

# Executive Summary



Arkansas Department of  
**Career Education**

---

*Career & Technical Education*

## *Arkansas College and Career Coach Program*

Dr. Charisse Childers., Director

Kathi Turner, Deputy Director for Career and Technical Education (CTE)

Sonja Wright-McMurray, Associate Director for CTE Special Projects

Arkansas Department of Career Education

Three Capitol Mall; Little Rock, AR 72203

Office: 501-683-4432

Fax: 501-682-8306

The Arkansas College and Career Coach Program (formerly known as Arkansas Works) was established as a pilot initiative in January 2010 and was a collaborative effort among members of the Governor's Workforce Cabinet: Arkansas Department of Career Education, Arkansas Department of Education, Arkansas Department of Higher Education (Association of Two-Year Colleges), and Arkansas Department of Workforce Services. The program was designed to provide college and career planning services and activities to middle/high school students within the 21 most economically challenged counties across the state of Arkansas. The initiative was a three component system, which included an On-line Based Internet Tool powered by Kuder, Career Coaches and ACT Academies (Summer and Academic Year).

After the passage of Act 1285 (sponsored by Rep. Andy Mayberry; co-sponsored by Rep. David Branscum) during the 2013 General Legislative Session, the pilot initiative was expanded to allow opportunities for additional counties and school districts to participate. In addition, Senator Jane English sponsored legislation to create the Office of Skills Development within the Arkansas Department of Career Education, which included appropriations to support the Arkansas Career Coach Program. Over the past five years, the program has been expanded and provides services to middle/high school students in 34 counties throughout the state utilizing a multi-component system including: Online based career planning tool, College and Career Coaches, ACT Academies, Arkansas College Application Campaign, and Career Cluster Camps.

### **COMPONENT ONE: COLLEGE AND CAREER COACH PROGRAM**

The College and Career Coach Component is designed to motivate and support Arkansas students and adults achieve their goals as it relates to college and career planning through intensive hands-on, programs and services. College and Career Coaches work with students in the 7<sup>th</sup> – 12<sup>th</sup> grade. In the middle and high schools, Career Coaches work in partnership with the Career Orientation Instructors and School Counselors to assist with the development and revision college and career plans for their students. The Arkansas Career Coach program provides assistance and information for resources in the areas of: academic tutoring, career counseling, college preparation and admission, financial aid guidance, mentoring, and other supports necessary for postsecondary education/training access, retention, and success.

### **COMPONENT TWO: ACT ACADEMIES**

The purpose of the ACT Academy is Reduce Remediation and Increase ACT Scores. The program is designed to assist students who score below a 19 in English, Reading and Math. Participants are provided workshops and ACT remediation/preparation instruction to generate the skills and motivation necessary to succeed in ACT testing, secondary education, and beyond. The ACT Academy is instructed by certified teachers or College developmental faculty, who has been by Sylvan Learning method. Instruction based on the Sylvan Learning model covers the subject areas of English, Reading, Math, and/or Science. Student's current level of skills in the subject areas are assessed through evaluation of results from prior standardized tests (ACT or ACT Aspire). College and Career Coaches are responsible for assisting instructors in their ACT courses. In addition, workshops conducted by College and Career Coaches consist of events and activities addressing College and Career Planning.

### COMPONENT THREE: CAREER CLUSTER CAMPS

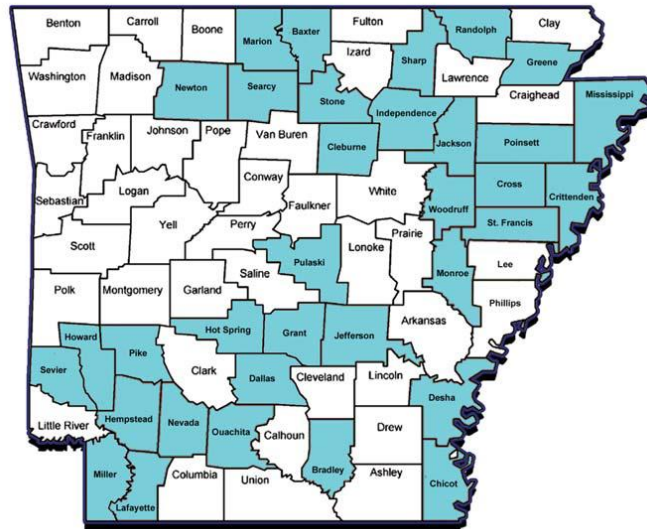
Career Cluster Camps are one-day career exploration opportunities for middle and high school students. Students learn about the wide variety of careers that are available to them through hands-on activities and discussion. Students hear from a variety of professionals who share information about preparation and working in their chosen career fields.

### COMPONENT FOUR: ARKANSAS COLLEGE APPLICATION CAMPAIGN (ACAC)

As part of the nationwide American College Application Campaign (ACAC) initiative launched by American Council on Education (ACE), Arkansas College Application Week seeks to increase the number of students applying to college in their senior year, with a focus on first-generation college-going students, low-income students, students from rural communities, and minority students who may not otherwise apply to college.

During the week, seniors at participating high schools will be assisted as they complete college applications during the school day, with the goal of every graduating senior submitting at least one college application. Students may apply to any in-state or out-of-state college or university of their choice. School staff and volunteers will work with seniors to complete and submit their application successfully.

### ARKANSAS COLLEGE AND CAREER COACH PROGRAM COUNTIES AND SITES



(Number in Parenthesis indicates number of College and Career Coaches assigned to site)

**Employer: Arkansas Northeastern College (5)**

**College Location: Blytheville**

**County: Mississippi**

**School Districts:**

Armored, Blytheville, Buffalo Island, Gosnell, Paragould, Osceola, Riverside, and South Mississippi County (Rivercrest)

**Employer: Arkansas State University – Heber Springs (1)**

**College Location: Heber Springs**

**County: Cleburne**

**School Districts:**

Concord and Greers Ferry

**Employer: Arkansas State University – Mountain Home (1)**

**College Location: Mountain Home**

**Counties: Baxter and Marion**

**School Districts:**

Cotter and Flippin

**Employer: Arkansas State University – Newport (3)**

**College Location: Newport**

**Counties: Jackson and Poinsett**

**School Districts:**

Bay, East Poinsett, Harrisburg (Weiner), Jackson County (Tuckerman), and Marked Tree

**Employer: Black River Technical College – (1)**

**College Location: Pocahontas**

**County: Randolph**

**School District:**

Pocahontas

**Employer: College of the Ouachitas (2)**

**College Location: Malvern**

**Counties: Grant and Hot Springs**

**School Districts:**

Glen Rose, Poyen, Ouachita, and Sheridan

**Employer: Cossatot Community College (4)**

**College Location: DeQueen**

**Counties: Howard, Pike, and Sevier**

**School Districts:**

DeQueen, Horatio, Kirby, and Mineral Springs

**Employer: East Arkansas Community College (3)**

**College Location: Forrest City**

**Counties: Lee, St. Francis, and Woodruff**

**School Districts:**

Augusta, Cross County, and Wynne

**Employer: Mid-South Community College (3)**

**College Location: West Memphis**

**Counties: Crittenden**

**School District:**

West Memphis

**Employer: North Arkansas College (2)**

**College Location: Harrison**

**Counties: Johnston, Newton and Searcy**

**School Districts:**

Searcy County (Marshall)

**Employer: Phillips Community College of the University of Arkansas (1)**

**College Location: DeWitt**

**County: Desha**

**School District:**

Dumas

**Employer: Pulaski Technical College (3)**

**College Location: North Little Rock**

**County: Pulaski**

**School Districts:**

Little Rock

**Employer: Southern Arkansas University - Tech (3)**

**College Location: Camden**

**County: Ouachita**

**School Districts:**

Bearden, Camden, and Fordyce

**Employer: Southeast Arkansas College (5)**

**College Location: Pine Bluff**

**Counties: Jefferson and Desha**

**School Districts:**

Dollarway, McGehee, Pine Bluff, and White Hall

**Employer: South Arkansas Community College (2)**

**College Location: El Dorado**

**Counties: Bradley and Chicot**

**School Districts:**

Dermott, Lakeside (Lake Village), and Warren

**Employer: Southeast Arkansas Educational**

**Service Cooperative (5)**

**County: Pulaski County**

**School Districts, ESL and Adult Education**

**Centers:**

Little Rock School District and Adult Education Centers

**Employer: University of Arkansas Community College at Batesville (1)**

**College Location: Batesville**

**County: Sharp**

**School District:**

Cave City, Southside (Batesville)

**Employer: University of Arkansas Community**

**College at Hope (3)**

**College Location: Hope**

**Counties: Hempstead, Lafayette, and Nevada**

**School Districts:**

Hope, Lafayette County, and Texarkana

## **SERVICES PROVIDED BY THE COLLEGE AND CAREER COACH AND REPORTING**

### **Services Provided**

Career Coaches work with students through the Arkansas Career Coach Program to assist them in preparing for life after high school. They have provide services and assistance in the areas of:

- Developing and revising college and career plans
- Preparing for postsecondary education
- Financial aid information and applications
- Making connections between education and careers
- Transitioning to postsecondary education

Career Coaches provide services to students in group settings or through face-to-face contact. They are not permitted to count contacts made via email or telephone as student contacts. Career Coaches, with the permission of teachers and administration, deliver their college and career planning services through classroom presentations, mini-workshops, and one-on-sessions. Only at the beginning of the school year, may Career Coaches count all grade or school-wide assemblies as contacts. Any contacts obtained during mass assemblies must be follow-up within a smaller environment.

In order to accomplish the goals and objectives of the program, Career Coaches are required to establish a timeline and structure for delivery of services and activities. For example, each August and September will be used to introduce coaches to the school personnel and students in grades 8-12. Career Coaches take into consideration the time of year services should be provided and the appropriateness for each grade level.

### Tracking and Reporting Contacts

All Career Coaches are required to track and report all services provided to students by category. Each year, all students enrolled in grade 8 – 12 (grade 7, if Career Orientation is offered), are entered into the Career Coaches' record-keeping database. The student's name and identification number are downloaded into the system for the purpose of tracking contacts and services. Career Coaches must also indicate whether they are providing a service for the first-time or if the student has returned for follow-up services. The information on each student is stored electronically and through written documentation. To verify a student has received services from the Career Coach, sign-in sheets and/or attendance logs are collected at each activity. Career Coaches use the sign-in sheets and attendance logs to determine, which services have been received by each student. In addition they compare the sign-in sheets against their database to determine who has not been contacted or received various services. This process is repeated each year for all students, who attend the participating middle and/or high school.

The Arkansas Department of Career Education establishes at the beginning of each academic year the face-to-face contact benchmarks for each grade. The benchmarks are as follows:

7<sup>th</sup> and 8<sup>th</sup> graders: 80%

9<sup>th</sup> graders: 85%

10 graders: 85%

11<sup>th</sup> graders: 90%

12 graders: 100%

Career Coaches are responsible for submitting reports to the Arkansas Department of Career Education on a monthly basis detailing their contacts and services provided. College and Career Coach Programs identified as not meeting benchmarks are immediately placed on notice and may lose or become ineligible for future funding.

### Documented Contacts

For the first semester of AY 2016, Arkansas College and Career Coach Program School Districts have a **total student population of 37,546 (grades 7 -1 2)**. The following data represents the amount and percent of initial student contacts per grade level and services delivered by College and Career Coaches. According to Reports reflecting services provided from August 15, 2015 – December 31, 2015, Career Coaches were able to contact and provide services to 72.2% (27,139) of the student population.

#### Student Contacts: Through one-on-one/small group sessions or presentations

Total Number of documented Student Contacts – 27,139

- 7<sup>th</sup> and 8<sup>th</sup> graders: 5,065
- 9<sup>th</sup> – 12<sup>th</sup> graders: 22,074

### Delivery of Services:

- Assisted with the Kuder system – 22,296
- Assisted in developing or revising a career plan – 25,094
- Provided assistance with College Admissions Services – 26,750
- Provided assistance with Financial Aid – 27,042
- Assisted with making connections between secondary education and careers – 26,151
- Assisted with Transitioning to Post-Secondary education – 25,158

### **ARKANSAS COLLEGE AND CAREER COACH PROGRAM PERFORMANCE MEASURES**

Benchmarks for each Performance Measure were set at a minimum 2% increase each year, except for Reducing Remediation and Increasing ACT Score. In the case of Reducing Remediation, this benchmark was set at a minimum 2% decrease and Increasing ACT Score was set at a minimum increase of .1% each year. The following data represents the performance of all Arkansas Works Counties and is reflection of growth from AY 2009 (prior to the presence of the Arkansas College and Career Coach Program) to AY 2015.

- College Going Rate: (Goal to Date: 10%) **Increased by 22.16%** (33.10% to 55.26%)  
*State Rate Increased by 4.02% (46.9 to 50.92)*
- ACT Score: (Goal to Date: .5 points) **Increased by 1.58 points** (19.53 to 21.11)  
*State Score Increased by .79 points (21.31 to 22.1)*
- Remediation Rate: (Goal to Date: -10%) **Decreased by -15.7%** (63.58% to 47.88%)  
*State Rate Decreased by 3.94% (46.4 to 42.46)*
- Applications for Financial Aid: (Goal to Date: 10%) **Increased by 32.3%** (40.2% to 72.5%)  
*State Rate Increased by 16.8% (50.6% to 66.2%)*

The Arkansas College and Career Coach Program not only met over the five year period, but exceeded goals set for the program's performance measures. Throughout the pilot phase of the initiative, we were able to demonstrate an impact from the College and Career Coach program in the neediest school districts and counties across the state.

The Workforce Investment Opportunities Act (WIOA) and the reauthorization of Every Student Succeeds Act (ESSA) has placed a greater emphasis of skills development and technical training for students in secondary education. A realization of students needing greater guidance and assistance with career exploration has motivated a greater alignment of career and technical education and training efforts and resources. Beginning in the 2016-2017 grant year, the performance measures for the College and Career Coach will be restructured to allow alignment of the program's goals and objectives with federal guidelines outlined in the Carl D. Perkins Career and Technical Education Indicators, as outlined in the state plan. After review of the current structure and resources, the restructured proposed performance measures will be as follows:

### **Student Contact**

**90% of Program Students served during each school year will be participate in at least one career awareness program, services and/or activity each academic year, which shall include completion of their college and career plan through the on-line planning tool.**

75% of Program Students served during each school year will be classified as a Program Participant by the end of each academic year and have reviewed their college and career plan through the on-line planning tool.

*The following measures will have an expected growth of 2% each year through a four year time span:*

### CAREER PLANNING AND PREPARATION

**PERFORMANCE MEASURE 1:** Increase the percent of students who are exposed to work-based learning opportunities.

**Numerator:** Number of Program Participants served during the school year participating in a work-based learning activity or event.

**Denominator:** Number of Program Participants served during the school.

**Overall Desired Program Outcome:** 74% of Program Participants served during each school year will participate in a work-based learning activity or event.

**Ambitious in Light of Need:** The average work-based learning participation of students served by a career coach according to Arkansas College and Career Coach data reported for AY 2015 was 30%.

**Attainable in the Light of Services and Resources Available:** We plan to hire a staff person, in collaboration with ARS, who will be responsible for identifying work-based learning opportunities for students throughout the state. In addition, funding will be provided to each site to offer work-based learning experiences.

**PERFORMANCE MEASURE 2:** Increase the percent of students who pursue an industry-valued certification by their twelfth year and ninth month.

**Numerator:** Number of Program Participants by their twelfth year and ninth month who pursue a technical skill assessment that are aligned with industry-valued standards.

**Denominator:** Number of Program Participants in twelfth year and ninth month served during the school.

**Overall Desired Program Outcome:** 80% of Program Participants by graduation from high school will earn an industry-recognized certification.

**Ambitious in Light of Need:** According the state of Arkansas Career and Technical Education report for AY 2014, 74.36% of CTE concentrators earned an industry certification.

**Attainable in the Light of Services and Resources Available:** Career Coaches will receive additional training on available industry recognized certifications available to secondary education students. In



addition with the statewide emphasis on Computer Science, the division of CTE and Career Coaches will strongly promote the Microsoft IT Academy. In an effort to promote preparation for the ACT exam and offer more opportunities to receive an industry certification, Career Coaches will strongly encourage students to prepare for and take the Career Readiness Certificate (CRC).

**PERFORMANCE MEASURE 3:** Increase the percent of students exposed to CTE nontraditional careers.

**Numerator:** Number of Program Participants served during the school year exposed to a nontraditional career program and/or activity.

**Denominator:** Number of Program Participants served during the reporting year.

**Overall Desired Program Outcome:** 75% of Program Participants will be exposed to nontraditional career programs or activities.

**Ambitious in Light of Need:** According to the state of Arkansas CTE reports for AY 2014, the percent of students participating in and completing a nontraditional program of study is 26.62% and 19.54%, respectively.

**Attainable in the Light of Services and Resources Available:** Career Coaches will receive additional training about promoting CTE nontraditional careers. Career Cluster Camps and other work-based learning opportunities will include a focus on CTE nontraditional programs of study and careers.

### **COLLEGE PREPARATION, PLANNING AND PLACEMENT**

**PERFORMANCE MEASURE 4:** Increase the percent of eligible seniors who submit a financial aid application through YOUuniversal.

**Numerator:** Number of Program Participants in twelfth grade who submit an application through YOUuniversal.

**Denominator:** Number of Program Participants in twelfth grade served during the school year.

**Overall Desired Program Outcome:** 85% of eligible Program Participants in twelfth grade will submit an application through YOUuniversal.

**Ambitious in Light of Need:** According to the state of Arkansas Department of Higher Education report for AY 2014, 59.4% of students submitted an application for financial aid through YOUuniversal.

**Attainable in the Light of Services and Resources Available:** Career Coaches will receive additional training on financial aid. They will work with their school districts and two-year college campuses to offer financial aid workshops. As a part of their services, Career Coaches assist students and parents complete the FAFSA prior to high school graduation.

**PERFORMANCE MEASURE 5:** Increase the percent of students placed in postsecondary education or workforce (includes military) by the end of the 2<sup>nd</sup> quarter immediately following their high school graduation.

**Numerator:** Number of Program Participants from during the 2<sup>nd</sup> quarter immediately following high school graduation placed in postsecondary education or workforce (including military).

**Denominator:** Number of Program Participants served during the school year.

**Overall Desired Program Outcome:** 90% of Program Participants will be placed in postsecondary education or workforce (includes military) by the end of the 2<sup>nd</sup> quarter immediately following their high school graduation.

**Ambitious in Light of Need:** According to the state of Arkansas CTE reports, the average placement rate for the past three years of all CTE students was 94.5%. Within three years, the Career Coach Program Participants will exceed the target placement rate for all CTE students.

**Attainable in the Light of Services and Resources Available:** Career Coaches receive training each year about postsecondary options for their students. As a part of the Career Coaches services, they assist students with developing plans and preparing for the education, training and employment beyond high school.

**PERFORMANCE MEASURE 6:** Increase the percent of students enrolled in a program of postsecondary education by the fall semester immediately following high school graduation, who successfully completes their first academic year and enrolls for the fall term of their second academic year or completes a one year certificate program.

**Numerator:** Number of Program Participants enrolled in postsecondary education for the fall term of the second academic year or completed a one year certificate program.

**Denominator:** Number of Program Participants who enrolled in postsecondary education by the fall semester immediately following high school graduation.

**Overall Desired Program Outcome:** 85% of Program Participants who enrolled in a program of postsecondary education by the fall semester immediately following high school graduation will be enrolled for the fall term of the second academic year.

**Ambitious in Light of Need:** According to the Arkansas Department of Higher Education – Graduation and Retention Rates for AY 2014, 71.1% of freshmen enrolled for the second academic year.

**Attainable in the Light of the Services and Resources Available:** Career Coaches assist students in preparing for postsecondary education. This includes assisting the student select the best college for their needs and understanding the expectations and support resources available during the first year of college.

## SUCCESS STORIES

**Mountain View School District (Ozarka College):** James Amis (11<sup>th</sup>), Eian Halsted (11<sup>th</sup>), Keaton Sutton (11<sup>th</sup>) had shaky plans to attend an out-of-state welding school for their post-secondary education. In an effort to provide practical options, Lori Sullivan, Career Coach, Stone County, arranged a college visit to ASU-Beebe, Heber Springs. The students, Mrs. Sullivan, and Mr. Richardson (Timbo High School Agriculture Teacher) traveled to meet with Terry Green, head of the Welding Department at ASU Beebe-Heber Springs. Neither the students nor Mr. Richardson knew that a Welding program existed in Heber Springs. After visiting the campus and hearing about the excellent reputation of Heber's Welding Department, all three students decided to enroll at ASU-Beebe instead of at the out-of-state school they were originally considering.

**Lee and Wynne High Schools (East Arkansas Community College):**

Career Coaches from East Arkansas Community College escorted a group of students to the Infinite Scholarship Fair, where as a whole the students received over \$300,000 in scholarships between Wynne and Lee County High Schools. Through EACC's ACT Academy, two participants, Gregory Bolden and Darnell Smith, raised their ACT scores and receive the Chancellors Leadership Scholarship from UALR valued at \$32,000 each. In addition, the Career Coach for Lee High School, Errin James, assisted his student, Marquis Dickerson, research colleges and financial opportunities. With Mr. James assistance Marquis enrolled in the ACT Academy, raised his ACT Score applied for and received an academic scholarship to attend the University of Notre Dame.

**Hall High School (Southeast Education Service Cooperative):**

Bobby Portis was a standout athlete for Hall High's 6A Basketball State Champs. In addition, Bobby was a McDonald's All-American, Jordan Brand Game participant, and the #1 overall center and #10 overall player nationally in the class of 2013. The only thing he lacked was a qualifying ACT score to attend the University of Arkansas-Fayetteville. Bobby participated twice in the Arkansas Works ACT academy and eventually increased his composite, allowing him become eligible and fulfill his dream of playing Division I Basketball. The Arkansas Works ACT Academy allowed him the opportunity not only to increase his score and accept his scholarship, but it changed the entire outlook of his future.