

Context

Approximately, 64% of Central Texas' 41,000 open jobs (Dec. 2018) require postsecondary credentials; 60% of area's 31,200 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 at 63% and trails the national average of 70%.

For this reason, the Austin Chamber and its partners created the Direct-to-College 70% Achievement Plan (DTC70). This plan is the first multi-chamber, multi-school district, multi-business compact committing to enroll 70% of the Class of 2019-2020 directly in higher education. Partners are also working on direct-to-work strategies to help non-college-bound students connect to CTE-yielding (career technical education) certifications, dual-credit courses yielding degrees in high school, and jobs after graduation; this program also partners with employers to bridge local talent gaps and promote upskilling opportunities for those with some college and no degree.

Key Statistics

DTC70 school district partner enrollment is approximately

200,000
STUDENTS

14,000
SENIORS

83,000
ENROLLED IN
AUSTIN ISD



60% Hispanic

25% Non-Hispanic Anglo

7% African American

7% Asian American and Other

53%

AISD students are economically disadvantaged.

50%

AISD students are economically disadvantaged.

1/3

Are English language learners.

Key Strategies & Initiatives

SURVEY STUDENT NEEDS – We survey up to 32,000 juniors & seniors in five school districts to identify college-going plans and barriers. College counselors use this information to target college advising and interventions

TARGET REMINDERS – Our school partners send targeted text reminders to juniors and seniors on key college admissions, financial aid, and enrollment deadlines.

HELP THEM PAY – Between October and March, we host 50 Financial Aid events for families to receive 1:1 assistance to complete college financial aid forms in advance of state priority aid deadlines.

GET THEM READY – Partners leverage our OneLogos College Ready Portal to track college readiness performance on ACT, SAT, and TSI assessments and target support and 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 obstacles in directly enrolling in college.

HELP THEM EARN WHILE THEY LEARN – Work with employers and training providers to connect working students/employees with some college and no degree to financial aid, advising, and training that will accelerate progress to in demand degrees or credentials.

EVALUATE OUTCOMES – To support continued improvement and recognize success, partners track postsecondary enrollment, persistence, completion, UI wages and employment outcomes.

Key Outcomes

How We Perform: 27% Increase in Direct College Enrollees from Central Texas Since 2010

6,064 CLASS OF 2010 **7,681** CLASS OF 2017 **27%** INCREASE

Q1 Regional Financial Aid Filings Improve by 194% over 2005

Q1 First-Time FAFSA Filings 2006 vs 2017

5,579 2006 **16,413** 2017 **194%** INCREASE

DTC Outperforming Texas

■ DTC70 Partners ■ State

63% | **49%** **Enroll in College**

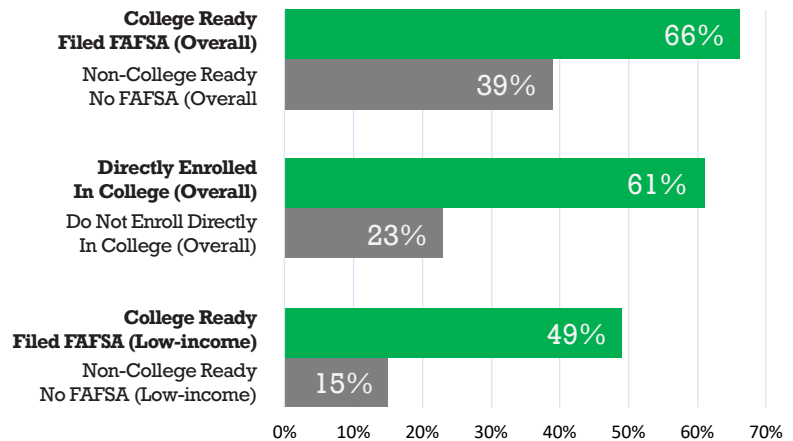
63% | **39%** **Are College Ready on (SAT/ACT/TSI)**

70% | **53%** **File a FAFSA**

80% | **69%** **File ApplyTexas**

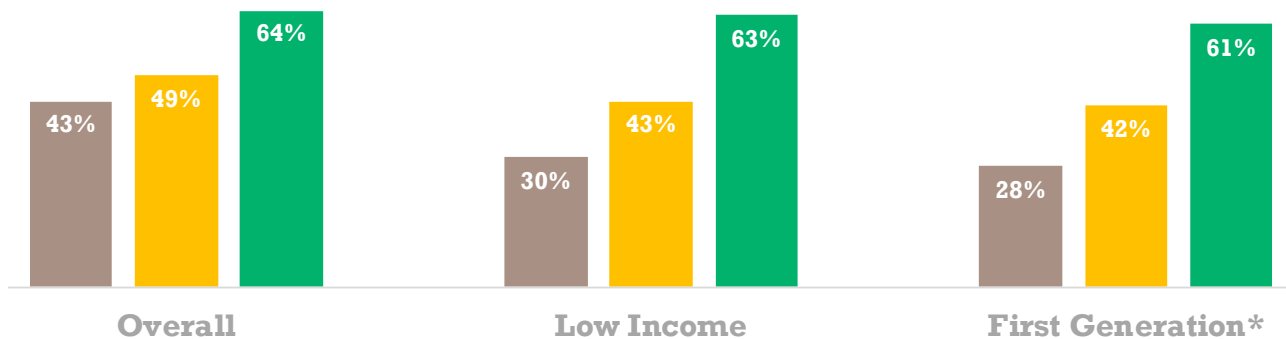
90% | **N/A** **Aspire to College**

How We Perform: 6 Year Completion Rates for DTC70 Grads Nearly Double or Triple for Low-Income Students



The More We Re-engage, The More Students Enroll

■ Never Received a Text ■ Received Text But Never Replied ■ Received Text and Replied at Least Once



University of Texas at Austin, Ray Marshall Center, Student Futures/Chamber DTC70 Partner multi-year postsecondary enrollment outcomes 2006-2018.

ApplyTexas and Financial Aid Outcomes, aggregated by OneLogos and Austin Chamber from THECB and U.S. Department of Education respectively for Class of 2017-2018.

U.S. Department of Education, Q1 First-time FAFSA Filings by Zip (Austin MSA), 2005-2017.