



CAPACITY BUILDING MADE EASY WITH DIGITAL ADVISING RESOURCES THAT INCREASE STUDENT ENGAGEMENT



TxCAN
an INITIATIVE of EDUCATE TEXAS



United for
College Success

FUTURE  **TX**
FOCUSED

INTRODUCTION



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SESSION LEARNING OBJECTIVES

Participants will...

(1) explore and align student personas with proven digital engagement strategies that are effective with 16-24 year

(2) describe core components, goals, and outcomes of the Future Focused TX campaign, and

(3) be equipped to generalize learnings and replicate elements of FFTX in their community.



THE **Mission Driven** GROUNDWORK



TxCAN
an INITIATIVE of EDUCATE TEXAS

THE MISSION



TxCAN

an INITIATIVE of EDUCATE TEXAS

The Texas College Access Network (TxCAN) connects and supports college access initiatives across Texas, with the goal of increasing access to college and certificate programs. We believe aligning efforts across the state will help college access providers achieve a greater impact than any one provider could alone.



**United for
College Success**

UFCS' mission is to empower all Texas students to lead choice-filled lives and increase the rate of college completion and viable career obtainment for historically underserved

THE SOLVE: TO AMPLIFY ADVISING

The parentship will...

(1) Center collective action efforts on equity

(2) Create the right student experience

(3) Leverage digital resources to build capacity





THE **Equity-based** COLELECTIVE ACTION STRUCTURE

PARTNERSHIP FOUNDATION Reach & Impact

 Recruit and co-create with **cross-sector and community** partners.

1

National Awareness

Large footprint of experience and exposures

2

Statewide Impact

Collective impact on the state level

3

Local Reach

Targeted regional reach

4

Community Knowledge

In-depth knowledge of community needs and challenges



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THE WHO VALUE ADD

 Cultivate leaders with unique **system leadership**.



Connects & Supports
College Access Initiatives

Curriculum & Training
College & Career Preparation

Resources & Innovation
Student-Centered & Compelling

Leadership & ADVi
Access and Scalability

Collaboration & Network
Partnership and Collective Impact

COLLECTIVE ACTION CENTERED ON EQUITY

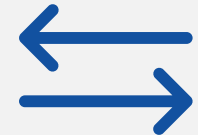
Design and implement the initiative with a priority placed on [equity](#).



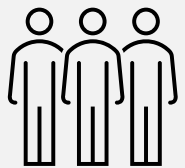
Ground the work in data, context, and targeted solutions.



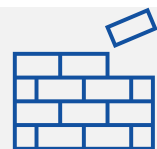
Focus on systems change, in addition to programs and services.



Shift power within the collaborative.



Listen to and act with community.



Build equity leadership and accountability.



CAMPAIGN MISSION



The Future Focused Texas Campaign's mission is to **support college enrollment in Texas for the Classes of 2021 & 2022.**

The Campaign aims to maintain college enrollment rates in Texas. Through a statewide engagement and social media campaign providing research-based content and resources, the campaign will support Texas students persist in their educational journeys.



CAMPAIGN OVERVIEW

Campaign Timeline & Preview

This statewide effort will provide free, compelling, research-based digital content to school counselors to help their students graduate from high school, and successfully matriculate into college.

By engaging with the Future Focused TX campaign, counselors and advisors across Texas will be able to download content they want to share and decide when it would be most beneficial for their students' educational goals.

	Class of 2022	Class of 2021
September	Building the College List Letter of Recommendation Staying Organized	Academic Advising Studying and Asking for Help Campus Resources
October	Preparing the College Essay Applying for TASFA & FAFSA ACT, SAT, and PSAT	Renewing the TASFA & FAFSA Balancing Work & School Studying
November	Completing College Essays Exams and Finals Seasonal Employment	Choosing a Major Registering for 2nd Term Seasonal Employment
December	Scholarships ACT & SAT College Application Deadlines	Scholarships Self-care Majors & Minors



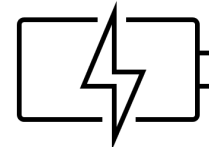
Student Centered

Connecting to students through their preferred media and style.



College Success

Follows the college success cycle addressing critical action steps.



Capacity Building

Helps to save time and amplifies student behavior.

FOR ADVISORS



Opt-in Registration

Invited to register for campaign to receive ongoing content

Digital Content Packages

A regularly updated digital folder with timely content, college going activities, and shareable digital handouts for easy download.

Weekly Student Activities

Weekly forwardable emails with actionable steps students can take to keep progressing on their college journey



Monthly Webinars

Monthly webinars to preview the next bundle, provide feedback, and learn more about unique college access topics



THE DIGITAL PACKAGE

GET SCHOOLED



Preparing for a Successful Senior Year

Congratulations to the Class of 2021! Despite all obstacles they've encountered, including a global pandemic, students have made it to their senior year. No matter which classes they may be taking or their current goals after graduation we have compiled a package of articles, videos, and downloadable resources to help your students return to school ready to succeed. Check these resources out, pass them along to students, post them in your virtual classroom, or link them on your school website! Copy-and-paste emails will be sent weekly to be forwarded to your students or can be found in this package to be sent at your own pace.



GET SCHOOLED

Content Downloads for the Preparing for a Successful Senior Year Bundle



Last updated September 6, 2020

Check these resources out, pass them along to students, post them in your virtual classroom, or link them on your school website! Copy-and-paste emails will be sent weekly to be forwarded to your students or can be found in this package to be sent at your own pace.

How to Balance Work and School

Many of our students will hold a job or volunteer while in school. Download this student-friendly flyer to help them find the perfect balance between the responsibilities of work and school.

GET SCHOOLED

Content and Videos

When and How to Ask For Help

How to figure out when you need help. It's okay not to know everything and to let someone know you're...

Dos and Don'ts of Going to Office Hours

Going to office hours can be a great way to get help, make sure you're on track, and to demonstrate your...

Why Taking Challenging Classes Matters

Colleges like to see that you've challenged yourself. AP, IB, and dual-enrollment classes can also earn you...

How To Set Up Your Study Space At Home

Creating a space at home where you can study and work will help you focus. Here are tips to set up your...



3 Tips for Successful Distance Learning

We know the transition may not be easy. Here are our tips to be...

How to Pick The Right Classes in High School

It's complicated to figure out which classes to take in high school. Here's how to pick the right classes in...

How to Practice Self-Care When You Return to School

It's important to remember the time you spend on and with yourself is valuable and essential to your overall...

Online Learning Opportunities for Every Subject

Looking to catch up, review content, or get ahead in class? Check out this list of great (free!) places to...

DOWNLOADS



CONTENT & VIDEOS



FOR STUDENTS



ENGAGING SOCIAL

We'll deliver content directly to students via social media; delivering compelling content and campaigns that deepen student engagement.



TARGETED EMAIL & TEXT

Students may receive regular contact via text with ADVi, and counselors will push emails directly to students. All communications will focus on key milestones, such as testing dates & preparation, FAFSA and TASFA support, ApplyTexas requirements, college list-making, etc.

1:1 SUPPORT

For answers to specific college and financial aid questions, our highly-trained textline responders and virtual advisers will answer individual questions on weekdays.

ask
ADVi

We're in a different academic and social emotional space. How can digital outreach be leveraged to build capacity and effectively support more students in this space?



THE College Success **STUDENT EXPERIENCE**

1

STUDENT PERSONAS

TAILORED &

COLLABORATIVE SUPPORT

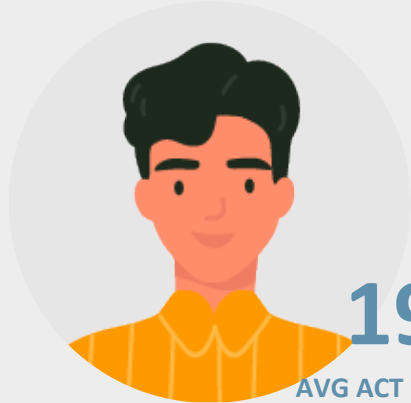
How we envision the **student experience** will determine:

- Who we hire and their roles/responsibility
- What data we collect, what we do with it, and how we know our efforts are successful
- What programs we implement collaboratively
- How we design our advising and differentiate our student support structures (Are they comprehensive, structured, and clear?).

GEN Z STUDENT PERSONA SEGMENTS

≧ Mindsets, Motivations, and Goals

EXPLORERS



19

AVG ACT SCORE

SOCIAL CONNECTION

Not motivated by academic challenges, wants the college to play to their strengths, risk adverse, and likes the idea of going to a local college that will help him find the right pathway. ≧

Parent Involvement

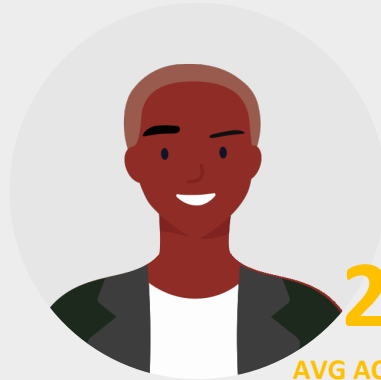


Social Media Usage



 AT 10AM ON A SATURDAY

DIY-ERS



24

AVG ACT SCORE

ENGAGE ON THEIR TERMS

Self-motivated, may seem a bit withdrawn, but has a lot of confidence and efficacy to get things done. Interested in having strong job prospects postgraduation. ≧

Parent Involvement

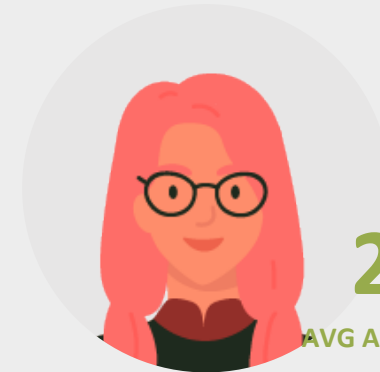


Social Media Usage



 AT 10AM ON A SATURDAY

GO-GETTERS



26

AVG ACT SCORE

CAREER/NEXT LEVEL


Future-oriented achievers who are at the top of their class and excited to experience new ideas and perspectives. Driven by academic achievements and success. ≧

Parent Involvement



Social Media Usage



 AT 10AM ON A SATURDAY

EMPATHY MAP STRUCTURE

TASKS

What task are students/advisors trying to complete? What questions do they need answered?

INFLUENCES

What people, things or places may influence how the students/advisor acts?

FEELINGS

How is the student/advisor feeling about the experience? What really matters to them?



EXPLORER

PAIN POINTS

What pain points might the user be experiencing that they hope to overcome?

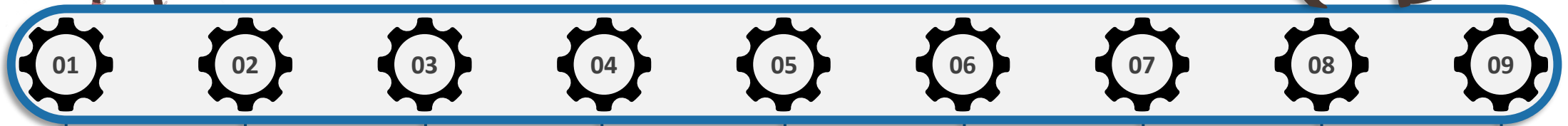
OVERALL GOAL

What is the student's ultimate goal? What are they trying to achieve?

**Adapted from Paul Boag Empathy Map 2022

EXPLORER STUDENT JOURNEY

➤ HAVE YOU MAP OUT THE STUDENT JOURNEY?



Recruitment

"Is college the right choice for?" "2yr, 4yr- WHAT?"



Orientation

"This is just the beginning, and I'm already stressed!"



Career Exploration

"I know what I love doing- is there a career for that?"



Academic Growth

"Do I really need to take all of these courses?" "Should I talk to my professor?"



Sense of Belonging

"I'm not good enough for this?" "Why I am always struggling?"
"It looks so easy for everyone else."



Career Connection

"How to I get connected to "real" employers – where do I start?"



Mastery

"Almost done with all courses, now what?"



Graduation

"Got the degree, now what?"



Meaningful Credential

"Yay! It was worth it!"



Q. How to create each data-driven student persona?

A. 1) Analyze your current student database
2) Connect with students to fill in the gaps
3) Gather market research relevant to your student population

EXPLORERS



SOCIAL CONNECTION

Not motivated by academic challenges, wants the college to play to their strengths, risk adverse, and likes the idea of going to a local college that will help him find the right pathway.

Parent Involvement



Social Media Usage



AT 10AM ON A SATURDAY

EMPATHIZE WITH YOUR STUDENTS

MINI DESIGN THINKING ACTIVITY



- 01** Give your persona a name
- 02** Write a short summary of the persona
- 03** Provide demographic information
- 04** List the sources that influence & inform them
- 05** Write one goal, motivation & challenge
- 06** Provide a relevant quote

DEMOGRAPHICS: Age, gender, first-generation, FTC, job status, location, transportation, etc...



What problem do you want to solve for this student?

[PRO TIP] Start where your advisors have the greatest Capacity and Efficacy to make change. Quick wins will build motivation for bigger wins.


GO-GETTERS



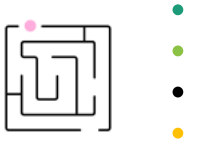
CAREER/NEXT LEVEL

Future-oriented achievers who are at the top of their class and excited to experience new ideas and perspectives. Driven by academic achievements and success.



 AT 10AM ON A SATURDAY

DEFINE THE CHALLENGE



MINI DESIGN THINKING ACTIVITY

Create a POV statement that includes **your student (or advisor)**, **a need**, and **an insight**.

For example: A first generation, high achieving student needs a manageable way to stay on top of her financial aid and personal finances in order to stay in college. She is apprehensive about loans. **[FINANCIAL]**

For example: A young college advisor, has difficulty providing meaningful support to her large caseload of students. She feels that her work is more transactional than transformational. **[Situational / College Knowledge]**

CONSISTENCY

PROACTIVE SUPPORT

SATISFACTION

RETENTION

KNOWLEDGE
SHARING

CROSS-ORGANIZATIONAL

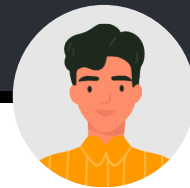
COLLABORATIVE
TECHNOLOGY

EMPLOYEE
EMPOWERMENT

EFFICIENCY

INTERNAL
COMMUNICATION

CSM



**CREATING MEANING
THROUGH A
COLLABORATIVE
SUPPORT
STRUCTURE MODEL.**

What student persona does your current system work best for?

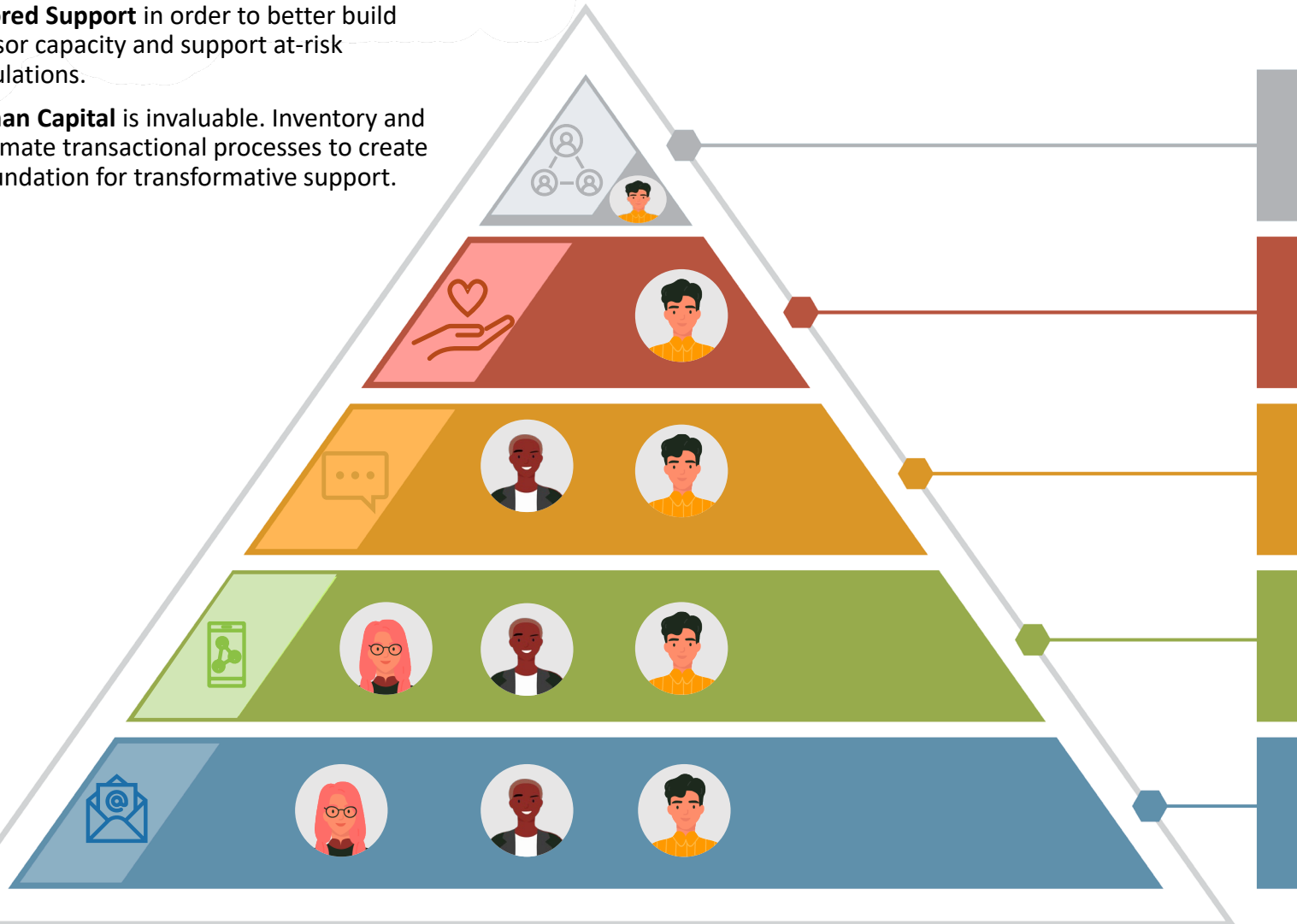
1. Understanding how our systemic structure impacts student behavior and success is critical to removing processes that perpetuate equity gaps.
2. Rather than moving students through a funnel or escalating their issue to different tiers, create a collaborative support model that operates on a network of shared knowledge, proactive support, and employee empowerment.

ROCK STAR TAILORED SUPPORT

IS YOUR SUPPORT STRUCTURE TAILORED?

Tailored Support in order to better build advisor capacity and support at-risk populations.

Human Capital is invaluable. Inventory and automate transactional processes to create a foundation for transformative support.



01 ADVOCACY
Network of Care to support and resolve complex challenges.

02 MEANINGFUL TOUCH
One-on-one coaching and meaning-making. Holistic approach to support students.

03 TEXT & AUTOMATED NUDGES
Timely engagement mixed with both transactional tasks, network building opportunities, and skill/character development. Pulse checks are key.

04 DIGITAL RESOURCES
Content & Connection: Social Media Post, YouTube, & Interactive Downloads for chunking pathway and milestone information.

05 WEBSITE AND EMAIL
Make it Happen: First-line of Advising. Layout and flow are highly important.



DIY-ERS



ENGAGE ON THEIR TERMS

Self-motivated, may seem a bit withdrawn, but has a lot of confidence and efficacy to get things done. Interested in having strong job prospects postgraduation.

Parent Involvement



Social Media Usage



📅 AT 10AM ON A SATURDAY

IDEATE POSSIBILITIES



MINI DESIGN THINKING ACTIVITY

FFTX Resources are great for reaching DIY-ERS

DIY-ERS



ENGAGES ON THEIR TERMS



ENGAGES IN SOCIAL



USE EMAIL RESOURCES AS NEEDED



TEXT IS GREAT FOR REMINDERS AND CHECKLIST



COMFORTABLE WITH AI AND CHATBOT SUPPORT

How might we build advisor capacity to better increase student engagement and support?

FFTX Resources are great for reaching DIY-ERS

DIY-ERS



**ENGAGES ON
THEIR TERMS**



**ENGAGES IN
SOCIAL**



**USE EMAIL
RESOURCES AS
NEEDED**



**TEXT IS GREAT
FOR REMINDERS
AND CHECKLIST**



**COMFORTABLE
WITH AI AND
CHATBOT SUPPORT**

VISUAL CONTENT

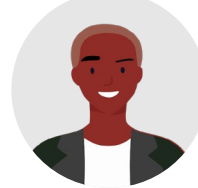


USE EMAIL
RESOURCES
AS NEEDED



ENGAGES IN
SOCIAL

DIY-ERS



HOW TO BALANCE WORK & SCHOOL



Stay organized

Maintaining a busy schedule requires lots of organization, planning, and time management. Use a calendar or app on your phone to schedule all of your daily tasks to stay organized. Make sure to include all of your homework assignments, exam dates, study time, work schedule, extracurricular activities, and social plans. Review your schedule everyday and make adjustments as needed.



Learn how to prioritize

Knowing how to prioritize your school and job responsibilities is an important skill. Review all the tasks on your daily schedule and identify which ones are urgent and must be completed immediately, and which ones can be saved for later. There will be days when you can't tackle everything on your list (and that's okay), focus on the urgent tasks first, then the important tasks - everything else can wait.



Take care of yourself

When you are juggling work and school, it can seem impossible to take time for yourself, but it is important to have "me time" (even if you have to schedule it) to help manage your stress and keep from burning out. Try to always get a good night's sleep, get fresh air, and take downtime from work and school to refresh.



Have a support system

Having a strong support system is critical when working and going to school at the same time. When challenges inevitably arise, don't feel like you have to go at it alone. Reach out to your support system for advice and help.



Know when to make adjustments

Balancing a packed schedule will take time to adjust to. However, if you start to fall behind in school or are working too many hours at your job, talk to your boss and teachers immediately to explore ways to get back on track. If your responsibilities feel overwhelming for a prolonged period of time, it might be time to reevaluate your schedule.

25+ Companies with College Tuition Reimbursement Programs



Last updated March 24, 2022



College can be expensive! For some students, financial aid and scholarships can only cover so much of the cost of a degree or certificate. There are companies that offer tuition reimbursement programs, where an employer gives money to an employee to help cover some of the education costs of going to school. Some companies pre-pay up front, while others provide a refund. So why not work for a company that will help pay for your college education while you earn money?

Check out this list of companies with tuition reimbursement programs, and a breakdown of how their programs work!

How can I support this segment
or persona of student at this
period of time in a way that is
conducive to their learning?





THE Capacity Building **DIGITAL RESOURCES**



PACKAGING DIGITAL
INFORMATION

MESSAGING THE RIGHT WAY

Are your messages aligned with the student journey?



End Game should always be evident!

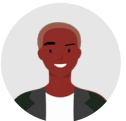


EXPLORER

CERTIFICATION PATHWAY Material Science and Advance Manufacturing

- Stackable Certification = “4 Months and Done”
- \$45K Per Year Career Opportunity
- Celebrate each win (How are you doing this?)
- Wraparound services “ It’s ok to feel overwhelmed – let’s do this together.”

Mix “Familiar”
with Novell



DIY-ERS

ASSOCIATES OF ARTS Digital Information and Technology

- Community College credits leading to an A.S.
- Flexible scheduling means college on your terms
- \$55K+ per year, dream entry level career with benefit of continuing education
- “You got this! Building a future that is right for you starts one step at a time.”

Use
Student
Voice

THE DIGITAL PACKAGE

Future Focused TX Content



Creating a Successful First Semester

Students have been accepted, completed their summer checklist, and are ready to officially start college. We've got articles, videos, and downloadable resources to help them start strong and create a solid foundation for the upcoming months. From distance learning tips to learning how to ask for help, these resources are created for students to help them succeed in college! Check them out, pass them along to students, share them in advising and counseling sessions, or link them on your school website.



Content and Videos

- When and How to Ask For Help**
How to figure out when you need help. It's okay not to know everything and to let someone know you're...
- Dos and Don'ts of Going to Office Hours**
Going to office hours can be a great way to get help, make sure you're on track, and to demonstrate your...
- Connecting to Your College Community**
Connecting with other students before the first day of college
- How to Set Up Your Study Space at Home**
Creating a space at home where you can study and work will help you focus. Here are tips to set up your...
- 3 Tips for Successful Distance Learning**
We know the transition may not be easy. Here are our tips to be...
- In-Person, Hybrid, and Online Learning**
Understanding the difference to prepare for a successful school year
- Understanding Financial Aid As A First-Year In College**
Know what to expect before school starts! Whether you are heading off to a four-year college or sticking...
- Getting the Best Price on College Textbooks**
There are a number of ways to get your college textbooks for a significantly discounted price, and...

CONTENT & VIDEOS

How to Balance Work and School

Many of our students will hold a job or volunteer while in school. Download this student-friendly flyer to help them find the perfect balance between the responsibilities of work and school.

Stay organized
Monitoring a busy schedule requires lots of organization, planning, and time management. Use a calendar or app on your phone to schedule all of your daily tasks to stay organized. Make sure to include all of your homework assignments, exam dates, study time, work schedule, extracurricular activities, and social plans. Review your schedule regularly and make adjustments as needed.

Learn how to prioritize
Knowing how to prioritize your school and job responsibilities is an important skill. Review all the tasks on your daily schedule and identify which ones are urgent and must be completed immediately, and which ones can be saved for later. There will be days when you can't tackle everything on your list and that's okay. Focus on the urgent tasks first, then the important tasks - everything else can wait.

Take care of yourself

[Download](#)

DOWNLOADS

TARGETED CONTENT

USE
CASES

Admission and Recruitment
High School Counselors

Community College is a Great Option

Last updated December 21, 2021

There are so many alternatives to a traditional 4-year college education - like community college! Here's why community college is a great financial and academic option.

You save money.

Paying for courses at a community college can be much cheaper than at a 4-year university. If you look at the per credit cost, one community college credit can be \$100 versus \$400 at a public university ([Seattle Central](#) vs [University of Washington](#)). Some states/cities have also made community college free for residents - [check out the list here!](#)

Smaller class sizes.

Most community colleges don't have big lecture halls like universities. Class sizes can average 30 students per class, even for introductory courses. In a university setting, this number can be in the hundreds. This means that in community college, your teacher will know your name and when you go to office hours you can get help from the teacher instead of a teacher's assistant like in a large university setting.

What is a Trade School? Everything You Need to Know

Last updated January 31, 2022

Thinking about pursuing a trade career after graduating high school? Trades are professions like electrician, plumber, welder, auto-mechanic, construction, carpenter - generally professions that require specific training and manual work. If you don't see yourself working in an office or going to college, trade school is a great way to quickly learn hands-on skills and get hired into stable, in-demand careers. Great for job security!



PACKAGING DIGITAL INFORMATION

👉 Is your digital content and structure causing decision fatigue and cognitive overload?



COMBAT THE PARADOX OF CHOICE

An abundance of choice can complicate decision-making resulting in inaction, or action postponed by uncertainty and frustration.



- 1) CHECK YOUR...
 - a. Website
 - b. Handouts
 - c. Emails
 - d. Text messages

REDUCE COGNITIVE LOAD

Call to actions should only require small decisions at a time which lead to larger ones They tend to avoid it. START SMALL... END BIG



- 2) USE...
 - a. Good Mood Factor: Fun illustrations, subtle, and lighthearted copy
 - b. Design Delighters
 - c. Aesthetic / Trendy
 - d. Key information with (Chunking)

PERSISTENCE

USE
CASES

Financial Aid Office
Student Orientation

📖 Succeed in College →

Congrats! You're in college. Now let us help you master college's challenges.



📁 13 items

First-Year Orientation

We'll teach you why orientation is important, and what to expect!

Check out this series →



📁 6 items

Scholarships for College

Check out this series →



📁 5 items

Paying for College

Learn about your college tuition bill, textbooks, campus resource...

Check out this series →

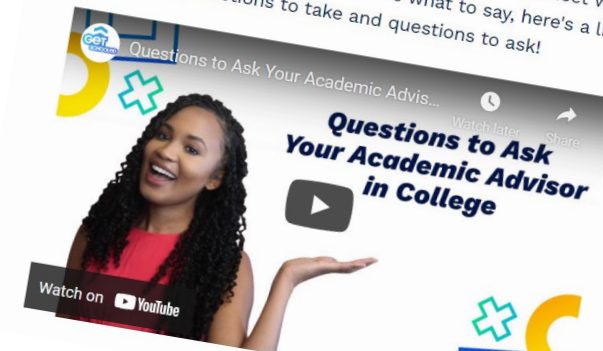


The Best Questions To Ask Your Academic Advisor

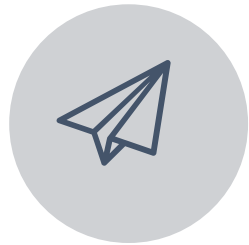


Last updated March 22, 2022

Forming a close working relationship with your academic adviser is a great way to set yourself up for success in college. They can help you choose the right classes, succeed in challenging classes, and connect you to resources on campus. It's important to meet with your advisor often, but if you aren't sure what to say, here's a list of the best proactive actions to take and questions to ask!



EASILY ACCESSIBLE, QUICK TO DIGEST, AND ACTIONABLE (CALL TO ACTION).



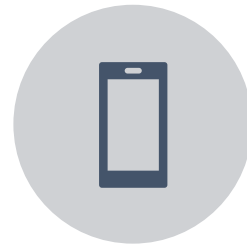
Email: Use interactive elements and student voice



Text Messaging: Clear, include video, short and actionable



Infographics: easy to digest and mood enhancing



App Technology: on-going support, roadmap, student first



EMAIL EXAMPLE

Subject Line:

[%student name%],

If your FAFSA was flagged for verification - don't panic! Being selected for verification does not mean you are suspected of doing anything wrong. There are so many reasons someone might be flagged for verification, but most commonly it just means a simple mistake was made. Read this quick article to [learn more about the verification process \(it's in Spanish too!\)](#) and then make an appointment with me so I can help you with any more questions you might have.

[%signature%]



My FAFSA Got Flagged For Verification? What Should I Do?



Last updated February 9, 2022

If your FAFSA was flagged for verification, don't panic! Being selected for verification does not mean you are suspected of doing something wrong. There are a variety of different reasons someone's FAFSA might be flagged for verification. Here's what you need to know if this happens to you and how to proceed!

What is FAFSA verification?

Verification is a process a college or university uses to confirm the data reported in your [FAFSA](#) is accurate.



3

AMPLIFYING

DIGITAL SUPPORT



DIGITAL ENGAGEMENT AMPLIFIED

MOVE STUDENTS TO ACTION

01. How to deliver time-sensitive information:

- Create a range of content types** include infographics, short-form videos, and gifs alongside more traditional social media content like images and long-form videos
- Make it multi-platform** Ensuring that the time-sensitive content you produce works on a multi-platform level

02. Best student engagement websites have:

- Clear and concise Call to Actions (1 to 2 on landing page.)
- Limited steps needed to execute a task
- Takes students through a roadmap

03. Higher open and click-through rate emails:

- Subject lines should speak directly to your students and motivate them to open the email. Personalize it.
- Make sure your subject line is consistent with the action you'll ask subscribers to take inside the email.
- Mix CTAs, images, and hyper links (inventory what your students tend to click on most),



SOCIAL MEDIA ENGAGEMENT



Youth Pop



16-24

AGE RANGE

Description

Great for creating viral campaigns, niche content, and has high organic engagement.



Female Pop



18-49

AGE RANGE

Description

Spark interest in the non-academic aspects of your college and drive students to your site for similar content. Great place to host ideas about daily college routines and character building.

DISCORD

Live Interaction



18-34

AGE RANGE

Description

Best for real-time communication among users. Allows for quick student support options such as private chats.

You Tube

Most Used



15-25

AGE RANGE

Description

Build stronger engagement and showing the human face of the institution.

Used most for learning. Pathway options, how-to, study tips, etc...

UP YOUR STUDENT-FIRST DIGITAL ADVISING GAME

Partner to reach students through their preferred method of consuming information and engaging with your campus



Researched & Evaluated
Determining which media is most effective

Student-Centered
Content and Packaging

Motivationally Designed
Roadmap and Connections

Capacity Building
Text Nudging and Student Support

Career Focused
Awareness, Mentorship, Placement

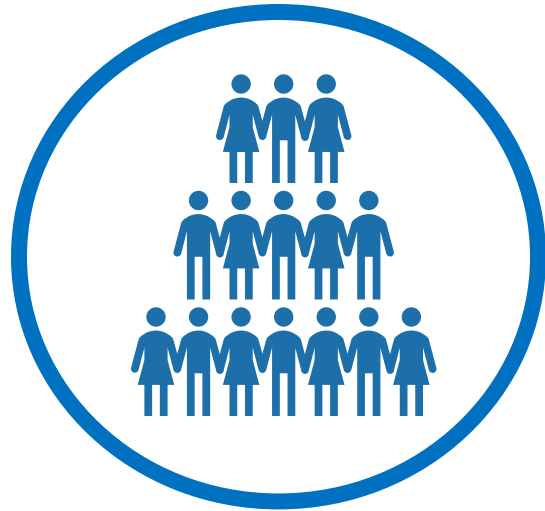
How can we better support higher education
and what digital resources are needed?

A close-up photograph of a person's hand holding a blue pen, pointing at the screen of a laptop. The background is blurred, showing what appears to be a classroom or office setting with windows.

THE Statewide Impact
PARTNERSHIP OPPORTUNITY

FFTX PARTNERSHIP MODEL STRENGTHS

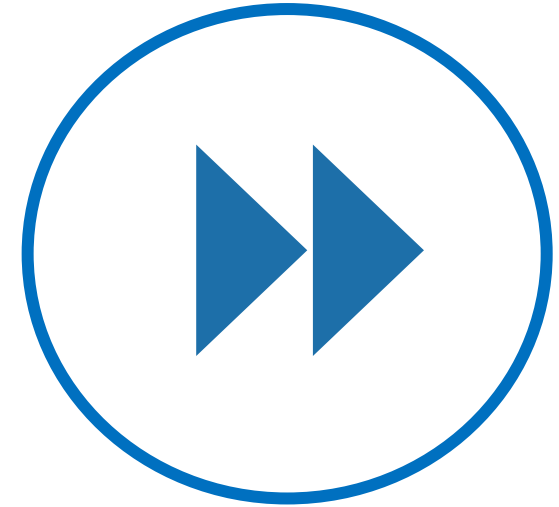
 Build a culture that fosters relationships, trust, and respect across participants.



BREAKING SILOS THROUGH
bringing people together, in a
structured way, to impact college
enrollment.



LEARNING TOGETHER TO drive
innovation and better impact
student success.



ALIGNING, INTEGRATING, AND
COORDINATING ACTIONS TO reduce
duplication and accelerate desired
outcomes.



TXCAN & FFTX PARTNERSHIP OPPORTUNITY

LET'S BUILD A COMPELLING FUTURE TOGETHER ;

01. Sign up for FFTX and Spread the Word



OPT into [FFTX](#)

Email Us: Info@futurefocusedTX.com

02. Partner to guide the direction of FFTX campaign



Executive Director/ CEO , United for College Success

Yvonne.eype@ufcs-hq.org

832.800.0701

03. Reach out to let us know how we can better support higher education and what resources are needed.



Shareea Woods

Director, Texas College Access Network, Educate Texas

swoods@cftexas.org

214.346.5527



TxCAN
an INITIATIVE of EDUCATE TEXAS

Thank You!