

**CITY OF BALTIMORE
COUNCIL BILL 18-0072R
(Resolution)**

Introduced by: Councilmember Clarke, President Young, Councilmembers Bullock, Pinkett,
Burnett, Costello, Dorsey, Henry, Cohen, Stokes, Sneed, Clarke, Reisinger, Schleifer
Introduced and read first time: March 12, 2018
Assigned to: Education and Youth Committee
Committee Report: Favorable
Adopted: April 16, 2018

A COUNCIL RESOLUTION CONCERNING

Supporting CollegeBound Expansion

FOR the purpose of calling on all stakeholders, including the City of Baltimore, the State of Maryland, Baltimore’s business and foundation communities, and individuals to join together to support college education as a positive and achievable goal for a majority of our school system’s high school students and their families by providing the \$1.3 million required for CollegeBound’s expansion to 33 high schools in FY2019 and pledging the same amount each year for continuity through FY2022.

Recitals

WHEREAS, originally established in 1988 by then-Mayor Kurt L. Schmoke, Baltimoreans United in Leadership Development (BUILD), and the Greater Baltimore Committee (GBC), the CollegeBound Foundation is a non-profit organization whose college advisors work with 9th to 12th graders in 18 of our current BCPS schools on all aspects of “college prep,” from campus tours and over-nights to family orientation and involvement, college application and financial aid assistance, and access to private and college-based scholarships.

WHEREAS, during the last school year (2016-2017), CollegeBound advisors:

- delivered 603 college access presentations to 5,723 students in grades 9-12;
- conducted 9,318 one-on-one sessions with 2,648 students to discuss college options, admissions, SAT/ACT registration, and financial aid;
- hosted high school-based college fairs, enabling 5,814 students to talk with representatives from 38 colleges and universities;
- helped 2,080 seniors apply to college; and helped secure acceptances to 1,685 students to a 2-year or 4-year college;
- assisted 1,609 seniors complete the Free Application for Federal Student Aid (FAFSA);

EXPLANATION: Underlining indicates matter added by amendment.
~~Strike out~~ indicates matter stricken by amendment.

Council Bill 18-0072R

- 1 • assisted 1,098 seniors submit scholarship applications resulting in awards in the
2 amount of \$50,351,338.

3 **WHEREAS**, college graduates earn, on average, \$2.2 million during their careers, 69% higher
4 more than non-college graduates. College graduates pay 91% more in taxes than non-college
5 graduates. CollegeBound scholars overwhelmingly return to (or remain in) Baltimore following
6 graduation.

7 **WHEREAS**, Baltimore’s public school system currently invests almost \$1 million a year
8 through Fair Student Funding for CollegeBound advisors to serve in 15 high schools (the other 3
9 high schools served are funded by a private grant).

10 **WHEREAS**, in partnership, the private sector and colleges and universities invest close to \$3
11 million a year to provide CollegeBound college scholarships and need-based “last dollar” grant
12 funding available to graduates of all Baltimore City public high schools.

13 **WHEREAS**, although CollegeBound grants and scholarships are open to all Baltimore City
14 Schools’ graduates, 84% of applicants come from CollegeBound-staffed high schools.

15 **WHEREAS**, CollegeBound Last Dollar Grant scholars graduate from college at 2.5 times the
16 rate of students from similar socioeconomic backgrounds, nationally.

17 **WHEREAS**, for every \$1 awarded for a CollegeBound Last Dollar grant, CollegeBound
18 leverages \$10.07 in additional financial aid.

19 **WHEREAS**, the Fund for Educational Excellence recently conducted a survey of City Schools’
20 parents and students about college opportunities. After hearing from hundreds of parents and
21 students, the Fund recommended “a citywide expansion of college advising services, such as
22 CollegeBound, installing a CollegeBound specialist in every high school . . .”.

23 **WHEREAS**, in fairness and equity, CollegeBound advisors should expand from 18 to 33 of
24 our BCPS high schools to allow a full-time CollegeBound advisor for high schools with more
25 than 300 students and half-time for our smaller high schools. This expansion would allow
26 CollegeBound advisors to work alongside City Schools’ school counselors who have a myriad of
27 responsibilities beyond college guidance.

28 **WHEREAS**, the time is right. In 2017, Mayor Catherine Pugh made national news and
29 engendered “high hopes” locally by guaranteeing free tuition to Baltimore City Community
30 College (BCCC) for all high school graduates of the Baltimore City Public Schools, an historic
31 opportunity to overcome the barriers of poverty for thousands of Baltimore’s youth and their
32 families and to create a “college bound” climate across the City.

33 **WHEREAS**, in response, Coppin State University has offered free tuition to earn bachelor
34 degrees to all graduates of BCCC, creating a unique pathway of access and affordability for
35 thousands of our city’s youth to achieve the meaningful academic credentials for career
36 opportunities and success.

37 **WHEREAS**, for 9th through 12th graders, whatever colleges and universities they aspire to
38 attend, a majority of our high school students and their families require the “college prep” of
39 onsite CollegeBound advisors to turn these unique opportunities and other traditional college

Council Bill 18-0072R

1 opportunities into practical reality. Specifically, advisors are needed to expose students to
2 college opportunities and to help them complete the pre-requisite forms to receive federal and
3 state financial aid. All federal and state aid must be exhausted before the City invests a penny
4 through Mayor Pugh’s free BCCC initiative, so it is vital that students be advised of how to
5 navigate the cumbersome financial aid process.

6 **WHEREAS**, to expand CollegeBound advisors and services from 18 to 33 of our BCPS high
7 schools requires \$1.3 million a year and a 4-year commitment to that annual amount to ensure
8 continuity in serving 9th graders through to graduation.

9 **WHEREAS**, if all stakeholders work together, we can expand to a total of 33 schools in time
10 to serve the Class of 2019 and beyond.

11 **WHEREAS**, college graduates earn \$1 million more than high school graduates over a
12 lifetime. If this plan yields an additional 100 college graduates/year (a conservative estimate),
13 the return on a 4-year, \$1.3 million/year investment would be \$400,000,000.

14 **NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF BALTIMORE**, that the
15 Council calls on all stakeholders, including the City of Baltimore, the State of Maryland,
16 Baltimore’s business and foundation communities, and individuals to join together to support
17 college education as a positive and achievable goal for a majority of our school system’s high
18 school students and their families by providing the \$1.3 million required for CollegeBound’s
19 expansion to 33 high schools in FY2019 and pledging the same amount each year for continuity
20 through FY2022.

21 **AND BE IT FURTHER RESOLVED**, That a copy of this Resolution be sent to the Mayor, the
22 members of the Board of Estimates, the Governor, the Members of the Baltimore City Delegation
23 to the Maryland General Assembly, the Director and Members of the Board of the CollegeBound
24 Foundation, the CEO and President of the Board of Baltimore City Public Schools, the President
25 and Executive Director of the Greater Baltimore Committee, the President and Director of the
26 Fund for Educational Excellence, and the Mayor’s Legislative Liaison to the City Council.