



Career Pathways Marketing and Recruitment Strategies

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Guiding Question: How can you engage in intentional and informed recruitment and marketing, that leads to improved student success and increased pathway completion.

Recruitment and marketing set the stage for career pathway enrollment, engagement and support. A successful campaign will increase participation, improve retention throughout the pathway and result in better college and career readiness for students within the pathway.

Goal 1: Pathway Messaging Begin with clear marketing about course sequencing and what to expect within and beyond the pathway. Create a brochure, update your website and consider having students put together a commercial to promote pathways.

Goal 2: Collaboration & Communication Get a team on board. Set up a meeting with pathway teachers, counseling and administration to ensure a thorough understanding of the pathway and clear up any misconceptions. Work together to determine how to best identify and support students entering and completing your pathways.

Goal 3: Student and Parent Marketing Get the word out, and do it early enough to make a difference. Ensure that feeder school students and parents have access to ample information to make an informed decision about their high school pathway choices.

Test your current status:

Pretend you are a parent of an 8th or 9th grade student who comes home talking about the _____ Pathway at _____ High School. How much information can you find about this pathway with a basic google search, or looking through the district or school website?

Communicating a new vision for Career Pathways

Modern career pathways are designed to prepare students for college while incorporating essential and technical career skills to ensure their success in the workforce. Watch the video [Your Career Starts Here](#) to help increase understanding of the value of these pathways to parents, students and other stakeholders.

Resources for Recruitment and Marketing

Take a look at some regional best practices as you consider your next steps. A few highlights include the CTE websites for [Grossmont USD](#), [Poway USD](#), [Carlsbad USD](#), the Torrey Pines HS [Pathways Flyer](#) and [FAQs](#) and the [Infographics from Carlsbad](#), lending consistence across the district with clear course sequencing so students understand what the pathways looks like. Another great example in partnership with the community college comes from [Murrieta Valley Unified](#), where they have partnered with the Community college to include a 6 year plan and some course recommendations and career examples.

We also put together a [Recruitment and Marketing Action Plan](#). This is a great tool to use collaboratively as a team to identify your priorities and assign responsibilities.

You may find some helpful information, as well as this hyperlinked handout on our [Career Pathways Counselor Resources page](#).

Questions? Comments? Get in touch!

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