

FUTURE FOCUSED TX



Partner Toolkit

Helping students reach their college dreams despite COVID-19



TxCAN
an INITIATIVE of EDUCATE TEXAS



Welcome

Welcome to the Future Focused TX Campaign!

We are a coalition of members and partners who've come together 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.

This toolkit gives a high-level introduction to the campaign, outline the supports for counselors, advisors, and the students they support, as well as provides coalition members and partners with messaging, assets and information to help us launch the campaign.

This toolkit will help us meet the following goals:

- Maximize the number of counselors and advisors signed up for the campaign
- Build awareness for the Future Focused TX campaign

Thank you for helping us achieve these goals and our overall goal of maintain college enrollment rates in Texas. If you have any quesitons, please reach out to a coalition member or myself.

Danielle

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Questions?

Email us at
futurefocusedtx@cftexas.org

About the Campaign



Overview

Covid-19 is likely to have a significant impact on our students, and their hopes to matriculate into college. 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.

Mission

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.

Vision

Our vision is to:

- Reduce COVID's impact on FAFSA completion and college admission on class of 2021
- Maintain college persistence and matriculation in Texas for the class of 2020.

Future Focused TX | Coalition Members



college forward

collegeforward.org

[Facebook](#) | [Instagram](#)
[LinkedIn](#) | [Twitter](#)



getschooled.com

[Facebook](#) | [Instagram](#)
[LinkedIn](#) | [Twitter](#)



higher.ed.texas.gov

[Facebook](#) | [LinkedIn](#) | [Twitter](#)



texasoncourse.org

[Facebook](#) | [Instagram](#)
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TxCAN

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edtx.org/txcn

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United for
College Success

ufcsc.org

[Instagram](#) | [Twitter](#)

Become a Campaign Partner!

We hope to recruit hundreds of campaign partners from across the state of Texas to help us reach students, helping to ensure they have the support they need to matriculate into college.

Please join us to help amplify our impact!

More details about how to help can be found in this toolkit.

Future Focused TX Supports

For School Counselors



Weekly Student Activities

Weekly forwardable emails with actionable steps students can take to make progress on their college journey. These emails will include links to Get Schooled's resources, and free text support through ADVi (Texas' statewide college advising texting platform).



Digital Content Packages

A regularly updated digital folder with timely content, college-going activities, and shareable digital handouts for easy download. These packages enable counselors/partners to choose which content they want to send to students, 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 and will be accessible 24/7 on GetSchooled.com.

For Students



Engaging Social

We'll deliver content directly to students via social media; offering 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, Get Schooled's highly-trained textline responders and virtual advisers will answer individual questions within an hour on M-F, 10am-7pm CST.

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 2021	Class of 2020
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

Outreach Strategies



Recruit Campaign Partners

Future Focused TX launches on August 31. To achieve success, we need your support! You can help by joining our efforts and helping recruit partner organizations and individuals who can further spread the word. In doing so, think about the people in your network who are connected to counselors and advisors:

- CBOs & Other Nonprofits
- Other Coalitions
- Superintendents
- School Administrators
- Teachers
- Counselors

Encourage your network to refer counselors and advisors to engage with the campaign (FOR FREE)!

Help us Spread the Word!

Email, call, or set up meetings with folks in your network. Share our 1-pager, promotional video, and powerpoint deck to help them gain an understanding of the campaign and how to get involved.

1) Download our Campaign Docs:

- [Future Focused TX 1-pager](#)
- [Future Focused TX Powerpoint Deck](#)
- Future Focused TX Promotional Video (Coming Soon!)
- Future Focused TX Content Engagement How to Guide (Coming Soon!)

2) Use our Messaging Guide & Campaign docs to help spread the word!

Learn more on pages 6-10 of this toolkit.

3) Encourage other partners to join us and counselors to sign-up for the campaign!

All in on August 31st!

On Monday, August 31, we'll need your help to amplify the Future Focused TX campaign! Our hope is to reach every college counselor and advisor in the state on Future Focused TX, and to encourage them to sign up.

How you can help:

- Email your network on August 31st! (Page 8)
- Post on social media using the example social media posts and assets!

Messaging Guide

Primary Message

Future Focused TX campaign aims to maintain college enrollment rates in Texas despite the effects of COVID-19.



Secondary Messages

Why

- 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
- However, with the right information and support, we believe that Texas students can stay future-focused.

What

- This statewide effort will provide free, compelling, research-based digital content to school counselors to help their students graduate and matriculate into college.
- Counselors will receive free access to monthly webinars - a unique professional development opportunity!
- Counselors will receive free, student-friendly resources to help their students graduate and matriculate.

Call-to-Action

**Learn more and join us at
FutureFocusedTX.org**

Talking Points & Elevator Pitch for Coalition Leadership

- **COVID-19 is an unprecedented challenge facing America, and our state.**
- **Our young people need our support more than ever.**
- **We have the opportunity to emerge from this crisis stronger than before.**
- **Our campaign and digital content will give TX counselors and high school students the supports they need and deserve in the year ahead.**
- **We are proud to be a part of a coalition of partners with Future Focused TX to support counselors and students across the state.**
- **Learn more at FutureFocusedTX.org**

About ADVi

ADVi is Texas' Virtual College Adviser that uses artificial intelligence to answer student questions about attending public colleges and universities in Texas.

Students can opt-in to ADVi by:

- **Starting their ApplyTexas application**
- **Texting "COLLEGE" to 512-829-3687**

Follow ADVi on Social Media!

[Facebook](#) | [Instagram](#) | [Twitter](#)

Campaign Promotion

Use our example outreach emails, social copy, newsletter boilerplate and more to help promote this Future Focused TX campaign!

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Blog Post 9

Social Media Posts 9

Downloadable Assets 10



Outreach Email

Subject Line: Let's go! Future Focused TX

Hi _____,

I hope you're doing well! I am reaching out to share some exciting information about an important college-focused campaign in Texas. [Your org name] have partnered with organizations from around the state to maintain college enrollment rates in Texas despite the effects of COVID-19.

Why

COVID-19 is challenging our high school counselors and students like never before. Despite this crisis, we want to ensure Texas youth still enroll in college at the same - or better - rates. This is why we've launched the Future Focused TX Campaign.

What: Maintain college enrollment rates in Texas

Beginning this fall, we'll provide engaging, all-digital content to high school counselors and students. We encourage you to sign-up for these FREE resources and share this opportunity with your team. We will track the effectiveness of the campaign across Texas to better serve our students. We look forward to your feedback!

What we need from YOU

Opt-in to the campaign!

Share The Future Focused TX campaign with your network and colleagues - Help us spread the word to every college counselor, advisor, and educator in TX!

Pass these free content resources along to your students.

Best,
[YOUR NAME]

Blog Post

Covid-19 is expected to have a significant impact on students, and their hopes to matriculate to college. 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.

In collaboration with Get Schooled, United For College Success (UFCS), CollegeForward, the Texas Higher Education Coordinating Board (THECB), Texas OnCourse, and the Texas College Access Network (TxCAN), we've launched an initiative to help maintain college enrollment rates in Texas despite COVID-19.

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.

Join us!

We hope to recruit hundreds of campaign partners from across the state of Texas to help us reach students, helping to ensure they have the support they need to matriculate into college.

Please join us to help amplify our impact! Learn more at FutureFocusedTX.org.

Social Media Posts

Post 1:

>>ATTN<< College Counselors & Advisors! Let #FutureFocusedTX help you maintain your students' college enrollment rates in Texas despite the effects of COVID-19. Learn more at FutureFocusedTX.org

Post 2:

Get FREE support this school year from the #FutureFocusedTX campaign. We'll give you free, compelling, research-based digital content to help students graduate and matriculate into college. Sign-up for free >>> FutureFocusedTX.org

Post 3:

Join us to support TX students this next school year! You'll get:
>> Weekly Student Activities
>> Digital Counselor Packages
>> Monthly Professional Development Webinars

Sign up for FREE at FutureFocusedTX.org
#FutureFocusedTX



Downloadable Assets

Click on each image below to download.

Website & Blog Banners

900x300



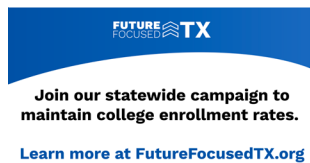
1920x300



16x9



16x9



16x9



Social Media Images

Square



Vertical



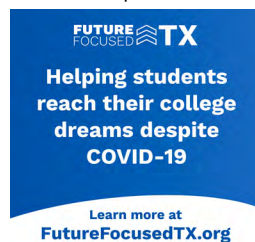
Square



Vertical



Square



Vertical



Campaign Logos

Color



White PNG

