



Ms. Melissa Peña-Montes, Director Valley Promise
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Agenda

1. Valley Promise Overview
2. Enrollment and Engagement
3. Salesforce & Data Impact
4. Transitions & Experiences
5. Core Strategies
6. Partnership Framework
7. Lessons Learned



What is Valley Promise?

- Last-dollar match through completion of up to two years or completion of associate's degree.
- Personalized support, academic coaching, and mentoring.
- Designed to increase college access and completion-and connect students to meaningful careers and workforce opportunities





REGIONAL TALENT NETWORKS **Texas**

**The following regional collaboratives represent the potential to impact 50% of Texas HS Grads
(1 in 25 American HS Graduates)**



Region	HS Grads
Dallas (Dallas County Promise)	30,000
Tarrant (Tarrant To and Through)	23,000
Texoma (Grayson College)	1,700
Red River (North Central Texas College)	800
Tyler (Tyler Junior College)	3,500
Bexar (Alamo College Promise)	22,000
Howard College	900
Odessa College	4,000
Navarro College	5,000
Austin 2030 (City of Austin)	5,000
South Texas College	15,000
Harris (Greater Houston To and Through)	55,000
Total	165,000

Matriculation Data

**ECONOMIC
MOBILITY
SYSTEMS**

Higher Education Enrollment Texas Higher Education Coordinating Board (THECB) 2019-2022

County

All

District

All

CC Service Area

South Texas College

Type

All

Year

All

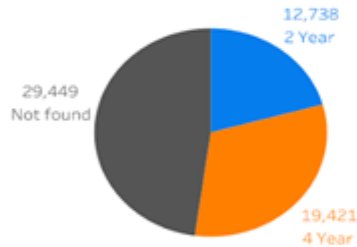
Enrollment Type

Not found

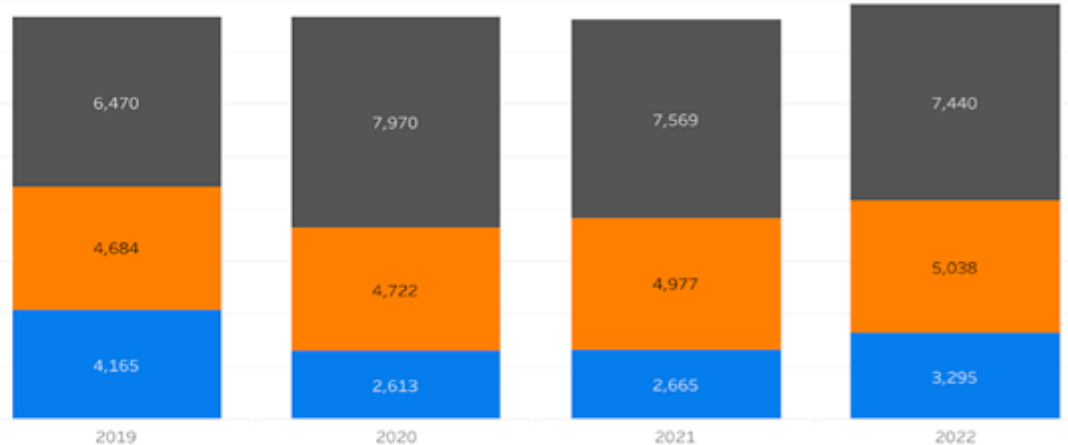
4 Year

2 Year

Enrollment By Type



Enrollment By Year



Enrollment By County

Enrollment By Service Area

CC Service Area	2 Year	4 Year	Not found
South Texas College	12,738	19,421	29,449



VALLEY PROMISE

SOUTH TEXAS COLLEGE

Student Profile

- First generation students
- First Time in College
- Prior Dual Credit
- Low socioeconomic status

Eligibility Requirements

To qualify, graduating students from participating high schools must:

- Be U.S. and Texas residents.
- Be In-district residents of Hidalgo or Starr Counties.
- Complete Apply Texas Application.
- Complete a FAFSA or TASFA application.
- Have financial need based on U.S. Department of Education determination.
- Must enroll for at least 12 hours.
- Maintain a 2.0 Grade Point Average.

Additional Eligibility

STC Dual Credit High School Seniors must...

- Meet Financial Aid Satisfactory Academic Progress.
- Have at least 2.0 grade-point average (GPA) for all STC coursework.
- Be in Good Academic Standing.

South Texas College Promise Scholars must...

- Maintain minimum 2.0 cumulative GPA each semester.
- Must enroll and complete 12 credit hours each fall and spring semester while completing certificate or associate degree.
- Submit the following applications by established priority dates.

Program Requirements

- Complete the ApplyTexas application and also submit FAFSA/TASFA application by July 1.
- Submit the Promise Pledge by June 1.
- Register for Fall classes and select 12 credit hours of courses by July 1.

The Pledge: What It Means for Students

- Students' commitment to enrolling at STC
- Recruiters work with students to complete enrollment process earlier in the Senior year
- Year-round messaging targets both students and parents



Benefits for Students



TUITION GRANTED



**COACHING AND
MENTORING**



**PERSONALIZED
SUPPORT**

Student Enrollment and Engagement

Senior Year

- Fall - Application, FAFSA, Pledge
- Spring - All Access (Registration)
- Summer – Recruiter Case Load/Community Pop Up Registration

First Year

- Resource Fairs
- Advisor Meet and Great
- Career Preparation
- Tools and Tips for Scholars Success
- Meet the Director

Salesforce



- Allows real-time tracking and monitoring of student enrollment
- Customized communications guide students through enrollment process
- Targets both students and parents
- Two (2) licenses provided to each high school



VALLEY PROMISE

SOUTH TEXAS COLLEGE

Data-Driven Decision Making

- Cohort tracking
- Real-time analytics and metrics
- Quantifiable outcomes for recruiters
- Enrollment trend analysis

Week of	Total Targeted	Total Pledges	Enrolled	% Change	Enrolled Meeting All Requirements	%Change
4.7.25	13,876	2,811	461	110%	0	0%
4.21.25	13,979	3,033	840	19%	302	0%
5.5.25	14,050	3,253	1,274	14%	773	18%
5.19.25	14,050	3,327	1450	7%	876	0%
6.2.25	14,333	3,519	1,758	7%	1,281	12%
6.16.25	14,389	3,570	2,130	5%	1,371	5%
7.7.25	14,530	3,632	2,442	15%	1,524	11%
7.14.25	14,580	3,678	2,442	5%	1,524	8%
7.21.25	14,580	3,792	2,686	10%	1,752	15%



VALLEY PROMISE

SOUTH TEXAS COLLEGE

Seamless Transitions and Student Experience

- Onboarding
- Summer Bridge
- Case Management
- First Year Engagement Activities
- Hand-off to Academic/Technical Program

Core Strategies

- Dual enrollment matriculation
- Financial support and financial aid timeline
- Degree pathways
- Partnerships with high schools
- Parental Support and involvement

Partnership Framework

- School districts
- Regional educational service center
- Community organizations
- Regional and national philanthropy
- Business and industry

Organizational Change and Leadership

- VP and Director close collaboration
- Division organizational efficiencies and restructuring
- Culture shifts and transformation
- Role reversal

Lessons Learned

- Implementation challenges
- Alignment with enrollment management
- Funding sustainability
- Flexibility
- Staffing and organizational changes
- Messaging

VALLEY PROMISE

SOUTH TEXAS COLLEGE

Graduation Celebration

Interactive Activity – Design Your Own Promise Framework

- Apply Valley Promise Principals to your own context
- Identify barriers and design key support strategies
- Sketch a mini “Promise-style” student pathway
- Read out from groups

Thank you!

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