Encouraging Additional Summer Enrollment

Even with their typical school year disrupted by COVID-19, all 13 Wisconsin school districts participating in Text Steps are committed to the goal of reducing summer melt and are in the final stages of their summer texting campaigns as graduated seniors solidify plans to further their education this fall. The Text Steps initiative, which is funded by Ascendium, aims to increase postsecondary enrollment through test-messaging campaigns. The program's goal is to improve educational outcomes for underserved youth.

Recent Grantees

As part of Ascendium’s COVID-19 Impact Response Fund initiative, this grant supports the State Higher Education Executive Officers Association in developing a Digital Learning Task Force and Policy Recommendations to help institutions, systems, legislators and more with accurate data and critical insight on the pandemic's effect on higher education transfer patterns. Ascendium is contributing in-kind value of $250,000. View the grant details here.

What We've Learned About Just-in-Time Aid

The National College Attainment Network’s annual conference held two widely attended webinars this summer on how college campuses can provide student support “in a moment’s notice.” The webinars were the result of Text Steps, a partnership sponsored by Ascendium. The initiative is a set of tools and technical assistance designed to support college campuses in delivering the promise of postsecondary education to those who need it most.

Recent Grants

The project has produced the Issue Focus paper “Strategies for Encouraging Enrollment in the Absence of Traditional Recruitment Strategies” and the webinar “Caring Campus Webinars a Hit.” The webinar has produced a handful of districts that participated are actively preparing requests to district leaders. This work is funded under Ascendium’s Equitable Postsecondary Supports initiative.

What We’ve Learned About Just-in-Time Aid

Lee added that tools and technology provided by Ascendium through the Text Steps project have also proven valuable to districts, with staff commenting that they feel comfortable using the tools and have found them useful in connecting with students. A recent webinar held two widely attended webinars this summer on how college campuses can provide student support “in a moment’s notice.” The webinars were the result of Text Steps, a partnership sponsored by Ascendium. The initiative is a set of tools and technical assistance designed to support college campuses in delivering the promise of postsecondary education to those who need it most.

Strategies for Encouraging Enrollment in the Absence of Traditional Recruitment Strategies

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