



Key Statistics

DTC70 school district partner enrollment is approximately:

200k Students	60% Hispanic	53.0% AISD students are economically disadvantaged
13,322 Seniors	25% Non-Hispanic Anglo	70.2% AISD students are underrepresented
80,718 Enrolled in Austin ISD	7% African American	OVER ONE FOURTH AISD students are English language learners
	7% Asian American and Other	

Context

The majority of Central Texas' 80,900 open jobs (October 2022) require postsecondary credentials; the majority of our region's 38,600 unemployed lack these credentials. While Austin MSA direct-to-college enrollment has increased by 32.8% since 2010, due to population growth and graduation rate improvements, our rate of direct-to-college enrollment stands at 61% and trails the national average.

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 2022-2023 directly in higher education. Partners are also working on direct-to-work strategies to help non-college intending students connect to Career-Technical-Education (CTE) and dual-credit courses yielding certifications or degrees aligned to in-demand careers.

Key Strategies & Initiatives

SURVEY STUDENT NEEDS – We survey up to 14,000 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 May, we host numerous Financial Aid events for families to receive 1:1 assistance to complete college financial aid forms in advance of state priority aid deadlines. For the Class of 2022, we promoted and executed over 50 virtual FAFSA completion events and our aid campaign is ongoing for Class of 2023 with 36 events scheduled to support students & parents.

GET THEM READY – Partners leverage our OneLogos College Ready Portal to track college readiness performance on ACT, SAT, and TSI assessments and other HB3 CCMR indicators to target student support 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 or connecting to career training and jobs.

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 – Partner with the University of Texas Ray Marshall Center to support continued improvement, identify best practices, track postsecondary enrollment, persistence/ credential completion, UI wages, and employment outcomes.



Key Outcomes

How we perform: 32.8% increase in direct college enrollees from Central Texas since 2010

6,064 **8,054** **32.8%**
Class of 2010 Class of 2021 Increase

Q1 regional financial aid filings improve by 230% over 2006

Q1 first-time FAFSA filings 2006 vs 2021

5,579 **18,432** **230%**
2006 2021 Increase

DTC outperforming Texas

■ DTC70 Partners ■ State

61% | 41% Enroll in College

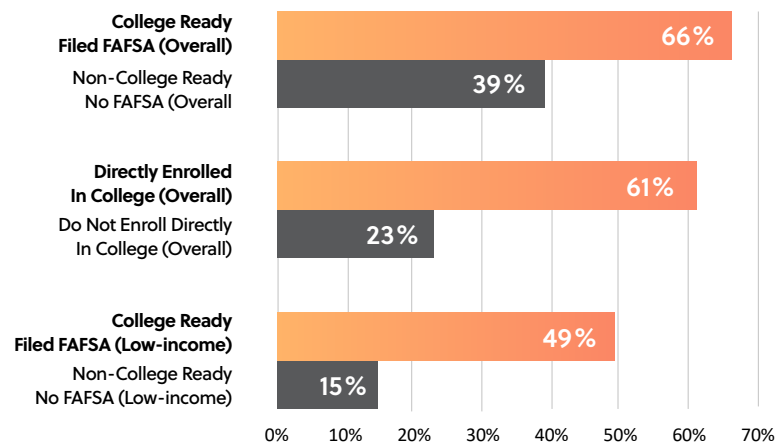
55% | 44% Are College Ready on (SAT/ACT/TSI)

75% | 65% File a FAFSA

64% | 67% File ApplyTexas

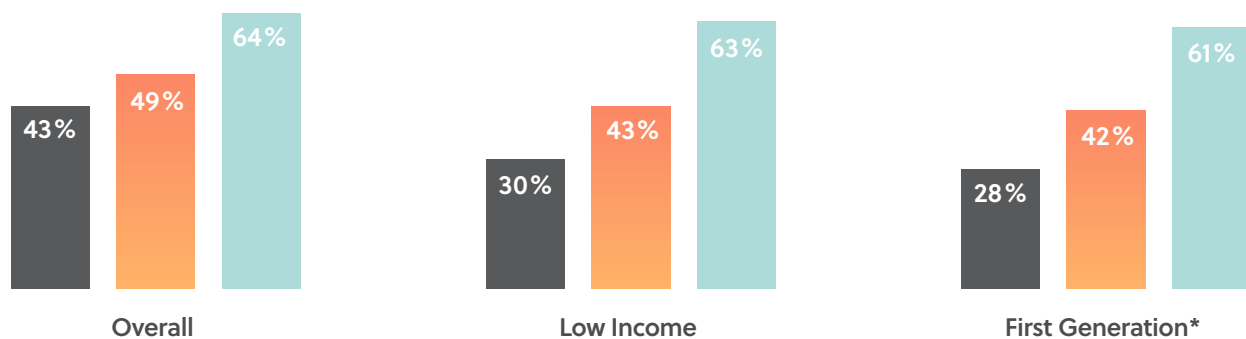
90% | N/A Aspire to College

College completion rates for DTC70 grads (over 6 years)



The More We Re-engage, The More Students Enroll

■ Never received a text ■ Received text but never replied ■ Received text and replied a least once



SOURCES:

- University of Texas at Austin, Ray Marshall Center, Student Futures/Chamber DTC70 Partner multi-year postsecondary enrollment outcomes 2006-2021.
- THECB ApplyTexas and Financial Aid Outcomes, aggregated by OneLogos and Austin Chamber and U.S. Department of Education respectively for Class of 2021-2022.
- U.S. Department of Education, Q1 First-time FAFSA Filings by Zip (Austin MSA), 2006-2022.