In today’s economic climate, many families question the value of higher education. A just completed study by Michael Greenstone and Adam Looney draws on data to help answer the question – will an investment in college pay off?

...Their research shows that not only is college worth it, it’s probably going to be the best investment a person makes in their lifetime. Even though college costs are sky high, and even though the job market remains tough, the evidence is unambiguous: those with college degrees earn far more than those without them.

Greenstone and Looney first looked at data regarding those young adults who have graduated in the last three years, during this recession. The results were surprising. Almost 90% of these young college graduates were employed in 2010, compared with only 60% of their peers who did not attend college. Even more astonishing, the college graduates are making, on average, almost double the annual earnings of those with only a high school diploma.

A second way they assessed the value of higher education was to compare the rate of return for the investment in a college degree against other possible investment vehicles. They considered not only the costs of college, but also the loss of earnings from going to school rather than working.

The investment in a college degree is the winning choice, with a rate of return of a whopping 15.2% a year for college graduates who earn the average salary. This is more than double the average rate of return in the stock market during the last 60 years (6.8%) and more than five times the return to investments in corporate bonds (2.9%), gold (2.3%), long-term government bonds (2.2%), or housing (0.4%).

The data is clear: the more education you obtain, the better off your job prospects and future earnings.

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Art Scholarship Exhibition & Awards

2011 marked the 32nd year of the Scholarship Foundation’s Art Exhibition and Reception, providing scholarships to local college-bound students to continue their art education. High school teachers refer students to submit their artwork for a chance to win an art scholarship in this juried competition. Scholarship Foundation Art Committee volunteers coordinate the event, and Patsy Hicks, Director of Education at the Santa Barbara Museum of Art, is instrumental in the event and awards program.

“Every year, it’s a thrill to see the artwork awarded Best of Show by our expert judges and to meet the talented young person who has created it. These young artists do amazing work, and we are delighted to help them realize their dream of an art education in college.”

– Maryan and Dick Schall

Contact the Scholarship Foundation at (805)687-6065 to learn how you can help to support art scholarships for young artists!

Student Spotlight: Scholarship Recipients

Dylan Trujillo
Dylan Trujillo graduated from Anacapa School and attends Santa Clara University. He received the Vos Family Scholarship and is considering a career in medicine.

Lino Reveles
Lino Reveles graduated from San Marcos High School and has started his first year at UC Berkeley. Lino is majoring in Business and he received the Santa Barbara Mariachi Festival Scholarship.

Taylor Siemann
Taylor Siemann attended Carpinteria High School and is now a freshman at UC Santa Cruz. He received the Carpinteria Boosters Club Scholarship.
Virginia Birk died in 2009 at age 103.

This fall she sent two students off to college.

Virginia came to Santa Barbara in 1929, and devoted her time and money to benefit local charitable and civic organizations. She knew that when she died, her support of scholarships for students would live on. Contact us at 805-687-6065 to learn how you can establish a fund to support scholarships in perpetuity.

Tuition and fees at public four-year colleges have increased at an average annual rate of 6 percent beyond inflation over the past 10 years. A college education has the single fastest rising price of any commodity in America.

The Scholars Circle honors donors who have included the Scholarship Foundation of Santa Barbara in their estate plans.

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If you have made a provision for the Scholarship Foundation in your estate plans and would like to join the Scholars Circle, please let us know.

*This is a partial list of Scholars Circle members, including only those who have given their permission to publish their names.

*deceased
Scholarship Foundation recipients who attend four-year colleges finish their degrees at a rate much higher than the national average. Students who attend community colleges encounter more barriers and struggle more to complete their degrees or to transfer to a university. With the support of a grant from NCAN-TG (National College Access Network - TG Public Benefit Grant), the Scholarship Foundation has designed a retention program to increase transfer rates for our scholarship recipients attending Santa Barbara City College and Allan Hancock College.

Called the ACHIEVE program, this project’s goal is to provide support services to scholarship recipients to help them successfully move forward with a minimum of 12 units in good academic standing every term. In addition to scholarship support, ACHIEVE students receive one-on-one counseling from Scholarship Foundation outreach staff. Student participants also are required to attend a series of workshops on time management, navigating campus resources, and transfer requirements.

Higher education research shows that providing student support services along with scholarship assistance in the first year at community college significantly increases the odds that a student will successfully persist to degree completion.

The Scholarship Foundation is thankful to NCAN-TG, as well as to our partners at the Santa Barbara Foundation, who provided additional grant support.

Martina Ubaldo is a Santa Barbara City College student participating in the ACHIEVE program.

Charity Navigator, the nation’s leading independent evaluator of nonprofits, has once again awarded their highest 4 star rating to the Scholarship Foundation of Santa Barbara.

“Financial accountability and stewardship drive our work at the Scholarship Foundation.”

“We are proud to be counted among the top charities in the country for our exceptional organizational efficiency.”

– Colette Hadley, Executive Director

Charity Navigator evaluates charities to help donors identify nonprofit organizations with the highest performance in (1) Financial Health and (2) Accountability and Transparency. Charities with high ratings are well-positioned to pursue and achieve long-term impact.

In 2010, Santa Barbara County high school seniors who received financial aid counseling from the Scholarship Foundation leveraged that information to obtain more than $25 million in federal, state, and institutional financial aid.
The Scholarship Foundation of Santa Barbara honors H. Keith Coulter, a trustee of the B. Paul Moser Trust and a long-time donor of two annual scholarship funds. The B. Paul Moser Trust was granted charitable status in 1994. The namesake of the Trust, Ben Moser, had a passion for buying and restoring antique and classic cars. Upon his death, the sale of his unique auto collection warranted an entire Sotheby’s auction.

The mission of the Trust was to support education as well as social and human services. The Scholarship Foundation administers two scholarship funds for the B. Paul Moser Trust – one fund focuses on students majoring in sciences at private colleges, while the other fund gives grants to young people who are pursuing vocational education.

Keith Coulter, along with his fellow trustees Cliff Sponsel and Frank Miller, took a personal interest in the work of the Scholarship Foundation and was an ardent supporter of student scholarships. Keith understood the power of education to change lives.

We salute and remember our dear friend Keith Coulter for his outstanding dedication to Santa Barbara County students.

Donor Spotlight: Casa Dorinda

In 1998, residents at Casa Dorinda retirement community formed a partnership with the Scholarship Foundation to manage the Casa Dorinda Scholarship Fund. This fund is designed to help with college expenses for Casa Dorinda employees and their children. Each year, Casa Dorinda residents generously send donations to the Scholarship Foundation earmarked for the Casa Dorinda fund. The Scholarship Foundation does not charge an administrative fee and all donations to the annual scholarship fund go 100% to student scholarships.

The Scholarship Foundation keeps track of these gifts, conducts outreach to Casa Dorinda employees about the scholarship program, collects applications, screens and evaluates the applicants, selects the scholarship recipients, and distributes the scholarship payments. Residents at Casa Dorinda then host a festive annual scholarship ceremony to celebrate their scholarship recipients.

Many Casa Dorinda employees have earned college degrees while staying employed at Casa Dorinda in increasingly better positions.

“This is a great multi-generational success story – our senior residents are changing lives and opening up horizons for our employees and their children.”

– Ron Schaefer, Casa Dorinda’s Executive Director

By 2018, 63% of California’s jobs will require postsecondary education. To meet the need for an educated workforce of this size, we need to double the current rate of college attainment.

In Memoriam:

H. Keith Coulter

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The South Coast Business & Technology Awards gathers and honors those individuals and companies who have shown an extraordinary commitment to helping the South Coast of Santa Barbara County stay economically vital by growing their business or technical professions. The event is designed to recognize the achievements of outstanding business leaders while supporting scholarships for students studying business or technology at UC Santa Barbara, Santa Barbara City College, or Westmont College.

(Left to Right):
Bruce Willard, 2011 Entrepreneur of the Year
Joanne Funari, Business First Bank, 2011 Co-Chair
Dan O’Dowd of Green Hills Software, 2011 Company of the Year
Jeff Henley, Oracle
Fred Kavli, 2011 Pioneer Award
Lynda Tanner, Visiting Nurse and Hospice, 2011 Excellence in Service
Jamal Hamdani, Moseley & Associates
Dr. Harry Brown, SEE International
Mike Sheldon, Network Hardware Resale
Lynda Weinman, Lynda.com
Jeff Carmody, Agility Capital, 2011 Co-Chair

In 2011, Scholarship Foundation of Santa Barbara awards totaled $7.3 million to 2,323 Santa Barbara County students.

The Scholarship Foundation reaches 24,000 County students and parents each year with financial aid advising and presentations at school and community sites.
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Important Note:
We’ve tried to list everyone who has given a gift from
July 1, 2010 - June 30, 2011. Please forgive us if we have
made errors or omissions, and let us know if we have listed
you incorrectly. Thank you!
The Scholarship Foundation of Santa Barbara is in the running to be the beneficiary of the 2012 Santa Barbara Triathlon!

Cut out your ballot and return today to ensure $50,000 in net proceeds will be donated to the Scholarship Foundation!

Santa Barbara Triathlon Ballot

I, _________________________________________________________ , give Scholarship Foundation of Santa Barbara my permission to cast my vote for the 2012 SB Triathlon beneficiary. **I vote for Scholarship Foundation of Santa Barbara.**

Name: _________________________________________________

Email address: _____________________________________________

Signature: _______________________________________________

Please return this ballot by November 28th to the Scholarship Foundation or vote online: www.montecito.com/swimbikerun.

Presenting Sponsor: Montecito Bank & Trust

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**2011-12 CALENDAR**

**STUDENT AID**

**OCTOBER 1** Applications Available at www.sbscholarship.org

**NOVEMBER 1** Santa Maria College Fair at Allan Hancock College

**NOVEMBER 2** Santa Barbara College Fair at Earl Warren

**NOVEMBER 30** Early Application Deadline for:
- Fleischmann and Floro Awards
- South Coast Honors Scholarships
- Art Scholarships
- Breitling Awards
- Creative Writing & Poetry

**JANUARY 31** General Application Deadline

**EVENTS**

**DECEMBER 2** Community Leaders Luncheon

**JANUARY 19** Art Scholarship Exhibition & Reception

**MAY 23** Awards Ceremony at the Santa Barbara County Courthouse Sunken Gardens

**JUNE 14** South Coast Business & Technology Awards

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