



CENTRAL TEXAS
Student*Futures*
PROJECT

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Ready by 21 Presentation

January 13, 2011

Background



Closing the Gaps reports (2000, 2004) cited the challenge of changing demographics to Texas' future economic success

In 2005, **Greater Austin Chamber of Commerce** formed a task force - now the College Readiness Enrollment Support Team (CREST) - to address the region's projected **shortage of college-educated talent**

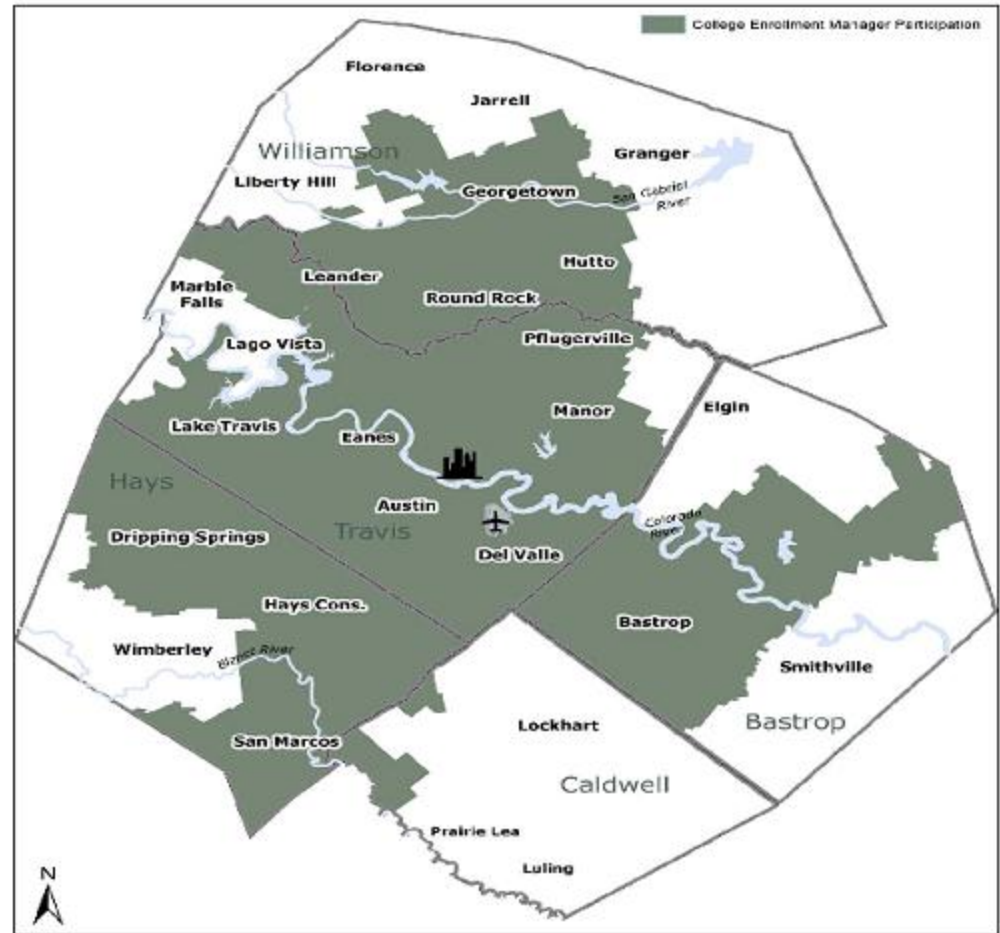
The Chamber then launched the ***20,010 by 2010 Initiative*** to enroll 20,010 more college students in the region by the year 2010. New 2015 goals were unveiled on November 9.

Four-County Effort



Goal - To increase the direct-to-college enrollments by 20,010 more students, a rate of **64%, by 2010.**

Now aiming for a DTC rate of **72% by 2015.**

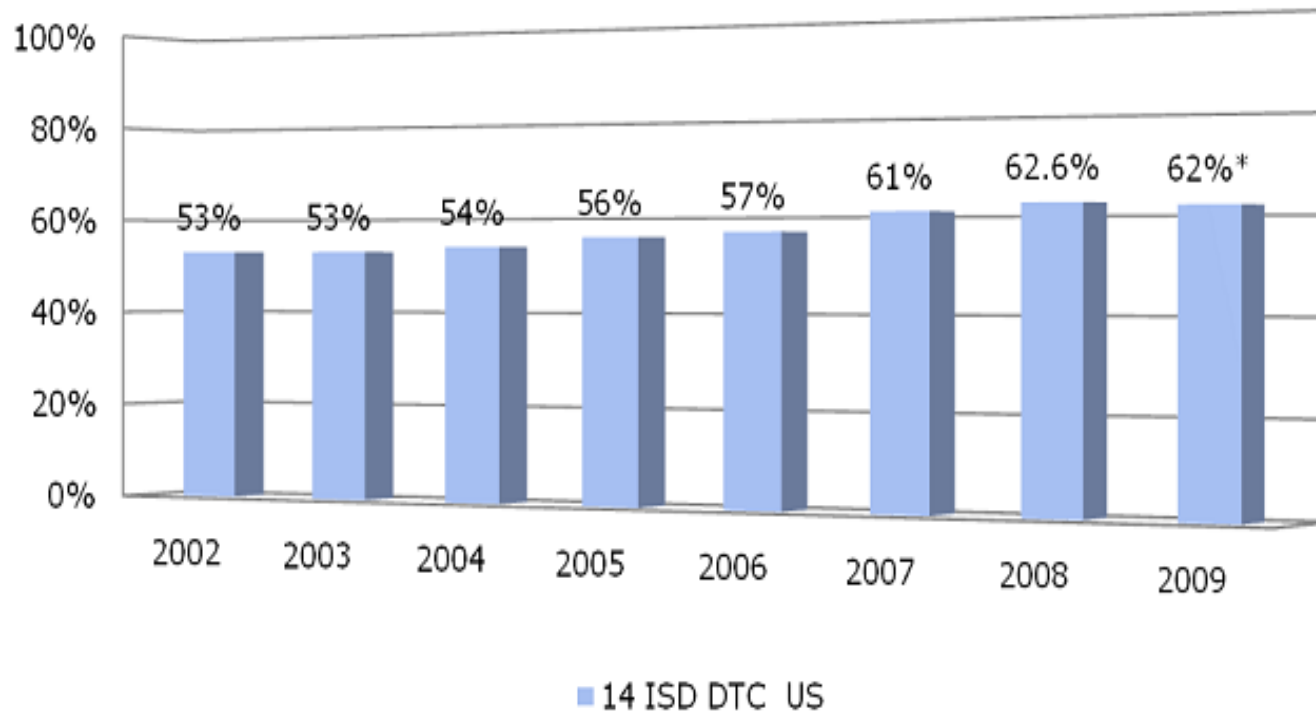




Metro Austin Direct-to-College Enrollment Rate Up 9 Pts ... So Far



Austin MSA Direct to College Enrollment



Source: UT-Austin Student Futures Project, Texas Higher Education Coordinating Board, 2003-2009

* Estimate

Chamber Strategy



Bottoms up, for leadership, focus and energy

- Austin Community College Connection
- Financial Aid Saturdays
- Common Application to college
- College readiness assistance for high school seniors

Tops down, focusing local education leaders on college readiness

- Create College Enrollment Managers positioned in each high school in the region
- Advocate for college readiness in state accountability
- Pilot Strategic Compensation and other initiatives
- Create, foster real-time management tools (e.g., Common Application, FAFSA, Student Futures Project)

Student Futures Project Purpose



Longitudinal research on:

- What Central Texas graduates do after high school
- How educational, personal and financial factors relate to graduates' success in postsecondary education and the workforce

Performance management fostering educational improvement:

- Providing real-time data to educators
- Identifying and sharing best practices
- Workshops and seminars

Project Partners



Partnership of

- Ray Marshall Center, LBJ School of Public Affairs, University of Texas at Austin
- 11 Central Texas ISDs

Project funders

- TG
- Austin Chamber of Commerce
- Participating ISDs

Website for reports, presentations, etc.

www.centexstudentfutures.org

School District Partners



By 1st year of participation:

2004-05	Austin ISD Del Valle ISD Pflugerville ISD Round Rock ISD
2005-06	Leander ISD Manor ISD
2006-07	Eanes ISD San Marcos CISD
2007-08	Bastrop ISD Hays CISD
2010-11	Hutto ISD

Current Data Sources



Historical School Records

- Student demographics
- Courses taken
- Course grades

Senior Surveys

- Family background/ influences
- High school experiences
- Preparation for life after high school

Postsecondary Education Records*

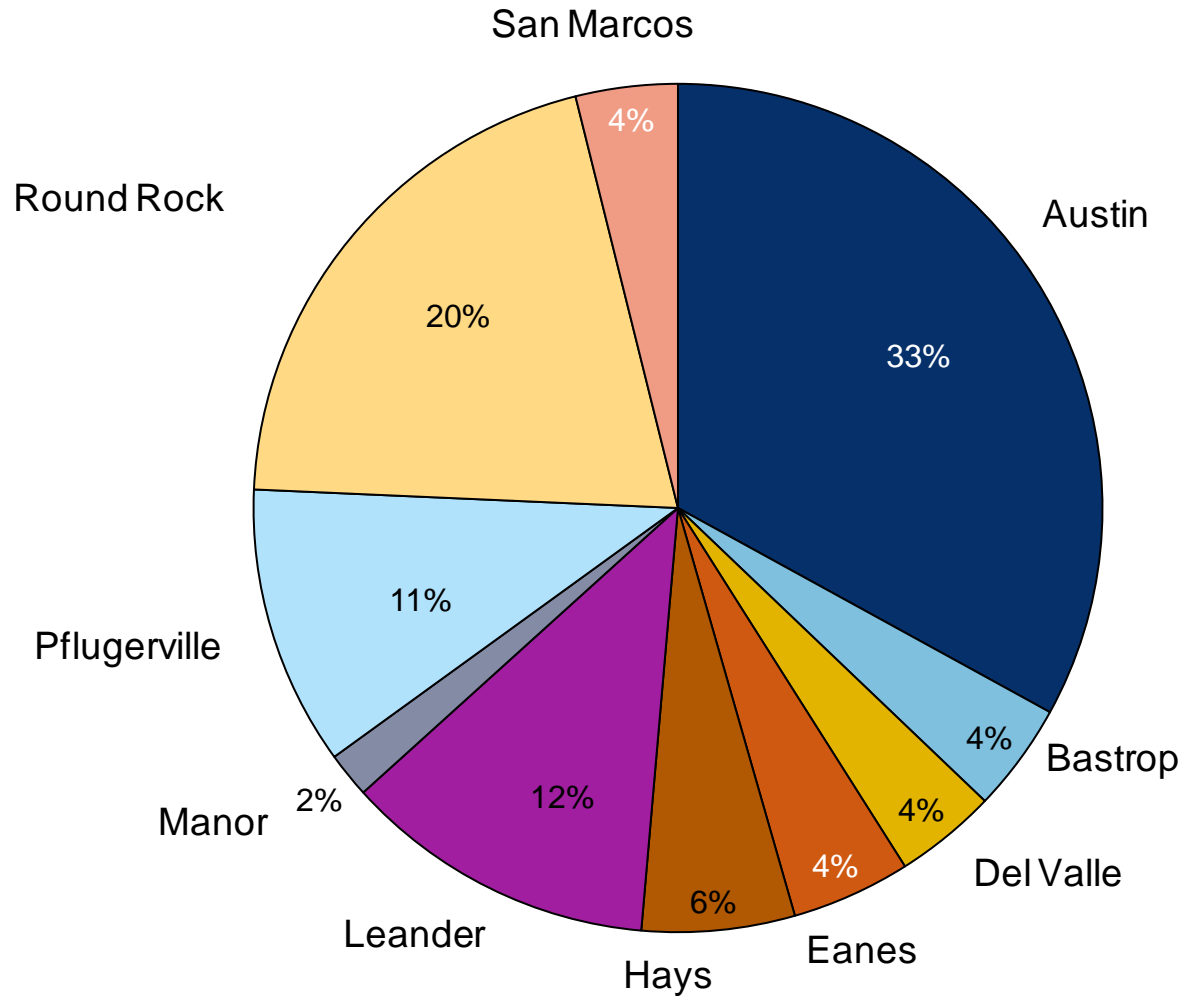
- National Student Clearinghouse
- Texas Education Research Center records (2010 pilot)

Employment Records

- Texas Unemployment Insurance (UI) wage records

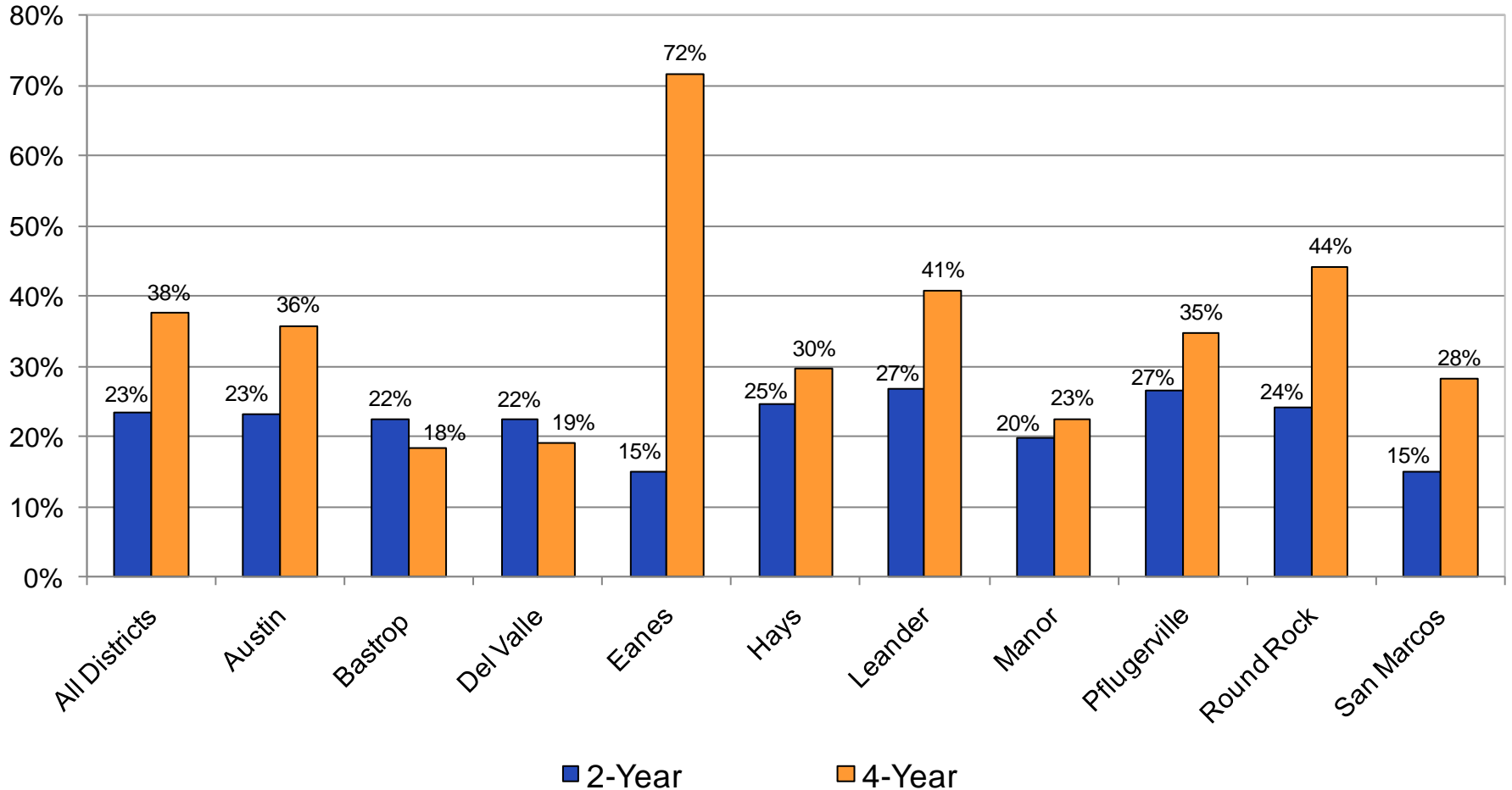


District Composition of 2009 Graduates



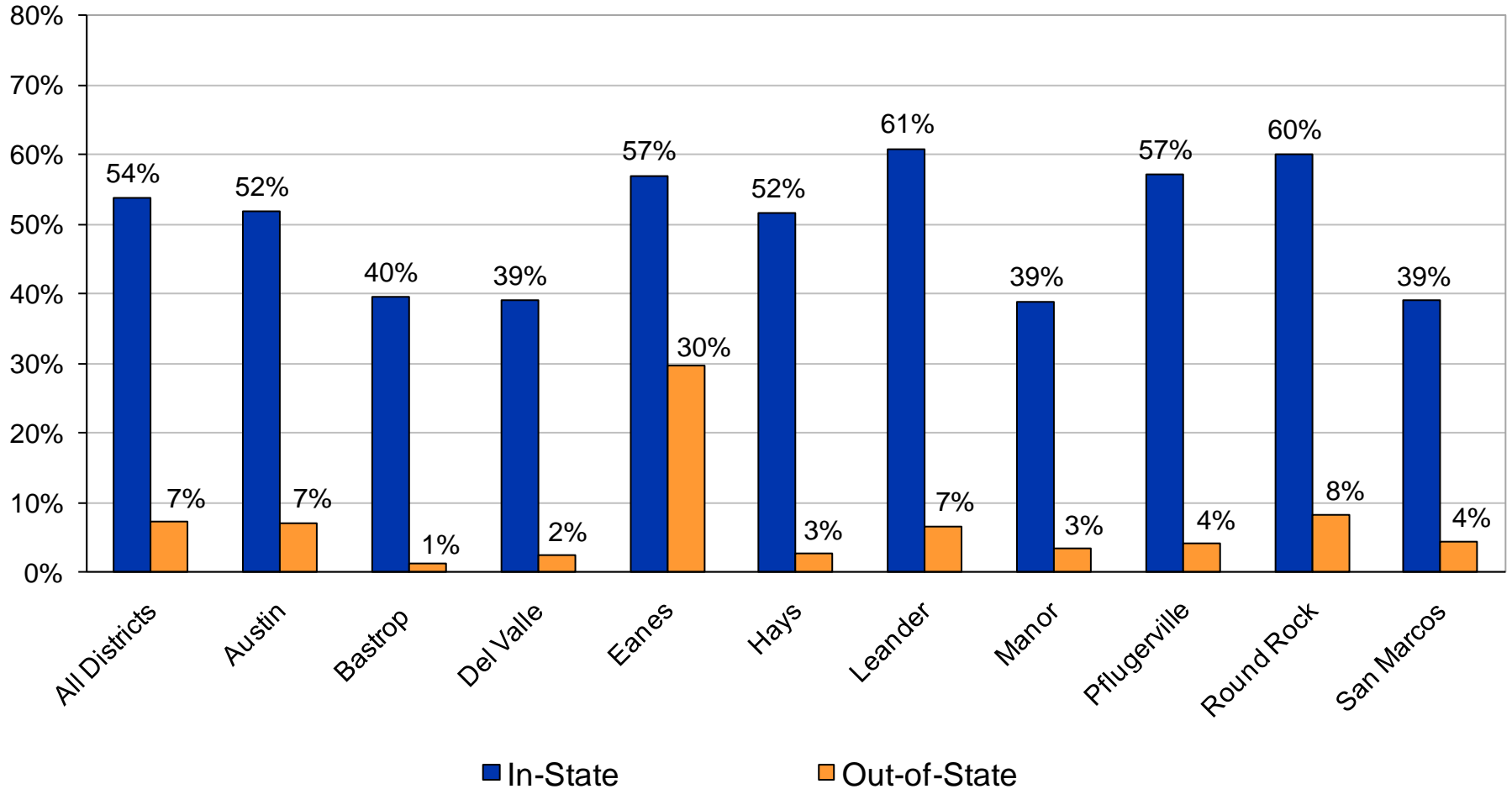


Percent of 2009 Graduates Enrolled in Fall 2009, by College Type and District (N=11,993)



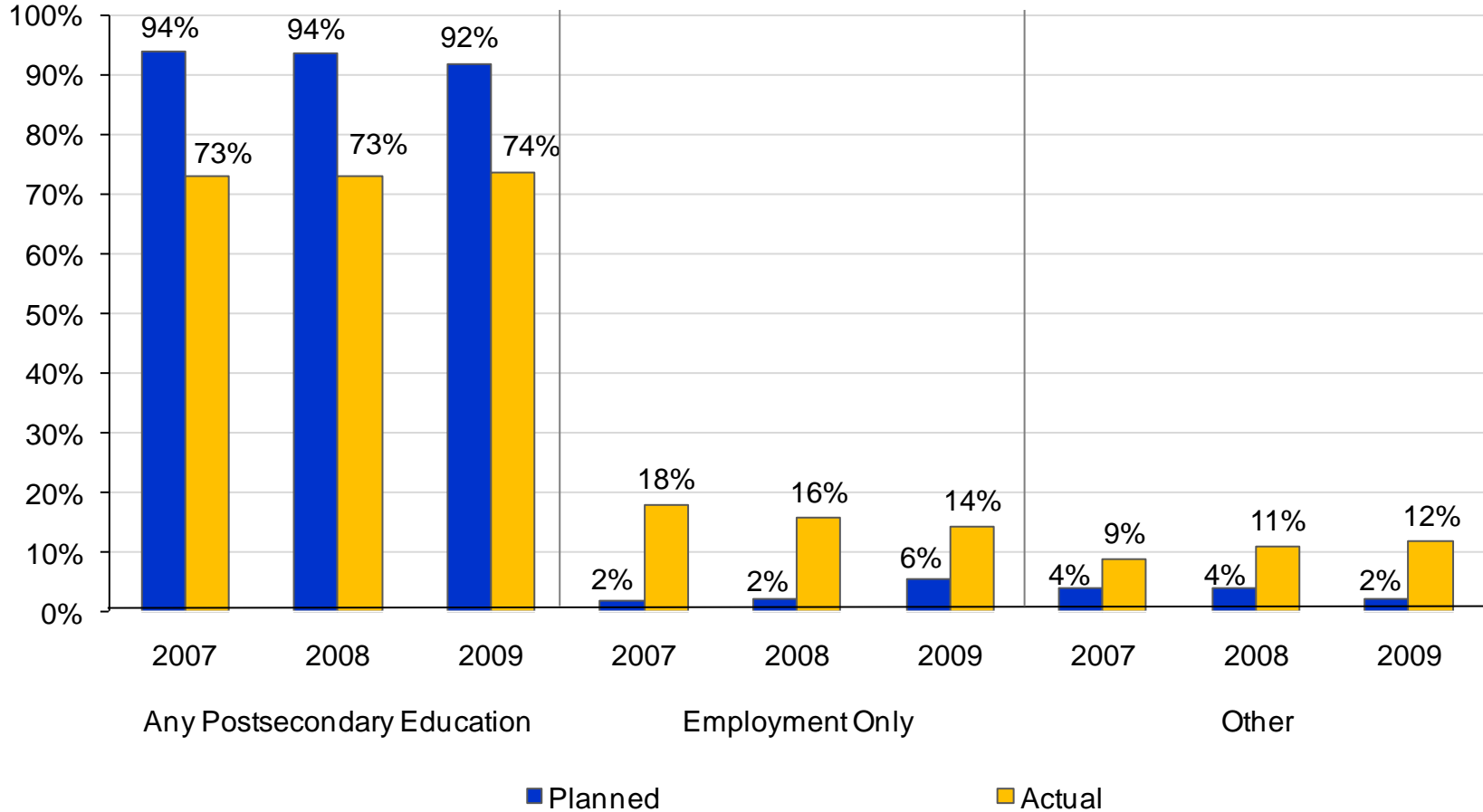


Percent of 2009 Graduates Enrolled in Fall 2009, by Location and District (N=11,993)



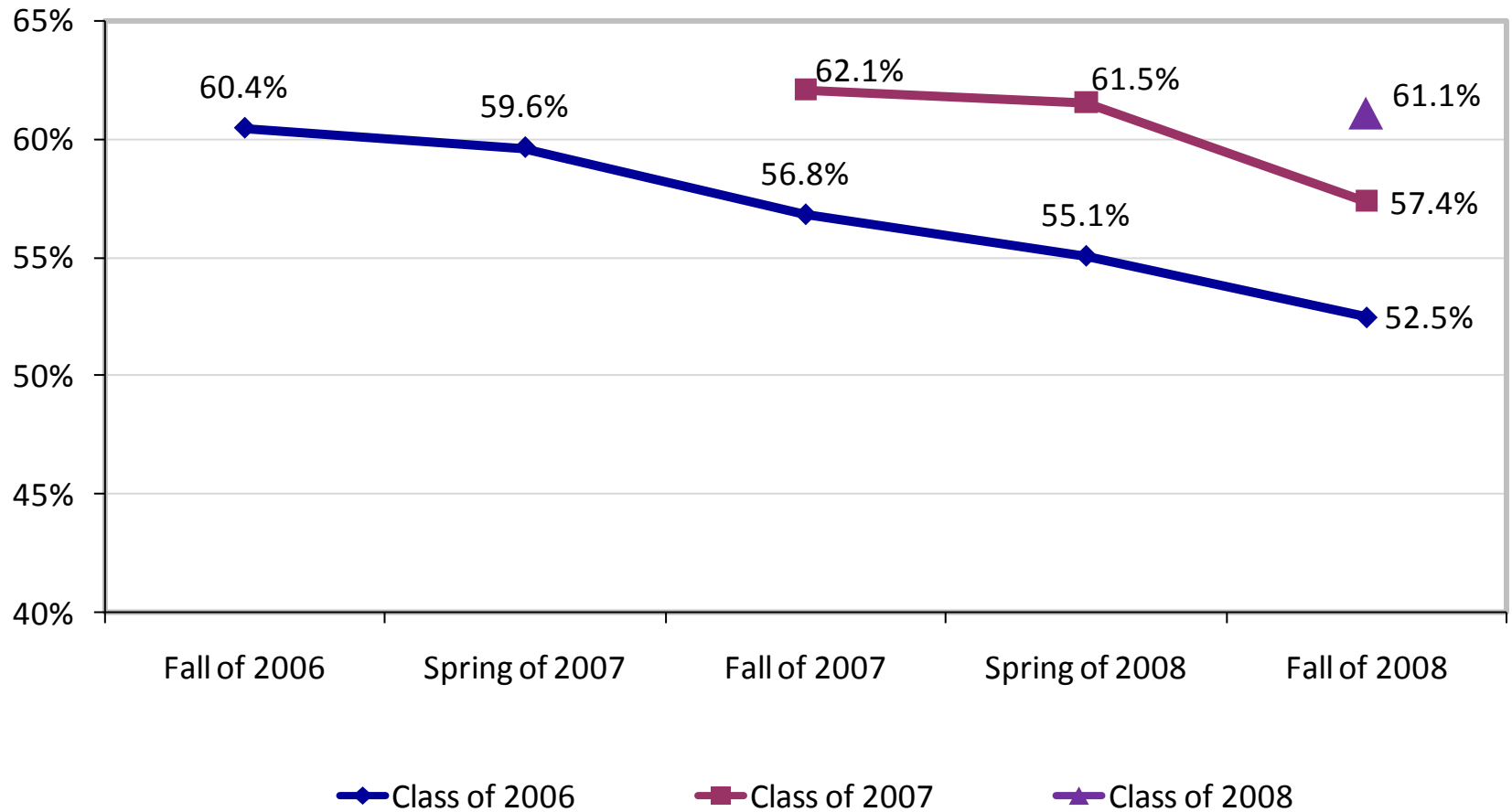


Planned versus Actual Activities in Fall for Surveyed Graduates (2007 Districts)





Postsecondary Enrollment Over Time, by Graduating Class





Central Texas HS Graduates Employed in Texas

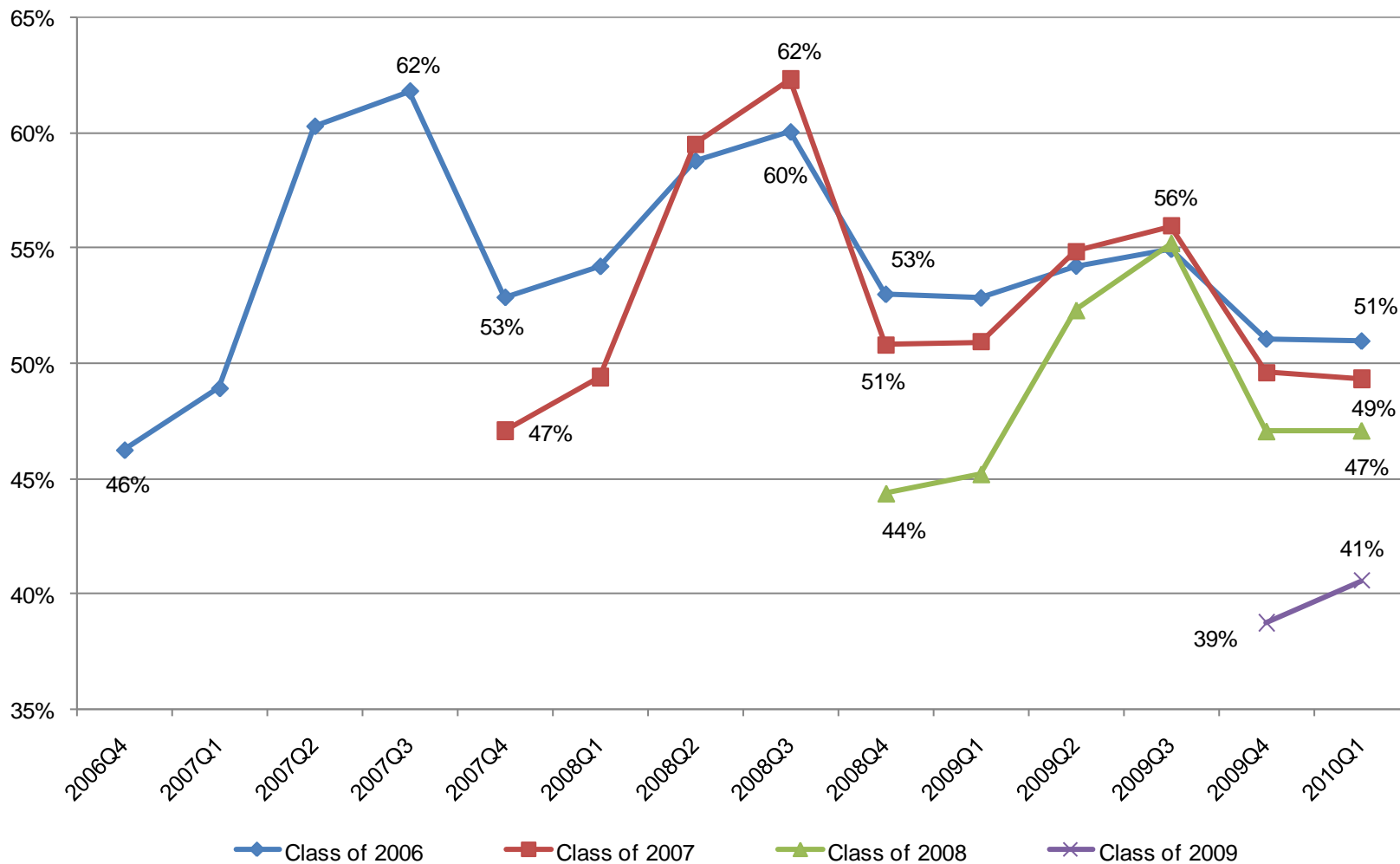


	Employed		Only Employed	
	2009	Change in Rates 2007-2009	2009	Change in Rates 2007-2009
Employed Graduates (%)	39%	-7%	18%	-3%
Ethnicity				
Asian	20%	-10%	4%	-5%
Black	39%	-14%	18%	-9%
Hispanic	42%	-11%	24%	-6%
White	38%	-5%	15%	-2%
Income Status				
Low-income	40%	-13%	23%	-10%
Not low-income	38%	-6%	15%	-3%

Note: 2009 results are preliminary; employment status was unknown for 15% of graduates.



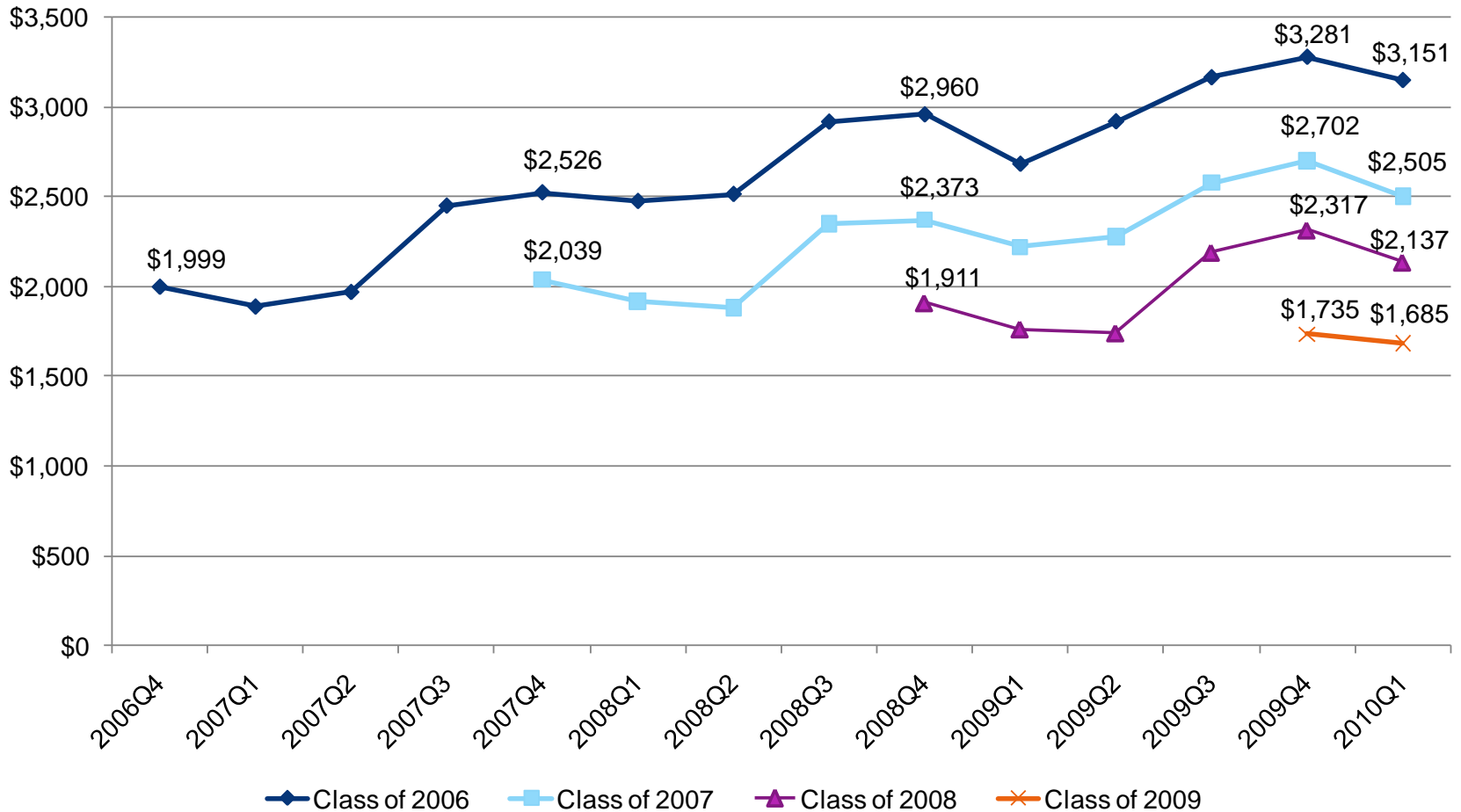
Overall Post-Graduation Employment Status, by Graduating Class





Median Earnings by Quarter for Central Texas HS Graduates

(Through Spring 2010, Any Employment by Cohort)



Major Factors Linked to Increased 4-Year Enrollments Class of 2007



Major factors increased enrollment odds by 50% or more. No factors reduced enrollment odds by more than 50%.

All Surveyed Graduates

- Completion of Distinguished Achievement Program or Recommended High School Plan was strongest (+345%)
- College placement exams, Top 10% and FAFSA completion (all +100%)
- HS math in 8th grade, G/T, visiting college campus, high school sports (all +50%)

All Groups

- College entrance exams, Top 10%, HS math in 8th grade (+50% for all groups)

Major Factors Linked to Increased 4-year Enrollments for Selected Populations Class of 2007



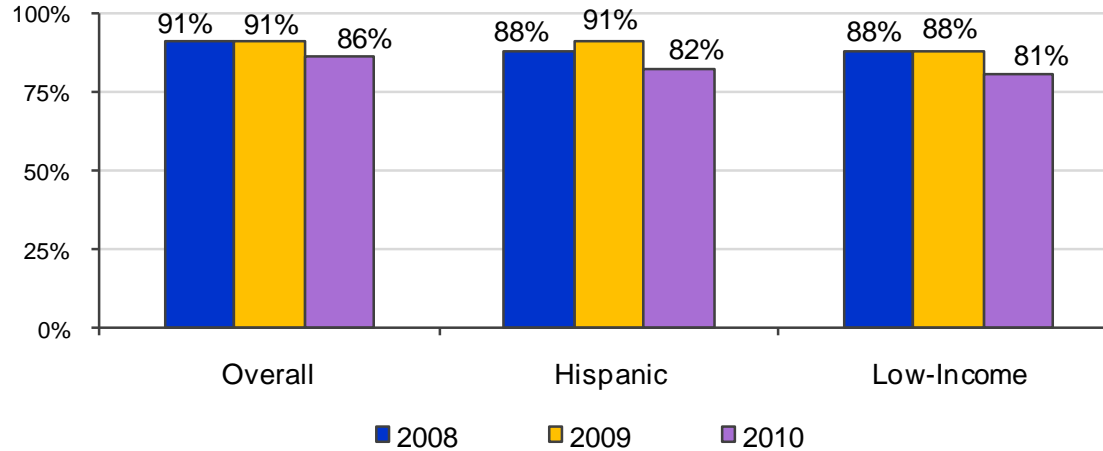
- ***Hispanic graduates:*** many key factors the same but strength varied; strong curriculum and FAFSA very important; males more likely to enroll; parental education and visiting campuses not significant
- ***Low-income graduates:*** far fewer significant variables; curriculum and top 10% most important
- ***First generation graduates:*** Top 10% increased enrollment odds by 400%; college entrance exams, 8th grade high school math credit also important; curriculum not significant for this group

******For all graduates, uncertainty about borrowing money for college reduced enrollment odds***

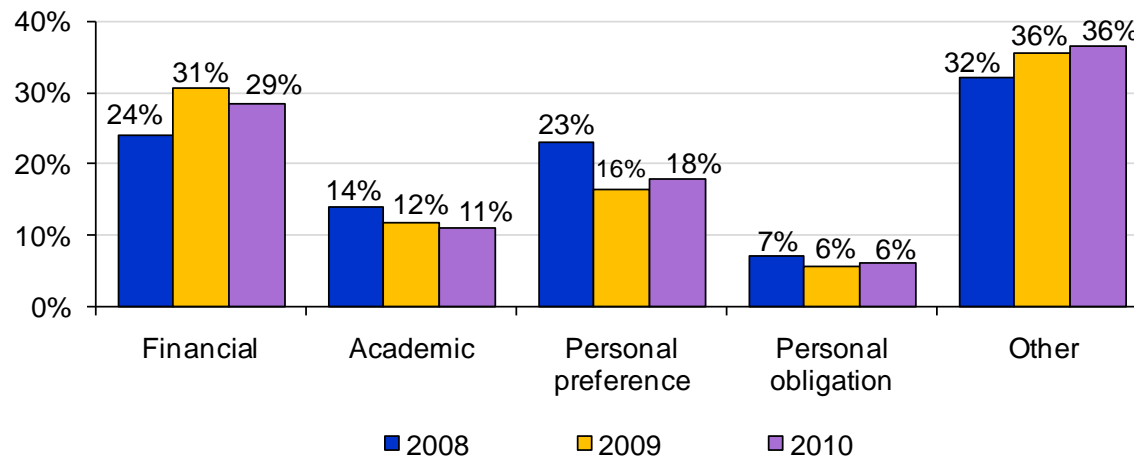
Senior Survey Recent Trends



Plans for Postsecondary Enrollment



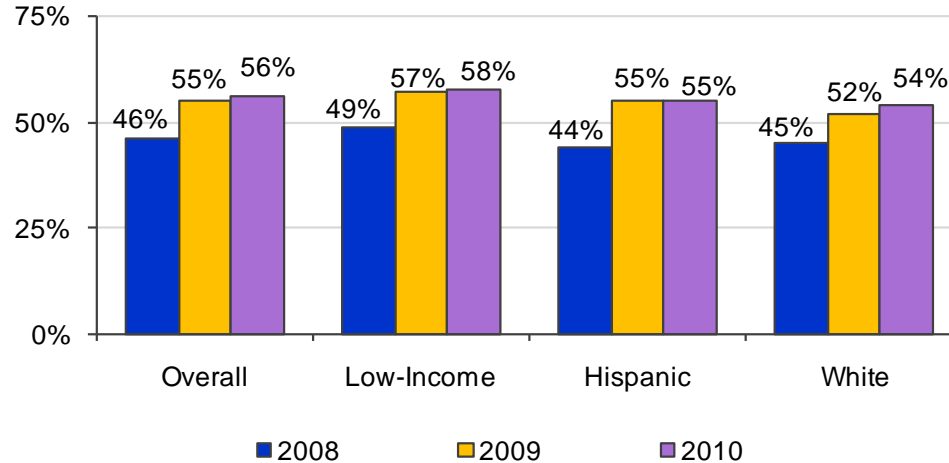
Primary Reason for Not Choosing Postsecondary Enrollment



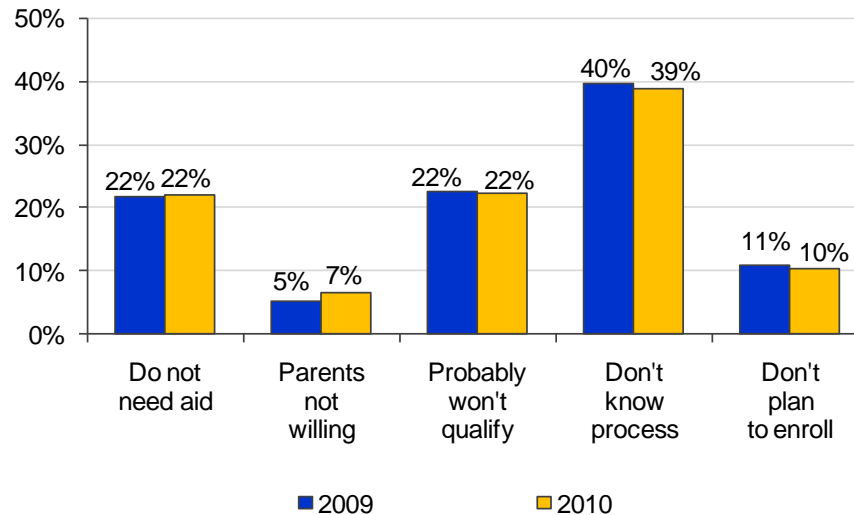
Senior Survey Recent Trends



More Students Reported FAFSA Submission



Primary Reason for Not Submitting FAFSA



Implications for Policy



- Focusing on college preparation activities (college enrollment counseling, college applications, FAFSA, etc.) can improve initial postsecondary enrollment for all groups
- The recent economic downturn shows that other strategies may be needed to continue improvement for groups that traditionally have not attended college at comparable rates
- Because most graduates attend Texas colleges, affordability of those schools is an important public policy objective for continuing to increase overall enrollment
- More work is needed to:
 - explore promising interventions for low-income and Hispanic students
 - better understand the relationship between various education and work pathways and future career success

Implications for Practice



- GAC now offers free financial aid sessions each spring that target student groups that haven't traditionally enrolled
- District College Enrollment Managers use data to:
 - assess differences in students' awareness of the services that they receive against actual services and outcomes
 - compare outcomes for their students to those of similar students in surrounding districts
 - prioritize future services to offer students
- GAC is working with USDE and THECB to improve the process for districts to obtain near-real time college application and FAFSA completion data
- ISDs have partnered with local college access programs to provide college preparation and mentoring services