




BERTHA W. HENRY, County Administrator

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MEMORANDUM

TO: Mayor, Vice-Mayor, and Board of County Commissioners

FROM: Bertha Henry, County Administrator 

DATE: September 18, 2020

SUBJECT: Update of Broward Bridge Scholarship Program

As an update on the Broward Bridge Scholarship Program, attached please find a summary of the program requirements developed by staff from Broward College and County Administration for the Commission's information and consideration. Staff will be working with the County Attorney's Office to draft the necessary agreement to ensure that the terms and conditions of the arrangement are properly documented. Broward College anticipates distributing the Broward Bridge Scholarship for the Spring 2021 term.

Should you have any questions or like to discuss further, please do not hesitate to contact me.

cc: Monica Cepero, Deputy County Administrator
Kimm Campbell, Assistant County Administrator
Norm Foster, Director, Office of Management and Budget
Kevin Kelleher, Deputy Chief Financial Officer
Andrew Meyers, County Attorney
Bob Melton, County Auditor

Broward Bridge Scholarship Program

Eligibility

The Broward Bridge Scholarship Program (Program) is available to legal residents of Broward County who:

1. Graduated from a Broward County Public High School with at least a 2.5 unweighted grade point average (this does not include individuals who have attained a General Equivalency Diploma as they are not graduates of Broward County Public Schools);
2. Are enrolled at least $\frac{3}{4}$ time (9 credit hours in the fall and spring terms) at Broward College pursuing an associate, bachelor, or financial aid eligible technical certificate;
3. Have completed a Free Application for Federal Student Aid (FAFSA);
4. Are Pell Grant eligible or have demonstrated financial need. For this section, financial need is based upon a FAFSA that demonstrates an income lower than the sustainability budget for a household of two adults, two school-aged children in the ALICE (Asset Limited, Income Constrained, Employed) Report as published by the United Way of Florida. The ALICE Report can be found at: <https://unitedforalice.org/county-profiles/florida>; and
5. Have a gap between tuition and fees and other, non-loan based financial aid. Students are required to apply for institutional financial aid before any Broward Bridge Program funds are awarded.

Maintaining Eligibility

After a student has been deemed eligible and the award has been made, the student must:

1. Maintain both satisfactory academic progress and a 2.0 grade point average with Broward College;
2. Annually complete a FAFSA that results in a financial need (as described in eligibility criteria 4. above); and
3. Be enrolled at least $\frac{3}{4}$ time (9 credit hours in the fall and spring terms) at Broward College pursuing an associate, bachelor, or financial aid eligible technical certificate.

Note: A student is not required to be enrolled $\frac{3}{4}$ time during the summer term to maintain the gap award. However, if a student does enroll $\frac{3}{4}$ time during the summer term, the student would be eligible for gap funding for that summer term.

Any funds not utilized or refunds because a student does not maintain eligibility will be utilized by Broward College for future students eligible under this Program.

Award

The Broward Bridge Scholarship Program is available for a maximum of 100 percent of the cost of tuition and fees for the credits needed to complete the associate, bachelor, or financial aid eligible technical certificate in which the student is enrolled and is available for enrollment in the fall, spring, or summer terms.

The County agrees to provide \$1 million in funding for this Program over two years (\$500,000 per year). This funding is to fund the gap between financial aid and the cost of tuition and fees to eligible students and is intended to follow the students provided they maintain eligibility. In sum, the Program is available as "last dollar" funds to close a financial gap for eligible students.

Payment Schedule (as proposed by Broward College)

Payment 1: October 15, 2020 or before in the amount of \$500,000 to be applied over Spring 2021, Summer 2021 and forward.

Payment 2: June 15, 2021 or before in the amount of \$500,000 to be applied in the academic year, Fall 2021 and forward.

Reporting and Auditing

1. Broward College will develop a mechanism for tracking and documenting the awarding of funds under the Program.
2. Within 30 days of the last day of classes of each major term (Fall and Spring), Broward College will provide a report to the Broward County Board of County Commissioners with information on the Program to include, but not limited to:
 - a. the number of students awarded,
 - b. the amount awarded,
 - c. number of awards and amounts that have not been maintained, and
 - d. any information that the County may subsequently require to ensure that the intent of the Program is met.

The information for the Summer term will be provided with the report for the Fall term.

3. Broward College will cooperate with any examination of records to such funds by making records available for inspection, production, and examination, and authorized individuals available for interview and examination, upon the request of (i) County Administration or (ii) the County Auditor's Office.

Anticipated Start Date

November 2020. This is the month in which first payments are due for the Spring 2021 Term.

Communication/Marketing Plan

1. Targeting known leads who qualify for the Program (internal campaign):
 - a. Create a system designator for tracking
 - b. Identify enrollment point person(s), and existing programs to provide support for maintaining eligibility
 - c. Launch
 - call campaign – recruiters and coaches will contact students with talking points about the Program
 - email marketing campaign
 - direct mail campaign
 - financial aid website updates on scholarships, and general website updates promoting the Program

2. Targeting unknown individuals who may qualify for the Program (external campaign):
 - a. Digital marketing campaign including school media, web search, and geotargeting
 - b. Target parents/caregivers of high school-aged students and high school counselors on social media
 - c. Broward County Public Schools:
 - Communication to high school counselors, provide flyer and digital assets to share with their students
 - Work with recruitment team to update Jumpstart presentation materials to feature new scholarship program
 - d. Update scholarship communications and other external-facing assets
 - e. BECON Television – include program promotion in scholarship session
 - f. Issue press release and pitch to local and hyperlocal news media
 - g. Create a blog feature
 - h. Launch social media campaign featuring scholarship recipients