

Benchmark 1: Target Population

Dana Bechuck, Bryan Collegiate High School, Bryan
ISD, Bryan, Texas

Dana.Bechuck@bryanisd.org



Brief History & Background

- Began in August 2007 with the second round of 10 early college high schools.
- Funded initially by TEA ECHS Grant and in-district charter grant.
- Started with 100 freshmen in one hallway of the building and six teachers.
- Structured as stand-alone model near college campus.
- Partnered with Blinn College and Texas A&M University.

BCHS Demographics 2016 – 2017

Ethnicity	Percentage
African American	6.63
Hispanic	68.91
White	22.95
Asian/American Indian	1.51

Grade	Enrollment
Freshman	140
Sophomore	137
Junior	101
Senior	73

Special Populations	Percentage
Economically Disadvantaged	69
Limited English Proficient (includes monitored students)	9
Special Education	<1
At-Risk	40
504	6

Our 2021 Cohort

150 Incoming Freshmen - 2017–2018 School Year

- 48.7% are At-Risk (as defined by PEIMS).
- 84% are classified as First-Generation.
 - 38.1% will be first High School Diploma Earners.
- 68% receive free or reduced lunch.
- 20.7% are classified as ELL.
 - 16% are active in the LEP program.
 - 4.7% have monitor status.

What is Benchmark 1?

Recruiting Target Population

- ECHS's shall serve students who have At-Risk designation or otherwise are underrepresented in college.
- This population includes First-Generation College Goers, low socioeconomic status, and minorities.

Current Selection Process

Application

- Standard demographic information
- No academic criteria
- BCCHS **CANNOT** accept/deny students based on grades or test scores.

Current Selection Process

Interview Night

- Looking for interest
 - “Getting to know you” interview
 - No right or wrong answers
- Low-stakes writing
 - Not assessed on writing ability
 - Can write in English or Spanish

Current Selection Process

Selection Matrix

- Awards extra points to students in the following categories:
 - Labeled At-Risk
 - On free or reduced lunch
 - First Generation

Qualifying Matrix Scores are Accepted First

- Remaining students are admitted based on spots available.
- Eligible students are put into a lottery.
- Students who do not make it into one of the 150 spots are wait-listed and contacted as spots open.

Current Selection Process

220 Submitted Applications

- 202 Applications were complete.
- 136 of 150 applicants were accepted by a qualifying Matrix Score—labeled At-Risk, free or reduced lunch, or First Generation.
- 14 of 150 applicant were accepted by a lottery.
- Remaining applicants were wait-listed.
- We continue to accept applications and accept students off the wait-list as spots become available.

Increasing Target Demographic

Strategies

- Parent nights
- Recruiting videos at middle schools
- Interviews on Spanish radio
- Family buy-in and word of mouth

Past Recruitment Practices

Strategies

- Auto-Admit Program
 - Middle school teachers and counselors nominated students, and then their At-Risk status is confirmed.
- Student recruitment during middle school lunches
- Interview on local news morning shows
- Target population rosters from PEIMS
 - Personal phone calls were made to each family meeting the demographics.