

A BOLD NEW PROMISE  
FOR DESERVING STUDENTS  
IN EAST TEXAS.

CAMPAIGN FOR THE  
**TJC**  
*Promise*



*Since 1926, Tyler Junior College has embodied the true sense of the term “community college,” as reflected in its foundational promises to provide students with a quality education, a vibrant student life and opportunities for service to the community.*



[TJC.edu/promise](https://www.tjc.edu/promise)



# A Promise of opportunity

## PROVIDING A PATH TO HIGHER EDUCATION

Recognizing the need to build a college-going culture that will strengthen the workforce of the future, communities nationwide are creating opportunities for students who might not otherwise be able to attend college.

The pioneer of the “promise scholarship” movement – Michigan’s Kalamazoo Promise – was launched in 2005 and has helped almost 5,000 students receive a college education.

In 2014, the Rusk TJC Citizens Promise – Texas’ first community-based promise program – was created in partnership with Citizens 1st Bank, the James I. Perkins Family Foundation and Tyler Junior College, offering TJC scholarships to qualifying Rusk High School seniors. The first Rusk Promise cohort graduated from TJC in May 2016.

**In honor of TJC’s 90th anniversary, a bold, new scholarship initiative has been established.** The TJC Promise provides an earned scholarship to eligible high school students within TJC’s tax district. The program is being developed by leadership of the College and surrounding school districts.

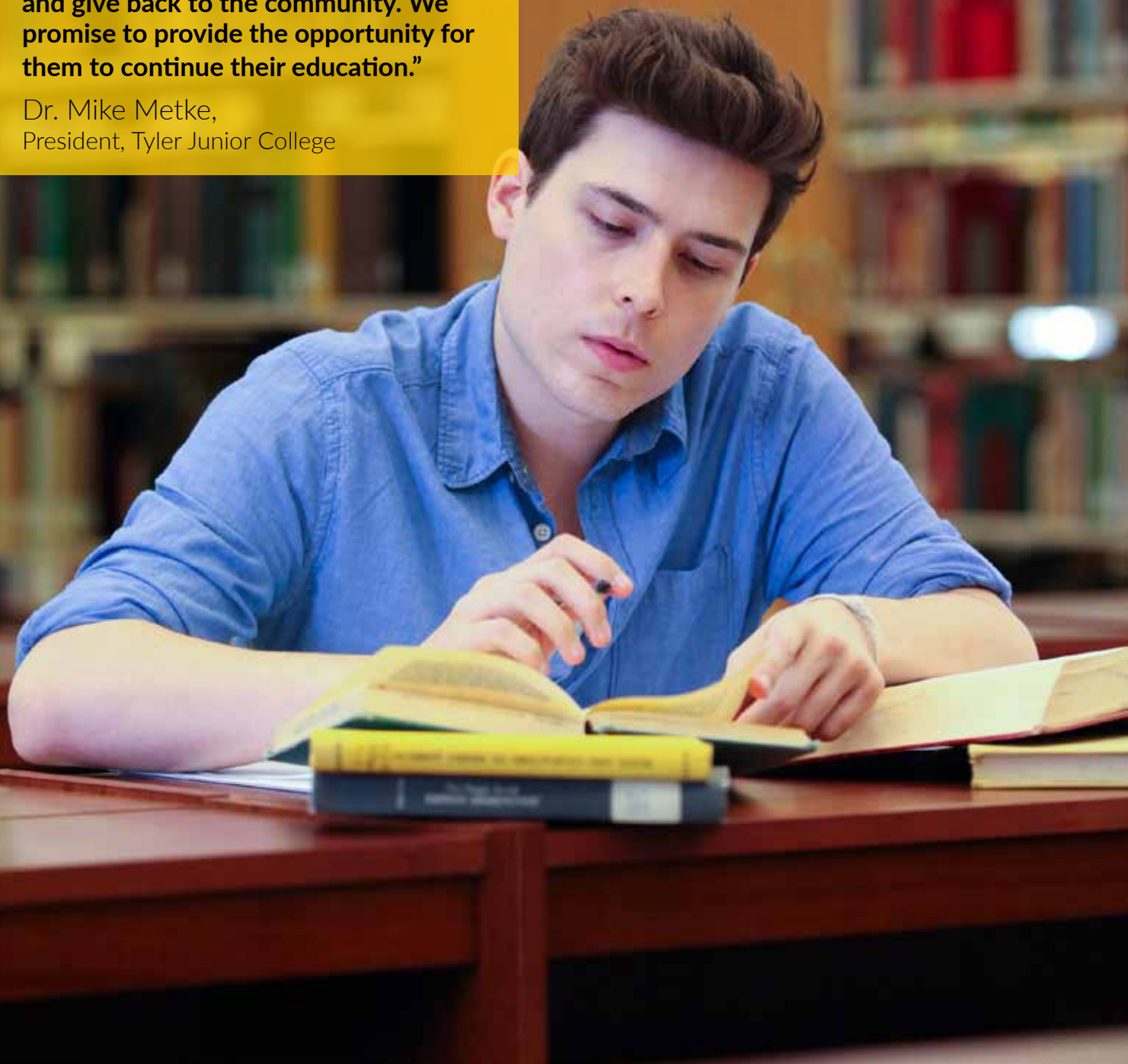
Beginning in 2020, qualifying graduates can receive up to two years of tuition and fees at TJC. Students earn the TJC Promise scholarship by meeting certain standards during their high school years based on academic achievement, persistence and community service.

The scholarship standards of the TJC Promise will promote positive behaviors early on to ensure that students are on the path to success in high school, college and beyond.

# Opportunity

**“The TJC Promise is an earned scholarship. Students promise to work hard in high school, make good grades and give back to the community. We promise to provide the opportunity for them to continue their education.”**

Dr. Mike Metke,  
President, Tyler Junior College



# A Promise of a brighter future

**“The TJC Promise is a targeted way to encourage students to remain in school and work hard. If they stay with the program, they will be more likely to continue their education beyond high school and become productive members of society.”**

Tom Mullins, President/CEO,  
Tyler Economic Development Council

# Future



## ADDRESSING A STATEWIDE NEED

In recent years, Texas has become increasingly engaged in a global economy dependent on a well-educated, highly skilled workforce.

Employees must be able to easily adapt and aggressively compete at the highest level; and unfortunately, Texas lags behind the rest of the nation in higher education. In East Texas, only 35 percent of the current population has an advanced degree or certification.

The Texas Higher Education Coordinating Board has initiated “60X30TX,” an ambitious strategic plan with this objective: Sixty percent of the state’s primary workforce will hold a postsecondary credential by the year 2030. Texas colleges and universities must face this challenge head-on.

**Access to higher education is key to the state’s future, and the greatest barrier is cost.**

In the past 10 years, the average annual cost of tuition and fees at a public university in the U.S. has jumped nearly 70 percent – from \$19,177 to \$32,405.

To afford college, students are taking on excessive loan debt. According to a 2014 report from the Institute for College Access and Success, seven out of 10 new graduates from public colleges had an average loan debt of \$28,950; and between 2004 and 2014, the average debt at graduation rose at more than twice the rate of inflation. Instead of contributing to the economy, college graduates are repaying student loans.

The TJC Promise will help ensure a brighter future for its students and the Texas economy by removing these financial roadblocks.


# A Promise of purpose

## HOW IT WORKS

The TJC Promise was developed in collaboration with leadership from public schools within the College's tax district. **The purpose of the program is to partner with our East Texas communities to build a stronger college-going culture, while successfully preparing students to achieve their educational goals resulting in graduates ready to enter the 21st century workforce and become productive members of society.**

The Promise program begins during the second semester of a student's freshman year if they attend a participating high school within TJC's tax district. A student will earn up to two years of tuition and fees at the College if the standards of the TJC Promise are achieved during high school.

- Student and parent or guardian will sign pledge agreement during first semester of freshman year in high school.
- Participating high schools will track yearly eligibility requirements.
- TJC's president will annually notify each student of continued eligibility.
- Student will be offered a TJC Promise Scholarship upon graduating from high school.
- Scholarship recipient must continue to meet standards of the TJC Promise while attending the College.



# Purpose

## STANDARDS OF THE PROMISE

In order to receive a scholarship, a student must attend a participating high school within the College's tax district for at least two years.

A student must achieve the standards in order to receive a TJC Promise Scholarship based on academic achievement, persistence and community service.



### ACADEMIC ACHIEVEMENT

#### GRADE POINT AVERAGE

Achieve 2.5 cumulative GPA or greater for all high school courses (80 on a 100-point scale)

#### COLLEGE READY

Meet or surpass standards as defined by the State of Texas

#### GRADUATION

Finish required high school course work and graduate on time



### PERSISTENCE

#### ABSENCES

**Freshman year** - 5 days or less

**Sophomore year** - 10 days or less

**Junior year** - 10 days or less

**Senior year** - 10 days or less

#### PROGRESS

Complete required number of credits to advance to the next class level each year

#### COLLEGE

Come directly to TJC after graduating from high school



### COMMUNITY SERVICE

**Sophomore year** - 5 hours or more

**Junior year** - 10 hours or more

**Senior year** - 10 hours or more

*A Promise of excellence*



**“The TJC Promise gives us opportunities for a better future, and it’s good that it requires students to make good grades, too. Not just everyone can get it. You actually have to work for it.”**

**Makayla Johnson,  
Lindale High School, Class of 2020, TJC Promise**

**Excellence**



## OFFERING A LEGACY EDUCATIONAL EXPERIENCE

For more than 90 years, TJC has pursued and achieved excellence in higher education and has far exceeded the educational needs of its students and the East Texas community. From just 93 students and nine faculty in 1926 to more than 11,500 students and more than 550 faculty today, TJC continues to flourish and reinforce its role as the college of East Texas.

TJC has become the 18th largest community college in the state of Texas and is recognized as one of the top three choices for a higher education within the East Texas region. In a recent survey of current TJC students, 75 percent selected TJC as their first choice, and 94 percent said they would choose it again.

During 2016 and 2017, the College received national recognition when the Aspen Institute College Excellence Program named TJC as one of the top 150 community colleges in the nation.

TJC offers a comprehensive collegiate experience like no other two-year institution.

With more than 120 degree and certificate programs, plus extensive training and technical programs, students are provided with broad educational opportunities. Plus, TJC features eight residence halls on a 137-acre main campus and more than 50 student clubs and organizations. **TJC is a smart choice for any student, whether they plan to transfer to a four-year university or go directly into the workforce.**

Over nine decades, TJC students have distinguished themselves by becoming successful actors, playwrights, musicians, healthcare specialists, physicians, educators, college and university leaders, journalists, professional athletes, accountants, business professionals, legislators, Academy and Grammy Award-winners – and virtually any other profession that comes to mind.

The TJC Promise will offer a path for a new generation of students to benefit from the continuing legacy of excellence.

# A Promise of community support

## GIVING THE GIFT OF EDUCATION

**TJC celebrated its 90<sup>th</sup> anniversary in 2016, and the College embarked on the most ambitious fundraising effort in its 90-year history, the Campaign for the TJC Promise.**

By fall of 2020, the goal is to raise \$20 million in private gifts to underwrite an endowment dedicated to the TJC Promise. The endowment will provide ongoing scholarships to deserving students in East Texas. An anonymous lead donor has made an extraordinary \$5 million commitment and challenges others to invest in the success of this new program.

The TJC Promise will build a stronger college-going culture, produce students ready to achieve their goals in higher education and provide well-educated and trained graduates to strengthen our local and statewide workforce.

TJC and the Tyler Junior College Foundation are seeking generous individuals and businesses to ensure the future of the TJC Promise. Contributions may be made as one-time gifts or multi-year pledges, and all contributions will provide scholarships to students who have earned their educational opportunities.

**Please consider the gift of education with a generous commitment to the Campaign for the TJC Promise.** TJC is depending on the support of the East Texas community to guarantee a brighter future for students and the East Texas region.



# Community Support

**“In Van our motto is ‘after high school comes college’, and the TJC Promise will help us build a stronger college-going culture. It’s a game changer.”**

Don Dunn, Superintendent,  
Van ISD

# CAMPAIGN FOR THE **TJC** *Promise*

**PLEASE CONSIDER THE GIFT OF EDUCATION**

## *Pillars of the Promise*

*Permanent name recognition on a central Promise Pillar prominently featured within the new Windsor Honor Plaza*

**\$5 million and up**

**\$2.5 million-\$4.9 million**

**\$1 million-\$2.4 million**

**\$500,000-\$999,999**

**\$250,000-\$499,999**

*Permanent name recognition on a Promise Pillar located within the new Windsor Honor Plaza*

**\$100,000-\$249,999**

**\$75,000-\$99,999**

**\$50,000-\$74,999**

## *Patrons of the Promise*

*Permanent name recognition on designated donor wall within the new Windsor Honor Plaza*

**\$25,000-\$49,999**

**\$10,000-\$24,999**

**\$5,000 - \$9,999**

***Multi-year pledges are graciously accepted for three years.***

For additional information on giving opportunities, please contact the Tyler Junior College Foundation at (903) 510-2249 or [foundation@tjc.edu](mailto:foundation@tjc.edu).



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