



TxCAN
an INITIATIVE of EDUCATE TEXAS



60x30TX
Texas Higher Education
Coordinating Board



TEXAS
ONCOURSE



UFCS
United for
College Success



GET
SCHOOLED



college forward

Overview

Covid-19 has had a huge impact on our students and their hopes to access a college education. Some experts expect as much as a 20% reduction in four-year college enrollment – a reality that would be incredibly unfortunate for young people, and our state. With the right information and support, we believe that Texas students can buck this trend and stay focused on achieving their college goals.

The Future Focused TX campaign – a public-private collaboration – aims to maintain college enrollment rates in Texas despite the effects of COVID-19. This statewide effort will provide free, compelling, research-based digital content to school counselors to help their students graduate and matriculate into college.

The campaign will provide the following services and supports:

For School Counselors



Weekly Student Activities

Weekly forwardable emails with actionable steps students can take to keep progressing on their college journey (with links to Get Schooled's resources & free text support through the Texas Higher Education Coordinating Board's ADVi).



Digital Counselor Packages

A regularly updated digital folder with timely content, college going activities, and shareable digital handouts for easy download. This will allow counselors/partners to choose which content they want to push, and when.



Monthly Webinars

Monthly webinars will enable counselors to preview next month's digital counselor package, discuss insights and strategies for increasing content absorption among students and provide feedback on the previous month's content. These will be recorded.



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.

How to Engage

Visit FutureFocusedTX.org (Live on Aug 31)

Learn more about the campaign and how to get involved.

Use the Digital Counselor Packages

Connect with one of the Future Focused TX partners to receive monthly Digital Counselor Packages. Package content can be used, shared or printed at any time, for free.

Send Regular Student Communications

Share articles, videos, and/or activities with students via email or in their digital classrooms.

60x30TX

By coming together for youth in this uncertain time, we can support Texas' higher education strategic plan, 60x30TX, and the goal to ensure 60% of Texans ages 25-34 have a certificate or degree by 2030.

Learn more at
FutureFocusedTX.org

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