

## Options After High School Survey Recommendations for Region Level Interventions

Intervention Type	Possible Region Level Intervention
<b>Marketing Materials and Campaigns:</b>	
<b>About Adult Education opportunities</b>	We are showing this to the AE/NC workgroup
<b>To make CC the first choice of more students</b>	<p>Develop age-appropriate regional materials (print, web) to share with elementary, middle, and high school students about CC opportunities</p> <hr/> <p>Develop regional materials (print, web) that share information with CBOs, parents, PTAs, etc. about CC benefits and opportunities</p> <hr/> <p>Make sure students know what the CCs offer in the various pathways</p> <hr/> <p>Create campaigns featuring success stories of CC students who transferred or have successful careers</p> <hr/> <p>Gather stories from students already planning to attend CC and leverage for other students</p> <hr/> <p>Include businesses in campaigns touting CC role in career opportunities and economic mobility</p>
<b>To address student lack of information about CCs, especially ease of transfer</b>	<p>Develop regional materials (print, web) that share information on transfer, on the social and sports opportunities available at CC</p> <hr/> <p>Create a campaign of stories of students who were rejected at UC campuses and went to CC and got their first two years “almost free” with a guaranteed transfer</p> <hr/> <p>Create a campaign: “It isn’t CTE OR transfer, you can do both!”</p>
<b>Aimed at students planning to attend 4-year colleges</b>	<p><i>The appeal to this group is to both students and parents: saving money and the WBL, local professional contacts, and lab opportunities that can help them focus their goals for when they transfer</i></p> <hr/> <p>Develop materials reminding these students that if they are not accepted or should have to return home from a 4-year college for whatever reason, CC is a good option for them to continue: “Different options to get to the same point.”</p>

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<b>Professional Development:</b>	
<b>For counselors about CC opportunities for counselors and K-12 teachers</b>	<p>Organize and host an annual regional Counselor Conference that increases awareness of community college benefits and opportunities</p> <hr/> <p><i>Collect transfer information and make it available at Counselor Conference and through other materials and messaging</i></p> <hr/> <p><i>At the Counselor Conference, provide a session on trauma-informed counseling to ensure that region's college staff recognizes and refers students, especially first-year students, who appear to be undergoing trauma or undue stress</i></p>
<b>For counselors and teachers about Adult Education</b>	<p>Provide regional PD for counselors and teachers about Adult Education</p>
<b>For counselors and teachers on career counseling and transfer</b>	<p>Provide regional PD for counselors and teachers about 1) TAG (Transfer admission guarantee) to address the concern about transfer, and 2) more general career counseling so students learn why CC can be a good option</p>