

# Transformative Impact through Strategic Partnerships and Regional Alignment at North Central Texas College

Strategic Rural Promise Partnership with North Central Texas College and Economic Mobility Systems produces positive impact on undergraduate enrollment with 67% YoY growth.

## OPPORTUNITY

Student success through high school, obtaining a credential of value and attaining a sustainable living wage requires significant strategic support from the whole region.

Most notably, regional economic mobility can't be achieved without a system approach that includes a view of what's happening in high school, post secondary, and in the workforce. Stakeholders traditionally use various data systems that lag, are not connected, and do not surface real-time insights. It is difficult to weave these data sources together to glean actionable insights needed to intervene in a timely manner.

Colleges across the country face challenges in managing their enrollment pipeline efficiently. There is often no defined student journey with agreed upon outcomes, milestones, ownership, and accountability that was visible to the entire support ecosystem. Without this data, it is difficult to measure success and monitor progress, especially for rural colleges nationwide, which are faced with lack of funding and resources to support true regional enrollment strategies.

A Strategic Partnership between K12, postsecondary, and regional workforce alignment is critical to understand the talent pipeline in the industries driving economic opportunity in the community. Visibility into the pipeline and ensuring that colleges are readying students to gain employment upon graduation, where they live, requires a holistic approach that is nearly impossible without visible, usable, coordinated data.

67%  
YoY Enrollment  
Increase



- › Initiated by Rural Community College Alliance (RCCA) and Economic Mobility Systems (EMS) with grant support from Greater Texas Foundation (GTF)
- › Red River Promise program helps boost North Central Texas College's (NCTC) undergraduate enrollment by 67% in the first year
- › Encouraging early data on completion rates for Promise Scholars
- › Enhanced workforce alignment in key industries

*Regional economic mobility can't be achieved without a system approach that includes a view of what's happening in high school, post secondary, and in the workforce.*

## SOLUTION

► Rural Promise: Year Two Recap  
[View here](#)



NCTC partnered with Economic Mobility Systems through a Greater Texas Foundation Grant to design, and implement, a regional talent strategy that includes the Red River Promise. The leadership coalition for the Red River Promise includes fourteen rural school districts, a dozen universities, and many industry and community partners—all coming together to own the outcomes of every student in the region.

The three year regional talent strategy, using the proprietary Regional Talent Networks (RTN) Framework prioritizes the formation of a Leadership Coalition, Workforce Alignment, Student Experience, College Affordability, implementing Integrated Platforms, and committing to Continuous Improvement. The holistic, hyperlocal focus triggers every lever necessary to drive economic mobility for students.

### Leveraging Effective and Conducive Policy

House Bill 3 (HB3) and House Bill 8 (HB8) have created the possibility for communities to demonstrate additional dollar potential per student. NCTC is the first operational example of how to connect K-12 and higher education data systems to include Texas Success Initiative (TSI) and Industry Based Certification (IBC) data to model out HB3 dollars in real time through a partnership between Gainesville ISD and NCTC.

### Critical Workforce Alignment and School-to-Workforce Pipeline

Leveraging a partnership with Dallas College Labor Market Intelligence, EMS provides NCTC comprehensive reports from Lightcast twice annually to ensure the College is developing regional workforce-ready graduates to seize the labor opportunities. College partners continue to have conversations that elevate programs of value and align them to good regional jobs. Strategic collaboration with employers allows them to drive regional economic opportunity and mobility with input on programs, curriculum, and marketing, as well as more equitably offer internships, apprenticeships, and jobs.

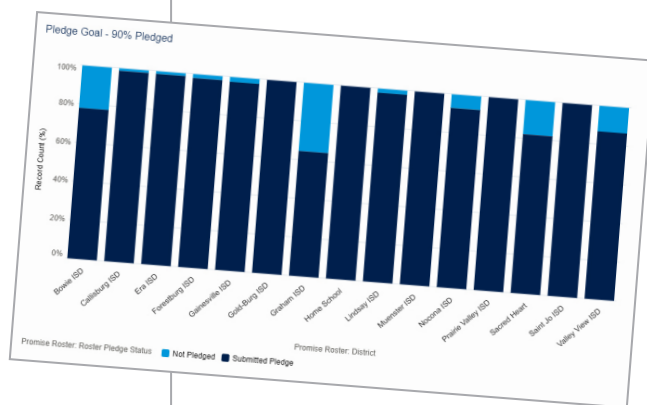
### Technology

To meet the various interconnected needs and dependencies, NCTC implemented EMS' Rural Promise in a Box (PIB) with Sales-force-powered Promise Case Management (CM) and integrated tools. These technology tools enable teams to personalize student support at scale and provide clear guidance to administrators, and customized communications to students and families.



## Salesforce and integrated tools help:

- › Provide real-time data on K-12 partner promises pledges to the college
- › Enable strategic enrollment management for higher education partners, giving counselors an accessible enrollment pipeline view
- › Enable an economic talent snapshot that includes an economic forecast, identifies top regional industries, growth productions, enrollment, and attainment.
- › Produce a data model that informs the most critical data points and measures of success to monitor and intervene in the student journey
- › Promise partners work together to increase HB3 CCMR funding for the region and run projections for budgeting with real-time data access and progress monitoring.



## RESULTS

The first year results of the program and partnership exceeded expectations. In addition to a 67% YoY enrollment increase, NCTC saw:

55%

increase in admissions applications



Tightened workforce alignment with labor market data that strengthens and improves visibility of the regional talent pipeline

90%

increase in financial aid completion



Increased HB3 College, Career, and Military Readiness (CCMR) Outcomes Bonus Dollars

85%

increase in Promise Pledges



Tightened workforce alignment prioritizing key programs that yield local economic mobility

82%

persistence rate in students from fall to spring terms



Dr. G. Brent Wallace, Ph.D, Chancellor, North Central Texas College, said of the partnership and impact:

“ We’re not just talking about one student when we help one student—that’s great, but the second part of that is changing generational poverty, changing the trajectory of how those students are going to be successful, and then their children—or their brothers and sisters. Or even their parents begin to say, college might actually be for me, when that was never a thought before. ”

## CONCLUSION

Going into year three of the partnership, NCTC expects to build on its great success to uplift students with full wrap-around support on their journey to economic mobility. Salesforce tools will continuously be developed to serve the region, and usage is already directly tied to impact. With visibility into the entire student journey, regional information compacts and data models, a mapped out student support infrastructure, and tight workforce alignment, the region will reap the benefits for generations to come.

ECONOMIC  
MOBILITY  
SYSTEMS

## REFERENCE

- › Learn more about North Central Texas College:  
[economicmobilitysystems.org](http://economicmobilitysystems.org)
- › EMS Regional Talent Networks:  
[economicmobilitysystems.org/solutions](http://economicmobilitysystems.org/solutions)