Bryan Contreras, MyOptions
VP, K12 & Education Partnerships

Developmental Approach to College & Career Counseling

What is myOptions?

MyOptions, a non-profit organization, is the nation’s largest free, voluntary college and career planning program. We offer free assistance and valuable resources to students, families, mentors and administrators nationwide.

Warm up….

Think about your personal post-secondary education/ workforce decision.

What were the factors that influenced your decision?
Who were the people that influenced your decision?

Context of Our Family's Educational Experience

Depending on their family's educational experiences students can be placed on very different paths that require different support systems.

Our Educational Philosophy

We are a team of educators who believe in serving students first, while also providing district leaders, educators, and outreach program coordinators the power to transform the way they engage and support students.

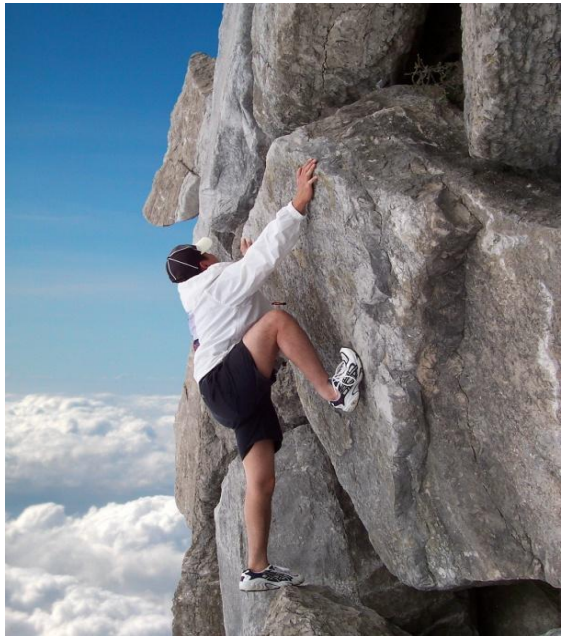
At myOptions, we encourage ALL students to dream as big as possible, and know that those big dreams will eventually transform the 21st century.

Empower students and families with data
Foster and build student agency
Help to develop educated decision makers
Provide opportunity to exercise executive thinking skills

Our Educational Philosophy

College and Career Success Skills

Post-Secondary planning IS TOO STEEP A CLIMB BY FOCUSING ON A SINGLE POINT IN TIME…



…INSTEAD, IT REQUIRES BACKWARDS PLANNING TO SET UP PATH FOR SUCCESS

National Reach and Impact

- **2 out of 3** U.S. students participate in myOptions before they leave high school.
- Each year, **6 million** students participate in the myOptions program.
- Annually, over **2 million** new 8th – 12th grade students register for the program.

- About **95%** of public and private high schools (over 20,000) participate.
- Over **70,000** educators volunteered their time to encourage these students to register.
- Most 4YR non-profit colleges (1900) use myOptions to connect with students.

With a Suite of Tailored Experiences

myOptions™

The myOptions program…

- serves students, educators and mentors.
- provides a mobile app for students.
- delivers personalized college and scholarship information.
- produces reporting and progress monitoring tools for educators.

myCollegeOptions

myCareerOptions

myMajorOptions

myScholarshipOptions

Our Approach

myOptions™

Step 1
Create a Preference Profile

Students start by identifying all of the features they are looking for (or want to avoid) in a school.

Step 2
Take Preference Quizzes

Students can take fun quizzes to help identify the ideal types of schools for them.

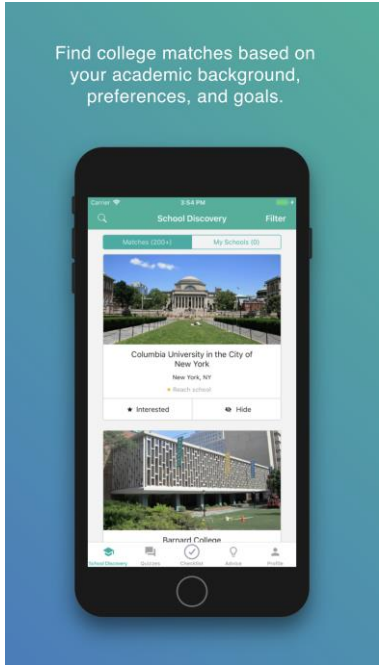
Step 3
Discover Schools

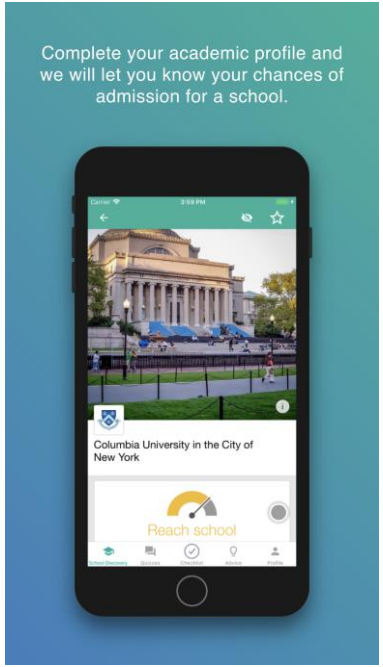
Students can then view a customized list of schools with each school categorized as a Reach, Target, or Likely school based on their academic profile. They can save schools to their profile to revisit.

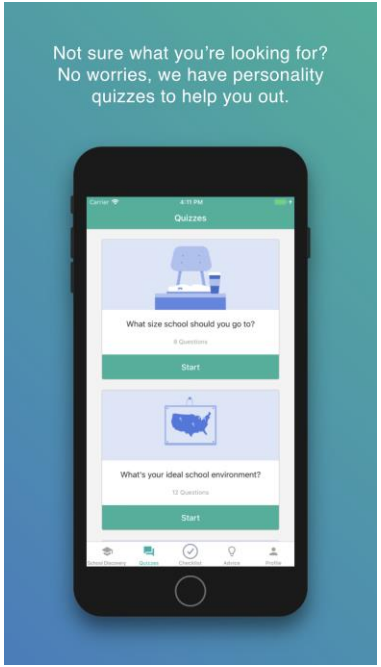
Step 4
Get Advice

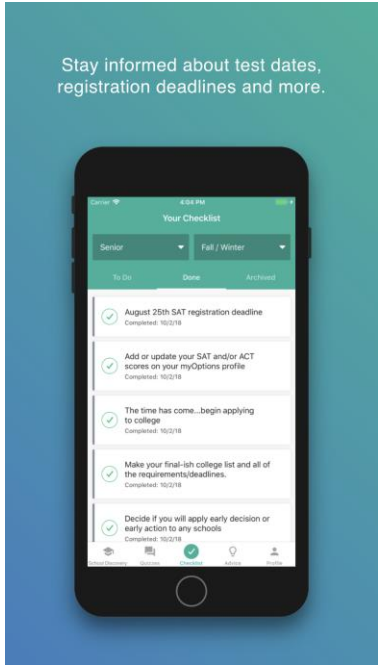
Students can access over 400 free lessons to learn how to improve their chances of acceptance.

Mobile App for Students



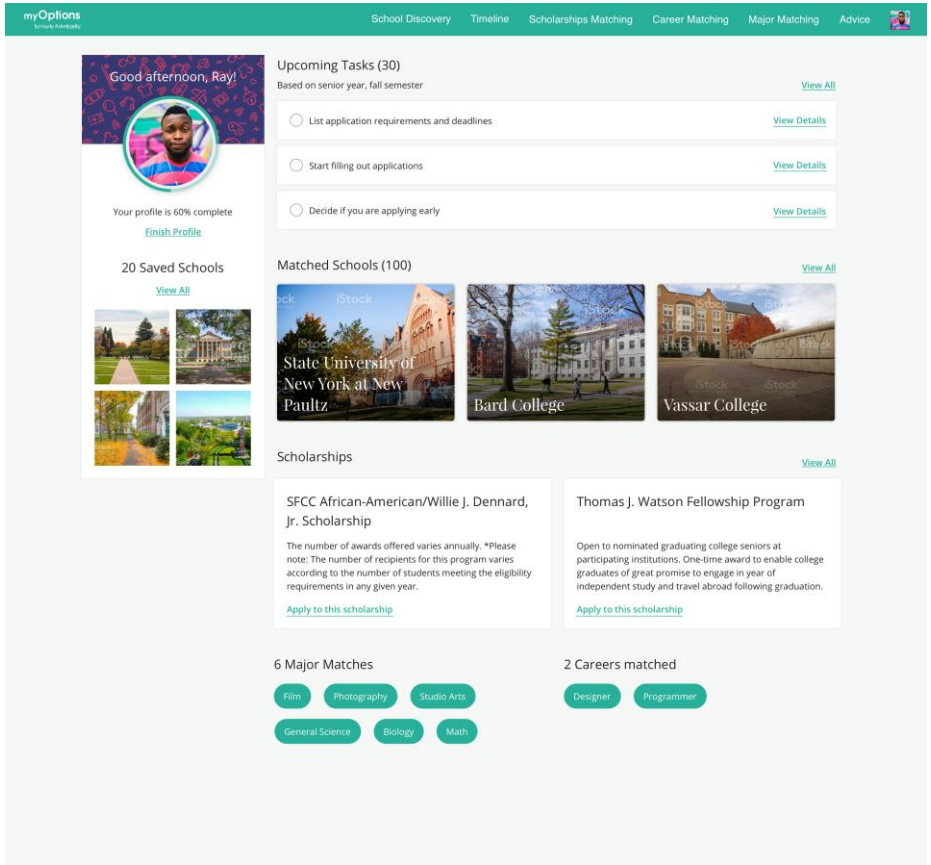






Web Based Student Experience

myOptions™



Web Based Student Experience

myOptions™

myOptions
formerly AdmitMedy

School Discovery | Timeline | Scholarships | Career Matching | Major Matching | Advice

My Profile

Fill out your profile below to help us match you with schools.

About Me | High School | Activities | College

My Info

First Name*: Ray

Last Name*: Nelson

Gender*: Male

Birthday*: October 15, 1999

Address

Address*: 123 Plaza Place

Apt # / PO Box:

City*: Lower Merion

State*: Pennsylvania

Zipcode*: 19010

Prefered Parent's Info

First Name: Nancy

Last Name: Nelson

E-Mail Address: nancy_nelson@gmail.com

Phone Number: 123-333-33333

Either parent attened college?: Yes

GPA

3.6

GPA Scale: 4.0

Best SAT scores

Math	Reading	Writing
730	620	710

Out of: 1600 | 2400

Best PSAT scores

Math	Reading / Writing
430	530

Best ACT scores

English	Math
28	27
Reading	**Science**
20	30

Web Based Student Experience

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My tasks for senior year fall semester

View: Incomplete Tasks

Sort by date

- Decide if you are applying early
- Review application requirements and deadlines
- Sign up for the Common App for schools that require it
- Begin college applications
- Review your social media accounts
- Begin drafting college essays
- Request letters of recommendations
- Retake the ACT / SAT if you need to
- Begin FAFSA application
- Fill out any additional school specific scholarship applications
- Follow up with teachers about letters of recommendations
- Submit applications

Review application requirements and deadlines

Details:

Make a list of all the colleges you will apply to and the application requirements/ deadlines and keep track of progress towards application requirements.

Template:

Application progress template

Notes

Preference Profile

Identify what is important to you

What do you care about?

Select all that apply

- US Location
- Degree Program
- Major
- Student Population
- Campus Setting
- Gender
- Racial & Cultural Affiliations
- Sports
- Walkability
- Weather

Continue

Preference Profile

Major | Campus Size | Campus Setting | Sports

Location, location, location! Your dream school's location is based on

A state or region

Distance from home

Skip this question

Preference Profile

Campus Size *Campus Setting* *Sports*

Not sure? How about a size you **don't** want?

Select all that apply

Very Small
less than 1,500 students

Small
1,501 to 3,999 students

Medium
4,000 to 7,999 students

Large
8,000 to 14,999 students

Extra Large
15,000 students or more

Continue

Search for schools

Seton Hill University

- Safer

Add To My Schools | Hide

Wheaton College

- Safer

Add To My Schools | Hide

Daemen College

- Safer

Add To My Schools | Hide

Oberlin College

- Safer

Lafayette College

- Safer

St Lawrence University

- Safer

Search for schools

Tennessee State University

Nashville, TN http://www.tnstate.edu

Are you going to apply here?

Like

https://myoptions.org/schools/tennessee-state-university-221838

Checking for understanding

By the end of 5th grade…
By the end of 8th grade…
By the end of 12th grade…

If a student is to be successful in high school and beyond, what will our students and families need to know? Be able to do?

How would you describe the mindsets of families towards their child's college and career success?

Comprehensive Approach: College Readiness & College Knowledge

myOptions™

College Readiness

"College readiness can be defined as the level of preparation a student needs in order to enroll and succeed- without remediation- in a credit bearing general education course at a post secondary institution that offers a baccalaureate degree or transfer to a baccalaureate program."

- David T. Conley

College Knowledge

"Students need specialized information in order to access the college admission system. High schools are responsible to make this information available to all students, not just those that seek it out. It is the function of the college counselors and all of us to embed this information into the routines and requirements of the school."

- David T. Conley

Conley, David T. (2010). *College and Career Ready: Helping All Students Succeed Beyond High School. San Francisco, CA: Jossey-Bass.*

Pulling Back the Curtain in Post-Secondary Counseling

Six Critical Competencies

1. Demonstrate basic knowledge of and sensitivity to the scientific, theoretical, and contextual issues surrounding the **psychological processes** that support college going.

2. Demonstrate basic knowledge of how **sociological concepts** about the context and relationships influence college & career intentions, behaviors, and readiness.

3. Demonstrate beginning knowledge of **microeconomics**, especially related **human capital models**.

4. Demonstrate knowledge of **educational reform policies** designed to support college readiness.

5. Articulate knowledge regarding higher education and related **research**.

6. Demonstrate knowledge and application of **family engagement**.

Savitz-Romer, Mandy & Bouffard, Suzanne. (2012). *Ready, Willing, and Able*. Harvard Education Press.

Deploying a range of reports to help foster and develop “contextual skills” over time..

myOptions™

	MIDDLE SCHOOL	HIGH SCHOOL	COLLEGE
	Preparing for and successfully transitioning to HS	*Sustaining success in HS and managing college selection process*	*Successfully transitioning to, persisting in, and graduating from college*
Social & academic integration	Staying connected		
	Tracking progress, attainment & support		
College affordability	Financial literacy & college planning		
	Support in pursuing financial aid		
Right match	High school plans/ courses	High school advising	
		College counseling	College support & advising
	Career awareness		

...and we are creating a way of tracking leading indicators to measure how these programs drive student success and goal achievement.

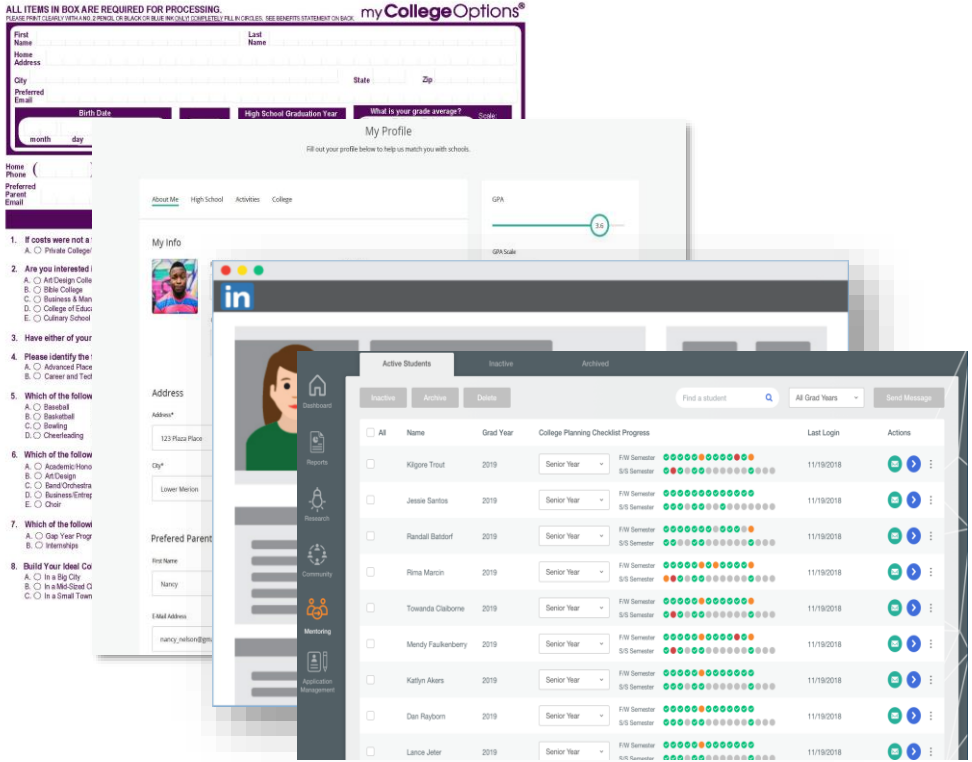
myOptions™

MIDDLE SCHOOL	HIGH SCHOOL	COLLEGE
Preparing for and successfully transitioning to HS	*Sustaining success in HS, plus managing college selection process*	*Successfully transitioning to, persisting in, and graduating from college*
MS to HS	**HS to college**	**College**
100% of students complete their **PLP and HS academic plan** by end of 8th grade.	100% of the top half of the class **accepted to at least one selective** college.	75% of alumni who graduate **have verified their enrollment college.**

Detailed Reporting and Tracking

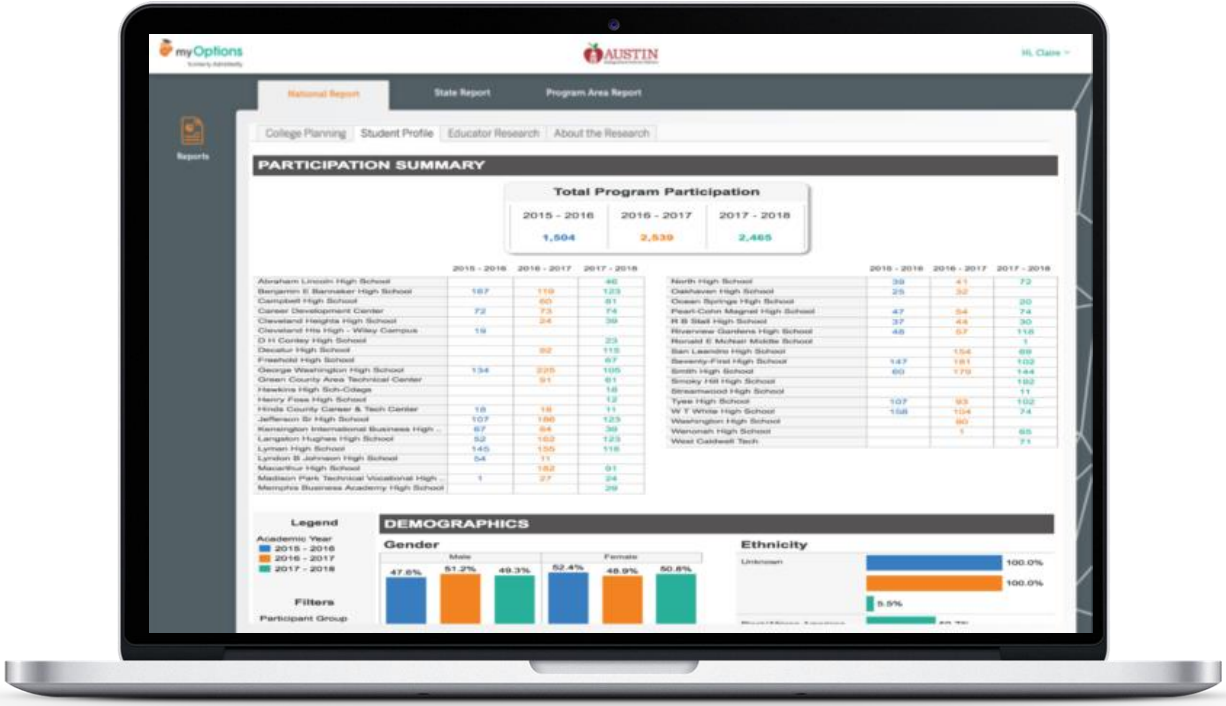
Driven by a Range of Direct Sources & Engagement Channels

- In-School Paper Registration for Students
- Online Registration for Students
- *Tracking Post-Secondary Outcomes*
- *Reports for Progress Monitoring Student Tasks & Activities*



MyOptions Educator’s Platform

- **myOptions provides powerful, interactive reporting tools to educators & program leaders**
- Illustrate number of students registered for myOptions annually by school and program
- Allows you to make informed decisions on student support and program impact
- Track total students that have participated since partnership launch
- Visualize student participation by state
- Provides descriptive and comparative reports for your students and their near peer groups
- Connects verified college and career outcomes to your participating students



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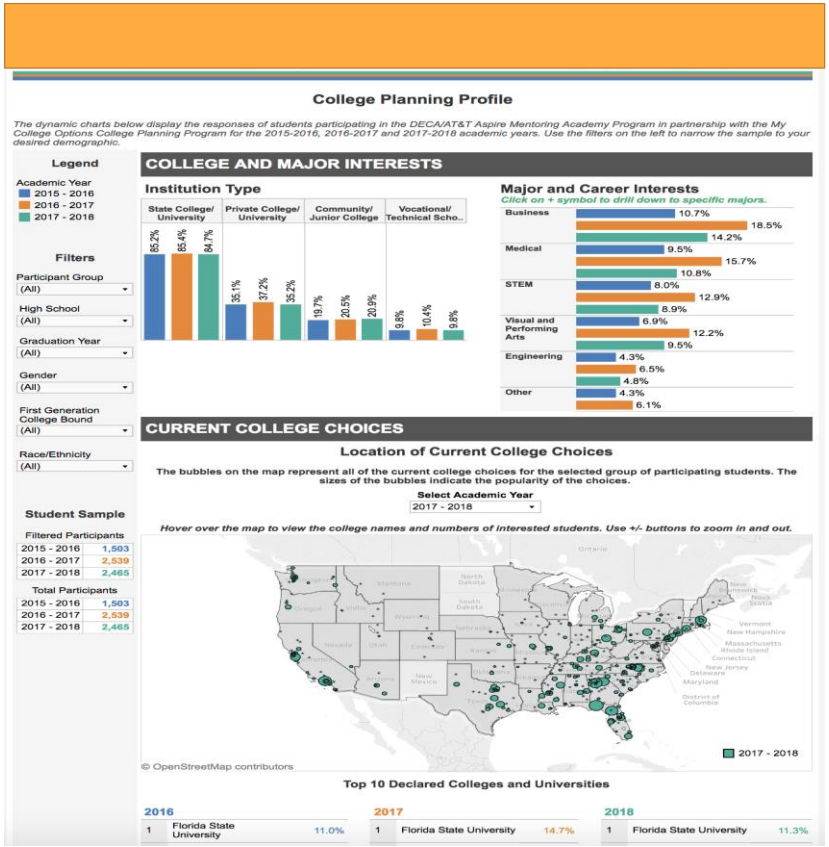

National Education Partners

myOptions™

AASA THE SCHOOL SUPERINTENDENTS ASSOCIATION

Association for Career and Technical Education ACTE

FBLA·ΦBA

ACTFL AMERICAN COUNCIL ON THE TEACHING OF FOREIGN LANGUAGES

DECA

SHAPE America SOCIETY OF HEALTH AND PHYSICAL EDUCATORS™ health. moves. minds.

COLLEGEOPTIONS FOUNDATION®

NABSE

NCSS National Council for the Social Studies

FCCLA Family, Career and Community Leaders of America The Ultimate Leadership Experience

nafme National Association for Music Education

Hispanic Heritage FOUNDATION

STEMconnector

TEACH.ORG

MAA MATHEMATICAL ASSOCIATION OF AMERICA

NACCAP North American Coalition for Christian Admissions Professionals

SkillsUSA®

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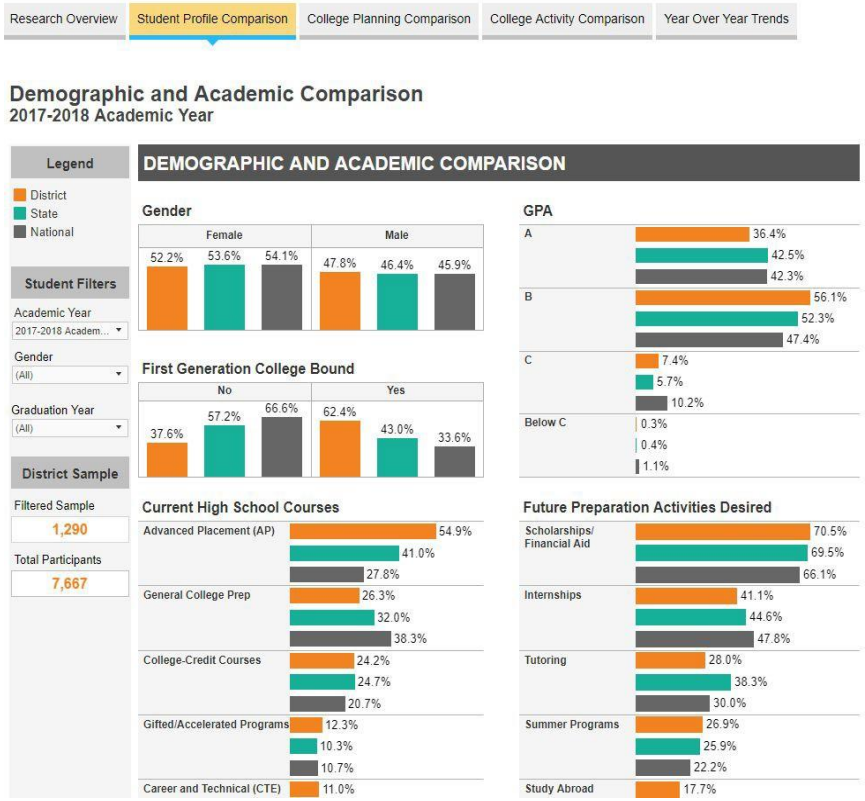

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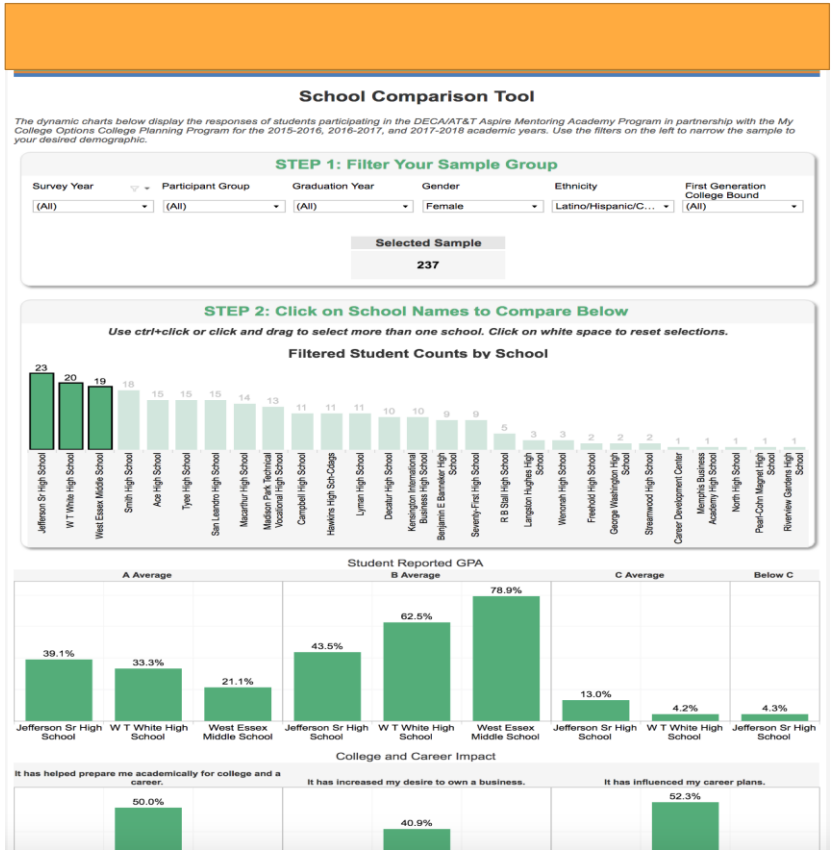
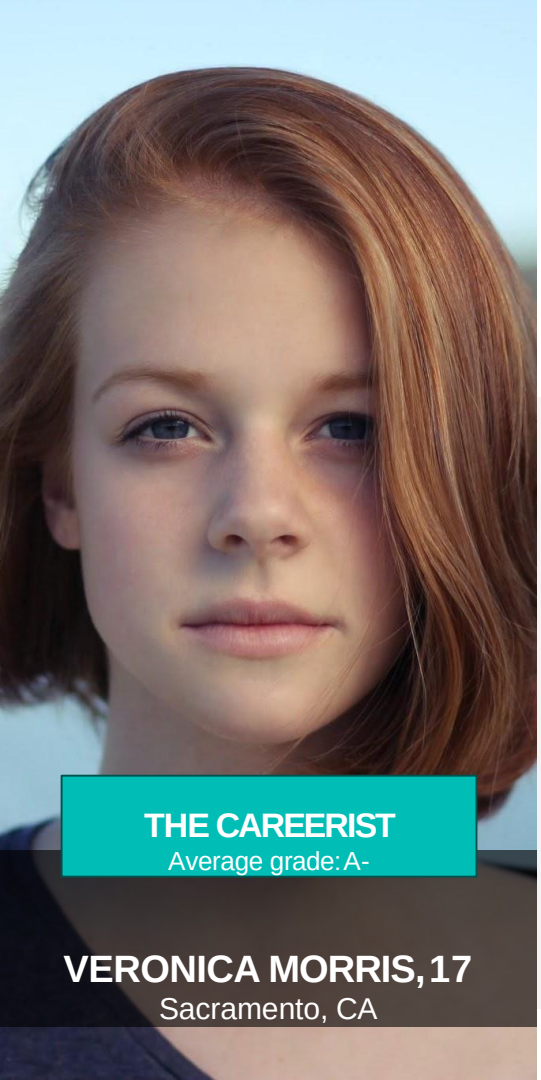


Thank You.

Bryan Contreras
Vice President, K12 & Education Partnerships
Bryan@myoptions.org



THE CAREERIST
Average grade: A-

VERONICA MORRIS, 17
Sacramento, CA

LIFESTYLE
Veronica is an extremely hard worker. When she's not at school, she's working at the local grocery store, at the library checking out the newest fiction book, or helping her younger siblings with their homework. She values her time with her family and wants to be a positive role model for her brother and sister. In the summer, Veronica works as a babysitter - saving as much as she can.

COLLEGE GOALS
- Wants to get the most bang for her buck
- Wants to have a traditional college experience (study abroad, sororities, etc.)
- Wants to be set up for success with a degree that will get her a job

CORE NEEDS
- Post-graduation stats on student careers
- School prices and scholarship help
- Work/study in school

PAIN POINTS
- Frustrated that all of the "best" schools cost more money than she can afford

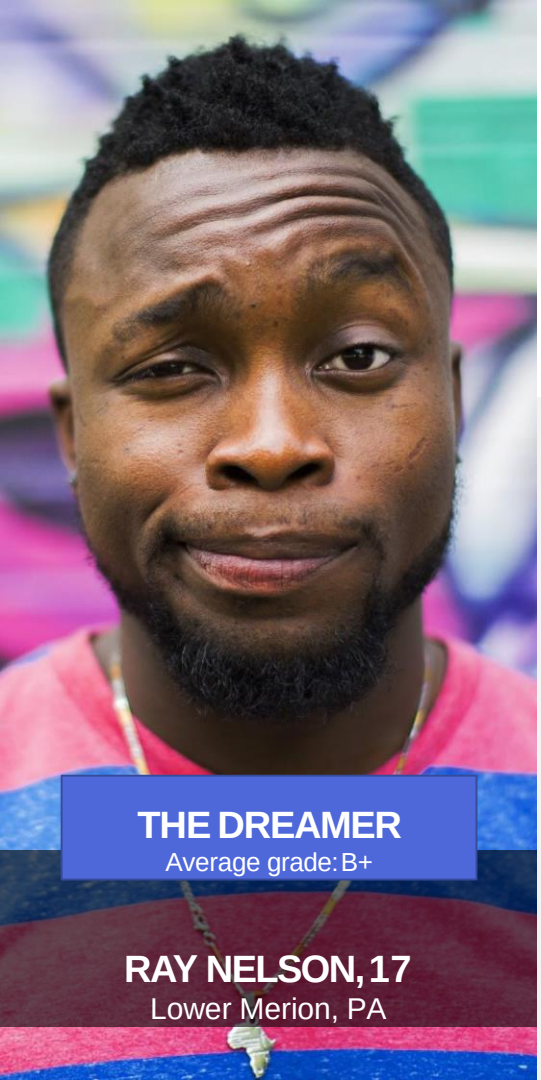
THOUGHTS ON HIGH SCHOOL
Veronica loves her high school. She takes as many AP and Honors courses as she can. She doesn't know what she wants to do when she graduates high school - other than going to a good college which will help her get a high paying job.

QUOTE
"Keep calm and carryon"

Journey 1

Career Selection →

Major Exploration → College Discovery



THE DREAMER

Average grade: B+

RAY NELSON, 17

Lower Merion, PA

LIFESTYLE

Ray is all about self expression and never saying no to new experiences. His favorite pastime is shopping -- although he'll never admit it! He always refines his style - and shares all his journeys on Instagram. Every year he goes on vacation with his family for 2 weeks - usually in the Caribbean.

COLLEGE GOALS

- Find himself in college
- Find the right college fit
- Meet new people and build friendships

CORE NEEDS

- Applying to college must be easy and painless
- Needs help narrowing down colleges

PAIN POINTS

- Doesn't want to read content on every college
- Does not know where to start when applying to colleges
- Does not know what major he wants to study

THOUGHTS ON HIGH SCHOOL

Ray is a jack of all trades when it comes to academics. Although he would rather hang out with his friends and play basketball, he maintains a good GPA, which he doesn't work hard to attain. He is interested in all subjects and doesn't have a favorite, but he can't wait to learn more about everything in college.

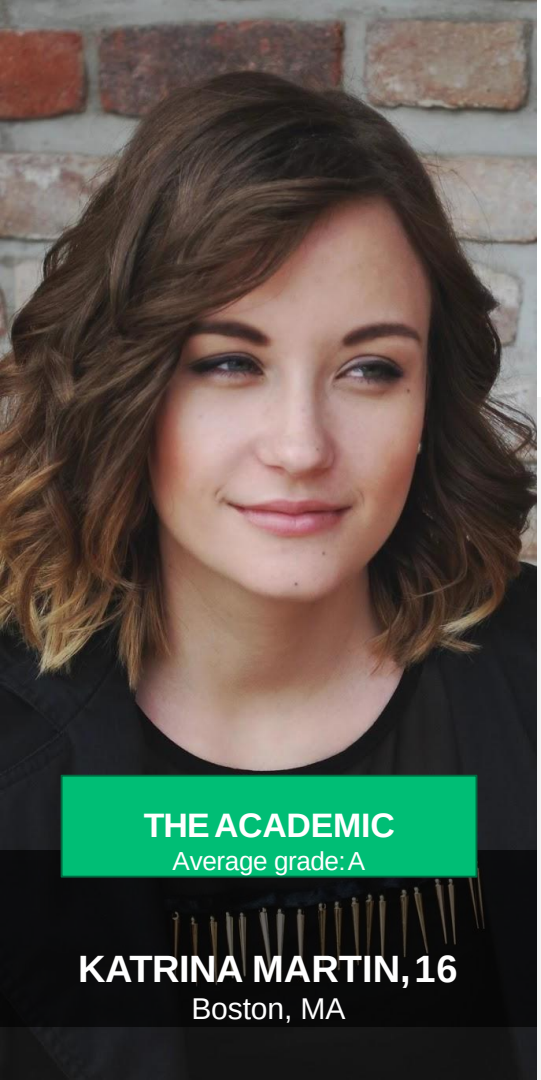
QUOTE

"The world is your oyster"

Journey 2

College Discovery →

Career Discovery → Major Exploration



THE ACADEMIC
Average grade: A

KATRINA MARTIN, 16
Boston, MA

LIFESTYLE
Katrina is a real go getter. She works as hard as she plays. She wakes up at 6am to go to swim practice, and doesn't get home until after her slam poetry group at 8pm. Since a young girl, she has been obsessed with marine life and works at the local aquarium on the weekends as an assistant trainer. On top of everything, she is studying to get a trainer's certificate.

COLLEGE GOALS
- Go to the best possible school for her passion
- Go to a school that she fits into socially
- Go to graduate school

CORE NEEDS
- Needs help associating specific careers with her passion
- Needs to know what college has to offer (socially and extracurricular)

PAIN POINTS
- Hard for her to find the right college without knowing what her intended major is

THOUGHTS ON HIGH SCHOOL
Katrina loves being an academic. She plans on going to grad school after college - and is working hard to maintain a high GPA and be active in her high school to help her get there. She has a passion for marine biology, but is still undecided what about the subject she wants to dedicate the rest of her life to: research, teaching, deep sea creatures or common encounters.

QUOTE
"You can sleep when you're dead"

Journey 3

Major Selection →

College Search → Career Exploration