

# NYS P-TECH Orientation

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WEBINAR #4: RECRUITING STUDENTS



# Target Student Population

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From the RFP:

“The program is also designed to increase opportunity and access to postsecondary education for academically at-risk, disadvantaged populations of students”

Put another way:

We recruit students, regardless of academic preparation, who, but for NYS P-TECH, would have no post-secondary plans.



# At-risk, Disadvantaged Populations - Defined

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- Attendance Issues and/or truancy
- Economically Disadvantaged
- English Language Learner (ELL)
- Familial Lack of Academic Achievement
- Individuals with Disabilities
- Unsatisfactory Academic Achievement
- Family Support Issue

NOTE: Students can only enter NYS P-TECH in the 9<sup>th</sup> grade



# Potential Students

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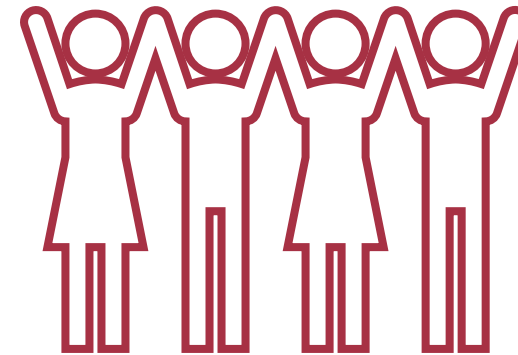
- Aim for a heterogeneous group; this is not a traditional Alternative School
- Seek out students where P-TECH can make a difference
  - First generation college goers
  - Middle schoolers with challenges who can't imagine themselves as college material
  - Bored middle schoolers who are ready for a challenge and seeking relevance
  - Students lacking family supports
  - Hands-on learners and those having difficulty with traditional classroom
  - English Language Learners
- The model may be an opportunity for students with an appropriate IEP
  - Make sure the student receives all services in the IEP, including in college courses
  - Identify all services available on campus
  - Coach and support students to self-advocate and navigate the college's offerings



# Audiences & Messaging

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- District Leadership
- Middle School Principals
- Middle School Guidance Counselors
- Parents
- Students



# Activities & Events

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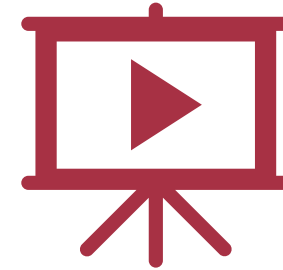
- Meet with leaders of all participating school districts
- Visit all participating middle schools; meet with Guidance Counselors
- Invite Guidance Counselors and other decision makers for School Tours
  - have a student from their district conduct the tour
- Conduct Open Houses to answer parent and student questions
- For new schools - arrange an opportunity to visit an operating NYS P-TECH
- Offer presentations at each middle school – for students, parents, faculty
- Make all materials and applications easy to access
- Participate in any career or high school fairs



# Materials

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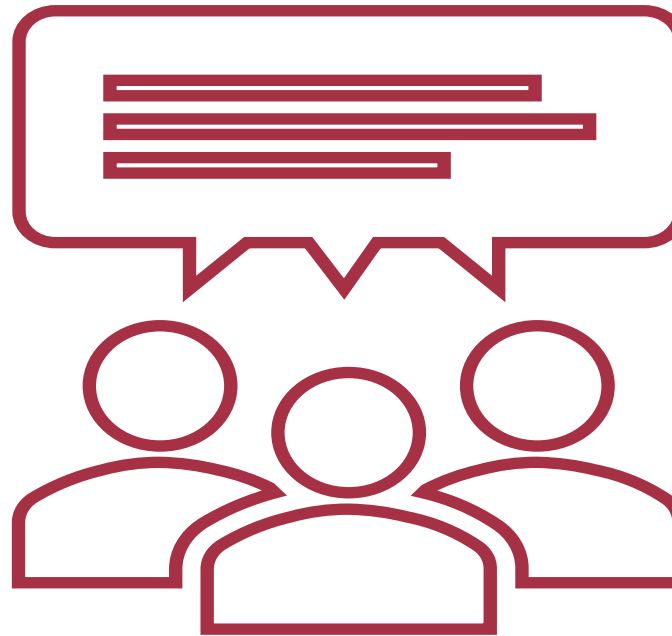
- Trifolds & Brochures
- Invitations
- Video
- Web Site



# Best Recruiters

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- **Students**
- Employer Partners
- College Partners





# Match the Message to the Stakeholder:

## Parents and Students

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- No-cost college degree covering textbooks, fees, transportation, etc.
- Public financial aid (TAP and Pell grants) still available for later use
- Work-based learning, first in line for jobs
- No-cost college degree covering textbooks, fees, transportation, etc.
- Additional services and support so students are prepared to succeed in college
- Set Expectations – 6 year program and will meet high standard of performance to meet college and career ready benchmarks; participate in extended day and summer programming



# Match the Message to the Stakeholder: School District Staff

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- Opportunity to expand the district's portfolio to meet more students' needs
- Students will count towards the host district's graduation rate
- Students will earn the 2.0 College, Career, and Civic Engagement Rating for Accountability
- Cost effective for Component Districts participating in a BOCES-led program



# Match the Message to the Stakeholder:

## Other Tips

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- Listen to questions to shape presentations
- Share success stories from students and testimonials from college and employer partners
- Highlight examples from the host school
- Make it competitive: This is an opportunity and a privilege



# Common Questions

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- Can students still walk in high school graduation?
  - YES
- Will they be able to participate in extracurricular activities?
  - Depends on the program, but they will have unique access to work-based learning, internships, etc.
- Will they be able to take electives?
  - This program is a guided pathway focused on completing the high school diploma, AAS degree, and work-based learning. There will be options for students to explore individual interests throughout, but not a wide range of electives courses.
- Will they get an Advanced Designation?
  - The AAS degree is much more relevant and valuable in the labor market and in college applications.
- Will they be able to participate in sports?
  - There will be limited opportunities for HS team sports. They will not be eligible for NCAA teams.
- Will their college credits transfer?
  - All college credits will transfer within the SUNY and CUNY systems.
  - If a student changes majors, some courses may count as elective credit but not fulfill requirements.



# Thank You!

WEBINAR #4: RECRUITING STUDENTS

IS PART OF THE SIX WEBINAR SERIES: NYS P-TECH ORIENTATION

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