

EDUCATION IS FREEDOM

DeSoto ISD

Board of Trustees
Presentation

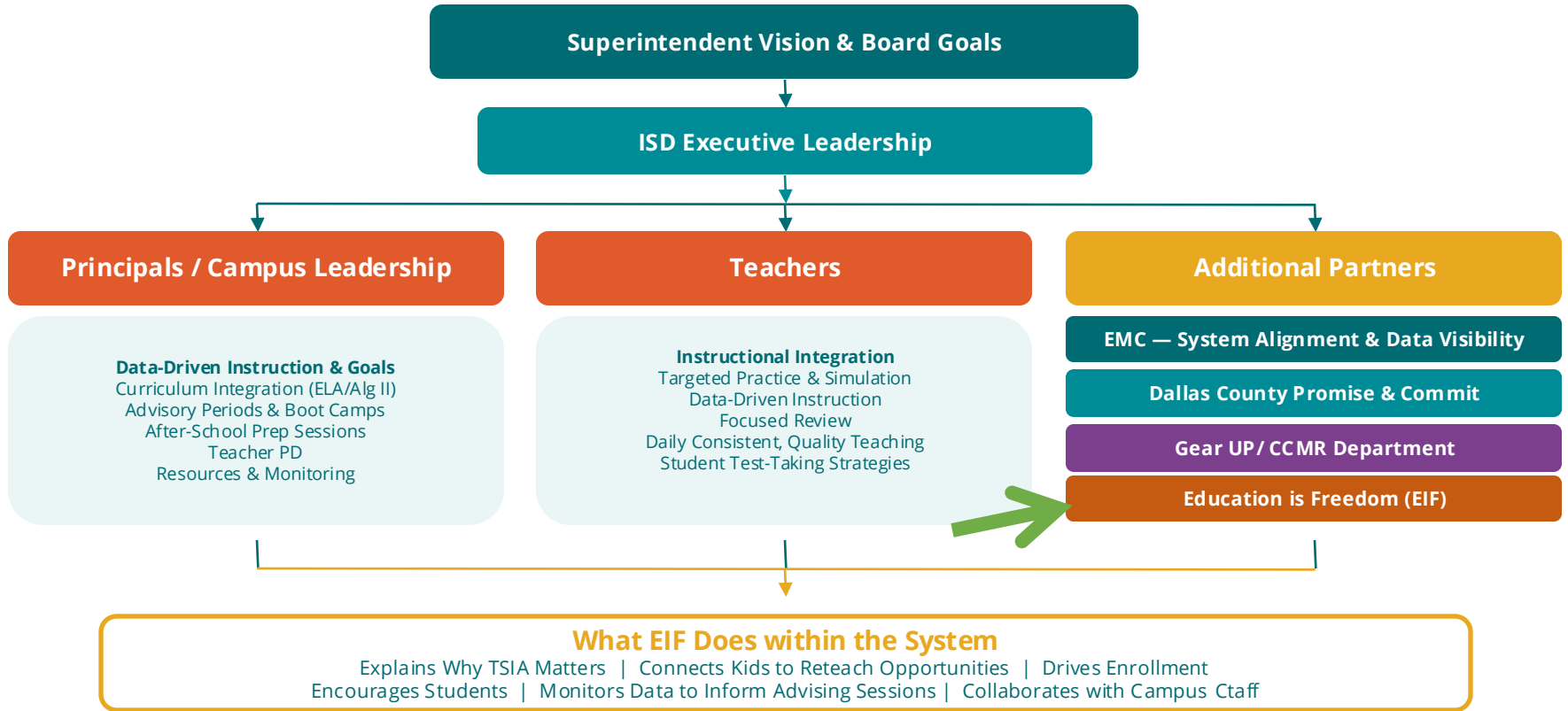
March 23, 2026

Exploring our Partnership's Impact

Education is Freedom + DeSoto ISD

*Transforming Lives Through Education:
Delivering Results for DeSoto Students*

The DeSoto ISD Story: A Collective Impact Model of Excellence



EIF by the Numbers

Education is Freedom (EIF) is a Dallas-based nonprofit providing high-impact postsecondary advising to students in grades 6–12 across Dallas County — whether they're headed to college, the military, a credential program, or direct workforce entry.

Founded to close the college-going and career-readiness gap for underserved students, EIF places trained advisors directly in partner school districts.



10

School Districts



53

Campuses Served



43,000+

Students Reached



124

Advisors on Staff



200:1

Advisor Ratio for 11th and 12th

OUR TEAM

EIF Staff Serving DeSoto High School



Rebecca Burns

Lead Advisor

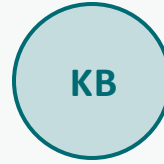
Room 1204 & 1206



Jeffery McKeller

Career Liaison

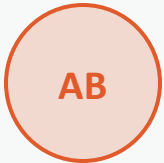
Room 1204 & 1206



Kara Banbury

Advisor

Room 1204 & 1206



Alexia Butcher

Advisor

Room 1204 & 1206



Miranda Felty

Advisor

Room 1204 & 1206



Amaara Harris-Mitchell

Advisor

Room 1204 & 1206

Trained Professionals. Measurable Outcomes. Every Student.

FAFSA

FAFSA Completion

Early completion support maximizes aid options before funds run out; late filers often find money gone.

TSI

TSI Achievement

Students who meet TSI benchmarks save time, money, and discouragement that derails plans. EIF advisors work with school leadership to connect students to TSI opportunities.

APP

College Applications & Scholarship Support

Strategic application and scholarship coaching, fit-and-match advising, and acceptance tracking for every senior caseload.

SUM

Summer Melt Prevention

On-site outreach, SMS, and data-flagged intervention ensure enrolled students show up at college in the fall.

WRK

Workforce Pathways

EIF advisors support students pursuing direct workforce entry — apprenticeships, certifications, and career placement — with the same rigor as college-bound students.

SAT

SAT Preparation

Kaplan SAT prep offered to all juniors and available for high potential National Merit candidate sophomores to prepare for the NMSQT

The class of 2025 proved the power of a coalition anchored in clear goals

These data tell the story of focused leadership, clear action, and the results of teams working together.

Leadership + targeted strategies + collaboration = *Desoto ISD students win.*



96%

College Applications Rate

District-wide, Class of 2026

42%

TSIA2 Met

Graduating seniors assessed

86%

FAFSA Completion

Class of 2026 seniors

63%

College Enrollment for Class of 2025

Confirmed postsecondary enrollment

Source: EMC CM Tool

And the class of 2026 continues the excellence

Where the class of 2026 stands as of March 1, 2026

DeSoto ISD currently leads all of Dallas County in all key HB3 metrics.



96%

College Applications Rate

District-wide, Class of 2026

47%

TSIA2 Met

Graduating seniors assessed

84%

FAFSA Completion

Class of 2026 seniors

TBD

College Enrollment for Class of 2026

Confirmed postsecondary enrollment

Source: EMC CM Tool

Eagles Are Soaring, earning more scholarship money than ever before

Class of 2025

\$12.2M

Final

Class of 2026

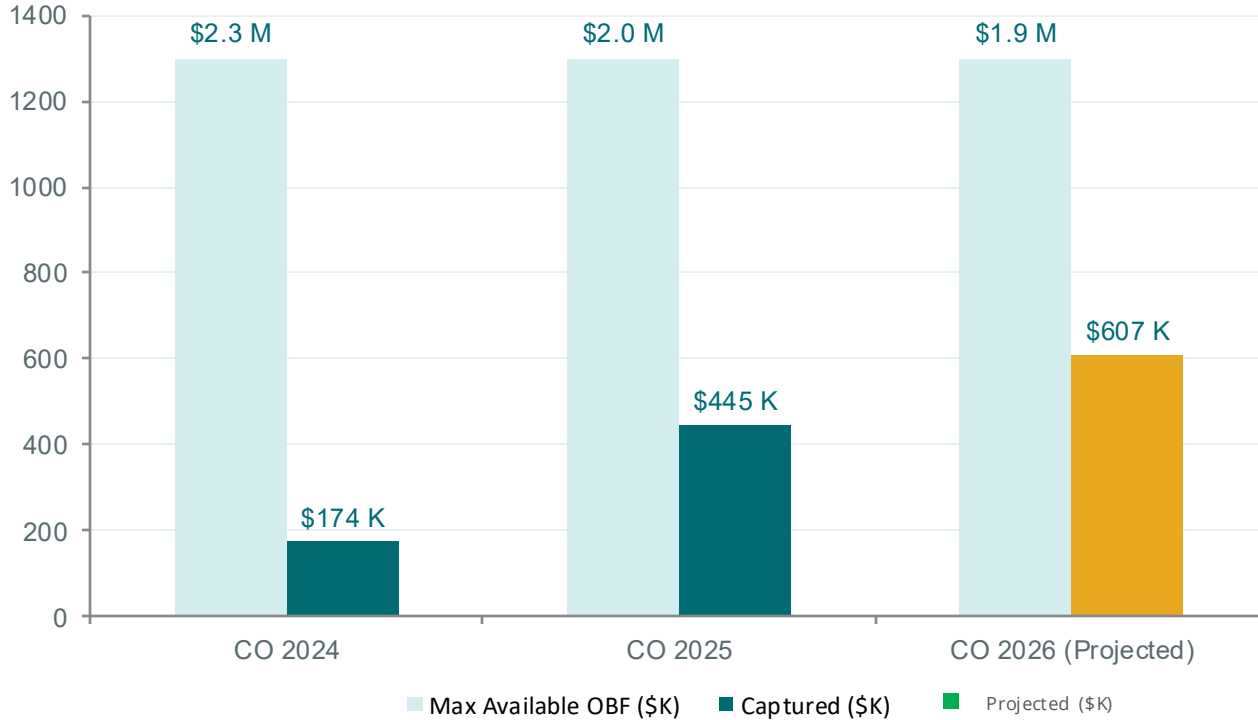
\$10.2M

To Date

Total Scholarship Amounts

All of these pieces help complete the HB3 outcomes bonus puzzle

Verified OBF captured vs. maximum available — Class of 2022 through Class of 2026



CAPTURE RATE

2022: 6%

Pre-Partnership

2023: 0%

EMC Year 1

2024: 14%

EMC Year 2

2025: 35%

EMC + EIF

2026: 48%

Projected

The Long Game: From Philanthropy-Bridged to Fully Public-Funded

Phase 1 TODAY

Philanthropy Bridges the Gap

- ISDs pay what they can afford
- Philanthropic capital funds remaining costs
- EIF delivers advising all year
- OBF residuals repay philanthropy ~2 years later

Phase 2

TRANSITION

ISDs Grow Public Commitment

- As OBF model proves results, ISDs increase upfront share
- Philanthropic bridge shrinks as ISD share grows
- EIF residuals continue repaying partners

Phase 3 THE GOAL

ISDs Fully Self-Funded via HB 3

- ISD pays 100% of advisor costs with HB 3 public dollars
- No philanthropic bridge required — self-sustaining
- Public dollars permanently fund proven model

EIF Partnership Is More Than Advising



Kaplan SAT Prep — Included Through the EIF Advising Contract for Class of 2026 and Beyond

500

Kaplan SAT Licenses

Provided at no cost for juniors

~\$400K

SAT Prep Value

Included in EIF contract

Unlimited Potential

Desoto High School

Every student. Every opportunity.

What Students Get

- ✓ Live SAT prep classes (multiple sessions/semester)
- ✓ On-demand SAT practice (self-paced, 24/7 access)
- ✓ Full-length practice exams with score analysis
- ✓ Aligned to district SAT test day calendar

Why SAT Matters Now

TSI Readiness — SAT \geq 480 EBRW + 530 Math meets TSI; unlocks \$3K-\$4K in HB3 OBF per student

Scholarships — Many colleges award \$1K-\$28K/yr in automatic merit aid based on SAT scores

Test-Optional Is Ending — Ivies + 60 major universities now require SAT/ACT again; trend accelerating

Parent Demand — Parents are demanding elite college outcomes requiring elite college preparation. EIF is meeting that demand.

THANK YOU



EDUCATION
IS FREEDOM