**MIDDLE SCHOOL AND HIGH SCHOOL ENGAGEMENT**

**2019-2010 Goals and Strategies**

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|  | **STRATEGIES** |
| **GOALS** | **Research and Dissemination** | **Development of Tool/Materials**  | **Student and Parent Engagement Activities** | **Professional Development and Awareness Building** | **Implementation Activities (to be filled in)** |
| **1. Support regional awareness of CE** | * 1. Conduct research on students’ awareness of CC CE programs (including non-credit), leveraging existing marketing efforts
		1. Survey juniors and seniors (Gen Z)
		2. Regional student focus groups
 | 1. Create common messaging; leverage regional marketing materials
2. Create teacher, student and parent collateral (template that is customizable for districts); leverage regional marketing materials
3. Identify a communication strategy (i.e. listserv) with key K12 CTE stakeholders
 | 1. Expand parent engagement (i.e. Parent Career Night)
2. Expand student engagement (i.e. industry tours, internships, classroom presentations, sector-based student conferences)
 | 1. Provide K12 administrators, counselors, teachers with relevant information about CE (i.e. CEO meeting, Superintendent’s meeting, Counselor Conference, WBL Summit, industry experiences)
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| **2. Support career-related curriculum and career guidance at regional middle schools and high schools** | 1. Research and identify common career lessons for career exploration in MS/HS (i.e Get Focused Stay Focused)
2. Research and identify materials to support development of 21st C. skills (i.e. New World of Work)
3. Research on parent engagement strategies
4. Research Career Exploration and Planning Tools (i.e. CA Career Zone)
 | 1. Develop a list of tools/resources for career curriculum, 21st century skills, and career exploration and planning
2. Develop instructor, student, and parent-friendly collateral for career guidance (i.e. LMI, sectors, RIASEC)
 | 1. Implement career guidance component into parent engagement (i.e. Parent Career Night)
2. Implement career guidance component into student engagement activities (i.e. industry tours, internships, classroom presentations, sector-based student conferences)
 | 1. Continue PD in health sector; replicate health sector educator conference for other sectors (i.e. curriculum workshops)
2. Expand industry-focused professional development for other sectors (i.e. teacher/industry)
3. Convene a community of practice to share best practices
4. Vet age-appropriate and affordable career development curriculum
5. Provide counselor education—additional professional development to counselors to support their understanding of career counseling practices
6. Provide information about teacher externship opportunities
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| **3. Create and expand regional WBL opportunities that add value to district efforts and expose students to regional industry sectors** | 1. Research WBL materials
2. Disseminate opportunities about sector specific conferences
3. Research and disseminate information about best practices and models for teacher externships
4. Research and disseminate industry teacher externships opportunities
 | 1. Develop templates for WBL activities (I.e. classroom presentation, industry/campus tour, hands-on sector event) for replication by local sites and districts
 | 1. Strategically implement hands-on sector activities for MS/HS students (i.e. industry/campus tours, classroom presentations, student events, internships)
2. Facilitate engagement with industry professionals virtually by sector
 | 1. Implement WBL Summit
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| **4. Create effective opportunities for postsecondary engagement for students as a means to support informed college entry** | a) Research on transition programs 1. Disseminate materials about transition programs
2. Disseminate pathway mapping information so high schools learn which CCs have which programs
 | a) Develop and pilot materials on transitions /bridge programs b) Provide materials to facilitate interactions with feeder high schools; develop materials to let high schools and middle schools know what is offered in all the colleges | 1. Pilot a new region-wide activity on CC campus (i.e pathway competitions)
2. Conduct industry/campus tours for students
3. Expand Parent engagement (i.e. Parent Career Night, GCCCD/GUHSD Got Plans?)
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