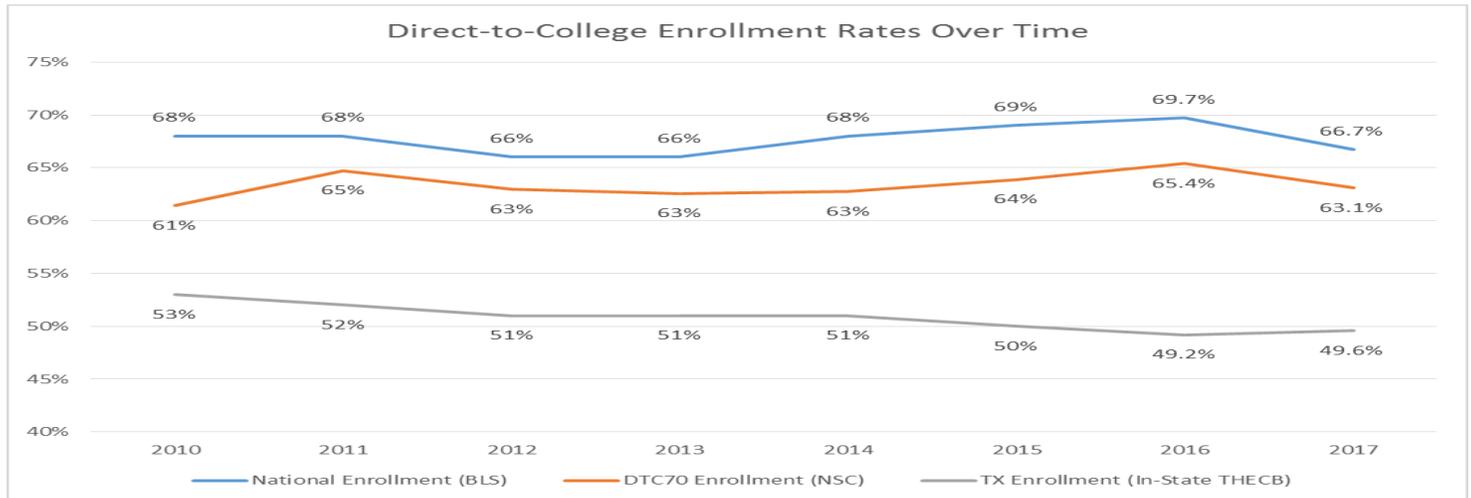


## DTC70 Business & Education Partnership Overview

**Context:** Approximately, 55% of Central Texas' 41,000 open jobs (October 2018) require postsecondary degrees or credentials; 63% of area's 32,000 unemployed lack these credentials. While Austin MSA direct-to-college enrollment has increased by 27% since 2010, due to population growth and graduation rate improvements, our rate of direct-to-college enrollment stands 63% and trails the national average of 70 percent.



Source: University of Texas, Ray Marshall Center/National Student Clearinghouse longitudinal analysis of direct-to-college enrollment from 2010-2017.

For this reason, the Austin Chamber and partners created the Direct-to-College 70% Achievement Plan, or DTC70. This plan is the first multi-chamber, multi-school district, multi-business compact to commit to enroll 70% of the Class of 2018-2019 directly in higher education.

### Key Statistics

- DTC 70 school district partner enrollment is approximately 200,000 students -- 14,000 high school seniors.
- Approximately, 83,000 of these students are enrolled in Austin ISD-- 60% of these students are Hispanic, 25% non-Hispanic Anglo, 7% African American and 7% Asian American and other. Approximately 53% of AISD students are economically disadvantaged. Just under half of the region's students are economically disadvantaged; a third are English language learners.

### Key Programs & Initiatives

- **SURVEY STUDENT NEEDS** - We will survey up to 32,000 juniors & seniors in five school districts to identify college going plans and barriers. College counselors will use this information to target college advising and interventions.
- **TARGET REMINDERS** – Our school partners sent targeted texts to juniors and seniors reminding them of key college admissions, financial aid, enrollment deadlines.
- **HELP THEM PAY** – Between October and March, we will host 50 Financial Aid events for families get 1:1 assistance to complete their college financial aid forms in advance of state priority aid deadlines.
- **GET THEM READY** – Every year, Austin Partners in Education (APIE) provides College Readiness support/tutoring to students in advance of high school graduation.
- **GET THEM ENROLLED**– Our “summer melt” program works with about 10,000 of the approximately 14,000 Central Texas graduating students to overcome the obstacles to directly enroll in college.
- **EVALUATE OUTCOMES** – To support continued improvement and recognize success, partners track postsecondary outcomes, completion, UI wages and employment outcomes.