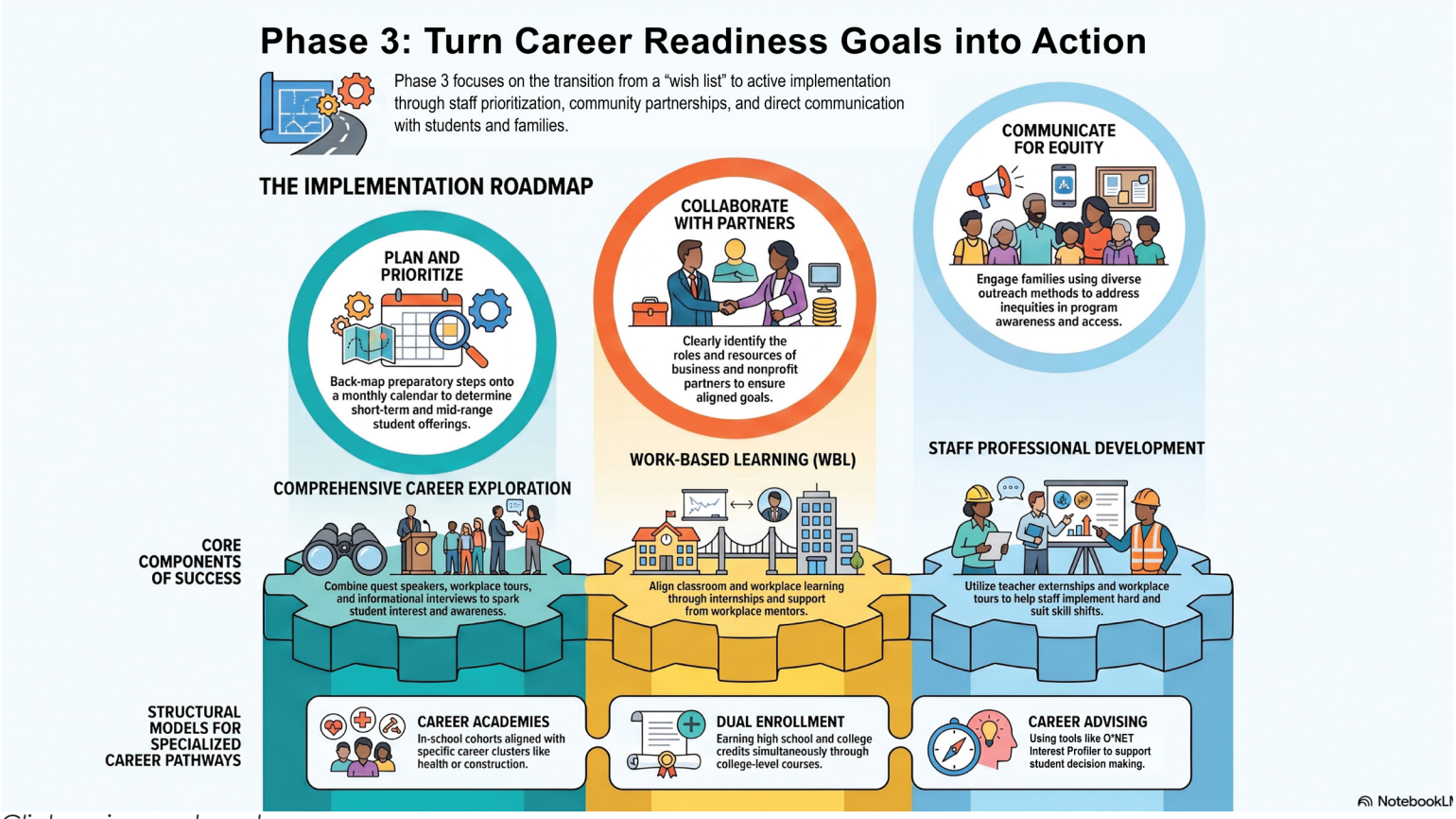


Phase 3: Implement Plans

Phase Three is where the rubber meets the road! Your trusted team of change-makers will need to prioritize the items on their career readiness wish list, schedule opportunities for staff awareness and professional development, work with nonprofit and business community partners, communicate with students and their families about the new opportunities, and ensure that the proposed courses and activities are carried out as planned.



Click on image to enlarge

This seven-minute explainer video reviews Phase Two's goals and objectives.



PURPOSE

Plan and prioritize with your school staff.

ACTIVITIES

- Determine priority short-term and mid-range student-facing career activities or courses to carry out.
- Identify preparatory/ interim steps and back-map them onto a monthly or quarterly calendar.

QUESTIONS TO ASK

- What new or modified career-focus activities or courses will we prioritize for students at different levels or in different concentrations? Which can be reserved as mid-range goals?
- How can we communicate with faculty and staff to gain their perspectives as we plan?
- When do we want to "go live" with our new career-focus offerings?
- What professional development will we provide current staff to help them implement career-focus (hard and soft skill) shifts and activities?
- What changes do we need to make in our budget, schedule, staffing, and use of space?

ACTIVITY RESOURCES

Internet Resources

- **CTE Teachers and Non-Test Outcomes for Students With and Without Disabilities (Calder Center)**
- **O*NET Interest Profiler**

Examples

- **Washington State Innovative CTE Teacher Certification Program**
- **Massachusetts DESE (Approved Career Clusters)**

PURPOSE

Collaborate with partners.

QUESTIONS TO ASK

- What partner supports are needed for early priority career focus activities?
- How are we nurturing partnerships and ensuring aligned goals and interests?

ACTIVITY

- Clearly identify contributions of all partners (roles and resources).
- Clearly communicate with partners.

ACTIVITY RESOURCES

Internet Resources

- **Four Essential Best Practices for Engaging Partners and Practitioners to Advance Economic Mobility (WestEd)**
- **6 Elements of an Effective Career Education Program (EdWeb.Net)**
- **7 tips for Schools to Strengthen Career and Technical Education Programs (K-12 Dive)**
- **Partnerships in Practice: How to Engage With CTE Programs (JFF; resource for employers)**

ACTIVITY

Communicate with students and their families.

PURPOSES

- Inform students and families of career focus plans, programs, and activities.
- Help empower students and families to make wise decisions.
- Address inequities in career program awareness and access.

QUESTIONS TO ASK

- How can we communicate with students in ways that engage them and spark interest?
- What are the most effective ways to reach families and communicate information?
- When do students and families need this information to make wise decisions?
- Which groups of students have been under-represented in career programming in the past, and why?

ACTIVITY RESOURCES

Internet Resources

- **Career Education Recruitment & Communication Toolbox (Advance CTE)**
- **Engaging Families and Learners (Advance CTE)**
- **Harnessing Data to Drive Equity (ACTE)**



Phase 3: Implement Plans

Resources for Specific Components of Career-Focused Education

See Raise the Bar : Unlocking Career Success from All4Ed

COMPONENT	***ELEMENTS***
Professional development for school staff	School-based professional development • Teacher workplace tours • Teacher externships

RESOURCES AND EXAMPLES

- **Washington State Innovative CTE Teacher Certification Program**
- **College/Career Access & Action Network (New Visions for Public Schools)**

COMPONENT	***ELEMENTS***
Career awareness and exploration activities	• Guest Speakers • Workplace Tours • Career and College Fairs • Informational Interviews • Job Shadowing

RESOURCES AND EXAMPLES

- **Pearson Career Explorer**

Examples:

- **Illinois CTE Career Exploration Toolkit**

COMPONENT	ELEMENTS
Career advising and navigation	• Guidance counselor services (individual and in advisories)

RESOURCES AND EXAMPLES

- **O*NET Interest Profiler**
- **Leveraging Career Development Services to Expand Student Engagement in Career and Technical Education (Advance CTE)**
- **6 Steps to a Future-focused Blueprint: Supporting Students in Making Career Decisions (K-12 Dive)**

COMPONENT	ELEMENTS
Work-Based Learning	• The alignment of classroom and workplace learning • Application of academic, technical, and employability skills in a work setting • Support from classroom or workplace mentor • Awareness, exploration, preparation

RESOURCES AND EXAMPLES

- **Work-Based Learning Manual (FHI360)**
- **Making Work-Based Learning Work (JFF)**

COMPONENT	ELEMENTS
Career Academies	• In-school cohorts offering multiple courses aligned with specific career clusters (e.g., health sciences, construction)

RESOURCES AND EXAMPLES

Examples:

- **Wake County Public Schools**
- **Pasadena Unified School District**

COMPONENT	***ELEMENTS***
Dual Enrollment	• High school credits earned through enrollment in college courses

RESOURCES AND EXAMPLES

- **Dual Transformation in Dual Enrollment (JFF)**

Examples:

- **NYS P-TECH Program**
- **North Carolina Career and College Promise Dual Enrollment**

COMPONENT	***ELEMENTS***
Internship Activities	• Select internship candidates • Student preparation for internships • On-site work experience • Opportunities for student reflection • Written employer evaluations

RESOURCES AND EXAMPLES

Examples:

- **Connecticut WBL Manual**
- **Internships**