

College and Career Readiness Working Group

Meeting Minutes

December 3, 2018

Opening

The virtual meeting of the College and Career Readiness Working Group was called to order at 2pm on December 3, 2018.

Present

Aisha Word, Alonna BERRY, Anita Bulischeck, Barry Durkin, Beth Kirker, Chris Kelly, Damien Burke, Eugene Montano, Holly Strickland, Jamie Forrest, Jill Erin Mills, Karen Keegan, Kelly Sherretz, Kim Denhardt, Michele Murphy, Nyia McCants, Shana Payne, Shannon Griffin, Sophia Vassar, Stacey Stump, Tatiana Poladko, Terry Yancey-Bragg, Tonya James, and Victoria Sorg

I. Messaging

The group worked through the definition of strategic communication, what are the guiding questions of messaging, and how will the messages differ between middle school and high school. Some common messaging themes for middle school parents are the notion that it is never too early to start the conversation around college and career options, career exploration, etc. The messaging for high school parents focuses on the alignment of course work and career options. Additionally, the group spoke about the importance of the conversations starting in ninth grade and not beginning in eleventh grade.

II. Developing a Messaging Calendar Chart

The group then began to work through messaging for middle school parents.

- **Message-** Start career discussions with your student; think through different ways to explore careers; introduce to careers that are not as well known
 - **Desired Action-** Start career discussions with child sooner; start career exploration (job shadowing, web sites, etc.); explore jobs other than lawyer, doctor, etc.
 - **Vehicle-** text/email; one pager; all of the above; occupation and industry projections booklet (DE DOL); ONET; YouTube videos, one to one meetings or small group meetings
 - **Timing-** Recurring throughout the year

- **Message-** Aligning student skills and interests with careers; linking to interactive career exploration activities; being realistic with career expectations
 - **Desired Outcome-** Students identify career path that align with skills and interests; understanding possibilities not committing to a specific career
 - **Vehicle-** Guest speakers; interactive conversations; construction expo example; coaching young people for success curriculum;

- **Additional thoughts from the messaging chart-**
 - Be mindful that not all students are in the same place; need to be conscientious of diverse range of experiences that students are living in; how do we make a message/materials that speak to people at varying levels of college and career experience
 - Students and parents listen to individuals they trust; need to get messages about opportunities out to all school professionals and community-based organizations; everyone needs to be on the same page
 - Vehicle for exploring the array of job categories is the Delaware 2022 Occupation & Industry Projections booklet produced by the Department of Labor Messages may be replicated with tweaks in timing and content for different audiences

III. Conference

The group continued tweaking details for the upcoming conference. The group suggested the goal of the conference should be edited to include middle school in the language.

Audience-

- Suggestion to add student leaders
- Is there a way to get the student voice?
 - A student directed survey to get peer to peer information.

Timing-

7:30-8:30	Breakfast/Registration
8:30-9:30	Welcome/Agenda/General Session
9:30-10:45	Breakout 1
10:45-11:00	Break
11:00-12:15	Breakout 2
12:15-2:00	Lunch/Group Work 1
2:00-3:15	Breakout 3
3:15-4:30	Group Work 2 (school teams) and wrap up

- The group suggested going with the longer version of the conference, but with an end time of 4:30 instead of 4:45.

Break Out Sessions-

- **Advisement Topics:**
 - Moving Beyond Job Prep towards Career Planning
 - What's the Right Path? Apprenticeship vs Trade School vs Workforce
 - Work-Based Learning for All: Understanding the Work-Based Learning Continuum
 - Preparing students for their pathways choice
- **Notes:**
 - Must start in middle school
 - How middle school and early high school can get students ready for career and college.

Affordability:

- Understanding How Financial Aid Packages Are Created
- Understanding the Basics of Financial Aid and How to Make College

College Fit:

- Understanding College Fit: Moving Beyond Safety, Match and Reach criteria
- Stacking Credentials: Understanding the connection between certifications-Associates-Bachelors

Notes:

Stacking credentials- understanding the connections between certifications, associate degrees, ext.

IV. Next Steps

- Save the dates in January
- Homework:
 - Look at conference topics and add suggestions as necessary.
 - Work on the messaging calendar.