A REGION OF OPPORTUNITY

OPPORTUNITY AUSTIN 4.0

College / Career Readiness & Placement
Contents

1. BACKGROUND & OPPORTUNITY AUSTIN OVERVIEW

2. College & Career Readiness & Placement

3. Outcomes

4. Funding Opportunities
Opportunity Austin: Who We Are

- Opportunity Austin 4.0 is designed to tackle our biggest challenges: to diversify our economy and improve talent, affordability, connectivity and opportunity for all.

- Our team includes:

  40 Major Regional Businesses’ Leadership Teams

  20 FTEs to execute at Greater Austin Chamber of Commerce

  40 Member Board with 11 Task Forces

  400+ Investors

  11 Higher Education Institution Partners

  5 School District Partners
Why Opportunity Austin?

- Created after 2001-2003 ‘Dot Com’ bust where Metro Austin lost 30,000 jobs; $2B in payroll.
- Globally, regions struggle with how to ensure their talent base remains relevant within a rapidly digitizing economy.
- Opportunity Austin is the collective stewardship of Metro Austin's businesses to improve our economy, workforce and community.
- Since 2004, 750 investors have provided $50M to date to execute the program (1/3 to improve ‘future ready’ education/talent initiatives).
Summary of Results, 2004-2017
14 Year Result in a $50 Million Investment from 700 Investors

Loss of 30,000 Jobs from 2001-2003

382,800
Net New Jobs!
From 2004-2017

$22.2 BILLION
Payroll Increase!
From 2004-2017

Loss of $2 Billion in Payroll from 2001-2003

524 Corporate Relocation Programs

+27% Higher College Enrollment

$8 Billion Higher Regional Transportation Investment

MONEY WELL SPENT!
How We Perform: Metrics and 5-Year Goals (2023) for Austin-Round Rock MSA

161,000
NET NEW JOBS
BY 2023
3.5% annual growth rate up from 2.8%

$66,000
NEW AVERAGE ANNUAL WAGE
BY 2023
3.0% annual growth rate up from 2.2%

$70,000
PER CAPITA INCOME BY 2023
4.0% annual growth rate up from 3.1%

56.5%
ASSOCIATES DEGREE OR HIGHER
BY 2023
1.0% growth rate up from 0.50%

-9.5%
LOWER POVERTY RATE BY 2023
Down from 11.7% in 2015 and at levels not experienced since 2000

www.opportunityaustin.com
Today’s Mission: Opportunity Austin 4.0

100% Opportunity for All

College | Work
Opportunity Austin 4.0 Platform

Our strategy includes 10 key priorities:

1. “Connect First” Existing Business Outreach Program
2. Targeted Corporate Recruitment

3. COLLEGE, CAREER READINESS & PLACEMENT

4. Mobility Agenda
5. Innovation Agenda
6. Affordability Agenda
7. Innovation Zones and Regional Employment Centers
8. Game Changers
9. International Economic Development
10. Opportunity Studio

Our Focus
Today
Contents

1. Background & Opportunity Austin Overview

2. College & Career Readiness & Placement
   - Our Challenge, Response, and Goal
   - Direct to College 70
   - Direct to Work 30

3. Outcomes

4. Funding Opportunities
College and Career Readiness & Placement: Aspiring to 100%

To grow our Human Capital, Opportunity Austin 4.0 has an aspirational goal: 100% readiness and placement directly from high school graduation – into college, a credentialing program, or a high performance workplace.

College & Career Readiness & Placement (CCRP) includes:

- Direct to College 70 (DTC70)
- Direct to Work 30 (DTW30)
Opportunity for All: Deep Institutional Partnerships

Our partners include:

- 5 Independent School Districts
- Chambers of Commerce
- Boards of Realtors
- 5 Institutes of Higher Education
- Ray Marshall Center, UT Austin
Major Difference Between Aspiration and Direct College Enrollment

Demand For Credentialed Talent High

College Aspiration vs Direct-to-College Enrollment

<table>
<thead>
<tr>
<th>Year</th>
<th>College Aspiration</th>
<th>Direct-to-College Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>63%</td>
<td>89%</td>
</tr>
<tr>
<td>2010</td>
<td>61%</td>
<td>91%</td>
</tr>
</tbody>
</table>

Education Requirement for Available Jobs (August 2018)

- AA or Above: 54%
- Some College, No Degree & Below: 46%

University of Texas Ray Marshall Center, Student Futures Project DTC Outcomes, 2005-2015. Includes NSC and THECB DTC Enrollment.
89% of grads say they are going directly to college.

84% Took ACT/SAT

43% Went to College Career Fair

57% Completed Financial Aid Applications

70% Met w/ Counselor

39% Have Plan to Pay

80% applied through Apply Texas

57% Graduated College/Career Ready

63% Class of 2017 Grads directly enrolled in college
Direct to College 70

Direct-College Enrollment
Actionable & Timely Student-Level Data for Counselors

1. Market Assessment for Juniors/ Seniors
2. Digitize Advising
3. Digital Messaging
4. Financial Aid Completion
5. College Readiness Prep
6. Summer Melt
7. College Enrollment Completion & Employment

DTW30
Career & Completion Support

SAT/ACT/TSI
ApplyTexas
FAFSA
Market Assessment: High School Junior Survey

Q: Do you plan to enroll in college after high school?
   ▪ Yes
   ▪ No

Q: Please indicate the college you plan to apply to and that you most want to attend after high school? Below is a list of the top 10 colleges attended by students in the region. Select those that you intend to apply to or type in your college choice if it is not displayed on the list:

   ▪ Austin Community College
   ▪ University of Texas at Austin
   ▪ Texas State University
   ▪ Texas A&M
   ▪ University of Texas at San Antonio
What types of education will you need to pursue after high school in order to reach your career choice (choose all that apply)?

- Associate Degree
- Bachelor Degree
- Masters Degree
- Doctoral/PHD Degree
- Certificate

How do you plan to pay for your education after high school? (choose all that apply)

- File a FAFSA (federal aid)
- File a TASFA (state aid)
- Apply for Scholarships
- Apply for Loans
- Use savings
Digitize Advising: College Dashboard at Counselor Fingertips

College Enrollment Indicators

- College Intent
- SAT / ACT
- Application
- FAFSA
- Career/Major
- Intake Checklist
- Integrated Text Messaging

www.opportunityaustin.com
Digital Messaging: College Career Planning to Juniors

Counselor >

Hi John, Texas State University reps will be here this Tuesday. Sign Up here to visit with them.

Student >

Yes! They will be here for our campus college fair in November.

I’m going on a field trip to the Capitol. Will they be back at our school?

Great! I will sign up for that visit.
Hi Estela, you are just 10 points away from being college ready in Math. Sign up for APIE test prep here.

Thanks! I just signed up and am retaking my SAT in Nov.
Digital Messaging: ApplyTexas

Counselor >

Hi John, your University of Texas Application deadline is coming up. Click here to apply or text back if you need help.

Student >

Yes, come see me after school.

I’m halfway through, can you help with a letter of recommendation?
Digital Messaging: FAFSA

Counselor:
Hi Alex, it looks like your FAFSA got flagged for verification. Do you need help to resolve?

Student:
Yes, I filed earlier and don’t know what happened.

Counselor:
I’m here to help over summer. Do you want to meet on Wednesday at 10?

Student:
Yes, I need help requesting a tax transcript.
Financial Aid Completion

Hi Matt, we are hosting a Financial Aid event next week. Click here to sign up.

Thanks! I just signed up.

Alex, I see your FAFSA is not filed yet. We are hosting a FAFSA night next Wednesday. Do you need help?

Yes! I just signed up. My mom and I will be there and she has questions.
College Readiness Prep: Digital Messaging to Seniors

Hi Estela, congrats on getting into UT Austin. Orientation sign up opens later today. Click here to pick an orientation session.

Thanks! That SAT prep helped and I got scholarship. I just signed up.
FAFSA Verification

Counselor >

Hi Alex, it looks like your FAFSA got flagged for verification. Do you need help to resolve?

Yes, can you help me request a tax transcript?

Student >

Alex, July 15 is deadline for Texas A&M orientation. Let me know if you need help or sign up @ Aggies2019

Thanks for the reminder. I’m signing up today.

College Orientation
Direct to Work 30: A New Approach

100% Opportunity FOR ALL

70% DTC70
Directly enroll in postsecondary

30% DTW30
Will pursue other pathway to high-performing workplace

Will pursue other pathway to high-performing workplace

www.opportunityaustin.com
Our Challenge: 97% of Non-Direct College Enrollees Earn Less Than A Living Wage

- 37% of high school students do not directly enroll in college.
- Of those directly not enrolled in college, only about half are employed.
- Earnings for employed non-college enrolled high school graduates are quite low, even for the ‘high achievers’.

52% Of non-college enrollees are unemployed

University of Texas Ray Marshall Center UI Wage Record Linkage to Non-DTC Student Outcomes, 2017. The City of Austin established $11/hr as a living wage in 2008; the authors increased this figure at the same rate as increases in federal poverty guidelines leading to a projected living wage of $13 an hour.
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3. OUTCOMES

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## DTC Outperforming Texas

<table>
<thead>
<tr>
<th>Activity</th>
<th>DTC70 Partners</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enroll in College</td>
<td>63%</td>
<td>49%</td>
</tr>
<tr>
<td>Are College Ready on (SAT/ACT/TSI)</td>
<td>63%</td>
<td>39%</td>
</tr>
<tr>
<td>File a FAFSA</td>
<td>70%</td>
<td>53%</td>
</tr>
<tr>
<td>File ApplyTexas</td>
<td>80%</td>
<td>69%</td>
</tr>
<tr>
<td>Aspire to College</td>
<td>89%</td>
<td>*State Does Not Track Data</td>
</tr>
</tbody>
</table>

Source: THECB Table 6, page 44, 60x30TX Progress Report
Class of 2018 College Readiness Rates Outperform Texas

"Business relies on a well-educated workforce to drive innovation and growth and families rely on a public education system that helps them prepare young people to meet this demand."

Nikki Graham, Chair, Education Committee, Greater Austin Chamber of Commerce

<table>
<thead>
<tr>
<th>Campus</th>
<th>DTC70 Partners</th>
<th>Statewide Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austin</td>
<td>59% +5%</td>
<td>(*in 2016) 39%</td>
</tr>
<tr>
<td>Hutto</td>
<td>50% +16%</td>
<td></td>
</tr>
<tr>
<td>Leander</td>
<td>69% +2%</td>
<td></td>
</tr>
<tr>
<td>Pflugerville</td>
<td>53% +4%</td>
<td></td>
</tr>
<tr>
<td>Round Rock</td>
<td>72% +9%</td>
<td></td>
</tr>
</tbody>
</table>

Source: [Austin-area school districts lift college-ready rates to 63 percent; individual school districts, Texas Education Agency](www.opportunityaustin.com)
Q1 Regional Financial Aid Filings Improve by 194% over 2005

Q1 First-Time FAFSA Filings 2006 vs 2017

2006: 5,579
2017: 16,413

194% Increase

First Generation refers to students who will be the first members of their family to enroll in college.

Source: University of Texas Ray Marshall Center, Student Futures Project DTC Outcomes Summer Melt, 2016. Includes NSC and THECB DTC Enrollment.
How We Perform: 27% Increase in Direct College Enrollees from Central Texas Since 2010

Class of 2010: 6,064
Class of 2017: 7,681

27% Increase
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4. FUNDING OPPORTUNITIES
Investing in Austin

- Our ability to fully realize this vision is contingent upon us raising $30M for OA4.0.
  - As of September 2018, $17M of which has already been committed by Austin-area businesses.
- By investing, you not only join our effort to benefit Austin’s students, employers, and economy – you also get access to real-time data and a group of committed partners that help make the case for this kind of work.
Funding Priorities

- **Tier 1:**
  - ✓ Explore regional partnership opportunities to efficiently deploy education resources.
  - ✓ Explore new funding opportunities from national foundations supporting education.
  - ✓ Develop new methods to track and measure long-term outcomes.
  - ✓ Advocate efforts for Career Readiness and Industry Certifications.
  - ✓ Advance partnerships for Opportunity Austin initiatives that satisfy Workforce Plan objectives.

- **Tier 2:**
  - ✓ Evolve text messaging to target populations with historically low matriculation rates.
  - ✓ Evolve text messaging to intentionally target those who aren’t matriculating to college.
  - ✓ Expand access to dual enrollment opportunities that lead to industry certifications.
  - ✓ Develop a “Career Placement Saturdays” program.

- **Tier 3:**
  - ✓ Use data to identify best practices within the region.
Contacts

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dscheberle@austinchamber.com

Gilbert Zavala
VP Education & Talent Development
gzavala@austinchamber.com
DTW30: Tactics

- Evolve **text messaging** to intentionally target those who aren’t matriculating to college: Identify those without college intentions and connect them to immediate job openings or other short-term training and credential opportunities.

- **Develop a “Career Placement Saturdays” program:** Such a program could be analogous to Financial Aid Saturdays but could convene volunteers to help high school seniors that have obtained or are working towards an industry credential to prepare resumes, practice interview skills, and connect to prescreened job openings that may fit their interests and skills in alignment with their chosen career pathway or credential.

- **Advocate efforts for Career Readiness and Industry Certifications:** The region’s various career and technical education (CTE) programs (career academies, career cluster programs, etc.) largely support the achievement of industry-recognized certifications and credentials for students. As part of college and career planning across all districts in the region, potential exists to advocate for the adoption of a standard career-readiness credential that is distinct from industry-specific credentials.

- **Expand access to dual enrollment** opportunities that lead to industry certifications: Students that are not pursuing a two- or four-year college degree need early access to dual enrollment opportunities that can provide industry credentials for careers that are in-demand and provide attractive wages.
DTC70: Tactics

- **Junior Student Surveys & Senior Exit Survey**
  - Survey up to 32,000 juniors & seniors to identify college going plans and barriers.; equip college counselors to use information to target college advising and interventions.

- **College Enrollment Portal**

- **Digital Messaging**
  - School partners send texts to juniors and seniors reminding them of key college admissions, financial aid, enrollment deadlines.

- **Apply To College**

- **Apply for Financial Aid**
  - Between October and March, host 50 Financial Aid events for families get 1:1 assistance to complete their college financial aid forms.

- **Graduate College/Career Ready**
  - Provide $200,000 to Austin Partners in Education (APIE) to support College Readiness. Through APIE, identify students “in the bubble” between being qualified to graduate and being college ready and provide them with individualized tutoring.

- **End the ‘Summer Melt,’ Evaluate/Improve**
  - Through the Summer Melt program and in partnership with school counselors, work with about 10,000 of the approximately 14,000 Central Texas graduating students to overcome the obstacles to directly enroll in college.

- **Progress Toward Excellence**
  - Track postsecondary outcomes, completion, UI wages and employment outcomes to support continued improvement and recognize success, partners.
Investor Benefits

Investor Benefits Up to $49,999 ($9,999 maximum/year)
• Quarterly Opportunity Austin Investor’s Breakfast Meetings
• Quarterly E-Opportunity Austin Investor Reports
• Inclusion in investment category listing on Greater Austin Chamber/Opportunity Austin Webpage with direct link to your Company website
• E-News Alerts on the latest job creation and announcements
• Recognition as an Investor in all Opportunity Austin printed material

Advanced Investor Benefits $50,000 - $99,999 ($10,000 minimum/year)
• Admittance to Semi-Annual Economic Development Council Reporting Meetings – a review of in-depth reports on prospect activities and detailed briefings on the latest economic trends in Central Texas
• Participation in Showcase Austin – the OA Site Selector Recruitment Event • Quarterly Opportunity Austin Investor’s Breakfast Meetings
• Quarterly E-Opportunity Austin Investor Reports
• Inclusion in investment category listing on Greater Austin Chamber/Opportunity Austin Webpage with link to your Company website
• E-News Alerts on the latest job creation and announcements
• Recognition as an Advanced Investor in all Opportunity Austin printed materials

Lead Investor Benefits $100,000 and up ($20,000 minimum/year)
• Two seats on the Economic Development Council
• Admittance to monthly EDC meetings – to include indepth reports on prospect activities and detailed briefings on the latest economic trends in Central Texas
• First choice to participate in marketing trips throughout the US and abroad
• Participation in key Prospect Recruiting meetings • Inclusion in First Priority list given to site selectors or prospects when inquiring about necessary companies in various industries for support or business upon moving.
• Participation in Showcase Austin – the OA Site Selector Recruitment Event
• Quarterly Opportunity Austin Investor’s Breakfast Meetings
• Quarterly E-Opportunity Austin Investor Reports
• Inclusion in investment category listing on Greater Austin Chamber/Opportunity Austin Webpage with link to your Company website
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• Recognition as a Lead Investor in all Opportunity Austin printed materials

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DTC70 Equation: Participation in College Going Activities Needed to Meet 70\%DTC

\[
\frac{1}{n} \left[ \sum_{a=1}^{n} (\Delta pr_a \ast Y_a)N \right] + 2 \ast \sqrt{ \frac{\sum_{a=1}^{n} (\Delta pr_a \ast Y_a)N - \frac{1}{n} \left[ \sum_{a=1}^{n} (\Delta pr_a \ast Y_a)N \right]}{n-1}}
\]

Where:

a = The activity
\Delta pr_a = \text{Change in the participation rate for activity a}
Y_a = \text{DTC 'yield' for activity a}
N = \text{Number of graduates}
n = \text{Number of activities}

How We Perform: ApplyTexas Regional College Application Rate Near 75%

<table>
<thead>
<tr>
<th>Rank</th>
<th>School</th>
<th>Class of 2018 Enrollment</th>
<th>ApTx Filings 4/2/2018</th>
<th>ApTx Rate</th>
<th>Filings Needed for 88% Target</th>
<th>Class of 2017 ApTx Rate (EOY*)</th>
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<tbody>
<tr>
<td>1</td>
<td>KIPP COLLEGIATE HS</td>
<td>142</td>
<td>142</td>
<td>100%</td>
<td>MET</td>
<td>NA</td>
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<tr>
<td>1</td>
<td>HUTTO HS</td>
<td>449</td>
<td>449</td>
<td>100%</td>
<td>MET</td>
<td>95%</td>
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<tr>
<td>1</td>
<td>ANN RICHARDS HS</td>
<td>94</td>
<td>94</td>
<td>100%</td>
<td>MET</td>
<td>100%</td>
</tr>
<tr>
<td>2</td>
<td>LASA HS</td>
<td>257</td>
<td>219</td>
<td>85%</td>
<td>7</td>
<td>84%</td>
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<tr>
<td>3</td>
<td>LANIER HS</td>
<td>302</td>
<td>248</td>
<td>82%</td>
<td>18</td>
<td>77%</td>
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<tr>
<td>4</td>
<td>CROCKETT HS</td>
<td>326</td>
<td>258</td>
<td>79%</td>
<td>29</td>
<td>94%</td>
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<tr>
<td>5</td>
<td>WESTWOOD HS</td>
<td>659</td>
<td>493</td>
<td>75%</td>
<td>87</td>
<td>80%</td>
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<tr>
<td>6</td>
<td>VANDEGRIFT HS</td>
<td>553</td>
<td>410</td>
<td>74%</td>
<td>77</td>
<td>75%</td>
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<tr>
<td>7</td>
<td>ANDERSON HS</td>
<td>550</td>
<td>373</td>
<td>68%</td>
<td>111</td>
<td>85%</td>
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<tr>
<td>7</td>
<td>VISTA RIDGE HS</td>
<td>542</td>
<td>366</td>
<td>68%</td>
<td>111</td>
<td>77%</td>
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<tr>
<td>8</td>
<td>MCNEIL HS</td>
<td>588</td>
<td>380</td>
<td>65%</td>
<td>137</td>
<td>77%</td>
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<tr>
<td>9</td>
<td>CEDAR PARK HS</td>
<td>497</td>
<td>318</td>
<td>64%</td>
<td>119</td>
<td>81%</td>
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<tr>
<td>10</td>
<td>ROUND ROCK HS</td>
<td>720</td>
<td>457</td>
<td>63%</td>
<td>177</td>
<td>81%</td>
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<tr>
<td>10</td>
<td>CEDAR RIDGE HS</td>
<td>658</td>
<td>416</td>
<td>63%</td>
<td>163</td>
<td>95%</td>
</tr>
</tbody>
</table>

ApplyTexas Filings by High School vs. Class of 2018 PEIMS enrollment as of December 29th, 2017.
# How We Perform: Class of 2017 FAFSA Completion Rates

<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>1</td>
<td>KIPP COLLEGIATE Charter</td>
<td>Charter</td>
<td>112</td>
<td>112</td>
<td>107</td>
<td>100%</td>
<td>MET</td>
<td>89%</td>
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<td>2</td>
<td>ANN RICHARDS HS Austin</td>
<td>Austin</td>
<td>47</td>
<td>44</td>
<td>44</td>
<td>94%</td>
<td>MET</td>
<td>56%</td>
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<tr>
<td>3</td>
<td>HARMONY (3 Schools) Charter</td>
<td>Charter</td>
<td>154</td>
<td>127</td>
<td>115</td>
<td>82%</td>
<td>MET</td>
<td>46%</td>
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<tr>
<td>3</td>
<td>LASA HS Austin</td>
<td>Austin</td>
<td>245</td>
<td>202</td>
<td>199</td>
<td>82%</td>
<td>MET</td>
<td>7%</td>
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<td>4</td>
<td>NYOS Charter</td>
<td>Charter</td>
<td>54</td>
<td>44</td>
<td>42</td>
<td>81%</td>
<td>MET</td>
<td>28%</td>
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<tr>
<td>4</td>
<td>HUTTO HS Hutto</td>
<td>Hutto</td>
<td>397</td>
<td>323</td>
<td>292</td>
<td>81%</td>
<td>MET</td>
<td>41%</td>
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<tr>
<td>5</td>
<td>HENDRICKSON HS Pflugerville</td>
<td>Charter</td>
<td>665</td>
<td>535</td>
<td>503</td>
<td>80%</td>
<td>MET</td>
<td>34%</td>
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<td>5</td>
<td>WESTWOOD HS Round Rock</td>
<td>Austin</td>
<td>627</td>
<td>502</td>
<td>481</td>
<td>80%</td>
<td>MET</td>
<td>12%</td>
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<td>6</td>
<td>EASTSIDE MEMORIAL HS Austin</td>
<td>Austin</td>
<td>129</td>
<td>102</td>
<td>97</td>
<td>79%</td>
<td>MET</td>
<td>85%</td>
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<tr>
<td>7</td>
<td>LBJ HS Austin</td>
<td>Austin</td>
<td>181</td>
<td>137</td>
<td>101</td>
<td>76%</td>
<td>MET</td>
<td>78%</td>
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<tr>
<td>7</td>
<td>PFLUGERVEILLE HS Pflugerville</td>
<td>Pflugerville</td>
<td>516</td>
<td>393</td>
<td>356</td>
<td>76%</td>
<td>MET</td>
<td>43%</td>
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<tr>
<td>8</td>
<td>MCNEIL HS Round Rock</td>
<td>Round Rock</td>
<td>581</td>
<td>427</td>
<td>405</td>
<td>73%</td>
<td>MET</td>
<td>21%</td>
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<tr>
<td>8</td>
<td>MCCALLUM HS Austin</td>
<td>Austin</td>
<td>366</td>
<td>267</td>
<td>254</td>
<td>73%</td>
<td>MET</td>
<td>27%</td>
</tr>
<tr>
<td>8</td>
<td>CEDAR RIDGE HS Round Rock</td>
<td>Austin</td>
<td>616</td>
<td>448</td>
<td>427</td>
<td>73%</td>
<td>MET</td>
<td>26%</td>
</tr>
<tr>
<td>9</td>
<td>BOWIE HS Austin</td>
<td>Austin</td>
<td>666</td>
<td>477</td>
<td>457</td>
<td>72%</td>
<td>MET</td>
<td>12%</td>
</tr>
<tr>
<td>10</td>
<td>AKINS HS Austin</td>
<td>Austin</td>
<td>580</td>
<td>413</td>
<td>370</td>
<td>71%</td>
<td>MET</td>
<td>63%</td>
</tr>
</tbody>
</table>