CAREER COACHES:
Creating Career and College Pathways for Ascension Parish Students
IDENTIFYING THE NEED FOR CAREER COACHING

• Ascension Parish District serves 6,286 high school students
  • Each high school is staffed with 4 counselors
  • 16 counselors are responsible for ~ 393 students each

• The counselors main responsibilities consist of:
  • Assisting each student with scheduling
  • Ensuring that every student is on track for graduation
  • Testing
  • Individual counseling

  There is little time remaining for individual career education and post-secondary planning
With the implementation of Jump Start, it is vital that students are exposed to career information, laying a strong foundation to build upon in high school.

This will ensure that students are able to make an informed choice when presented with the pathways, and will allow students to be successful in achieving their credentials.
HOW DID WE START?

Began October 2011
with 4 coaches in
4 high schools.
PUTTING THE PROGRAM INTO PRACTICE

• The program’s foundation stems from the placement of a coach in each high school, giving students direct access and maintaining consistency.

• Coaches tailor their programs to each school’s individual personality.

• The 4 high school career coaches work a part-time schedule (20 hours/week).

• The program is mainly funded through the Perkins Grant.
• The program began utilizing retired administrators as coaches, but found that professionals from business and industry offered a different perspective and were more successful.
• All of our current career coaches have varying professional backgrounds.
• Through the attainment of a Jump Start grant, the district has been able to add 2 part-time middle school career coaches
  • These coaches will work with 2 of our high school coaches to reach students in all of our district’s middle schools
PURPOSE OF THE HIGH SCHOOL CAREER COACHING PROGRAM

• To empower students to make informed decisions about their career and educational plans

• To prepare students for success in postsecondary education and training

• To increase the number of high school graduates who enter postsecondary education or who immediately enter the workforce prepared for success

• To ensure that all students have a viable career plan, and understand their options for career education in high school (Jump Start credentials)
HIGH SCHOOL COACHING TOPICS

• Creating a Realistic Career Plan

• Exploring post-secondary schooling options

• Assisting with Financial Aid

• Exploring High School Opportunities

• Communicating
Total Student Meetings 2013-2014 = 8,270

- Business/Industry Contacts: 1749
- Career Information: 5277
- Dual Enrollment: 2262
- Financial Aid Applications: 2612
- Post Secondary Applications: 2802
- ACT: 3379
- TOPS: 3294

Total Student Meetings 2013-2014 = 8,270
PURPOSE OF THE MIDDLE SCHOOL CAREER COACHING PROGRAM

• To assist students in aligning their interests and abilities with their individualized graduation plan.

• To introduce Louisiana’s 35 high demand, high wage jobs, with emphasis on the certifications available through Jump Start.
  • This information will be vital for students choosing the TOPS Tech career diploma track, as well as those on the TOPS University diploma interested in pursuing a credential.

• To assist in educating parents and encourage parental participation.
MIDDLE SCHOOL COACHING TOPICS

• Creating a graduation plan

• Exploring Careers

• Understanding Post-Secondary Education

• Encouraging Parental Involvement
HOW DO WE MEASURE OUR SUCCESS?

• Our program is not about making sure our students have completed an application; it’s about making sure each student has completed the right application.

• We go through the entire post-secondary process with our students, and feel confident that our students will have the foundation and confidence to complete their chosen program and be successful.

• As long we continue to put our students first, our program will continue to be a success.
WHY WE DO WHAT WE DO...

Louisiana Believes
“The career coaching program has been an invaluable addition to our campus! Our career coach works tirelessly with students in order to help them discover what they would like to pursue in their post-secondary endeavors. Our coach gets to know our students and builds relationships with them, and as a result, they feel comfortable approaching her and asking for guidance. She then works with those students and parents to help students begin the first step on their post-secondary journey.

Additionally, the career coach works with businesses, colleges and universities in order to stay connected, gather and organize information and distribute that information to our student body. Our career coach educates students and exposes them to a wide variety of careers and answers countless questions.

The career coaching program fills a place in our school that before was often overlooked. We are thankful to have such a program on our campus. “

Traci McCorkle, EAHS Principal
Developing, Funding and Implementing an Augmented Career Counseling Capacity
Our Mission

The mission of Career Compass is to remove obstacles that would prevent students from obtaining a post-secondary education following graduation.

Our partnership with Career Compass of LA allows us to fulfill our mission at a scale we could not replicate alone. Through the amazing work of the Career Compass team, students are empowered to take charge of their futures and our employers gain a more competitive workforce.

Dr. Jim Henderson, President, Northwestern State University
Our Core Services

- Small Group Coaching Grades 9 & 10 (Jump Start Focus)
- Individual College and Career Coaching, Grades 10-12
- College Awareness Seminars, Grades 9-11
- College Awareness Seminars, Grades 6-8
# Customization of Services

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<thead>
<tr>
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<th>High school 1</th>
<th>High School 2</th>
<th>High School 3</th>
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<tbody>
<tr>
<td><strong>Grades Served</strong></td>
<td>7-12</td>
<td>9-12</td>
<td>9-12</td>
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<tr>
<td><strong>Student Population</strong></td>
<td>290</td>
<td>600</td>
<td>1210</td>
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<tr>
<td><strong>Services Provided</strong></td>
<td>Individual Coaching Grade 12 (50 seniors)</td>
<td>Individual Coaching Grade 12 (200 seniors)</td>
<td>Individual Coaching Grade 12 (300 seniors)</td>
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<td></td>
<td>College Awareness Seminars Grades 7-11</td>
<td>College Awareness Seminars Grades 9-11</td>
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<tr>
<td></td>
<td>Jump Start Coaching Grade 9 (50 freshmen)</td>
<td>Jump Start Coaching Grade 9 (100 freshmen)</td>
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<tr>
<td><strong>Staff Logistics</strong></td>
<td>1 senior coach 2x month</td>
<td>2 senior coaches 1x week</td>
<td>3 senior coaches 1x week</td>
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<td></td>
<td>1-2 seminar presenters</td>
<td>2 seminar presenters</td>
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<td></td>
<td>1 small group JS coach</td>
<td>2 small group JS coaches</td>
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<td></td>
<td>20 seminars per year</td>
<td>50 seminars per year</td>
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Effectives of the Career Compass Coaching Model

- **Quarterly Reports**
  - Emailed to all stakeholders
  - Provided to Principal and school counselors by the career coach
  - Provides information on current quarter activities

- **End of Year Reports** (by school and by district)
  - Total number of students seen (and signed off, if seniors)
  - Total number of times students seen
  - Total number of FAFSAs submitted and completed
  - Total amount of application fees paid/waived
  - Total number of applications submitted to each post-secondary school
  - Total number of ACT fees paid/waived

- **Principal/Counselor Report**
  - Student name, dates seen, ACT scores, post-secondary school applied to, application fees paid/waived, information on student relative to school choices made

- All reports can be used for district audits, CTE reports, district grants, state reports, etc.
The Value of an External Partnership

- The right people on staff
- Appropriately distributed staff
- Standardized plan for calling, interviewing and documenting student interaction
- Relationships and partnerships
- Flexible and adaptive
- Able to remove financial obstacles
- Ability to bring funding to the table/offset district costs
### Funding Model of Customized Services

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<td>Individual Coaching</td>
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<td>Grade 12</td>
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<td>Grades 7-11</td>
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<tr>
<td>Jump Start Coaching</td>
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<td>Grade 9</td>
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<td><strong>Investment</strong></td>
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<td>$100/senior</td>
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<td>$1,220/grade</td>
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<td>$2400/grade</td>
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<td>$50/freshman</td>
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<td><strong>Actual Cost to District</strong></td>
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<td>$350/grade</td>
<td>$50/senior</td>
<td>$875/grade</td>
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<tr>
<td>$0/freshman</td>
<td>$50/freshman</td>
<td>$50/freshman</td>
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Our Students

We reached 28,478 middle and high school students in 29 districts this year.

How We Stack Up

46% of Louisiana high school graduates enter post-secondary school
13% complete their degree within 6 years

99% of Career Compass students applied to post-secondary school
80% are still in school
Q&A

Carli Francois, Principal
Dutchtown High School
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Shannon Hattier, Career Coach
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