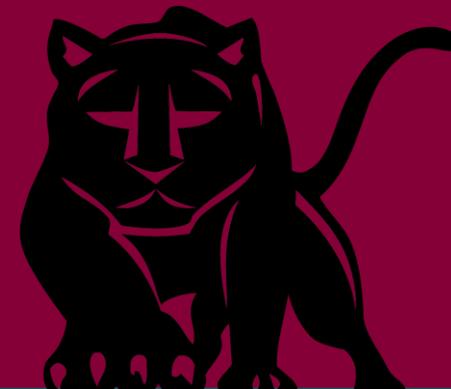
Salinas Valley Promise  
Program Funders –  
Thank you for your support!



Bud and Rebecca  
Colligan



HARTNELL COLLEGE  
FOUNDATION





**Thank  
You!**