

# PROMISE INDIANA

## RAISING EXPECTATIONS

**Kids Discovering College and Careers**

**Kids Experiencing College**

Youth and families hold a belief that planning for post-secondary education starts in the middle or high school years

Youth do not have access to college campus visits until later in their school careers; they cannot visualize what college is nor see themselves on a college campus

**Schools** want to start the college and career conversation earlier to help build a culture

**Institutions of higher education** are ready to engage younger students and their families

The Promise **TEACHER TOOLKIT** leverages existing efforts like College Go Week and ensures youth are discovering college and careers early, in an age-appropriate way, and involving families through classroom activities

The Promise celebrates the dreams of all youth by integrating a visit to a local institution of higher ed, giving youth an interactive campus experience that can help them visualize college during an annual **"WALK INTO MY FUTURE"** event

## PROVIDING RESOURCES

**Families Establishing College Savings**

**Champions Investing in Kids**

Families lack awareness of 529 accounts and few begin saving when their kids are at an age to accumulate assets

Youth may not have relationships with adults to encourage them to pursue education while adults lack avenues to invest in youth

**Indiana's 529** has 20% state tax credit and low deposit minimum for automatic investments

**Organizations, faith groups, economic development,** and others want to invest in local youth

The Promise makes it easy for parents to start savings through a high-touch, user-friendly, opt out **529 ENROLLMENT** process integrated into school events to reach all families and provides an initial \$25 deposit to seed the account

The **CHAMPION PROCESS** through the Promise gives kids an opportunity to share their dreams with adults and an easy way for champions to invest in the lives of youth, while engaging the entire community to respond and build a culture that values education

## CHANGING BEHAVIOR

**Employers Helping Families Save**

Families hold a belief that they cannot save or small savings won't make a difference; there is no system to make it easy to save

**Employers** are seeking new benefits to attract and retain their workforce

The Promise engages employers using existing systems (payroll deduct) to help employees set aside funds for a child's 529 account and incentivizes employers to **MATCH SAVINGS** as a benefit to their employees