



# BURLESON

## OPPORTUNITY FUND

Burleson City Council Presentation  
July 10, 2023



# Brief History

- 1985 Dual credit offered to Burleson ISD students
- 2005 Hill College, Texas Wesleyan University and City ceremonial lease signing creating Higher Education Center in Burleson
- 2006 Classes began in a city-owned facility with 87 students. Today, the Center has over 400 students enrolled.
- 2008 First BOF scholarships awarded
- 2013 Second-year tuition benefit added
- 2018 Burleson Works program added
- 2022 2 Higher Education Center opens



# Mission, Goal and Purpose

**MISSION** To change the expectations of students, teachers and parents to include the idea that all high school graduates from Burleson will have the opportunity to attain higher education and to cultivate the economic development benefits of expanding the attainment of post-secondary degrees and career certifications.

**GOAL** Provide every Burleson high school graduate the opportunity to attain post-secondary education.

**PURPOSE**

- Create a better trained, educated and prepared local workforce
- Enhance the local economy
- Capitalize on link between higher ed and economic development
- Ease transition from secondary to higher ed for Burleson families



# Scholarship Criteria

- A Burleson ISD high school graduate, or
- A Burleson resident graduating from a non-Burleson ISD high school, private school or home school program
- No financial or high school GPA requirements
- Graduate must enroll for fall semester following high school graduation
- Must complete FAFSA, last dollar concept, Federal/State aid pulled first
- Must maintain satisfactory minimum GPA
- Community service requirements



# Measures of Effectiveness



34,000



14,000

BOF students have completed over 32,000 college credit hours and have contributed approximately 14,000 volunteer service hours within the City of Burleson.



1,000 Students



2,183 Scholarships

# Measures of Effectiveness

Five Year Average Graduation Rate ('14-'19)	
Burleson Opportunity Fund	35%
Hill College	30%
Statewide	24%

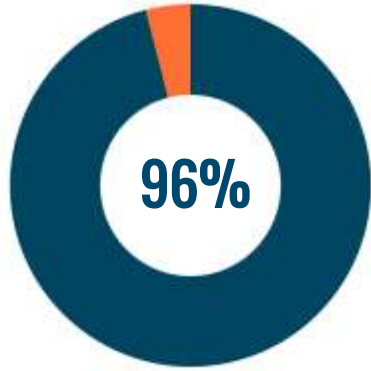
Five Year Average University Transfer Rate ('14-'19)	
Burleson Opportunity Fund	46%
Hill College	21%
Statewide	23%

Cohort Year	Resignation Rate
2017-2018	Less than 1%
2018-2019	Less than 1%
2019-2020	Less than 1%
2020-2021	Less than 1%
2021-2022	Less than 1%

*The rule for BOF students who resign: Once the first day of class begins, if a BOF student resigns prior to the college Census Date (12th class day for 16 week courses) and tuition and fees were paid for by the BOF, the student will be responsible for the 30% and the BOF is never billed.*



# Measures of Effectiveness



**96%** of all dollars raised by the Burleson Opportunity Fund goes directly to fund scholarships.

**~\$2,500,000 total funds raised**

## Over 200 scholarship applications

Applications for the scholarship have continued to rise post COVID-19 to the highest number yet, representing an awareness of the process and available resources and increasing number of students who are college bound.

## \$2,781,168 tuition paid

The total tuition paid for these young scholars to-date.



# Sustainability

Contributions by Calendar Year (2017 - 2022)



Scholarships by Academic Year (2017 - 2022)



*Entering the upcoming academic year, the Board of Directors, for the first time ever, has voted to limit the number of scholarships awarded to maintain fiscal responsibility.*



# The Path Forward

- The existing donor base is well establish and reliable to maintain a current level of scholarship awards. However, it does not allow for the current and anticipated future growth in scholarship demand.
- A dedicated Fundraising Committee has been formed which includes: Jerri McNair, Lorri Dyess, Beverly Volkman-Powell, Patsy Dumas, Shandy Stogsdill, and Kayla Hoffman.
- Currently 17 grant applications have been submitted.
- Other activities include but are not limited to:
  - Monthly giving campaign
  - Participation in North Texas Giving Day
  - Chamber of Commerce and other local awareness events
  - Expansion of the Board of Directors
  - Enhanced utilization of social media and other electronic engagement with potential supporters.



# Return on Investment

- **Higher Employment Rates and Wages**
  - Graduates of the program are leading productive lives as local Teachers, Police Officers, Firefighters, Healthcare Workers, Hospitality Professionals, and support roles throughout our community.
- **Higher Workforce Skills and Career Readiness**
  - The 15+ years of statistics prove that BOF recipients achieve a higher G.P.A., retain from first to second semester at higher rates, and persist from first to second year at higher rates than state average and higher rates than other Hill College Students.
- **Enriched Communities**
  - The moment a Burleson child steps into Kindergarten class, teachers, parents, administrators and children move forward understanding that a college education is attainable, because the Burleson Community steps up to see that the opportunity for every child to persist on to College is afforded to them by a nurturing community.





Q&A