

College Messaging: A Teacher Guide

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Theme 3 WIP

Quick-Write

You'll have 30 seconds to think and respond to this prompt.

Think back to when you were 17 or 18.

What message(s) did you hear about college/university? Write down *anything* that comes to mind. There is no right or wrong answer.

Messages We* Hear

- “The SATs are the most important part of the college process.”
- “It’s so expensive to go out of state for school.”
- “You have to take APs if you want to get in there.”
- “You should get a degree in Business, not Art. There’s no money in being an artist.”
- “Bunker Hill Community College is free. It’s smarter to go there for two years.”
- “Are you sure you want to go there?”
- “You won’t get into that elite school.”

*More on “we” in two slides!

The Issue

We can't expect students to successfully design their path towards a healthy, full life if we limit their opportunities as they exit their years as "children" and move into "adulthood".

When teachers express limiting beliefs or narrow perspectives about opportunities beyond high school, they can:

- **Damage student's self-concept**
- **Stop students from achieving potential goals**
- **Hinder students from finding new types of paths towards successful lives**
- **Increase the number of barriers students have towards attending a college or university**

Our Proposal and Context

- #EmbraceTheStruggle is a primarily student-led group at a large 6-12 pilot high school in Dorchester serving primarily Black and Brown students who are mostly from low-income backgrounds
- We work to address multiple issues of equity within our school
- As the faculty advisor, it's my role to address issues with other faculty
- In that regard, this year, we're focusing on a project to create professional development and a handbook for educators about college messaging

Process/ Product

1. Discuss with students what messages they've received about college (complete, 2016-2017)
2. Interview expert faculty about college messaging (complete, fall 2017)
3. Conduct research on college messaging in fall 2017
4. Draft handbook by spring 2018
5. Review handbook with expert faculty by summer 2018
6. Develop professional training over summer of 2018
7. Implement training and disseminate handbook in fall 2018

The Handbook

Working towards several strands of content:

- ☐ Basic college process information
- ☐ Presenting the myriad pathways towards a successful career
- ☐ Ways of talking to students about college & career
- ☐ Suggested resources