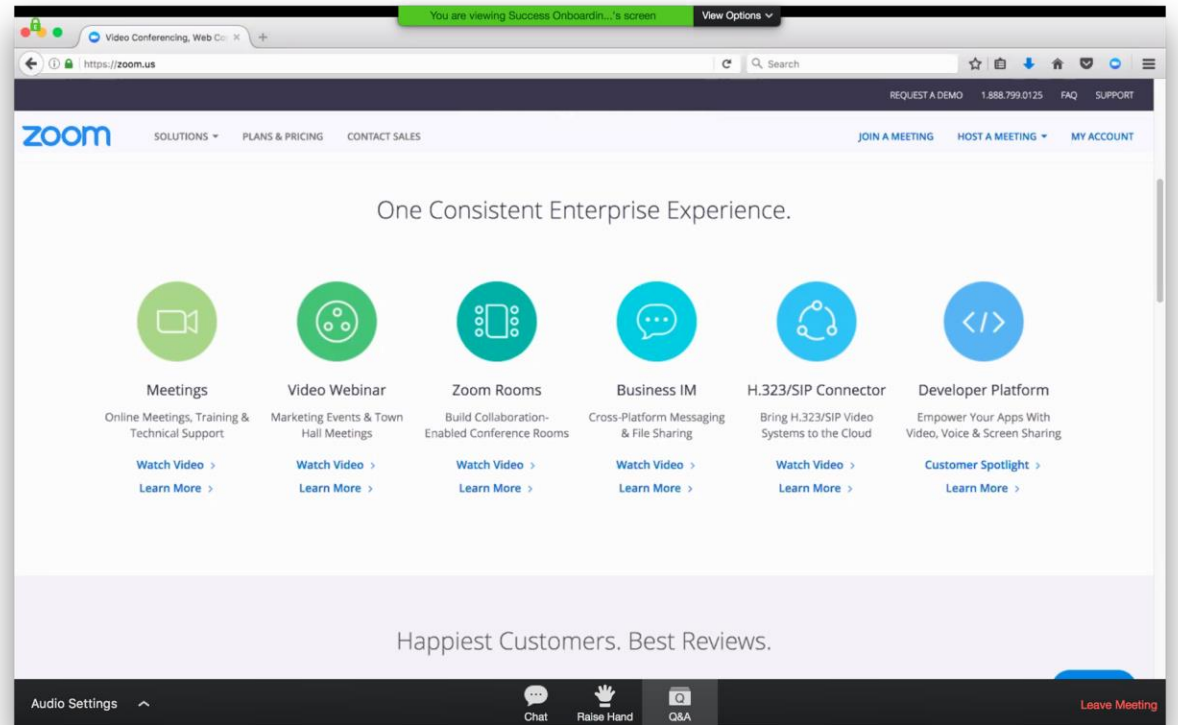


Welcome!

While we wait for everyone to get started...

- Use the chat box to say hello and tell us your name and role.
- **Where do you hope to travel to this summer?**
- We hope you get there this summer, you deserve it 😊

We will start at 10:00 a.m.!

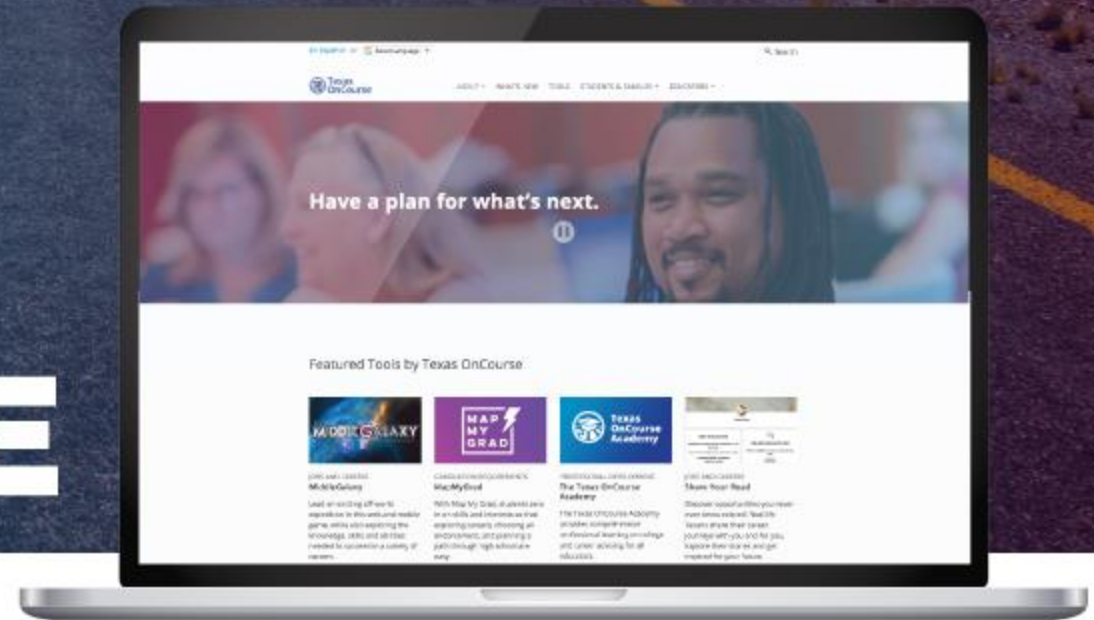


Participation and Interaction

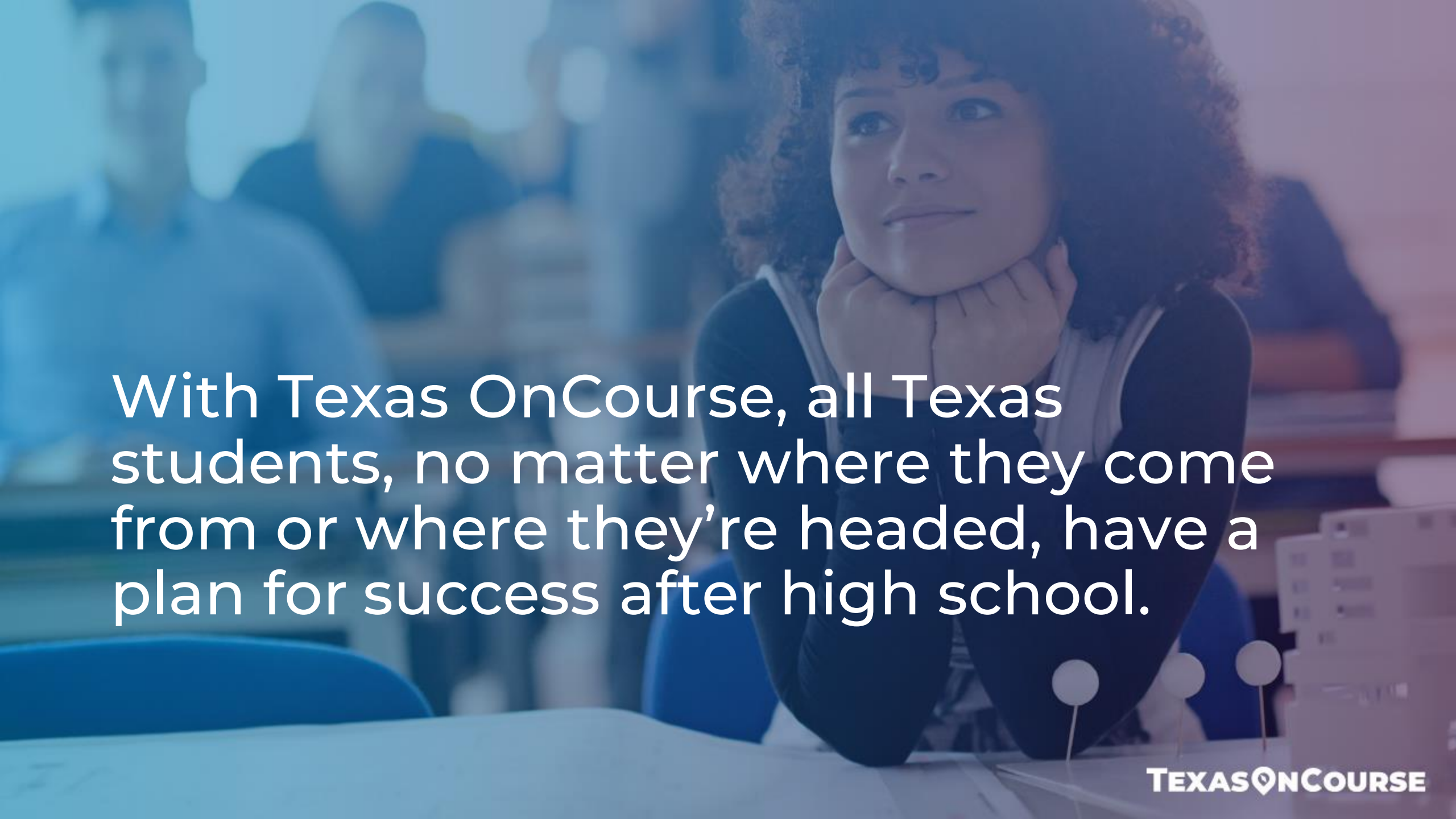
The image shows a screenshot of the Zoom website in a web browser. The browser's address bar shows the URL <https://zoom.us>. The website's navigation bar includes the Zoom logo, links for SOLUTIONS, PLANS & PRICING, and CONTACT SALES, and utility links for REQUEST A DEMO, 1.888.799.0125, FAQ, and SUPPORT. The main content area features several product categories: Meetings (Online Meetings, Training & Technical Support), Video Webinar (Marketing Events & Town Hall Meetings), Connector (Webinar/SIP Video on the Cloud), and Developer Platform (Empower Your Apps With Video, Voice & Screen Sharing). A Q&A modal window is open in the center, displaying the text "You have no question." Below this is an input field with the placeholder text "Input questions and comments here!". At the bottom of the modal, there is a checkbox for "Send Anonymously" and a blue "Send" button. A dark overlay in the top right corner of the browser window contains the text "Original Size" and "Exit Full Screen". The bottom of the screenshot shows the Zoom meeting control bar with icons for Audio Settings, Chat, Lower Hand, and Q&A, along with a "Leave Meeting" button.



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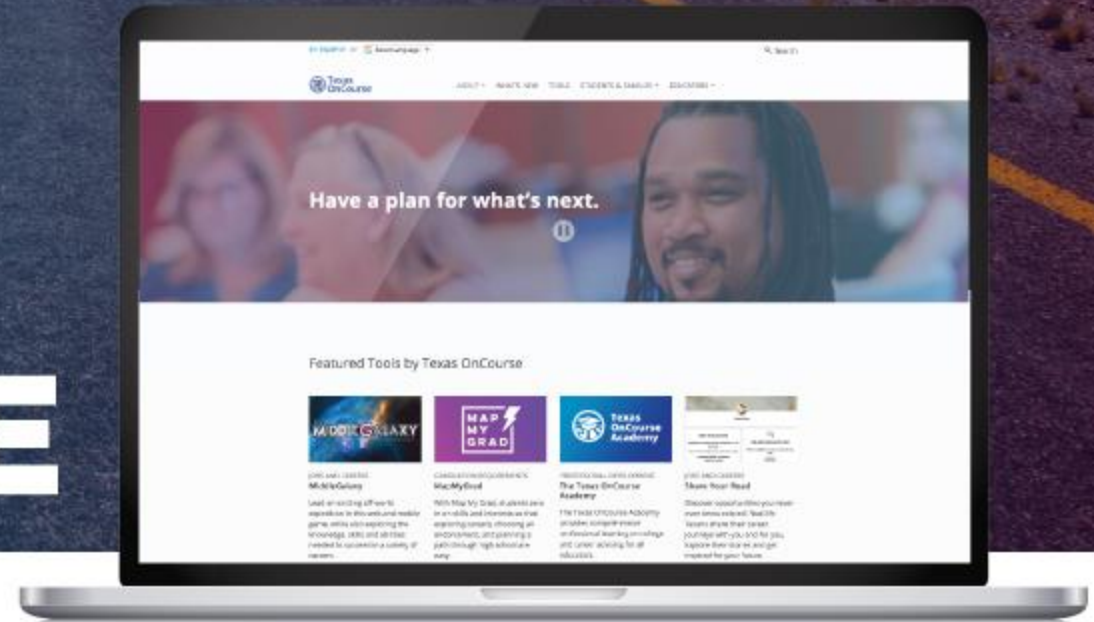


District Case Studies: Creating Strong District Partnerships with IHE's and the Community

A young woman with curly hair is sitting at a desk in a classroom, looking thoughtful with her hands under her chin. The background shows other students in a classroom setting. The text is overlaid on the image in white.

With Texas OnCourse, all Texas students, no matter where they come from or where they're headed, have a plan for success after high school.

TEXAS ONCOURSE



**Don't forget to like and subscribe
on YouTube!**



Texas OnCourse
182 subscribers

youtube.com/c/TexasOnCourse



A couple of things...

Webinars



All our webinars are recorded



The recording is sent out to ALL registrants



Upcoming webinars and recordings are posted on our webpage



<https://texasoncourse.org/educators/educator-development/monthly-webinar-series/>

Agenda

- Welcome
- Texas OnCourse Resource Spotlight
 - Ashlie McKenzie, Program Coordinator – High School
- Greater Austin Chamber of Commerce
 - Gilbert Zavala, Vice President of Education and Talent Development
- District Highlights
 - Austin ISD Early College Programs Coordinator Alex Duran
 - Aldine ISD Spotlight
- Q & A

Lara Gueguen

Director of Program Implementation
Texas OnCourse





Ashlie McKenzie

Program Coordinator – High School
Texas OnCourse



Gilbert Zavala

Vice President Education & Talent Development
Greater Austin Chamber of Commerce



Alex Duran

Early College Programs Coordinator
Austin Independent School District



In your current role, what community partnerships are in place?

Let us know your responses in the chat box.



Resource Spotlight

Community Partnership Spotlights

Community Partnerships Spotlights

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Community Partnerships Spotlight

The Greater Austin Chamber of Commerce

The Landscape



Region: Central Texas



Partner districts: Austin, Hutto, Leander, Pflugerville, Round Rock

The Work



Coordinate 40+ financial aid events each fall



Recruit 200+ volunteers annually



Host 10+ financial aid training sessions each year



Meet 70% FAFSA completion rates for partnering districts (on average)

Learn More
[Greater Austin Chamber of Commerce](#)
[OneLogos](#)

Background

The Greater Austin Chamber of Commerce (the Chamber) has been supporting regional financial aid efforts for over a decade. They recognize that financial aid and education have a strong connection to workforce needs.

Over the years, the Chamber has supported Central Texas school districts. They do this by improving data collecting and monitoring procedures. They also organize financial aid training for school staff and volunteers, coordinate mass completion events for partner school districts, and encourage local businesses to offer financial support.

The Need and Solution

The Chamber's financial aid support began in the early 2000s. Companies in the region were looking to establish or expand operations. To do so, they would need to hire employees with certain skillsets.

Gilbert Zavala is the vice president of education and talent at the Chamber. He notes, "In Austin, our job numbers looked good on paper, but there was a strong need for building our local talent pool. A lot of our workforce talent was imported." A third-party consultant confirmed that the Austin metro area was not on track to meet future workforce demands. This was especially clear in the percentage of students transitioning from K-12 to higher education each year.

One potential barrier was the rising cost of college. "Over 50% of our population is low socioeconomic status (SES)," Zavala explains. "How do you improve postsecondary attainment when cost is a barrier?" Financial aid seemed like a potential answer.

The Chamber found ways to support their partner districts with financial aid completion:

- Improve access to financial aid data and data monitoring systems
- Provide financial aid training and coordinate events
- Offer incentives to local businesses for financial support of partner school districts

Turning Ideas into Actions

We know that community partners serve unique functions and offer different strengths. Consider how your organization can bring the Chamber's support practices into your own work.

Data Access and Monitoring

One of the Chamber's first steps was to ensure that their partners could access and monitor student-level financial aid data. "You can't improve what you don't measure," Zavala explains. They started a small pilot with the Austin Independent School District (AISD). Fewer than 30% of students were filing a FAFSA each year. That number was lower for certain minority groups.

The Chamber worked with the Texas Higher Education Coordinating Board to add FAFSA monitoring to the ApplyTexas Counselor Suite. This helped schools see the need for improvement. Today, AISD's FAFSA completion rate is close to 70% each year. And now all school counselors in Texas can benefit from this monitoring tool.

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"Summer melt," the Chamber also worked with a local startup software company. They developed a data and text messaging portal that lets schools collect student-level data. They can send personalized, timely reminders to students about college enrollment tasks.

Financial Aid Items

Here your K-12 school partners get their student-level financial aid data. School partners can work with their regions' Educational Service Centers (ESCs) and the Texas Higher Education Coordinating Board to get data through ApplyTexas. Schools can also enter into an agreement with the US Department of Education.

Aid Completion Events

The Chamber hosts around 40 financial aid completion events throughout the year. Events are held at local high schools and staffed by volunteers that the Chamber recruits. The Chamber also supports schools in raising awareness for upcoming events and increasing filing capacity.

The Chamber works with Trellis Company to host FAFSA training events for school staff and volunteers.

Financial Aid Items

Here your school partners get financial aid training. If they don't have access to financial aid data, direct them to the Texas OnCourse Academy, which has self-paced modules on the FAFSA and the TASFA. Schools can also consider how you can train your staff or provide training for volunteers in the area.

Financial Aid Marketing

The Chamber gets local businesses to sponsor financial aid marketing materials for partner school districts. Materials are available in two languages to meet regional needs. "When we started supporting our schools in creating outreach materials, we realized that the students are fine. They get this information from their high school counselors. There is a real need to help mom and dad understand the process. Parents also need a little encouragement to get involved and give students the information they need to complete their application."

Financial Aid Items

Consider language needs in your area. Look for other partners in the area who have translated marketing materials into Spanish, Vietnamese, and other languages spoken widely in your community. The Chamber works with diverse communities you work with by finding or developing resources to help them understand the importance of financial aid and help motivate students and their families to file. If you work with a specific population, that can make you well-positioned to help them.

Financial Aid Items

The Chamber found that incentives are a great way to encourage financial aid event participation. The best incentives tap into community events and local businesses that schools can partner with. For example, the Chamber has partnered with C3 Presents and Austin City Limits (ACL) to host giveaways on social media. Students could win ACL fest tickets for a financial aid event. The Chamber has also raffled movie tickets. Schools can even sponsored a DJ for a school's senior prom.

Financial Aid Items

Students benefit from many types of incentives. For partners without significant resources, you can try to secure in-kind donations from local businesses for your use. These can be used as motivation to push students through different phases

of the application process.

Financial Aid Events: Lessons Learned

With over a decade of experience in supporting financial aid completion initiatives, the Chamber has learned a few important lessons.

Pushing Attendance

The Chamber helps their partner districts market upcoming financial aid events. But they've seen the biggest success when schools put effort into boosting sign-up and attendance rates. "Communication drives registration, which drives attendance," says Zavala. "There are very few high schools that can carry out a strong financial aid event without having an equally strong push to register students and families."

Emerging Leadership

Superintendents' buy-in is crucial for any district hoping to boost financial aid completion rates. When financial aid is a priority at the district level, it's more likely to be a priority at the campus level too.

Filing by the Priority Deadline

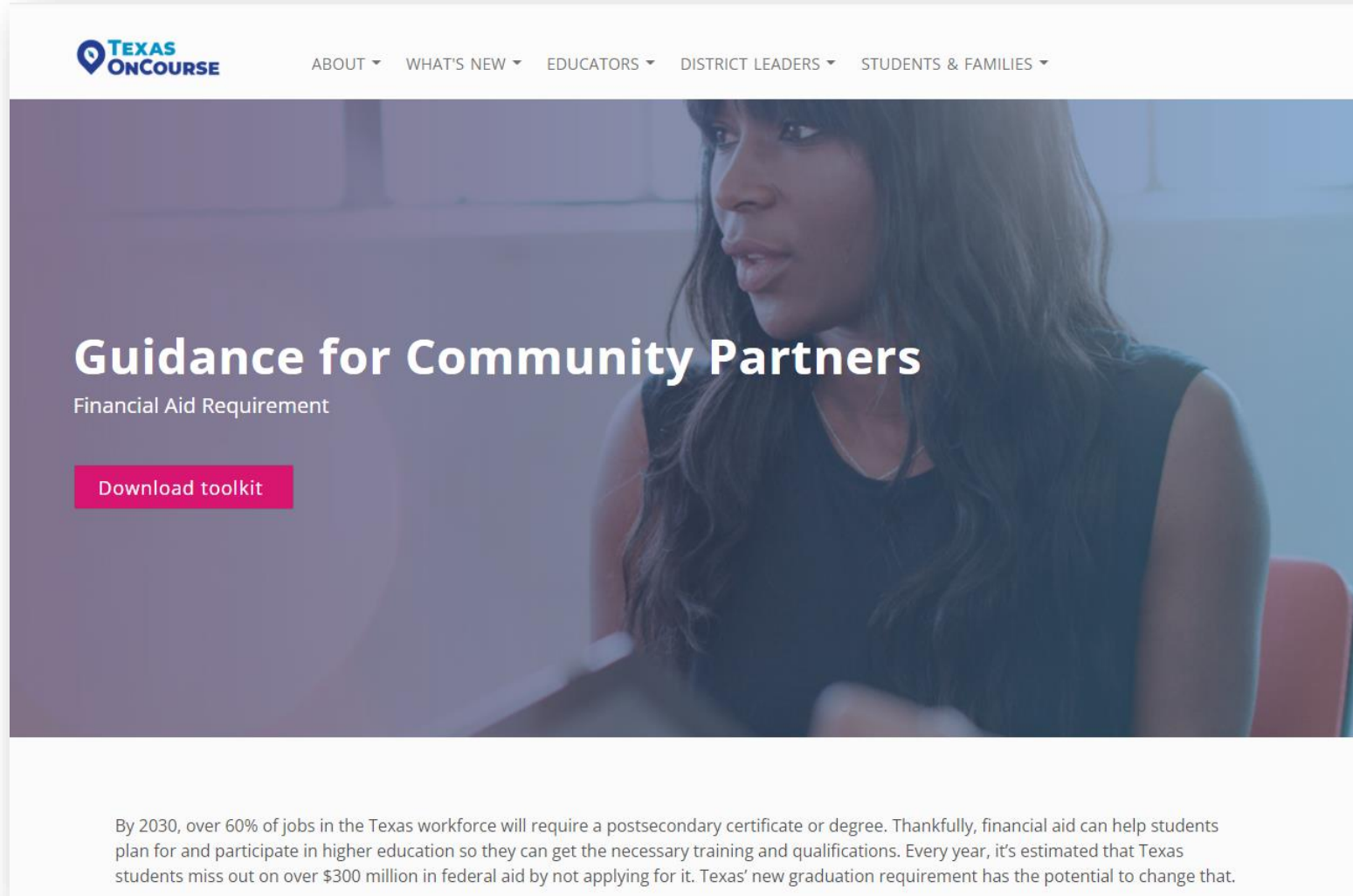
The Chamber was curious if the timing of FAFSA filing correlated with postsecondary enrollment rates. Studies they conducted show that students received an average of \$2,000 more in grant aid when they filed by the priority deadline (currently January 15). This deadline now drives the Chamber's support efforts. They focus on providing support in the fall so that students are more likely to meet the January 15 priority deadline.

Community Partnerships Spotlights

Key Features

- Brief background and history of the community organization
- Needs of the areas served based on the educational landscape, including current trends and the challenges they face
- Lessons learned through both success and failures
- Best practices and action items you can implement to support your efforts

Financial Aid Graduation Requirement Website and Toolkits



The screenshot shows the Texas OnCourse website. At the top left is the logo with a location pin icon. To the right is a navigation menu with dropdown arrows for 'ABOUT', 'WHAT'S NEW', 'EDUCATORS', 'DISTRICT LEADERS', and 'STUDENTS & FAMILIES'. The main content area features a background image of a woman with long dark hair looking to the side. Overlaid on this image is the text 'Guidance for Community Partners' in a large white font, with 'Financial Aid Requirement' in a smaller white font below it. A pink button with the text 'Download toolkit' is positioned below the text. At the bottom of the page, there is a white text box containing a paragraph about the 2030 workforce requirement and the impact of financial aid.

TEXAS ONCOURSE

ABOUT ▾ WHAT'S NEW ▾ EDUCATORS ▾ DISTRICT LEADERS ▾ STUDENTS & FAMILIES ▾

Guidance for Community Partners

Financial Aid Requirement

[Download toolkit](#)

By 2030, over 60% of jobs in the Texas workforce will require a postsecondary certificate or degree. Thankfully, financial aid can help students plan for and participate in higher education so they can get the necessary training and qualifications. Every year, it's estimated that Texas students miss out on over \$300 million in federal aid by not applying for it. Texas' new graduation requirement has the potential to change that.

Financial Aid Graduation Requirement Website and Toolkits

Key Features

- Comprehensive guide to success in meeting the new financial aid graduation requirement
- Information and resources targeted to four specific audiences: counselors and advisors, community partners, families, and students
- Curated resource libraries including websites, infographics, videos and more

Texas OnCourse Academy

TEXAS ONCOURSE ABOUT ▾ WHAT'S NEW ▾ EDUCATORS ▾ DISTRICT LEADERS ▾ STUDENTS & FAMILIES ▾

PROFESSIONAL DEVELOPMENT
Texas OnCourse Academy
by Texas OnCourse

Educators: register or login

Free online professional development

Become the go-to source for career and college planning. The Academy has **over 30 learning modules** on endorsements, graduation plans, career pathways, entrance exams, college applications, military academies, financial aid, and more. All these free modules are available remotely, and you can review them at your own pace. **This helpful calendar** helps you plan your learning throughout the year.

Dashboard

- Academy
- Account
- Dashboard
- Courses
- History
- Search
- Help

Getting Started	Module Directory	Financial Aid Financial Aid Application Process	Financial Aid Scholarship Application Process	Financial Aid College Cost
Financial Aid Financial Aid Foundational Knowledge	Postsecondary Pathways Admission and Application Process	Postsecondary Pathways Entrance and Placement Exams	Postsecondary Pathways Postsecondary Pathways Foundational Knowledge	Postsecondary Pathways

An aerial photograph of a dense green forest with a winding road. The road is dark asphalt with white lane markings, curving from the bottom left towards the top right. The trees are a mix of dark green and lighter green, suggesting a diverse forest. The overall lighting is somewhat dim, giving it a moody, natural feel.

Greater Austin Chamber of Commerce

**Gilbert Zavala, Vice President of Education and Talent
Development**



**AUSTIN
CHAMBER**

**DTC70 Business & Education Partnership Overview
June 14, 2022**

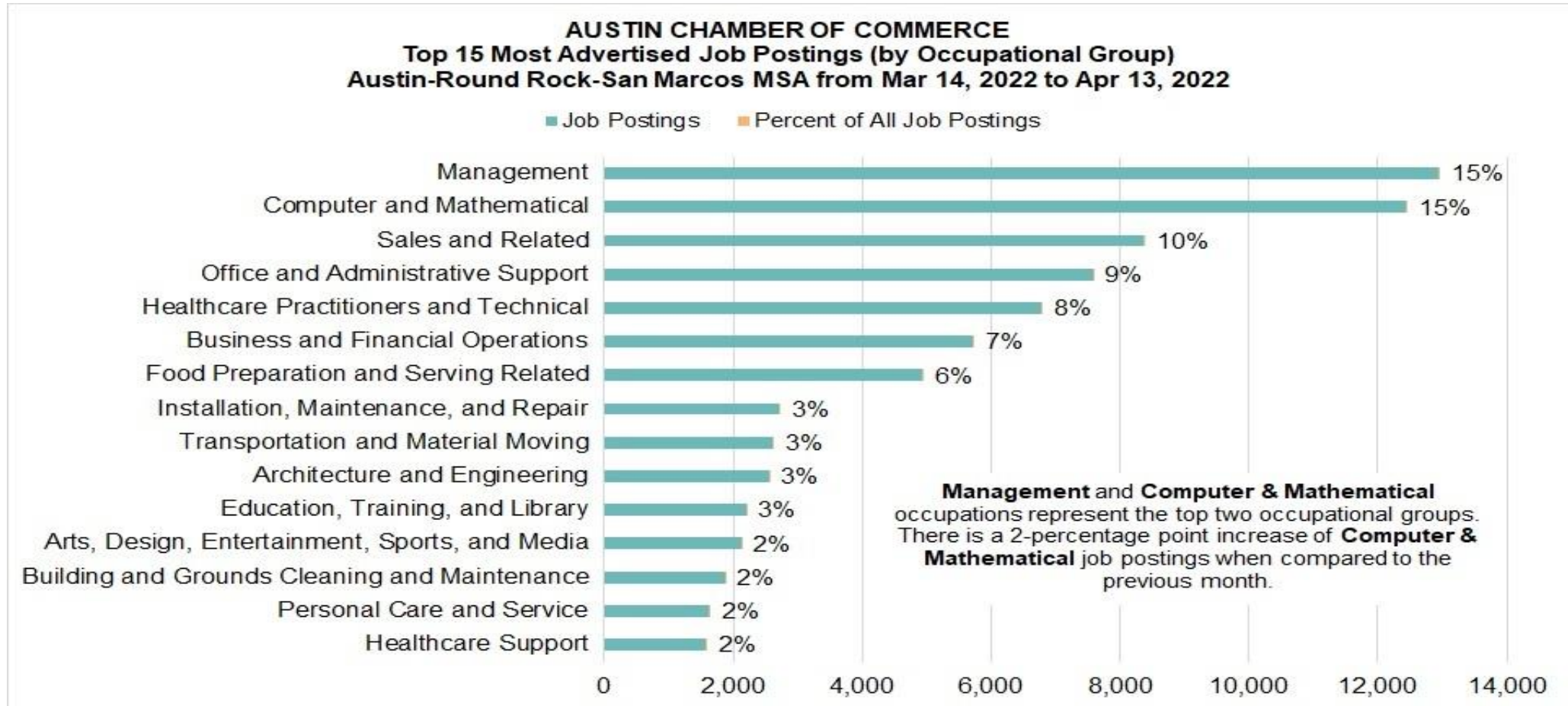


Agenda

- **Context of Chamber Partnership**
- **Chamber DTC/DTW Strategies for Attainment & Outcomes**
- **Practical takeaways for your region**
- **Q&A**



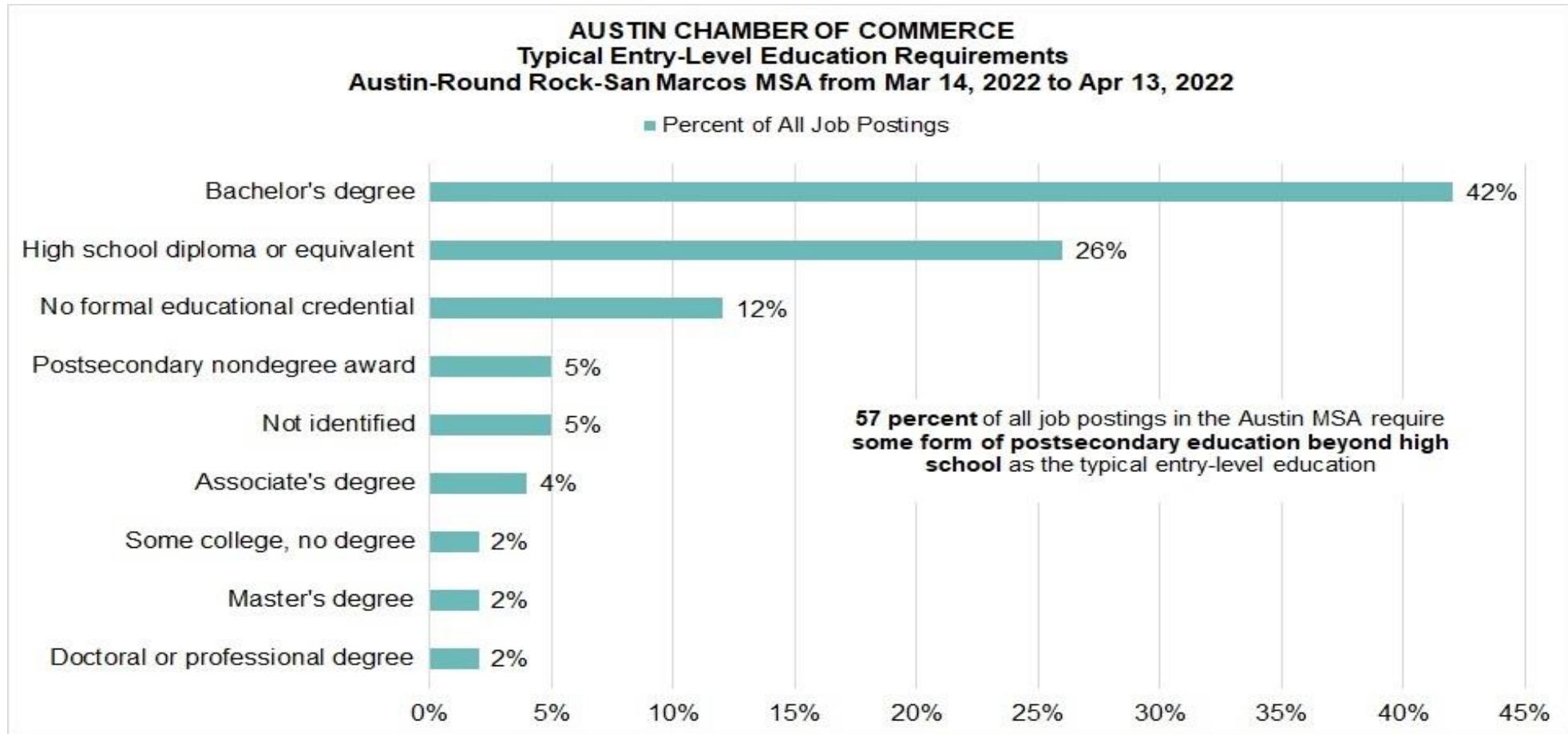
Context: Austin has 85,400 Job Openings (May 2022)



Source: The Conference Board® Burning Glass® Help Wanted OnLine™ (HWOL)--(May 2022)



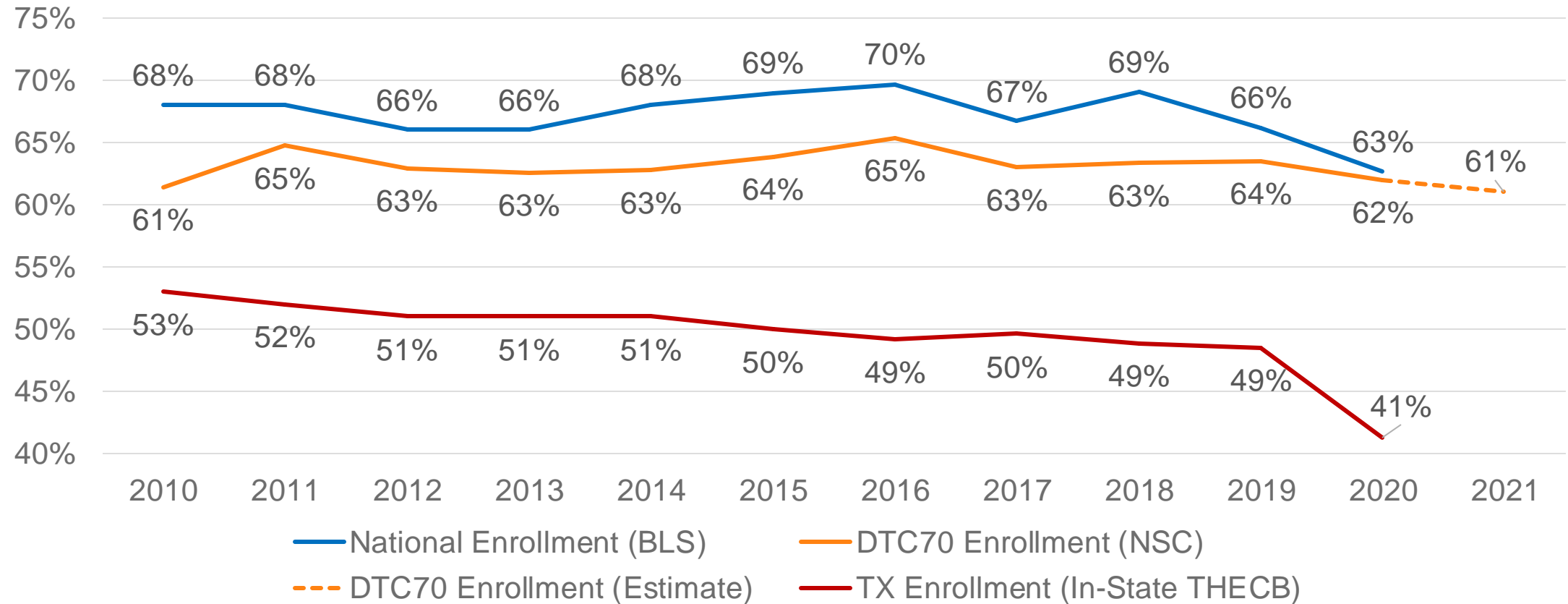
Context: Majority of Jobs Require Postsecondary Degrees/Credentials (May 2022)



Source: The Conference Board® Burning Glass® Help Wanted OnLine™ (HWOL)--(May 2022)



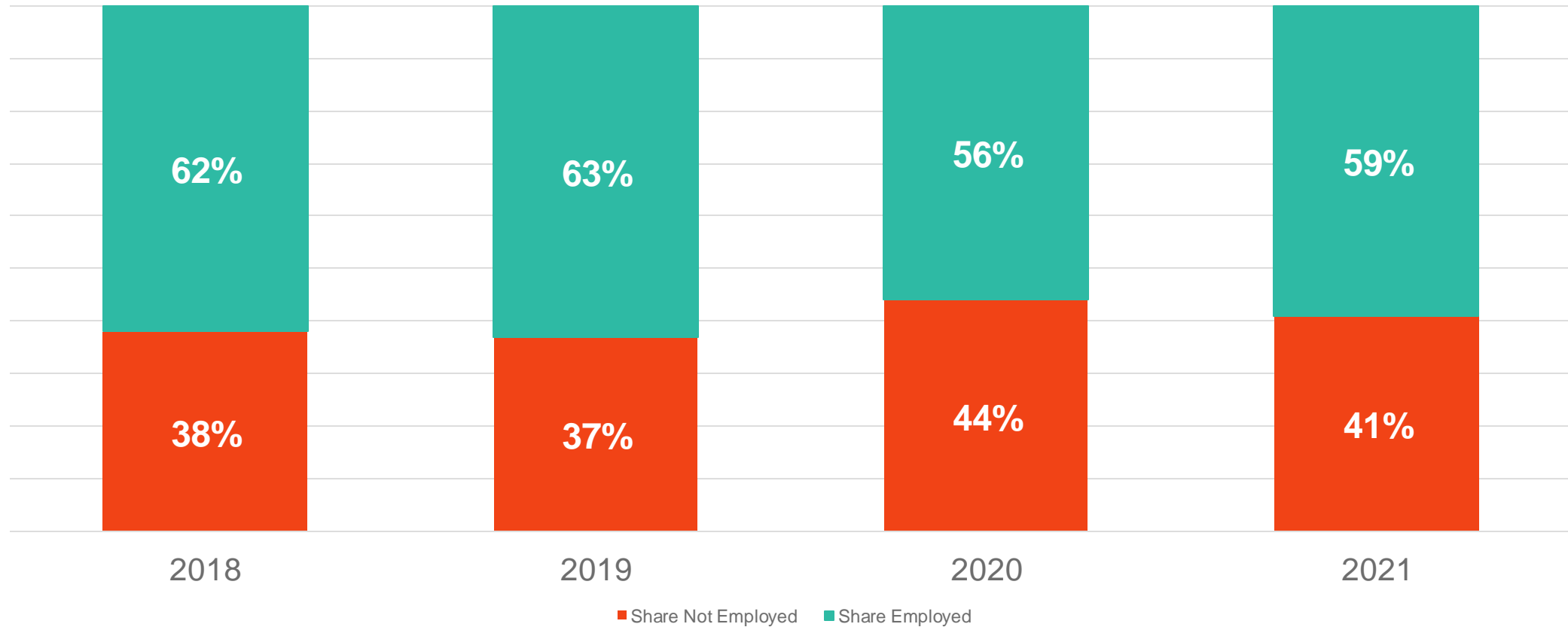
Context: Austin Direct-to-College Enrollment, Above State, but Lags Nation (Preliminary 2021)



Source: The University of Texas, Ray Marshall Center, Central Texas Student Futures Project, 2022.



Context: Roughly 60% of non-DTC high school graduates found formal employment

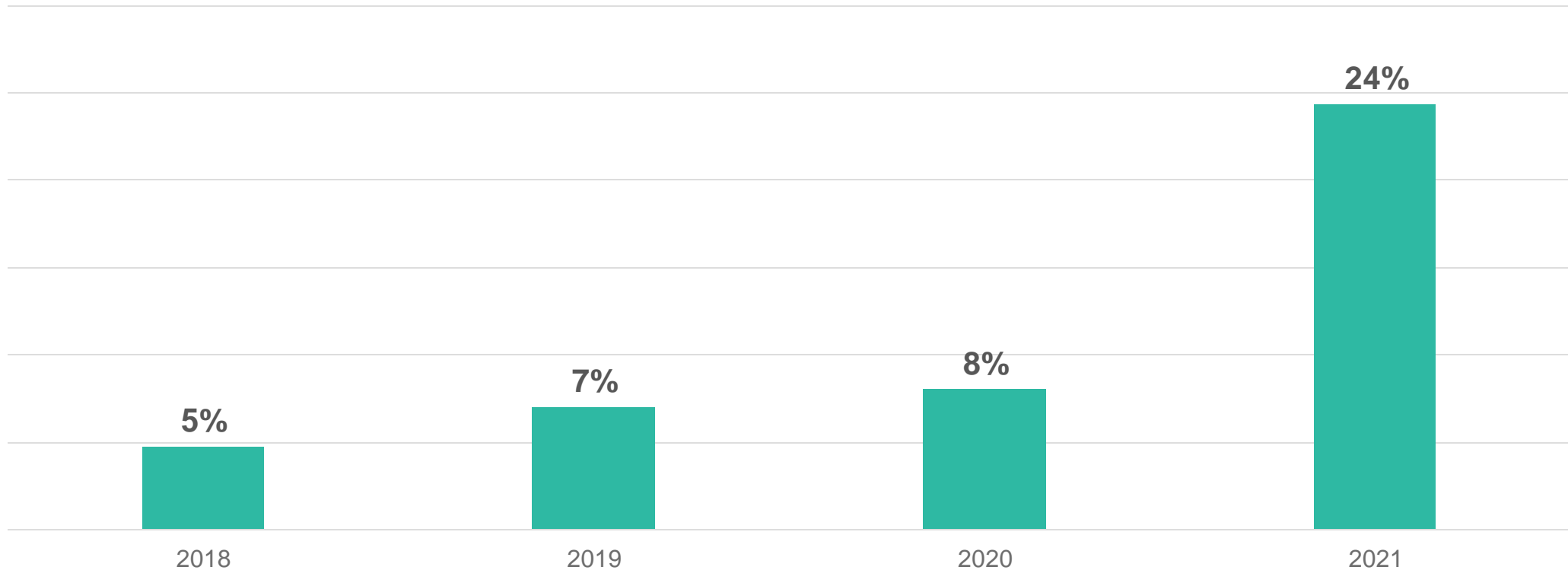


Source: The University of Texas, Ray Marshall Center, Central Texas Student Futures Project, 2022.



Context: Only a quarter of those with jobs earned more than \$15/hr—76% earned less.

Earn Over \$15/hr



Source: The University of Texas, Ray Marshall Center, Central Texas Student Futures Project, 2022.



Strategic Approach: Partnerships and programs to drive college readiness & enrollment

- **GET THEM READY** – College readiness support and real-time data integration around college applications, FAFSA, SAT, ACT and TSI—to boost enrollment and degree credential completion.
- **HELP THEM PAY** – Between October and February, we host 40 Financial Aid events for families to receive 1:1 assistance to complete college financial aid forms in advance of state priority aid deadlines.
- **GET THEM ENROLLED** – Our Summer Melt program works with about 10,000 of the approximately Central Texas graduating students to overcome obstacles in directly enrolling in college.
- **HELP THEM EARN WHILE THEY LEARN** – Work with employers and training providers to connect students to financial aid, advising, and training that will accelerate progress to in demand degrees or credentials.
- **EVALUATE OUTCOMES** – To support continued improvement and recognize success, partners track postsecondary enrollment, persistence, completion, UI wages and employment outcomes.



Strategic Approach: Advocacy to Create Opportunity for All



DTC70 and DTW30 Connect Students to College & Careers: We provide direct support to improve college, career & military readiness for ALL students.



Advocacy for our Schools & Community: Maintained HB3 funding for schools, CCMR incentives, and reduced impact of state recapture on Central Texas We also supported “hold-harmless” funding for schools throughout the pandemic. Federal aid simplification at national level.



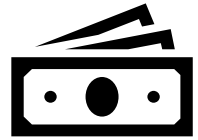
Advocacy to Bridge Digital Divide: Supported HB5/SB5 to help create state broadband office, support access to virtual learning and instruction.



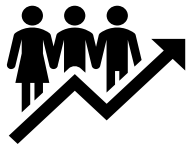
Supported Workforce Alignment & Upskilling: Supported passage of Texas Reskilling and Upskilling Through Education and Tri-agency alignment legislation to align education and workforce outcomes.



Outcomes: DTC70 College Remained Strong despite Pandemic



73% FAFSA rate & **\$200 +** million in aid



74% ApplyTX College Application Rate



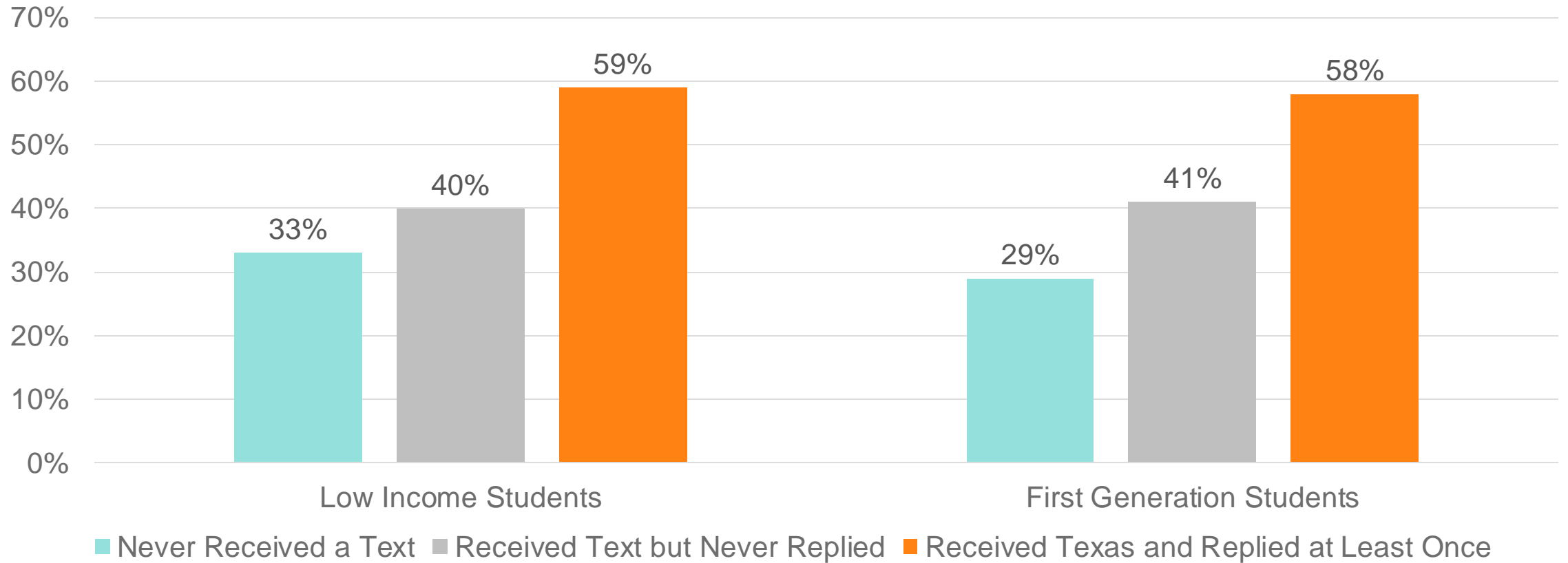
65% preliminary college readiness rate



10,000 get summer college & career support



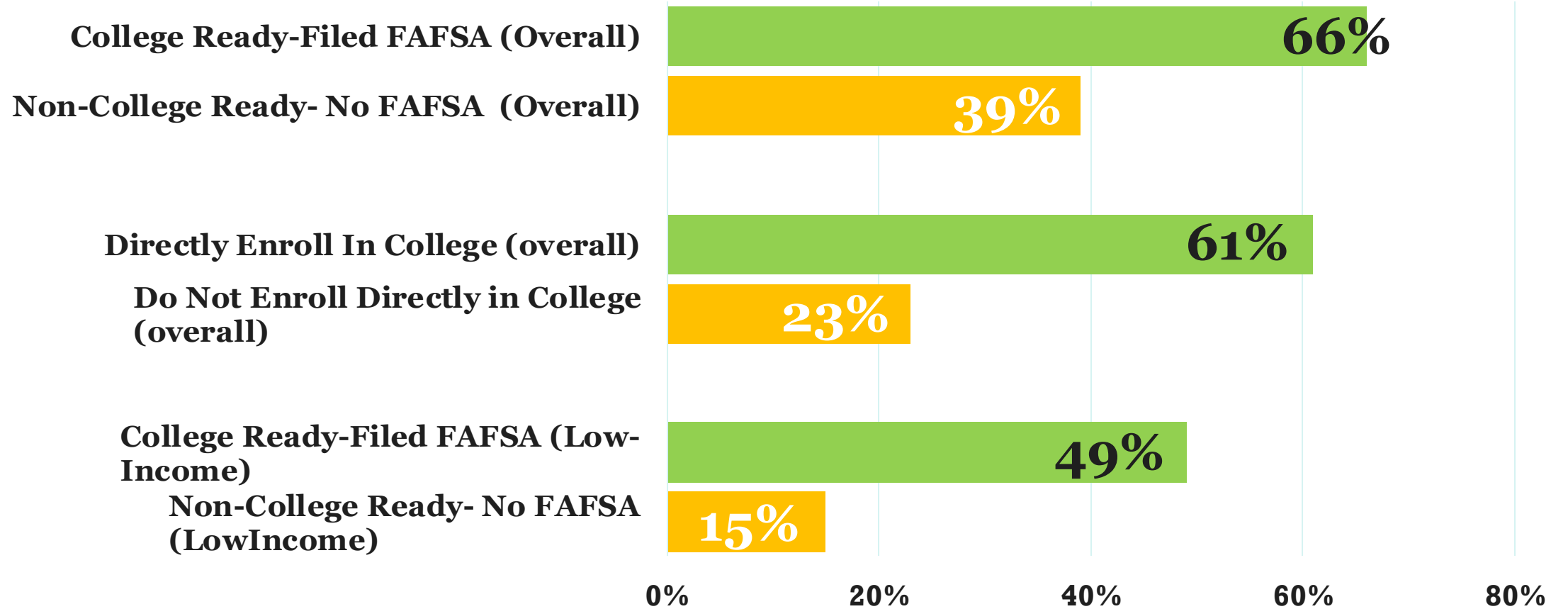
Outcomes: Summer Melt Boosts Direct Enrollment for Low-Income & First-Gen Students



Source: The University of Texas, Ray Marshall Center, Central Texas Student Futures Project, 2021.



Outcomes: DTC70 Strategies Improve 6-Year College Completion Rates



Source: The University of Texas, Ray Marshall Center, Central Texas Student Futures Project, 2015-2021.



Takeaways: Practical strategies/tips to drive CCMR outcomes

- 1. Know where you stand, engage leadership, and set goals for improvement.**
- 2. Leverage data to inform your strategies & programs—real time vs over time.**
- 3. Consider incentives and recognition to drive outcomes.**
- 4. Engage stakeholders across your community—to include Chambers, EDCs, businesses, and non-profits to enhance capacity.**
- 5. Evaluate to support continuous improvement.**

Gilbert Zavala
Austin Chamber of Commerce

gzavala@austinchamber.com

Chamber Partnership

From a District Perspective

- Committee work with surrounding districts enhances:
 - Data collection and data sharing regionally / statewide
 - Collaborative efforts that involve leaders and support schools
 - Training opportunities and support with events
 - Legislative and policy support

Benefits for Schools and Districts

- Recognition for progress and accomplishments
Awards
- Published school report cards
- Emphasis on outcomes
- Stronger connections with IHE's and community organizations
- Practical staffing support for initiatives



District Practices

Austin Independent School District

Aldine Independent School District

Creating Strong Partnerships with IHEs and the Community

Alex Duran M.Ed.
Early College Program Coordinator
Austin ISD

Financial Aid (H.B. 3)

- ❖ Financial Aid Campaign
- ❖ Train Financial Aid Volunteers
- ❖ Organize Financial Aid Events
- ❖ OneLogos College Readiness Communication Platform



Summer Melt

- ❖ Direct to College 70 Initiative
- ❖ OneLogos College Readiness Communication Platform
- ❖ Summer Melt Training
- ❖ Summer Melt Text Messaging Template
- ❖ Connect with Summer Melt Partners (ACC and Nepris: Connecting Teachers/Learners to Industry Professional)



Early College Programs

- ❖ TEA CCRSM Model: PTECH
- ❖ Tri Agency Program: ISD, IHE, and Industry Partner
- ❖ Networking Opportunities to Engage New Partners



Austin ISD and Austin Chamber

- ❖ Mutually Beneficial
- ❖ Rise to the Challenge
- ❖ Ready to Serve
- ❖ Scaffolded Support



Aldine ISD and Lone Star College

Targeted enrollment event
with students

Orientation completion
Student advising
Learn about academic
programs



Aldine ISD and OneGoal

OneGoal college enrollment program for students

Year 1 – Jr

Year 2 – Sr

Year 3 – 1st year post-secondary



Aldine ISD and OneGoal

392 students in 21-22

655 students in 22-23

OneGoal students are 3-4 times more likely to graduate from college

Connects to district college enrollment goals



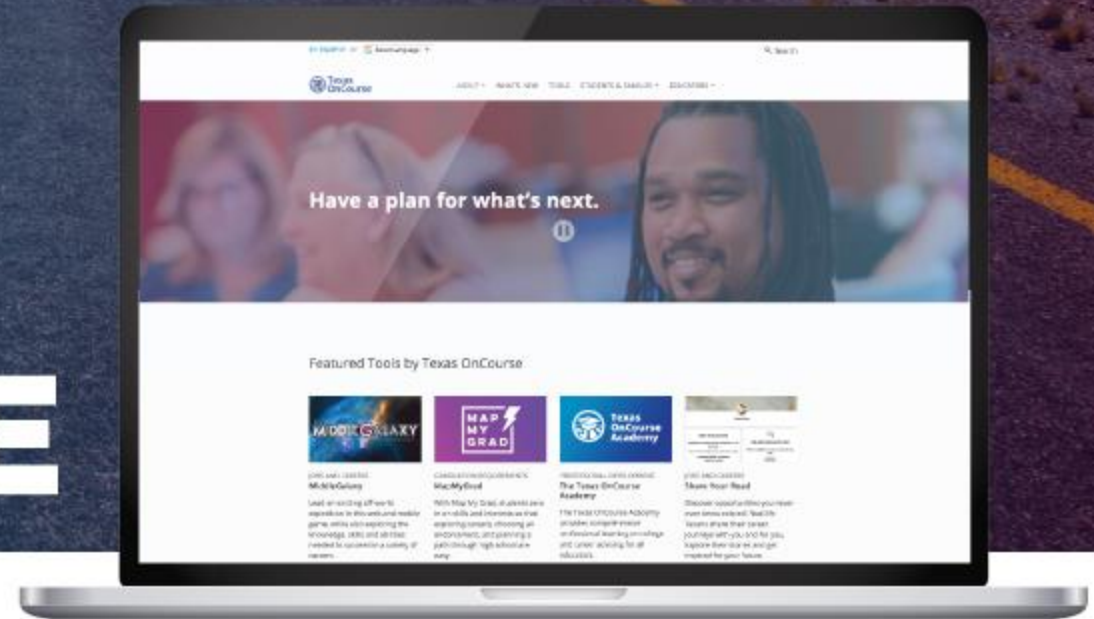
OneGoal.
Houston

Questions? Comments?

Feel free to type your questions in the chat box.



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An aerial photograph of a winding asphalt road cutting through a dense, lush green forest. The road curves from the bottom left towards the top right. The trees are thick and vibrant green, with some darker patches of shadow or different tree species visible. The overall scene is peaceful and scenic.

Thank You

Stay tuned for our email follow-up with all of this information.

Take care and stay healthy and safe!