



DRAFT

OPEN FOR OPPORTUNITY

A CAMPAIGN FOR THE MITCHELL INSTITUTE

George Mitchell



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**SENATOR
GEORGE MITCHELL**

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“Mitchell Institute Scholars are Maine’s brightest. While we make an impact on their lives, it is they who will ultimately have the greater impact on the state of Maine.”



FINDING A WAY

Senator George Mitchell recognized the need for higher levels of education for Maine’s students as changes in our economic engine took hold—and he had the vision to create a program to meet that need.

While representing the citizens of Maine, Senator Mitchell spoke at hundreds of commencement exercises, to thousands of Maine high school students. He knew—as we know—that they needed more than a high school diploma to fulfill their greatest potential.

More fundamentally, his own family background as the son of immigrants with little formal education—but a clear and abiding belief that a college education is essential to achieve the American Dream—led him to create the scholarship program. Senator Mitchell experienced first-hand the difference a college education makes, and the necessity of financial assistance and support to access that education. Senator Mitchell established the Mitchell Institute so that future generations of Maine students could have the same opportunities he had: the ability to go to college, and the chance to unlock their full potential through hard work and higher education.

Every year, a Mitchell Scholarship is awarded to a graduating senior from each of the 129 public high schools in Maine, who will be attending a two- or four-year postsecondary degree program. Selection is based on academic performance, financial need, and community impact.

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➔ ***“The Mitchell Institute is contributing to the big-picture challenges facing the future of Maine’s economy in notable and far-reaching ways. An educated workforce is of paramount concern to Unum, along with most other Maine employers, and these young scholars are our future workforce. Mitchell Scholars are not just college graduates, they are prepared college graduates. Our investment in the Mitchell Institute has paid tremendous dividends to the students, our company, and the state of Maine overall.”***

— Joseph Foley, Senior Vice President and Chief Marketing Officer, Unum

MISSION

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The core mission of the Mitchell Institute is to increase the likelihood that young people from every community in Maine will aspire to, pursue, and achieve a college education.

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SPENCER TRAYLOR

*Penquis High School 2011
Colby College 2015*

"I didn't know much about the Mitchell Institute before I got the award, except that it was a hefty chunk of money to help me with college, and that it was intended for students interested in giving back to Maine throughout and after college. It wasn't until after I received the scholarship that I realized it was much more than a check. The Institute informed me of opportunities to study conflict and cooperation in the two regions of the world where Senator Mitchell himself had a significant impact. And the Institute didn't just tell me about these opportunities, they helped make those opportunities a reality for me.

I spent two weeks in Amman, Bethlehem, and Jerusalem, where I got to meet and hear lectures by various Jordanian government officials who had worked on the 1994 peace treaty with Israel, professors who studied the Israeli-Arab conflict, representatives from the European and American embassies, and scientists who worked across disputed borders on environmental concerns that transcended political barriers. Those two weeks changed my life and I came home with new insight about how to foster global perspectives among Maine students."



George Mitchell

OPENING THE DOOR

While the Mitchell Institute may be best known for its financial award, Scholars insist we are so much more than a check. Once selected, the Mitchell Institute helps scholars navigate college and the world beyond through a wide range of personal and professional support programs. The Institute's approach works: 85% of Mitchell Scholars complete college and achieve a degree, compared with 50% of students nationally.

- **Scholarships.** Scholarship awards total \$6,000 per scholar (\$1,500 per year for four years). For many scholars, the Institute's financial support is the difference between achieving a college degree or joining the work force with only a high school diploma.
- **Leadership Development.** Through weekend retreats and day-long events, the Institute convenes scholars, alumni, and business and community leaders for networking, training, and team-building activities. These interactions build an enduring community, establish connections, and equip scholars with the tools required for success during and after college.
- **Career and Personal Support.** The Institute strives to establish a unique collaboration with scholars at every step of their undergraduate and post-college life by: introducing scholars and alumni to professionals in the same field, advising on career opportunities, and mentoring on professional aspirations.
- **Fellowship Awards.** A signature program of the Institute, these awards of up to \$1,500 offer support to qualified scholars and alumni in their pursuit of career-related internships and service projects. These one-time investments empower scholars to pursue professional development opportunities regardless of financial factors.
- **Promise Fund.** An emergency fund established in 2012 provides one-time grants to scholars facing unforeseen financial crises. If left unfunded, these are the types of crises that could derail a scholar's ability to remain in college.
- **Research.** The Institute's internal research program provides evidence of scholars' success, and ensures that they receive the most effective forms of personal and professional support. In addition, thanks to longitudinal studies, program evaluations, data collection, and analysis, the Institute's research also contributes to policies that address known barriers to college and expand access to and success through college.

QUICK FACT:

The unique approach of awarding scholarships statewide, providing personal and professional support to scholarship recipients, and conducting research on outcomes, has proven to be a powerful combination leading to outstanding results.

JULIA SPIELDENNER

*Lawrence High School 2009
Husson University 2013*

"I am the youngest of eighteen children! I love being part of such a large family, but it presents some interesting challenges. Many Mitchell Scholars are the first in their family to attend college, but eleven of my older siblings have attended college. With a family of hard workers and the Mitchell Institute's financial support, college was made possible for me, too.

I've been fortunate to experience rich networking opportunities as a result of the Mitchell Institute. I'm currently working three part-time jobs and keeping active in my community. I will be receiving my Master's Degree in Occupational Therapy following my undergraduate degree in the spring of 2014. The Mitchell Institute has been there for me every step of the way, and I trust they will continue to help me achieve my future goals."



Group Mitchell

OUR SCHOLARS

Mitchell Scholars are classic Mainers: hard-working kids from hard-working families, and their need for scholarship support has never been greater. Most of our scholars hail from families without a college-going tradition and have \$3,000 or less available to pay for college.

- **Sixty-three percent** of Mitchell Scholars are from families with incomes below the state median (\$58,197 in 2011).
- **Two-thirds** of Mitchell Scholars are the first in their families to earn a four-year degree.
- **Sixty-four percent** of Mitchell Scholars graduated in the top 10% of their high school class.
- **Ninety percent** of Mitchell Scholars attend college in Maine.

Again and again, through their persistence and remarkable successes, Mitchell Scholars demonstrate that our investment in their future *pays off*.

- More than ninety percent of Mitchell Scholars earn all A's and B's in college.
- The majority of scholars tell us they are more likely to see themselves as leaders because of their selection as Mitchell Scholars and the ongoing support they receive from the Mitchell Institute.
- Four out of five alumni report that they have a job related to their career interests, and three out of ten go on to pursue graduate study after college.
- A majority of scholars stay in Maine and give back to their home state after college.

QUICK FACT:

Students from low-income families and first-generation students—those whose parents did not attend or complete college—face significant cultural and financial barriers in gaining access to college and persisting to graduation.

Two-thirds of Mitchell Scholars are the first in their families to earn bachelor's degrees.

IDEH ROHANI

*Edward Little High School 2002
University of Southern Maine 2006*

“My parents fled Iran during the height of the revolution and met in India, where I was born in 1984. Since citizenship was not granted to them in India and they could not return to Iran, they were declared “stateless.” After hearing that Maine was a good place to raise a family, we eventually settled in Auburn. Education and service to the community have always been important to my family. My own interest in medicine came from a desire to be of service. After gaining my baccalaureate degree in nursing, I worked in a hospital and quickly noticed gaps in the care provided. I became interested in preventative care and lifestyle modification and joined the integrative health care center, True North. Equipped with new knowledge about the importance that lifestyle plays in the prevention and treatment of chronic disease, and a desire to broaden my expertise, I became certified as a lifestyle educator. Recently, I decided to pursue my Master’s degree as a Family Nurse Practitioner; I expect to graduate in 2015. I see myself working with Maine patients in the fields of preventative care and integrative medicine with an emphasis on nutrition.

Applying to the Mitchell Institute was one of the best decisions I have ever made. Ten years later, the Institute still offers access to an incredible network of scholars, alumni, and community leaders. I have gained valuable information after attending leadership development weekends in Millinocket and professional development workshops in Portland, and the staff continue to go above and beyond to support me in my professional pursuits.”

George Mitchell



OPPORTUNITY RIGHT HERE IN MAINE

The educational enrichment and working capital created by more than five hundred Mitchell Scholars in college in any given year, and nearly fifteen hundred alumni, represents a great resource for our state.

Ninety percent of Mitchell Scholars say they plan to stay in or eventually return to Maine and two-thirds of alumni are, in fact, living and working *right here in Maine*.

Mitchell Scholars and Alumni are leaders in their communities, too. Together, they contribute over 30,000 hours each year in community service, most of which occurs *right here in Maine*.

The Institute’s programs create rich opportunity for career exploration and networking with business and community leaders *right here in Maine*.

In fact, many of the Fellowship Awards granted each year support Maine institutions, too, and further establish strong connections between scholars and Maine employers. Recent awards have supported internships at:

IDEXX; Camp Sunshine; Gulf of Maine Research Institute; Maine Center for Disease Control; Maine Veteran’s Home; Mercy Hospital; Monhegan Island Museum; the University of Maine; and Maine Maritime Academy, among many others.

When scholars go beyond state borders to pursue Fellowship opportunities, Maine benefits from the newfound expertise and expanded worldview they bring home, too.

The Institute contributes to education policy and practice in Maine. Since 2000, the Institute has authored 35 in-depth research reports on the characteristics, experiences, and achievements of scholars and alumni, as well as on broader college-going challenges and opportunities in Maine. This work has played a role in shaping education policy and school practices.

The vast majority of scholarship dollars awarded to Mitchell Scholars—more than \$10 million committed to date—support colleges and universities across Maine.

QUICK FACT:

Ninety-five percent of Mitchell Scholars hold full-time summer jobs to help pay for their college education; five percent spend the summer months in continued studies or pursuing extracurricular interests, including community service.

JAMES MORIN

Lewiston High School 2006
University of Maine 2010

“Along with four friends, I co-founded the University of Maine Business Challenge as a way to give back to Maine and our statewide economy. The Business Challenge is an annual competition intended to give collegiate entrepreneurs in Maine the support they need to transform business dreams into reality. In addition to a cash prize, successful competitors gain access to consulting and networking services as they take the first steps toward developing and growing their businesses.

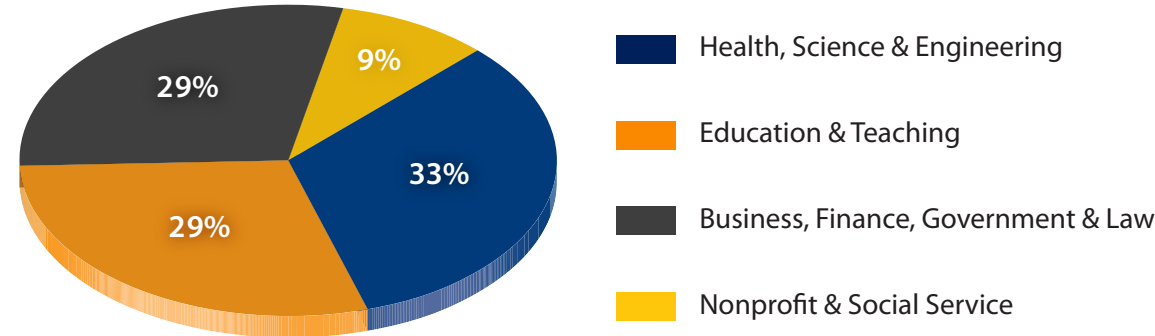
The Mitchell Institute and the University of Maine Business Challenge are similar in nature, and that’s no coincidence. The Mitchell Institute gave me far more than a scholarship. It taught me the value of leadership, professional development, and mentorship. The Institute constantly strives to give back to Maine, and that was enough motivation for me to pay it forward and find a creative way to help other young leaders in Maine.”



George Mitchell

VISUALIZE THE POSSIBILITIES

Mitchell Alumni: Fields of Employment



➔ “Foremost among the principles that have guided my actions in public service is my conviction that in America, no one should be guaranteed success... but everyone should have a fair chance to succeed, to go as high and as far as his or her talent, willingness to work and willingness to take risks will carry them.”

— Senator George Mitchell

QUICK FACT:

College attainment among Maine adults is currently the lowest of all New England states, and yet at no time in our history has access to higher education and graduation from college been more important to our young people—and to the future of our state.

JEFFREY L. VIGUE, JR.

*Cony High School 2011
University of Maine 2015*

"I am pursuing my dream at the University of Maine of becoming a large animal veterinarian, thanks in large part to the Mitchell Institute. Not only was I fortunate enough to have received their generous scholarship, but recently I received a fellowship award for an internship over spring break.

Although I work part time at the University's Witter Farm, the financial burden of college would have been unbearable for me and my family without the Institute's aid. I am so grateful for all that they have contributed to me. I hope to someday return the favor by supporting the Mitchell Institute and the State of Maine. I am forever grateful."



George Mitchell

CHALLENGE CREATES OPPORTUNITY

For past generations of Mainers, a high school diploma and strong work ethic were often enough to achieve a comfortable lifestyle and economic stability. Today, that is no longer the case. As the job market has shifted away from manufacturing toward a knowledge based economy, it is clear that postsecondary education is the key to individual prosperity and economic security.

In this new environment, data suggest that not enough Americans are completing college, including Mainers. By 2018, the American economy will need 22 million new college degree holders, but will fall short of that number by at least 3 million.¹ Maine will need to fill 196,000 job vacancies by 2018, of which 59% (115,000 jobs) will require postsecondary credentials.² Yet college attainment among adults in Maine today is the lowest of all the New England states—37% compared with a New England average of 44%.³

College attainment influences lifetime earning potential, too, which has deep ramifications for Maine's economy: an individual with just a high school diploma will earn, on average, \$1.3 million over the course of his or her lifetime, while a Bachelor's degree will yield, on average, \$2.3 million in earnings over a working life.⁴

¹ Georgetown University Center on Education and the Workforce. Help Wanted: Projections of Jobs and Education Requirements Through 2018. 2010.

² Lumina Foundation. A Stronger Nation Through Higher Education. 2012.

³ Maine Development Foundation. Measures of Growth in Focus. 2013.

⁴ Georgetown University Center on Education and the Workforce. The College Payoff: Education, Occupations, Lifetime Earnings. 2011.

QUICK FACT:

Maine will need to fill
196,000 job vacancies by
2018, of which 59% will
require postsecondary
credentials.²

ROSE-MARY WILLIAMS

Fort Fairfield High School 2009
Northern Maine Community College 2012

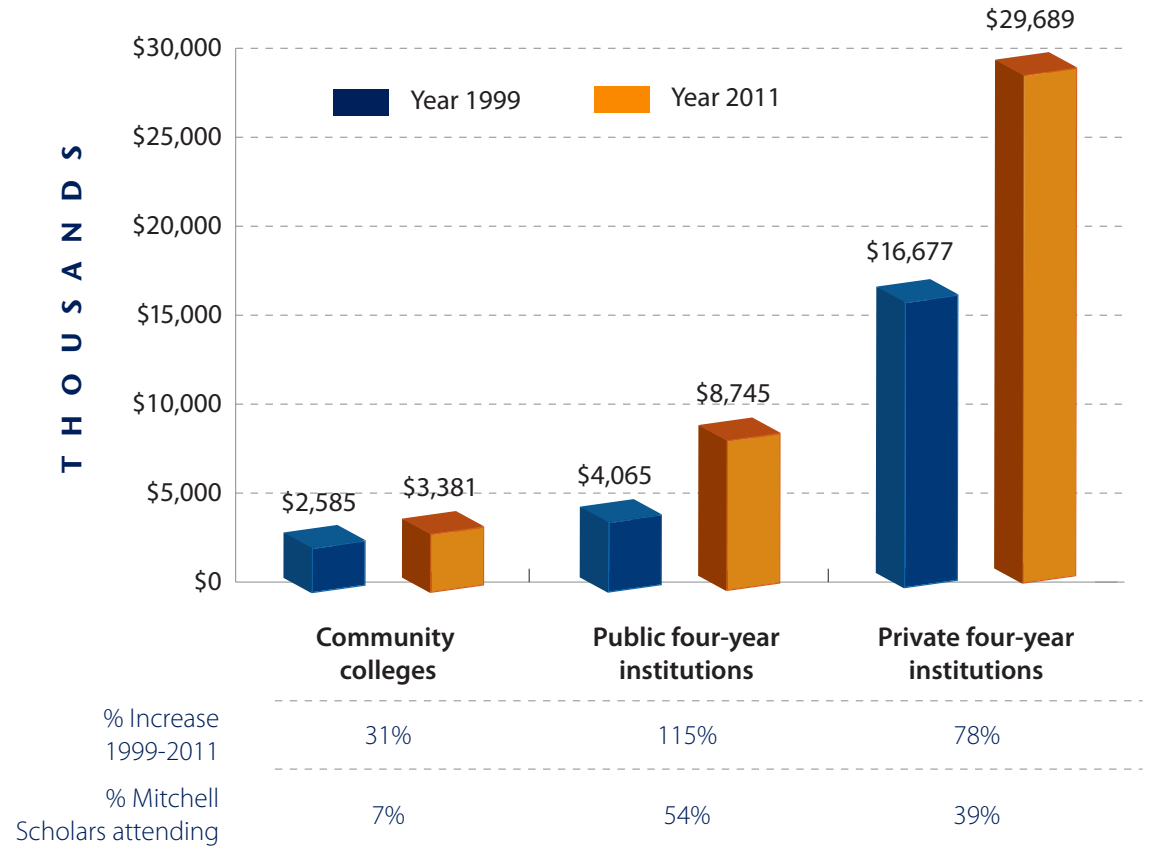
“The Mitchell Institute is the reason I am a registered nurse today. They lifted the financial burden off my shoulders so I could focus on being a student and a competitive biathlete. I held a full time job during school. The award itself equated to 625 hours of work time for me in compensation, which in reality means I gained 625 hours of study time! The Mitchell Institute has supported me in school and continues to back me while I find a job as a registered nurse.”



A GROWING CONCERN

Although the solution is clear—more Maine students need to earn college degrees—the cost of college continues to skyrocket at twice the rate of inflation, which means college is increasingly out of reach for many Maine families.

Tuition Growth at Maine Colleges and Universities



Tuition source data: Integrated Postsecondary Education Data System, National Center for Education Statistics

QUICK FACT:

Among the scholars currently studying in Maine, 54% attend public four-year institutions, 39% attend private four-year institutions, and 7% attend community colleges.

VASIN VIVATTANAKULPANIT

Deering High School 2012
Bates College 2016

“I grew up in Thailand and moved to Maine when I was in 8th grade. My parents sent us because they wanted my sister and me to benefit from the educational opportunities in America. I moved in with my aunt and uncle and started at Deering High School with limited English background. It was a hard adjustment at first, but with the help of great teachers, as well as lots of perseverance, I became fluent in English, made several good friends, and became involved in school activities and my new community.

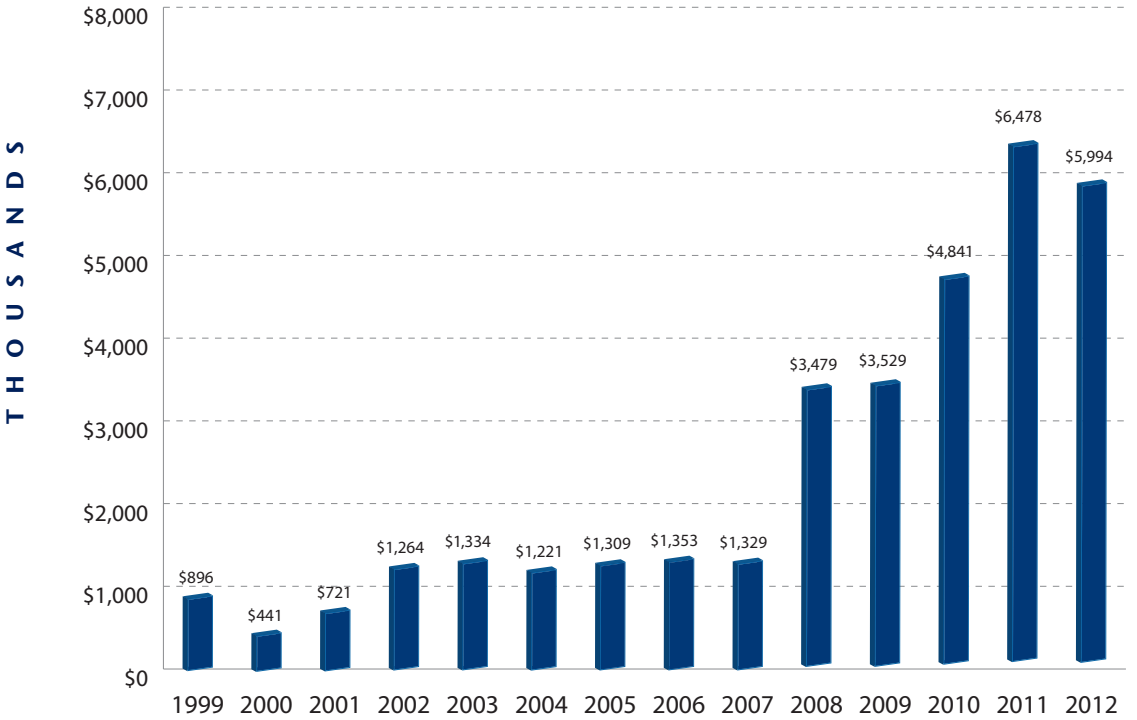
When I was applying to college, I knew I wanted to stay in Maine and I knew I would study pre-med since I have always loved science. The award from the Mitchell Institute made a big difference for me and my family financially. The Millinocket weekend made it clear that the Mitchell Institute fosters strong connections among scholars and alumni - it really is so much more than just a check. I am at Bates now, hoping to become a dentist. I love Maine, too, and hope to practice here someday.”



MEETING THE NEED

In the thirteen years since the formation of the Mitchell Institute, average unmet financial need among Mitchell Scholars at the time they apply for the scholarship has increased more than 500%, from \$896 to \$5,994. Over the same time period, the annual Mitchell Scholarship payout has increased by 50%, from \$1,000 to \$1,500.

Mitchell Scholars’ Average Unmet Need* for the First Year of College



*Unmet need = Cost of college – [Expected Family Contribution + Government and Institutional Financial Aid (grants + loans + work study)]

As these factors converge—an ever-emerging need for a skilled workforce and the rising cost of college—it is clear that Maine’s brightest and most deserving students will continue to need much more than a high school diploma to fulfill their greatest potential.

QUICK FACT:

Average unmet financial need among Mitchell Scholars at the time they apply for the scholarship has increased more than 500% since 1999.

ERIC HASKELL

Deer Isle-Stonington High School 2000
Saint Joseph's College of Maine 2004
University of New England School of Osteopathic Medicine 2008

“For a small town kid to go to a private college, it cost a lot of money. The Mitchell Scholarship cut down on my student loans, and loans end up compounding. So there’s a financial gain to getting the scholarship. I think even more important has been the community aspect—knowing other Mitchell Scholars at college and medical school. Having the relationship with the Mitchell Institute has helped me advance.”



OPEN FOR OPPORTUNITY: INVESTING IN MAINE’S BRIGHTEST STUDENTS

The Institute’s guiding tenet—that no Maine student with the qualifications and ambition to pursue a college education should be denied that opportunity due to limited financial resources—is as important today as it was when Senator Mitchell established the Institute years ago.

At its inception, the Institute made financial investments in deserving Maine students. Over the years, it became clear that scholars’ success depended on more than just their hard work and the Mitchell Scholarship. Through both observation and evidence-based research, the Institute came to understand that support, guidance, mentoring, and counseling, both during and after college, could dramatically increase scholars’ chances of attaining a degree and finding meaningful employment in Maine. In response, the Institute formalized a suite of programs that encourage a partnership with each scholar, every step of the way. Today, scholars and alumni say repeatedly that the combination of financial and personal support makes a world of difference for them and their families.

In preparing for the Institute’s future, there are two distinct priorities. First, the scholarship award must keep pace with the cost of college today. Unmet need among scholar families is 500% higher today than it was in 1999. The Institute must remain relevant, and to do so, the scholarship award must increase. Second, as demand for support programs rises among scholars and alumni alike—and the benefits of these programs continue to prove themselves—the Institute must position itself to safeguard these unique offerings in perpetuity.

QUICK FACT:

Sixty-four percent of Mitchell Scholars report that the Institute’s support programs positively impact their perception of opportunity in Maine.

ABBY ROY

Winslow High School 2012
Bowdoin College 2016

“The scholarship from the Mitchell Institute takes a huge weight off of my shoulders each semester, but the Institute is so much more than that. I was unsure what I was getting myself into when I signed up to attend Millinocket weekend in the Fall of 2012. Spend a weekend with thirty other people I had never met before? As soon as the first “icebreaker” activity began, I knew that I had made the right choice in attending. As the weekend went on, I found myself constantly amazed and energized. Each person that I met and each person that I talked to had a different story. When the weekend came to an end, I found myself not wanting to leave. Attending that weekend was one of the best decisions that I have made this year, and I feel so fortunate to have been provided the opportunity.”

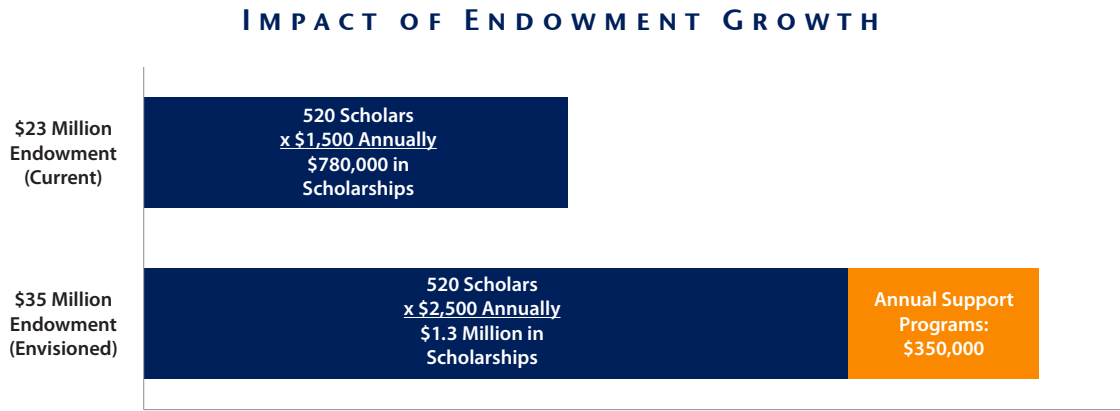


George Mitchell

FUNDING THE FUTURE

To accomplish these goals, the Institute must secure gifts and pledges that increase the endowment from \$23 million to at least \$35 million over the coming 18-24 months.

Mitchell Institute Endowment



ANNUAL BENEFIT TO SCHOLARS & ALUMNI

Open for Opportunity captures a moment in time—a window of opportunity—when it has never been more important to ensure that the work of the Mitchell Institute grows and continues in perpetuity. Campaign success will rely upon the generosity of friends, board members, business and community leaders, who believe that providing access to college—at a time when that dream seems increasingly out of reach—is more important than ever for Maine’s future.

QUICK FACT:

Since Senator George Mitchell founded the Mitchell Institute in 1995, \$10 million in scholarship assistance has been awarded to more than 2,000 Maine students.

NATE KINNEY

Mt. Abram High School 2008
University of Maine 2012

“I am proud to be a native Mainer who grew up in the rural town of Phillips, Maine. It is a small town of many fond memories and people, but of little opportunity. It is especially hard to be optimistic in this anemic economy. The cost of higher education is high and rising, and as student loan debt exceeds \$1 trillion in total, even more Maine families are struggling to make ends meet. I know from experience — paying for a college education can seem impossible.

The Mitchell Institute opened doors for me that would not have otherwise been opened. They gave me the confidence and skills to walk through those doors, which has made all the difference. In 2010, I shared my story at the Fall Gala; several KeyBank executives were in the audience. Two years later, when I applied for the KeyBank Management Associate Program, at the recommendation of the Mitchell Institute staff, those same executives remembered and commended my speech and affiliation with Senator Mitchell. Thanks to the Mitchell Institute, I am now pursuing a great career path at KeyBank and I couldn’t be more excited about my professional future in Maine.

Our time to make a difference is now. Paying for college shouldn’t be so hard for deserving Maine students, and the Mitchell Institute has the power to make that difference.”



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→ “I know that when KeyBank hires a Mitchell Scholar we are gaining an employee of exceptional commitment, ability and potential. High performing talent is the lifeblood of the banking business and ‘Mitchell Scholar’ on a resume is shorthand for success in any field.”

— Sterling Kozlowski, Maine District President, KeyBank

IN CLOSING

With college costs rising rapidly and the need for a highly skilled workforce more urgent than ever, together with Senator Mitchell, we must act quickly to do more for Maine’s brightest students.