



## Mason County Promise Zone

### Community Engagement Committee Meeting

#### Minutes

August 7, 2024 at 10:00 AM

Location: Lakeshore Resource Center Conference Room, E. Tinkham, Ludington

Members present: Vic Burwell, Monica Jewell, & Annette Quillan

Staff present: Jody Maloney

1. Call to Order: Jewell called the meeting to order at 10:01AM.
2. Limited Public Comment: None
3. *Approval of Agenda: Motion by Burwell to approve the agenda, supported by Quillan; Motion carried 3-0-0.*
4. *Approval of Minutes from February 8, 2024: Motion by Quillan to approve the minutes, supported by Jewell; Motion carried 3-0-0.*
5. New Business:
  - a. Promise Changes
    - i. To Address Current Guarantee Implementation, Promise Impact, Law Changes
      1. Scholarship Differences Chart: Members reviewed.
      2. Statewide Release from MPZA/MCAN: Members reviewed.
      3. Local Release from Promise: Members reviewed.
      4. Draft Board Member Talking Points
        - a. Suggestions from Director: Maloney provided a list of updated talking points, with changes related to the new Guarantee and Promise Zone law updates.
        - b. Additions: Maloney asked members to provide input, feedback, and additions to the talking points for the purpose of board use. The following suggestions were made (see updates on next page):
          - i. Jewell: Eliminate 3<sup>rd</sup> bullet point from "Scholarship offerings" and move the last item from "Recent changes" to that section
          - ii. Burwell: Try to create single sentence talking points; move 2<sup>nd</sup> bullet point on page to the first—emphasizing that the Promise is a place-based scholarship. Consider using these talking points with Post-Secondary Advisors or creating wall posters for them.
          - iii. Quillan: Consider running points by Kathy Surd and include points in Board meeting materials for the full Board to review
          - iv. Maloney: eliminate redundancies from the second point on "Recent changes" and clarify residency of Michigan for the Guarantee
    - ii. New PSA Role Article (Draft): Burwell suggested getting direct quotes from LHS, MCC, & MCE superintendents before submitting to local media outlets. Quillan noted that recent Promise-related articles in Ludington Daily News had a different author and slant, and emphasized that Maloney may want to issue corrections. Jewell suggested that the originally submitted article could be shared on Promise social media by our Zone.
    - iii. 2025 Letter to Seniors: Quillan suggested a shorter letter with more bullet points and less text. Maloney will adapt the letter to seniors to reflect recommended changes.



Burwell suggested that the Promise put out a quarter page ad in local newspapers with an overview of the information contained in the letter, which would be focused on parents and community members, rather than students, adding that it would also be good to send a flyer with the Promise ad information to local businesses.

1. *Motion by Burwell to recommend purchasing a large ad in Ludington Daily News and Mason County Press to promote the Promise, and to increase the marketing budget line item to reflect the cost of the ads if needed, supported by Quillan; Motion carried, 3-0-0.*
  - b. *Board Roles—Nomination Needed*
    - i. *Vice Chair—Vidak has expressed interest: Motion by Jewell to nominate Joan Vidak as Vice Chair of the Mason County Promise Zone Board for the remainder of the current year, supported by Burwell; Motion carried 3-0-0.*
    - ii. *CEC Committee Chair needed: Jewell noted that she is willing to continue as acting committee chair. The Committee asked Maloney to reach out to invite Haveman to the next CEC Committee meeting and to request that he join the CEC.*
  - c. *Upcoming Events:*
    - i. *Staircase Backpack Bonanza Mini-Golf@Stearns: Maloney is unable to represent at this event. Burwell will attend to represent the Promise. Maloney will notify Staircase of the change.*
    - ii. *Welcome Back to West Shore, 8-22-24, 4-7PM@WSCC: Maloney shared that CEC members are invited to join her at the welcome table, if interested.*
  - d. *Next Meeting: 11-6-2024 at 10AM: Jewell reminded the Committee that the next meeting will include developing a slate of nominees for 2025 Board Executive Committee.*
6. *Limited Public Comment: None*
7. *Adjourn: Jewell moved to adjourn the meeting at 11:04 AM.*



# Board Member Talking Points Related to the Mason County Promise

## Our Scholarship Offerings

- ✓ The Promise is a place-based scholarship. Students qualify through residency and graduation from high school. Students and families can find out more information at [MasonCountyPromise.org](https://MasonCountyPromise.org). The best way for a graduate to find out if they qualify is to apply.
- ✓ The Promise Scholarship offers a tuition-free pathway to an associate degree at West Shore Community College, covering up to 72 attempted credits, and is available up to six years. The Promise also offers up to two educational supplies award to scholars who qualify. Promise Scholars can use the award for books or class materials.
- ✓ The Promise Zone Board is continuously innovating the scholarship to better support Mason County Promise Scholars.

## Our Partnership with WSCC

- ✓ The Mason County Promise is thrilled to celebrate the completion of its sixth year of offering the Promise Scholarship at West Shore Community College and looks forward to the future.
- ✓ In Mason County, we have a community-minded college within our borders and a Promise Zone Scholarship. No other rural Michigan county can say that.
- ✓ The new Community College Guarantee provides a financial safety net for full-time resident students at WSCC, who graduated from high school in 2023 and after. The Mason County Promise remains committed to more broadly supporting resident students with the Promise Scholarship.

## Recent Changes

- ✓ While the Michigan Community College Guarantee covers tuition costs for full-time students who graduate in 2023 and after, the Promise is used prior to any Guarantee funds, and remains the same in terms of offerings.
- ✓ The Promise now offers support for students preparing for college and life after high school through funding Post-Secondary Advisor roles at Ludington High School, Mason County Central High School, and Mason County Eastern High School. These advisors can also help alumni and Promise Scholars from other schools who qualify for the Promise with their college-going efforts.

## Please Refer to Director or Chair

ON SCHOLARSHIP RELATED MATTERS: Jody Maloney, Promise Director:  
[info@masoncountypromise.org](mailto:info@masoncountypromise.org) or 231-239-8224

ON BOARD RELATED MATTERS: Monica Jewell, Board Chair  
[monica.jewell@pfhf.org](mailto:monica.jewell@pfhf.org) or 231-480-4094

FIND OUT MORE AT [MASONCOUNTPROMISE.ORG](https://MASONCOUNTPROMISE.ORG)



Dear Mason County High School Senior,

Congratulations on your upcoming graduation! Please Consider Using the Mason County Promise Scholarship! Why?

Because:

- College credentials help individuals to earn more over a lifetime, have greater job security, and meet needs better than a high school diploma alone.
- The Promise means savings! The Promise has covered over \$1.7 Million in tuition and fees for students who are earning certifications and associate degrees at West Shore Community College.
- All seniors should apply! Applying to the Promise is a good safety net, and will not negatively affect your Michigan Community College "CC" Guarantee eligibility.
- Eligibility is based on Mason County residency and high school graduation. Scholarships, including the CC Guarantee, don't count against the Promise. Other scholarships may be applied to costs of attendance that the Promise does not fund.
- The Promise offers up to two limited educational supplies awards to help with books! Currently, each award is \$500.

Scholarship Award notices will be sent to all applicants in Mid-June, after the Promise Zone has verified graduation and residency. Until then, please direct any questions you have about the Promise Scholarship to your high school Post-Secondary Advisor:

- At Ludington Area Schools: Tess O'Neal
- At Mason County Central or Mason County Eastern High School: Emily Merten

You can also reach out to Jody Maloney, at [info@masoncountypromise.org](mailto:info@masoncountypromise.org) or 231-239-8224. Apply to the Promise at [MasonCountyPromise.org](http://MasonCountyPromise.org) after October 1, 2024. ***Best wishes as you plan your future path!***

Sincerely,

A handwritten signature in black ink, appearing to read "Monica Jewell".

Monica Jewell, Promise Zone Board Chairperson