



TRANSITION POINTS

The Education Strategy Group Newsletter

Are We Prepared to Spend the Latest Stimulus Wisely?

The recently-passed American Rescue Plan provides billions of dollars for education and a tremendous opportunity to not only reverse the negative effects of the pandemic, but to reimagine the American education system to better serve students and accelerate an equitable economic recovery. States, districts, and higher education institutions cannot miss this chance to innovate for the benefit of students and our economy. In [a new post on our blog](#), ESG President & CEO Matt Gandal describes two immediate stimulus investment opportunities for leaders in both K-12 and higher education that want to have maximum impact on student success.



State Spotlights: Doubling Down on Outreach for Postsecondary Transitions



In a time when transitioning from high school to higher education is especially challenging, one critical way to prevent a “[Lost COVID Cohort](#)” is to make sure the value of higher education for long-term economic success is effectively communicated to students. It can be difficult to break through the noise, but several states are doubling down on innovative ways to reach students and ensure they know how important it is to pursue postsecondary education — and that they are welcome at higher education institutions.

Kentucky has initiated a [FAFSA for the Future TikTok Challenge](#), led by The Kentucky Council on Postsecondary Education and GEAR UP Kentucky, to help raise awareness of the importance of completing the FAFSA. The challenge encourages high school principals and superintendents in the Commonwealth to get creative and post videos on the popular social media app – all to help educate students about the FAFSA process and urge them to apply.

Last summer, higher education partners across **Tennessee** launched the [It’s Go Time TN campaign](#), which aimed to support and encourage recent high school graduates and returning students who had not yet finalized their college-going plans to do so quickly. The campaign included a website and a social media push through Twitter and Instagram to connect students with information and resources to support their postsecondary transitions.

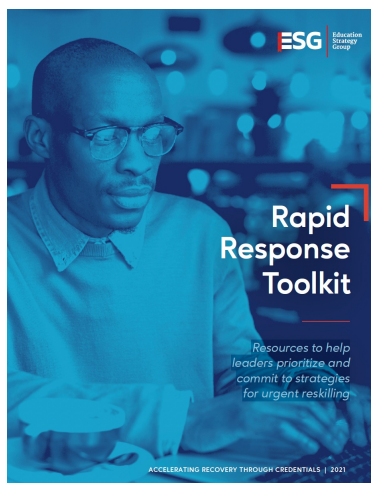
In **Texas**, college access organizations banded together to launch [Future Focused TX](#), an initiative to help maintain college enrollment rates in Texas despite COVID-19. The campaign provides free, compelling, research-based digital content to school counselors to help students graduate and matriculate into college.

What's New on the ESG Blog? A Roundup

If you haven't checked out our [blog](#) lately, there's a lot of great content you won't want to miss. Here's a roundup of recent posts:

- [Why Building a Drop-in Center in a Pandemic May Not Be Such a Crazy Idea](#) : Recommendations for building college-agnostic drop-in centers to support student enrollment and success.
- [Leading for Recovery: Elevating Career and Technical Education](#) : Opportunities for the Biden administration to signal and support the importance of Career and Technical Education.
- [Building Bridges to Opportunity with Aligned Advising](#) : An introduction to ESG's work to advance aligned advising practices in support of student success in getting to and through higher education.
- ["Marie Kondo" a Path to Programs that Drive Learners to Economic and Career Success](#) : A look at why it's important to undertake the difficult work of applying the "Marie Kondo" lens to career-connected learning and eliminating programs that do not offer a path to in-demand, high-wage careers.

ICYMI: Rapid Response Toolkit: Resources to Help Leaders Prioritize and Commit to Strategies for Urgent Reskilling



Earlier this month, ESG was proud to release [Accelerating Recovery through Credentials: Rapid Response Toolkit](#), a resource for institutional and state higher education leaders to take action on behalf of pandemic-displaced workers looking to reskill. The toolkit, which is part of ESG's larger [Accelerating Recovery through Credentials initiative](#), is intended to help build urgency and expedite the process to plan swift reskilling responses. It is designed to guide institutional and state leaders through a process of building a Rapid Response Action Plan for immediately meeting the reskilling needs of adult learners, especially those displaced by the pandemic.

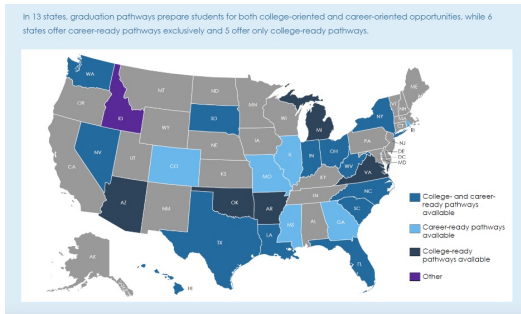
Without Limits: A Shared Vision for the Future of Career Technical Education from AdvanceCTE

AdvanceCTE recently released [Without Limits: A Shared Vision for the Future of Career Technical Education](#), which puts forth a bold vision for a cohesive, flexible, and responsive career preparation ecosystem that will close equity gaps

in educational outcomes and workforce readiness, and leverage CTE as a catalyst for ensuring each learner can reach success in the career of their choice. ESG is pleased to be one of 38 national supporting organizations committed to realizing the aspiration of a new career preparation ecosystem that provides each learner with limitless opportunity.



The Road to Readiness: Pathways to Success After High School



A new [report](#) from the Alliance for Excellent Education analyzes college and career readiness policies (including high school graduation requirements) across all 50 states and makes recommendations for how to strengthen them to ensure all students graduate ready for success. The report finds that 29 states currently offer multiple pathways to a diploma, providing students with options regarding the high school experiences they

will have and, often, the postsecondary experiences for which they will be prepared. However, students in 13 states choose between a college-preparatory pathway and a career pathway—a choice that may limit the options available to them after high school.

Moving the College Access Needle for the New Majority: Lessons From Leading Communities

The National College Attainment Network (NCAN) recently released a new [report](#) offering concrete strategies for school districts across the country who want to transform their practices around postsecondary transitions. [*Moving the College Access Needle for the New Majority: Lessons From Leading Communities*](#) is centered on profiles of four districts, each of which includes evidence of their postsecondary outcomes and growth as well as their guiding principles and key practices.



ESG Highlights: Meet Our Newest Team Member



Jennifer Timm, Director

Jen began working with ESG in 2020 to lead its strategic planning process and now stewards the organization's strategy and innovation work. As part of her role, Jen is in charge of designing and launching innovation systems at ESG, including leading pilots and exploration of growth areas and service offerings. She is also responsible for ongoing strategy implementation, with a focus on building enhanced business and impact analytics to guide decision-making and designing internal processes to strengthen business development processes.

Before joining ESG, Jen served as Head of Consulting for Agora Partnerships, where she led an accelerator program for social businesses across the Americas. Prior to that role, she was a part of the New Designs to Advance Learning team at Carnegie Corporation of New York, where she conducted grantmaking to best-in-class organizations leading work to reimagine schools and school systems to provide more student-centered and future-oriented learning experiences. Jen began her career teaching English as a Fulbright scholar in Argentina and as a Teach for America Corps member in New York City.

Learn more about Jen and her work supporting ESG on our [website](#).

Education Strategy Group (ESG) works with America's education, business, and civic leaders to expand economic opportunity and mobility by increasing educational attainment. We are driven by the conviction that a robust education system aligned with workforce demands leads to a stronger, more equitable society.

[Contact us](#) to learn more and work together