

Options After High School Survey Update

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COMMUNITY COLLEGES

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CAREER EDUCATION

Goals

- Provide a brief overview of the project
- Share regional findings and key insights
- Share next steps



Survey Background & Purpose

Learn more about students' plans for after high school in order to:

1. Better understand students' experiences in pathways and plans after high school
2. Gather students' perspectives on community college
3. Identify opportunities for targeted outreach

Survey Results

Students



6,047

Schools



50+

Districts



12

Survey Results, cont.

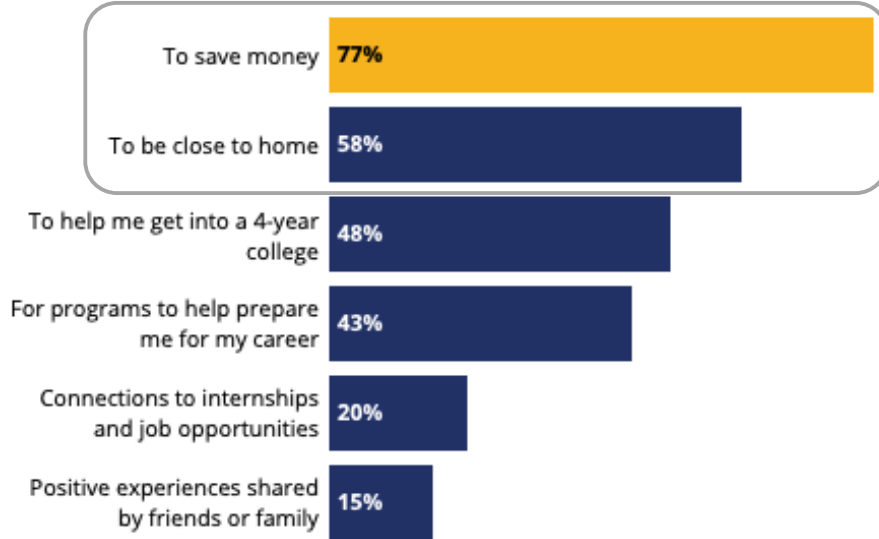
Compelling information about students' perspectives on their CTE programs and related post-secondary options:

- **One in three** students didn't know whether they were enrolled in a career pathway
- **44%** of career pathway students did not know about related programs at CCs
- **68%** did not know about related programs at Adult Schools
- **31%** didn't know how to find information about postsecondary career programs at all

Survey Results, cont.

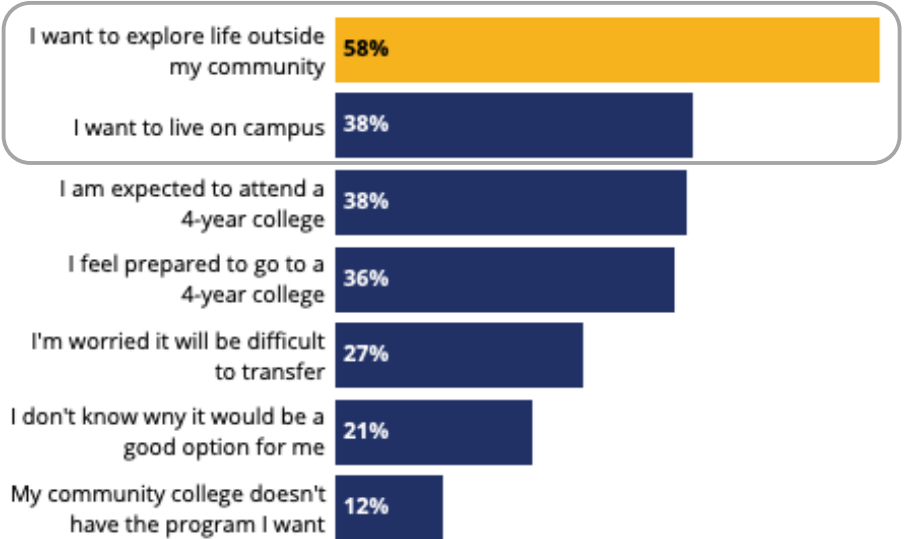
Top reasons to attend community college

n=4,826



Top reasons *not* to attend community college

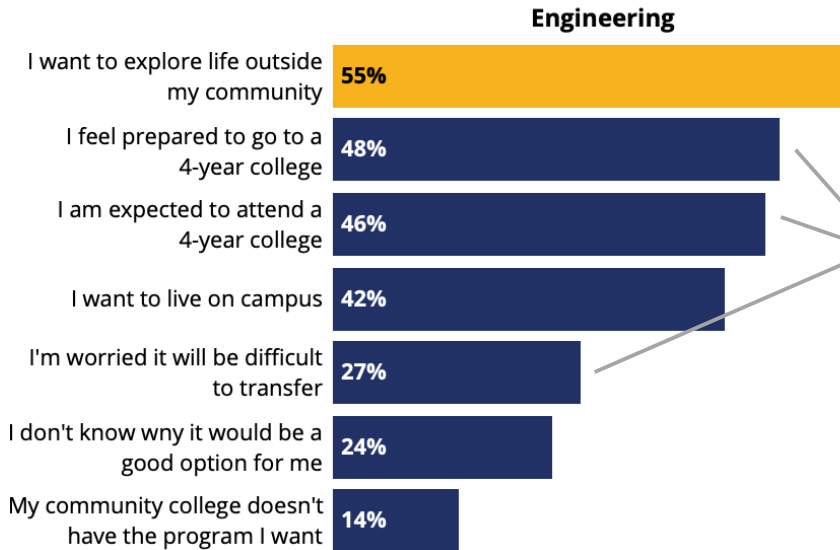
n = 4,893



Survey Results, cont.

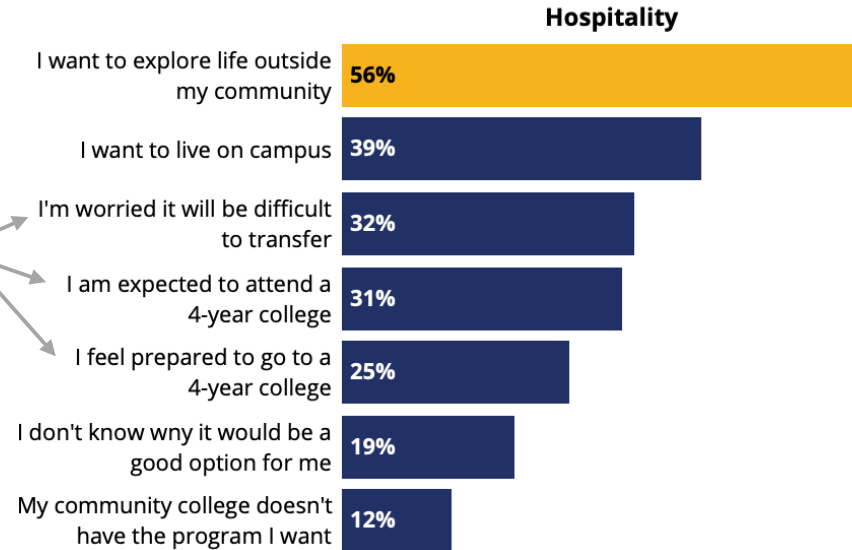
Top reasons *not* to attend community college

n = 935



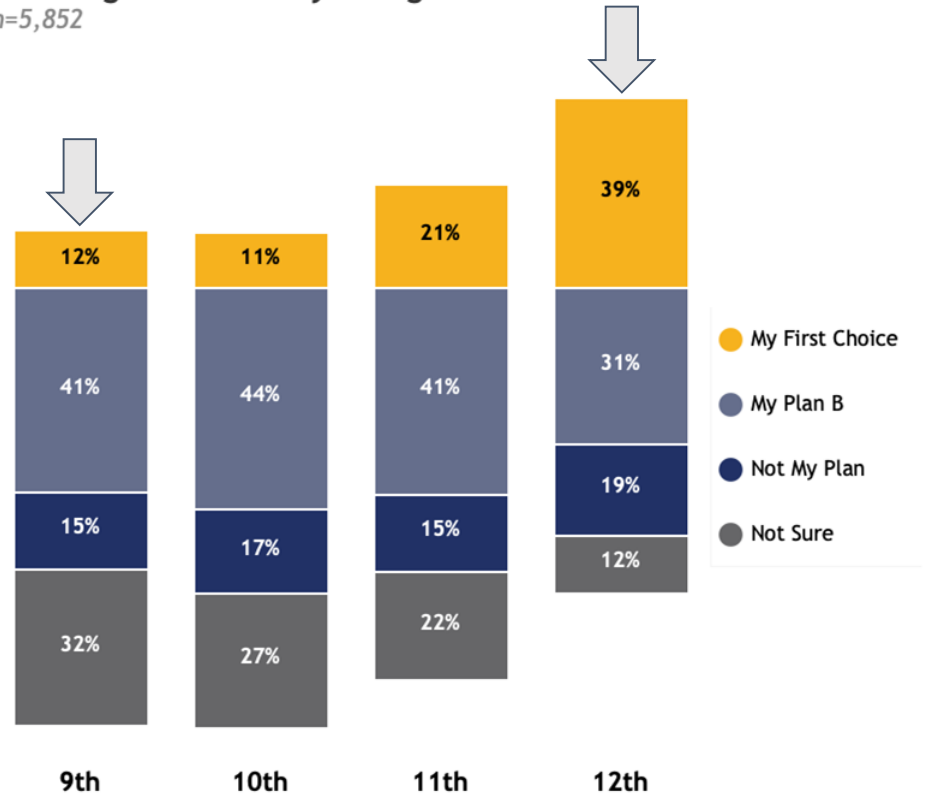
Top reasons *not* to attend community college

n = 252



Survey Results, cont.

Enrolling in community college is:
n=5,852



Strategic Planning/Recommendations

- Solicited recommendations from SWP Workgroup members
- Clustered recommendations by appropriate segment
- Classified by type of recommendation



Strategic Planning/Recommendations, cont.

Example: Marketing Materials and Campaigns

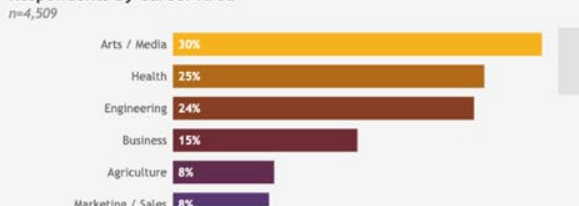




STUDENT PROFILE



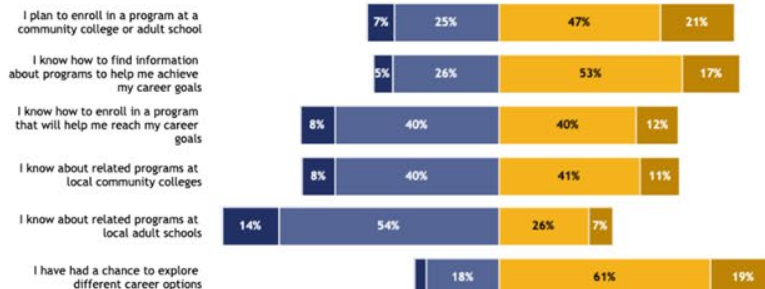
Respondents by Career Area



PATHWAYS & PLANS

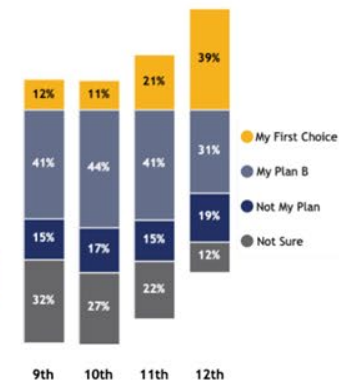
Career Pathway Experiences and Post-High School Plans

n=6,047



Enrolling in community college is:

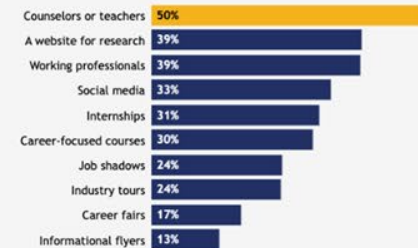
n=5,852



OUTREACH PREFERENCES

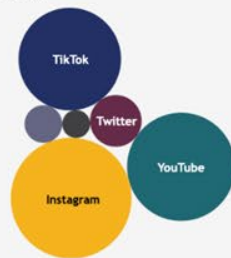
Preferred sources of information about programs

n=5,978



Social media preferences

n=5,976



Regional Dashboard (what we did, cont.)

<https://myworkforceconnection.org/education-resources/options-after-high-school-student-survey-results/>

Enrolling in community college



Next Steps

- **Facilitated data deep dives**
- **Refine survey and offer annually**
- **Targeted outreach**
 - CCCAOE presentation
 - SDCOE Career Pathways Conference presentation
 - Regional Counselor Conference presentation
 - CTE Leaders Network - Brainstorming/collaborating to move recommendations into action
- **Update dashboard to highlight trends over time**

Questions?

THANK YOU



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