

STRATEGIES FOR MARKETING YOUR PATHWAY/S

Pathway “Open Choice” Fair

Parent Meetings

Pathway Assemblies

Presentations in Classrooms – targeting specific grade level/s and subjects

Presentations in Advisory sections or homerooms

Group Guidance

Individual Student Conferences with Counselors (sometimes include parents)

Mailings to incoming student homes

Online via school/district websites

Online via Facebook and other social media

Word of Mouth – Student to Student

Student Mentoring programs involving Academy students working with Junior high students

RESOURCES

Brochure for Florida’s Career Academies

Florida Department of Education

6 pages

Includes: Where We Came From, What We Are, Where We are Going, Where Do You Begin? PLUS a Link to an on-line toolkit for practical tools to help you with “planning, implementation, and sustainability;” And the National Standards of Practice for Career Academies AND The 3 R’s of Career Academies.

<http://www.fldoe.org/workforce/careeracademies/pdf/career-acad.pdf>

Registration Recruitment Video for the Newton College and Career Academy

Approximately 36 seconds

<http://www.vimeo.com/19676317>

Health Careers High School Recruitment Video

North Side ISD’s Specialized magnet school program

San Antonio, Texas

Approximately 7 minutes

<http://www.youtube.com/watch?v=p8-2jiw0kM>

Communications Toolkit for Linked Learning: Engaging educators, students, & Parents

<http://www.linkedlearning.org/get-involved/resources>