Inside:
The challenge
Our 5 key objectives – and how we’re doing
Meet the people on this page
What’s next
Top three take aways

2011 PROGRESS REPORT

Count me in!

BY 2020 LOUISVILLE WILL ADD

This education leap will ensure we can compete for 21st century jobs and improve quality of life for our residents

40,000 bachelor’s degrees

15,000 associate’s degrees
As Louisville’s Mayor, you can count me in as an enthusiastic leader of 55,000 Degrees. I work with businesses every day and I know the importance of an educated workforce in helping Louisville compete for 21st century jobs. I also know the personal benefits – and quality-of-life benefits to our community – as our residents embrace education and lifelong learning.

So I am proud to share with the community the first 55,000 Degrees Progress Report.

The 55,000 Degrees story is a tale of tremendous teamwork – launched at a time of growing awareness about the importance of raising educational attainment.

It started when our community’s top education, business and civic leaders came together in 2008 as part of an Education Roundtable established by former Mayor Jerry Abramson. This group of university presidents, educators, business and civic leaders collaborated in unprecedented ways.

The result was the groundbreaking Greater Louisville Education Commitment, signed in May 2010. It set the goal of adding 55,000 associate’s and bachelor’s degrees over 10 years: That would mean half our working-age adults will have college degrees and will put us in a strong position to attract more well-paying jobs.

Over the past year, we have launched the organization to carry this work forward and engage the community.

This progress report shows we are headed in some positive directions:

• The number of working-age adults with college degrees increased by approximately 7,000 from 2008 to 2009 in Louisville – the most recent year figures are available. Over the last 10 years we posted the second-largest increase among 15 cities we use as benchmarks.

• The number of degrees awarded locally has gone up substantially – a 14 percent jump in 2-year degrees and a 7 percent rise in 4-year degrees – in one year.

• And, partly in response to a difficult job market, more working age adults with some college are back in school – a 20 percent increase in one year.

55K can build on this momentum, but we must improve if we are to reach our goal.

We have some challenges:

• Far too many college freshman arrive unprepared to begin their coursework – a problem many institutions are rallying to address.

• 90,000 working-age adults have some college credits, but have not completed their degrees. Over the past year, Greater Louisville Inc., working with our business community, has launched a new program for local employers to help their workers complete college.

• We rank last among our competitor cities in the percentage of African Americans with college degrees. Leaders in our African-American community have rallied to support a strong 15K Degree Initiative – to add 15,000 degrees in 10 years.

The bottom line: We are united with one common agenda in a partnership monitoring our progress toward a goal that will be transformational for our community.

When local residents ask me about 55,000 Degrees, they often say, “Wow, that’s a huge number.” I say the way we will reach it is simple: One degree at a time. Every one of us can make a difference. All of us are accountable.

Greg Fischer
Mayor of Louisville, Board Chair of 55,000 Degrees
PROGRESS IS ENCOURAGING. Even before 55K was created. But we are not yet on track to reach our goal. Louisville was second only to Raleigh, N.C., among 15 competitor cities in its rate of improvement in college degrees in the past decade. From 2008 to 2009 alone, Louisville added about 7,000 working-age adults with college degrees. This represents a meaningful increase, but we must accelerate degree attainment and completions to reach our 10-year goal.

Percentage of working-age population with post-secondary degree*

Furthermore, the 21 post-secondary institutions that serve our area report substantial increase in the number of degrees awarded, continuing an upward trend over the last decade.

<table>
<thead>
<tr>
<th>Year</th>
<th>Associate’s degrees awarded</th>
<th>Bachelor’s degrees awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>3,054</td>
<td>4,313</td>
</tr>
<tr>
<td>2009</td>
<td>3,486</td>
<td>4,626</td>
</tr>
</tbody>
</table>

14 percent increase

7 percent increase

ALAN JIMENEZ
COLLEGES: JEFFERSON COMMUNITY AND TECHNICAL COLLEGE/UNIVERSITY OF LOUISVILLE
AGE: 25

Alan graduated from high school with no clear plan. Then he enrolled at JCTC with the idea of transferring if he did well. Alan’s resolve has paid off. He entered U of L in 2008 and will graduate in the fall of 2011 with a degree in electrical and computer engineering.

“The thing about college is that it’s hard to take that first step, cross that first barrier. Once I found a group of friends and started studying with them, it really helped and gave me the tenacity to continue.”

* See notes on back page for data sources throughout the report.
Our 5 Key Objectives
The Greater Louisville Education Commitment identified 5 key objectives we need to achieve to address the greatest barriers to college attainment. Beginning with this report, we will use two to three key indicators to chart progress on each objective every year.

1. CREATE AND SUPPORT A COLLEGE-GOING CULTURE.
2. USE THE BUSINESS COMMUNITY’S UNIQUE POINTS OF LeVERAGE TO ACCELERATE ATTAINMENT.
3. PREPARE STUDENTS FOR SUCCESS IN COLLEGE, CAREER AND LIFE.
4. MAKE POST-SECONDARY EDUCATION ACCESSIBLE AND AFFORDABLE.
5. INCREASE EDUCATIONAL PERSISTENCE, PERFORMANCE AND PROGRESS.

“We have a once-in-a-generation opportunity, to combine forces, to develop collaborative efforts and sustain them over time to make a difference, to move the numbers in a dramatic way.”
Tony Newberry, president of Jefferson Community and Technical College

“At the University of Louisville, we understand the importance universities play in the quality of life in our community. 55,000 Degrees reinforces this role and provides the collaborative force we need to move Louisville forward.”
Jim Ramsey, president of University of Louisville

“It’s my hope that we can take what’s happening here in Louisville and transplant it into every American city. I can’t think of a better way to supercharge the efforts we think are required to dramatically increase postsecondary education attainment.”
Jamie Merisotis, president of the Lumina Foundation

GREG BOGERT
COLLEGE: SPALDING UNIVERSITY
AGE: 36
Greg describes himself as a late-bloomer who didn’t take school seriously when he was young. Today he is a straight-A student at Spalding, finishing his bachelor’s degree. He was able to get credit for two years of college elsewhere and praises Spalding’s supportive staff and his flexible employer. With a degree, he said, “Society looks at you completely different.”

“When I was in high school I was a terrible student… so I actually got my G.E.D. and wanted to go back to school but I wasn’t sure if I had the discipline. I have found myself to be a lot more capable than I would have even thought.”
One of Louisville’s greatest challenges is to overcome historically low levels of educational attainment by building a common, widespread understanding of the link between education and future success.

Long gone are the days when a hard worker could count on a steady job regardless of education level.

Where we stand: Most of our high school graduates enroll in college – nearly 3 out of every 4. However, college-going rates vary widely by high school – as low as 27 percent and as high as 100 percent.

Unfortunately, we lose many students before this point – as high school dropouts.

In 2010, only 69 percent of the students who had started Jefferson County public high schools four years earlier stayed to graduate.

What’s happening
• To kick off community involvement, 55K held a Community Forum for local agencies and educational institutions. Among the issues discussed: new local research on college-going attitudes.

• A new 15K Degrees Initiative has united the African-American community – from churches to civic groups to businesses – to work in action teams on a wide range of programs.

• Close the Deal, the energetic community partnership that encourages and supports high schools that lack a strong college-going tradition, has reached more than 1,700 seniors at six schools since 2008.

• Together Metro United Way and The Community Foundation of Louisville gave away $250,000 to 27 local organizations, schools and school systems that are helping to create a college-going culture in Louisville in support of 55,000 Degrees. The awards were designed to target five key tipping points: transition to college or career, high school graduation, middle school transitions, early grade reading and early childhood education.

Objective 1: Create a college-going culture

JCPS high school graduation rate

Percent of 2010 high school graduates enrolled in college, fall 2010

Rodni Powell
College (Planned): Jefferson Community and Technical College
Age: 18

Rodni and her mother, Katina, received their G.E.D. together, and have supported one another as they move up the education ladder. After being turned down in job searches because of lack of education credentials, they decided that education was the path to self-sufficiency. Rodni is enrolled in the Job Corps Advanced Culinary Arts Program and will soon attend JCTC soon to pursue degrees in business technology and communications. As for Katina, she plans to follow soon.

“I kept hearing that every job that I wanted to get I couldn’t have without a high school diploma or a G.E.D. Education benefits you to be able to get a good job and provide yourself with the things you need. It’s basically bettering yourself.”
EMPLOYERS HAVE RESOURCES, BARGAINING POWER AND THE ABILITY TO PROVIDE WORK EXPERIENCES TO HELP REACH OUR AGGRESSIVE GOAL.

Where we stand: Louisville has many working-age adults who have started college but didn’t finish – more than 90,000 people. Imagine if half of them stepped up and went back to school.

MORE PEOPLE ARE DOING JUST THAT, ACCORDING TO THE LATEST FIGURES AVAILABLE – CONTINUING A 10-YEAR TREND.

In fall 2007 22,300 people aged 25-64 were enrolled in college in the Louisville area.

In fall 2009 that number rose to 26,900 – an increase of more than 20 percent – fueled in part by a difficult job market.

What’s happening

• Re-enrolling is a major step for working adults. They are more likely to finish degrees if employers support their efforts. So our local business community has embraced the challenge.

• With a grant from the Lumina Foundation, local funds and support from Business Leaders for Education, GLI has created a program called EEDS – for Employee Education Delivery System.

• Sixteen employers – with almost 16,000 workers as potential participants — have signed on to take part in program so far.

The goal: 3,500 working adults, 500 of them minorities, completing bachelor’s degrees by 2014.

• An employer/employee toolkit is now available at EEDS’ website. Go to 55000Degrees.org and click on the EEDS tab for more information.

"New jobs, strong businesses, a talented workforce and innovative ideas all depend on a well-educated population. That’s why the business community is a proud partner in 55,000 Degrees. Through this focused effort, we can ensure every student and adult has the opportunity to complete a degree, ensuring that Louisville continues to be a growing, thriving region."

Joe Reagan, president and CEO, Greater Louisville Inc.

EMPLOYERS CAN HELP

NORTON HEALTHCARE
Provides use of computers and onsite classes for convenience.

YUM! BRANDS
Provides flexible working schedules to accommodate college classes.

TEACHERS FEDERAL CREDIT UNION
Offers interest-free loans and forgives them for employees who earn As.

EEDS 2014 Goal:
3,500 employees with some college will return to college and complete their degrees

BETH BLOOM
COLLEGE: INDIANA UNIVERSITY SOUTHEAST
AGE: 20

Beth developed a clear career goal – to become a CPA. She pursued financial aid energetically – and won scholarships to completely cover the cost of enrolling in IUS. She also helped jumpstart her college career by taking several dual-credit classes in high school – and entered college with 17 college credit hours completed. She has advice for college-bound students who want to get all the financial and academic support that is available to them:

“Get started early, do your own research and ask lots of questions.”

Business participation in EEDS GLI’s Employee Education Delivery System
A WELL-ALIGNED EDUCATION SYSTEM GETS STUDENTS READY FOR THEIR NEXT STEP – SO THEY ARE PREPARED TO SUCCEED IN SCHOOL, WORK, AND PERSONAL LIFE.

Where we stand: Too many local high school graduates enter college without the skills to succeed.

Only 3 in 10 Jefferson County Public Schools graduates were judged to be college-ready in 2010 with results varying dramatically from school to school.

Jefferson County Public Schools aims to double that – to 66 percent – by 2015. For 2020, its goal is 90 percent.

In another measure of college-readiness – tests given to first-year students at colleges – a large number of students arrive at college unprepared. This number may be rising partly because today’s tough job market sends more people to college to improve on skills and complete college degrees. This can force students to use precious financial resources to catch up. And it creates pressure on institutions to provide additional remedial help.

What’s happening

• Kentucky’s Department of Education and the Council on Postsecondary Education are hard at work implementing the requirements of Senate Bill 1 from 2009. This year, Kentucky will be the first state in the nation to align high schools with colleges and assess student achievement against globally benchmarked, college-ready common core standards in math and English.

• Across Louisville, youth programs have rallied to help students focus on education and career goals. For example, Junior Achievement and the Louisville Urban League have enlisted mentors for 8th through 10th graders to help students with Career Cruising, a web-based experience focused on individual student learning plans.

• The Louisville Free Public Library offers free ACT classes at a variety of locations, as well as practice tests. During the 2010-11 school year, the Library offered 67 classes to more than 1,300 students. For more information go to lflpl.org.

• A national award-winning program, Educational Enrichment Services (EES) involving JCPS Adult Education and Jefferson Community and Technical College, helps students who need remedial work. It provides remedial courses free, preserving tuition and loans for college coursework. More than 8,000 students have taken advantage of this program.

Objective 3: Prepare students for success in college, careers and life

JASE ROBERTSON
COLLEGES: JEFFERSON COMMUNITY AND TECHNICAL COLLEGE/
UNIVERSITY OF LOUISVILLE
AGE: 43

Jase uses every opportunity to advance his education. He has taken advantage of online course work, testing out of classes, and enrolling in a college program that allows him to earn college credit for professional experience. For Jase, getting your degree is not just about having a piece of paper. Having a degree shows that you have the persistence to start and finish something, an ability that serves a person for life.

“The fact that U of L gave me credit for my work experience is what drew me to the program… my advice would be to get your education while you have the time. Don’t put it off.”
Objective 4: Make post-secondary education accessible and affordable.

College is a major investment for any family. And the increase in the cost of higher education has substantially surpassed growth in family income in recent decades. Students and families need clear information to take advantage of all the options and avoid excessive debt.

Where we stand: Total costs for a first-year student in the Louisville area range from $11,140 to more than $35,000, according to averages for different types of institutions. Totals include tuition, fees, books and room-and-board.

But with grants and scholarships the average net price can drop dramatically – depending on the category of institution – to $8,000 to $23,200.

The need for providing affordability and accessibility information can be seen in the variety of ways KentuckianaWorks College Access Center (KCAC) serves its clients and the rapid increase in service, which has grown by 35% over the last three years.

What’s happening

• Metropolitan College, created in 1998, has become a model for reducing college costs while meeting specialized workforce needs. It continues to offer a free college education at U of L or JCTC for UPS workers on its hard-to-fill night shift – and has expanded to serve Humana and ResCare as well.

• Louisville’s Metroversity – a consortium of seven colleges and universities – offers flexibility and accessibility by allowing 35,000 students to take classes at any member institution.

• The rejuvenated Simmons College of Kentucky, a former seminary for African Americans, has partnered with U of L and JCTC enabling historically underserved students to enroll in Simmons and partner institutions at once.

• High school students have more ways than ever before to earn college credit before they graduate, whether it’s taking Advanced Placement classes, enrolling in dual-credit programs or participating in special programs like Western’s Early College High School.

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ERIKA LEE
COLLEGE: UNIVERSITY OF LOUISVILLE
AGE: 19

The YMCA Black Achievers program was an empowering experience for Erica, who was named youth achiever of the year in 2011. Through the encouragement of family, mentors and considerable research on her own, Erica earned more than $100,000 in scholarships as she headed to U of L from DuPont Manual High School.

“Black Achievers is a great program… It was constantly saying college is ahead of you… and from my freshman year in high school on I was looking at colleges and trying to figure out where I wanted to go.”
Objective 5: Increase educational persistence, performance and progress.

LOUISVILLE STUDENTS START COLLEGE IN SUBSTANTIAL NUMBERS — BUT MANY DROP OUT AFTER THEIR FIRST YEAR. THAT MATTERS BECAUSE THE ODDS OF COMPLETING DEGREES GO UP DRAMATICALLY IF STUDENTS STAY ON SCHEDULE.

Where we stand: Recent data suggest encouraging movement: More part-time students are returning for their second year: 54 percent for 2008-2009 compared to 45 percent the year before.

And graduation rates for 2009 are above those for 2008. Two-year colleges saw graduation rates increase from 23 percent (2008) to 28 percent (2009). Four-year colleges and universities experienced an increase from 48 percent to 52 percent in the same period.

While these points are encouraging, historically, rates vary from year to year. The bottom line is that too many students still fail to complete their degrees.

What’s happening

• 55,000 Degrees plugged into national initiatives that are researching issues and barriers to college completion including the Talent Dividend Network, where Louisville is competing with 55 other cities for a $1 million prize. It will go to the community with the greatest increase in college-degree attainment over the next three years.

• And there are initiatives that provide future models. For example, Louisville’s fast-growing non-profit Family Scholar House focuses on removing obstacles for single parents by providing housing, child care and education assistance. It saw 25 of its participants earn college degrees during the past two years — 10 in 2010 and 15 this year.

• Local education institutions have begun pilot programs focused on student success and based on promising practices. At Bellarmine, first-generation-in-college freshmen receive extra attention. Spalding’s accelerated program for adults offers more flexible admissions and coursework for students 23 and older. U of L’s ULtra Program aims to better serve transferring students. At JCTC, a program called Change Makers is helping students from some of the city’s most economically challenged neighborhoods stay in school. Students in the program — funded by grants from The Community Foundation of Louisville, UPS Foundation, and the Anne E. Casey Foundation — work with faculty mentors and are eligible to receive money for books, tuition assistance and computers.

DENNIS OGBE
COLLEGE: BELLARMINE UNIVERSITY
AGE: 34

Dennis, who came to the U.S. from rural Nigeria, grew up in a family that valued education and didn’t let barriers get in their way. Childhood polio left him with disabilities, but he competed in international Paralympics. And he completed both his bachelor’s and master’s degrees at Bellarmine. Dennis understands first-hand what it means to overcome obstacles:

“Now, I feel I walk on top of the world. With my college degree, I can stand and talk to anybody, be it the president of a country or a school or even to a janitor. There’s that feeling of, ‘At least I have done something with my life.’”
What’s next

As this report shows, progress is being made in our community, and its leaders understand that continued urgent effort is needed to build upon our advances. The community-wide results reflect a host of organizational initiatives that collectively have an impact on education attainment. As we look to the future, there are several noteworthy organizational programs and events that hold great promise. Look for the following in the coming months:

Count Me In! As Mayor Fischer reminds us, we will achieve our goals one degree at a time. The response to the launching of 55,000 Degrees clearly indicates that individuals and organizations from across the community are eager to participate in this movement. We are developing a way for businesses, community organizations, churches, parent and students to be officially counted in and counted on to become partners with 55,000 Degrees.

College and Career Expo 55,000 Degrees is the presenting sponsor of the College and Career Expo, October 9, 2011, at the Kentucky International Convention Center in downtown Louisville. It will serve high school students and reach out to adults seeking a college degree. The Expo will include workshops on college application and financial aid, college life exploration, career development and college scholarship drawings.

EEDS will help employees get “college knowledge.” It will assist them with balancing school and life demands and work with them on paying for college, including financial aid, possible tuition assistance at work and discounts with colleges. “College advocates” will help to keep up momentum in each workplace. EEDS hopes to increase the number of participating employers to 50 by the end of 2011. At the same time, our local post-secondary institutions will develop more programs that help adults get credit – literally – for substantial work experience.

High School Graduation Rates The Jefferson County Public School system has set clear goals related to 55K: to increase student graduation rates to 90 percent by 2020 and graduates going to college to 85 percent. If achieved, more than 17,000 college students will be added to the pipeline of potential college graduates. ACT testing will play a growing role. Since 2008, all Kentucky high school juniors have been required to take the ACT – and these scores will be used increasingly to identify student needs and tailor additional course work.

College Scholarship Clearinghouse Many sources of financial aid go unused every year. 55K is creating a comprehensive on-line resource to help take advantage of the hundreds of grants and scholarships available.

FAFSA A push is on for all parents of high school students to complete the FAFSA (Free Application for Federal Student Aid) form for college – ensuring that maximum financial aid is available. This opens the door to scholarships and loans at low interest rates far more favorable than commercial credit cards.

15K The African-American community has taken on the goal of ensuring that 15,000 of the overall goal of 55,000 degrees are attained by African Americans. Seizing the opportunity to reverse the persistent history of an achievement gap in education attainment, a broad spectrum of Black leaders have come together to realize this goal through church outreach, civic organization programs, development of scholarships, a “College Closet” with dorm and personal items for lower-income students, and a ground breaking collaborative education partnership among Simmons College of Kentucky, University of Louisville and Jefferson Community and Technical College.
Take aways…

THIS REPORT CONTAINS A BROAD ARRAY OF DATA AND INFORMATION. SO WHAT ARE THE MAIN TAKE AWAYS?

Three items emerge in the information in this report as critical to the education attainment success of Greater Louisville:

We are making encouraging progress in education attainment and degree completion, but we are not yet on track to reach our goal.

Far too many students are entering college unprepared to handle the coursework as measured by the low college readiness of high school seniors and the high rates of entering students needing to take development courses before being able to take credit-bearing courses.

The increasing number of, and attention to, adult and non-traditional students returning to college will require special support and innovative ways to meet the needs of working adult students.

The 55,000 Degrees Education Data Dashboard

From its conception, we have envisioned 55,000 Degrees as a source for providing context and understanding of our education landscape. The research and data analysis conducted by 55,000 Degrees has two purposes – to give deeper insight into the education picture facing education in the region and to chart progress with annual reports to the community. This report provides a broad sweep of these issues, so we also encourage you to go to our interactive Education Data Dashboard tab at 55000degrees.org where you can get detailed information on the data summarized here. You can explore student performance, graduation, college attendance patterns and a variety of additional measures.

Our 55,000 Degrees Education Data Dashboard is for . . .

STUDENTS AND FAMILIES. You can look at college costs by institution including average financial aid.

EDUCATORS. You can track college readiness and college enrollment school-by-school.

INTERESTED COMMUNITY MEMBERS. You can get a more complete picture of education trends and costs.

DEBBIE CARMONY
COLLEGE: SPALDING UNIVERSITY
AGE: 46

After her son graduated from the University of Kentucky, Debbie decided it was time for her to go back to school. She worked full-time and still took a full load of night and weekend classes. She learned a lot from her course material and from meeting other non-traditional students.

“The curriculum at Spalding is based on practical knowledge, designed to help the community and organizations…there was never one time I had a question, concern or need that I couldn’t get access to my professors…They recognize that we do have families and jobs and sometimes life happens.”
55,000 Degrees is a partnership formed to support the Greater Louisville Education Commitment. Leaders in education, business, government and civic life are committed to increasing the percentage of our workforce with college diplomas to 50 percent over a 10-year period.

55,000 Degrees is grateful for support from both individuals and foundations, including the James Graham Brown Foundation, the C.E.&S. Foundation, The Community Foundation of Louisville, the Humana Foundation, the JPMorgan Chase Foundation and Brown-Forman.

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SOURCES
PAGE 5: Jefferson County Public Schools, Office of Accountability, Research and Planning; 2010 Graduates Archdiocese of Louisville, Office of Lifelong Formation and Education; Kentucky Department of Education, Nonacademic Data, Transition to Adult Life Data By School and District (Five Year Trend, 2010); Kentucky Department of Education, Graduation Rate Data 2010; Jefferson County Public Schools, NonAcademic District Summary, 2004 - 2010
NOTE: Until the Cohort formula for high school graduation is available for Kentucky, the The United States Department of Education (USED) requires Kentucky to use the Averaged Freshman Graduation Rate (AFGR). The AFGR is scheduled to be Kentucky’s graduation rate formula for three years, with the first report generated in 2011. The data in this document includes the State No Child Left Behind (NCLB) AFGR required by USED.
PAGE 6: U.S Census Bureau, 2005-2007 American Community Survey, Table B15001; U.S Census Bureau, 2007-2009 American Community Survey, Table B15001; IPEDS, Fall 2007; IPEDS, Fall 2008; Greater Louisville, Inc. (GLI)

PAGE 7: Kentucky Department of Education, High School Graduates College/Career Readiness Percentage - Report, 2010; Indiana University Southeast; Ivy Tech Community College - Southern Indiana; Jefferson Community and Technical College; University of Louisville
PAGE 8: IPEDS College Navigator; IPEDS Data Center; Sullivan University Registrar; KentuckianaWorks College Access Centers (KCAC).
NOTES: Average Net Price, 2008-2009. Average net price is generated by subtracting the average amount of federal, state/local government, or institutional grant or scholarship aid from the total cost of attendance for the institution’s largest program. Total cost of attendance is the sum of published tuition and required fees, books and supplies, and the weighted average for room and board and other expenses for the institution’s largest program.
DETAILED SOURCES AND NOTES ARE AVAILABLE ON THE EDUCATION DATA DASHBOARD AT 55000DEGREES.ORG