



**Improving Postsecondary and Labor Market Success  
Through a Dynamic Business-Education Initiative**

October 19, 2010

# Background



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

In 2005, **Greater Austin Chamber of Commerce** formed a Matriculation Task Force to address projected **shortage of college-educated talent** for the region

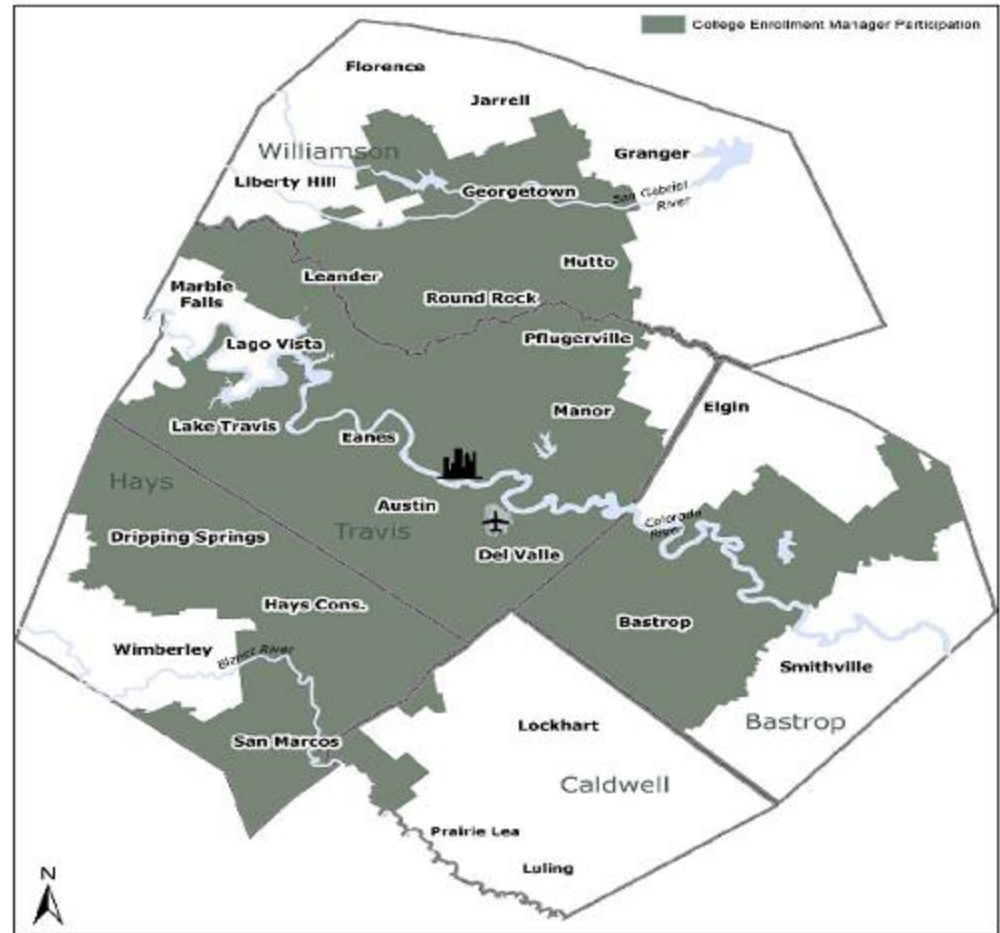
The Chamber's Task Force then launched the ***20,010 by 2010 Initiative*** to enroll 20,010 more college students in the region by the year 2010 (2015 goals to be unveiled on November 9)

# Four-County Effort



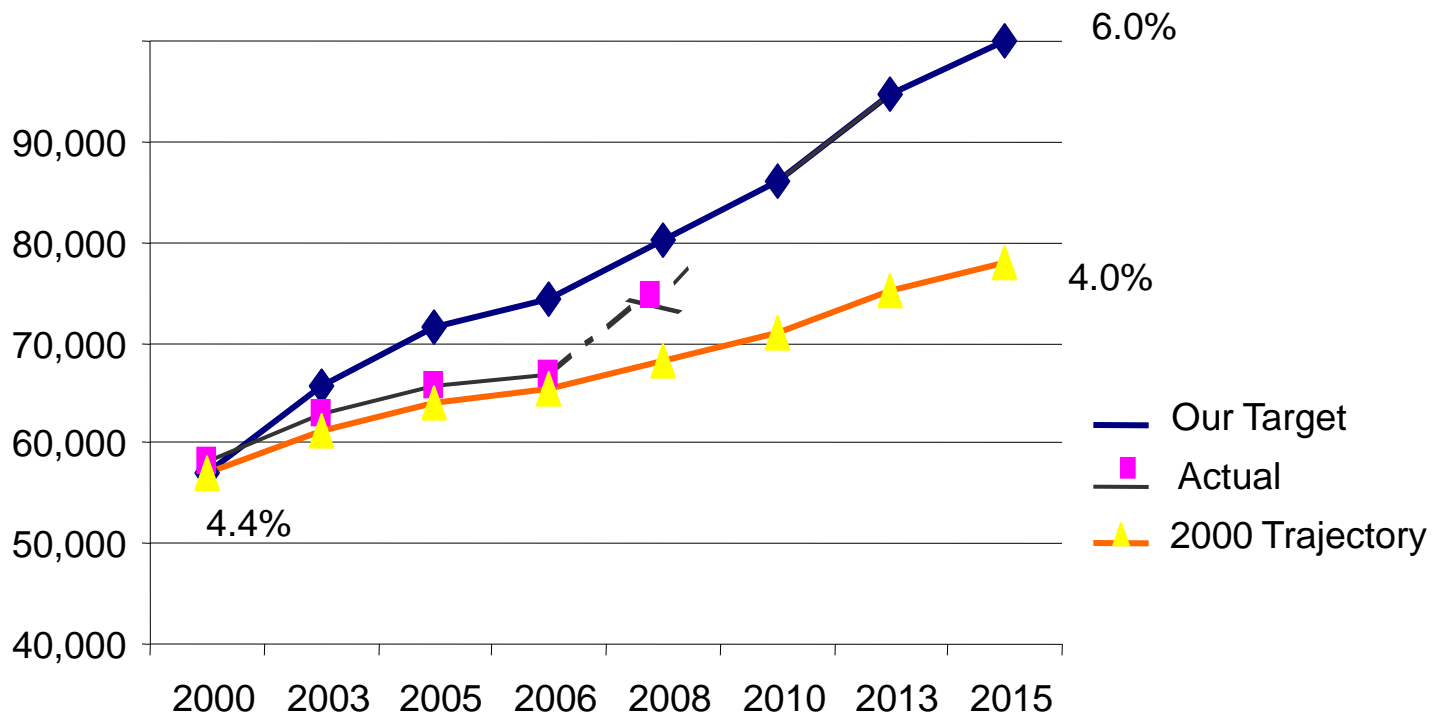
## Goal

To increase the  
direct-to-college  
enrollment rate  
by 20,010  
more students,  
a rate of 64%,  
by the year 2010





# 20,010 by 2010 Challenge



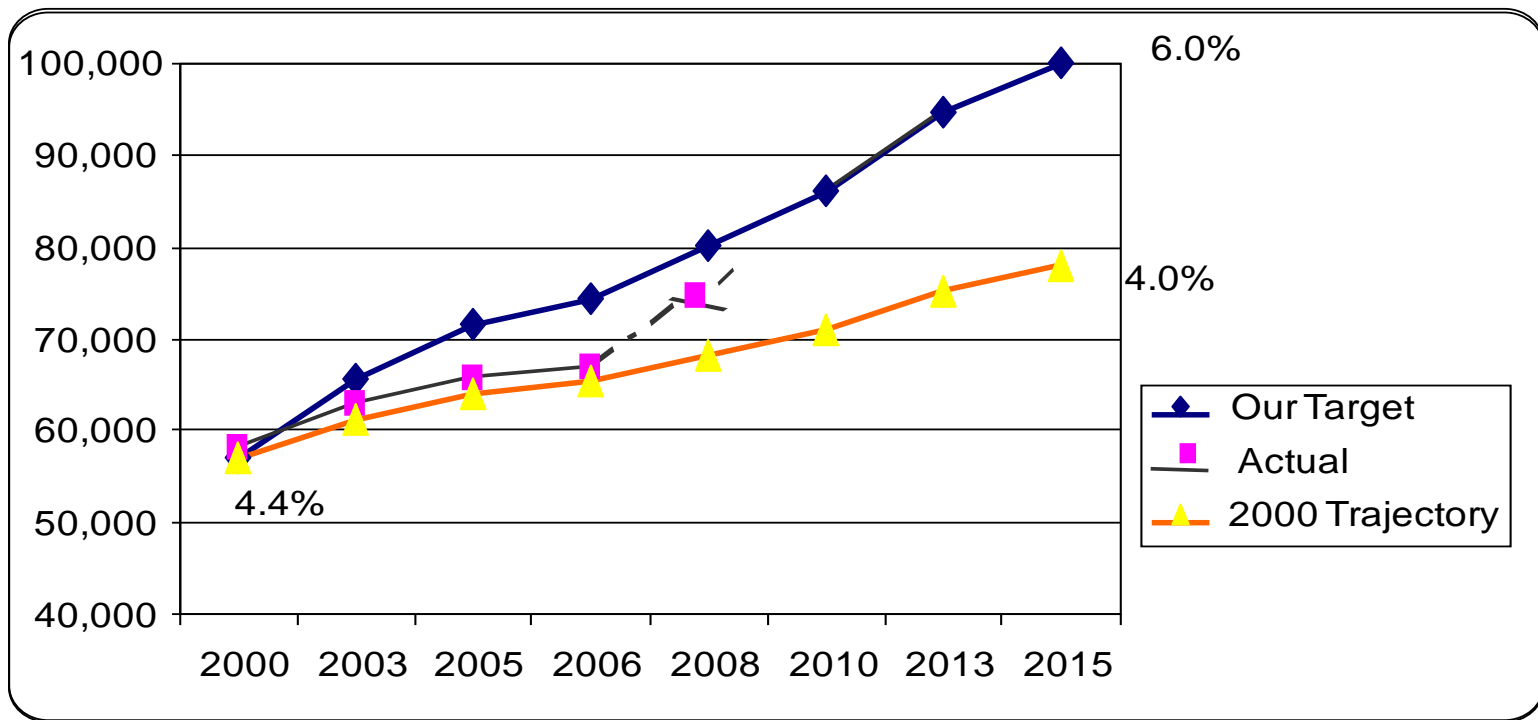
Source: Austin Chamber of Commerce, 2006



# 20,010 by 2010 Challenge



## Residents from Austin MSA Enrolled in Higher Education



Source: Austin Chamber of Commerce, 2006

# Chamber Strategy



## **Bottoms up, for leadership, focus and energy—**

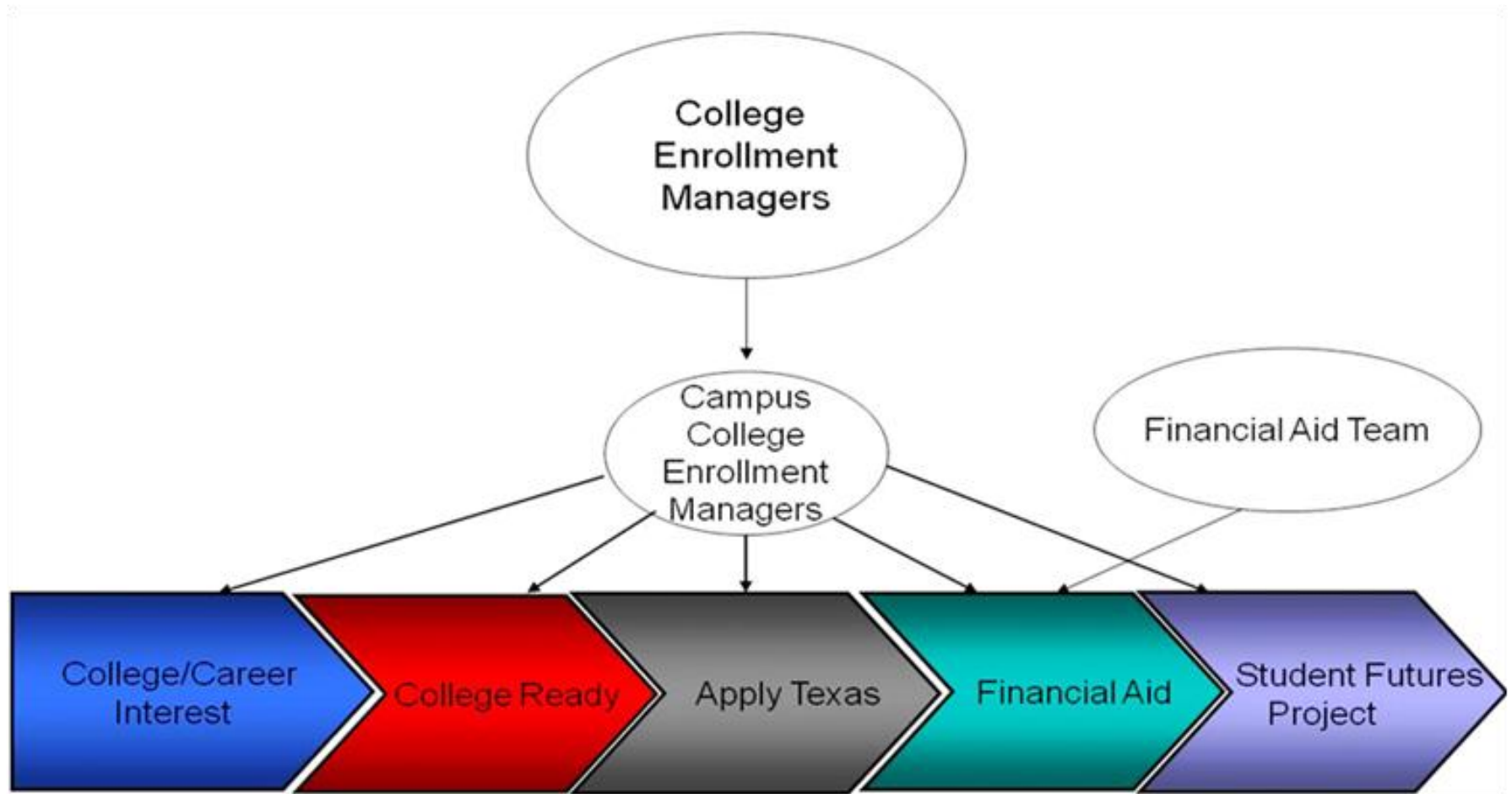
- Austin Community College Connection
- Financial Aid Saturdays
- Common Application to college
- College readiness assistance for high school seniors

## **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 and foster real-time management tools (Common Application, FAFSA)



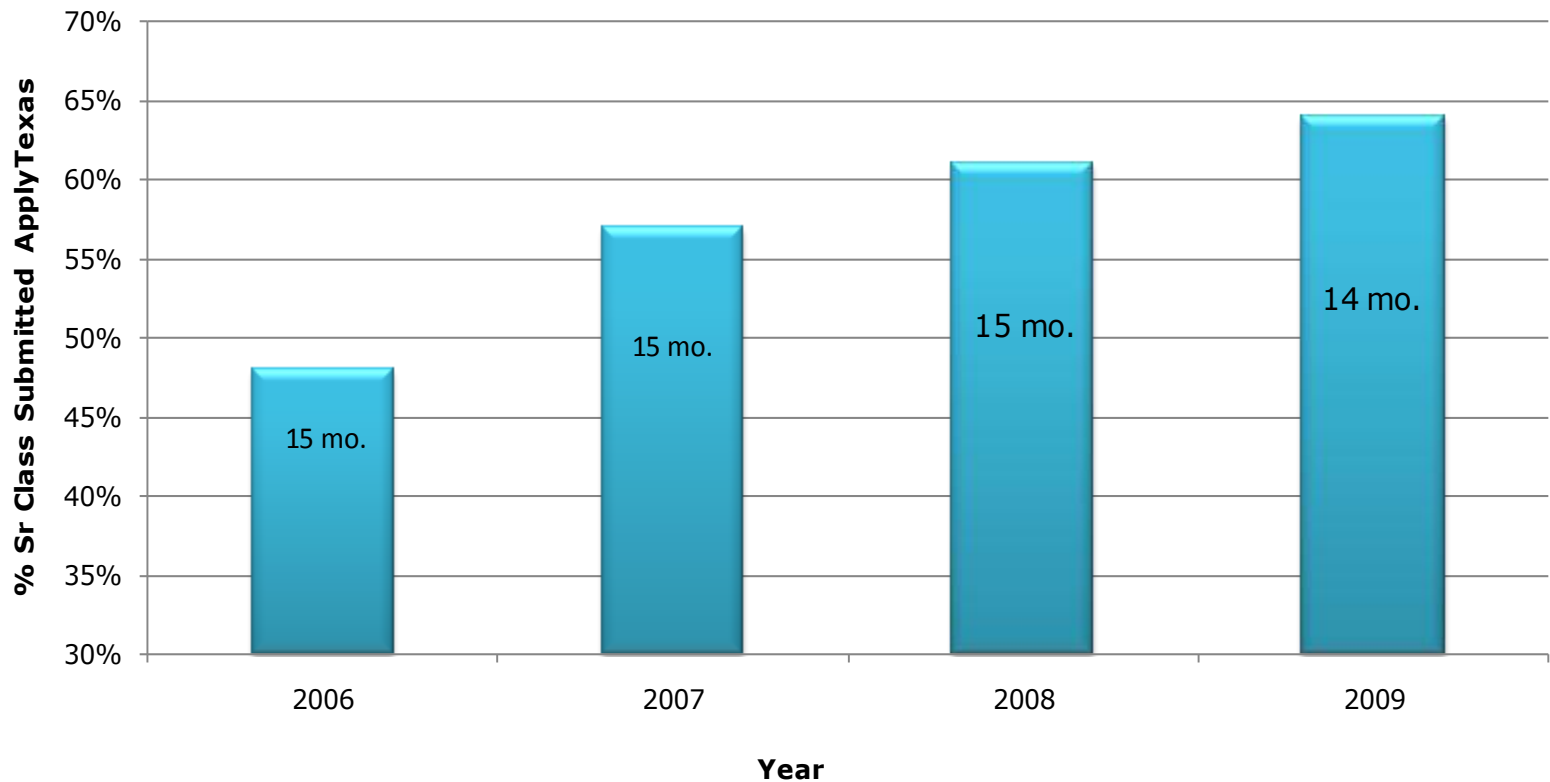
# Role of the College Enrollment Manager



# Apply Texas Rates up 27% Points



## Apply Texas Submission Rate



Source: THECB, Austin Chamber calculations

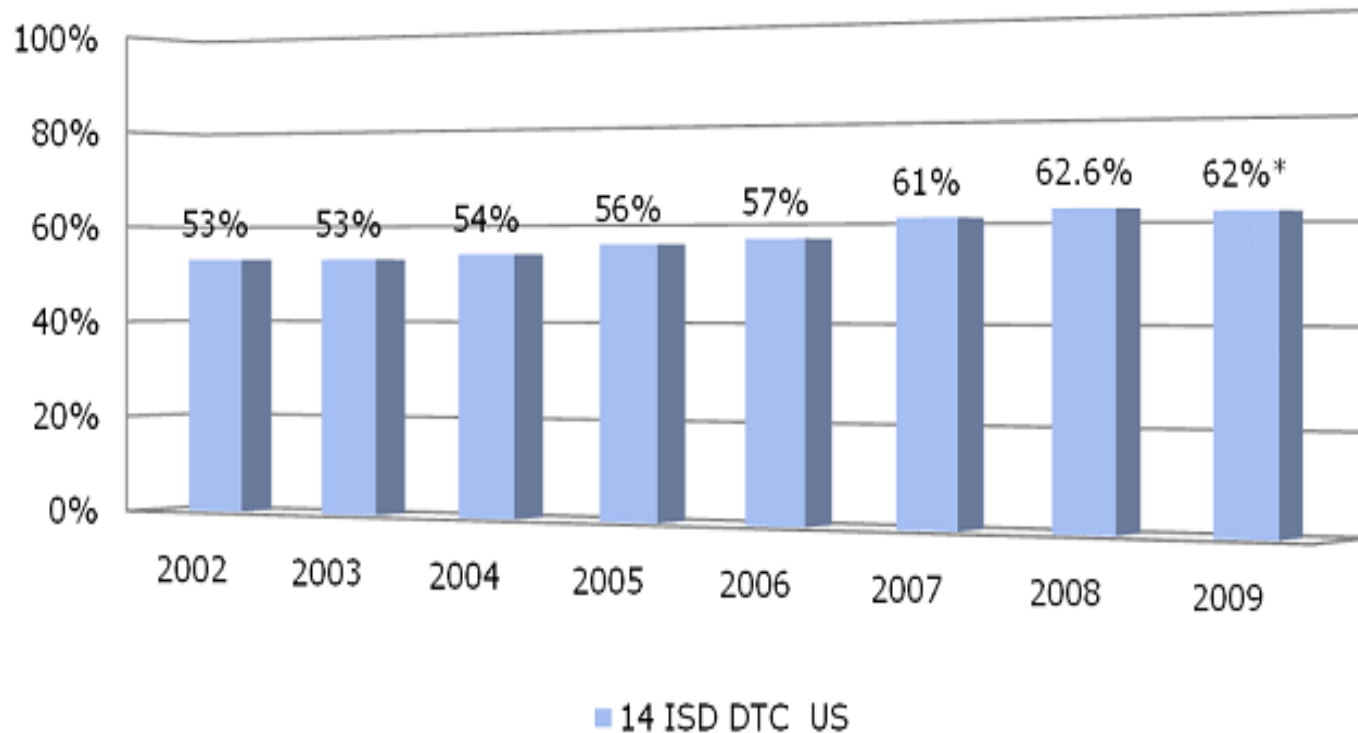




# Metro Austin Direct-to-College Enrollment Rate Up 9% Points



## Austin MSA Direct to College Enrollment



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

\* Estimate

# Student Futures Project Partners



## A partnership of

- Ray Marshall Center, LBJ School of Public Affairs, University of Texas at Austin
- Eleven Central Texas independent school districts (ISDs)

## Project funders

- TG
- Austin Chamber of Commerce
- Participating ISDs

# School District Partners



Listed by 1<sup>st</sup> 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**

# 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

# Overview



The following slides highlight recent Central Texas Student Futures Project findings from:

- G. Cumpton , D. Schexnayder & C. King (2009). ***Education and Work after High School: Central Texas Outcomes through December 2008***
- D. Schexnayder, C. King, G. Cumpton, N. Beck, B. Levy & C. Stolp (2009). ***Education and Work after High School: A First Look at the Class of 2007***
- T. Smith and G. Cumpton (2009). ***Findings from the 2009 Senior Surveys***
- Updated findings through spring of 2010

# Research Questions



- What are graduating seniors' **high school experiences, plans and preparation** for life after high school?
- What share of high school graduates **enroll in postsecondary education, become employed**, or do both in the fall after graduation?
- What share of graduates are **enrolled and/or employed** over time?
- Which **factors** are **significantly associated** with positive **postsecondary education and employment outcomes**?
- How do these outcomes **change over time** for each cohort of graduates and selected populations groups?

# 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



# Composition of Graduates



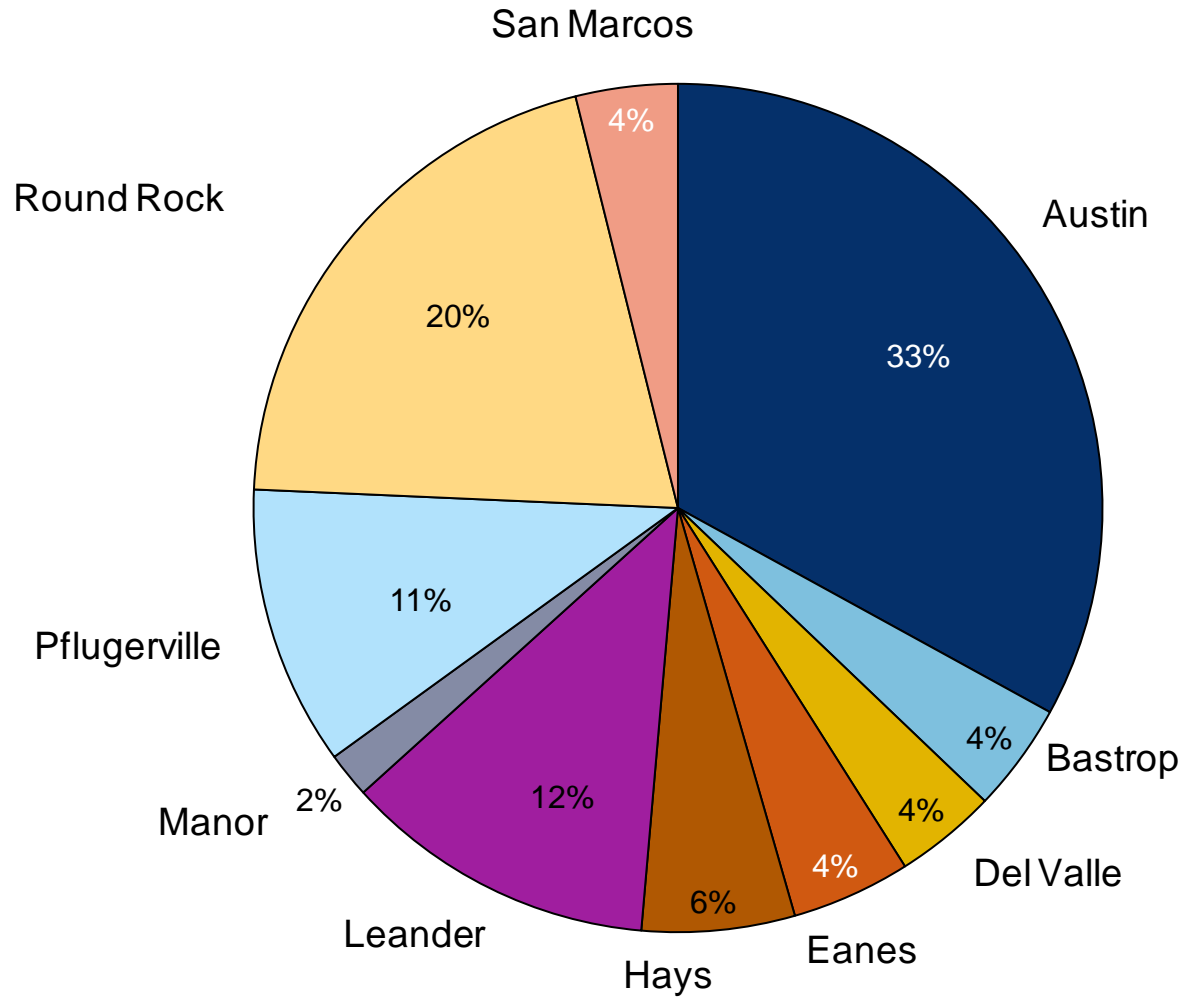
The shares of Hispanic and low-income graduates are gradually increasing over time.

	Class of 2007	Class of 2008	Class of 2009
<b>Totals</b>	<b>9,410</b>	<b>11,586</b>	<b>11,993</b>
<b>Ethnicity</b>			
Asian	6%	5%	5%
Black	11%	11%	12%
Hispanic	29%	32%	33%
White	52%	52%	48%
<b>Gender</b>			
Female	48%	50%	50%
Male	50%	50%	50%
<b>Family Income Status</b>			
Low-income	21%	24%	27%
Not Low-income	73%	73%	69%
<b>Special Education Status</b>			
Special Education	9%	10%	9%
Not Special Education	85%	87%	87%





# District Composition of 2009 Graduates





# Postsecondary Enrollment of Central Texas Graduates in Fall Following Graduation

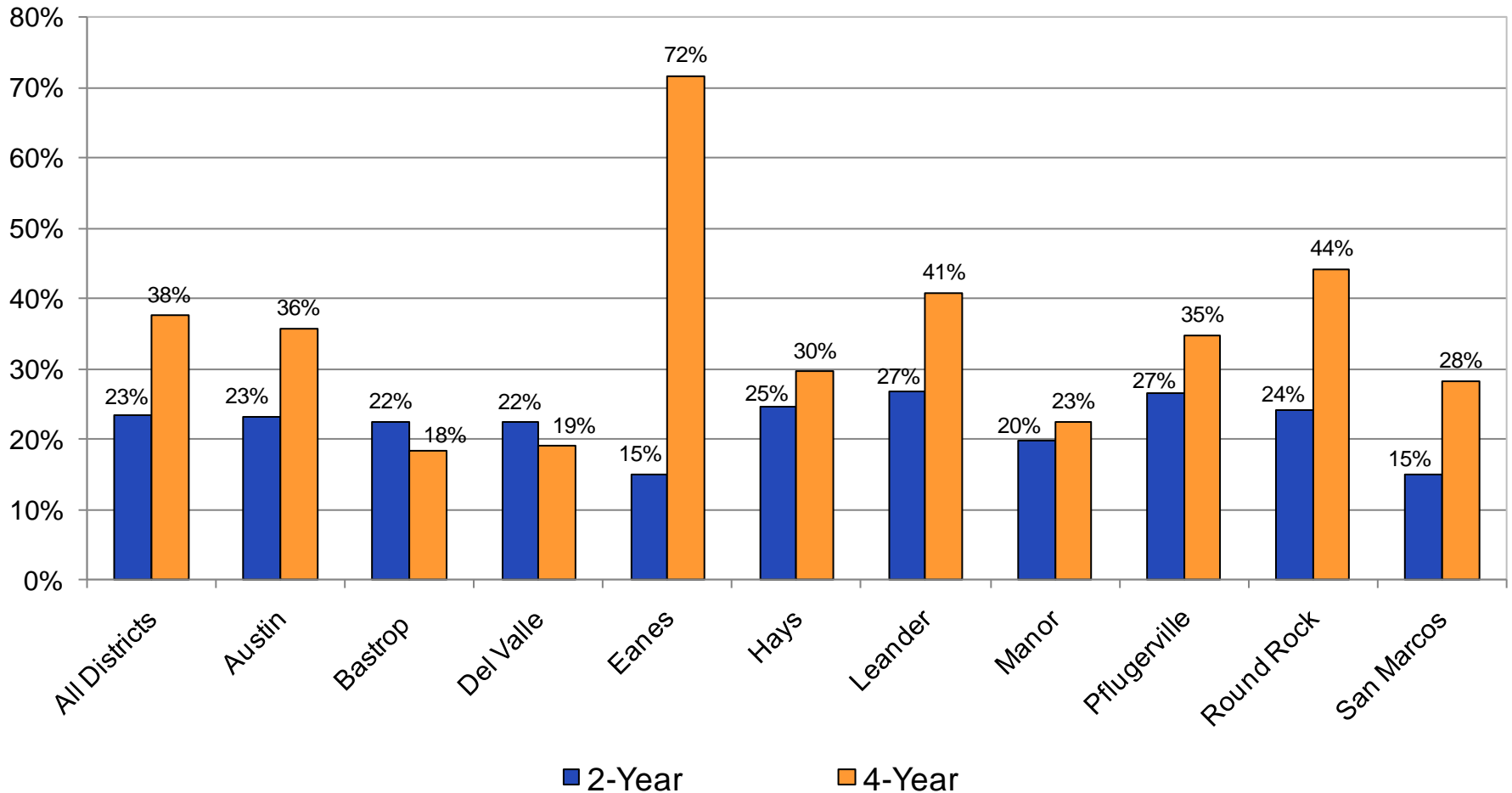


	Class of 2007	Class of 2008	Class of 2009
Total Number of Graduates	9,394	11,586	11,993
Percent Enrolled in Fall	62%	61%	61%
<b><i>Type of Institution</i></b>			
-4-Year College/University	40%	39%	38%
-2-year College/Technical School	22%	22%	23%
<b><i>Location of Institution</i></b>			
-In-state	54%	52%	54%
-Out-of-state	8%	9%	7%



# Percent of 2009 Graduates Enrolled in Fall 2009, by College Type and District

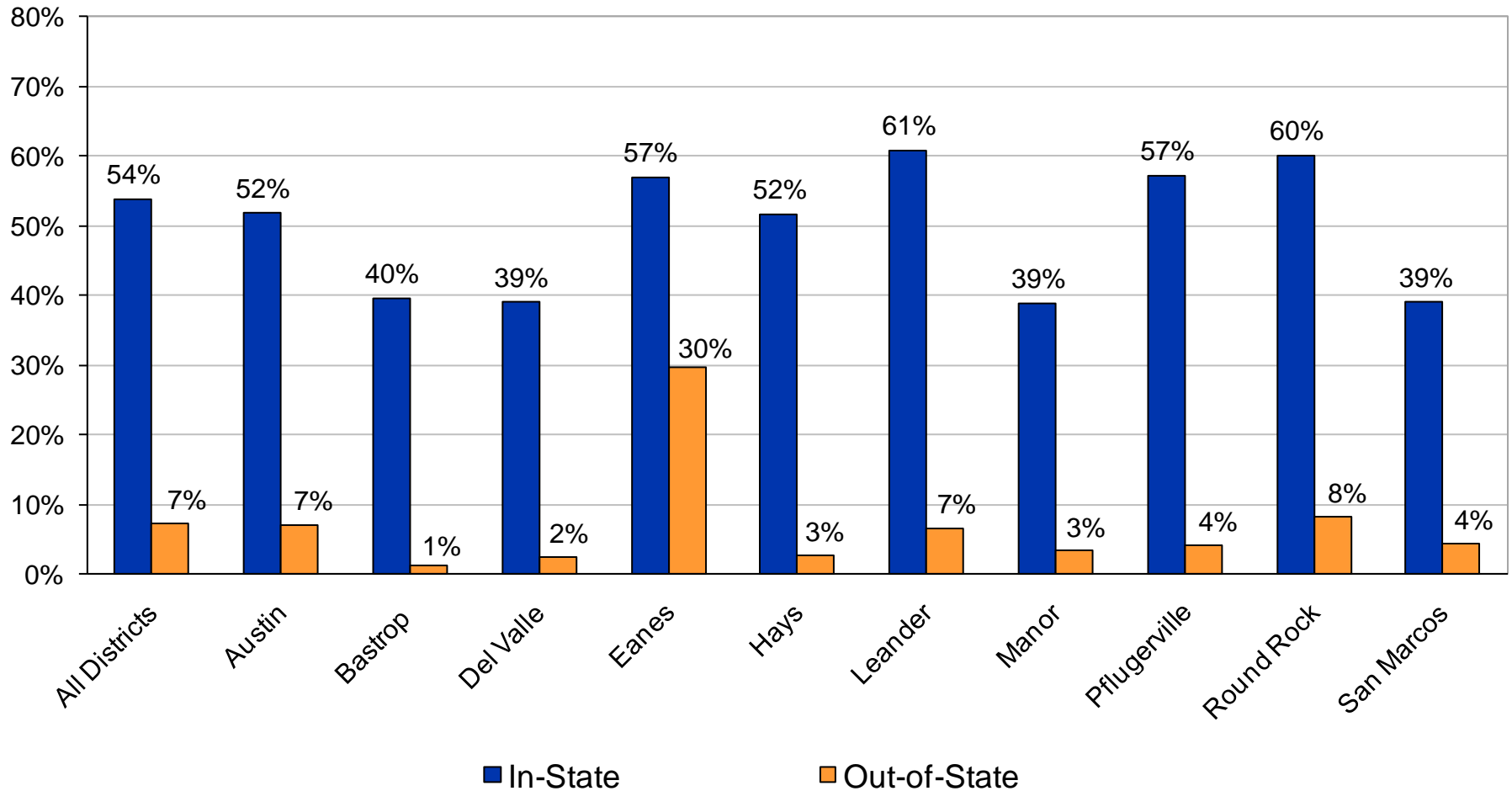
(N=11,993)





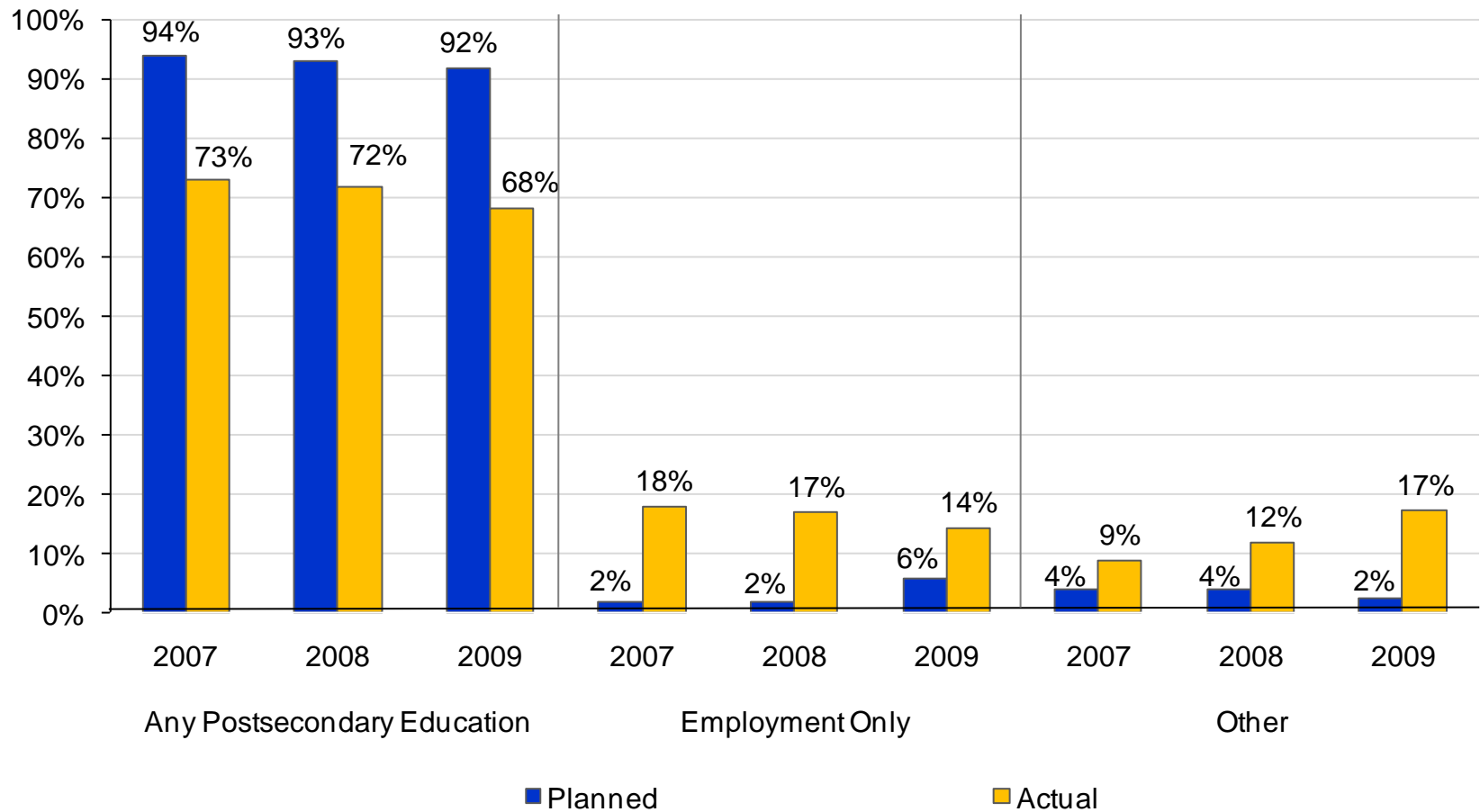
# Percent of 2009 Graduates Enrolled in Fall 2009, by Location and District

(N=11,993)



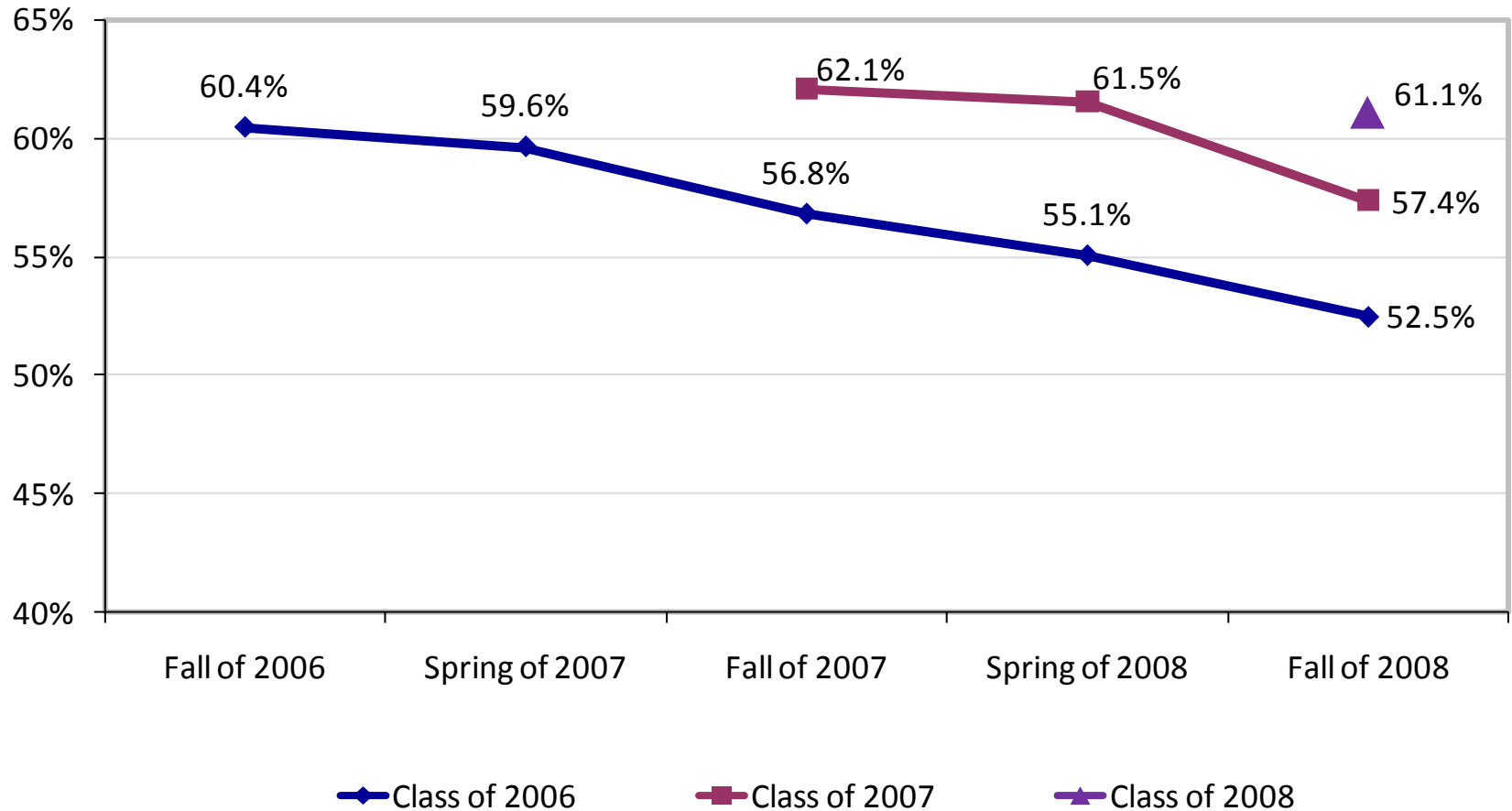


# Planned versus Actual Activities in Fall for Surveyed Graduates





# Postsecondary Enrollment Over Time, by Graduating Class





# Central Texas Graduates Employed in Texas

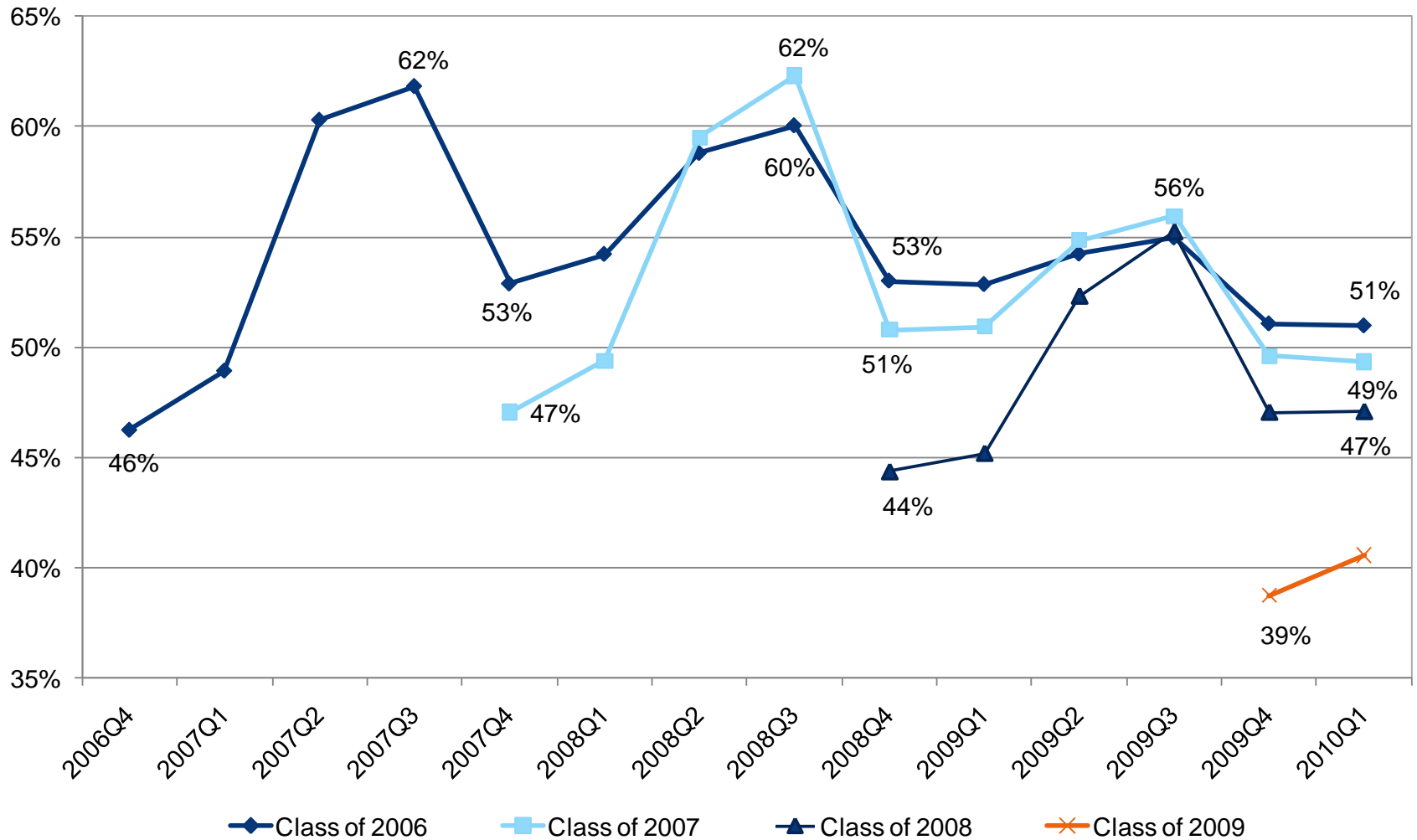


	Employed		Only Employed	
	2009	Change in Rates 2007-2009	2009	Change in Rates 2007-2009
<b>Employed Graduates (%)</b>	<b>39%</b>	<b>-7%</b>	<b>18%</b>	<b>-3%</b>
<b>Ethnicity</b>				
Asian	20%	-10%	4%	-5%
Black	39%	-14%	18%	-9%
Hispanic	42%	-11%	24%	-6%
White	38%	-5%	15%	-2%
<b>Income Status</b>				
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

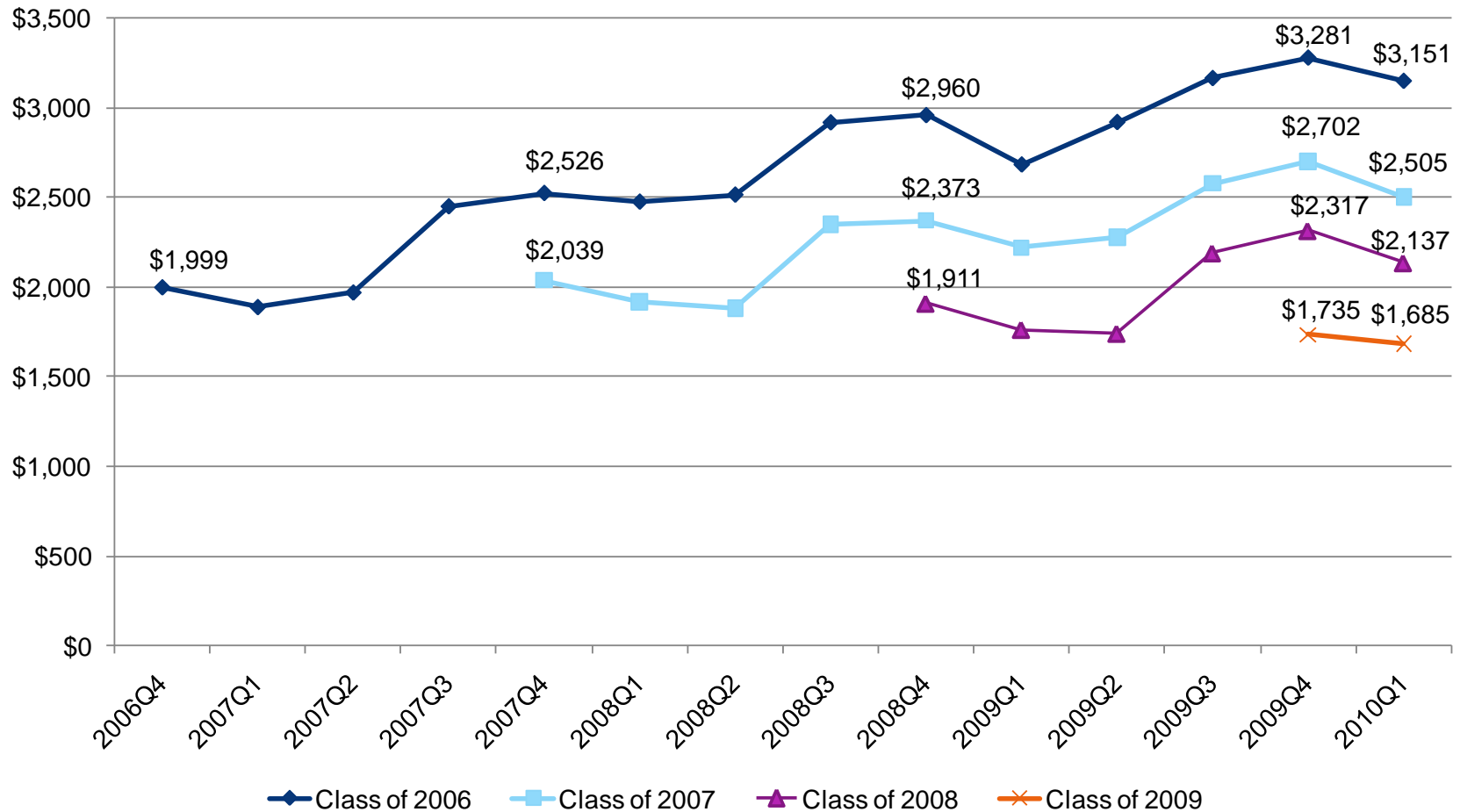






# Median Earnings by Quarter for Central Texas Graduates

(Through the Spring of 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

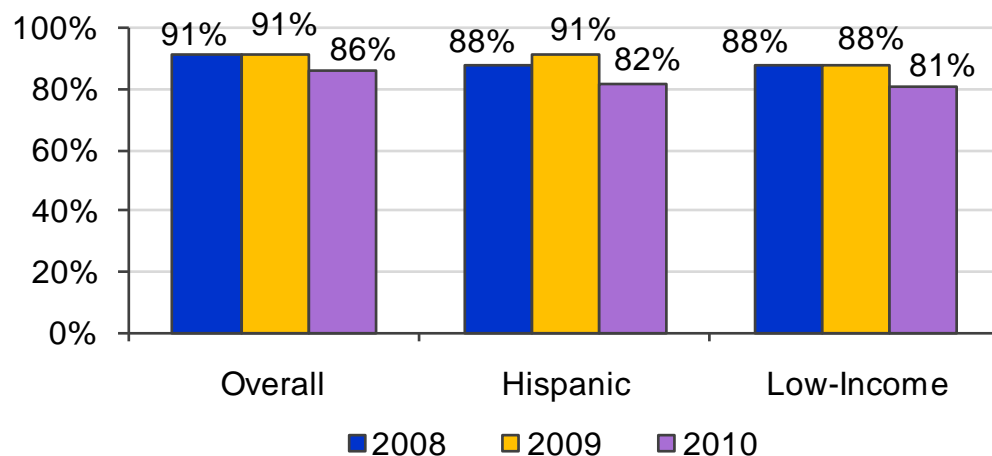


- ***Hispanic graduates:*** many key factors the same but strength varied; strong curriculum and FAFSA very important; males more likely to enroll; parental education and visiting campuses not significant
- ***Low-income graduates:*** far fewer significant variables; curriculum and top 10% most important
- ***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

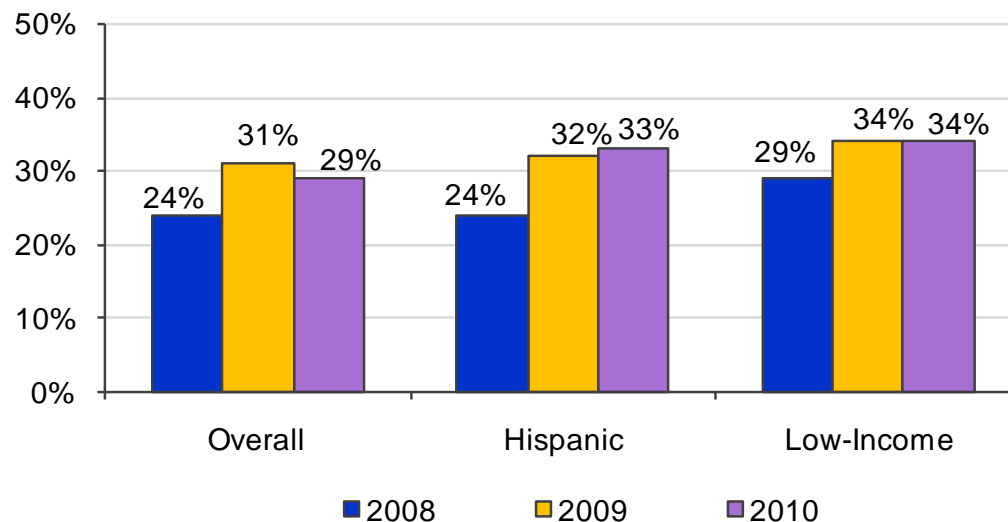
# Senior Survey Recent Trends



## Plans for Postsecondary Enrollment



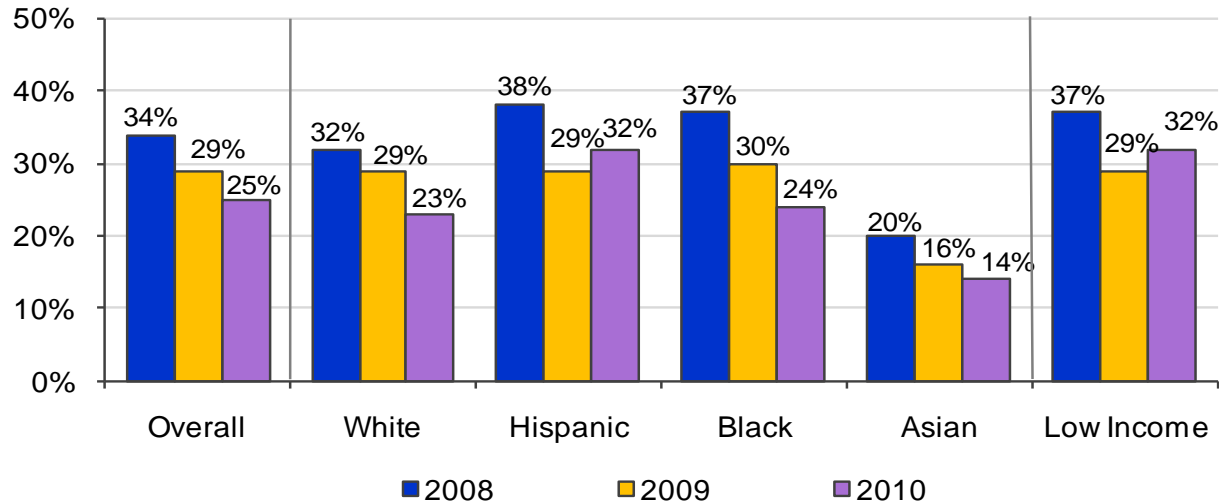
## Primary Reason for Not Choosing Postsecondary Enrollment — Financial



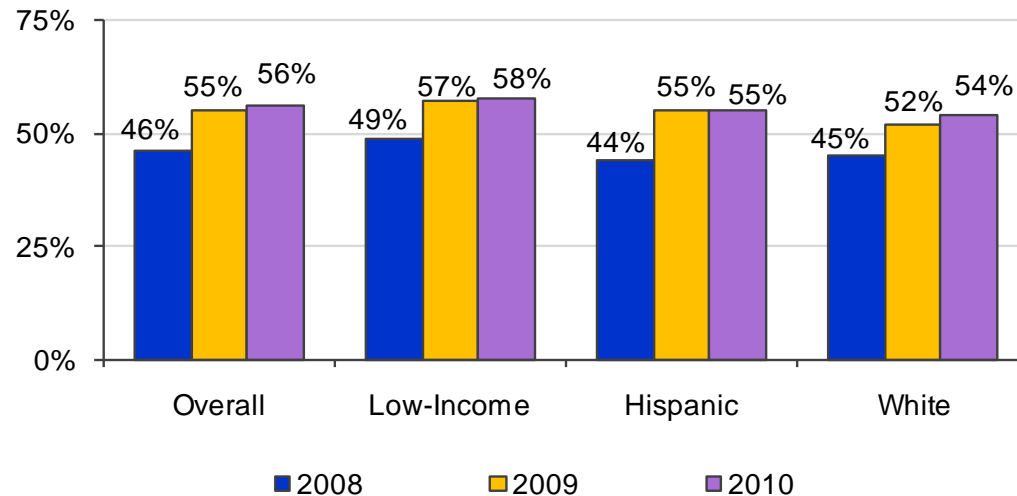
# Senior Survey Recent Trends



## Fewer High School Students Work More Than 16 Hours Per Week in High School



## More Students Reported FAFSA Submission





# Policy Implications

- 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

# Work Currently Underway



- **2010 senior survey report**
  - Focus on changes over time
  - Scheduled for December 2010 release
  
- **Factors linked to initial enrollment for 2008 and 2009 graduates**
  - Incorporation of college-readiness measures
  - Focus on graduates in middle of class rank
  - School and district variation
  - Comparison of results using Texas longitudinal system data
  - Scheduled for April 2011 release

# Future Plans



- **Enhance outcomes data**
  - Extend longitudinal outcomes coverage
  - Add data: e.g., financial aid (FAFSA); Federal Employment Data Exchange System (FEDES) for federal, military, postal; job training
- **Expand research efforts**
  - Use database to evaluate interventions (e.g., college access programs)
  - Analyze college and workforce pathways
  - Explore factors linked to college retention
- **Enhance real-time performance management tools**
- **Establish stable, multi-year funding**
- **Replicate the model in other regions/states**





**For more information:**

**[www.centexstudentfutures.org](http://www.centexstudentfutures.org)**

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