

Promising Practice Capture Sheet

School: Franklin County Schools

District: Franklin County

Practice: Marketing CTE Programs

Point of Contact: Diana Spaulding

Secondary Supervisor/CTE Director

Rural Suburban Urban

Region: South Central

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Name

Title

Email / Phone

Connection to Strategic Plan:

Goals:	Top Half of States on NAEP – 4th and 8th Grade Math and ELA	State Average of 21 Composite ACT	55% of the class of 2020 obtains postsecondary credential		
How best practice addresses:			Increased knowledge of programs of study offered and careers that align with program of study. Increased participation and program growth.		
Priority Areas:	Early Foundations	Empower Districts	Support Educators	High School Bridge to Postsecondary	All Means All
How best practice applies:				All students in 8 th – 12 th grade participate in either Career Quest or Career Night and the industry support creates work-based learning opportunities for students. These supports and pre-planning opportunities drive students to make a plan for postsecondary success.	

Practices:

- Culture
- Accountability
- Funding
- Instructional
- Programmatic
- Other: P.R.
- Training/PD
- Policy Change

Project Specific Indicators:

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The Challenge:

The challenge was to increase student, as well as all stakeholder's knowledge of the programs of study offered and how the programs of study are aligned to postsecondary via media.

Results:

- Increased student achievement results
- ACT TNReady/EOC/TVAAS NIC EPS
- Decreased remediation and/or subgroup gaps
- Increased student readiness results (non-academic)
- Increased partnerships / alignment
- Increased participation / program growth

The Vision:

Students will be more abreast of the program of study and choose a pathway based on their interest and is aligned with a career. The follow-up data will show an increase of 5% of students who participate in a career that is aligned with the program of study that they were enrolled in at the high school level.

Action Steps Taken / Summary of To-Do's:

- College, Career and Technical Education insert in county paper to inform stakeholders of programs of study
- Career Quest for 8th graders- students complete an aptitude test which shows them potential careers which would fit their abilities and interest levels. Students complete this test and perform a research project on their top career choices.
- Career Night for 8-12 graders- industry leaders host a night at the high school to give more details about careers in their area. Students and parents are able to tour the booths and ask questions which will help students make more educated choices about their career plans.
- Community tour of CTE programs
- Hosting an industry round table meeting for chamber of commerce

Lessons Learned: *Include advice on start-up and sustainability*

- Media and CTE director will meet and tweak information in insert for the following years
- Communication with all stakeholders including parents is key
- Pre-planning is necessary and must be thought out

Communications:

- Promote knowledge of programs of study offered via partnering with Media
- We utilized the local print media to reach all stakeholders; however, we utilized the in-school broadcast media through our in-school broadcasting channel to target our current students

Stakeholder Management:

The stakeholders involved include CTE instructors, administrators, industry leaders, students, and parents. The public relations campaign is designed to reach all stakeholders.

Metrics & Measurements:

Baseline Data	Progress to Date	Goals
<p>Since this is the initial year for the CTE public relations campaign, there is not any data to compare to determine the success/failure. Our plan is to compare the number of students enrolled in CTE programs this year, versus how many enroll for the upcoming year. We also plan to follow up with students to find out how they heard about the CTE programs to determine if the campaign was effective.</p>	<p>The newspaper insert has been created and is ready for distribution. We will also be hosting the career nights and career quest in the next few months.</p>	<p>To increase awareness of CTE programs offered in Franklin County to all stakeholders including students, parents, industry leaders, and community members.</p>