



# PATHWAYS TO PROSPERITY: WHAT IS NEEDED FOR A SUCCESSFUL CAREER?

Community Conversation  
DIY Starter Kit





## DEAR CENTRAL TEXAS COMMUNITY MEMBER,

Economic projections indicate that over two-thirds of jobs by 2020 – and almost all living wage jobs – will require a postsecondary credential. To respond, Texas launched 60x30TX, a higher education plan that aims to put Texas among the highest achieving states in the country and maintain its global competitiveness.

### The goals of this plan include:

- 60% of Texas adults will have some type of postsecondary credential by 2030
- 550,000 students will complete a postsecondary degree in 2030
- 80% of postsecondary graduates will have a job within one year of completion by 2030

It is important to examine persistent perceptions and beliefs about college that exist. Below are a variety of views students and parents hold:

- Attending college is not necessary for a successful life
- College is simply not for me/my student
- College may be important, but not essential for everyone to go
- Teachers never labeled me/my student “college-going material”
- College is much too expensive; it will take me years to repay loans
- Four years in college takes too long

These views reflect equity and economic mobility realities for individuals and the broader Central Texas region. There are many pathways to success, still alternative paths, such as two-year degrees and certifications in a trade, remain underutilized.

E3 Alliance hosted community conversations in the spring of 2019 to engage parents, students, educators, businesspeople, policymakers, and other community members in dialogues titled **Pathways to Prosperity: What is needed for a successful career?** These dialogues helped identify ways our students can overcome obstacles and create more opportunities for education and career success.

While discussions and feedback from these participants are leading to new initiatives for our region, E3 Alliance is providing a tool for our partners to keep the conversation going. In this Do-It-Yourself Conversation Starter Kit, you will find simple instructions to host your own community conversation, along with materials and other resources to augment your dialogue.

Thank you for bringing #CommunityConversations about #PathwaysToProsperity to your network. If you have questions or would like to provide feedback, please send an email to [info@E3Alliance.org](mailto:info@E3Alliance.org).

Best regards,

The E3 Alliance Team

[www.E3Alliance.org/Conversations](http://www.E3Alliance.org/Conversations)

Connect with E3 Alliance on social media @E3Alliance



## DO-IT-YOURSELF COMMUNITY CONVERSATION KIT

Are you ready to host your own Community Conversation around postsecondary degree completion and career success in Central Texas? Thank you! We know that the only way to meet our regional and statewide education goals to unite around one common message: **a postsecondary credential is necessary to earn a living wage**. With all of us speaking to friends, neighbors and co-workers about trends in our region and the reality of our current student population, we can better support all students as they pursue success after high school. Hosting a conversation is simple!

### STEP 1: Decide

1. Your conversation may include one other person, a small group, or a larger gathering.

### STEP 2: Download at [www.E3Alliance.org/conversations](http://www.E3Alliance.org/conversations)

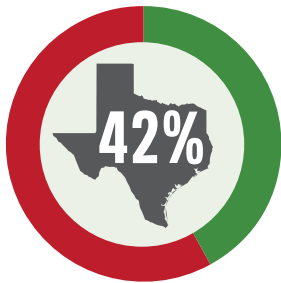
1. Secure a location for the conversation, like the local library, community center, or coffee shop.
2. Download the invitation:
  - a. Customize the Invitation Word document (half-page) to your event. Type in the date, location and other details. Print as handouts OR copy and paste in an email.
  - b. Send to your guest list.
3. Download the best Data Map size for your conversation and print for each of your participants:
  - a. Choose the 8.5 x 11" (front and back), or
  - b. Choose the 11x17" (front and back).
4. Download the Slide Deck – various options:
  - a. Download the Full Page Slides PDF (19) to use on your notepad or laptop as your presentation for all to see or print to use as your presentation, if an electronic device is not available.
  - b. Download and print the Presenter - Note Pages PDF (19) for you to use as your script.
  - c. Download and print the Handouts - 6 Slides Per Page PDF (4) as a handout for your participants to follow along and take notes.
5. Familiarize yourself with the Data Map (data points on front and narratives on the back) and the various Slide Deck materials.

# OVERVIEW

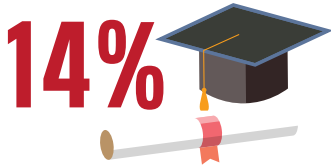


2/3

of jobs by 2020 will require some postsecondary credential, whether that's a workforce certificate, two- or four-year degree



of Texas young adults have some kind of postsecondary credential



14%  
of our low-income Central Texas students complete a postsecondary credential within six years of leaving high school



12%

Young adults without a postsecondary credential within six years of leaving high school have just a 12% chance of earning a living wage

## STEP 3: Discuss

6. Follow the slides to guide your conversation.
7. Slides 2-3 address the subject and goals for your discussion.
8. Slide 4 gives “ground rules” for all participants so there’s open dialogue.
9. Slides 5-11 provide context.
10. Slide 12 tees up the first conversation.
  - a. Why is this issue important to you?
  - b. How has it affected you, your family or the people you care about?
  - c. What grabs your attention the most?
  - d. What are the most striking data points in your opinion?
11. Slides 13-14 tees up the second part of the conversation, broken down into the three narratives on the back of the Data Map (old stories, new stories).
  - a. Ask participants to review the first panel and discussion questions provided.
  - b. Suggest that they use their own knowledge, lived experiences and expertise to weigh in.
  - c. Ask these questions as you go through the three panels or stories.
    - i. What seems promising?
    - ii. What concerns you?
    - iii. What other options do you see?
12. Slides 15-16 tees up the third discussion.
  - a. Discuss what are assets and resources.
  - b. Ask about what exists in their own community.



13. Slide 17 stages the final conversation about what participants could do next, armed with this new information.
  - a. Who else do you know that might benefit from hosting a conversation using the DIY Kit?
  - b. Who else needs to have these conversations?
  - c. What can you do to drive home this conversation with people?
  - d. What can you do to help support students and families pursuing college and career success?
  - e. What can you do in the next 30 days? 60 days? 90 days?
14. Slide 18 closes the conversation by asking if participants would like to host their own conversation and opens ideas on what they might do to help support students and families in their community.
  - a. Take advantage of resources at [www.E3Alliance.org/conversations](http://www.E3Alliance.org/conversations)
  - b. Email [info@E3Alliance.org](mailto:info@E3Alliance.org) if you would like to share your thoughts, ideas from your conversation or other feedback.
  - c. Post on social media, if you and your participants agree: Facebook and Twitter, tag us @E3Alliance with hashtags **#PathwaysToProsperity** **#CTXed**

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