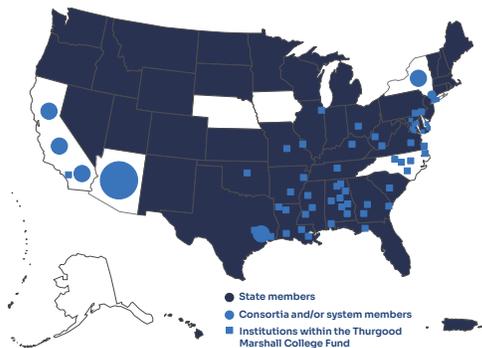


In 2024, Complete College America (CCA) celebrated our 15th year of building movements for scaled change and transforming institutions to increase college completion rates and support student success. As we start 2025 with an updated strategic plan and a refreshed brand, we will continue to build on this work to accelerate the creation of a higher education system that relentlessly pursues the boldest innovation for every leader, every campus, and every system. Highlights from 2024 include:

## DRIVING CHANGE AT EVERY LEVEL

CCA works with leaders at federal, state, system, and institutional levels to study the best ideas and co-design the most promising practices. In 2024:



**Kansas and North Dakota** joined the CCA Alliance, bringing total number of members to **53 states, systems, and consortia.**

**3,000+ participants** attended **55 CCA events**, including professional development sessions and the Annual Convening.



**816 leaders** from institutions, states, like-minded organizations, funders, and offices of elected officials participated in **All In: The 2024 CCA Annual Convening** in Indianapolis.



**Dr. Tristan Denley**, deputy commissioner for academic affairs and innovation at the Louisiana Board of Regents, was awarded the Stan Jones Legacy Award. Through multiple leadership roles in four states, Denley has been instrumental in scaling key strategies that drive student success using a unique combination of evidence-based policy and systems redesign to eliminate barriers to student success and completion.

**70 higher education leaders** from 23 states attended the **2nd Annual CCA Day on the Hill and Policy Summit** to discuss federal policy priorities with members of Congress.



# MOBILIZING THE BOLDEST INNOVATION

CCA translates the most promising practices into actionable strategies and equips cross-sectional teams to accelerate implementation. In 2024:

**The CCA Accelerator**, part of the Intermediaries for Scale project focused on eliminating barriers and building capacity to scale evidence-based practices, included:

- 31 Sensemaking Sessions** across 31 institutions with 1,000+ participants total and
- 9 statewide Data Days** events at 50 institutions with 250 participants total.



## The CCA Council on AI

held its first convening, focusing on how to disrupt systemic inequities by integrating artificial intelligence (AI) into higher education.

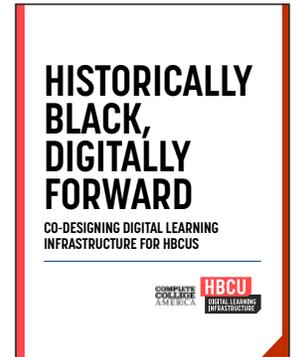
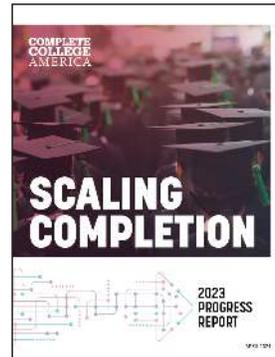
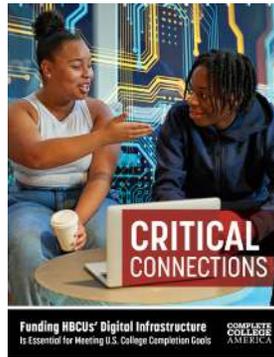
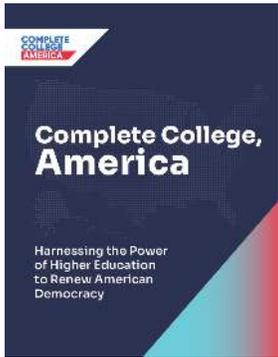


## The CCA Amplification Lab

provides a forum for CCA Alliance members to share how they are implementing the Pillars of Transformation and how students are seeing the benefits of the CCA Core Strategies.



**5 new publications** highlighted the latest research and findings on how to increase college completion rates and improve outcomes for students.



# 15 YEARS OF CCA

**15 YEARS OF IMPACT**

2019

2022

**YEARS 1-5  
2009-2013**

2020

2023

**YEARS 6-10  
2014-2018**

2021

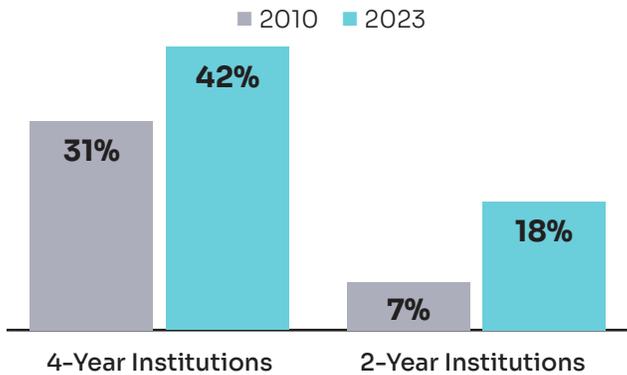
2024  
AND BEYOND

Visit our website highlighting 15 years of impact:  
<https://bit.ly/42VjU6r>

## EXPANDING IMPACT

Our impact continues to grow. More students in Alliance states, territories, and systems are completing degrees and credentials of value over time and year over year. And our reach is expanding, with news media highlighting CCA policies and practices and relying on our expertise to weigh in on critical issues.

On-Time Graduation Rates Among Alliance Members



Note: 100% time; four-year data includes bachelor's degrees only.  
Source: National Center for Education Statistics, Integrated Postsecondary Education Data System

**8.1 MILLION**

Students Served

**1,370**

News Mentions

Highlights:



The JOURNAL of BLACKS  
in HIGHER EDUCATION

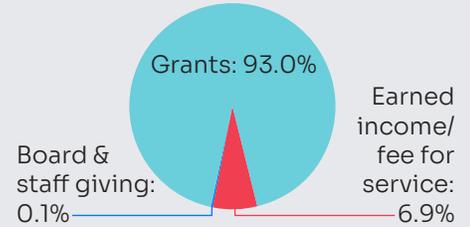
Forbes

## FINANCIALS

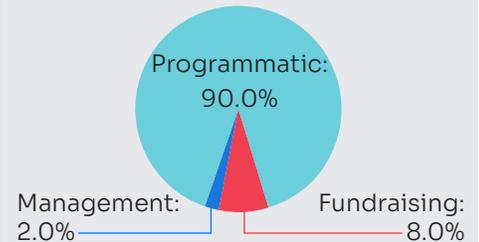
Revenue: \$15.63 million

Net Assets: \$21.66 million

### PERCENTAGE OF REVENUE



### PERCENTAGE OF EXPENSES



## GROWING EXPERTISE

In 2024, CCA welcomed new Board members who bring fresh perspectives and expertise to broaden thinking about the college completion agenda:



**Bevelyn Coleman, JD**

Executive Vice President & Deputy General Counsel, Consumer Banking Group at Regions Bank



**Thuan Nguyen**

CEO, Avid\*



**Lorenzo Esters, EdD**

President, The Indianapolis Foundation



**Landon Pirius, PhD**

President, Red Rocks Community College



**David Grow**

Chief Operating Officer, Western Governors University

\*Joined the Board in Q1 2025

## FUNDERS

We thank our generous funders for their support and commitment to the college completion agenda.

- Annie E. Casey Foundation
- Ascendium Education Group
- Axim Collaborative
- Carnegie Corporation of New York
- ECMC Foundation
- Evelyn & Walter Haas, Jr. Fund
- Gates Foundation
- Hewlett Foundation
- Ithaca Harbors, Inc.
- Kresge Foundation
- Lumina Foundation
- M.J. Murdock Charitable Trust
- Powell Foundation
- U.S. Department of Education\*
- W.K. Kellogg Foundation

\*Funding goes to support a project with the University of New Mexico College of Nursing on implementing corequisite support. The \$900,000 project is 100% funded by the U.S. Department of Education.

## REFRESHING OUR LOOK

In 2024, CCA refreshed our brand guidelines to reflect the organization's unwavering mission: empowering every leader, every campus, every system with the innovation needed to make a lasting impact.



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