



ONE COURSE. ONE VIRGINIA.



VIRGINIA'S COMMUNITY COLLEGES

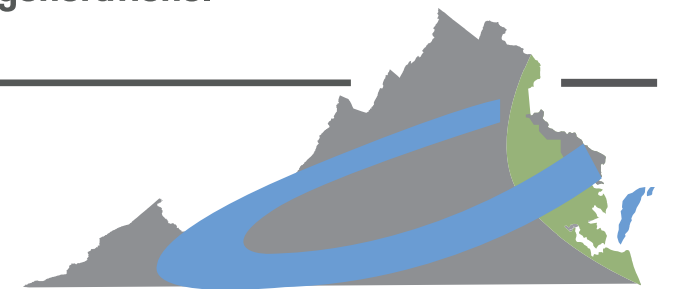


Shasta Sowers, *Teacher, Floyd County High School*
Graduate of New River Community College

TWO VIRGINIAS

In parts of Virginia, teenagers face the future with a sense of possibility. Options exist. Help is available. But there is another Virginia where the picture is far bleaker. Here, in Virginia's "rural horseshoe," high school too often marks the end of the educational line. The result is a lifetime of reduced opportunities that ripple across generations.

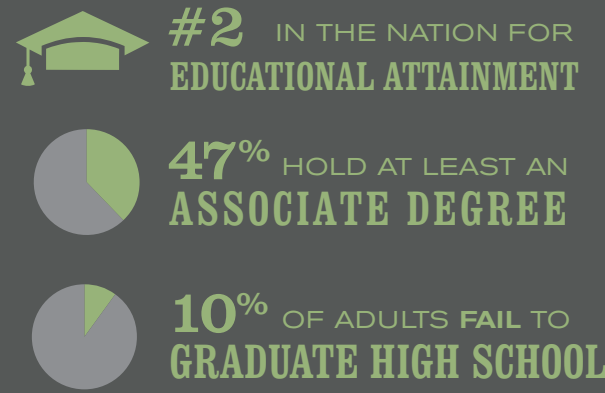
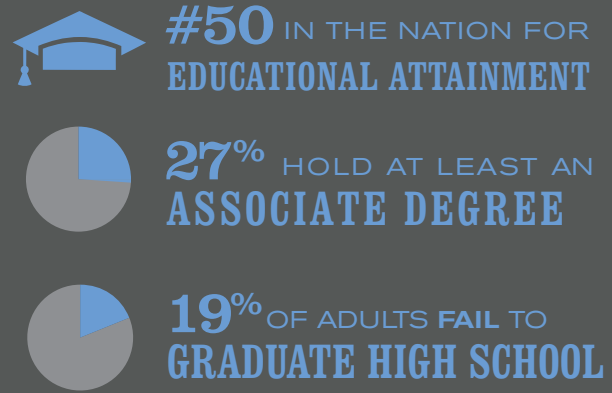
▶ The Rural Virginia Horseshoe Initiative is an ambitious campaign to transform Virginia's rural communities through higher education and 21st-century job skills.





THE RURAL HORSESHOE

THE REST OF VIRGINIA



“There are costs that come from a citizenry that is not prepared to deal with a rapidly changing world—and they will be borne by all of Virginia, regardless of where those costs occur.”

—THE HONORABLE GERALD L. BALILES



VIRGINIA'S RURAL HORSESHOE

DEPENDING ON WHERE YOU LIVE AND HOW MUCH YOUR PARENTS EARN, VIRGINIA PRESENTS TWO VERY DIFFERENT FUTURES FOR ITS TEENAGERS.

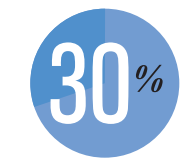
Draw a line from Virginia's Eastern Shore, westward across Southside to Southwest Virginia, and then up the Shenandoah Valley, and you would trace an arc that represents 75 percent of the Commonwealth's geography. This "Rural Horseshoe"

is home to 2.1 million Virginians. In the Horseshoe, more than half a million people have less than a high school education. As a result, Virginia ranks 31st nationally in the percentage of the population with at least a high school equivalency,

despite the high achievement level of the non-Horseshoe areas. The ramifications are real, as the fiscal and social costs of supporting a large portion of the state's population endanger the prosperity of the state as a whole.



Nearly 1 in 3 adults are not in the workforce in Southside and Southwest Virginia.



More than 30 percent of Horseshoe households do not have the income to meet monthly expenses without assistance.



9 of the 10 unhealthiest jurisdictions in the Commonwealth are in the Rural Horseshoe.



Southwest Virginia's foster care rate is more than six times higher than Northern Virginia's.



25 of the 29 localities in Virginia that lost population during the last census period are in the Horseshoe region.

A PRICE WE ALL PAY



TO DISMISS THESE AS “RURAL ISSUES” WOULD BE MISTAKEN AND UNWISE. THE COSTS EXTEND TO ALL VIRGINIANS, ESPECIALLY WHEN THE LOST OPPORTUNITIES OF PRESENT AND FUTURE GENERATIONS ARE INCLUDED.

\$351,000

The lost surplus of each high school dropout in Virginia.

The lifetime fiscal surplus (taxes paid less services required) of a high school dropout in Virginia is \$17,000. With a high school equivalency, their surplus jumps to \$368,000.

\$60,000

Medicaid and Medicare costs to Virginia taxpayers of the average white female high school dropout at age 65.

The same woman with a high school equivalency drops the cost to taxpayers by more than half. With a college degree, the public cost shrinks to just \$3,000.

22%

The percentage of high school dropouts age 16–64 that rely on Medicaid for health insurance.

The average annual cost of Medicaid in Virginia is \$6,059 per recipient. Helping dropouts attain high school equivalency will cut this percentage in half.

Michael Smith, Vice President, Valley Proteins



“We want to see all Virginians moving forward. Every one of us needs to better our skills so our state, our country, and our economy will grow. Investing in people who want to work, who want to be productive, is the right thing to do, and makes good business sense. That’s why I support this initiative.”

Mike Smith grew up in Winchester, Virginia, where his grandfather started Valley Proteins in 1949. Today, the family business has grown to become one of the largest rendering companies in the country, but Smith has stayed close to his rural Virginia roots. In 2013, he and Valley Proteins contributed \$2 million as the lead gift for the Rural Virginia Horseshoe Initiative.

Helena, Student, New River Community College

“My junior year, I said, ‘There is no way I can go to college,’ then I met my coach and she became my everything—from financial aid and finding the right program to helping me get back on track when my dad died. Because of her, I know I can do this.”

As a little girl growing up in rural Giles County, Helena wanted to be a doctor. By the time she entered high school everything had begun to change. Like many rural kids, neither of her parents had gone to college so the language of higher education was absent in her home. In its place was the narrative of many rural communities: chronic underemployment, low wages, and financial struggles. With no practical ways to get from where she was to where she wanted to go, Helena began to abandon her dream of college, and a career in health care. Fortunately, Helena’s story didn’t end there. Working with her career coach, Helena made a plan, found scholarships, and enrolled in New River Community College. She expects to transfer to VCU to pursue her dream of a career in health care.

THE ANSWER:

BUILDING THE BRIDGE FROM HIGH SCHOOL TO COLLEGE TO CAREER

Every teenager wrestles with questions about the future. In Virginia’s rural communities, thousands of high schoolers face these decisions on their own. But when students have a skilled and caring adult in their lives, remarkable things start to happen. A pilot program implemented

by the Patrick County Educational Foundation placed full-time career coaches in the high school to help students and their families plan for the future. The coaches helped students identify personal interests and talents, make career plans, and locate scholarships and financial aid

that made college financially feasible. They helped complete applications and forms. When necessary, they took students on college visits to show them what was possible. In less than ten years, the Foundation’s work has yielded a sharp increase in college attendance rates.



“Many rural students need a coach because they just don’t have support at home. Coaches help them figure out where they want to be and how to get there. And we help them work through the personal and practical issues that everyone faces at that age.”

—MARGARET SPROULE, *Career Coach, New River Community College*

REWRITING THE SCRIPT



IN 2005, VIRGINIA'S COMMUNITY COLLEGES LAUNCHED THE VIRGINIA CAREER COACH PROGRAM. TODAY, APPROXIMATELY 100 PART-TIME COACHES WORK WITH STUDENTS TO ACHIEVE REMARKABLE RESULTS.

Modeled on the successful Patrick County coaching program, Virginia's Community Colleges have placed part-time career coaches in several rural high schools. Career coaches fill the gaps that the school's guidance staff simply

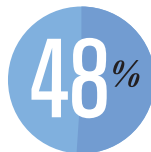
cannot provide, including planning for college and career, as well as locating scholarships and financial aid opportunities. How do coaches help? High school students cited the following as the leading benefits of working with a coach: ▶

- Start planning earlier and set future goals
- Learn about community or technical colleges
- Learn about financial aid, grants, and scholarships
- Apply to college and choose a major
- Understand career options and make informed decisions about careers and jobs
- Gain confidence about the future

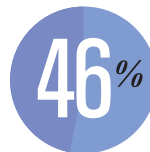
Coaches are having a positive impact ▶



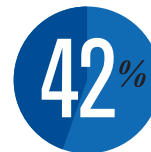
Working with a coach changed the way 94 percent of students thought about their future.



Almost half of students with a coach said they were more likely to attend community college.



With a coach, 46 percent of students said they were likely to attend a four-year school.



After working with a coach, 42 percent of students said they were more likely to find a career that matched their goals.

Dr. Linda Glover, President, Eastern Shore Community College



“Being in the Rural Virginia Horseshoe Initiative is going to allow us to help more people transition into postsecondary education, whether they’re going into a certificate or diploma program or into an associate-degree program and then preparing to transfer on to a four-year institution.”

Virginia's Eastern Shore is a prime example of the challenges and opportunities that exist in the Rural Horseshoe. Agriculture and tourism still dominate the local economy, but NASA's Wallops Flight Facility employs more than 1,100 civil service and contract employees in a range of suborbital research programs. A partnership between NASA and Eastern Shore Community College has provided local students with the training they need to gain employment at Wallops.

- | | | | |
|---|-------------------------------------|---|---|
| 1 Blue Ridge Community College | 5 Lord Fairfax Community College | 9 Paul D. Camp Community College | 13 Virginia Highlands Community College |
| 2 Dabney S. Lancaster Community College | 6 Mountain Empire Community College | 10 Rappahannock Community College | 14 Wytheville Community College |
| 3 Danville Community College | 7 New River Community College | 11 Southside Virginia Community College | |
| 4 Eastern Shore Community College | 8 Patrick Henry Community College | 12 Southwest Virginia Community College | |

A PATH TO PROSPERITY



BY PROVIDING FULL-TIME CAREER COACHES AND INCENTIVES FOR RECENT GED® RECIPIENTS IN THE RURAL HORSESHOE, WE SEEK TO SIGNIFICANTLY EXPAND ACCESS TO VIRGINIA'S COMMUNITY COLLEGES AND THE 21ST-CENTURY SKILLS THEY DELIVER.

Virginia's community colleges are ideally positioned to address the specific needs of Virginia's rural youth. No other statewide institution

has the geographic reach or capacity to reach rural students and help them transition into higher education. With the Rural Virginia Horse-

shoe Initiative, we will significantly expand proven programs to increase college access within the populations where they are most needed.

► "The future job market in Virginia is going to be in middle certification areas. Our partnership with the community college will strengthen the pipeline between K-12 and higher education so students get the training they need to fill those jobs."

—DR. THOMAS BREWSTER, Superintendent, Pulaski County Public Schools



FULL-TIME CAREER COACHES

The Rural Virginia Horseshoe Initiative will fund full-time career coaches in high schools across rural Virginia. Virginia's current high school career coaches are part time; by increasing access to students, and with your help, we will be able to:

- Fund full-time career coaches serving 300 students each with intensive services
- Involve the parents of first-generation students in their child's college and career planning
- Work with graduates over the summer to overcome barriers to enrollment in college (51 percent of seniors who apply to community college fail to enroll)

INCENTIVES FOR GED® & ADULT EDUCATION STUDENTS

The Rural Virginia Horseshoe Initiative will award incentives to recent GED® recipients to encourage continuation of their education in workforce and other programs of study. These incentives are needed to encourage GED® recipients to begin or continue a postsecondary education, as well as to inspire people without a GED® to attain one.



- 7,000 GED® incentives will be awarded per year
- Incentive awardees will receive comprehensive support from adult career coaches on community college campuses



GREAT EXPECTATIONS PROGRAM FOR FOSTER YOUTH

The Rural Virginia Horseshoe Initiative will sustain and expand availability of coaches, scholarships, and mentoring opportunities for foster youth throughout the Rural Horseshoe. With your help, we will:

- Increase the number of foster youth receiving coaches from 1,000 to 2,000
- Increase the number of foster youth coaches from 9 to 14 in the Rural Horseshoe area



BROOKE STUDENT / MARTINSVILLE

▲ “I assumed that I would never be able to afford college. But my coach gave me a list of names and numbers to contact for financial aid. I wouldn’t have known who to talk to if it wasn’t for her helping me to figure out what I could do to go to college financially.”



KRISTIN STUDENT / CHINCOTEAGUE ISLAND

“I’m the first in my family to have a college degree.”

—James Wheeler

▼ “If it’s possible, I’d like to come back to Martinsville. I feel like our area could use people with higher education to really help the area thrive.”



JAMES STUDENT / MARTINSVILLE

◀ “My coach got me to believe I could pursue a health care degree. She told me about all of the good things that can happen—the difference that I can make in people’s lives. That’s when I really got it. Just knowing that I can make a difference in someone’s life is worth a million dollars to me.”



LORI CAREER COACH / EASTERN SHORE

▲ “A nursing student from the Eastern Shore may save the life of someone in Richmond. An engineering student from Southside may design a bridge in Fairfax. Young people, wherever they come from, can go anywhere and make a difference. We all have a stake in their futures.”



STEWART ROBERSON CEO + PRESIDENT MOSELEY ARCHITECTS / RICHMOND

▲ “Rural Virginia needs a targeted investment to take care of its next generation, so the entire Commonwealth can prosper.”

ONE COURSE, ONE VIRGINIA

Our goals for the Rural Virginia Horseshoe Initiative are bold. By improving the educational outcomes of rural communities, we will establish a common foundation for all Virginians, wherever they may live. Within 10 years, we will:

- ▶ Cut in half the number of residents living within the Rural Horseshoe who lack a high school diploma or its equivalent from nearly 20 percent to 10 percent
- ▶ Double the percentage of rural residents who earn an associate degree or other college certification from 26 percent to 52 percent
- ▶ Double the number of participants in the Great Expectations program, as well as the number of foster youth who graduate with an associate degree or a workforce training certificate

HELP US RESTORE ONE VIRGINIA FOR ALL

GERALD L. BALILES ▶
Former Governor of Virginia



TOGETHER, WE CAN CLOSE THE GAP BETWEEN THE TWO VIRGINIAS.

Increase in rural students earning a community college degree ▼	Increase in Lifetime Income*
68	\$42 million
100	\$62 million
300	\$185 million
500	\$309 million

Educational attainment is a key barometer of one's earning potential. By increasing the educational levels in the Rural Horseshoe, we start a chain reaction of greater earnings, increased tax revenues, reduced entitlements, and a more attractive business climate.

* BASED ON AVERAGE MEDIAN EARNINGS DIFFERENCE OF \$15,445 OVER THE AVERAGE WORKING CAREER OF 40 YEARS



“How wonderful would it be for young people who grow up in rural communities to be able to find the kind of work that would allow them to stay there, raise families and work, and make their community even greater than it is? The Rural Virginia Horseshoe Initiative is a compelling opportunity to address both educational attainment and job growth, since they truly go hand in hand.”

CONGRESSMAN
ROBERT HURT ▼
Representing Virginia's 5th District

“The jobs are going to go to where the talent resides, and companies will go anywhere in the world to find that talent. That's why in rural Virginia, we really have to up our education game. Twelfth grade is no longer the finish line.”

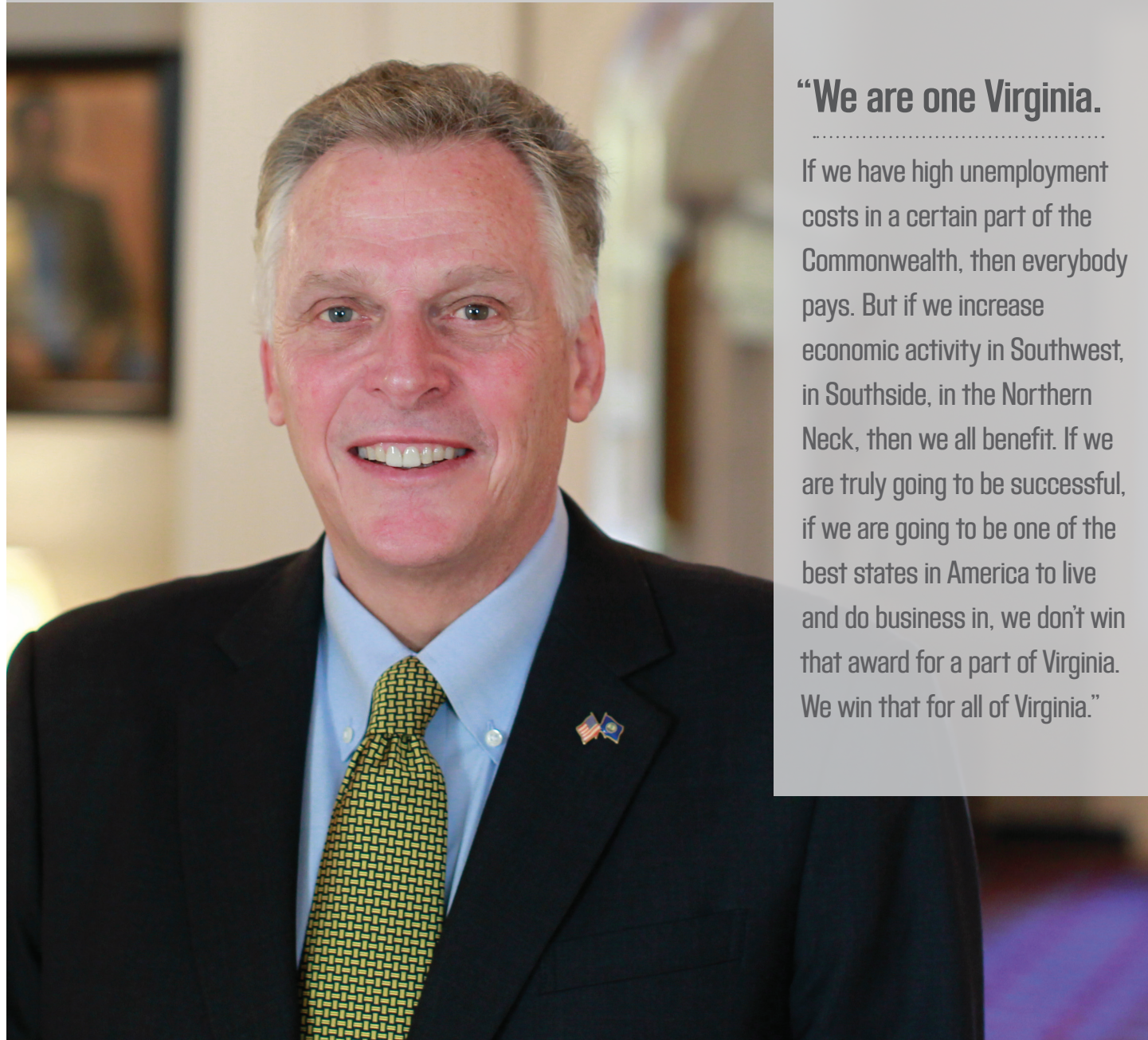
DR. GLENN DUBOIS ▲
Chancellor
Virginia Community College System



“Preparation is the one thing that all of us have control over. If you take care of preparation, it leads to opportunity. We can help these students and families to connect the dots that education ultimately brings jobs and jobs then bring a career.”

DR. JACK LEWIS ▲
President
New River Community College

Governor Terry McAuliffe



“We are one Virginia.

.....
If we have high unemployment costs in a certain part of the Commonwealth, then everybody pays. But if we increase economic activity in Southwest, in Southside, in the Northern Neck, then we all benefit. If we are truly going to be successful, if we are going to be one of the best states in America to live and do business in, we don't win that award for a part of Virginia. We win that for all of Virginia.”

Our goal

is to establish a \$21 million fund to match funds raised by community colleges in Virginia's Rural Horseshoe. In so doing, we will not only change the lives of thousands of rural Virginians and their communities we will transform the educational and economic landscape for all Virginia. In short, together we can create *One Course, One Virginia.*

To give or to learn more, contact

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VIRGINIA'S COMMUNITY COLLEGES

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