

**DREW SCHEBERLE**

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Drew Scheberle is Vice President of Education and Workforce Development for The Greater Austin Chamber of Commerce.

Vice President Scheberle has worked for the Texas Business and Education Coalition, most recently serving as Director of Policy Development and Advocacy. While at TBEC, Scheberle led business efforts with the Legislature to triple funding for TEXAS Grant scholarships.

Mr. Scheberle also recruited major company CEOs to participate with President George W. Bush and then U.S. Secretary of Education Rod Paige to create the Center for State Scholars. Scheberle led the effort with 12 statewide business organizations in 12 states to encourage students to complete physics, algebra II and two years of a foreign language.

Mr. Scheberle works on Opportunity Austin goals, including increasing the number of academically prepared students who graduate from high school and enter higher education, closing the achievement gap between minority and Anglo students and increasing the effectiveness of workforce training programs.

Mr. Scheberle learned the state's complex school finance formulas as an assistant to state Representative Scott Hochberg. Scheberle frequently speaks to Central Texas, state and national audiences on public school finance, student assessment, school accountability, and high school improvement.



# 20,010 by 2010 Initiative

**Drew Scheberle**  
**Austin Chamber of Commerce Education/Talent**  
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- In 2005, Austin Chamber completed assessment of Metro Austin talent requirements
- Available data indicated shortage of college educated talent would limit future growth
- Chamber tapped business and local leaders to form Matriculation Task Force
- Task Force launched 20,010 by 2010 initiative



**Austin**  
The Human Capital

**Bottoms up:**

Give current initiatives focus, leadership and energy

- ACC College Connection
- Financial Aid Saturdays
- Common Application (ApplyTexas)
- College Readiness Assistance for Seniors

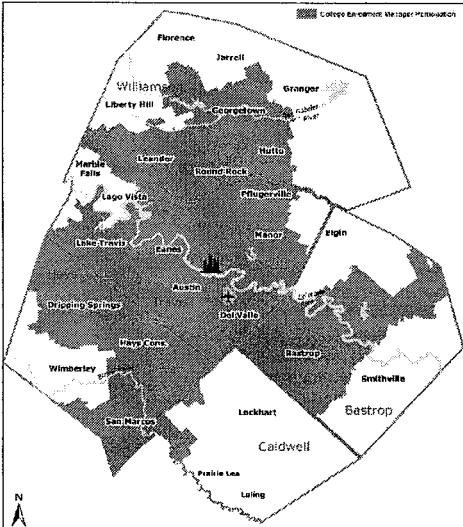
**Tops Down:**

- Get Education leaders focused on College Readiness
- Establish College Enrollment Managers
- Advocate for college readiness in state accountability
- Real-time management tools (Common App, FAFSA)
- Pilot other initiatives (eg Strategic Compensation)



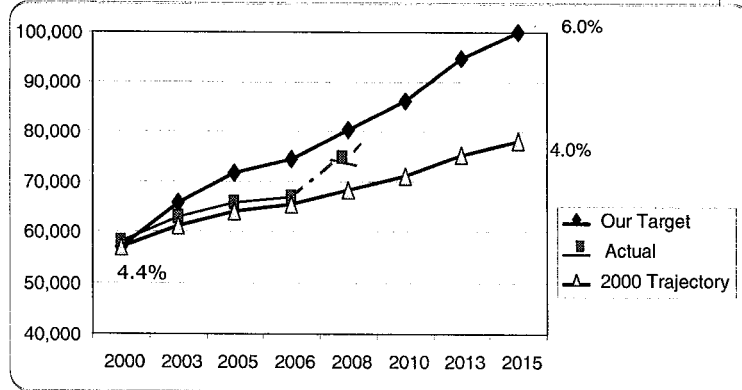
**Austin**  
The Human Capital

**Increase region's  
direct to college  
enrollment rate by  
20,010 more students  
by 2010 or 64% in  
2010.**





## Residents from Austin MSA Enrolled in Higher Education



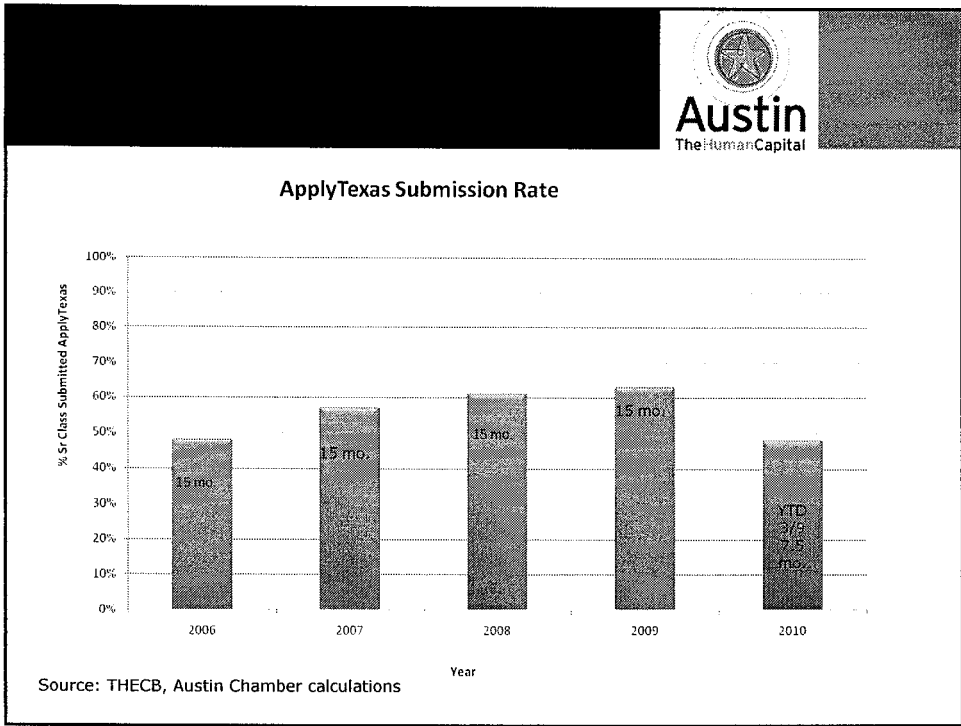
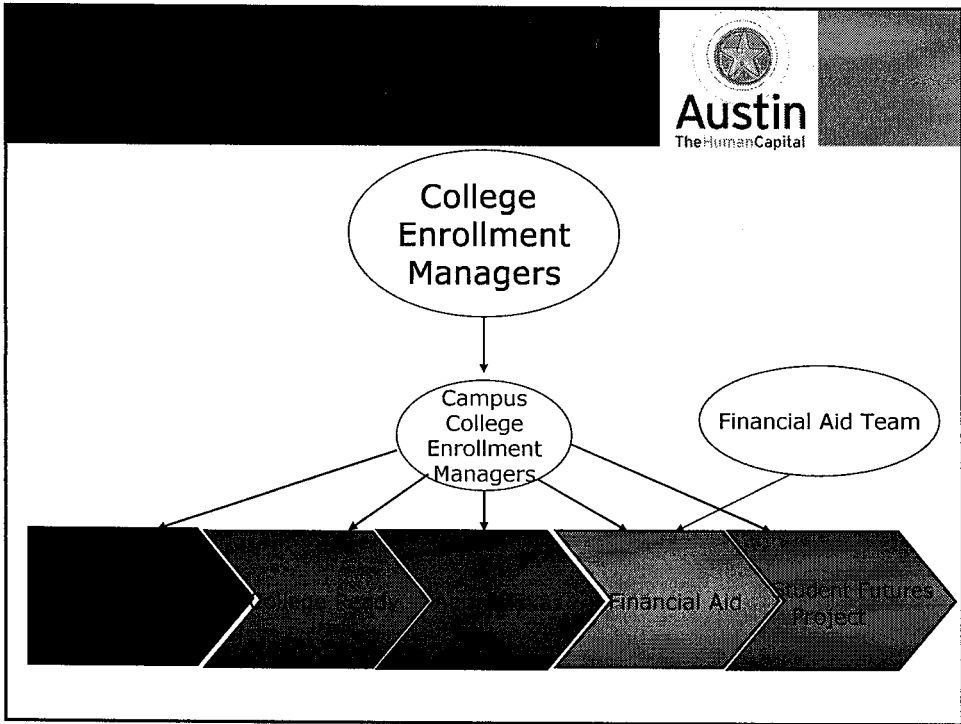
Source: Austin Chamber of Commerce, 2006



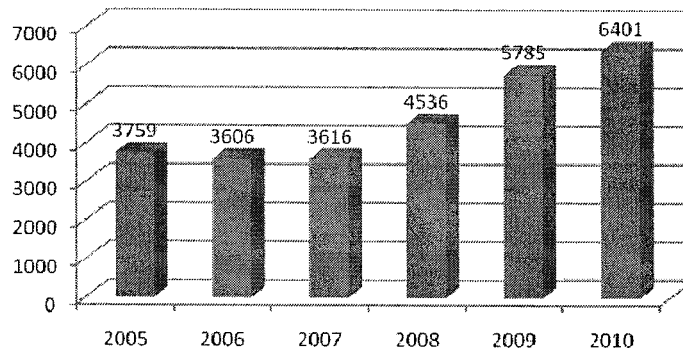
Austin ISD  
 Bastrop ISD  
 Del Valle ISD  
 Dripping Springs ISD  
 Eanes ISD  
 Hays CISD  
 Hutto ISD  
 Leander ISD  
 Manor ISD  
 Pflugerville ISD  
 Round Rock ISD  
 San Marcos CISD  
 Austin Community College  
 Concordia University Texas  
 Huston-Tillotson University  
 St. Edward's University  
 Temple College  
 Texas State Univ-Round Rock  
 Texas State Univ-San Marcos  
 Texas A&M Univ-College Station  
 University of Phoenix ~Austin  
 UT-Austin  
 UT-System

Austin Partners in Education (APIE)  
 A+ FCU  
 AT&T  
 Bank of America  
 11 Chambers of Commerce  
 College Forward  
 Convio  
 COSTEP  
 Cricket Communication  
 Foundation Communities  
 Franklin Bank  
 GamePlan Marketing  
 HEB Grocery Co.  
 Hilton  
 Hispanic Scholarship Consortium  
 Hispanic Scholarship Fund  
 JHL Company  
 Junior Achievement  
 Michael & Susan Dell Foundatin (MSDF)  
 NACAC  
 North Texas Higher Education Authority  
 Princeton Review  
 Ready by 21 Coalition

Region XIII SEC  
 Seton Family of Hospitals  
 Skillpoint Alliance  
 St. David's Community Health Foundation  
 TACAC  
 TACRAO  
 TAPE  
 TEA  
 TG  
 THECB  
 Time Warner Cable  
 UFCU  
 United Way-Capital Area  
 US Dept of Education  
 UT-Ray Marshall Center  
 Congressman Lloyd Doggett  
 Austin American-Statesman  
 bmp radio  
 Emmis Radio Austin  
 Entercomm  
 Univision Radio Austin  
 Univision Television Austin  
 ...and many more

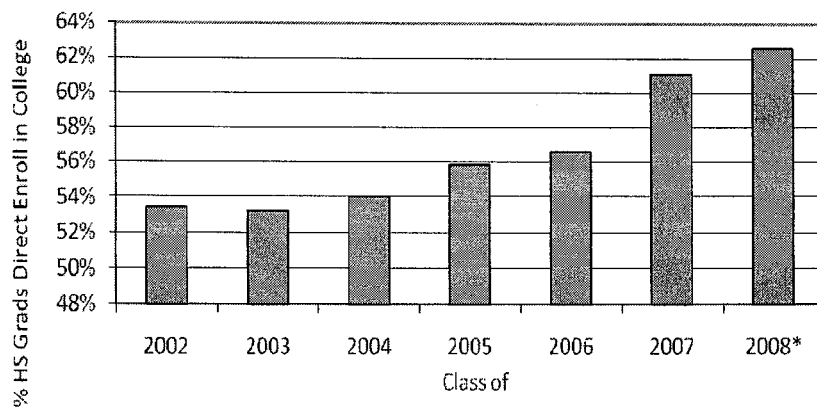


### FAFSA Submissions, 1/1 - 2/29



Source: US Department of Education

### Direct Enrollment in College, 02-08



Source: UT-Austin Student Futures Project, Texas Higher Education Coordinating Board, 2003-2009  
 \* Estimate

### Historical School Records

- Student demographics
- Courses taken
- Course grades
- Standardized test scores

### Senior Surveys

- Family background/ influences
- High school experiences
- Preparation for life after high school

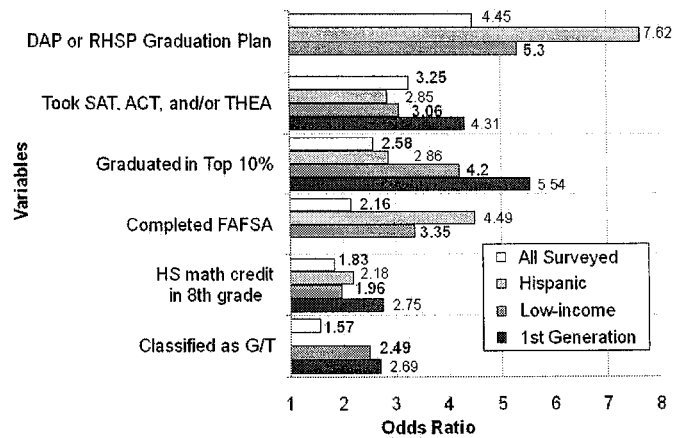
### Postsecondary Education Records

- National Student Clearinghouse
- UT-Austin and UNT directory information

### Employment Records

- Texas Unemployment Insurance (UI) wage records

### Factors Linked to Increased Odds of Enrollment in University



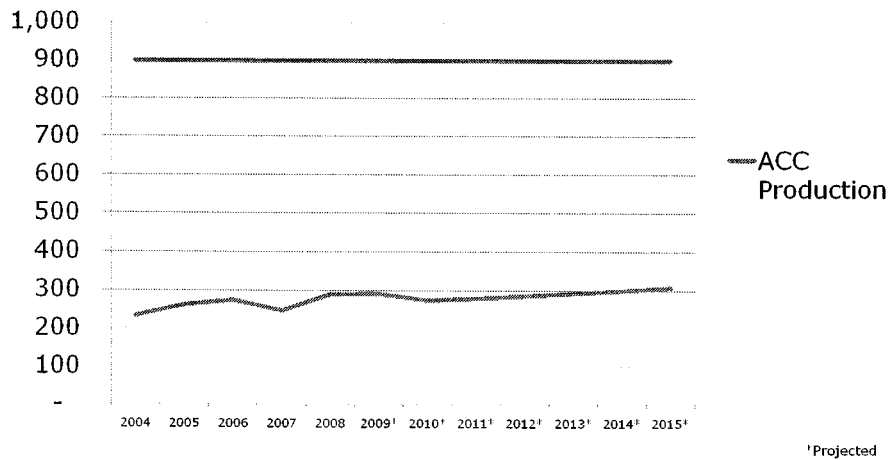
#### ADDITIONAL FINDINGS

- All Surveyed
  - Participated in HS sports (1.8)
- Hispanic
  - Male (2.12)
- Low-income
  - Participated in HS music (1.51)
- 1st Generation
  - Participated in HS music (1.51)

No factors reduced odds of 4-year enrollments by more than 50%.



### Metro Austin Projected Need for Technology-related Graduates and Completers Compared with ACC Actual and Projected Graduates and Completers



#### **Integrate Federal/State Financial Aid**

- Align academic eligibility for state merit aid with Recommended High School Program. Co-market with Academic Competitiveness Grant.
- Standardize financial aid deadlines, encourage elimination of unnecessary institutional financial aid forms.

#### **Improve Performance Management Tools**

- Integrate ApplyTexas, FAFSA (in process)
- Improve Counselor Suite for real-time ApplyTexas for college enrollment mgrs
- Real-time FAFSA in Counselor Suite for college enrollment mgrs (in process)
- Speed Texas Student Data project timeline

#### **Improve Timely Market Intelligence**

- Access 'College Characteristics Data' for University & Comm College (2011)
- Timeliness of individual level college enrollment data (SOLVED)

#### **College Ready**

- Protect physics & stats/probability in Recommended High School Program.
- Rationalize "college/career ready" to same standard across ASSET, COMPASS, ACT, SAT, state assessments.