

Strategies, Initiatives, and Resources

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Texas Higher Education Coordinating Board

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Building a Talent Strong Texas

- **Attainment:** 60% of Texans ages 25-64 attain a credential of value by 2030.
- **Credential of value:** A skill or training that prepares Texans for a rewarding career with no or manageable debt.
- **Research:** Bring in \$1 billion annually in private and federal research funds by 2030 and expand the number of doctorates awarded to 7,500 annually.

Division of College and Career Advising

Strategy, Initiatives, and Resources



All Texans receive holistic and equitable advising that propels them to obtain credentials of value.

A holistic advising system provides support to Learners and Supporters. It engages the ‘whole’ Learner by considering their emotional, economic, cognitive, social, and physical well-being. It enables Learners to develop the knowledge and skills to make informed academic and career decisions throughout their entire credential attainment journey.

An equitable advising system actively opposes systemic injustices by prioritizing support for Texans with disproportionate barriers to educational achievement.

Credentials of value are educational credentials (e.g., degrees, certificates, and other credentials) that enable Learners who complete those credentials to receive annual earnings that surpass a minimum economic threshold within three years after receiving the credential.

LEARNER PERSONA

Reactors

MINDSET

They are hesitant about their future and often focused solely on the present. They need support to come to them.

Reactors' interests and responsibilities, like their social life or work, keep them focused on the present and not the specifics of their College and Career future.



LEARNER PERSONA

Explorers

MINDSET

They can envision their future and begin building a plan for themselves, but they still seek support as they consider multiple possibilities.

Explorers' interests, curiosity, and motivation for an exciting education and career make them open-minded, but they can also get stuck trying to settle on a path that feels like the right fit.



LEARNER PERSONA

Planners

MINDSET

They have a vision for their future, actively strive to achieve their goals, and proactively seek out support when needed.

Planners' steadfast focus to attain a degree, career, and lifestyle reflects their clear vision of what comes next and a plan of action to get them there.



SUPPORTER PERSONA

Guides

MINDSET

They understand how to navigate College and Career transitions, passing on professional knowledge and formal resources.

Guides have deep institutional resources, networks, information, and understanding to share with Learners about pursuing a degree and career. It is their job to advise Learners.



SUPPORTER PERSONA

Coaches

MINDSET

They motivate Learners when they get "stuck," need reassurance, and need nudges to be held accountable.

Coaches' ongoing relationships with Learners mean they can be present to inspire them to dream big, explore alternative paths, and turn to them when things get hard or go wrong.



SUPPORTER PERSONA

Peers

MINDSET

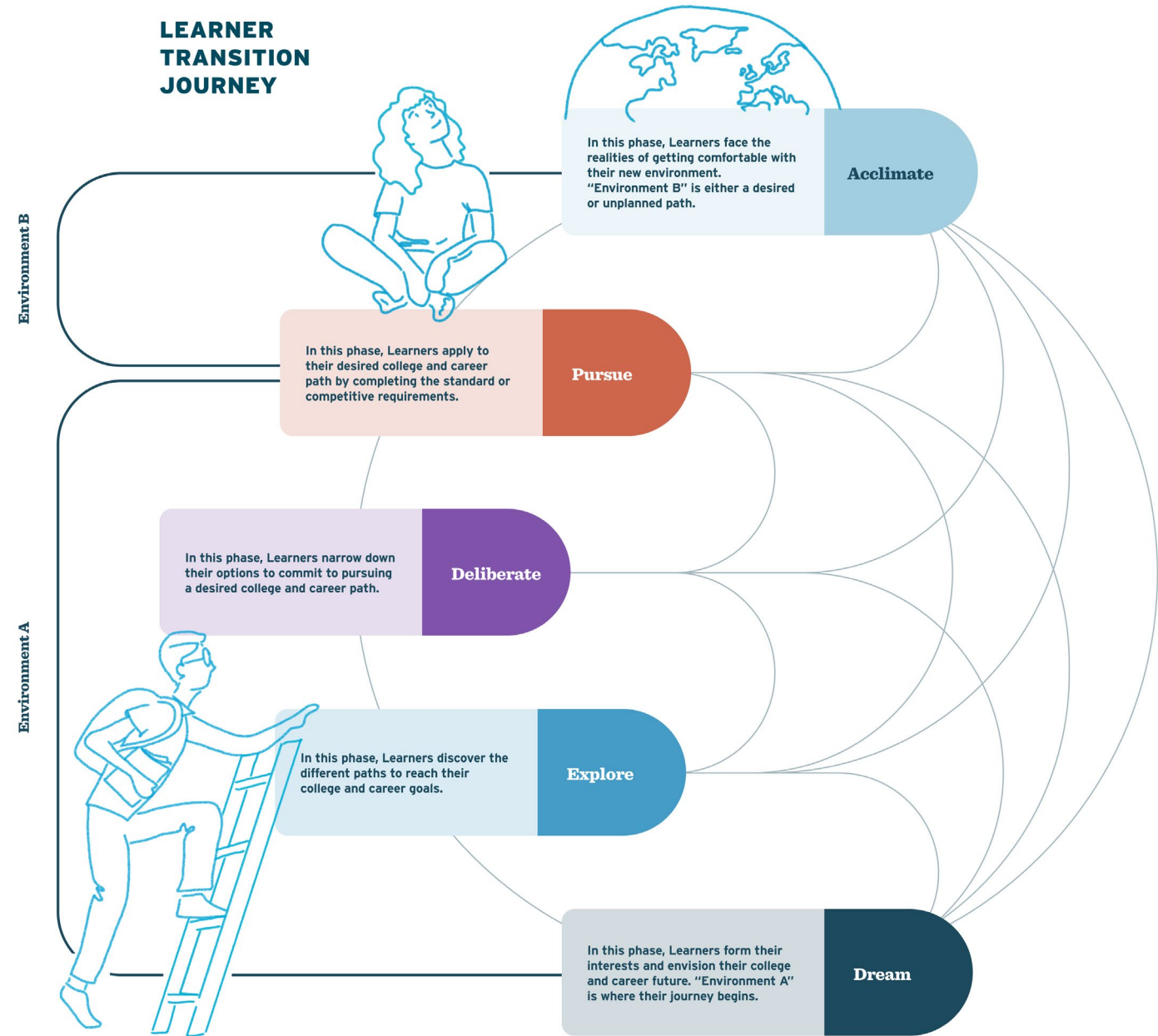
They identify with the interests and lived experiences of Learners and can serve as an exemplar of success and a source of inspiration.

Peers have similar interests and backgrounds to Learners and have typically experienced a similar path, which enables them to be relatable models of success. They introduce and expose Learners to the realities of any given job, field, or program.



A transition journey

We developed a “transition journey” framework based on field research observations to help understand and explain the experiences of Learners regardless of where they started, ended, or currently are on their paths.



Strategy 1

Data drives interventions throughout the Learner journey

Experiential Outcome: Beginning in middle school through adulthood, Learners receive personalized guidance and timely interventions based on their data-driven journey.

Operational Outcome: A coordinated technology system that knows every Learner and connects them to the appropriate intervention based on where they are in their journey.

Strategy 2

Networks provide personalized human support

Experiential Outcome: Every Learner and Supporter has access to timely and effective support from networks facilitated by humans and technology.

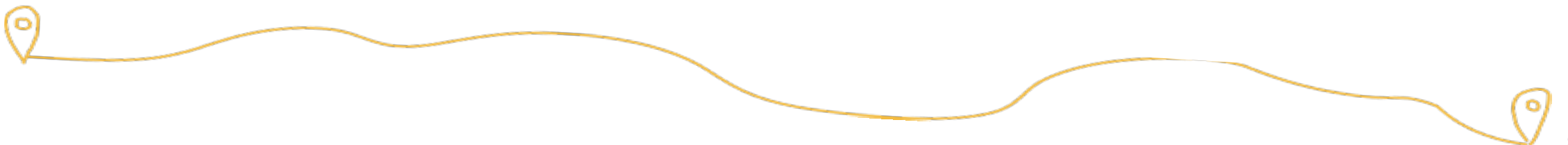
Operational Outcome: A comprehensive network of effective human support for Learners and Supporters enabled by technology and community partnerships.

Strategy 3

A credential of value increases the number of effective Supporters

Experiential Outcome: Supporters receive a credential of value which gives Learners access to more effective Guides and Coaches.

Operational Outcome: A credential of value for college and career advising creates a state-wide standard and increases the number of effective Guides and Coaches.



AdviseTX

A near-peer college access program that aims to increase the number of low-income, first-generation, and other underrepresented students who enter and complete higher education.

About AdviseTX

- Partnership with College Advising Corps.
- Currently active at University of Texas at Austin, Texas A&M University, Texas Christian University, and [Trinity University](#).
- In 2022 -2023, we will be adding University of Texas Rio Grande Valley, University of Texas El Paso, University of North Texas at Dallas, Prairie View A&M University, and [University of Texas San Antonio](#).
- Places recent university graduates on high school campuses as college advisers to assist students to postsecondary education.
- Advisers work in collaboration with high school counselors, teachers, and administrators.

ApplyTexas

Provides a centralized means for both Texas and non-Texas students to apply to the many postsecondary institutions available in Texas.

ApplyTexas Counselor Suite

Counselor Suite is a tool used by high school counselors to track student progress in completing the ApplyTexas and FASFA application.

- Can view list of students who have started/completed applications.
- Link to individual student application details to monitor progress.
- View students' FASFA filing status.
- Access comparative data and generate reports.

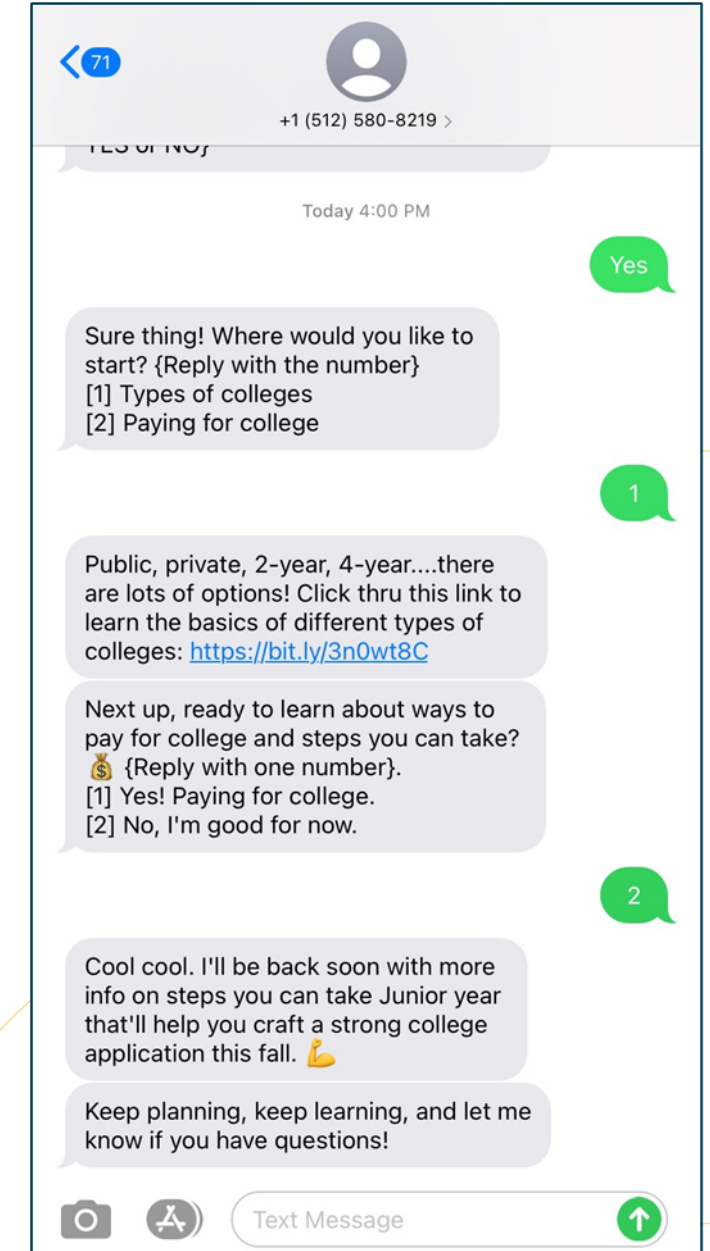
ADVi

The Virtual Advising Project is a chatbot powered by Mainstay that reaches students with critical college access information via text messages.

How It Works

- **Proactive campaigns** are sent regularly to remind students of deadlines and steps in the college process and to provide encouragement.
- **Users can ask questions anytime.** ADVI is available 24/7!
- **Advisors** may jump into conversations to clarify or expand on a reply from ADVi or to answer a question that the chatbot cannot.
- **Advisors are available M -F, 8am to 8pm.**

To learn more and get answers to FAQ,
visit: www.askADVi.org



Texas OnCourse

Texas' definitive source for college, career, and military readiness. As a state-funded initiative, Texas OnCourse's mission is to equip all Texas students for an education and professional future that unlocks their potential.

Texas OnCourse

- Over 18,000 educator accounts and 1,000 districts represented
 - An educators one-stop shop for all things college, career, and military readiness (CCMR).
- Monthly Webinar Series
 - Topics include: FASFA, Building a Culture of College and Career Readiness, ApplyTexas Counselor Suite, and Middle School Curriculum
- District Fellowship Program
 - Teams of 3-4 fellows set goals and develop a road map to improve CCMR outcomes.

To learn more visit:
TexasOnCourse.org

Division of Workforce Education

Work Study and Internships

Work Study & Internships

- **Work Study Mentorship** provides employment to eligible students with financial need to mentor, tutor, or advise college students at participating institutions of higher education or high school students within local school districts and nonprofit organizations.
- **TXWORKS** provides college and university students with opportunities to build their resumes through paid and professional work experiences aimed at strengthen their career readiness.

txinternshipchallenge.com

Your efforts are
critical to help us
reach the goals of a
Talent Strong Texas.

Questions?

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