

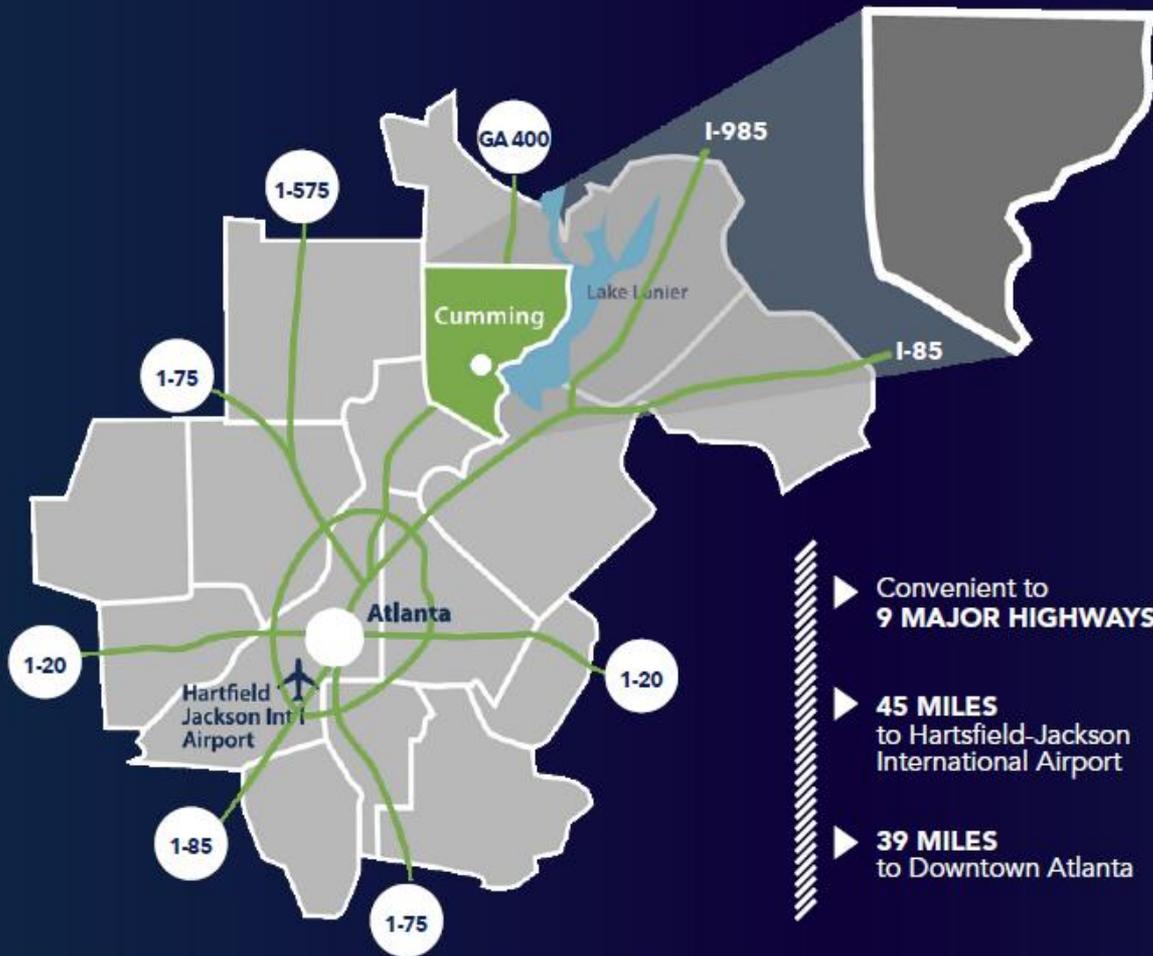


# Forsyth County, GA

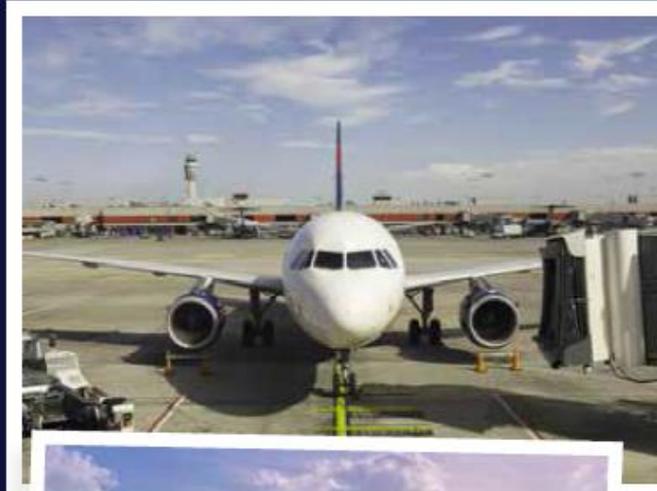
## HB 778 Impacts

Forsyth County Schools

**COLLEGE** & *Career*  
DEVELOPMENT



- ▶ Convenient to **9 MAJOR HIGHWAYS**
- ▶ **45 MILES** to Hartsfield-Jackson International Airport
- ▶ **39 MILES** to Downtown Atlanta



CHOOSE EOPCVTL



## MOST INNOVATIVE COMMUNITY

Source: Technology Association of Georgia



## FASTEST GROWING COUNTY (#11 IN U.S.)

Source: US Census



## BEST CITY IN AMERICA TO START A BUSINESS

Source: Nerd Wallet Georgia



## HEALTHIEST COUNTY (6TH YEAR IN A ROW)

Source: Robert Wood  
Johnson Foundation



## #1 COMMUNITY FOR INCOMING INVESTMENT

Source: Smart Asset



## MOST AFFLUENT COUNTY (#20 IN U.S.)

Source: US Census

CHOOSE FORSYTH

# TOP 25 PRIVATE SECTOR EMPLOYERS

Northside Hospital Forsyth – **2,400**

Koch Foods – **1,400**

Scientific Games International – **1,100**

Tyson Foods Inc – **1,100**

Publix – **888**

Walmart SuperCenter – **824**

Siemens Industry Inc – **700**

Kroger – **508**

ARRIS Group Inc – **400**

L-3 Communications

Display Systems – **400**

SuperTarget – **400**

America BOA Inc – **350**

McDonalds – **322**

Sawnee EMC – **305**

Solvay Specialty Polymers LLC – **300**

Lowe's Home Improvement

Warehouse – **270**

AutomationDirect – **250**

Hansgrohe – **250**

BTD Manufacturing

American Honda Finance Corp – **230**

Home Depot – **227**

Ingles – **225**

Kohl's – **210**

Cellairis Franchise – **200**

Hoover Precision Products Inc – **185**

Forbes  
Magazine  
named Forsyth  
County as  
one of the

**BEST  
PLACES IN  
AMERICA**

to Get Ahead

# TOP 25 INTERNATIONAL BUSINESSES



Siemens Industry, Inc. – <b>700</b>	Kemper America, Inc. – <b>20</b>
American BOA, Inc. – <b>350</b>	Lonza – <b>175</b>
Hansgrohe, Inc. – <b>250</b>	Chemence Inc. – <b>150</b>
Hoover Precision Products, Inc. – <b>185</b>	Argos USA – <b>21</b>
Kloeckner Metals Corp. – <b>97</b>	JVC Kenwood USA – <b>40</b>
Hitachi T&D – <b>90</b>	PCL Industrial Construction Co. – <b>55</b>
Nitta Corp. of America – <b>70</b>	Control Southern, Inc. – <b>150</b>
Kiepe Electric, Inc. – <b>40</b>	Orano USA – <b>49</b>
Motovario Corp. – <b>35</b>	American Honda Finance Corp. – <b>230</b>
ABB, Inc. – <b>20</b>	Hisense USA Corp. – <b>100</b>
Solvay Specialty Polymers, LLC – <b>300</b>	Aon – <b>33</b>
AutomationDirect – <b>250</b>	Hayward Baker, Inc. – <b>35</b>
Dieffenbacher USA Inc. – <b>43</b>	Sportech Racing LLC – <b>48</b>

Forsyth  
County is  
home to

**MORE THAN**

**70**

international  
companies





# District Overview

Forsyth County, GA  
HB TB Impacts

**49,190 Students**

3.1% Growth Annually

14.87% Economically Disadvantaged

8.24% ELL Students

**5,392+ Staff Members**

**7<sup>th</sup> Largest District in Georgia**

**39 Schools**

- 21 Elementary, 10 Middle, 7 High, & 1 Middle/High Virtual

**SWSS Contract = Flexibility**



Forsyth County Schools  
**COLLEGE & Career**  
DEVELOPMENT





# Graduation Rate = 94.4%

## CTAE Graduation Rate = 98.3%

## CTAE Diploma Rate = 100%

### Forsyth County High School Graduation Rates and HOPE Eligibility, 2013-2017

Forsyth County high school graduation rates fluctuated over the last five years but have been on an upward trend. The four-year adjusted cohort graduation

rate is calculated using the number of students who graduate within four years and includes adjustments for student transfers.

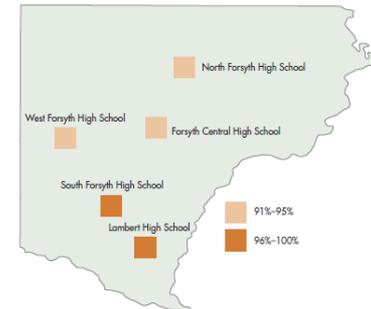
	2012-13	2013-14	2014-15	2015-16	2016-17
Total cohort	2,335	2,517	2,733	2,861	3,167
Number of graduates	2,090	2,273	2,570	2,652	2,991
Graduation rate	89.5%	90.3%	94.0%	92.7%	94.4%

Source: Governor's Office of Student Achievement



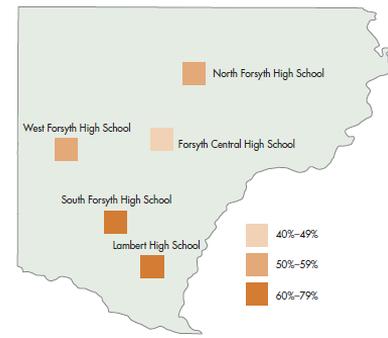
## Forsyth County, GA HB TB Impacts

In 2017, the high schools in Forsyth County all had above 90% graduation rates. Schools in the region graduated between 500 and 700 students.



Source

The proportion of HOPE-eligible graduates (B average or better) in 2017 was concentrated at South Forsyth High School and Lambert High School.



# Areas of Concern

- #1: Local K-12 Alignment & Academic Outcomes
- #2: CTAE Teacher Certification & Professional Development
- #3: Local Role of CTAE Director & Counselors
- #4: Local Connection to Business & Industry
- #5: CTSO Impacts on MS/HS Students
- #6: CTAE Branding & Community Perception



CHOOSE FORSYTH



# CTAE District Overview

Local K-12 Alignment  
& Academic Outcomes

**Mission:** To provide an ongoing partnership between education and business/industry to prepare the students of Forsyth County Schools with the skills necessary to meet world-class standards, successfully continue life-long learning, and enter the marketplace as productive citizens.

**Vision:** Successful transitioning of students to college and careers, including promotion of postsecondary to build a community of lifelong learners in a safe and supportive environment.

## Forsyth CTAE Core Values

Accountability

Relevance

Partnerships

Honesty/Integrity

Quality

Individual Success

Results Oriented





# K-12 Learner Profile

Local K-12 Alignment  
& Academic Outcomes



**Pursue Continuous Learning**



**Exhibit Strong Personal Qualities**



**Utilize Creative and Critical Thinking**



**Engage and Contribute**



**Interact Effectively**

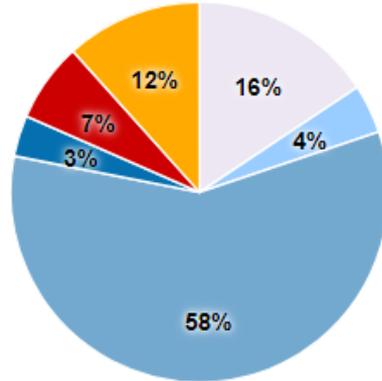




In 2016, 2,694 students graduated from All Forsyth County High Schools

## Local K-12 Alignment & Academic Outcomes

Graduate Outcomes - Year After High School Graduation  
All Forsyth County High Schools. Class of 2016



- Enrolled in college/university outside of Georgia
- Enrolled in Georgia private college/university
- Enrolled in Georgia public college/university
- Enrolled in Georgia public technical college
- Unknown
- Working in Georgia, not enrolled in college

### Top Colleges/Universities by Enrollment

University of North Georgia

Kennesaw State University

University of Georgia

Georgia State University

University of Alabama

Auburn University

University of South Carolina



# Workforce Forsyth Launch

Local K-12 Alignment  
& Academic Outcomes

## For each pathway, we evaluated in FY14:

- Do we have clear alignment with middle school to high school to post-secondary?
- How do we best market our program and encourage business/industry participation?
- Are there businesses interested in providing leadership in:
  - Developing specific, practical solutions like the GWI Siemens pilot
  - Recruiting participation of other businesses
- What types of business/industry relationships do we need to focus on to better support classroom instruction and linkages beyond high school?
- How do we better market options at **Lanier Technical College, University of North Georgia, and other post-secondary institutions?**



# International MFG Focus

Local K-12 Alignment  
& Academic Outcomes

# GW

Global Workforce Initiative

## SIEMENS

Employment  
Pipelines

Academics

- Course packs built from corporate training materials
- Innovative instructional tactics & mentoring

- Online systems to match students to job opportunities
- Cohort of MFG companies to sustain the program

Work-Based Learning

- Externships/WBL
- Apprenticeships



# CTAE District Focus

Local K-12 Alignment  
& Academic Outcomes

## Academics

- Teaching curricula for career pathway courses built from corporate training materials and other in-kind donations
- Strengthened post-secondary relationships among Lanier Technical College, University of North Georgia, and other post-secondary institutions

## Work-Based Learning

- Overseas cultural experiences
- Externships
- Clinicals
- Other work-based learning opportunities

## Employment Pipelines

- Workforce needs assessments
- Chamber of Commerce/local economic development support
- Online systems to match students to job opportunities



# HS Enrollment = 8,489

Local K-12 Alignment  
& Academic Outcomes

Forsyth County Schools  
**COLLEGE & Career**  
DEVELOPMENT

## Find Your Passion! High School Career Pathway Options

School Choice Application Process	DeSana MS Piney Grove MS	Lakeside MS Little Mill MS Otwell MS	Riverwatch MS South Forsyth MS	Liberty MS Little Mill MS North Forsyth MS	Lakeside MS Piney Grove MS South Forsyth MS	Liberty MS Piney Grove MS Vickery Creek MS	School Choice Application Process
<b>ALLIANCE ACADEMY FOR INNOVATION</b>	<b>DENMARK High School</b>	<b>FORSYTH CENTRAL High School</b>	<b>LAMBERT High School</b>	<b>NORTH FORSYTH High School</b>	<b>SOUTH FORSYTH High School</b>	<b>WEST FORSYTH High School</b>	<b>FORSYTH Academy</b>
Aeronautics/Flight Operations Cybersecurity Distribution & Logistics Emergency Medical Responder Energy Systems Firefighting Graphic Design Health Information Technology Hospitality & Tourism Law Enforcement Services Legal Services/ Application of Law Mechatronics	Companion Animal Systems Computer Science Culinary Arts Engineering & Technology Entrepreneurship Fashion Marketing Financial Services Marketing & Management Sports & Entertainment Marketing Teaching as a Profession Veterinary Science Web Development	Automotive Technology A/V Technology Biotechnology Computer Science Cosmetology Engineering & Technology Fashion Marketing Food & Nutrition Marketing & Management Marketing Communications & Promotions Sports & Entertainment Marketing Teaching as a Profession	Advanced Accounting A/V Technology Biotechnology Business Accounting Computer Science Culinary Arts Diagnostics/Phlebotomy Engineering & Technology Entrepreneurship Fashion Marketing Financial Services Food & Nutrition Marketing & Management Programming Sports & Entertainment Marketing	Agricultural Leadership in Animal Production Agricultural Leadership in Horticulture Animation & Digital Media A/V Technology Computer Science Engineering & Technology Food & Nutrition Horticulture & Animal Systems Internet of Things JROTC - Marines Marketing & Management Sports & Entertainment Marketing Teaching as a Profession Sports Medicine Web Development	Business Accounting Computer Science Culinary Arts Engineering & Technology Entrepreneurship Fashion Marketing Financial Services Human Resources Management Manufacturing Marketing Communications & Promotions Marketing & Management Programming Sports & Entertainment Marketing Teaching as a Profession	A/V Technology Computer Science Cosmetology Culinary Arts Engineering & Technology Fashion Marketing Food & Nutrition Marketing & Management Sports & Entertainment Marketing Teaching as a Profession Web Development	Human Resources Management Entrepreneurship Marketing & Management <b>School Choice Application Process</b>  <b>FORSYTH VIRTUAL Academy</b> Business Accounting Computer Science Game Design Financial Services Marketing & Management Sports & Entertainment Marketing Web Development

Forsyth County Schools  
**COLLEGE & Career**  
DEVELOPMENT



# MS Enrollment = 9,766

Local K-12 Alignment  
& Academic Outcomes



## Find Your Passion! Middle School Career Pathway Options

 <b>DESAMA</b> Middle School	 <b>LAKESIDE</b> Middle School	 <b>LIBERTY</b> Middle School	 <b>LITTLE MILL</b> Middle School	 <b>NORTH FORSYTH</b> Middle School	 <b>OTWELL</b> Middle School	 <b>PINEY GROVE</b> Middle School	 <b>RIVERWATCH</b> Middle School	 <b>SOUTH FORSYTH</b> Middle School	 <b>VICKERY CREEK</b> Middle School
Business & Computer Science	Business & Computer Science	Agriculture	Agriculture	Business & Computer Science	Agriculture	Business & Computer Science	A/V	Business & Computer Science	Business & Computer Science
Engineering & Technology	Food & Nutrition	Business & Computer Science	A/V	Engineering & Technology	Business & Computer Science	Engineering & Technology	Business & Computer Science	Engineering & Technology	Career Exploration: STEAM
Junior Achievement Entrepreneurship & Financial Literacy	Junior Achievement Entrepreneurship & Financial Literacy	Engineering & Technology	Business & Computer Science	Junior Achievement Entrepreneurship & Financial Literacy	Engineering & Technology	Junior Achievement Entrepreneurship & Financial Literacy	Engineering & Technology	Healthcare	Engineering & Technology
	Marketing	Junior Achievement Entrepreneurship & Financial Literacy	Engineering & Technology		Food & Nutrition	Marketing	Healthcare	Junior Achievement Entrepreneurship & Financial Literacy	Junior Achievement Entrepreneurship & Financial Literacy
		Marketing	Junior Achievement Entrepreneurship & Financial Literacy		Junior Achievement Entrepreneurship & Financial Literacy		Junior Achievement Entrepreneurship & Financial Literacy	Marketing	Marketing
					Transportation		Marketing		





Forsyth County Schools  
**COLLEGE & Career**  
DEVELOPMENT

**LANIER**  
Technical College



ALLIANCE ACADEMY FOR  
**INNOVATION**  
OF CUMMING-FORSYTH COUNTY  
FORSYTH COUNTY SCHOOLS

**discoverycenter**  
at North Georgia



Mike & Lynn  
**COTTRELL**

**UNG**  
UNIVERSITY of  
NORTH GEORGIA™





# CTAE Staffing

CTAE Teacher Certification  
& Professional Development

## K-12 PSC Teaching Certification Requirements

- ✓ Process for Alternative Certification
- ✓ Forsyth Teacher Academy - GaTAPP
- ✓ SREB Teaching to Lead - CTAE Focus

## Professional Development Emphasis

- ✓ Local Pathway Planning
- ✓ Statewide Industry Certification

### Teaching to Lead

*Preparing CTE Teachers for Today's Students*



Collaborate often by industry and related academic standards



Participate in solving authentic workplace problems

Instructional Planning  
Instructional Strategies  
Classroom Assessment  
Classroom Management



Students engage in challenge projects based on competencies



## Statewide Collaboration & CTAE Resources

## No Use of Adjunct Instructors/Licensure



FORSYTH COUNTY SCHOOLS  
*Human Resources*  
Connecting Dreams to Success



# CTAE Leadership

## Primary Role = CTAE

- ✓ Economic Development Focus
- ✓ Extensive Knowledge & Expertise of CTAE
- ✓ Background in Workforce Development
- ✓ Understanding of pathways, career development, and WBL
- ✓ Knowledge of post-secondary and dual enrollment
- ✓ Educational Leadership Certification

## Role of School Counselors = Career Transition Specialists

- ✓ SB401 Investigation Study on Counselor's Role in Grades 6-12

## Local Role of the CTAE Director & Counselors

### CTAE Directors Support...

CTAE Compliance	Budgeting
Curriculum	Purchasing
Equipment	Extended Day/Year
Software	Industry Certification
Advisory Councils	EOPA's
CTSOs	Partnerships
Professional Development	WBL/YA
Facilities	Job Shadowing
Safety	Teacher Externships
Economic Development	Workforce Development



# K-12 "Community" in the Classroom

- ✓ Career Exploration
- ✓ Professional Skills/Soft Skills
- ✓ Career Path Partners
- ✓ Business/Industry Tours & Field Trips
- ✓ Guest Speakers
- ✓ Teacher Externships
- ✓ Local Business/Industry Projects
- ✓ Civic Group Presentations
- ✓ WBL/Internship Programs
- ✓ Job Shadowing
- ✓ CTSO Support
- ✓ Facilities/Equipment & Lab Layouts



Local Connection to  
**Business & Industry**



**Come showcase your business and profession to Forsyth County middle school students!**  
Come share your personal and professional story with area students to an environment where they can ask questions and learn from you about what experience and education is needed for various occupations. Our students are eager to learn about high school and college opportunities for which they are passionate and interested!



## Meeting 1: Industry Needs Assessment

The needs assessment meeting gathered input from key constituencies about the operations, programs, and practices of the FCS CTAE Workforce Forsyth program. Employers and post-secondary were invited to share their local workforce and skill needs.

## Meeting 2: Environmental Scan

The environmental scan identified the landscape of partners, priorities, and programs that would impact Workforce Forsyth. Partners were asked to provide input on current CTAE programs and Workforce Forsyth. The environmental scan involved reviewing labor market, industry, and education data. The group conducted an assessment of the current status of Workforce Forsyth, identifying strengths, weaknesses, opportunities, and threats.

## Meeting 3: Planning Session

For the final meeting, steering committee members came together to develop the key elements of the Workforce Forsyth plan. Here, members set the priorities for moving forward over the next three years. This planning meeting built on the information and data gathered during the prior planning and listening workshops.

# WORKFORCE FORSYTH 2.0

A STRATEGY FOR COLLEGE AND  
CAREER DEVELOPMENT  
IN FORSYTH COUNTY



2018-  
2020



WORKFORCE | CAREER | FORSYTH  
Propelling the Career Pipeline for Forsyth County



Carl Vinson Institute of Government  
UNIVERSITY OF GEORGIA



	Short-Term Strategies	Long-Term Strategies
<b>Priority 1: Marketing &amp; Outreach Plan</b>	Engage with current and potential stakeholders Host a stakeholder showcase	Vertical alignment between elementary, middle, and high school
<b>Priority 2: Build &amp; Evaluate a Soft Skills Program</b>	Establish a K-12 Soft Skills Committee Explore introducing soft-skills in earlier grades	Evaluate programs to ensure they are meeting student needs and industry needs
<b>Priority 3: Build Leadership Capacity for All Students</b>	Engage more students in CTSOs Redefine the role of the counseling staff to best support career-related education	Each school in the district should be offering at least one leadership development program
<b>Priority 4: Grow Partnerships</b>	Update and evaluate existing business partnerships Leverage business partnerships to increase teacher externship opportunities	Develop deeper relationships with business partners





## TIER I

		Needs Improvement	Meets Expectations	Excellence	Evidence of Attainment
1	% of 3rd Year Students Earning Career Pathway Medallion and/or State Career Diploma Seal	<50%	50-75%	>75%	Graduation Medallion Verification Form
2	Industry Certification	No	N/A	Yes	State Industry Certification Process
3	Student Admission into Post-Secondary Institution or Apprenticeship Program (2 year, 4 year, technical college, or military)	<79%	80-89%	90-100%	Documentation of Student Admission
4	CTSO Student Membership	<49%	50-89%	90-100%	Student Membership Roster
5	CTSO Student Participation	<49%	50-75%	>75%	Student Participation Logs
6	CTSO Competition	Region Only	State	Nationals	CTSO Report by Competition
7	End of Pathway Pass Rate	<69%	70-84%	>85%	EOPA Report from CTAE AP/District
8	Advisory Council Meetings	1	2	3	Sign-In Sheets/Agendas/Minutes
9	Teacher with Industry Standard Licensing/Certifications or National Testing (Passing Same Student Certification)	No	N/A	Yes	Valid Certificate/Report
10	CTAE Focused Teacher Professional Development	<29 Hours	30-45 Hours	>45 Hours	CTAERN Records/Local Records
11	CTAE Equipment Inventory Checks (Twice/Year)	No		Yes	District Inventory Review/Sign-Off
12	Active Teacher Involvement in IEP Process & Working with CTI Coordinator for Students with Special Needs	No		Yes	Relationship with CTI Coordinator

## TIER II

		Needs Improvement	Meets Expectations	Excellence	Evidence of Attainment
13	Business/Industry Tours & Field Trips	0	1	2+	Roster of Students Attending/Photos
14	Post-Secondary Tours in Pathway Area	0	1	2+	Roster of Students Attending/Photos
15	Guest Speakers (Industry Affiliated or College Admissions Related; Non-Traditional Careers)	1	2	3+	Photos of Guest Speakers in Classroom
16	Pathway Community Involvement and/or Organized Volunteering Opportunities	0	1	2+	Photos/Press Release
17	Beginning of Year Parent Pathway Letter	No		Yes	Copy of Parent Letter
18	Incorporating Core Curriculum/Working with Content Teachers	No		Yes	Lesson Plans Showing Core Curriculum Incorporation
19	Professional CTE Teacher Organization Memberships	No	Yes	Yes + Committee/Board Member	Proof of Membership from CTAE Organizations
20	Updated Pacing/Scope & Sequence for Each Course	No		Yes	Pathway Planning/Its learning
21	Teacher Externships	No		Yes	Externship Documentation
22	Career Fair Participation	No	N/A	Yes	FCS College & Career Fair
23	Student Reverse Job Fair Participation	No	N/A	Yes	School-Level Employer Visits

## TIER III

		Needs Improvement	Meets Expectations	Excellence	Evidence of Attainment
24	# of Local Business/Industry Classroom Projects	1	2	4+	Photos/Press Release
25	Community/Civic Group Presentations/Demonstrations	0	1	2+	Photos/Press Release
26	Parent Involvement Opportunities	0	1	2+	Flyer or Letter Showing Parents Invited and Pictures of Involvement



# By the Numbers...

System	Student CTSO Membership	Total District Enrollment
Dekalb	16,065	99,253
<b>Forsyth</b>	<b>10,118</b>	<b>48,060</b>
Gwinnett	7,235	179,140
Fulton	7,079	95,114
Clayton	2,583	54,273
Henry	2,487	42,455
Chatham	2,335	37,390
Atlanta Public	1,631	51,662
Cobb	1,629	116,678
Muscogee	1,374	31,569
Cherokee	875	42,178
Richmond	719	30,695

## FOCO Growth

FY14	5,250
FY15	6,225
FY16	6,500
FY17	10,013
FY18	10,118

Forsyth County Schools  
**COLLEGE & Career**  
 DEVELOPMENT

## CTSO Impacts on MS/HS Students

### Forsyth County CTSO's

CTSOs are co-curricular organizations with leadership programs and competitive events which reflect current curriculum standards and competencies for the instructional programs they serve. Teachers infuse the CTSO's activities into the instructional activities, thereby helping students see the real world value of their academic studies.



The mission of Georgia CTE is to provide meaningful leadership and employment experiences for students with disabilities through career, technical and agricultural education courses.  
**Applicable Pathways:** All CTAL Career Clusters and Pathways.



The mission of DECA, an Association of Marketing Students, is to prepare emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe.  
**Applicable Pathways:** Marketing and Management, Fashion Marketing, Sports and Entertainment, Marketing Communications and Promotion, Hospitality and Tourism, Finance, and Business Management and Administration.



The mission of Georgia FBLA is to bring business and education together in a positive working relationship through innovative leadership and career development programs.  
**Applicable Pathways:** Computer Science, Financial Services, Accounting, Entrepreneurship, Human Resources Management, Programming, Web Development, Networking.



The mission of FCCLA is to promote personal growth and leadership development through family and consumer sciences education. Focusing on the multiple roles of family member, wage earner and community leader, members develop skills for life through... character development, creative and critical thinking, interpersonal communication, practical knowledge, and career preparation.  
**Applicable Pathways:** Family and Consumer Sciences, Culinary Arts, Human Services, Education.



The mission of FFA, Future Farmers of America, is to make a positive difference in the lives of young people by developing their potential for premier leadership, personal growth, and career success through agricultural education.  
**Applicable Pathways:** Agriculture Leadership, Animal Science, Plant Science/Horticulture, Veterinary Science, and Agriculture Mechanics.



The mission of FIRST Robotics is to inspire young people to be science and technology leaders and innovators, by engaging them in exciting mentor-based programs that build science, engineering, and technology skills, that inspire innovation, and that foster well-rounded life capabilities (including self-confidence, communication, and leadership).  
**Applicable Pathways:** Engineering, Manufacturing, Mechatronics.



The mission of HOSA is to enhance the delivery of compassionate, quality health care by providing opportunities for knowledge, skill and leadership development for all health science technology education students, therefore, helping students to meet the needs of the health care community.  
**Applicable Pathways:** Diagnostic Services, Health Informatics, Therapeutic Services, Physical Medicine, Biotechnology Research & Development, Sports Medicine.



SkillsUSA's mission is to help its members become world class workers, leaders and responsible American citizens. SkillsUSA is a partnership of students, teachers and industry working together to ensure America has a skilled workforce. SkillsUSA helps each student excel.  
**Applicable Pathways:** Fire Fighting, Flight Operations, Graphic Design, Law and Justice, Transportation, A/V Technology, Digital Animation, Cosmetology, Personal Care Services.



The mission of the Technology Student Association is learning to lead in a technical world. TSA enhances personal development, leadership, and career opportunities in STEM, whereby members apply and integrate these concepts through intracurricular activities, competitions, and related programs.  
**Applicable Pathways:** Energy Systems, Engineering, Manufacturing, Mechatronics.



# Marketing & Outreach

## Statewide: Change Perceptions of Career-Focused Programs

### Local Concerns:

- ✓ “College” vs. “Career”
- ✓ CTAE for ALL Students
- ✓ Community Support
- ✓ Marketing/Branding of Programs
- ✓ Stigma Associated with Career/Tech
- ✓ Importance of Industry Certifications
- ✓ Unintended Consequences of Alignment



## CTAE Branding & Community Perception





Forsyth County Schools

**COLLEGE** & *Career*  
DEVELOPMENT

CHOOSE FORSYTH