

2025 Texas Rider Report: Advise TX College Advising Corps

**A report to the Texas Legislature in accordance with the
General Appropriations Act, Senate Bill 1, Article III,
Rider 33, 89th Texas Legislature**

**Evaluation and Assessment Solutions for Education
& Texas Higher Education Coordinating Board
Division for College and Career Advising**

December 2025

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The THECB will be recognized as an international leader in developing and implementing innovative higher education policy to accomplish our mission.

Agency Philosophy

The THECB will promote access to and success in quality higher education across the state with the conviction that access and success without quality is mediocrity and that quality without access and success is unacceptable.

The THECB’s core values are:

Accountability: We hold ourselves responsible for our actions and welcome every opportunity to educate stakeholders about our policies, decisions, and aspirations.

Efficiency: We accomplish our work using resources in the most effective manner.

Collaboration: We develop partnerships that result in student success and a highly qualified, globally competent workforce.

Excellence: We strive for excellence in all our endeavors.

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Executive Summary

Advise TX, launched in 2011-12 as a partnership between the College Advising Corps and the Texas Higher Education Coordinating Board, seeks to increase college enrollment among Texas students. This annual report, required by the General Appropriations Act, Senate Bill 1, Article III, Rider 33, 89th Legislature, describes and evaluates the program's impact. Findings align with Advise TX's goals and remain consistent with the original randomized controlled trial, which demonstrated greater enrollment gains for historically underrepresented student groups.¹

This report covers three high school graduating classes using multiple data sources: (1) 2022-23 (class of 2023) student-level enrollment outcomes benchmarked against peers statewide; (2) 2023-24 (class of 2024) student-level enrollment outcomes, using internal Advise TX data; (3) 2023-24 high school-level Texas college application and 2024 Free Application for Student Federal Aid (FAFSA) rates comparing Advise TX with the rest of Texas; and (4) 2024-25 (class of 2025) Advise TX overall program specific results, including key performance indicators (KPIs) and student survey responses.

During the 2024–25 school year, seven Advise TX programs placed 174 near-peer advisers in 131 public high schools, directly supporting more than 60,000 seniors and 30,000 juniors.² These campuses enrolled approximately 270,000 students overall, representing about 15% of all Texas public high school enrollment.

Advise TX tracks six KPIs linked to increasing college enrollment. For the class of 2025, all six KPI rates were higher compared to 2024 among schools that were served by Advise TX both years. Students were more likely to meet with advisers, apply to college (including applying to three or more colleges), and involve family members. FAFSA assistance and completion also rebounded after a 2024 decline caused by delays in the form's availability to students. Senior survey results reinforce these findings: students who met with advisers three or more times rated their influence as equal to that of their parents.

For the class of 2024, students who met with advisers at least once were more likely to enroll in college by 17 percentage points (37% vs 54%). The enrollment rate gap (25 percentage points) was even larger for students who met with their adviser three or more times, 37% compared to 62%. Students with lower GPAs who met most frequently with their adviser enrolled in higher education at significantly higher rates (17 percentage points).

Last, for the class of 2023, the college enrollment rate was 4 percentage points higher for students from Advise TX schools compared with a benchmark of equivalent peers statewide. Enrollment gains for Hispanic and economically disadvantaged students were 5.2 and 3.8 percentage points, respectively. Additional analyses about conditional effects on enrollment indicate these improvements were driven by higher college application and financial aid submission rates at Advise TX campuses.

¹ Bettinger, E., & Evans, B. (2019). College guidance for all: A randomized experiment in pre-college advising. *Journal of Policy Analysis and Management*, 38(3), 579-599.

² The seven Advise TX programs are: Texas A&M University, Texas A&M University-San Antonio, Texas Christian University, Trinity University, University of North Texas at Dallas, The University of Texas at Austin, and The University of Texas Rio Grande Valley. During the prior school year, an eighth program partner, The University of Texas at El Paso, was also part of Advise TX network.

Background

All Advise TX programs share a unified mission to increase college enrollment, especially for student subgroups that have historically lower college attendance rates. This goal aligns with the stated objectives of the current Texas strategic higher education plan, *Building a Talent Strong Texas*.³ Advise TX serves schools that disproportionately enroll low-income, first-generation college students. These schools also tend to be classified as “high need.”⁴

Advise TX programming is fundamentally distinct from that of other college access organizations because it intentionally targets all students. Advisers are asked to serve every senior regardless of whether they are prepared, interested, or intend to pursue a postsecondary credential or degree. Additionally, any student at an Advise TX school, from any grade, can ask the adviser for help with career planning, which is referred to as an “open-door” policy.

For Fiscal Year (FY) 2026, Advise TX’s financial model is a balanced and diversified funding structure designed to sustain and expand college and career advising services across Texas. The total budget is supported by three primary sources:

- Texas Higher Education Coordinating Board (THECB): 21.5% of the total budget
- Funding secured by seven university partners: 51.9% of the total budget
- Funding secured by College Advising Corps (CAC): 26.6% of the total budget

University partners contribute through philanthropic and school district support, while CAC funding includes a federal grant from the OneStar Foundation and additional philanthropic contributions. This diversified approach ensures financial resilience, aligns with Advise TX’s mission to promote educational access, and positions the program for sustainable impact in FY 2026 and beyond.

Delivering advising services through “near-peer” advisers is another defining feature of Advise TX. Advisers are recent college graduates who serve as effective role models. Many advisers are Pell Grant recipients or first-generation college graduates. Frequently, they have lived in the same high school communities they now serve.

Advisers complete mandatory pre-service training each summer through the national CAC office and institutional partner through a mix of in-person and virtual sessions. Throughout the school year, advisers also participate in ongoing structured training focused on college and career planning, performance management using key performance indicators (KPIs), and professional development.

Lastly, advising services typically are delivered by a single adviser placed at each school. With limited resources, this approach allows Advise TX to serve more schools to reach more students, but it results in large caseloads that limit advisers’ ability to engage more deeply with students. For example, the median Advise TX caseload in 2024-25 was 485 students. In 2023-24, several new “hybrid” program partners launched a delivery model that asks one adviser to serve two schools at the same time, sometimes helping students in person at a school and sometimes assisting them remotely. A goal of the hybrid advising model is to determine whether advisers’ time can be used

³ <https://www.highered.texas.gov/our-work/talent-strong-texas/>

⁴ When Advise TX was introduced (2011-12), qualifying schools had to enroll at least 35% of students who were eligible to receive free and/or reduced-price lunch, did not offer a widespread rigorous curriculum, had a minimum class size of 100 students, and their historical “direct-to-college going” enrollment rates were below 70%.

more efficiently without diminishing their impact. For 2024-25, the median caseload was 535 students at the 42 schools served by a hybrid advising model.

This report was done in collaboration with Dr. Eric Bettinger, who has served as the principal investigator for the annual evaluation of Advise TX programs since 2018. Bettinger is currently the Conley-DeAngelis Family Professor of Education at Stanford University and a partner in Evaluation and Assessment Solutions for Education.

Advise TX Student and School Comparisons

During the 2024-25 school year, Advise TX placed at least one adviser at 131 high schools. Approximately 270,000 students were enrolled at these schools, which accounts for about 15% of all Texas public high school students. Advisers' assigned caseloads, which include juniors at many schools, consisted of nearly 90,000 students, two-thirds of whom were seniors.⁵

Advise TX intentionally serves schools that demonstrate a greater need for resources. The average senior class at an Advise TX school, for example, is roughly double the size of the average senior class at other public Texas high schools. Large cohorts stress the ability of permanent counselors to help all students plan for postsecondary career paths. Additionally, three of every four students at Advise TX schools are eligible for free or reduced-price lunch, while less than half are eligible at all other schools in Texas. Twice as many students from Advise TX campuses were also identified as "English learners" (27% vs. 14%). Lastly, students at Advise TX schools perform worse on college readiness metrics. In 2023, for example, the average accountability score received from the Texas Education Agency was 75 points at Advise TX schools compared to 82 elsewhere, in part because fewer students at Advise TX schools (16% vs 26%) scored above the threshold for college entrance exams (SAT or ACT).⁶

Short-Term Advise TX Outcomes

Key performance indicators

Advise TX advisers are trained to increase college enrollment by encouraging and assisting students with the completion of six KPIs during their senior year. According to multiple independent analyses, completing these KPIs increases the odds of enrolling in college. Half of the KPIs are student-centered actions (applying to college, submitting three or more college applications, and submitting a FAFSA), while the others are adviser-facing actions (holding one-on-one meetings with students, assisting with FAFSA submissions, and engaging family members in the college-going process). Further, these KPIs directly expand postsecondary access and align with the attainment goal outlined in *Building a Talent Strong Texas*, particularly the plan's emphasis on increasing credential completion while keeping student debt manageable. Collectively, the six KPIs measure the success of Advise TX in guiding students toward affordable postsecondary pathways and making informed enrollment decisions. The six KPIs are:

- Student actions
 - Submitting one or more college applications
 - Submitting three or more college applications
 - Completing the FAFSA
- Adviser actions
 - One-on-one meetings with students
 - Engagement with students' family members
 - Assisting students with completing their FAFSA

⁵ Caseloads include students from grades 9-11, plus seniors. In 2024-25, advisers directly supported over 30,000 students who were not seniors. Advisers at a handful of Advise TX schools worked exclusively with juniors because another college access organization supported the senior class.

⁶ For the ACT, for example, this refers to a combined score of 24. Data downloaded from: <https://rptsvr1.tea.texas.gov/perfreport/tapr/2023/xplore/DownloadSelData.html> and <https://rptsvr1.tea.texas.gov/perfreport/tapr/2024/Advance%20Download/download-data-adv.html>

Cumulative KPI activity for the class of 2025 is presented in [Table 1](#). The first column represents each KPI while the data in the second column displays the number of unique students who completed a KPI. The third column presents the total number of times a KPI activity occurred, although in two cases the number of unique students is identical to the number of actions. Some students met with their adviser more than 10 times, for example, which counts for one student in the second column but 10 meetings in the third column. Each student, however, can complete only one FAFSA.⁷

Overall, more than 47,000 seniors at Advise TX schools submitted at least one college application, and more than 20,000 of them submitted three or more applications, for a total of more than 150,000 applications. Further, more than 53,000 seniors had at least one “one-on-one” individualized meeting with their adviser, but advisers held a total of nearly 159,000 one-on-one meetings with seniors during the school year.⁸

Table 1. Advise TX KPI Activity for the Class of 2025

Student Actions	Program Type	Number of Students	Number of Actions
Submitted one or more college applications	Traditional	40,756	132,130
	Hybrid	7,076	18,385
	Overall	47,832	150,515*
Submitted three or more college applications	Traditional	17,943	-----
	Hybrid	2,525	-----
	Overall	20,468	-----
Completed FAFSA	Traditional	35,558	-----
	Hybrid	7,521	-----
	Overall	43,079	-----
Adviser actions			
One-on-one meeting with students	Traditional	46,116	143,368*
	Hybrid	7,364	15,447*
	Overall	53,480	158,815*
Meetings with students' families	Traditional	16,688	22,257
	Hybrid	2,974	4,312*
	Overall	19,662	26,569*
Students assisted with FAFSA	Traditional	34,190	-----
	Hybrid	4,197	-----
	Overall	38,387	-----

Source: Advise TX, 2025 EOY

⁷ Each year, a small percentage of students submit a FAFSA that never reaches completion for a variety of reasons, including verification requests, challenges with Federal Student Aid IDs, or federal process issues.

⁸ More than 25,000 students also attended a small group meeting led by advisers, some more than once, resulting in more than 45,000 additional meetings in small group settings.

**These counts refer to the total number of college applications that were submitted, one-on-one meetings held, and engagements with a family member of a student.*

Advise TX KPI rates for both the class of 2024 and the class of 2025 are presented in [Table 2](#). Rates are calculated by dividing each KPI count by the number of enrolled seniors. This comparison is intended to be apples to apples, which means KPI rates are calculated and presented only for the 100 schools that were served two consecutive years by Advise TX.

Compared to the class of 2024, all six Advise TX KPI rates increased. The one-on-one meeting rate increased by 4 percentage points, and the rate of engagement with a students’ family member increased by 2 percentage points. College application rates also increased by 3 percentage points, and there was a 2-percentage-point uptick for students who submitted three or more applications. FAFSA completion and FAFSA assistance rates increased by 9 and 2 percentage points, respectively.⁹

Table 2. Advise TX KPI Rates, Classes of 2024 and 2025

KPI	2024 KPI Rate	2025 KPI Rate	Percentage Point Difference
1:1 Meetings	85%	89%	+4 pct pts
Family Engagement	32%	34%	+2 pct pts
1+ College Applications	77%	80%	+3 pct pts
3+ College Applications	33%	35%	+2 pct pts
Adviser Assisted with FAFSA	64%	66%	+2 pct pts
FAFSA Completion	62%	71%	+9 pct pts

Source: Advise TX, KPI outcomes for schools that were served in both school years.

Seniors’ evaluations of Advise TX

At the end of each school year, seniors at participating Advise TX schools are surveyed about their post-graduation plans and their advisers’ influence on college and career decisions.¹⁰ Results consistently highlight advisers’ impact.

Ninety-three percent of students reported that their adviser helped them make better choices after high school, with about half agreeing “strongly.” The same share (93%) reported that their adviser was “helpful” or “very helpful” in completing the FAFSA. Advisers were also rated as highly influential for making college decisions; among students who met with their adviser three or more times, advisers were viewed as equally influential as their parents.¹¹

⁹ Each FAFSA cycle typically starts in October for the following academic year’s aid. The cycle for the class of 2024, however, was delayed by problems the government had launching a newly designed FAFSA, significantly reducing completion rates.

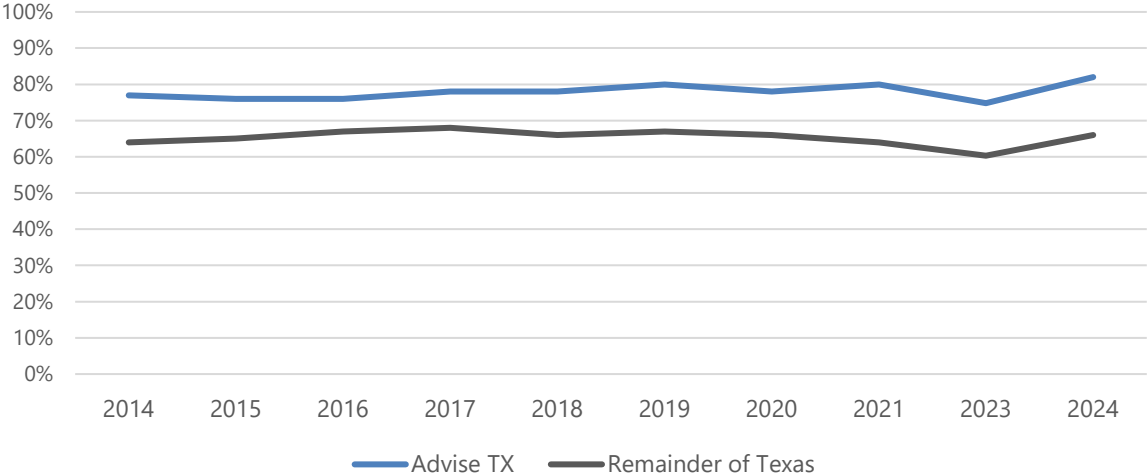
¹⁰ All Advise TX programs except The University of Texas Rio Grande Valley successfully administered the senior survey to at least one high school. A total of 4,727 seniors completed the survey; the response rates for participating program ranged from 20% to 73% for an overall minimum response rate of 27%.

¹¹ Ratings of influence were recorded on a five-point numerical scale, where a “1” stands for the least influence and “5” stands for the most influence.

College applications (2014-2024)

In addition to comparing KPI activity over time within Advise TX schools, this report also compares college application rates between Advise TX schools and the remainder of Texas public high schools. These results, based on application data from the 2023-24 school year, are shown in [Figure 1](#). Note that ApplyTexas data are needed to make this comparison, which excludes out-of-state college applications and any application submitted through a platform other than the ApplyTexas System.

Figure 1. Annual College Application Rates for In-State, Public, Two- and Four-Year Institutions



Source: THECB/ApplyTexas
Note: Application data submitted through Apply Texas for the class of 2022 is unavailable.

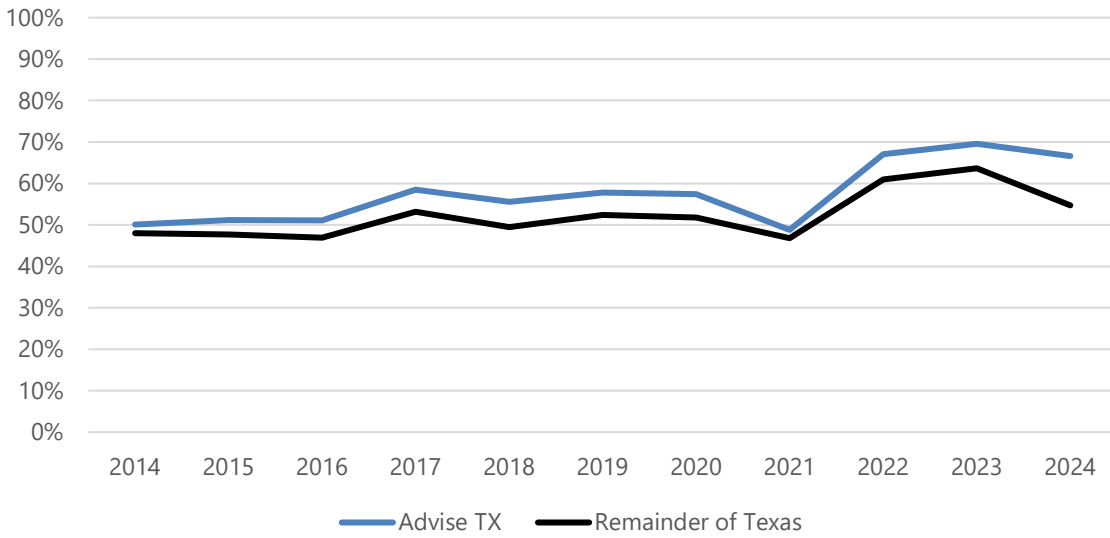
Consistent with prior years, college application rates for the class of 2024 were significantly higher at Advise TX schools. Although overall rates have fluctuated over time, 2024 marked the highest application rate to date for Advise TX campuses. The 16-percentage-point gap between Advise TX and all other schools was the largest since tracking began in 2014—an especially notable result given that Advise TX schools serve more students with characteristics typically associated with lower application rates.

FAFSA completion rates (2014-2024)

Similarly, FAFSAs were completed at higher rates at Advise TX schools.¹² [Figure 2](#) highlights that since 2014, Advise TX schools have consistently exceeded the state’s completion rate by a margin ranging from 2 to 6 percentage points. Notably, the gap has remained steady for the past two cycles at approximately 6 percentage points. [Figure 3](#) illustrates the most recently completed cycle and shows how the gap in FAFSA completion rates starts early in the cycle and grows over time. Advise TX schools complete their FAFSAs earlier than schools in the rest of the state, which is significant because students who complete the FAFSA earlier have access to more funding opportunities.

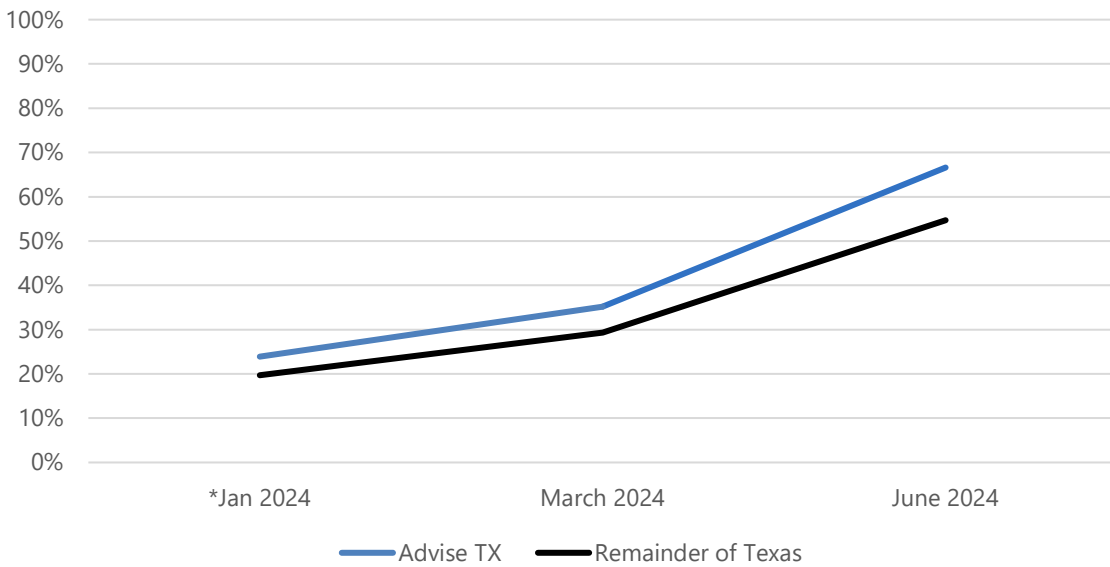
¹² Source: Office of Federal Student Aid, Department of Education, September 2025. Advisers internally log Texas Application for State Financial Aid (TASFA), but these forms are not included in FSA data and are not included in this report.

Figure 2. Annual FAFSA Completion Rates



Source: Office of Federal Student Aid, US Department of Education.

Figure 3. Monthly FAFSA Completion Rates, Academic Year 2023-24



Source: Office of Federal Student Aid, US Department of Education.

*Note: January data represent submitted FAFSA because of processing delays.

Enrollment Outcomes for Advise TX Students (2023, 2024)

This section presents college enrollment outcomes in two parts, organized in reverse chronological order:

1. Internal Advise TX Enrollment and KPI (2024): This section analyzes advisers' impact on enrollment using validated outcomes from the National Student Clearinghouse (NSC).¹³ Because Advise TX only collects outcomes for students graduating from schools it serves, these results cannot be benchmarked against all Texas students. However, they can be linked with other information tracked internally—such as GPA and the frequency of adviser meetings—to provide a richer understanding of enrollment outcomes.
2. Comparison to Benchmarked Peers (2023): This section, consistent with prior reports, examines enrollment data from ApplyTexas. Although these data lag in availability, they allow outcomes for Advise TX students to be compared with a benchmark group of peers. Benchmarks are generated using propensity score matching to estimate program effects, including subgroup analyses. Findings also highlight how completing college applications and financial aid forms influence enrollment.

Part I: Class of 2024 College Enrollment Rates, by GPA and Adviser Meetings

Traditionally, ApplyTexas has been the primary source of enrollment data in this report series. Starting in 2023, Advise TX has supplemented these data with NSC validated enrollment outcomes. NSC data expand coverage to private and out-of-state colleges and can be linked with detailed student-level indicators (e.g., GPA, adviser interactions).

This richer dataset allows for more precise evaluations of how adviser meetings and academic performance relate to enrollment. Earlier reports assumed all Advise TX students received adviser support (an "intention-to-treat" design). In reality, not all students can or do meet with an adviser, and many interactions are brief due to high caseloads. Additionally, the impact of adviser meetings on students with GPAs below 2.5 warrants specific attention. Compared to other college access organizations, Advise TX uniquely serves all seniors, which means roughly one-third of advisers' caseloads include students with lower GPAs, defined here as being below 2.5.

The relationship between adviser meetings and students' enrollment outcomes is reported in Tables 3 and 4. Results presented in [Table 3](#) are enrollment rates for students who simply did or did not meet with their adviser, while those in [Table 4](#) disaggregates the prior comparison by distinguishing between students who met with their adviser once, twice, or three or more times.¹⁴ The last row in Table 3 presents the overall Advise TX college-going rate for the class of 2024, which was 51%.¹⁵

¹³ NSC data cover about 97% of all postsecondary-degree-granting institutions in the United States. Another advantage of examining NSC data supplied by Advise TX is that it includes out-of-state and independent college outcomes, which is roughly 10% of all Advise TX student enrollment.

¹⁴ The reason for the category "three or more times" is that Advise TX emphasizes the importance of having three or more meetings for its "match & fit" programming to promote enrollment, persistence, and degree completion.

¹⁵ Enrollment is defined as taking at least one course for credit the first fall semester after high school graduation. The overall college enrollment rate is lower than the sum of two-year and four-year enrollment rates because some students are enrolled simultaneously at both types of institutions.

Students who met with their adviser at least once had an enrollment rate of 53.5%, compared to just 37% for those who did not.¹⁶ Additionally, students who met with their adviser experienced a 7-percentage point increase in two-year college enrollment rates and a 10-percentage point increase in four-year college enrollment rates.

Students who met with their adviser three or more times had an enrollment rate 25-percentage points higher than students who did not meet with an adviser at all, 62% compared to 37%. The difference between having zero meetings versus three or more meetings was more pronounced for four-year college enrollment rates (15-percentage point increase) than for two-year rates (10-percentage point increase).

Table 3. 2024 College Enrollment Rates, by Having a Meeting with an Adviser

# of Meetings	Enrollment Rate	Two-Year Enrollment Rate	Four-Year Enrollment Rate
None	37%	21%	17%
One or More	54%	28%	27%
Overall	51%	27%	25%

Source: Advise TX and NSC

Note: "One or more" Includes students who met with their adviser one, two, three, or more times through the year.

Table 4. 2024 College Enrollment Rates, by Number of Meetings with an Adviser

# of Meetings	Enrollment Rate	Two-Year Enrollment Rate	Four-Year Enrollment Rate
None	37%	21%	17%
One	47%	26%	23%
Two	55%	30%	27%
Three or More	62%	31%	32%

Source: Advise TX and NSC

Enrollment rates by the number of meetings for students with a GPA below 2.5 are found in [Table 5](#).¹⁷ For this subset of students, 31% went to college. In addition, having three or more adviser meetings compared to none is associated with a 17-percentage point increase in college attendance. Further, the increased college-going rate is more pronounced for two-year institutions, where the rate grows from 19% to 31%, versus 3% to 10% for four-year institutions.

¹⁶ Most students (83%) met their adviser at least once during the school year; close to half of them met two or more times, while 23% met three or more times.

¹⁷ These students have a GPA that falls within the lower third of the overall distribution of GPA.

Table 5. College Enrollment Rates for Students with GPA below 2.5

# of Meetings	Enrollment Rate	Two-Year Enrollment Rate	Four-Year Enrollment Rate
None	23%	19%	3%
One	30%	22%	8%
Two	36%	27%	10%
Three or More	40%	31%	10%
Overall	31%	24%	8%

Source: Advise TX and NSC

Part II: Class of 2023 Enrollment Outcomes: Benchmarked by Propensity Score Matching

This section outlines the process used to establish a benchmark for evaluating college enrollment rates in Advise TX schools. A simple comparison of enrollment rates between Advise TX schools and all other Texas schools would introduce a significant bias because Advise TX schools were intentionally selected based on low college enrollment rates. Additionally, these schools have significantly larger student cohorts with characteristics commonly linked to lower college attendance.

A different analytic approach is needed to address the issue of incomparability among schools. Previous reports also sought to create a fairer evaluation of Advise TX enrollment outcomes by developing a student-level benchmark. The aim is to compare the enrollment outcomes of Advise TX graduates with those of other Texas graduates who, all else being equal, differ only in not attending an Advise TX school, regardless from which school they graduated.

Matching techniques are commonly used in evaluation research about education outcomes. The method used here, often referred to as the propensity score model, relies on a limited set of student demographics to pair students in Advise TX schools with similar students in non-Advise TX schools. While matching techniques like this one can provide unbiased estimates of effects, such as the potential impact of Advise TX, they have limitations. The primary limitation is the quality and specificity of the data used for matching. If the variables required for accurate matching are too general or not sufficiently predictive, matches can be biased.¹⁸ Moreover, if the matching process is flawed, the analysis of enrollment outcomes will likely underestimate the impact of Advise TX.

The propensity score matching process used here attempts to account for both school and student characteristics. Matching on each factor can enhance the validity of student comparisons by increasing the likelihood that matched students share similar life experiences and circumstances. While unobserved characteristics may still exist, they should be more evenly distributed.

¹⁸ A common way to gauge the success of the matching is to compare the predicted probability of being designated for participating in the treatment group based on the selected matching criteria across treatment and control groups. Without matching, there is a significant difference in propensities. With matching, there is no measurable difference in these likelihoods.

College enrollment outcomes: Class of 2023

The overall class of 2023 enrollment rate at in-state, public colleges for students served by Advise TX was 49.3%. Compared to the class of 2022, college attendance for Advise TX students increased by more than 3 percentage points in 2023. These findings are presented in the first columns of [Table 6](#). Coefficients in Columns 2-4 of Table 6 are reported as proportions. So, “.038” refers to a 3.8 percentage point change.

The comparison to the designed benchmark, which accounts for both school and student characteristics, estimates an increase in college enrollment of 3.8 percentage points for Advise TX students. This growth is attributed to increases at both two- and four-year institutions. Four-year enrollment was 1.2 percentage points higher while two-year enrollment increased by 2.2 percentage points, relative to the benchmark of matched students at non-Advise TX schools.

Impact on low-income students

The class of 2023 college enrollment rate for all Texas students from low-income families was 40.8%, which is 0.3 percentage points higher compared to the class of 2022.¹⁹ Students from lower-income families served by Advise TX, however, increased their overall enrollment rate by 3.7 percentage points compared to benchmark students. Their enrollment at four-year institutions increased by 1.3 percentage points, compared to similar students who did not graduate from an Advise TX school.²⁰

Other student subgroups

The impact of Advise TX on other student subgroups is consistently positive. For example, 46.4% of students at larger schools attend college. Students from Advise TX schools are 3.4 percentage points more likely to enroll in any college. The increased enrollment rate for these students is most visible at four-year institutions, which is 1.4 percentage points higher than at non-Advise TX schools. In addition, both male and female students were more likely to enroll in college by about 3.2 and 4.6 percentage points, respectively. Hispanic students experienced a large increase in overall attendance in Advise TX schools versus non-Advise TX schools, with an increase of 5.2 percentage points for Advise TX students. This was driven by increases in both four- and two-year attendance.

¹⁹ 2024 Rider Report: Advise TX College Advising Corps. Downloaded here:

<https://reportcenter.highered.texas.gov/reports/2024-advisetx-rider-report-final-020425/>

²⁰ When we examined the robustness using other matching techniques, the impact on overall enrollment for low-income individuals ranged from 1.8 to 6.9 percentage points. The impact of Advise TX on four-year enrollment for low-income students ranged from 1.3 to 3.0 percentage points. Like the overall results, the largest impacts on four-year enrollment occur where treatment was the most intensive.

Table 6. Advise TX Impacts on Enrollment for High School Class of 2023, Matched on Student and School Characteristics

	Baseline Overall Attendance	Advise TX Difference in Overall Attendance	Advise TX Difference in Four-Year Attendance	Advise TX Difference in Two-Year Attendance
Overall	45.5%	.038***	.012***	.022***
Free/Reduced Lunch	40.8%	.037***	0.013***	0.022***
Hispanic	44.0%	.052***	.017***	.029***
African American	42.8%	.006	.008	.004
White	47.2%	.019*	.002	.020**
Large Schools	46.4%	.034***	.014***	.016***
Female Students	50.8%	.046***	.015***	.026***
Male Students	40.3%	.032***	.011***	.018***

Source: Evaluation and Assessment Solutions for Education analysis using student-level Texas administrative data, August, 2025
 + p-value ≤ 0.10, *p-value ≤ 0.05, **p-value ≤ 0.01, ***p-value ≤ 0.001

College applications and enrollment

Less than 40% of all public school students in Texas applied to an in-state, four-year college in 2023. That rate is significantly higher for students who attended an Advise TX high school. As [Table 7](#) shows, college enrollment is 3.1 percentage points higher for Advise TX students who apply to a four-year college. Students from Advise TX schools were also more likely to apply to at least three colleges. Across Texas, 85% of students who applied to at least three colleges eventually enrolled in college. In Advise TX schools, not only was the likelihood of applying to at least three colleges higher, but the likelihood of enrollment conditional on at least three applications also improved relative to over schools. Combining the results from [Table 6](#) with [Table 7](#), Advise TX produces net gains in college applications.²¹

While Advise TX increases the likelihood that students apply to a four-year college, not all applicants ultimately enroll. Among students who submit at least one application, only 59 percent attend a four-year institution—about one percentage point lower in Advise TX schools. Because Advise TX schools saw a 3.1-percentage-point increase in applications, most of those additional applications converted to enrollment, but a small share reflected students who applied yet still chose not to attend.

²¹ These results are more nuanced when we examine whether the students were in the top 10% from their school or not. The primary impacts for top-10% students were on applications, while the primary impacts on non-top-10% students were on both applications and enrollment.

Table 7. Advise TX Impacts on Application and Enrollment to Public, In-State Colleges, High School Class of 2023

	Mean	Advise TX Difference (Propensity Score With School Characteristics)
Ever Applied to a Four-Year College	36.9%	.031***
Ever Enrolled Among Students Who Applied	77.6%	.007+
Ever Enrolled in Four-Year College Among Students Who Applied	59.0%	-.011*
Applied to at Least Three Colleges	6.7%	.010***
Ever Enrolled (Applied to at Least Three Colleges)	84.5%	.018*
Ever Enrolled in Four-Year College (Applied to at Least Three Colleges)	69.7%	.024*

Source: Evaluation and Assessment Solutions for Education analysis using student-level Texas administrative data, August, 2025
 + p -value ≤ 0.10 , * p -value ≤ 0.05 , ** p -value ≤ 0.01 , *** p -value ≤ 0.001

Financial aid applications and college enrollment

In Texas, students can complete either the Texas Application for State Financial Aid (TASFA) or the FAFSA. A significant contribution of Advise TX advisers is their support helping students to complete these financial aid forms and to interpret financial aid offers. [Table 8](#) shows that, statewide, approximately 43.5% of students from the class of 2023 (i.e., 163,649 of the 375,390 students) completed the TASFA or FAFSA and applied to a Texas college through ApplyTexas. Students attending Advise TX schools are 5.3 percentage points more likely to complete the FAFSA or TASFA. Notably, 94% of students who complete financial aid forms (i.e., 153,622 of the 163,649) enroll in college. Furthermore, financial aid forms are submitted a little over two weeks earlier at Advise TX schools compared to other schools.²² Students at Advise TX schools tend to attend slightly less expensive institutions.

²² Table 8 focuses on Advise TX schools where an adviser was present for most of the school year.

Table 8. Advise TX Impacts on FAFSA/TASFA Application and Enrollment

	Mean	Advise TX Difference (Propensity Score with School Characteristics)
Ever Filed FAFSA or TASFA	43.5%	.053***
Ever Enrolled After Filing FAFSA/TASFA	93.9%	-.006***
Ever Enrolled in Four-Year College (Filed FAFSA/TASFA)	48.8%	-.022***
Date FAFSA/TASFA Filed (Fiscal Year 2024)	January 29, 2024	-15.6 (days)***
Fall Tuition	\$3,563.70	-101.8***
Fall Cost of Attendance	\$23,957.80	-866.7***

Source: Evaluation and Assessment Solutions for Education analysis using student-level Texas administrative data, August, 2025

+ *p*-value ≤ 0.10, **p*-value ≤ 0.05, ***p*-value ≤ 0.01, ****p*-value ≤ 0.001

Conclusion

Advise TX was established to increase college-going behaviors and college enrollment among Texas high school graduates, particularly those who are underserved and historically underrepresented. By design, Advise TX focuses on schools that, on average, enroll more than twice as many students and have historically sent fewer graduates to college. Despite these challenges, data tracked internally by Advise TX and reported through ApplyTexas find that KPIs at Advise TX schools remained high in 2025 and all increased since 2024. Further, Advise TX schools significantly outpaced other Texas public schools on two KPIs that can be directly compared, FAFSA completions and submitting college applications. Because college enrollment data analyzed in each annual report typically lags behind KPI data by one to two years, future enrollment outcomes are likely to reflect internal improvements in KPIs.

The 2024 enrollment section of this report highlights the importance of linking student-level caseload histories provided by Advise TX with their enrollment outcomes, something that is not currently feasible with ApplyTexas data. Findings from this section suggest that the impact of Advise TX is closely tied to advisers having sufficient time to meet with more students more frequently. For instance, the enrollment rate for students who did not meet with their adviser was 37%, but it increased to 54% for those who met with their adviser at least once and to 62% for those who met three or more times. Another notable takeaway is that students with the lowest GPAs experienced a significant boost in college attendance, especially at two-year colleges, rising from 19% without adviser meetings to 31% when they met with their adviser three or more times.

For the 2023 cohort, the results are positive across the board. Both four-year and two-year enrollment increased significantly for students in Advise TX schools relative to similar students in other schools. Overall, Advise TX advisers played a key role in helping students apply to more four-year colleges, complete financial aid forms, and apply for financial aid in a timely fashion.

The initial randomized controlled trial of Advise TX was designed to evaluate potential enrollment gains following the introduction of its services. In contrast, the annual Rider Reports analyze whether enrollment rates are higher for students graduating from Advise TX schools compared to a cohort of hypothetically similar students enrolled elsewhere. Consistent with previous Rider Reports, the current findings indicate that Advise TX services increase students' enrollment rates. Notably, a key difference this year is the reversal of a prior trend: In past years, increases in two-year college attendance were accompanied by declines in four-year college attendance. This year, we observed consistent large increases in overall college enrollments across Advise TX schools.

Texas Higher Education

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For more information, contact:

Nicole Davis
Division for College and Career Advising
Texas Higher Education Coordinating Board
P.O. Box 12788
Austin, TX 78711
Nicole.Davis@highered.texas.gov