

60x30TX

Texas Higher Education
Coordinating Board



TxCAN

an INITIATIVE of EDUCATE TEXAS

Transitioning Students into Higher Education

VIRTUAL ADVISING

MEET THE TEAM



Texas Higher Education
Coordinating Board



Claudette Jenks
Director

THECB College Access
Division of College
Readiness and Success



Lisa Paiz
Program Specialist

THECB Division of
College Readiness and
Success



TxCAN
an INITIATIVE of EDUCATE TEXAS



Shareea Woods
Director

**Texas College Access
Network – Educate Texas**



Kendra Strange
Deputy Director

**Texas College Access
Network – Educate Texas**



TODAY'S PANELIST



Melondy Doddy
AdviseTX
TCU Chapter

Emily Lopez
AdviseTX
TCU Chapter



Transitioning Students into Higher Education



TODAY'S PANELIST



Austin Buchan
College Forward

Dolores Alacala
Uplift Edcation



Transitioning Students into Higher Education



TODAY'S PANELIST



Sarah Simmons
College
Advising Corp

Victoria Lomas
College
Advising Corp



Transitioning Students into Higher Education



Virtual College Advising Efforts



Adviser Remote Work Plan



- Set program expectations for professionalism and communications while working from home
- Maintaining Program Culture: Established daily team Zoom meetings
- Provided resource recommendations for working with students: Microsoft TEAMS, Zoom, Remind 101, GRACE SMS, Social Media, etc.
- Advisers were assigned to provide Zoom demonstrations of Google Classroom, Padlet, and Trello.
- New timesheet system introduced for accountability.



Virtual Go Center Created

- Advisers created the Virtual Go Center where students and parents could access resources, find recorded college campus tours, and access adviser contract information by school
- www.TCUCAC.org



TCU COLLEGE ADVISING CORPS

**GO
CENTER**

WELCOME! / CONTACT YOUR ADVISER / COLLEGE??? / APPLYING / FINANCIAL AID? /
COLLEGE ATHLETICS / DOWNLOADABLE RESOURCES / VIDEOS / WEBSITE LINKS

HOME



Instagram Live Admissions Chat

Instagram Live admission chats for high school seniors and their parents to connect directly with admission counselors.

- University of North Texas
- Texas Christian University
- Texas Wesleyan
- Tarrant County College
- University of Texas at Arlington
- Texas State University
- Oklahoma State University



THURSDAY
APRIL 16TH
3:00PM
FEAT. NORTH CROWLEY
ADVISER
MR. POLLEY
VIA
INSTAGRAM
LIVE
FOLLOW
@TCU_CAC



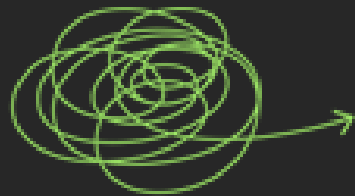
WEDNESDAY
APRIL 15TH
3:00PM
FEAT. WESTERN HILLS
ADVISER
MS. GONZALEZ
VIA
INSTAGRAM
LIVE
FOLLOW
@TCU_CAC





Hello!

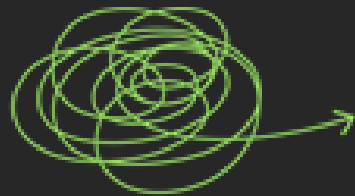
CoFo History & Program Design:



college forward

- Virtual advising since 2008
- Supported ~15,000 Low SES, First-Gen students across TX and U.S.
- College graduation coaching that begins in high school
- High-tech, high-touch approach
- 50% expert advising, 50% cheerleading
- Milestone campaigns related to critical college enrollment and persistence success

Internal Transitions and Investments:



college forward

- ~115 full-time staff transitioning to 100% remote
- Started with our staff: increased support and flexibility
- Accelerated investments in tech platforms to streamline data mgmt
- Challenge of balancing critical/standard milestones with new COVID-related crises
- Increased collaboration between MarComms and Advising teams

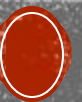
Student-Centered Redesigns & Lessons:



- Revamped all outbound messaging to focus on COVID
- Triaged list of milestones and coaching sessions
- Adjusted staff work schedules
- Increased mobile app roll-out
- Simplified, supportive messaging to increase responses rates
- Significant uptick in phone call and Zoom meeting requests (prep accordingly!)



uplifteducation



VIRTUAL APPROACH AND ADJUSTMENT FROM TRADITIONAL ADVISING TO VIRTUAL ADVISING

- Applied a humanistic approach
- Allowed for a brief adjustment period
- Offered social office hours
- Started advising meetings with personal check ins
- Met students where they were
- Relied more heavily on our online tracking tools and communication platforms
- RTC google folders
- Remind
- Email
- Zoom



OBSTACLES AND LESSONS LEARNED

Shifting organizational method

- Paper collection> electronic collection
- We are adaptable

Establishing contact with our least invested students

- On Campus: Used to tracking students down before and after school or during lunch
- Virtually: reached out via multiple communication avenues such as remind, email, a friend, and lastly parents

No shows

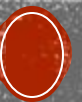
- Established our next meeting time and sent zoom invite on the call
- Was realistic about meeting time
- Requested verbal confirmation that invite was received
- Notified parents immediately



SUCSESSES

- Had individual check in meetings with 100% of our students
- 93% final meeting completion







How HATCH Program Works

- **Comprehensive** = 9th-12th grades
- **HYBRID**
- **Two 2A campuses** in Coastal Bend area
- **HATCH Curriculum**
- **HATCH YouTube channel**
- **HATCH Website**





■ **Successes**

- **65%** of HS1 & **48%** HS2 seniors submitted a fin aid application
- **82%** of HS1 & **89%** HS 2 seniors participated in a 1:1
- **59%** of HS1 & **62%** HS2 juniors participated in a 1:1
- **45%** of HS1 & **75%** HS2 sophomores participated in a 1:1
- Quick pivot to support campuses when COVID hit
- Set up for this year
- **LEARNED A LOT**





■ **Potential Pitfalls**

- **Approaching advising as was done during in-school model**
- **Differentiating advising for lower grade levels**
- **Limited access to technology**
- **Parents - must work twice as hard to build trust/rapport**
- **Contact information changing/updating**
- **Marginalized populations at higher risk**





How was today's session?



<https://www.surveymonkey.com/r/theobl>

Upcoming Series Topics

TSI

June 29, 2020

Dual Credit

July 17, 2020

Virtual Advising

August 4, 2020

FAFSA/ TASFA

**Testing:
SAT/ACT**

