



SOUTH
CENTRAL

CAREER PATHWAYS

SEE INNOVATION. SEE POSSIBILITY. **C.PATH.**

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SEE INNOVATION, SEE POSSIBILITY, CPATH.

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SITUATION ANALYSIS

Career Pathways is a program that has recently been implemented as part of the South Central Unified School District's vision of being "leaders in innovation". Career Pathways gives junior and senior year students the opportunity to explore possible future job fields, all while earning college credit. The program currently includes Business, Agriculture, Graphic Arts, Engineering/Drafting/Construction, and Medical fields. In the coming years, the district plans to add Manufacturing, Welding, Culinary Arts, Education, and Automotive fields to their program. South Central is currently partnered with MetalQuest and hopes to form a partnership with Mary Lanning in the near future. Currently, 50% of the junior and senior high students are enrolled in the Career Pathways program, and it is anticipated that the enrollment will increase with the implementation of this Public Relations Campaign Plan.



CLAY COUNTY

"With the implementation of this Public Relations Campaign, it is anticipated that students will graduate from Career Pathways with ample experience and interest to either attend college with the potential of 24 credits, or continue to hone their learned skills at a trade job within the community of Clay Center. It is anticipated that eventually, the Career Pathways program will bring opportunities to the community for future students in any of the Career Pathways programs."



DEMOGRAPHICS

*These demographics are for the parents and students of the Clay County area

- 1 Race: White
- 2 Self-employed workers
- 3 Live in Houses or Condos
- 4 Lower to Lower-Middle Class
- 5 Income: \$20,000 - \$45,000
- 6 Low Crime Rate
- 7 86% High School Diploma
- 8 16% Bachelors Degree
- 9 Diversity: Low
- 10 Religion: Protestant

PSYCHOGRAPHICS

*These psychographics are for the parents and students of the Clay County area

- 1 Rural Community
- 2 Farmers
- 3 Have family job lined up before they graduate
- 4 Return to farm or "mom and pop" shop after high school
- 5 Leave for larger city and does not return
- 6 Management and construction occupations
- 7 Drives to work

OBJECTIVES AND STRATEGIES

Short-Term Objective: Increase the number of students in the Career Pathways program by 10% by May 2017.

Strategy 1: Create and distribute promotional tools including locker magnets, car decals, t-shirts, and graduation cords, that will increase student awareness of the program. Utilize car decal advertisements to promote Career Pathways outside of town.

Strategy 2: Successfully use the Hootsuite app to consistently and effectively post cohesive material on all social media platforms. Such platforms include Facebook, Twitter, and Instagram. A Career Pathways program website will be created and linked on South Central's home page.

Strategy 3: Create a Tour Day for sophomore students to attend where they can experience Career Pathways in a hands-on way.

Strategy 4: Host after school informational sessions for students and parents to increase awareness and understanding of the program. The sessions will be targeted at 8th graders and sophomores.

Long-Term Objective: Expand the Career Pathways program to include at least 100 students by 2021.

Strategy 1: Invite Career Pathway graduates to speak with prospective Career Pathway students at both the middle school and high school about their experience in the program during the Tour Day and informational sessions.

NEWS RELEASE: STUDENT DRIVEN

FOR IMMEDIATE RELEASE:

For more information, contact:

Dr. Randall Gilson,

402.762.5570

rgilson@southcentralunified.org

South Central Unified District School Informational Day

FAIRFIELD, NE – Wednesday, January, 2017 – The South Central Unified District Schools will be hosting their annual Pathway Informational Day. This event will be held at the Sandy Creek and Lawrence Nelson High Schools. Sophomores are expected to attend but the other grades are welcome. The Career Pathways areas available are in Business, Agriculture, Graphic Arts, Engineering/Drafting/Construction, and Medical. The students who take these classes can take them as college credit, and they are allowed to take up to 12 credit hours per subject. This is an enormous opportunity for students who want to get a head start on their college career and/or want to get most of their degree while attending high school. Also, CCC will be able to match their 12 credits if they choose to continue their studies after high school.

Alumni from the previous pathways will attend and present about their success and experience after having taken classes. Prospective CPath students will have the chance to meet with them and ask questions. Parents can also attend and ask questions.

FOR IMMEDIATE RELEASE:

For more information, contact:

Dr. Randall Gilson,

402.762.5570

rgilson@southcentralunified.org

South Central Tour Day

FAIRFEILD, NE – Thursday, April 2017 – The South Central Unified District Schools will be hosting their annual Pathway Tour Day. This event will be held at the Sandy Creek and Lawrence Nelson High Schools. The Career Pathways (CPath) available are in the areas of Business, Agriculture, Graphic Arts, Engineering/Drafting/Construction, and Medical. During this event the freshmen and sophomores will be allowed to visit and observe how the Pathway system is set up. The sophomores will shadow a class and experience the everyday routine, of a CPath student. Parents are welcome to attend and assist the students with signing up for a CPath course. There will be raffles and a T-shirt will be handed out for the students who sign up for their classes that day.

NEWS RELEASE: STUDENT DRIVEN

FOR IMMEDIATE RELEASE:

For more information, contact:

Dr. Randall Gilson,

402.762.5570

rgilson@southcentralunified.org

South Central Unified District School Information Day (Eighth Graders)

FAIRFEILD, NE – Wednesday, January, 2017 – The South Central Unified District Schools will be hosting their annual Pathway Informational Day. This event will be held at the Sandy Creek and Lawrence Nelson Middle School. Eighth Graders are expected to attend but the other grades are welcome. The goal of this informational session is to inform the eighth grade about the opportunities available to them in High School. The Career Pathways areas available are in Business, Agriculture, Graphic Arts, Medical and Engineering/Drafting/Construction. The students who take these classes can take them as college credit, and they are allowed to take up to 12 credit hours per subject. This is an enormous opportunity for students who want to get a head start on their college career and/or want to get most of their degree while attending high school. Also, CCC will be able to match their 12 credits if they choose to continue their studies after high school.

Alumni from the previous pathways will attend and present about their success and experience after having taken classes. Prospective CPath student will have the chance to meet with them and ask questions. Parents can also attend and ask questions.

EVALUATION/METRICS

Short-Term Objective Success:

Career Pathways Website: Measure the success of the website by the number of students who register and log into the Pathway page.

Facebook: Having parents post and share posts about events on campus and students and measure success by the amount of traffic the page receives, we will consider it a success by having 25-50 likes.

Twitter: Track the amount of traffic the Twitter page receives, we will consider it a success by having 25-50 retweets.

Instagram: Measure its success by the number of followers and the amount of traffic the page receives.

Ultimately, the success of this objective will be measured by the amount of students in the Career Pathways program during the 2016-2017 school year compared to the previous year.

Long-Term Objective Success:

To measure our success in the long term by having an increase in the number of students (100 by the year 2021). The opportunity to bring back the CPath alumni to tell their success stories and start a CPath legacy.

BUDGET

This plan utilizes a budget including promotional tools as well as incentives for students participating in the Career Pathways Program. We estimated prices based on 150 students being enrolled in the program.

| Budget | |
|---|--------------------------------------|
| T-shirts (Inkcredibles) | 150 @ \$6.95/each: \$1,042.50 |
| Graduation Cords (honorsgraduation.com) 1-3 colors, 70" long | 150 @ \$3.75/each: \$562.50 |
| Magnets for students' lockers (vistaprint.com) | 200 @ \$0.21/each: \$41.24 |
| Vehicle Decals (carstickers.com) | 150 @ \$0.80/each: \$120 |
| Two Vehicle Wraps (After Hours Grafix) | 2 @ \$1,000/ each: \$2,000 |
| New Web Design | \$4,000 |
| Total: | \$7,766.24 |

Inkcredibles

402-463-0005
417 W 3rd Hastings NE, 68901
gotinkcredible.com
jeri@inkcredibleinc.com

Vistaprint

1-866-614-8002
vistaprint.com

Honors Graduation

801-852-2339
honorsgraduation.com
contact@honorsgraduation.com

IdeaBank Marketing

402-463-0588
701 W 2nd St Hastings NE,
68901
ideabankmarketing.com

Car Stickers

844-647-2730
2146 NE 4th St. Suite 100
Bend, OR 97701
carstickers.com
sales@carstickers.com

After Hours Grafix

402-366-6254
1111 12th St. Aurora NE 68818
facebook.com/afterhoursgrafix
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Infuze Creative

402-463-4202
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TWITTER POSTS



Career Pathways
@CPath



Nothing's better than doing what you love & getting COLLEGE CREDIT for it! Enroll in Career Pathways today and become a leader in innovation! #CPath [LINK](#)

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

10:34 AM - 4 Mar 16 · Embed this Tweet



Career Pathways
@CPath



Find your pathway AND get college credit for it! #CPath #LetsInnovate [LINK](#)

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

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Career Pathways
@CPath



Come be a leader in innovation and find your passion at Career Pathways Days! #BeALeader #CPath [LINK](#)

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

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FACEBOOK POSTS



Career Pathways

Receive a Career Pathway T-Shirt when you register for one of the Career Pathway classes #CPath

Like · Comment · 37 minutes ago ·

13 people like this.



Write a comment ...



Career Pathways

Join us at the Career Pathway Informational Tour Day at Sandy Creek High School!! #CPath #LetsInnovate

Like · Comment · 21 minutes ago ·

6 people like this.



Write a comment ...



Career Pathways

Nothing's better than doing what you love & getting COLLEGE CREDIT for it! Enroll in Career Pathways today and become a leader in innovation! #CPath

Like · Comment · 9 minutes ago ·

4 people like this.



Write a comment ...

APPENDIX

EXHIBIT 1: LOGO



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EXHIBIT 2: MAGNET



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EXHIBIT 3: T-SHIRT



EXHIBIT 4: VEHICLE WRAP



EXHIBIT 3: CAR DECAL



Graphic Art

A photograph of two young women sitting at a desk in a computer lab. The woman in the foreground has long brown hair and is wearing glasses and a maroon t-shirt. She is looking at a laptop screen. The woman behind her has blonde hair, is wearing glasses and large headphones, and is smiling. They are both working on laptops. The background shows other computer monitors and a white wall.

100% free tuition for students

Obtain up to 12 college credits

Partnered with idea bank for real world applications

Upon completion receive a basic graphic art certification from Central Community College

Career Pathways Program

Agriculture



Career Pathways Program

100% free tuition for students

Obtain up to 12 college credits

Brand new greenhouse facility

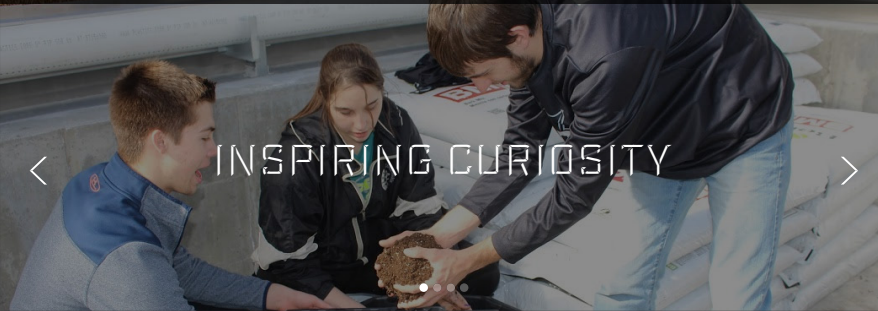
EXHIBIT G: WEB DESIGN



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Looking for something?

DISTRICT LAWRENCE-NELSON SANDY CREEK FOR STAFF ONLY PARENTS AND STUDENTS



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SANDY CREEK



AGRICULTURE



GRAPHIC ART



DRAFTING/
CONSTRUCTION

LAWRENCE-NELSON



MEDICAL



BUSINESS

FEATURED EVENT

February 26, 2016 - The Career Pathways ribbon cutting and kick off ceremony was held at Sandy Creek in Fairfield NE. This event featured the opening of the new greenhouse and presentations for each of the pathways offered through South Central USD #5 including agriculture, medical, business, graphic arts, and drafting. Guest speakers also included Lt. Governor Foley, Ryan Broker (rep. for Senator Sasse), Alex Straatman (rep. for Congressman Smith), and Scott Volk (VP MetalQuest).



SOCIAL MEDIA



Following

Nothing's better than doing what you love & getting COLLEGE CREDIT for it! Enroll in Career Pathways today and become a leader in innovation! #CPath LINK

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