

Proposal to Begin High School DM'ing Outreach

Summary

This year, with the class of 2026, there is a possibility to develop the DM'ing and virtual outreach beyond the scope of UT Austin and into the Austin area high schools.

Background

UT % 2024: How many?

Because time and space are minimized with virtual fishing, we first began to realize the potential of a larger outreach to a single freshmen class when working with the class of 2024. At that time our goal was to saturate the class of 2024 and to see *how many* of that class we could DM via Instagram, Facebook, and other platforms. After our internship we had DM'd 15% of our freshmen class. Through the trainees' work, we eventually were able to reach approximately 4,000, or 50% of that class, something previously impossible by physical tabling and flyering. That effort's results are hard to measure because of the pandemic and restrictions on in-person activities that existed at the time.

UT % 2025: How early?

With the class of 2025, our goal was to see *how early* we could contact them in addition to how many we could contact. We found that we could identify them as early as December/January, and develop relationships all through the spring semester. Both the 2024 and 2025 effort produced encouraging results. We found that we could contact more UT freshmen, and earlier than ever before.

% 2026: Beyond UT?

With the 2021 internship policy that nearly everyone would DM, we found that the brother interns often did not have enough people to DM. They usually got less than 5 people per week to DM. The sisters, meanwhile, were given triple the workload because there were that many more girls to DM.

With the class of 2025, we began to coordinate with other teams in our region to develop high school night, Thrive online, welcome kits, and outreach methods. This collaboration led us to consider a coordinated outreach that would benefit all participating teams. This year, having

explored *penetration* (how many of the freshmen class) and *timing* (how early they identify as the freshmen class), we would like to explore the question of a *broader* outreach (how many more *in addition to* the freshmen class). The reason is that if the DM'able pool remains the same size year after year, we can expect to gain approximately the same number year after year. But if the initial pool can be enlarged, we might expect a larger number to be gained, and possibly by our sister clubs.

Austin Metro Area High School Outreach

Texas graduates approximately 400,000 high school seniors each year, 56% of which go directly to college after graduation. The Austin Metro Area has a significant portion of that number. The table below shows some key school districts and their high school attendance:

Name	High Schoolers	Seniors	High Schools
AIISD	20,000	4800	13
RRISD	12500	3000	7
Eanes ISD	2700	650	1
San Antonio ISD	13000	3000	
Hays ISD	5300	1200	
San Marcos ISD			
Georgetown ISD			
Manor			
Belton/Temple			
Others...			

Another way to measure Austin Metro Area High schools is from public data from 2018 given to us by UT stating that 1095 students¹ matriculated to UT from 73 Austin area high schools. A [map of those schools](#) is available online for this project.

Given that Texas' population is 25M and has 400k high school seniors, we can assume that since the Austin Metro area has a population 2.3 million, it contains approximately 9,000 high school seniors, only 10-15% of which will attend UT, based on data from 2018, or in 2022

¹ Airtable: See Austin Metro Area, Texas High Schools in High School Team Base (yellow)

around 1100-1300 students. In 2021 we were able to identify only 100-110 of the class of 2025 from UT specific influential accounts, leaving more than 1000 unfound².

Influential High School Accounts

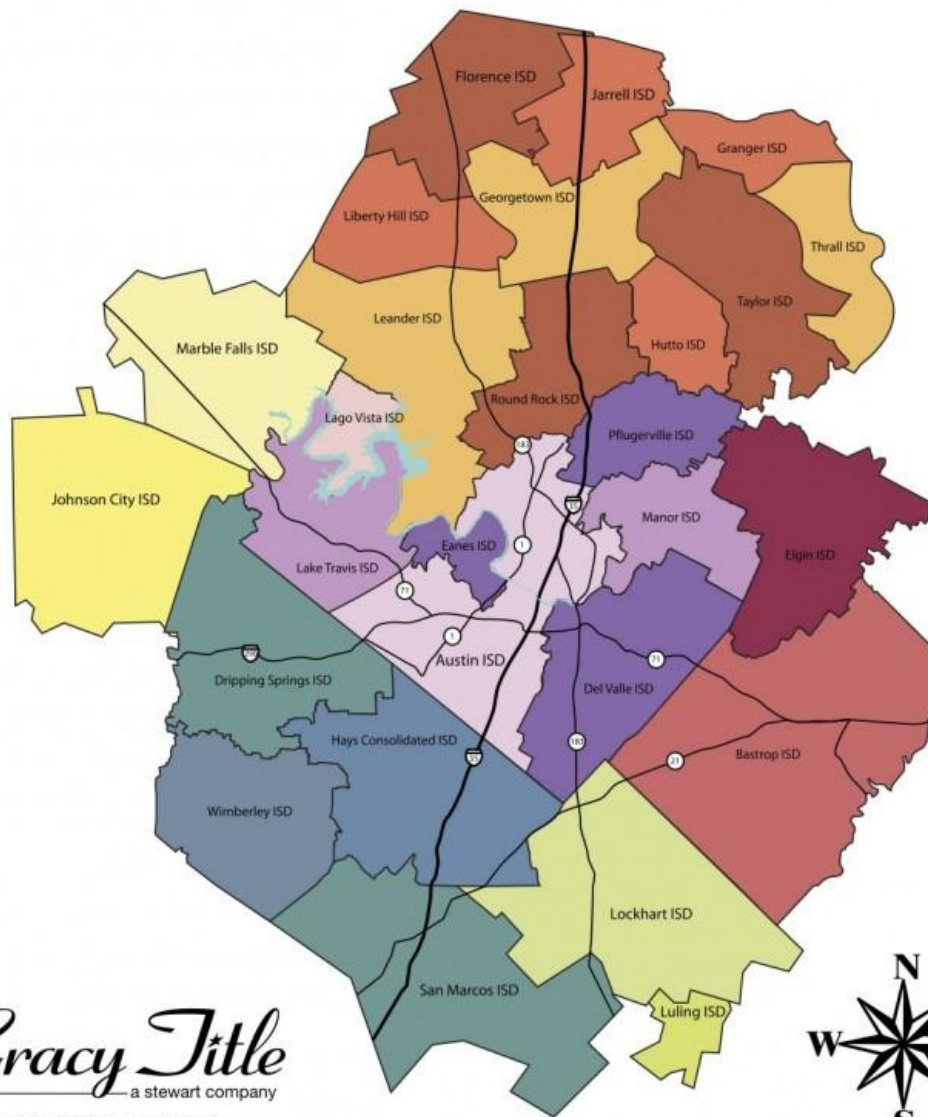
If we reach out to some of the approximately 9,000 high school seniors *before* they identify as freshmen, having found them on influential UT and high school level accounts, such as sports teams, seniors photo accounts, and other types of accounts, we can predict that most of them will go to a college, and most of the colleges they attend will have a sister club, if they do not go to UT. Then there will be some among them who do enroll at UT and can remain with us.

TLDR or Executive Summary

1. Besides UT's 9000 freshmen class, there is another pool of 9000 Austin area High School seniors
2. We can find many of them by scraping UT influential accounts and Austin area High School accounts.
3. We can DM them and expect they will attend either UT or a sister club, whom we can connect them with.
4. This will expand our pool of DM'able people and give our interns enough work this summer, especially brothers.

² Airtable: See Austin Metro Area, T1 T2 T3 Freshmen, Statistics Spring 21 Base (purple)

Central Texas School Districts



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