

Joint Legislative Budget Hearing on Higher Education
On Point for College, Inc.
February 25, 2025

Testimony by Samuel Rowser, Executive Director of On Point for College, Inc.

Thank you for the opportunity to talk with you about transforming lives and communities by investing \$1,000,000 in New York's future work force.

Education is an effective pathway out of poverty – 90% of students who earn a bachelor's degree are lifted out of poverty according to a Pew Charitable Trust study.

Since On Point for College was founded in 1999, we have helped more than 4,500 students graduate from college and receive over 5500 degrees. These graduates now earn more than they would have with only a high school diploma. Over the course of their working lifetimes, they will earn over \$11 billion dollars, which will be spent in their communities. We are rising to the challenge of preparing lower-income, first-generation students to contribute to the local economies in Onondaga, Madison, Cayuga, Oswego, Oneida and Herkimer Counties—and beyond, through our partner organizations in Manhattan and the Bronx as well as the colleges throughout New York they attend.

On Point provides College Access, College Success, and Career Services to help over 3,000 young adults, ages 17 to 29, to apply to, enroll in, and persist at college through graduation, while building skills and pre-professional experiences to help launch their careers. We help to level the playing field for our students.

Lower-income, first-generation students face many challenges on their higher-education journeys. Without assistance, these challenges can turn into barriers that lead students to stop out or never attend college. On Point helps students develop plans to address challenges before they become stumbling blocks. We provide a broad range of services that we can tailor to meet the needs of each individual.

New York State has enacted many programs to cover the cost of tuition, helping students to start college. We know first-hand from working with the colleges and universities across New York that without the wraparound services provided by On Point many students will still not be able to start college, or if they start, they may stop out, with no degree and debt. The evidence is clear, that our lower-income, first-generation students persist at a 10 to 25% higher rate than students at colleges who do not have On Point's wraparound services. From this higher persistence rate, On Point students, generate hundreds of thousands to millions of dollars of additional revenues into our Colleges and Universities. It is clear that an investment in On Point is an investment in our students, Colleges, Universities, and our communities.

Continuing to serve students from vulnerable backgrounds will require innovation in the years ahead. On Point is well-positioned to address the new needs that have arisen for first-generation students as they pursue post-secondary opportunities including college, certificates, skilled trades and other credentials to meet workforce needs to position themselves for well-paying careers. The National College Attainment Network (NCAN) estimates that each college graduate's lifetime impact in New York State is a \$2.7 million increase in GDP with an annual GDP increase of \$244,609 (NCAN, 10/2023).

On Point is unique in the nation for the holistic approach we take to helping students. We offer services that other organizations do not: On Point is an open enrollment program and does not turn students away, regardless of grade-point average. On Point takes hundreds of students each year to visit 70 colleges

throughout the state. On Point helps with the financial aid process; provides some college supplies to students who complete our college orientation sessions; and provides transportation to any college in New York State using a corps of dedicated volunteers or bus tickets. On Point partners with dentists who provide pro bono dental work. We provide winter coats and eyeglasses. On Point even partners with a local college and a housing agency so that students at risk of homelessness have a safe place to stay during the summer and winter breaks when the dorms close. We help students pay for text books, summer courses, outstanding bills that prevent re-enrollment, housing deposits, and fees when financial aid is unavailable, or has run out.

An investment in On Point is also an investment in New York's higher education institutions. Seventy percent of the more than 2,400 enrolled students we are serving this semester attend public colleges across New York State. These students are contributing \$23,284,970 in tuition, fees and room and board to community colleges and the SUNY and CUNY systems. On Point students persist at a 74.3% rate, 25% or more about the first-generation student persistence rate at most of the community college our students begin at. So in addition to students who would have never been able to access college without On Point, 600 more students would be stopped out with college debt and would not be contributing \$5,821,242 in tuition, fees and room and board to community colleges and the SUNY and CUNY systems.

We have a great deal of experience in helping students navigate the SUNY system. On Point's advisors keep in touch with students in person, over Zoom, by phone, text, e-mail and visit students on campus frequently during the school year. These visits give our students the opportunity to receive advice; assistance with finding resources on campus; and tangible assistance, such as paying for textbooks, fees, or figuring out how to pay for supplies not carried by the campus bookstore.

In the last two years enhanced or direct services to many school district providing critically needed college access and success services with other districts now seeking these services as well. On Point feels an obligation as we help more and more students in need to make sure they graduate with degrees providing them with the good jobs to lift them out of poverty forever. If we are not there to support these first-generation students, we know most will end up with no degree and most likely burdensome college debt further trapping them in poverty.

On Point's work includes career services to help students make industry-informed decisions about their education journeys and obtain quality pre-professional experiences, like internships and employer tours. For example, in the summers of 2023 and 2024, On Point for College sent the first groups of young people from Central New York to visit the Micron semiconductor manufacturing facility in Manassas, Virginia. On Point's essential services help bring diverse, qualified candidates into the workforce of a changing New York State economy.

Our students bring their TAP and Pell awards, as well as their student loan dollars, as well as last dollar assistance grants from On Point's generous donors, to these campuses. If these students had not had On Point's support, they would not have attempted to go to college at all—these funds flow to campuses across New York State because On Point helps these students go to and remain in college.

We believe that providing \$1,000,000 in state funding for On Point's programs will have an impact on thousands of first-generation students each year—helping people consider going to college or into skilled trades who might otherwise think that their goals were beyond reach. This will empower On Point for College to advance the educational dreams of 500 low-income students. Their students fill the pipeline of future employees and citizens that will build stronger, more vibrant communities throughout the state. On Point will provide wrap-around services to support students on every step of their journeys toward their educational and career dreams. Investments in these young people will immediately support colleges across the state,

and will bear long-term fruit. Our graduates will bring their degrees and our skilled trade professionals will bring their skills to build the talented work force New York needs.

Thank you.