



SAN DIEGO COUNTY  
COLLEGE AND CAREER READINESS  
CONSORTIUM

## Career Pathway Marketing and Recruitment Strategies

Find a digital version at [goo.gl/oRjxRW](https://goo.gl/oRjxRW)



**Guiding Question:** How can you engage in intentional and informed recruitment and marketing, that leads to improved student success and 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 8<sup>th</sup> or 9<sup>th</sup> 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 this [google doc of Marketing and Recruitment examples](#) and best practices to get a feel for what some others are doing. A few highlights include the [GUHSD marketing postcards](#), lending consistence across the district with clear course sequencing so students understand what the pathway 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 on our new [Counselor Resources page](#).

Questions? Comments? Get in touch!

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