

## IMPACT REPORT: COLLEGE READINESS HIGH SCHOOL ADVISING PROGRAM

### PROGRAM OVERVIEW

#### Vision + Mission

The Office of College and Career Readiness equips students to achieve their post-secondary goals by providing transformational advising, rigorous instructional environments, impactful real-world experiences, and engagement with colleges, industry partners, and the military.

#### Opportunity and Impact

The College Readiness department is committed to providing higher education access to all HISD students and works closely with campuses and district departments to create and maintain a **college-bound culture and continuum** throughout the district, starting in Elementary and Middle School with our Project Explore Program<sup>1</sup>.

This impact report will showcase our high school advising programs that provide comprehensive college and career advising support to all high school students in grades 9-12 across all campuses in the district.

The program also offers targeted cohort one-on-one advising for economically disadvantaged students throughout the student's high school years. The targeted cohort-based advising aims to address the specific needs and challenges economically disadvantaged students face. Cohort advising has increased college application and matriculation rates by 28-40%, depending on the program, over non-cohort peers.

The program's overall objective is to ensure that students, particularly economically disadvantaged students, have the necessary support and resources to prepare for college and career.



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<sup>1</sup> Refer to the Office of College, Career, & Military Readiness "Project Explore/Project Explore Jr. Impact Report" for more detailed information about this program. [Houstonisd.org/ccmr](https://houstonisd.org/ccmr)

## PROGRAM SUMMARY

### Target Student Population

#### 1. Tiered Support for all High School Students:

- The program offers college and career readiness advising and support to all 9th-12th grade students in the district<sup>2</sup>.

#### 2. Advising for Cohorts of Economically Disadvantaged Students:

- Students who want to pursue a career that requires higher education post-graduation are identified to receive personalized one-on-one advising in five critical components<sup>3</sup> to address specific needs and challenges.
  - The number of advising sessions increase each year of high school, with a greater emphasis on junior and senior year.

### College Readiness Advising Cohort Programs

- **Launch Senior | 8,421 Seniors** | Seniors receive support with college and financial applications
  - **Launch Cohort (1,734 identified seniors)** receive five hands on-advising sessions to support with college applications and admissions process, college affordability and financial aid, college entrance exams, career planning, transition and persistence.
  - **Wings/ALAS | 211 cohort students** | supports immigrant students through the college process.
  - **STEPS | 72 cohort students** | Support, Transition, Education, Preparation, and Success for African American college bound seniors.
  - **Orbit | 449 cohort students** | supports students transitioning to college
- **Ignite | 9th -12th | 2, 902 cohort students** | Supports building a strong foundation for college and career success through: one-on-one advising, college and industry visits, PSAT/SAT preparation, and life-changing summer learning opportunities.
- **Hard@Play | 393 students** | supports college-bound student athletes advising, large-scale presentations, individual and group advising, parent information sessions, and partnerships with local and national organization to ease student and family uncertainty for NCAA completion.
- **AVID Course<sup>4</sup> | 3,058 high school students** | AVID's mission to close the opportunity gap by preparing all students for college readiness and success in a global society.

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<sup>2</sup> 9<sup>th</sup> grade total enrollment 15,947, 10<sup>th</sup> grade total enrollment 13,293, 11<sup>th</sup> grade total enrollment 11,053, 12<sup>th</sup> grade total enrollment 11,864

<sup>3</sup> These include: College applications and admissions process, college affordability and financial aid, college entrance exams, career planning, and transition/persistence

<sup>4</sup> Refer to the Office of College, Career, & Military Readiness "AVID Impact Report" for more detailed information about this program. [Houstonisd.org/ccmr](http://Houstonisd.org/ccmr)

## List of Campuses and Staffing

- 1 Executive Director, 2 Directors
- 6 Senior Managers
- 31 Campus-based Managers
- 58 College and Career Readiness Advisors
- 3 Administrative Assistants



Early colleges and magnet schools are supported by one College Career and Military Readiness (CCMR) advisor. ***Larger campuses in italics*** are supported by a campus-based program manager and **1 to 3 college and career readiness advisors**.

<i>Austin High School</i>	Mickey Leland College Prep
<i>Bellaire High School</i>	<i>Milby High School</i>
Carnegie Vanguard High School	Mount Carmel Academy
Challenge Early College HS	<i>North Forest High School</i>
<i>Chavez High School</i>	North Houston Early College HS
DeBakey HSHP	<i>Northside High School</i>
East Early College HS	<i>Scarborough High School</i>
Eastwood Academy	<i>Sharpstown High School</i>
Energized for STEM Acad Central	Sharpstown International
Energy Institute High School	South Early College HS
<i>Furr High School</i>	Sterling High School
<i>Heights High School</i>	Texas Connections Academy Hou
Houston Academy International	<i>Waltrip High School</i>
<i>Houston MSTC</i>	<i>Washington BT High School</i>
Jones Futures Academy	<i>Westbury High School</i>
<i>Kashmere High School</i>	<i>Westside High School</i>
Kinder HSPVA	<i>Wheatley High School</i>
<i>Lamar High School</i>	<i>Wisdom High School</i>
Law and Justice High School	<i>Worthing High School</i>
Long Academy	<i>Yates High School</i>
<i>Madison High School</i>	Young Women's College Prep

## PROGRAM IMPACT

### Student Programming and Engagement Outcomes:

	2020-2021	2021-2022	2022-2023	% Increase from 2020
<b>College Applications</b>	73% of all seniors in HISD	85% of all seniors in HISD	88% of all seniors in HISD	21% of all seniors in HISD
<b>Financial Aid Apps</b>	58% of all seniors in HISD	82% of all seniors in HISD	85% of all seniors in HISD	47% of all seniors in HISD
<b>College Matriculation</b>	48% of all graduates in HISD	51% of all graduates in HISD	[preliminary numbers available in November]	6% of all graduates in HISD

- **Advising Sessions**
  - 31,968 for 10,470 students
  - 954,523 text messages sent as part of increasing student engagement
- **College and Industry Field Trips**
  - 388 trips impacting 14,028 students
  - Increase of 470% increase from 2022 (68 field trips)
- **Student Engagement**
  - 80 large scale College Readiness program presentations (Ignite, Launch, Orbit)
  - 201 Virtual and In-Person College Ready Workshops
  - 954,523 text messages sent as part of student engagement
- **Family & Partnership Engagement**
  - 168 partner presentations/workshops
  - 251 family engagement events supporting college and financial aid processes
- **Support for Homeless Students (McKinney Vento Act)**
  - 751 Seniors identified and coded
  - 95% completed a college app





## PROGRAM HIGHLIGHTS



### In-Person events

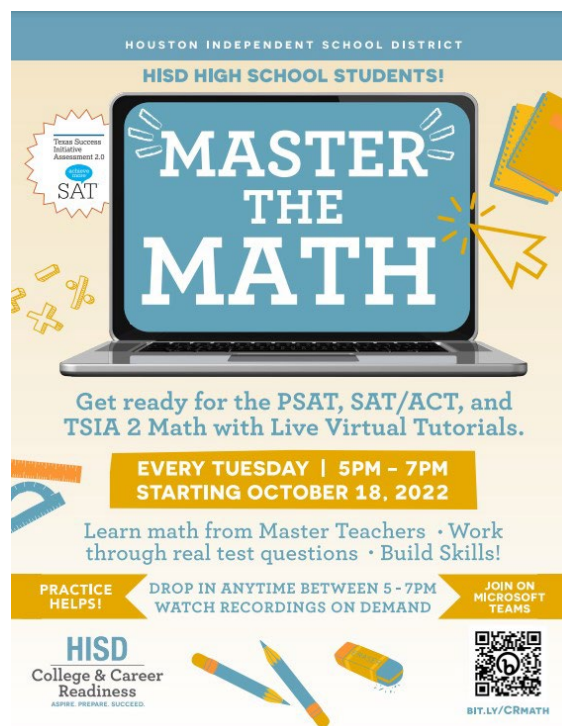
- Campus College Fairs
    - 30 campuses
    - 5,000+ students attended
  - College and Industry Visits
    - 388 trips
    - 14,028 students
  - Financial Aid Road Shows
    - 750+ students participated
    - All HISD high schools
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- 60th Anniversary NASA JFK Rice Event
    - 5,400+ students attended
  - Black College Expo
    - 450 + students from MS & HS participated
  - Dream Summit
    - 317 families attended
  - HBCU College Fair
    - 230+ students from middle schools and high schools participated
  - Hispanic Scholarship Fund Camp College Houston
    - 400+ students participated across 10 campuses
  - HCC Advisor Training Summit-PD Event for staff
    - 98 staff attended
  - HS Showcase for Project Explore Students at Westbury/Yates/Worthing/Houston MSTC/Chavez
    - 447 fifth and eighth grade Project Explore students attended
  - Mastery Prep Boot Camps
    - 670 student participated/24 campuses total
  - National Hispanic College Fair
    - 44 schools participated
    - 773 students attended
  - Thrive College Mentoring Program
    - 4 high school campuses
  - United for College Success Programming (Transition Program)
    - 450+ alumni students from the classes of 2020 and 2021 attended workshops for career development and placement
  - Young Scholars Camp(s) @ Rice
    - 600+ ninth and 10th grade students attended
    - 20 campuses participated



## PROGRAM HIGHLIGHTS (cont.)

### Virtual events

- CCMR Month (October 2022)
- Masters of Math (October 2022-March 2023)
  - All HISD 10th/11th/12th grade students invited
- CCMR Month Virtual Events
  - Districtwide elementary, middle, and high school initiative
- Momentum Education Weekly Career Conversations
  - All HISD 10th/11th/12th students invited/395 student attended
- Financial aid 101: Myth Buster
  - All HISD 11th/12th graders targeted; 14,819 invited (21 virtual participants)
- Launch Your Future Summer Sessions: College 101/Financial Aid 101/ and Virtual panel with colleges and universities;
  - Invited 10,000+ rising seniors (262 virtual participants)
- Financial Aid: What happens next.
  - All HISD 12th graders targeted; 10,023 invited (89 virtual participants/College Center broadcast)
  - All HISD 10th/11th students invited



### Notable awards/certificates

- 1327 Juniors invited to apply to College Board National Recognition programs for performance on PSAT/NMSQT
- 49 students from 24 HISD high schools have been awarded the Big Futures Scholarship for \$500 and are eligible for an additional \$40,000 scholarship from College Board
- \$ Over 456 million dollars in scholarship and financial aid awards to Class of 2023

- ✓ Start Your Career List
- ✓ Build Your College List
- ✓ Start Your Scholarship List
- ✓ Strengthen Your College List
- ✓ Complete the FAFSA
- ✓ Apply to Colleges



## STUDENT STORY HIGHLIGHTS

### South Early CHS student awarded a prestigious scholarship

Jada Daniels, a senior from South Early College High School and THRIVE Scholar, was awarded a \$10,000 scholarship by the Women Energy Network Houston (WENH) and Young Women Energized (YWE). The scholarship is merit-based and demonstrates exceptional abilities in the academic, athletic, or artistic realm. In addition to the scholarship award, she received a laptop. Jada has plans to attend Grambling State University to major in Computer Science. She visited Grambling State University during the THRIVE HBCU Summer Tour.

### Waltrip HS Senior awarded Dell Scholarship

Faith Moore, a senior OneGoal student at Waltrip High School, was awarded a Dell Scholarship over spring break. This is a highly competitive national scholarship; the total award is \$20,000, a laptop, annual \$500 textbook credits, and access to academic and social support during her entire postsecondary career.

While there have been several OneGoal fellows from Waltrip qualify over the years, this is the school's first winner. Faith plans to attend Texas Southern University in the fall. Ms. Gatica, a teacher at Waltrip HS, credits the College Center Team for helping Ms. Moore perfect her application.



### Kashmere Senior accepted to top-ranked college

For one Kashmere HS student, the collection of college acceptance letters and scholarship offers continues to stack up. DeAndra Rodgers is an outstanding senior at Kashmere whose academics and leadership resulted in his acceptance to Rhodes College in Memphis, Tennessee. Along with the acceptance, DeAndra is awarded the Ralph C. Hon Scholarship at \$124,000. Rhodes College is a top ranked liberal arts and sciences college.

## CHALLENGES

### Engagement impact (COVID)

Even as the COVID-19 pandemic begins to recede, there may still be challenges to engagement and impact in the field of education. Here are some of the potential challenges that schools and educators may face in the post-pandemic era:

- The pandemic has disrupted learning for many students, and there may be a need to address learning loss and help students catch up to grade level.
- While technology has been a valuable tool during the pandemic, there may be a risk of over-dependence on technology in the post-pandemic era. Schools and educators will need to strike a balance between using technology to enhance learning and ensuring that students have opportunities for hands-on, experiential learning.
- The economic impact of the pandemic may result in budget constraints for schools and districts, which could limit the resources available for educational programs and initiatives.

### Staff/student support

- Currently, we are limited with vendors translating documents and resources in different languages for our students and families. Additional collaborations are needed to ensure that workshops and resources are provided in different languages for families.
- Low family engagement due to conflicting work and family commitments.
- Essays are a crucial component of Admissions and Scholarships applications. A challenge is to the time, student access needed for additional support for the writing component of the college application process outside of the 1:1 advising that is required to support the college completion process.

### Financial aid access for our families

- This upcoming academic year the Federal Financial Aid application will have its first major overhaul of the application in 40 years. This change includes changes to the application along with the date the application is opened for students and families to access. The opening date will be from October 1 to December. This is a one-time change and will require a district-wide campaign to ensure families are aware of the date change and updates. Our staff will also need to ensure intentional follow-up with students, colleges and universities to see how this impacts different college scholarships and admissions deadlines.
- Additional financial literacy is needed for parents and students about the financial aid process, specifically about loans and scholarships. Some families' reluctance to have students' complete application is due to the misinformation about how loans work and the financial aid process.
- Special populations such as unaccompanied youth and TASFA/immigrant students also continue to require early outreach for successful matriculation to college and wrap around services



## CHALLENGES (cont.)

- Lack of dedicated workspace on every campus for a College Corner or College Center
- A lack of support from families can be an issue due to wanting students to stay close to home and/or myths about the cost of college.
- Inconsistencies across high school campuses on availability of students due to campus restrictions because of academic performance.
- Scheduling and student access due to type of campus such as the middle colleges within HISD

## Next Steps

- Increase PSAT/SAT/TSIA score by promoting the usage of Khan academy and other method of test preparation
- Opportunity for annual TSIA testing day at every high school campus
  - Increase student soft skills: Find their identity/mindset and aspiration by incorporating discussions with/in our advising framework for our unique cohort populations
  - Training on New FAFSA open (December 2023)
  - Increase our work with homeless/self-supporting youth/McKinney-Vento students
  - SchoolLinks expansion
  - Introduce GreenLight to high schools



# SchoolLinks

## Collaboration

- Intentional cross-collaboration with various HISD Departments with similar visions
- Collaboration with Inprint for Summer Writing Camp and professional development for advisors
- Intentional collaboration with college and universities with summer transition
- Collaboration with high school alumni groups and community organizations to bridge the gap between the college center and families



## CHALLENGES (cont.)

### A strategy for sustainability and growth:

#### INCREASE IN FAFSA AND APPLICATION

Coming out of COVID, ESSER funds allowed HISD to make dramatic gains in FAFSA and Application submissions.

- FAFSA submissions increased from 60% in 2020 to 82% for 2022
- Application submissions increased from 76% in 2020 to 85% for 2022.

#### INCREASE IN ADVISORS & PROGRAM MANAGER

These dramatic increases were the results of an increase in college advisors from **(29)** in 2020-2021 to **(70)** in 2021-2022 and the creation of 23 new campus-based program managers. This ESSER investment allowed the district to move from

- one advisor at large campuses to a team of 2 to 3 advisors on neighborhood high schools with historically lower college going rates managed by a college readiness program manager (and)
- advisors shared across smaller magnet campuses to a full-time advisor at each smaller magnet campus.



The college readiness program manager has been essential in bringing focus to our advising efforts at our 23 neighborhood campuses.

- They coordinate specific district-wide advising efforts . . .
  - **Ignite:** supports early college awareness with grades 9-12
  - **Orbit:** supports seniors in the transition process to college
  - **Wings:** supports immigrant students through the college process
  - **STEPS:** Support, Transition, Education, Preparation, and Success for African American college bound seniors.
- They integrate external college access programs such as Thrive, DiscoverU, and Academic Achievers withing the ecosystem of the campus they serve.
- They work with the dean to initiate TSI initiatives, such as setting up test prep programs and KHAN Academy.
- They coordinate with campus deans and counselors to have focused advising sessions to recruit students into AP, dual-credit, and dual-enrollment courses.

## CHALLENGES (cont.)

### COHORT ADVISING

While college advisors work with all seniors (82% have been advised as of 04-24-2023), each advisor has a cohort of 45 identified 'cohort' seniors who receive 5 targeted advising sessions: 2 in the fall, 2 in the spring, and 1 in the summer.

*A cohort student has the academic potential to be successful in college but faces obstacles in enrolling in college. For example, a strong academic student who is economically disadvantaged and first-generation is far less likely to enroll without support than their non-disadvantaged peers. With intentional advising, however, these students are **11% more likely to enroll in college** than academically and socio-economically similar peers who did not receive the intentional advising.*

Enrollment Rates			
	Advised	Not Advised	Percentage Point Difference
<b>All students</b>	49%	41%	8%
<b>Hispanic/Latino (all)</b>	43%	32%	11%
<b>Black/African American (all)</b>	48%	40%	8%
<b>Economically disadvantaged</b>	43%	32%	11%
<b>Non-economically disadvantaged</b>	60%	55%	5%
<b>Economically disadvantaged Hispanic/Latino</b>	42%	29%	13%
<b>Economically disadvantaged Black/African American</b>	45%	33%	12%

## CHALLENGES (cont.)

### Maximizing HISD investment in College and Career Advising.

Internal research by the Office of College, Career, and Military Readiness shows that an additional investment in college advising could potentially double the amount of Outcome Based Funding (OBF) HISD receives.

2021-2022 School Year				
	Total who qualified for Outcome Bonus Funding (TSI ready and enrolled or earned IBC)	Potential OBF	Bonus/student	Missed Bonus Opportunity Funding
Economically disadvantaged--meets TSI	1,165 enrolled	126 did not enroll	\$5,000	\$630,000
Not economically disadvantaged--meets TSI	1,305 enrolled	122 did not enroll	\$3,000	\$366,000
SPED--meets TSI	14 enrolled	0	\$2,000	\$0
Economically disadvantaged--near TSI (50 ELA/ 50 Math)	NA	800 enrolled	\$5,000	\$4,000,000
Not economically disadvantaged--near TSI (50 ELA/ 50 Math)	NA	287 enrolled	\$3,000	\$861,000
SPED--near TSI (50 ELA/ 50 Math)	NA	22 enrolled	\$2,000	\$44,000
Total	2484	1357		\$5,901,000

The Office of CCMR has identified a potential of 1,357 students from the class of 2021-2022 who could have earned OBF for the District. An additional 24 campus-based advisors at an investment cost of \$2.04 million, would have positioned the district to have captured between \$3.0 to \$5.9 million in additional Outcome Based Funding (OBF).



## GOAL ALIGNMENT

### Board Goal Progress

- **Measure 3.1:** The percentage of students who by the end of 11th grade have demonstrated college readiness by satisfying the Texas Success Initiative (TSI) requirement via SAT, ACT, or Texas Success Initiative Assessment (TSIA) will increase eight percentage points from 24 in 2019 to 32 in 2024.
- **Measure 3.3:** The goal of increasing the percentage of students who demonstrate career readiness via an industry-based certification from 0% in 2019 to 18% by the end of 11th grade in 2024 is a worthy one. Achieving this goal would indicate that more students are prepared for success in the workforce and have the skills and knowledge needed to pursue meaningful careers.

### Office of CCMR Department Goals

- Increase the number of schools achieving A-C in domain 1 of the state accountability system
- The goal of increasing the percentage of students performing above grade level in reading and math on STAAR for students involved in programming supported by the Office of College, Career, and Military Readiness is a laudable one. Achieving this goal would indicate that students are receiving high-quality educational support that is helping them to excel academically.
- Increase out-of-classroom learning and experiential opportunities for students in College, Career, and Military Readiness programs.

### Short-term Goals/Outcomes

- 75% of all students in each grade level participated in a large-scale presentation
- 90% of cohort advising sessions completed
- 90% of seniors in the top 10% have a 4-year college application completed by December 1
- 95% of cohort students completing college applications and financial aid applications
- 100% of high schools receive financial aid workshop
- By December 1, 30% of campuses have an active parent engagement group
- 80% of staff attending PLC/PD indicated they learned tools that align with job duties
- 60% of students will have a well-informed postsecondary plan by December 1 of their senior year
- Continued increase in programming for special population students

## Mid-term Goals/Outcomes

### **Financial aid and college applications:**

- All high schools are provided with a financial aid and college application workshop
- 90% college applications and 85% financial aid applications were completed by graduating seniors at each high school by June 30, 2023
- Annual increases in scholarship and financial aid award offers districtwide
- All seniors will receive a one-on-one meeting regarding the State of Texas Graduation Requirement

### **Student and cohort support:**

- 90% of ninth – 11th grade cohort students will have six advising sessions to ensure they are ready for the college application process their senior year
- 90% of senior cohort students complete college application & financial aid applications by graduation
- 30% of 9<sup>th</sup> – 11<sup>th</sup>-grade cohort students experience DiscoverU Fantastic Learning Opportunities
- More seniors will meet testing standards to enroll in college level courses after high school graduation
- Parent communication and engagement for each student in cohort
- 45 high school graduates are met monthly by transition advisors to ensure enrollment and retention

### **Staff:**

- Staff is prepared to maintain the best knowledge of current industry best practices
- Improve staff retention rates
- Salesforce platform providing a broader reach of historical data to guide our work

## Long-term Goals/Outcomes

- Increase the number of HISD students enrolling in college with a financial aid package
- Increase number of students enrolling in college
- Increase number of academically strong students transitioning to 4-year colleges
- Expose students to 2-year college, certificate, and workforce programs opportunities
- Increase the number of HISD alumni who graduate from college
- Parents become advocates toward furthering their students' post-secondary pathways
- Cohort students will have a higher probability of completing their degrees