



| 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).



**2001-2003**

**30,000**  
**JOBS LOST**



**\$2 Billion**  
**IN PAYROLL**  
**GONE**



# 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



524 Corporate Relocation  
Programs

+27% Higher College  
Enrollment



Loss of \$2 Billion in  
Payroll from 2001-2003

## \$22.2 BILLION

### Payroll Increase!

From 2004-2017



\$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

# 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**





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## 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



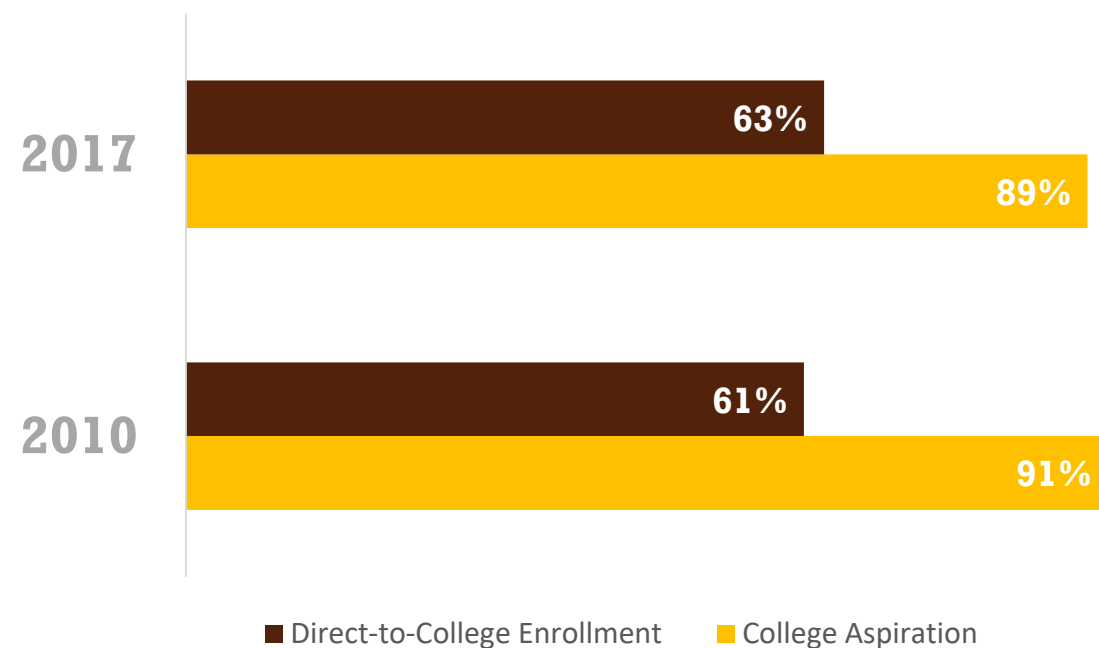


# Major Difference Between Aspiration and Direct College Enrollment

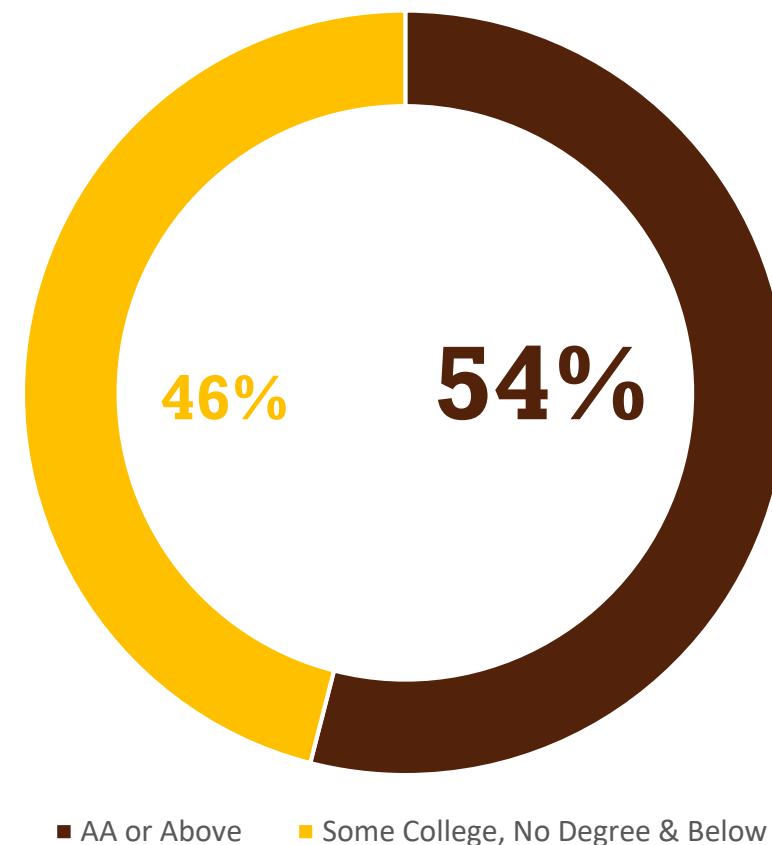
## Demand For Credentialed Talent High



**College Aspiration vs Direct-to-College Enrollment**

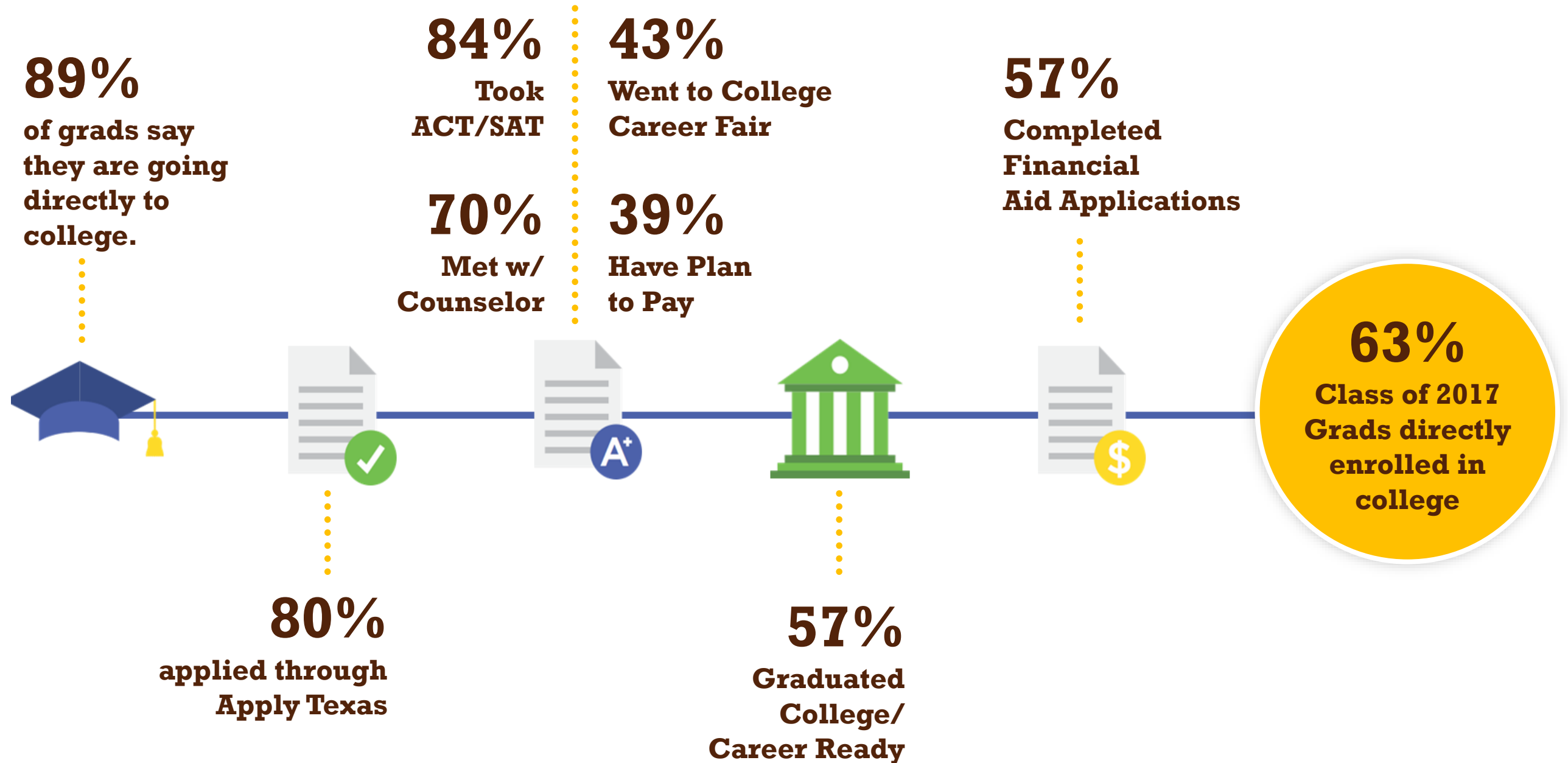


**Education Requirement for Available Jobs (August 2018)**



University of Texas Ray Marshall Center, Student Futures Project DTC Outcomes, 2005-2015. Includes NSC and THECB DTC Enrollment.

# Current Completion of College Going Milestones

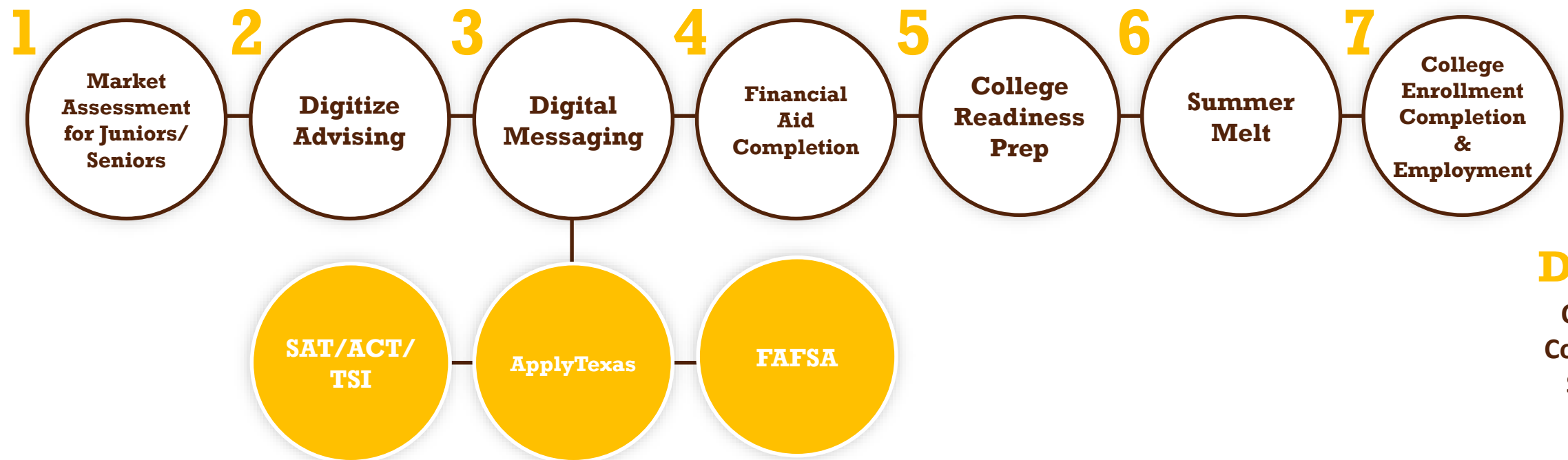


# Direct to College 70



## Direct-College Enrollment

Actionable & Timely Student-Level Data for Counselors



**DTW30**

Career & Completion Support



# Market Assessment: High School Junior Survey



Q



Do you plan to enroll in college after high school?

- Yes
- No

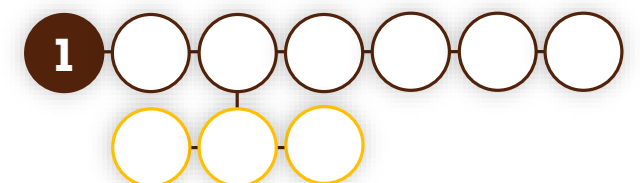
Q



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

**DTC70**



# Market Assessment: Customize Future Assistance Senior Survey



Q



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

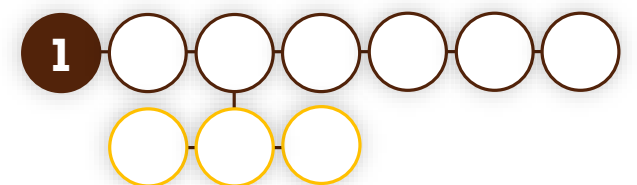
Q



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

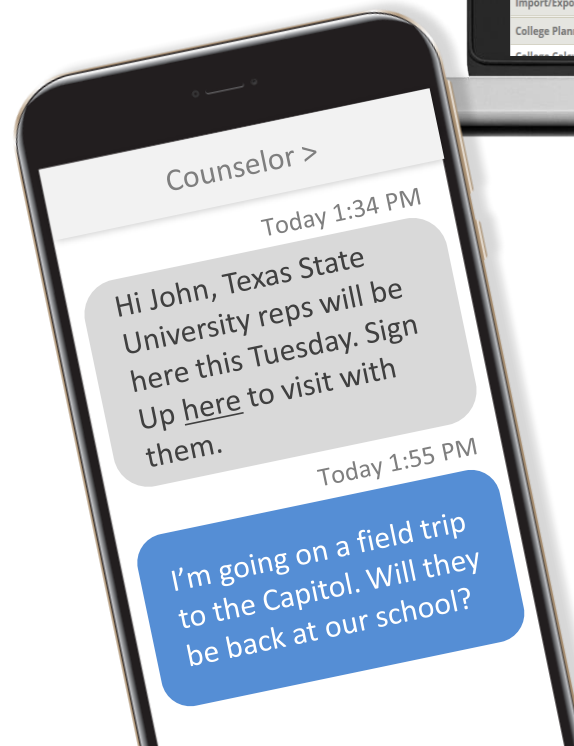
**DTC70**



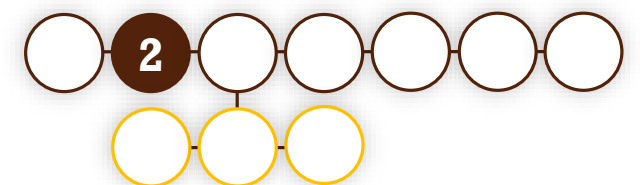
# Digitize Advising: College Dashboard at Counselor Fingertips

## College Enrollment Indicators

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

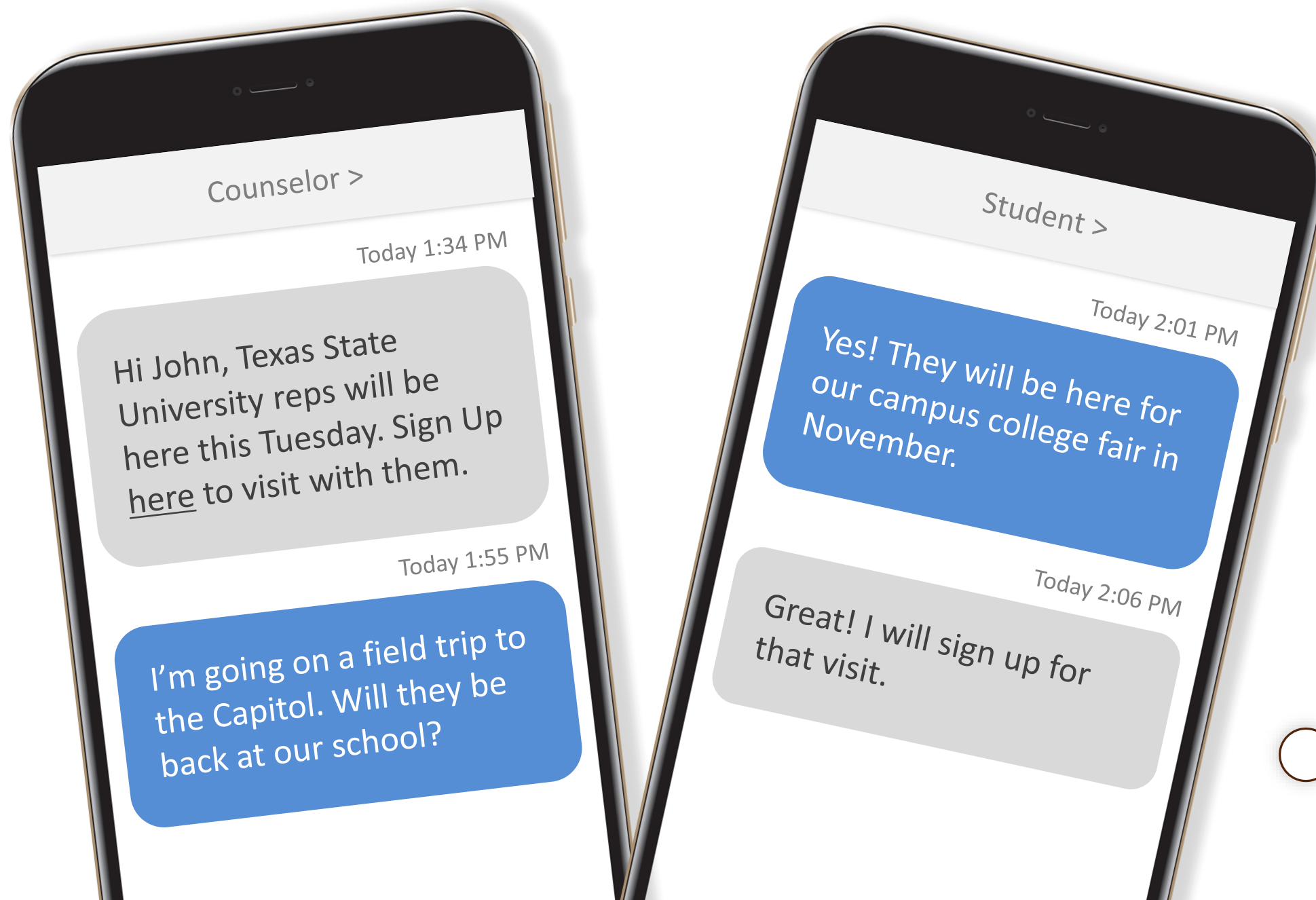


**DTC70**

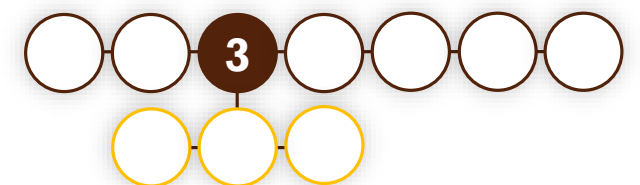




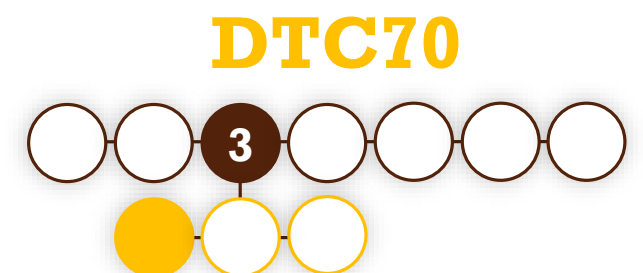
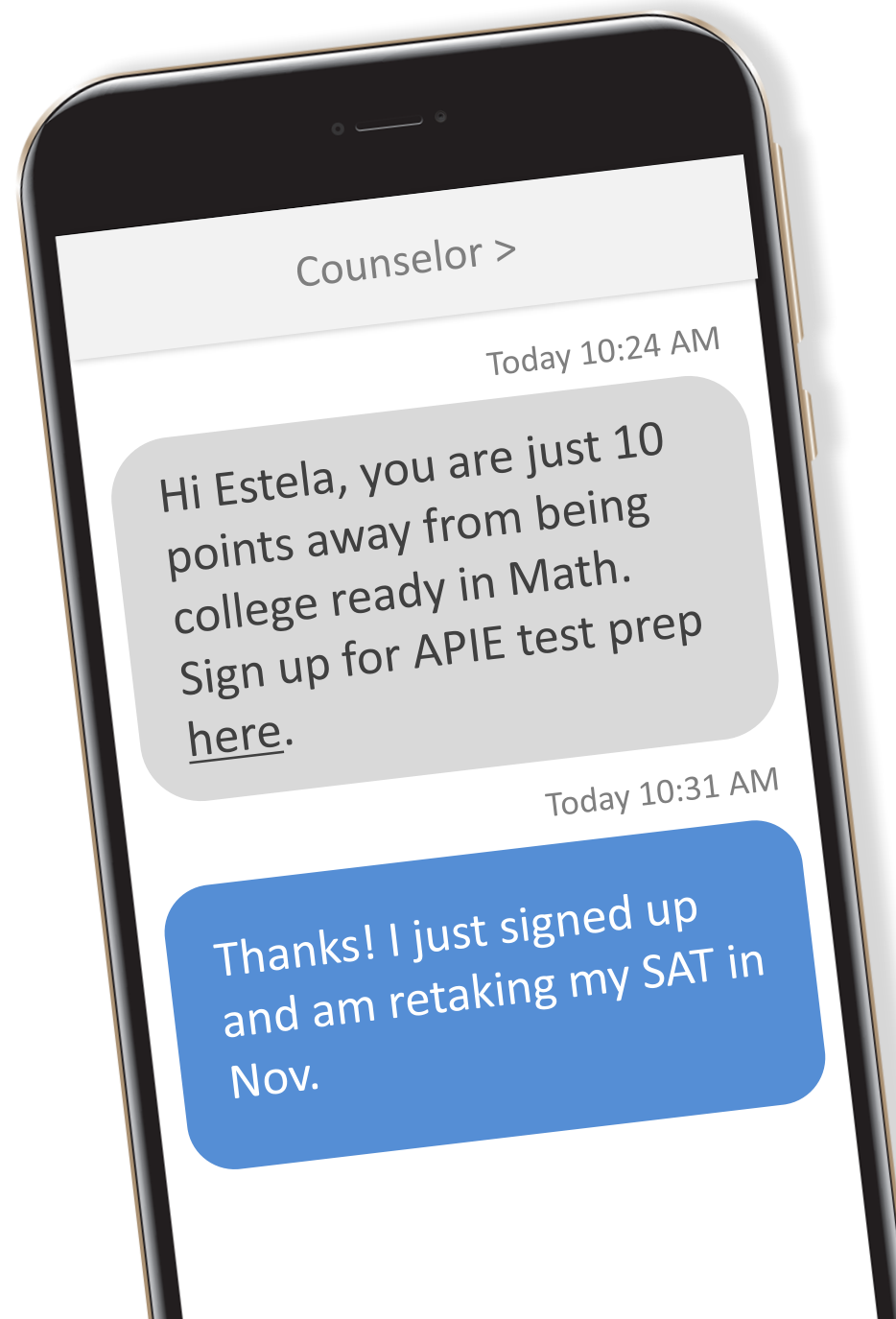
# Digital Messaging: College Career Planning to Juniors



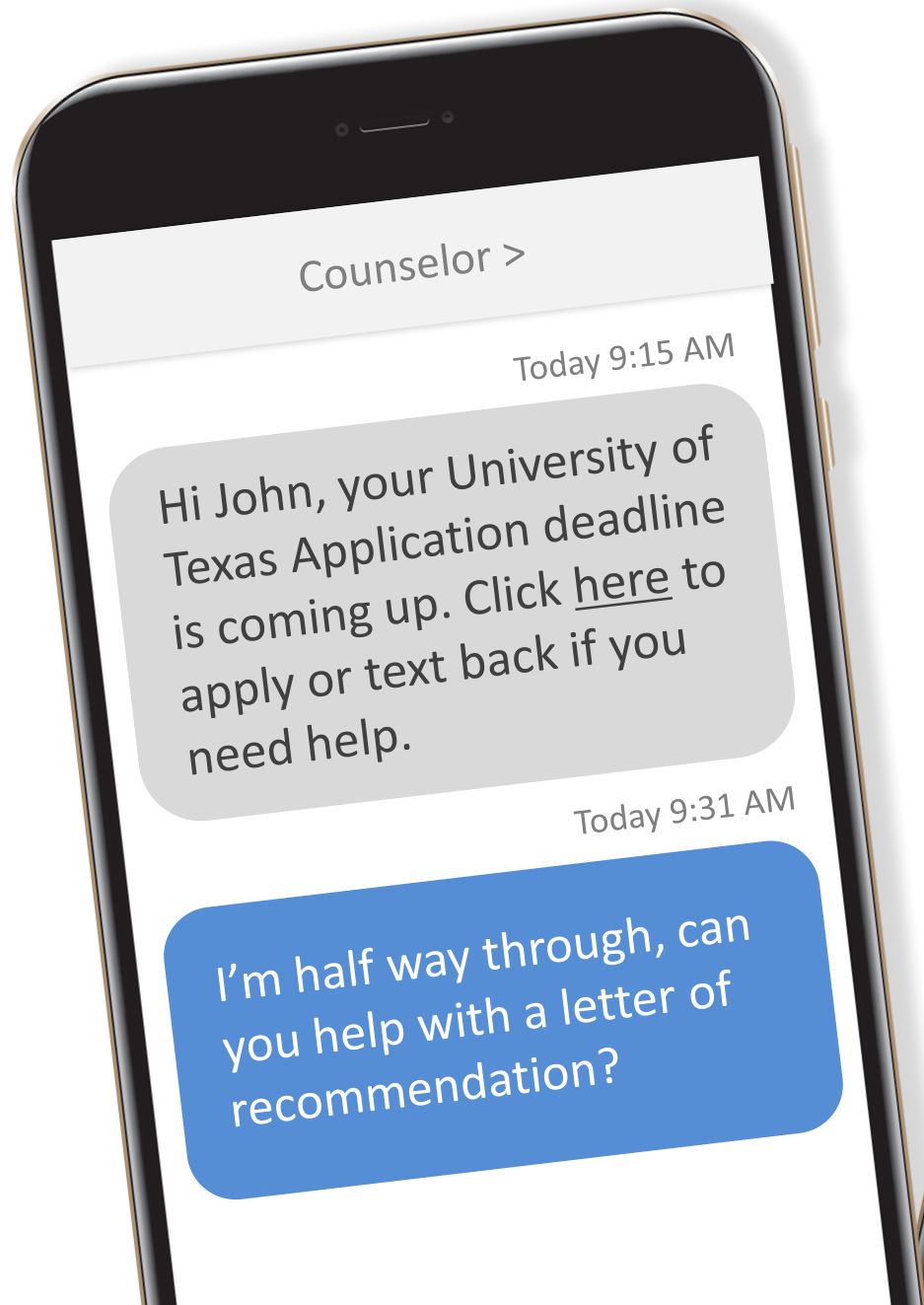
**DTC70**



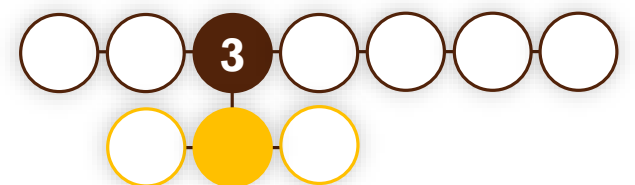
# Digital Messaging: SAT/ACT



# Digital Messaging: ApplyTexas

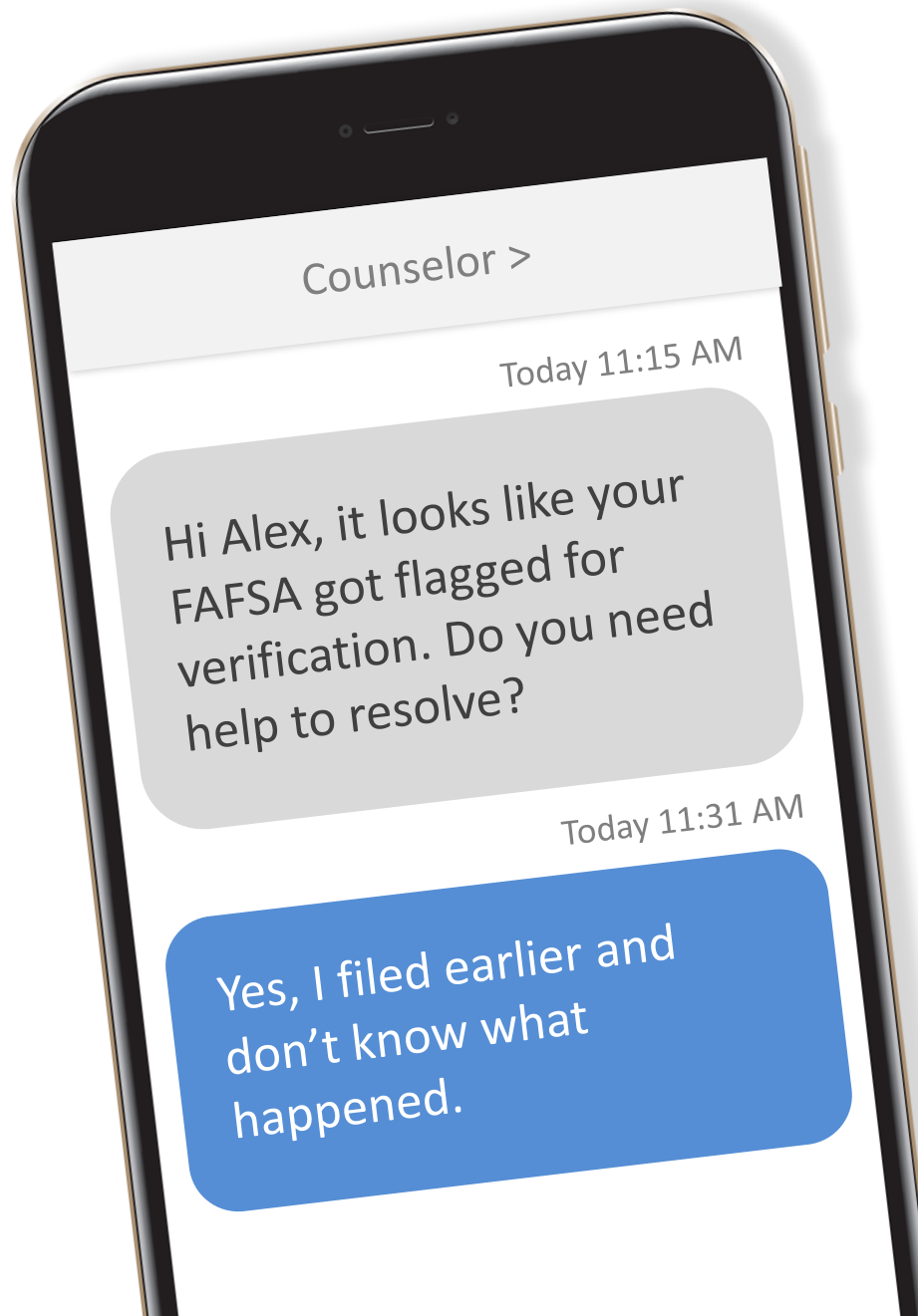


**DTC70**

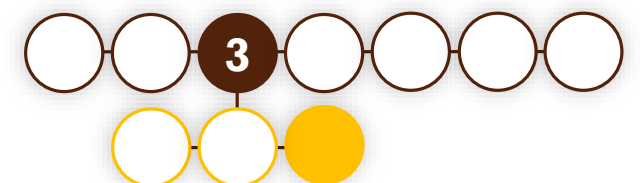




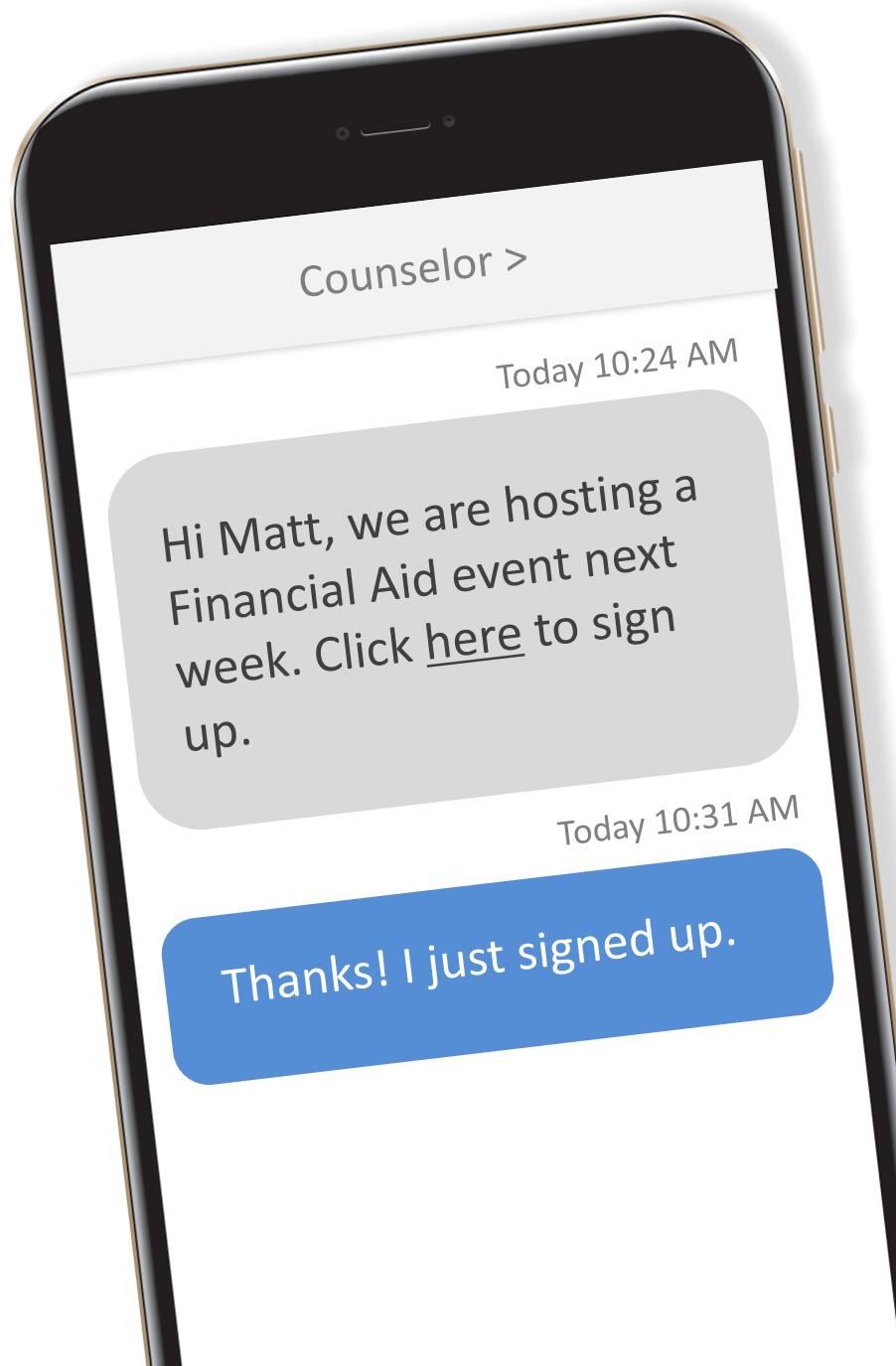
# Digital Messaging: FAFSA



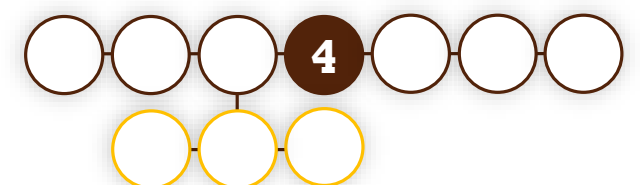
**DTC70**



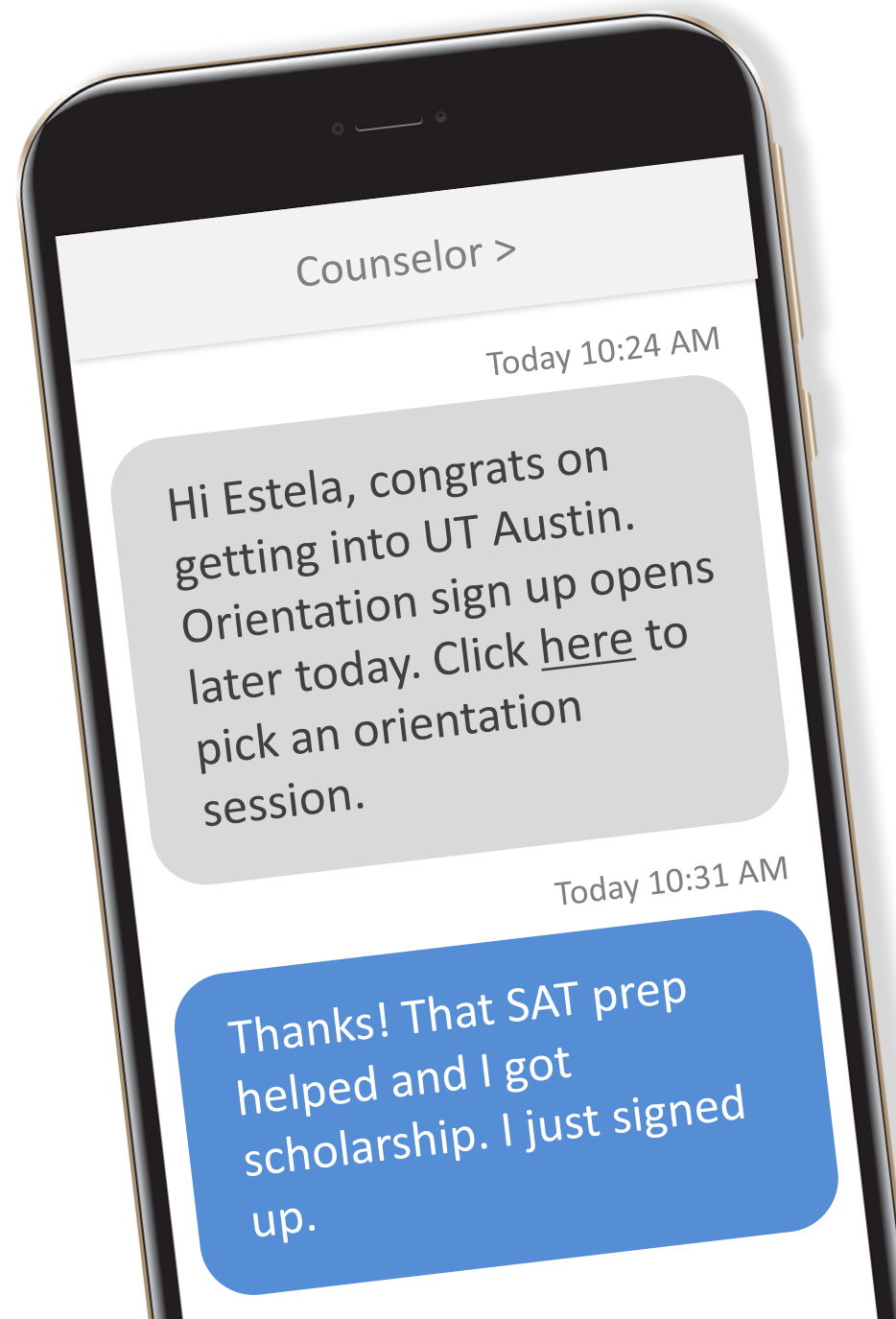
# Financial Aid Completion



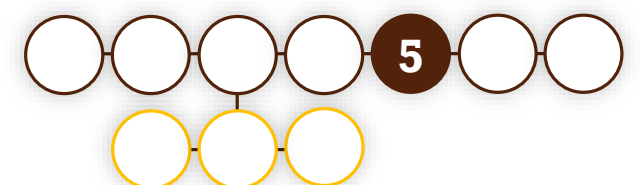
**DTC70**



# College Readiness Prep: Digital Messaging to Seniors



**DTC70**





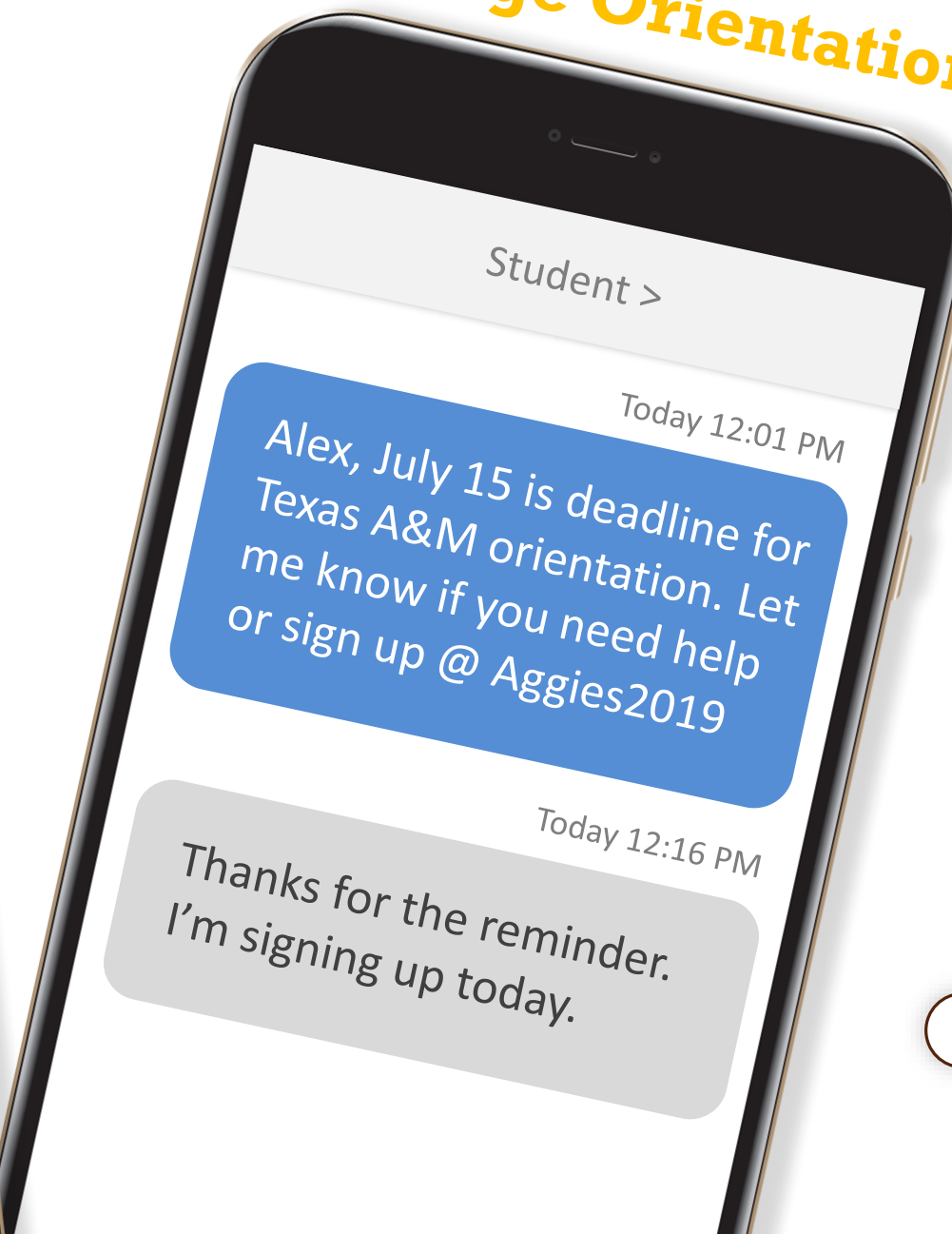
# Summer Melt



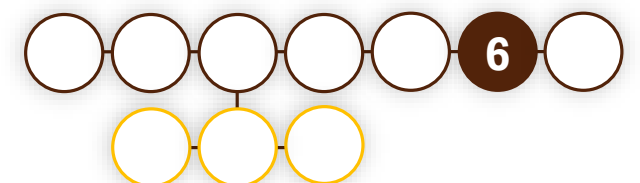
## FAFSA Verification



## College Orientation



**DTC70**



# Direct to Work 30: A New Approach



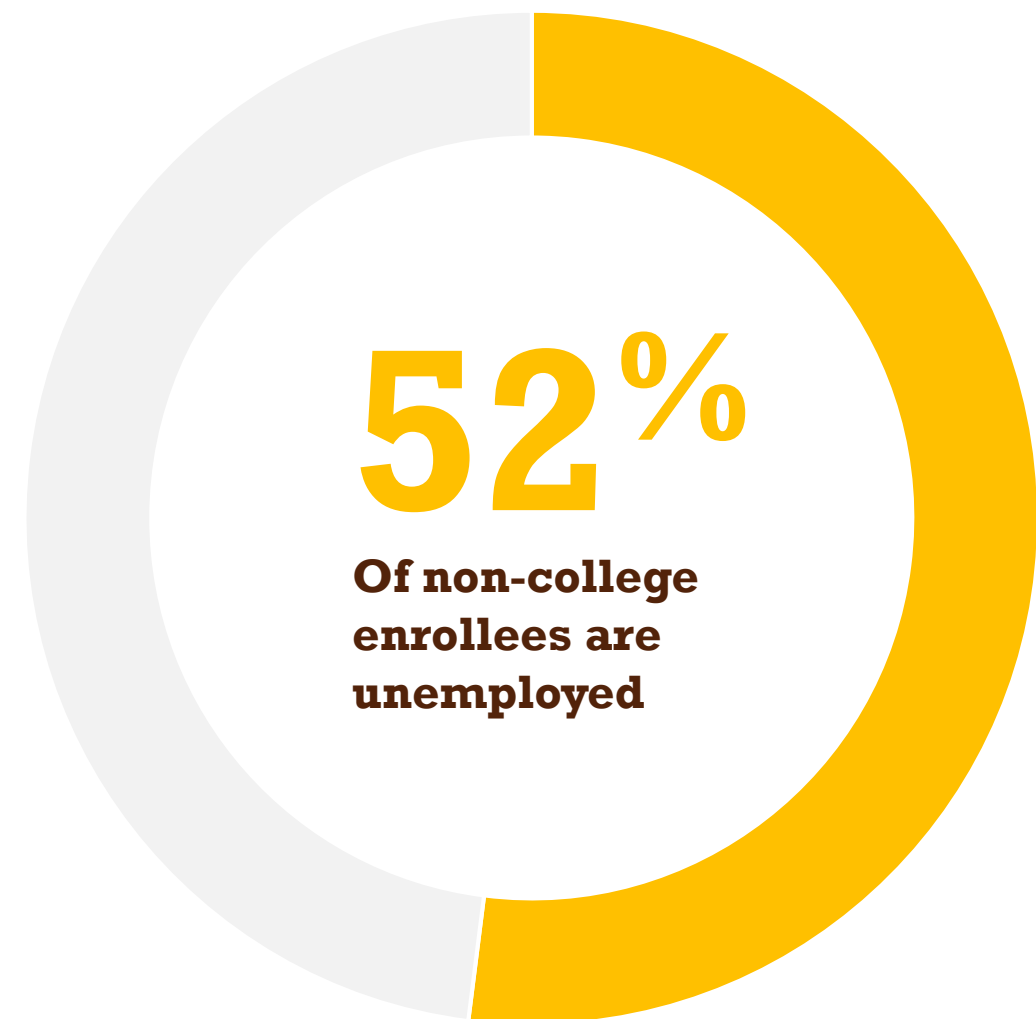
Directly enroll in  
postsecondary

Will pursue other pathway to  
high-performing workplace

# Our Challenge: 97% of Non-Direct College Enrollees Earn Less Than A Living Wage



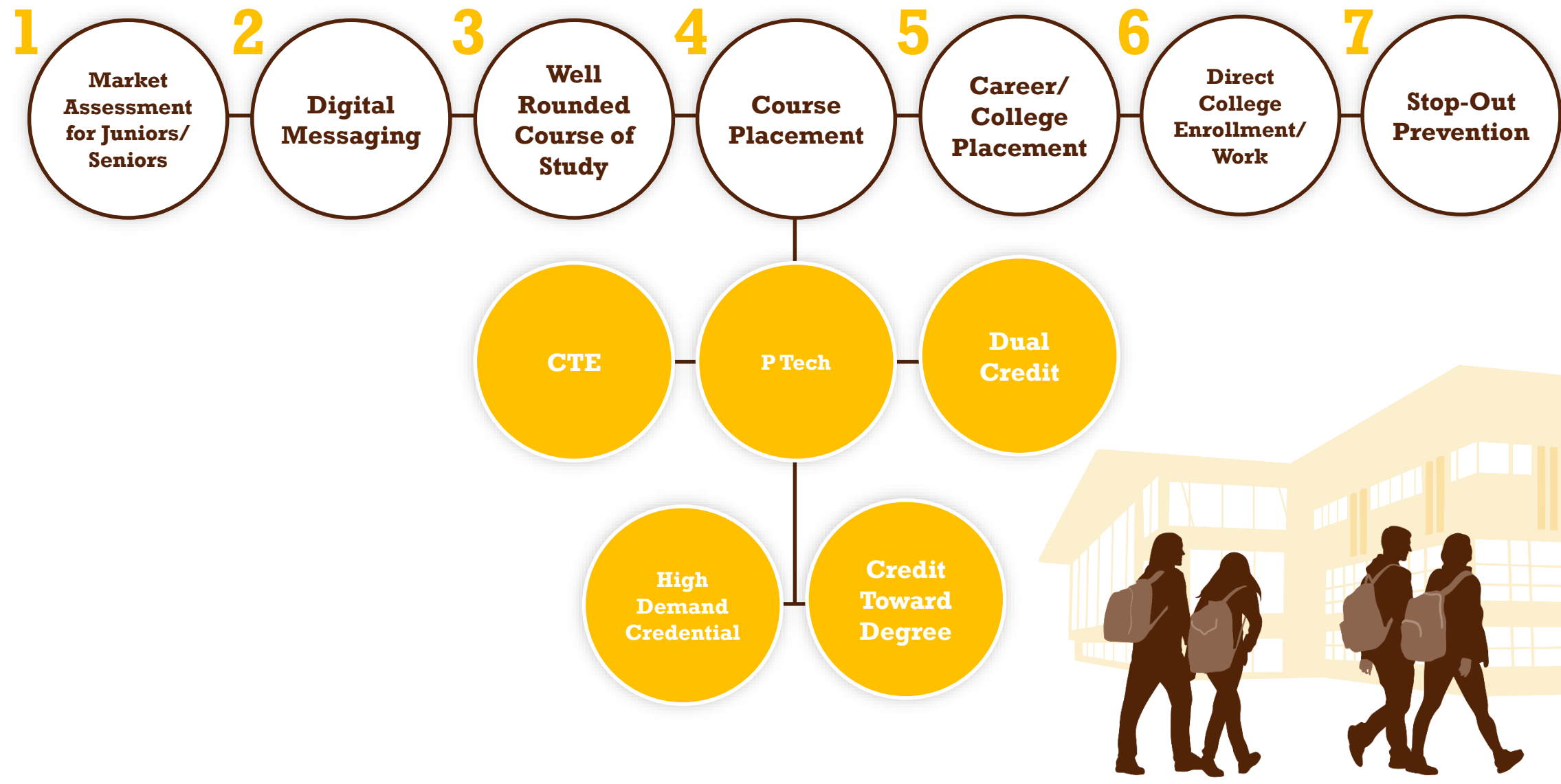
- 37% of high school students do not directly enroll in college.
- Of those directly not enrolled in college, only about half are employed.
- Earnings for employed non-college enrolled high school graduates are quite low, even for the 'high achievers'.



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.



# DTW30: A New Approach

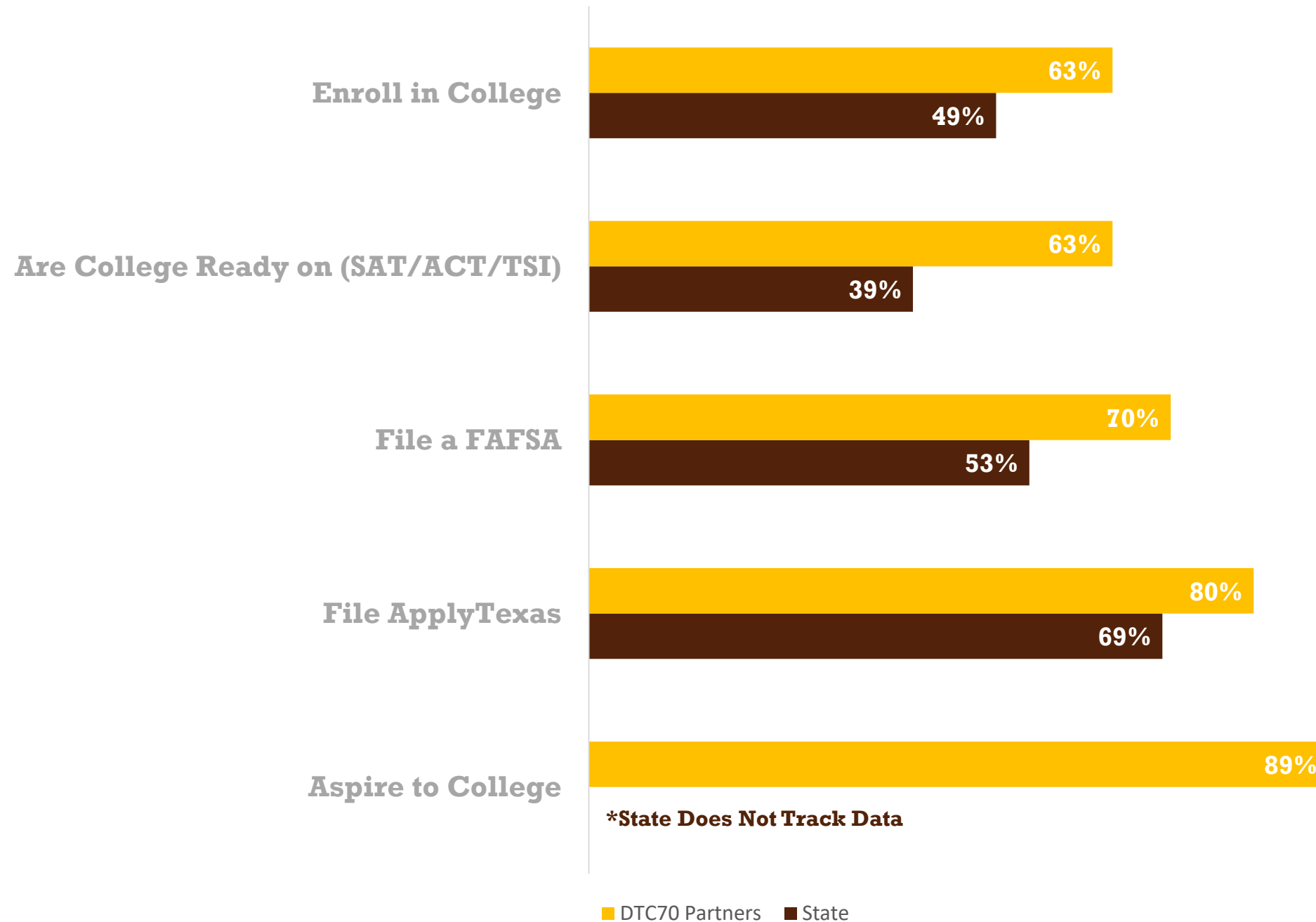


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# DTC Outperforming Texas



Source: THECB Table 6, page 44, 60x30TX Progress Report

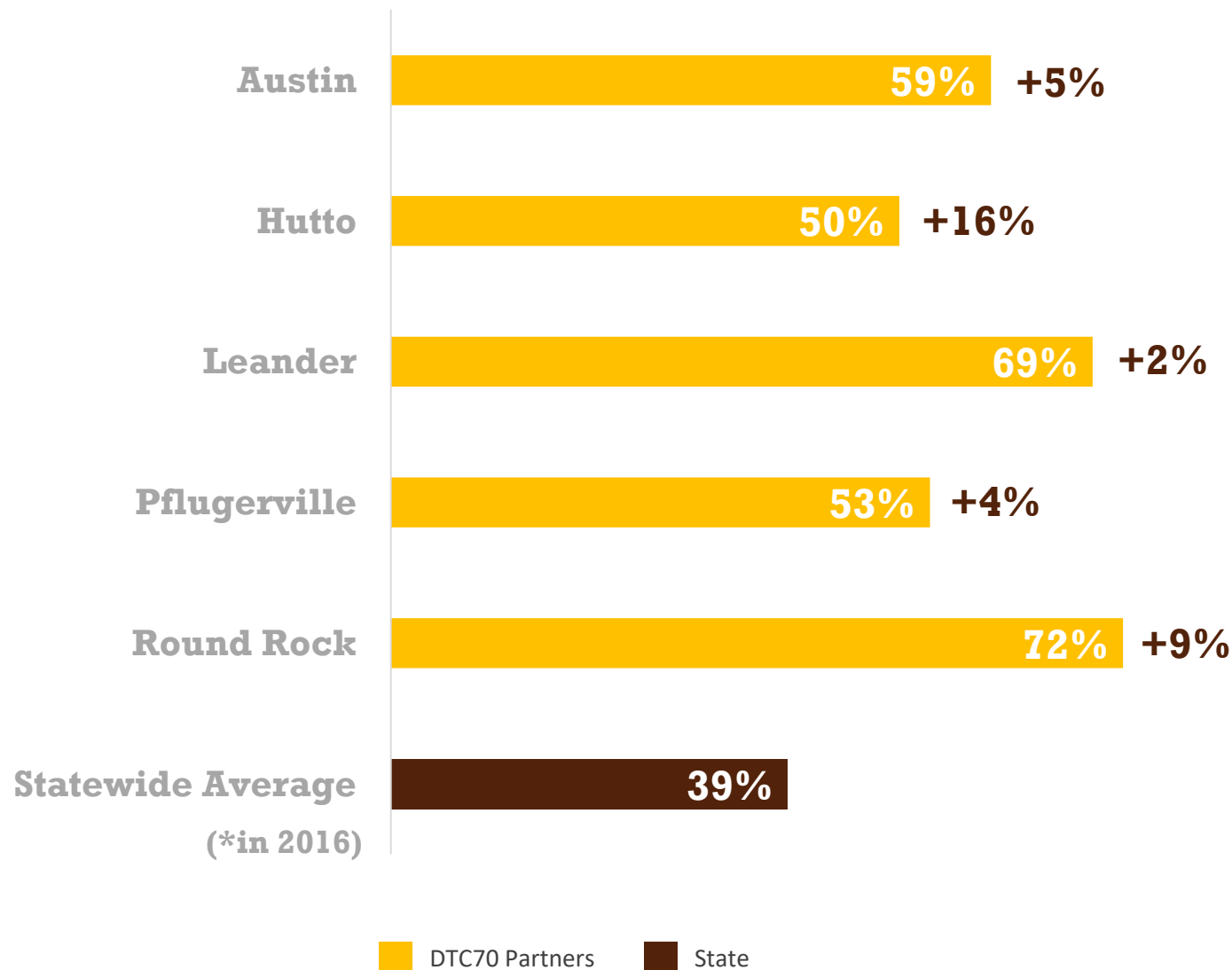


# Class of 2018 College Readiness Rates Outperform Texas



*“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

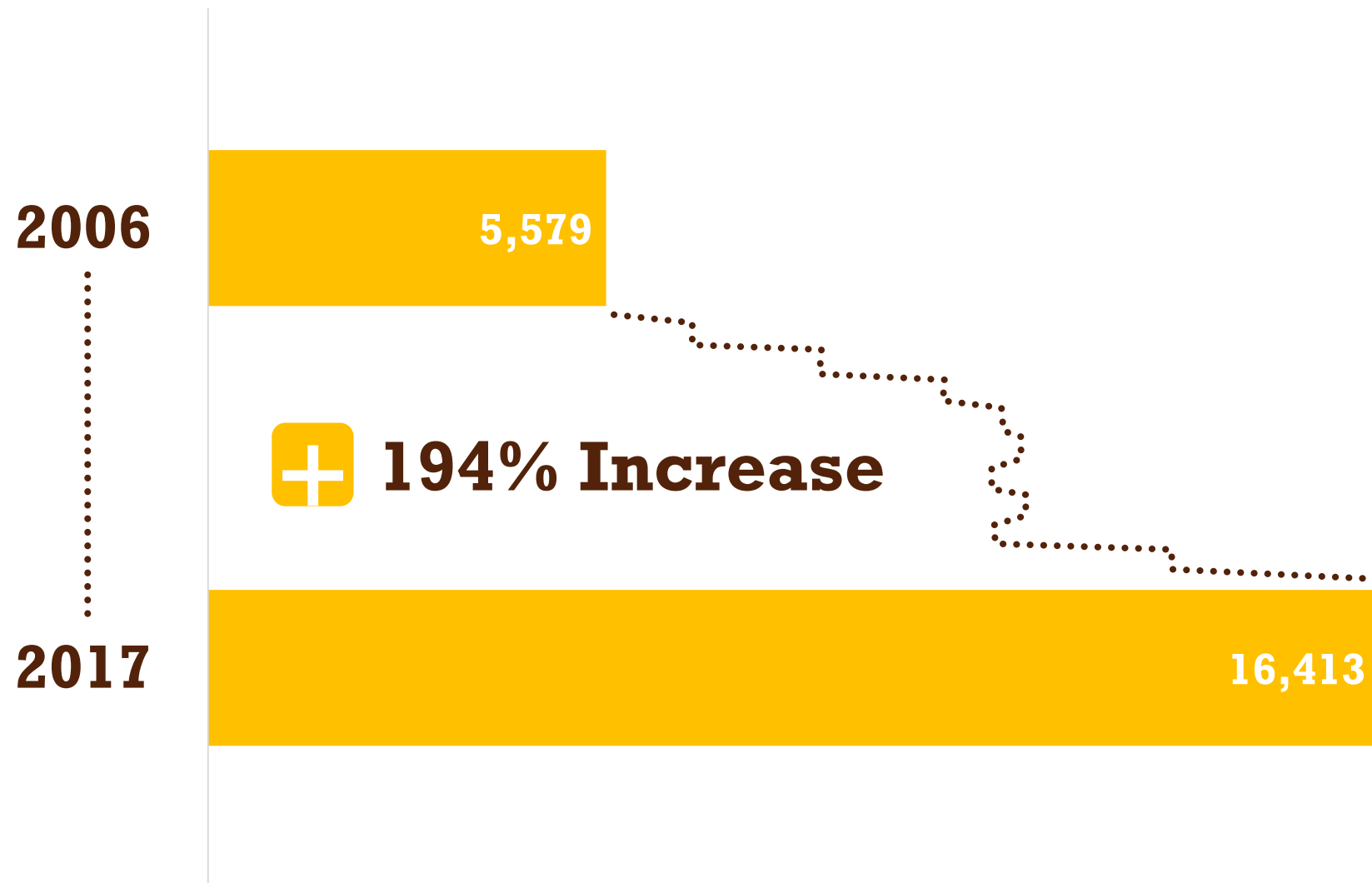


Source: [Austin-area school districts lift college-ready rates to 63 percent](#); individual school districts, Texas Education Agency

# Q1 Regional Financial Aid Filings Improve by 194% over 2005

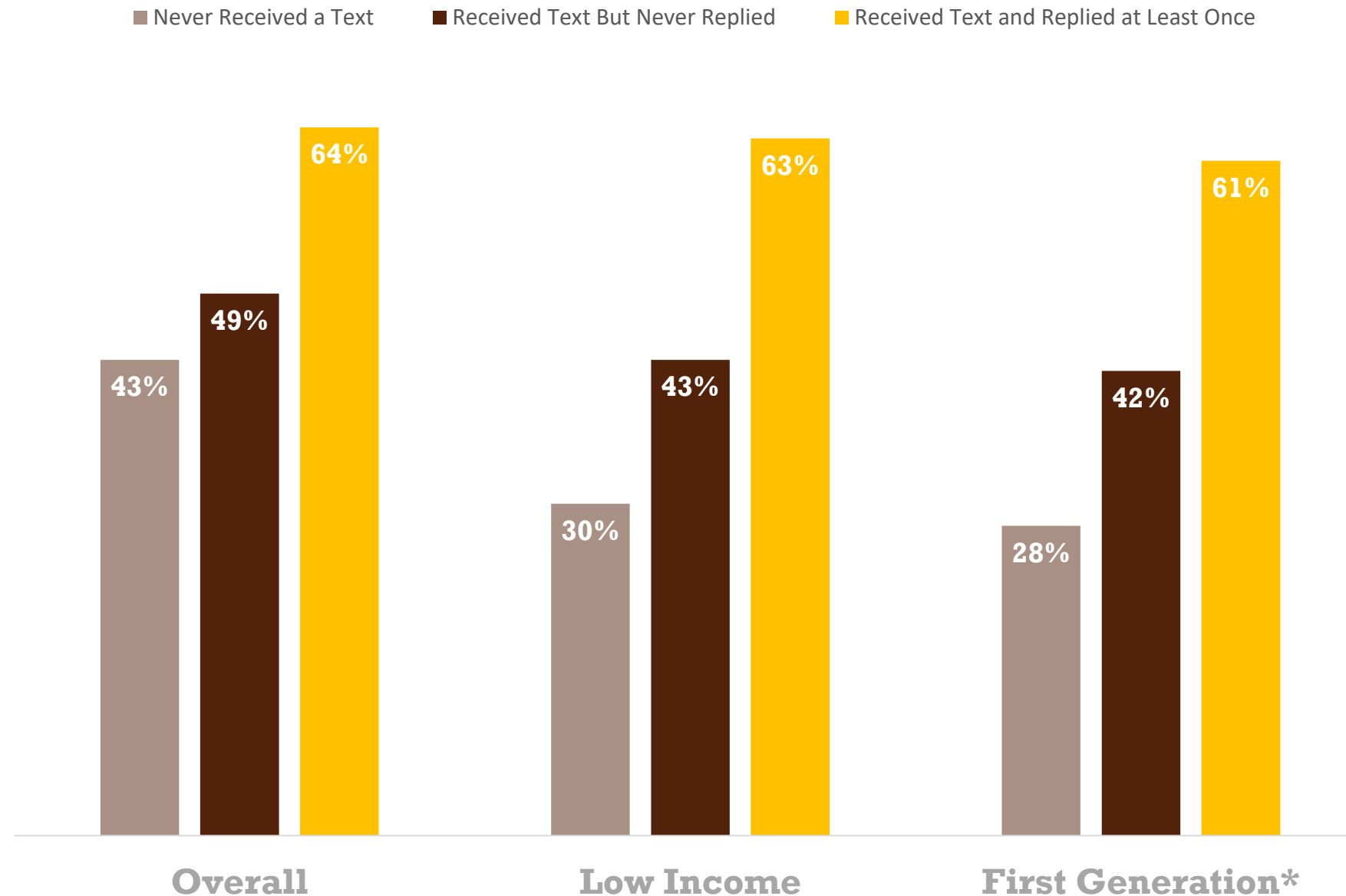


## Q1 First-Time FAFSA Filings 2006 vs 2017



Source: U.S. Department of Education, First-time FAFSA filings by Zip-code, 2005-2015.

# The More We Re-engage, The More Students Enroll



\*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

**+ 27% Increase**

Class of 2017

7,681



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# 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.

**\$13M**  
to go

**\$17M**  
Raised

**100%**  
© Opportunity  
FOR **ALL**  
COLLEGE | 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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**100%**  
**Opportunity**  
**FOR ALL**  
**COLLEGE WORK**





# 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
- E-News Alerts on the latest job creation and announcements
- Recognition as a Lead Investor in all Opportunity Austin printed materials



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



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

Where:

a = The activity

$\Delta pr_a$  = Change in the participation rate for activity a

$Y_a$  = DTC 'yield' for activity a

N = Number of graduates

n = Number of activities

Dr. Greg Cumpton, University of Texas Ray Marshall Center, 2015. Predictive model for DTC drivers.

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



ApplyTexas Rankings - 2018 Data

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

ApplyTexas Filings by High School vs. Class of 2018 PEIMS enrollment as of December 29<sup>th</sup>, 2017.

# How We Perform: Class of 2017

## FAFSA Completion Rates



Rank	School	ISD	Class of 2017 Enrollment	Applications Submitted 12/29/2017	Applications Complete 12/29/2017	FAFSA Submitted 12/29/2017	Filings Needed for 55% Target	Economically Disadvantaged
1	KIPP COLLEGIATE	Charter	112	112	107	100%	MET	89%
2	ANN RICHARDS HS	Austin	47	44	44	94%	MET	56%
3	HARMONY (3 Schools)	Charter	154	127	115	82%	MET	46%
3	LASA HS	Austin	245	202	199	82%	MET	7%
4	NYOS	Charter	54	44	42	81%	MET	28%
4	HUTTO HS	Hutto	397	323	292	81%	MET	41%
5	HENDRICKSON HS	Pflugerville	665	535	503	80%	MET	34%
5	WESTWOOD HS	Round Rock	627	502	481	80%	MET	12%
6	EASTSIDE MEMORIAL HS	Austin	129	102	97	79%	MET	85%
7	LBJ HS	Austin	181	137	101	76%	MET	78%
7	PFLUGERVILLE HS	Pflugerville	516	393	356	76%	MET	43%
8	MCNEIL HS	Round Rock	581	427	405	73%	MET	21%
8	MCCALLUM HS	Austin	366	267	254	73%	MET	27%
8	CEDAR RIDGE HS	Round Rock	616	448	427	73%	MET	26%
9	BOWIE HS	Austin	666	477	457	72%	MET	12%
10	AKINS HS	Austin	580	413	370	71%	MET	63%

U.S. Department of Education and OneLogos Aggregate FAFSA Filings by High School vs. Class of 2018 PEIMS enrollment as of December 29<sup>th</sup>, 2017.