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**MESSAGE HOUSE: To donors/media/local ed foundations**

**JUMP START**

**WHY: THE PROBLEM**

* Nearly 487,000 Floridians are unemployed, yet Florida has more than 500,000 open jobs – many of them in high-skill, high-wage industries, according to the Florida Chamber of Commerce.
  + A technical or vocational certification can train students in these high-demand careers without the high cost of a traditional four-year degree.
* Florida has set a goal to rise from a low-ranked state to become first in workforce education. Legislation passed in June 2019 formally establishes the goal of 60% of working-age Floridians with a degree or high-value credential by 2030.
* According to the Florida College Access Network, 29% of students who did not enroll in college in the fall of 2022 cited “couldn’t afford to go to college” as a reason.
* Post-secondary enrollments have been on the decline -- with low-income students being impacted the most.
  + The most recent end-of-year data on college system enrollment showed a system-wide enrollment of 293,493 students for the 2020-21 academic year.
  + [Estimates](https://wusfnews.wusf.usf.edu/education/2021-12-14/enrollment-continues-to-shrink-at-floridas-state-colleges-and-officials-are-not-sure-why) for the 2021-22 academic year from the state Office of Economic and Demographic Research reflect a statewide enrollment decrease of 5.5% decrease, or a decline of 16,214 students.

**WHAT: THE SOLUTION**

* The Consortium of Florida Education of Foundations (Consortium) and the Florida Prepaid College Foundation (FPCF) are creating a pathway for deserving high school seniors to jump start their future through local education foundation sponsored need-based scholarships for postsecondary education.
* The Jump Start scholarship covers tuition for 30 credit hours at the Florida state public college rate at a FPCF approved institution in Florida, including Florida technical colleges, community colleges and state universities.
* A Jump Start scholar can use their prepaid tuition scholarship at a Florida technical college and walk away with a career in a year! Scholarships can also be the critical first step to a two- or four-year degree for students interested in more traditional college routes and careers like teaching, nursing and computer science.
* To help position students for post-secondary success, the Consortium and participating local education foundations are providing Jump Start scholars know-how-to-go support with financial aid, life skills and career exploration through virtual and/or in-person workshops.
* When communities increase the proportion of residents with a postsecondary credential or degree, the whole community benefits through a higher tax base, lower crime rates and healthier citizens.
* Resource: Access your county’s current post-secondary completion rate [here.](https://floridacollegeaccess.org/research-and-data/is-your-county-talent-strong/)

**HOW: YOUR ROLE**

* Businesses, organizations and individual donors can change the trajectory of students in their community by sponsoring Jump Start scholarships through their education foundation - with FPCF providing a nearly 3:1 match value!
* Businesses can partner with their local education foundation to sponsor Jump Start scholarships for students pursuing in-demand careers that are important to their industry.
* Civic organizations can invest in their community’s future by helping first-generation college students realize their potential. Alumni can help a student in their alma mater high school pursue their dreams.
* By becoming a Jump Start sponsor, your organization can purchase scholarships at a fraction of their value and provide a life-changing opportunity to a promising high school senior and contribute to the economic future of their community.
* The **value** of the scholarships for recipients is more than $3,000, but the cost for supporters is just $1,300/scholarship to purchase.
* Join In. Jump Start.
* To learn more about the statewide program, visit LINK to Consortium page

**SCHOLARSHIP SELECTION CRITERIA:**

* Basic eligibility requirements for students:
  + Be graduating from a public high school located within the sponsoring education foundation’s county.
  + Meet eligibility requirements for the USDA Free and Reduced Lunch Program,
  + Plan to enroll at a Florida technical college, state community college or public university.
  + Participate in college success workshops and meet other education foundation and/or donor-specified criteria.