



The College and Career Advising Program (CCAP) was to establish, maintain, support, and sustain a college- and career-going culture at each high school campus. CCAP provides targeted supports and services to students in grades nine through 12 at 40 high schools to increase postsecondary planning, college application, college and career exploration, financial aid application, Dallas County Promise Pledge completion, and post-secondary enrollment.

Key Findings

Implementation

- The number of students served by CCAP vendors increased by 64 percent from 2021-22 to 2023-24 and remained high in 2024-25 due to program expansion.
- ASP mostly supported students with completing four-year college application and college exploration in 2024-25.
- EIF mostly focused on students' completing four-year college application, college exploration, and career exploration in 2024-25.
- Overall, the program goal of 70 percent of freshmen completing career exploration was met. However, the goal of 70 percent of freshmen completing college exploration was not met (31.5%).
- For sophomores, the program goals for both college and career exploration were met.
- Overall, Juniors met the program goal of 70 percent of completing career exploration. The program goals for college exploration and college financing were partially met, at 60 percent completion or more.
- Overall, 2024-25 seniors met the program goal of 95 percent of seniors completing at least one college application and the program goal of 85 percent of completing three or more college applications.
- Seniors met the program goals of 95 percent completing the Dallas County Promise Pledge, but did not meet 97 percent completing FAFSA or TASFA applications (94%).
- A total of 38 percent of 2023-24 CCAP graduates enrolled in a two-year or four-year college or university the following year.
- Overall, college advisors at North Dallas, Adams B, White, and Sunset high schools were observed working diligently with students answering questions, addressing concerns, and assisting students with college applications, financial aid applications, Dallas County Promise Pledges, and test preparation for SAT/TSIA.
- 2025 CCAP graduates were awarded a total of \$583 million in scholarships, exceeding the program goal of \$375 million.

Recommendations

- **Continue to identify ways to improve data efficiency.**

Though progress has been made over the last several years, digital records kept by the two CCAP vendors (ASP and EIF) vary greatly. When students visit CCAP advisors, vendor-employed advisors record the visit and selected advising topics using specific categories such as: college application, career exploring, college financing, financial aid, or Dallas County Promise, etc. However, student service data was categorized improperly or in a nonstandard format much of the time. With each vendor using their own recording category names and spreadsheet structures, the task of combining the information to analyze it for CCAP as a whole becomes more difficult. Consider working to standardize data collection and train vendors consistently on best practices in data reporting, to improve data quality and allow for more robust evaluation of the program and its goals.