



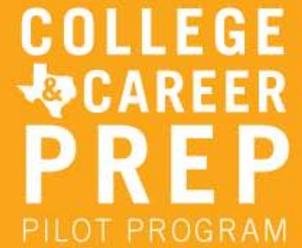
Texas P-16 Council Meeting

November 10, 2010

Jane Swift

Senior Vice President, Government Solutions
ConnectEDU

Pilot Program Background

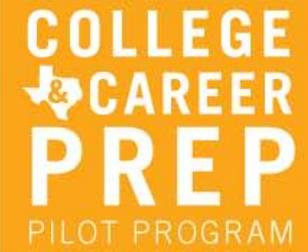


- **Comprehensive web portal** to assist students, parents and counselors through successful college and career transitions:
 - **Driven by student data**; Web portal integrates with Student Information Systems
 - **Unifies Texas-specific content** from multiple State online resources, including AchieveTexas, CollegeforAllTexans.com and OwnYourOwnFuture.com
 - **Drives critical task completion** across the college and career planning spectrum
- **College Access Population** (*As defined by TEA selection criteria, including “At Risk” student population, TAKS scores and HB 400 classification*)
- **40 high schools across all 20 ESC regions** (Nearly 35,000 students)

Implementation

- **Training:** In-person “Getting Started” trainings conducted at eight (8) regional Education Service Centers (Aug-Sept ‘10):
 - El Paso (ESC 19), Dallas (ESC 10), Abilene (ESC 14), Corpus Christi (ESC 2), Houston (ESC 4), Lubbock (ESC 17), San Angelo (ESC 15) and San Antonio (ESC 20)
 - Training completed by all Pilot Program high schools; many schools sent multiple participants
 - 15 additional module-focused trainings scheduled including “Career Exploration & Creating Student Profiles”, “College Search & Application Tracking” and “Financial Aid”
- **Data Loading:** 39 of 40 high schools have loaded data for 33,000 student accounts
- **Success Plans:** Commitment to implement grade-specific, time-dependent planning activities
 - Many schools are integrating these tasks into existing counseling procedures and processes
 - 26 of 40 plans received; follow-up conference calls with school and district Pilot Program stakeholders

Pilot Program Snapshot: Bridge City HS



- Success Plan excerpt, including school **resource** and **curriculum** integration

Texas College & Career Prep Pilot Program – Implementation Success Plan

Name of School: Bridge City High School

Activity	9 th	10 th	11 th	12 th	How?	By Whom?	Training
Student Registration	Nov	Nov	Nov	Oct/Nov	 <p>Schedule Computer Lab, Library Lab & Mobile Lab for teachers. (Regular and Special Ed). Schedule: Make-Up day for students absent 12th – 3 English Teachers, 8 classes (October and November) 11th – 3 English Teachers, 8 classes (November) 10th – 3 English Teachers, 8 classes (Nov) 9th – 3 English Teachers, 9 classes (Nov) 9th – 12th - Special Education English (October & Nov) *Teacher Training about the program (October/November) *Pre-Registration: Create email address for students who don't have one *Students complete "Computer Username/Password Form"</p>	Counselors/English Teachers: Regular and Special Ed	Getting Started
Create A Student Portfolio/Resume	March	March	Nov	Oct/Nov	 <p>Schedule Computer Lab, Library Lab & Mobile Lab for English teachers. (Regular and Special Ed). Input Resume info and Essay. BlackBoard Connect: Contact parents about the benefits and home access of this program. Schedule: Make-Up day 12th – 3 English Teachers, 8 classes (October and November) 11th – 3 English Teachers, 8 classes (November) 10th – 4 English Teachers, 8 classes (March after TAKS testing) 9th – 3 English Teachers, 9 classes (March after TAKS Testing) 9th – 12th - Special Education English (October, Nov. and March)</p>	Counselors/English Teachers: Regular and Special Ed	Getting Started
					Schedule Computer Lab, Library Lab & Mobile Lab for English		

Demonstration



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www.texascollegepilot.org

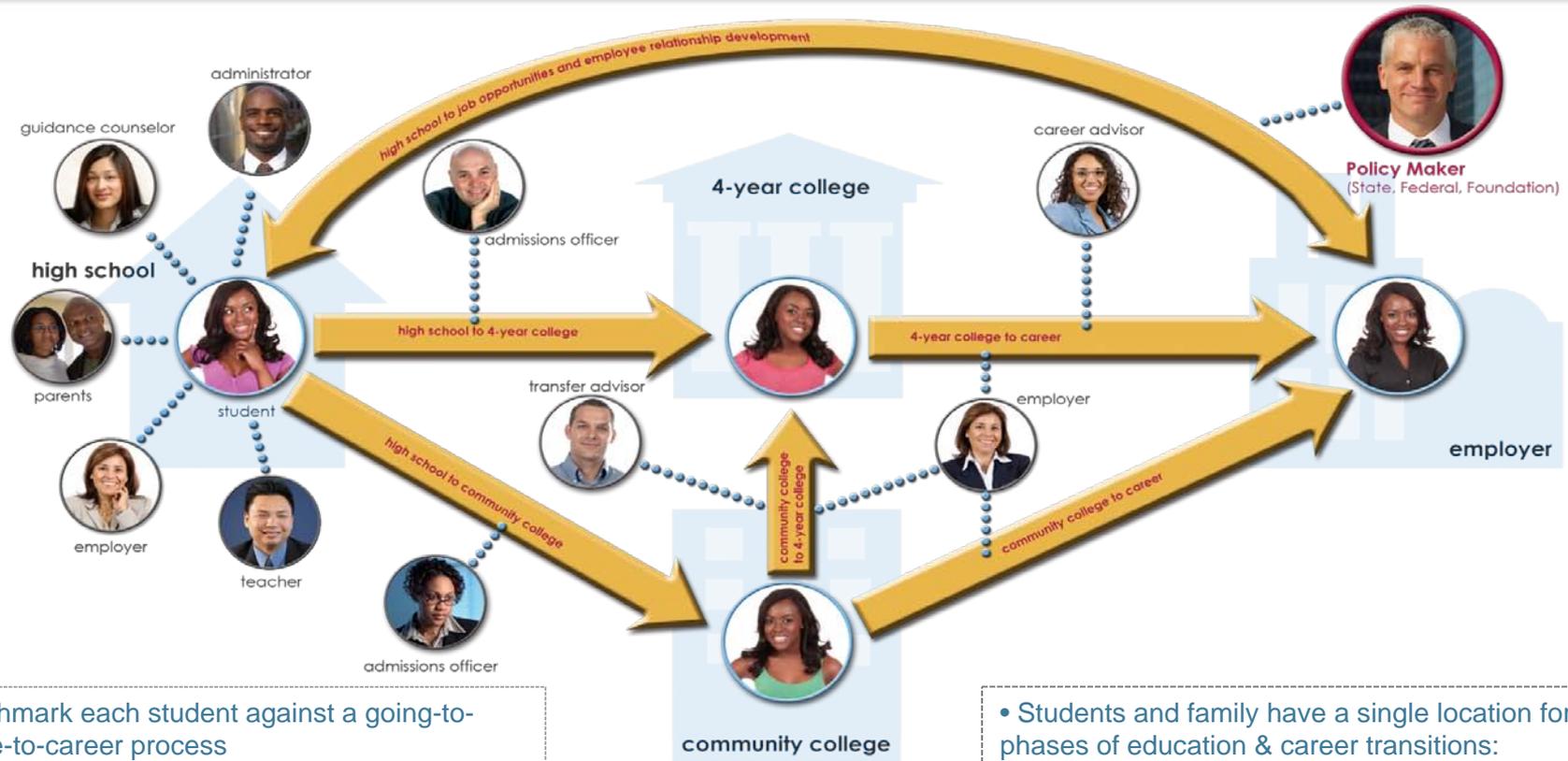
ConnectEDU: History and Background



- Since our founding nearly 10 years ago, ConnectEDU has been committed to one mission:
 - To give every student from every neighborhood across the country the best opportunity to achieve the dream of a college education and a promising career
- Trusted education technology partner to states, school districts and college access organizations
- Provider of innovative technology solutions to students, counselors, teachers, administrators, mentors and parents
- Data-driven tools to drive successful outcomes for all users
- Customized state solutions that align technology and services to tackle the toughest public policy challenges

Students at the Center of Solution Design

COLLEGE & CAREER PREP PILOT PROGRAM



- Benchmark each student against a going-to-college-to-career process
- Provide tracking, direction and communication
- Committed to continuous improvement and industry-leading evaluation

- Students and family have a single location for all phases of education & career transitions:
 - Preparation
 - Search
 - Apply
 - Finance
 - Decide

Emphasis of College & Career Readiness Public Policy



- **Align** high school courses and standards with demands of college and careers
- Create better **assessments** to measure if a student is prepared for college and the workplace
- Create information and **accountability** systems focused on college and career readiness
- Overall focus is on **academic preparedness**

Emerging Body of Research: Task Completion

- There are 5 crucial steps to getting ready for a four-year college *(Daniel Klasik, "The College Application Gauntlet: An Exploration of College Application Step Completion," Paper Presented at The American Educational Research Association, 2010)*
 1. Having Bachelor's aspirations in the 10th grade
 2. Having Bachelor's aspirations in the 12th grade
 3. Taking the SAT or ACT
 4. Attaining Minimal College Qualifications
 5. Applying to College

*Nearly all students (95%) who enroll in four-year colleges have completed these 5 steps

Financial Aid and Task Completion

- Many students who are eligible for financial aid do not apply.
- More than 1 million students said: “forms were too much work or too time consuming.” More than 1.2 millions students said: “they did not have enough information about how to apply for financial aid.” (*Mark Kantrowitz, “FAFSA Completion Rates,” October 2009*)
- Recent research finds that assistance with completing the FAFSA form significantly increased the enrollment of graduating high schools seniors. (*Bridget Terry Long, Eric Bettinger, and Philip Oreopoulos, Lisa Sanbonmatsu “The Role of Information and Simplification in College Decisions”*)
- **Bottom Line: Research shows that helping students complete tasks leads to increased postsecondary enrollment.**

Role of Information & Guidance in Task Completion

- In addition to academic preparedness, college access depends on access to **information and concrete guidance and support** (*“Barriers to College Attainment,” Jenny Nagaoka, Melissa Roderick, and Vanessa Coca, Center for American Progress, January 2009*)
- Guidance counseling helps, but we have a stressed high school guidance system
- Students who get perfunctory counseling are more likely to delay college and make questionable choices about higher education (*“Can I Get a Little Advice Here? A Public Agenda Report”, 2010*)
- In Texas, student to counselor ratio was 451:1 in 2007-08 (*“Student-to-Counselor Ratio by State 2007-2008” U.S. Department of Education, Common Core of Data*)

Enter Technology...



- Technology offers an opportunity to meet many of these challenges in a way that is scalable and cost-effective
- Our data integration provides longitudinal tracking of students from middle school through career on key metrics
- Use data to inform the process, tailored to the individual student
 - Organize and manage task completion
 - Helps to ensure students attain academic qualifications and are on track to graduate
 - College Search and Matching
 - Facilitate the College application process
 - FAFSA Completion and Scholarship Search
 - Data reporting

Additional Benefits of Technology

- **Increased transparency** for students and their families
 - Graduation rates of specific colleges
 - Expected debt burden compared with expected starting salary
- **Ability to engage** the adults who support the students
 - Parents
 - Teachers
 - High School Counselors
 - College Admissions Staff
 - College-access organizations and other mentors
- **Scalable and Cost Effective:** Technology can create efficiencies, compared with the traditional methods used in the high school and higher education marketplace today

Data-Driven Decision Making

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- Tools for effective and efficient decision making in the classroom:
 - Achieving College and Career readiness requires standards aligned with college level work, assessments and accountability tied to those standards
 - Our products help to tie MS and HS data on assessments, coursework and interests to the critical tasks needed to achieve greater college matriculation & persistence rates
 - We have designed intuitive, easy to use dashboards on critical College and Career Readiness metrics for use by students, teachers and administrators

Compliance with Standards

- ConnectEDU's commitment and experience
 - PESC Board of Directors, P-20 Liaison
 - Technology to enable the Data Quality Campaign's 10 Essential Elements
 - Tier 1 participant in the Common Data Standards Implementation Task Force