

Work4College®

Work. Serve. Learn. Earn.

Northeast Texas Community College

Dr. Jon McCullough
Executive Vice President for Advancement

It Started With a Question

- “We complain about student loans.
What are we doing about it?”

— An NTCC Trustee

We Went Looking for an Answer



What could a public community college learn from the “Hard Work U” model?

Work4College is born in 2014

Work4College Is Born

2014



**A simple idea:
Students work. Students earn. Students invest in their education.**

WORK • SERVE • LEARN • EARN

How Work4College Works

10 WEEKS

Summer 1 and Summer 2

15 HOURS

Maximum per week

**\$15 /
HOUR**

Students earn while
they learn



50/50

\$7.50 paid to
student

\$7.50 applied to
future tuition & fees

“Students have skin in the game”

More Than a Job

WORK

Real campus jobs
Real expectations



SERVE

Community service
Giving back



LEARN

Soft Skills 101
Freshman orientation



Building work ethic, leadership and connection to college

Start Early. Build a Connection.

10th GRADE

Students can begin Work4College after completing the 10th grade



Work on campus • Earn college credit • Build relationships

Before many students ever enroll full-time, they already belong here

Skin in the Game

Students aren't just receiving help.
They're investing in their own education.



INVESTMENT → OWNERSHIP → ENGAGEMENT

They have something invested in their own success.

Does It Work?

948

Students Served

3.22

Work4College GPA

100%

Summer 2026 Completion

77 started • 77 completed



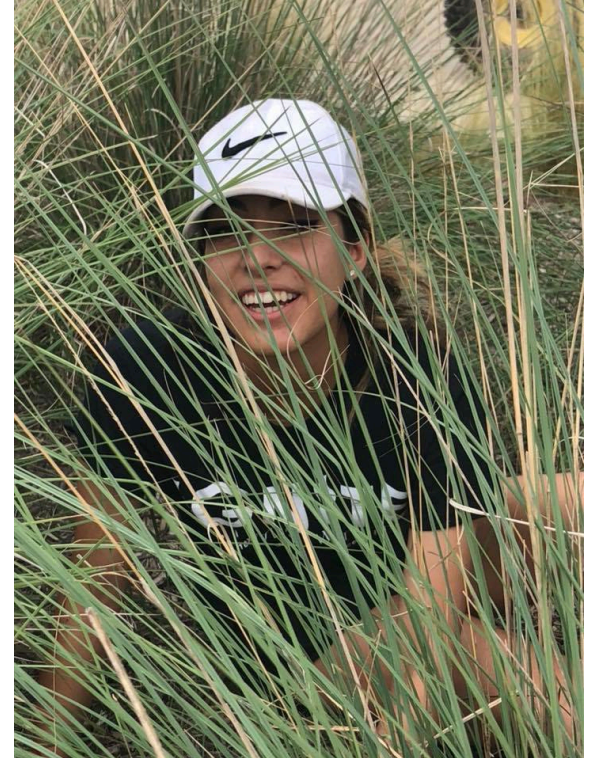
**More than a decade of
students working,
learning and investing
in their future.**

Then Something Unexpected Happened

Donors understood it immediately.

**They could see the student working.
They could see where their money went.
They could see the return on their investment.**

We didn't have to sell the program. We simply had to tell the story.



The Funding Followed

\$3.0 MILLION+
Work4College Endowment

\$130,000+ ANNUALLY
Private support in each of the last five years

\$1.354 MILLION
Moody Foundation M-PACT Grant
2026–2029



Private support has made Work4College sustainable—and scalable

Where We Go From Here

EXPAND

Work4College beyond summer
(Fall & spring opportunities)

EXPERIENCE

Employer • Industry • Cultural visits
Learning beyond the campus

SUSTAIN

Build the endowment
Grow private support



The goal isn't simply to make Work4College bigger. It's to make the student experience better.

What Can Trustees Take Home?

ASK THE QUESTION

What problem are we trying to solve?

BUILD YOUR OWN MODEL

It has to fit your students and your institution.

GIVE STUDENTS OWNERSHIP

Create opportunities for students to invest in themselves.

TELL THE STORY

Then keep telling it.



Work4College started because one trustee asked one question

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