



The Newsletter of the Ray Marshall Center for the Study of Human Resources

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**Recent Publications**

[Initial Evaluation Findings: Central Texas College Access and Persistence Programs May 2012.](#) By Tara Smith and Greg Cumpton. This report provides a process summary of the literature reviewed and the results of the service and demographic mapping conducted for the Austin College Access Network (ACAN) evaluation.

[The Student Futures Project:](#)

Issue 10

June 2012

**Center News**

Lessons Shared from a Model Two-Generation Program

Earlier in May, the Community Action Project of Tulsa County (CAPTC) hosted representatives from Ascend, the Family Economic Security Program at the Aspen Institute, along with funders and partners of the CareerAdvance®

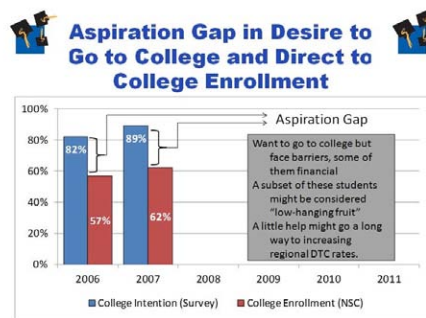


L-R: Anne Mosle, Rachel Schumacker, Nisha Patel, Chris King, and Steven Dow (Photo credit: Ascend)

program. The objective of the two-day meeting was to advance awareness and understanding of the two-generation projects among supporters and stakeholders. CareerAdvance® is a dual generation program that provides parents of children in Tulsa's Head Start programs with education, vocational training, and peer support to complete certifications in the healthcare sector. CAPTC presented meeting participants an overview of the CareerAdvance® model and lessons learned from both the program's and family's perspective.

'Student Futures' Research Presented at AERA Annual Meeting

Center researcher Greg Cumpton presented findings from the Student Futures Project at the American Educational Research Association (AERA) annual meeting in Vancouver April 13-17. The presentation, "Adjusted Predicted Marginal Effects on College Enrollment for Central Texas High School Graduates," is available on the Student Futures Project website. A key finding in the research was the gap between student aspirations for college enrollment and actual direct-to-college enrollment." The annual meeting is the largest gathering of education experts in the world" according to the AERA website. The event had over 13,000 education researchers from over 60 countries. AERA was founded in 1916 with the goal of improving the educational process by encouraging scholarly inquiry related to education and evaluation and by promoting the dissemination and practical application of research results.



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## Meeting the Needs for Locally-based Research

April 2012. By Greg Cumpton. This research brief includes the motivation behind the research project, an overview of project components, and recent data on postsecondary transitions, student aspirations, and enrollment.

## The Credential Differential

published by the *Center for Law and Social Policy*, April 2012. By Heath Prince and Vickie Choitz. This report argues that current rates of credential attainment in the U.S. lags behind other developed countries and continued underinvestment will lead to significant credential shortfall and billions of dollars of lost revenue.

**Study of Early Education in Texas: The Relationship of Pre-K Attendance to 3rd Grade Test Results** March 2012 by Aletha Huston, Anjali Gupta, and Deanna Schexnayder. Findings in this report show small, but significant differences with eligible children who attended Pre-K performing better on both reading and

## Marshall: Mature Workers Contribute to Workforce and Economy

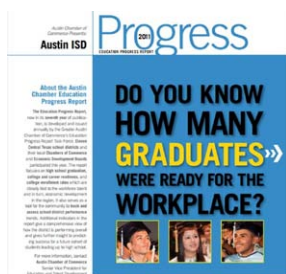
On May 3, Ray Marshall, Center founder and former U.S. Secretary of Labor, participated in *Tapping Mature Talent: Policies for the 21st Century Workforce*, a workforce development conference hosted by the Council for

Adult and Experiential Learning (CAEL) and the National Governors Association at the National Press Club in Washington, D.C. Conference participants discussed the experiences and challenges aging workers face and explored policies and opportunities for incorporating mature workers to further strengthen the U.S. economy. Secretary Marshall sat on the first panel alongside Peter Cappelli, director for the Center for Human Resources at the Wharton School at the University of Pennsylvania; and Dick Wilkerson, former chairman and president for Michelin North America (photo above). The panel identified the many ways mature workers contribute to the workforce and the economy. In February 2012, CAEL published the brief, "*Just Add Seasoning - A Business Case for Tapping Mature Talent*" - arguing that older workers "have a strong work ethic, have lower absentee rates, and are reliable and loyal," yet able to "offer employers flexibility to ramp up and ramp down with the fluctuation of market demands."



CAEL President & CEO, Pam Tate, welcomed (L-R) Peter Cappelli; Dick Wilkerson; and Ray Marshall. (Photo credit: CAEL)

## Taskforce Works to Increase College Readiness and Enrollment



In April and May, the Greater Austin Chamber of Commerce (GACC) convened meetings with the Ray Marshall Center and the Chamber College Readiness and Enrollment Support Taskforce (CREST) to discuss findings from the latest education research. The Center, through its Central Texas Student Futures Project, has worked with the taskforce since its inception in 2005, to

address barriers to college readiness, college enrollment, and college completion. In April, the GACC released its seventh annual K12 Metro Austin Education Progress Reports detailing progress made towards regional college matriculation and college readiness efforts across 11 Central Texas school districts. The findings revealed that college readiness is on the rise, with 60 percent of high school seniors graduating college-ready based on state approved assessments. As of 2011, college readiness rates for the region have increased by 17 percentage points since 2005. However, Central Texas college enrollment rates have not advanced at the same pace. Since 2007, direct-to-college enrollment rates have remained flat, at 62 percent (+/- 1 percent), in the face of a struggling economy and rising tuition costs. Research from the Student Futures Project shows that financial uncertainties, college readiness, and difficulties in navigating the financial aid and college application process are the top reasons why students do not enroll in college. The Chamber's taskforce is working

math third-grade standardized tests.

Findings from the 2011 Senior Surveys February 2012. By Garry Davis and Greg Cumpton This report presents findings from the Central Texas high school senior survey conducted in the spring 2011.

### Upcoming Events

June 6-8: [Ascend Fellows Forum](#), Wye, MD. The Aspen Institute is convening the second of four Fellows Forum at its Wye, MD campus.

June 13-15: [Texas Association of Secondary School Principals \(TASSP\) 2012 Summer Workshop](#), Austin, TX. Researchers will present Student Futures Project (SFP) research findings and discussing how SFP data is used by districts/campuses in the region.

June 28: [Ohio Education Research Center Conference](#), Columbus, OH. Chris King will deliver the keynote presentation.

on implementing new data driven strategies to combat the leveling trend in college matriculation and aims to achieve a 70 percent direct-to-college enrollment rate in Central Texas by 2015.

### New Dashboard Calculates ROI of Postsecondary Attainment

On April 26, the [Center for Law and Social Policy \(CLASP\)](#) and the [National Center for Higher Education Management Systems \(NCHEMS\)](#) released the [Return on Investment \(ROI\) dashboard](#), an interactive tool for understanding postsecondary data and trends



State ROI Dashboard ([www.clasp.org](http://www.clasp.org))

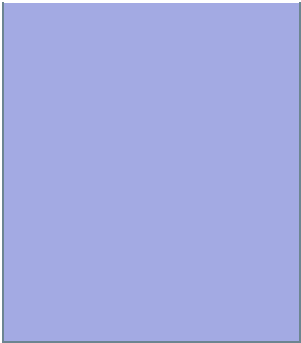
in the nation and within states. Individual state dashboards show how a state compares with the performance of the top three states. State fact sheets provide short- and long-term ROI projections for maintaining the status quo investments in postsecondary education attainment against increasing investments. CLASP released the ROI tool in conjunction with a the report, [The Credential Differential](#), co-authored by [Heath Prince](#), recently named associate director and research scientist at the Ray Marshall Center, and [Vickie Choitz](#), CLASP senior policy analyst. The report makes the case that underinvestment in credential attainment in the United States is diminishing the U.S.'s global competitive edge and will lead to billions of dollars in lost revenue and increased public expenditures. Prince and Choitz call on policymakers at all levels to reverse the trend of disinvestment and to make strategic choices to increase postsecondary credential attainment.

### County Officials Receive Update on Workforce Investment Research

On March 27, Center researchers presented [research findings](#) from evaluations of both short- and longer-term workforce investment programs to members of the Travis County Commissioners Court. Short-term workforce development programs offer adult basic education and occupational skills development for a period of 6 weeks up to 9 months. Longer-term training programs generally extend over several years and can include postsecondary education and credential attainment in high-growth, high-wage potential sectors. Researchers conducted an outcomes evaluation and impact analysis for each type of program. Short-term workforce investments showed the largest outcomes in the immediate post-service period but did not typically change the participants' earnings trajectories over time.

Researchers evaluated the longer term programs provided by [Capital IDEA](#), a local workforce intermediary, and found that longer-term training significantly improved participants' employment and earnings over time.

Furthermore, an [analysis](#) of the return-on-investment of Capital



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IDEA's services showed total returns are estimated at 165 percent over 10 years and 501 percent over 20 years. Additional information about the Center's workforce development projects as well as links to past reports are available at [www.raymarshallcenter.org](http://www.raymarshallcenter.org).

Photo credit: CapitalIDEA

**Project Updates**

Online Symposium Volume Coming Soon  
 The Ray Marshall Center will produce a compilation of research papers presented at the fall 2010 symposium entitled **Policy Responses for the New Economy**. Presentations spanned a wide variety of topics, including labor market, education, and workforce development. The symposium volume will be available on the Center's website midsummer.

CareerAdvance® Focus Group Aims to Improve Program  
 As part of the ongoing evaluation of **Community Action Project of Tulsa County's CareerAdvance®** program, Center researchers traveled to Tulsa May 21-23 to conduct focus groups with participants and interview program staff and training instructors. Researchers met with students in the Certified Nurse Assistant, Primary Care Technician, Medical Assisting, and Licensed Practical Nursing training programs to gather information about their experiences with CareerAdvance® and finding healthcare-related employment, as well as to get their input on opportunities for program improvement. Researchers will prepare a memo for CareerAdvance® staff summarizing findings and identifying areas for further research.



Photo from past focus group discussions.

The Ray Marshall Center is a research unit of the LBJ School of Public Affairs at The University of Texas at Austin

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