

# Effective Advising Framework

SchoolLinks helps districts implement the Effective Advising Framework by providing an all-in-one platform that streamlines individual student planning, tracks progress toward academic and career goals, and automates essential advising activities. With tools like the CCMR Dashboard, Scope & Sequence Builder, personalized learning plans, and real-time reporting, SchoolLinks equips counselors and administrators to align advising efforts with district goals, meet grant requirements, and deliver equitable, data-driven advising at scale.

Level 1 - Strong Program Leadership and Planning		
Requirement	Feature	Description
<b>Essential Action 1.1</b> Develop clear data-driven goals for the individual planning system to graduate all students to be ready for college and career, including careers in the military.	CCMR Dashboard (KRI)	To have clear data-driven goals, you need to know how you are doing and how you will measure them. That is what our CCMR Dashboard is designed to do.
<b>Essential Action 1.2</b> Set K-12 grade level expectations for academic development, career development, personal and social development, and financial literacy to ensure all students are on-track to graduate prepared for postsecondary success.	Scope & Sequence	Identify the experiences you want every student to do across all grade levels. Scaffold experiences from Kindergarten through 12th grade to ensure proper guidance.

## Lever 3 - Internal School Culture of Advising

Requirement	Feature	Description
<b>Essential Action 3.1</b> Integrate the district's vision, mission, and goals into the individual planning system.	Scope & Sequence	Assign out activities to students, staff, and guardians to ensure everyone is aligned with the district's vision, mission, and goals. Automatically track indicators to ensure activities are getting fulfilled.
<b>Essential Action 3.3</b> Communicate programmatic updates and student metric tracking to staff and community partners throughout the year to facilitate shared understanding, responsibility, and urgency.	Purpose built dashboards (S&S, PLP, Student goals, etc.) as well as Reprots	<p>Indicators tied to SchoolLinks' activities track automatically, so users do not need to indicate whether they have completed the activity or not. And with SchoolLinks' real-time data access, administrators can then keep track of completion and view breakouts of progress across buildings, caseloads, and student tags to see how certain groups of students are meeting standards for their district's and state's college and career readiness framework.</p> <p>With one click, staff can quickly see a list of the students and respective indicators met or missed, and message these students and/or their guardians. This allows targeted intervention with groups of students who are at risk of falling behind.</p>

**Essential Action 3.4**

Engage all students in the individual planning system as key stakeholders throughout program development, delivery, and evaluation to support students in taking ownership over their postsecondary planning.

Messaging and  
Comments

There are multiple ways for staff to engage with students to ensure they are on track. They can send messages directly to students or utilize the Scope & Sequence analytics to quickly identify the students who have not completed the required components of their CCR programming, then message and email students (and their guardians) that their attention is needed.

SchoolLinks also has commenting throughout the platform. Comments allow for collaboration and messaging with context. Comments are visible to different stakeholders depending on the solution with SchoolLinks. For example - comments on college favorites are visible to students, staff, and parents/guardians. Comments ensure that communication is streamlined without needlessly filling up people's email inboxes.

**Essential Action 3.5**

Involve families and the community as key stakeholders throughout program development, delivery, and evaluation.

Parent/  
Guardian  
Experience

Ensuring all relevant stakeholders are involved is of utmost importance for college and career readiness. SchoolLinks' Parent & Guardian Portal helps all stakeholders stay on the same page, monitor student progress, and communicate with their student's counselor.

Students and parents can review career path next steps and communicate within the platform to ask questions and receive updates regarding student progress.

Parents and guardians are able to access their students' PGP and view whether their student is on track to complete all required actions. Guardians can also provide electronic signatures through the portal.

## Lever 4 - Effective External Partnerships

Requirement	Feature	Description
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**Essential Action 4.1**

Strategically select external partnerships to fill gaps in service delivery and provide intended student services.

Career Goal Analytics + Industry Partner Network

SchoolLinks empowers Texas districts to strategically select and align external partnerships by giving staff clear, actionable insights into students' career goals and interests. Through the platform, districts can easily view real-time data on students' career favorites and postsecondary aspirations, with powerful filters such as grade level, school, and career cluster. This visibility allows staff to make targeted decisions when bringing in external organizations for Career Fairs, classroom speaking engagements, mentorship programs, internships, and other enrichment activities.

**Essential Action 4.2**

Consistently manage external partnerships.

Industry Partner Database

SchoolLinks Industry Partner Database was designed for districts to manage external partnerships. The fields of the industry partner database are fully customizable, so Districts can track desired data points to optimize collaboration with your partners. Districts use this tool to maintain the rosters of their industry partners and to search for partners that offer specific programming or initiatives. Moreover, there's a dedicated space for adding notes regarding the last contact with each partner, facilitating efficient communication tracking and follow-up strategies.

Districts can create custom email invite templates to personalize the messaging when inviting partners from your database to join SchoolLinks as members, reducing the time and labor involved in sourcing industry

<p><b>Essential Action 4.3</b> Consistently evaluate external partners against program goals.</p>	<p>Industry Partner Partnership Log and Analytics</p>	<p>The SchoolLinks Industry Partner Partnership Log serves as a timeline of key activities that a partner has participated in or completed. This includes activities that are automatically added to a contacts record - such as participating at a Career Fair - as well as activity manually logged by district staff. Industry Partner Analytics gives staff an overview of partner activities with a District. This includes a high level view of partnership logs allowing district staff to see a breakdown of activities, including donors, opportunity sponsorship, internships, speaking in the classroom, etc.</p>
<p><b>Essential Action 4.4</b> Communicate programmatic updates and student metric tracking to all external partners throughout the year to facilitate shared understanding, responsibility, and urgency.</p>	<p>Report Center Predefined Reports</p>	<p>Reports are able to be customized and then scheduled to make it easy for everyone to stay up-to-date on the metrics that matter to them.</p>

Lever 5 - High Quality Advising Materials and Assessments

Requirement	Feature	Description
<b>Essential Action 5.1</b> Define a quality standard for materials, tools, and resources that support college, career, and military awareness, exploration, and preparation.	SchoolLinks Customer Success and Services Team	SchoolLinks Customer Success and Services Team are always working with our districts for feedback and optimization. We identify goals and strategic initiatives with each of our districts and then monitor district and student usage of the product and gather direct feedback on rollout, training and student engagement to monitor success and iterate.
<b>Essential Action 5.2</b> Integrate materials into the individual planning system to support parent and family engagement.	Parent Portal	SchoolLinks integrates materials directly into the individual planning system, giving parents and families real-time access to student plans, career goals, and activities. Through the platform's parent portal, families can engage with resources, receive notifications, and support their student's journey, fostering collaboration and transparency throughout the college and career planning process.

SchoolLinks is a modern college and career platform on a mission to help school districts innovate to meet student needs

and drive better outcomes. The difference is in our all-in-one, equitable platform built for student engagement, community building, and counselor utility.

Book a demo today to see how innovating with SchoolLinks can change the way you, your students, their families, and your community work to prepare the next generation of thinkers, doers, and changemakers.

Book a Demo Today!

