

Together We Educate Pflugerville



Letter to the Community

Central Texas is at a critical juncture. Despite our booming economy, a wide gap exists between available jobs and local workforce talent. Approximately 50% of our current job openings require a bachelor's degree, 12% require an associate degree and 85% of our unemployed lack either.¹ Over the last decade, nearly 100,000 Central Texas students, a majority of our high school graduates, directly enrolled in college. Our direct-to-college enrollment rates increased by ten percentage points between 2003 and 2008, but leveled off at 60% over the last five years and now sits below the national average.²

When Central Texans lack the skills and education to participate in the economy, the health and prosperity of our community is threatened.

As Chair of the Chamber's 2015 Education Progress Report Taskforce, I believe we can work together as a community to close this opportunity gap. Our progress reports now unite 11 school districts, 11 regional chambers and dozens of business leaders to track regional challenges, successes and identify ways to improve student educational and

¹ U.S. Bureau of Labor Statistics, College Enrollment and Work Activity of 2013 High School Graduates, April 2014

career opportunities. These school districts and partners have worked to improve college readiness rates from 47% in 2007, to 64% in 2013.³ In partnership with Central Texas school districts, the Greater Austin Chamber of Commerce has also set a 70% regional direct-to-college enrollment goal for 2015, to ensure our students are prepared for college and 21st century careers.

So, to all of you who are engaged in this collective work—whether as educators, business and non-profit leaders or activists, thank you. Educating a child takes a community, and I am so proud to live in a community that comes together to put kids first.

Thank you,



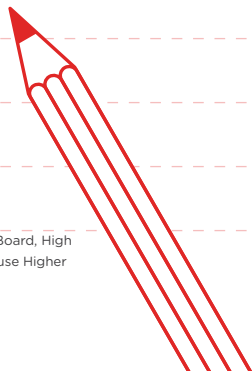
Dawn Jones

External Affairs Manager, Intel

Education Progress Report Taskforce Chair

² The Conference Board Help Wanted OnLine* (HWOL) and Travis County Workforce Board. Texas Higher Education Coordinating Board, High School to College Linkages 2002-2013, and The University of Texas at Austin, Ray Marshall Center and National Student Clearinghouse Higher Education Enrollment Outcomes for Central Texas High School Graduates 2009-2014.

³ Academic Excellence Indicator System 2007 and Texas Academic Performance Reports 2013



A Snapshot of Pflugerville ISD

Pflugerville Independent School District (PfISD) is a fast-growth district located in Northeast Travis County. The District encompasses approximately ninety-five square miles and includes all or part of Pflugerville, Austin, Coupland, Hutto, Manor and Round Rock. Since 2002, PfISD student enrollment increased by 54% and low-income

23,497

Students

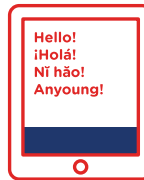
54%

Economically Disadvantaged



20%

English Language Learners



Demographic summary

- Hispanic: 46%
- Caucasian: 24%
- African-American: 18%
- Asian: 7%
- Two or more races: 4%
- American Indian: 4%
- Pacific Islander: 0.2%



2,834

Employees



\$1.54

2013–2014 Tax Rate
(\$ per \$100 valuation)

\$46.9K

Average Teacher Annual
Salary

\$175M

Operations Budget

10.8

Average Teacher Years of
Experience

student enrollment grew from 25% to 54% in 2014.⁴

Despite receiving the lowest per-student funding of any district in Central Texas, Pflugerville ISD continues to offer outstanding educational opportunities for students by committing the majority of its financial resources to campus staff and personnel who directly support the campus efforts.

⁴ Academic Excellence Indicator System, Pflugerville Independent School District, 2001–2012

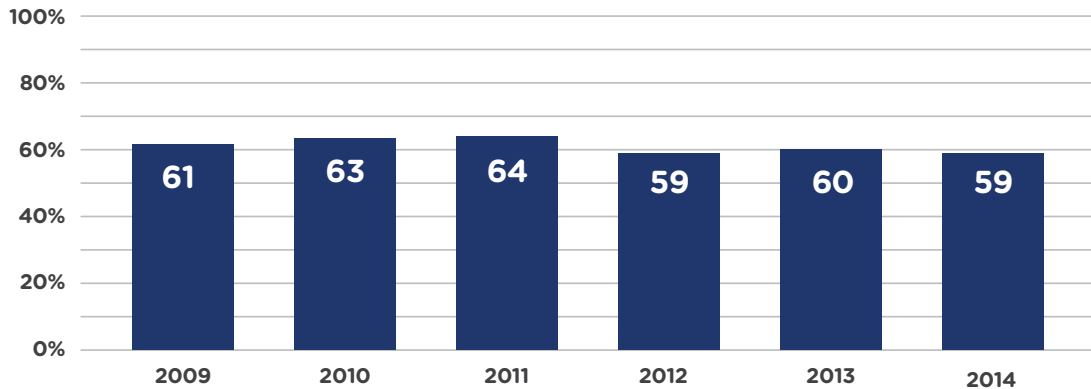
What Share of PfISD Students Directly Enroll in Higher Education?

PfISD has increased college/career readiness, graduation rates, but direct-to-college enrollment has leveled off at 60% since 2009. Recognizing that higher education is the key vehicle for economic mobility, PfISD is focused on promoting programs that support students on their path to college. PfISD extended college-counseling support to high school graduates as part of a 2013 summer college transition pilot. Overall, college enrollment for low-income/first generation students improved by 10 percentage points over similar students who did not receive support.⁵ In addition, PfISD provides college enrollment assistance to students through College Fairs, Financial Aid Saturday events, school day FAFSA completion support, and counselor follow-ups with students.

⁵ The University of Texas at Austin, Ray Marshall Center, Outcomes and Impact Estimates for the Summer Melt Program in Central Texas, April 2014

Percentage of Graduates Who Directly Enroll in Higher Education

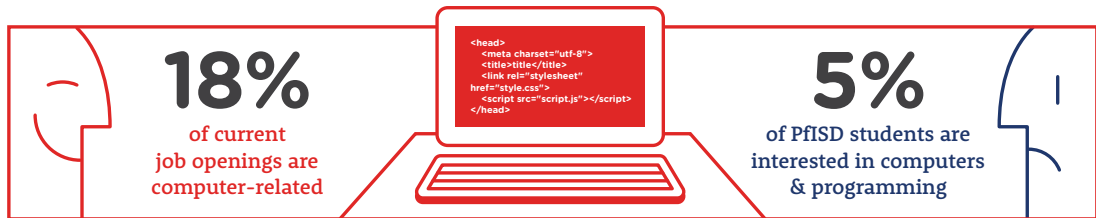
Percentage of high school graduates who enrolled in community college or four-year, degree-granting institutions, in Texas or outside of the state, for the first time no later than the fall following graduation.



 **College enrollment rates have remained largely flat since 2009.**

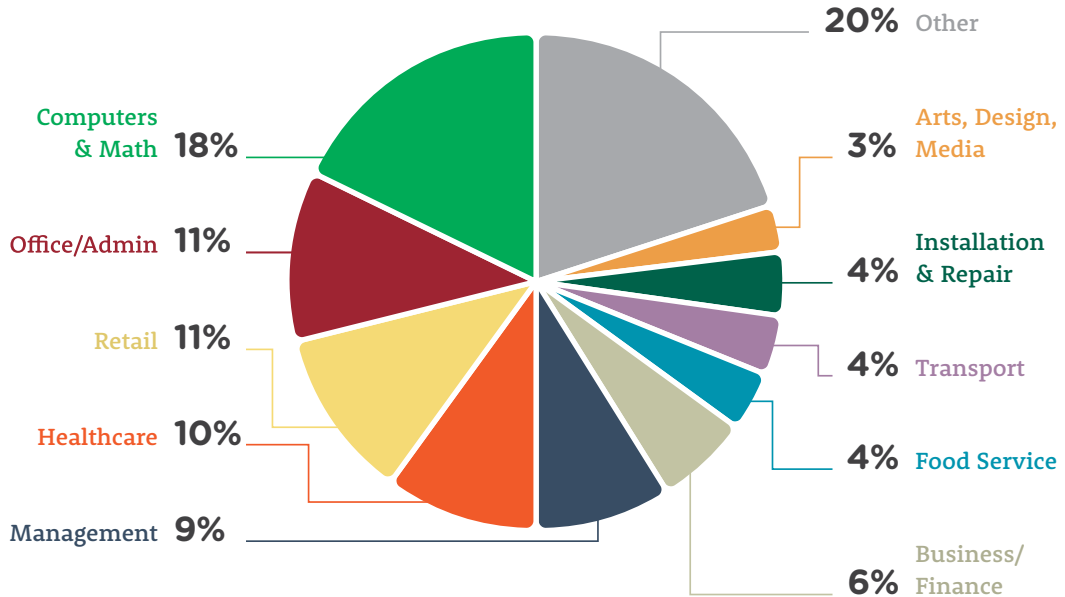
How Do PfISD Student Career Interests Align with Job Market Demand?


PfISD leverages business/industry partnerships to expose students to three of the top six critical job market areas in Central Texas. The district partners with National Instruments to bring in engineering mentors to enhance student interest in STEM related careers. A six-week clinical rotation at St. David's North Austin Medical Center provides Health Science Technology students a first-hand look at hospital operations. A+ Federal Credit Union also has a full service branch on two campuses allowing students access to personal finance training. Business and Finance students benefit through internship and job shadowing opportunities with employees of the credit union.



Source: The Conference Board Help Wanted Online® (HWOL), November 2014; University of Texas Ray Marshal Center, Student Futures Project 2014 Student Survey

Top 10 Current Job Openings in Central Texas



A photograph of three students in a chemistry laboratory. They are wearing safety goggles and are focused on their work. The student on the left is holding a flask, the middle student is looking at a piece of equipment, and the student on the right is holding a flask. The background shows laboratory equipment and a window. The image has a light blue overlay.

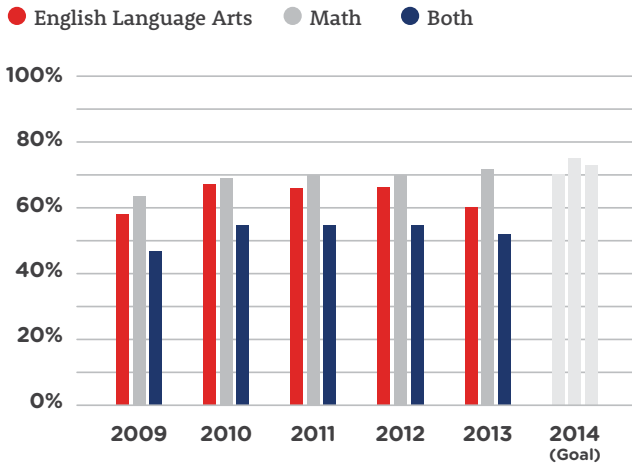
In order to reach PfISD's goal of enrolling 70% of our students in higher education, we are focusing on

3 primary goals.

Goal 1

Bolster Student College and Career Readiness

Percentage of high school graduates who met the state college and career readiness standard in:

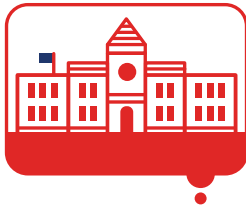


- In 2015, PfISD will fund the ACT for all 11th graders, in order to increase the 71% SAT/ACT participation rate for the Class of 2016.
- PfISD partners with Austin Community College to offer a college preparatory course in Reading and Mathematics for students in their senior year, who have not shown college readiness.

Goal 2

Increase Student Participation in College Prep Activities

- PfISD partnered with the Austin Chamber to host Financial Aid Saturdays since 2009 resulting in over \$9 million in aid awarded and more than 1200 families served.⁶
- PfISD offers ACT test preparation seminars at all high school campuses and partnered with Kaplan Inc. to provide discount PSAT and SAT test prep.
- PFISD routinely hosts district College Fairs in the fall semester so that students have access to college representatives.



83%

**Aspire to
Attend College**

71% of those enrolled.



83%

**Applied via
ApplyTexas**

69% of those enrolled.

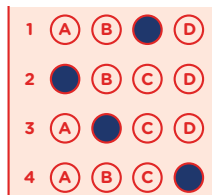
The University of Texas Ray Marshall Center Has Identified Six Activities That Increase the Likelihood That a Student Will Directly Enroll in Higher Education.



45%

Attended a College Fair

76% of those enrolled.



23%

Took SAT/ACT Prep Course(s)

76% of those enrolled.



71%

Met with a Counselor

71% of those enrolled.



25%

Thought Financial Aid Process was Easy

69% of those enrolled.



40%

Plan to Use Loans

77% of those enrolled.



52%

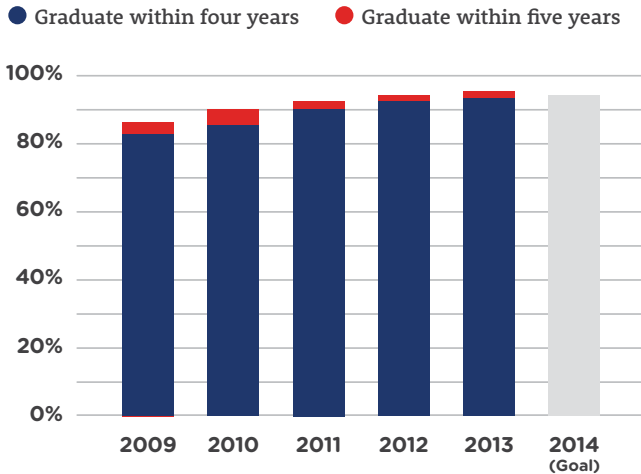
Completed FAFSA

79% of those enrolled.

Goal 3

Continue to Improve High School Graduation Rates

Percentage of students who graduate within four or five years:



- PfISD counselors meet with all 8th grade students and parents to solidify a 4-year graduation plan prior to high school and review plans annually to ensure students remain on track for high school graduation.
- PfISD chose the Distinguished Level of Achievement Plan as the default plan for all incoming students to ensure they graduate college/career ready.

A background image of a graduation ceremony. Graduates in black gowns and caps are seen from a low angle, looking up and celebrating. Many have their arms raised, and several blue graduation caps are flying through the air against a bright, slightly overcast sky. The overall tone is celebratory and hopeful.

**If we accomplish these goals,
PfISD will prepare students
for higher education and**

**21st-century
careers.**

Pfuture Steps

Direct to College Enrollment

Provide year-round support to college bound seniors

- Extend senior counselor contracts between June and August to target college transition support to low-income and first-generation college intending students.

Job Market/Career Aspirations

Expose students to high-demand careers

- Continue to increase student interest in STEM areas like computer science.
- Expand computer science interest beginning in elementary and middle school.

- Support PfISD initiatives that promote involvement in high-demand careers like computer science.

College or Career Ready

Prepare students for the rigors of higher education

- Assess non-college and career ready juniors/seniors and enroll them in a course which prepares them to graduate college and career ready.
- Continue to increase the percentage of students graduating from high school within four years with college credit through AP exams, dual credit and articulated courses.

Expand access to & affordability of college readiness exams

- Continue partnership with Austin Community College to allow students on-site access to college readiness tests.
- Implement free ACT testing for PfISD students, increasing opportunities to demonstrate college readiness.

College Prep Activities

Ensure that cost is less of a barrier to college enrollment

- Continue using available technology to target FAFSA, ApplyTexas and College Career Readiness support to improve timely resolution of college enrollment requirements.

- Make college enrollment a core district priority

- Set and achieve an 80% participation rate on the Ray Marshall Center Student Survey.

4/5 Year Graduation

Set high expectations for all students

- Applaud PfISD for defaulting to the Distinguished of Achievement
- Ensure that all 8th grade students participate in high school four year planning to ensure students have an aligned endorsement plan, to graduate within four years.

Acknowledgments

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Jackie Torres
Jackie Torres Agency

Judy Yemington
Pflugerville Chamber

Patricia
Gervan-Brown
Pflugerville Chamber

How Can You Give Back to PfISD?

Get to Know PfISD

Online

<http://pfisd.net>

Twitter

<http://facebook.com/pfisd>

Volunteer

Contact the District
and/or a specific campus
to volunteer in programs
like Literacy Pfirst.

Donate

Pflugerville's Education
Foundation

[http://www.pflugerville
educationfoundation.com/](http://www.pflugerville
educationfoundation.com/)

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