Trillium Lakelands District School Board

Secondary School Pathways to Success

“We’ve Got You Covered”

2014 NSPRA National School Communication Awards
Gold Medallion Awards Entry
Special Communication Project

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Communications Manager
SYNOPSIS

The transition to high school can be challenging for parents and students alike. Trillium Lakelands District School Board (TLDSB) in central-east rural Ontario, Canada wanted to find a way to make this transition, as well as other transitions in a student’s journey through the education system, a better experience.

The Secondary School Improvement and Student Success Department worked with the TLDSB Communications Department to develop a program that would assist in transitions to secondary school. A second component to the program will be to assist students in grade 10 to determine their “pathway” choice for senior level grades.

A Secondary School Pathways to Success program was developed after careful review of perceptions, beliefs, and behaviours of students and staff at both elementary and secondary schools. The program includes a “We’ve Got You Covered” campaign to reinforce the message that any question raised and any opportunity requested will be “covered.”

The program also includes the implementation of “Pathways to Success” newsletters and information flyers for education staff.

A number of strategies have been implemented to address the needs of specific audiences. This includes intermediate grade teachers who do not know what is offered at high school, grade 8 parents who have a preconceived notion based on their own experience of high school, and grade 7 and 8 students who are curious and perhaps scared about the prospect of secondary school.

The Pathways to Success program is a year-round communication program with various components added as time and resources allow. This first year the focus has been on the “We’ve Got You Covered” campaign launch as well as information pieces for education staff.

While the program is in its initial stages there has been some evaluation that indicates positive results.
Program Summary

RESEARCH

Situation Analysis – Student Success is an Ontario Ministry of Education initiative to improve the learning experience for Grade 7 to 12 students by providing more high-quality course options inside and outside of the classroom and more one-on-one support when students need extra help.

Trillium Lakelands District School Board has developed the following Pathways to Success initiatives:

1. Specialist High Skills Major program
2. School-College-Workplace (Dual Credit) program
3. Cooperative Education program
4. Advanced Placement program
5. Ontario Youth Apprenticeship program
6. International Baccalaureate program
7. French Immersion or Extended French program
8. Physically Active Living program

For the past several years each secondary school in Trillium Lakelands District School Board has worked to develop the above programs and encourage students entering high school to choose a path which will lead them to university, college, apprenticeships, or the workplace after graduation. Most TLDSB students study at the applied or academic level or a combination of the two. Locally developed programs are provided to students that would not be successful in an academic or applied program.

At the central office level a number of brands have been developed to assist schools in creating messages about individual programs. Each school has made efforts to brand the Pathways approach within their school culture.

There are a number of provincial youth-centric websites available to students including the following:

Youthconnect.ca – Developed by the Ontario Government is a site helping students to figure out what they’re going to do after high school – careers, summer jobs, etc.

Research - Anecdotal evidence gathered through conversations with staff members at both elementary and secondary Trillium Lakelands District School Board schools indicates the following:

- There are many myths held by some parents and elementary teachers about the high school experience. Many feel that there is considerably more homework in high school than in elementary school. Others believe that special needs students will not be able to follow their IEP (Individualized Education Plan) once they are in secondary school.
- Some secondary teachers think that if a student’s elementary school experience had been better that student might do better at high school.
Many elementary teachers and parents remember the “general or advanced” options for high school. There is a belief that this type of system still exists – that if you are in a “general” program you are destined for college, in an “advanced” program you are destined for university.

Parents want to make sure that there are positive influences at high school so want their child to be with other high achievers which drives their request for registration in academic classes.

These indications are subjective and require verification by surveying students, parents, community members, and both elementary and secondary staff members.

In January 2013, a focus group study was conducted to reflect on the importance of transitions. Please see section 1 for more information.

A 2009 study by Peel District School Board provided us with secondary data confirming attitudes similar to those predicted through informal anecdotal research in TLDSB. The Peel study had many more families to draw on as they are a much larger school board with more available resources. The key findings section of the “Student Success/Learning to 18 Pathways Study” provided us with much needed data that confirmed the anecdotal research we had obtained. Specifically: Factors influencing students career/life choices; Planning career/life pathways; Knowledge of course requirements; Information required for career/life planning; School-based support offered to students; Students intentions following secondary school; and Thoughts about school and education. 1

At the outset of our research the only way that elementary students, parents, and staff could obtain information about high school was through individual high school websites or by contacting the local high school directly. Further investigation in how Pathways programming is messaged in secondary schools uncovered inconsistencies across the board in opportunities for students. There was not a common experience for each family of schools within the school board. There was no central communication of Grade 9 information nights – these have been entirely messaged by each individual secondary school through the associated family of elementary schools.

A review of all TLDSB secondary school websites indicated inconsistent school by school messaging. In reviewing items that would be of interest to parents of students preparing for high school, the review looked for grade 9 orientation information, pathways programming information in general, and specific pathways programs. There are seven secondary schools in Trillium Lakelands District School Board and there is inconsistent information on every website.

Data was needed on the percentage of grade 8 parents and students who typically attend Grade 9 orientation evenings but secondary principals have typically not counted the number of participants. Secondary schools tended to send staff out to the grade 8 classes in their family of schools and left it up to the elementary schools to inform parents about winter orientation events.

There are three transition opportunities for gaining the attention of parents and students – the grade 6 to grade 7; grade 8 to grade 9; and possibly grade 10 to grade 11. These are the times when students must either begin to consider or make decisions about the pathway they will choose for their senior high school years.
A communication campaign that provides a consistent message and brand for all TLDSB schools will help to dispel myths and provide much-needed information to elementary teachers, Grade 6, 7, and 8 students, and parents of students of all ages.

ANALYSIS/PLANNING

Communication Goal

All TLDSB stakeholders – students, staff, parents, and community members – know and understand the variety of pathways available to all students to ensure success.

Audience

PRIMARY AUDIENCE: Staff – elementary principals, secondary principals, grade 6 to 10 teachers, regional Pathways consultants, secondary curriculum department, elementary curriculum department; Students – Grade 6, 7, 8 students, grade 9, 10 students; Parents – parents of grade 8 students; and Community Members – local small businesses

SECONDARY AUDIENCE: Staff – all elementary and secondary teachers, central office staff; Students – all elementary students, all secondary students; Parents – parents of grade 6, 7 students; parents of grade 9, 10 students; all parents; Community Members – community agencies; chambers of commerce; service clubs; churches; Ministry of Education – provincial, regional; Media – local, provincial

Objectives

- **Staff** Objective 1: All TLDSB elementary principals will be aware of all options available to students transitioning to high school and will share with staff by September 30, 2013.
- **Staff** Objective 2: Grade 6 to 10 teachers will be aware of all options available to students in grades 6 to 10 by June 30, 2013.
- **Staff** Objective 3: Eighty percent of all grade 6 to 10 teachers will have provided information about options to all grade 6 to 10 students by June 30, 2013, 100% by December 2013.
- **Staff** Objective 4: Eighty percent of grade 8 teachers will have provided information about options to all grade 8 parents by December 2013.
- **Student** Objective 1: Sixty-five percent of grade 8 students will be able to articulate which pathway they need to accomplish their career path in high school by June 2014.
- **Student** Objective 2: All grade 6 and 7 students will be provided with opportunities to begin to understand the pathways available to them by June 2014.
- **Student** Objective 3: Fifty percent of grade 9 and 10 students will be aware of all pathways options available to them by June 2014; 100% by June 2014.
- **Parent/Guardian** Objective 1: By February 2014 all parents attending Grade 9 orientation evenings will be aware of all pathway options available to secondary school students and how to obtain more information.
• **Parent/Guardian** Objective 2: By June 2014 all grade 6 to 10 parents will be aware of all pathways options available to secondary school students.

• **Community Members** Objective 1: All related community agency partners are aware of pathways programming options at secondary school by June 2013.

• **Community Members** Objective 2: All current businesses involved in cooperative education and apprenticeships will be aware of all options available to secondary school students by June 2014.

**Strategies**

- Strategy for staff objectives 1,3,and 4 – Develop an “Introduction to Pathways” package
- Strategy for staff objective 2 – Transition to high school information sharing
- Strategy for student objective 1 – New website
- Strategy for student objective 2 – Grade 6-7 focused package
- Strategy for student objective 3 – Package for grade 9 and 10 Careers & Civics classes
- Strategy for parents objective 1 – Grade 9 information nights for grade 8 students and parents
- Strategy for parents objective 2 – November parent-teacher interviews
- Strategy for community members objective 1 – Information package

**Communication Message**

The term “We've Got You Covered” was used in all messaging. This phrase was used in response to a number of questions generated by our various publics. What do you want to be? What do you want for your child? What do you need to know? ... We’ve Got You Covered.

**COMMUNICATION TACTICS AND TOOLS**

**Staff:**  We’ve Got You Covered brochure; Introductory principals meeting presentation; Website promotion; Summary sheet of information for teachers; Pathways to Success newsletters; Discussion template for teachers; Script template for November grade 8 parent-teacher interviews

**Students:**  Website promotion; Classroom discussion; We’ve Got You Covered brochure; We’ve Got You Covered banner; We’ve Got You Covered poster; Pathway consultant visits; Facebook page updates; Twitter updates; Video upload to website

**Parents:**  We’ve Got You Covered brochure; School newsletter messages; Info card distributed at grade 9 information events; Teacher conversations; Grade 9 orientation events; Grade 11 orientation events; Media promotion – newspapers, radio, social media

**Community:**  Information package; We’ve Got You Covered brochure; We’ve Got You Covered info card; Media promotion – newspapers, radio, social media

**Budget / Resources**

- Promotional materials – initial brochure, poster, banner, info cards  $3500
- Newsletters in-house
• Website in-house
• Pathways package and presentations in-house
• Flyers, templates, reports in-house
• Radio advertising $1500
• Staff time approximately 100 staff hours per month

Timeline

- Focus Group discussion January 2013
- Website development April-June 2013
- Package development April – June 2013
- Principals’ presentation August 2013
- Newsletters Winter 2014
- Distribution of brochures to elementary schools October 2014
- Script templates October 2014
- Pathways consultant visits to grade 8 classrooms September – June
- Media campaign January 2014

EVALUATION

The Pathways to Success program is ongoing and some longer term objectives cannot be measured specifically until later this school year. However, there have been adjustments to some of the implementation of the strategies based on feedback received from principals and teachers. Many of the objectives are awareness / output based and so easy to evaluate.

Measurements developed or in the process of development include survey of teachers to determine the level of impact, confidence and awareness around student pathways in secondary schools. Elementary principals have been surveyed to determine the effectiveness of tools provided to staff. Readership data from the school board intranet has been reviewed. Anecdotal information has been gathered around newsletter feedback.

A survey will be distributed to grade 8 students prior to the end of this school year to determine whether or not there is broad understanding around pathway choices in secondary school. Grade 10 students will be surveyed in May 2015 to determine the level of understanding and improvement in understanding around pathways choices made for grade 11 and 12 classes.

A parent survey will determine the level of awareness and understanding around secondary school pathways, where to obtain high school information, as well as attitudes and concerns around entering high school. This survey will indicate whether the parent has a grade 6, 7, or 8 child.

Please see section 4 for more detailed information around evaluation.

SECTION 1: RESEARCH

MEMORANDUM

DATE: January 11, 2013
TO: Transition Advisory Team
FROM: David Sornberger, District Principal of Secondary School Improvement

SUBJECT: Invitation re: Enhancing Elementary to Secondary School Student Transitions

Background:

The transition from elementary to secondary school is an exciting time. Grade 9 students experience new routines, new roles, new relationships and new ways of thinking about themselves. However, all life transitions - even positive ones - can be challenging. The period leading up to and following a school transition can be as difficult as the move itself.

Although school transitions can be challenging for many students, the prospect of successful transitions is significantly increased when school communities work together to coordinate comprehensive school transition support strategies.

Invitation:

I would like to invite you to be a member of the Transition Advisory Team. This diverse group will review current elementary to high school transition practices across TLDSB and work together to further enhance a coordinated and comprehensive transition plan to support our students.

Date: Wednesday, January 23, 2013
Time: 11:30 a.m. - 3:00 p.m.
Location: Robinson Room, Haliburton County Education Centre (formerly Archie Stouffer Conference Centre), Minden

Please RSVP by email to Shelley Johnston by Tuesday, January 15, 2012.

Lunch will be provided. Please indicate any dietary needs or allergies. Mileage will be paid (car pooling would be appreciated). Please use the following code for release “CURR” indicating “Transition Advisory Team” under the description. Thank you.

If you have any questions, please do not hesitate to contact me.

David
Notes / Reflections from Transitions Advisory Team

SUBJECT: Invitation re: Enhancing Elementary to Secondary School Student Transitions
Date: January 23, 2013

TOPIC: Career/Life Planning Program

Goals:
- Help students develop the knowledge and skills for developing and revising educational and career/life plans during the course of their living.
- Ensure that all students have a plan in place for initial post-secondary destination (apprenticeship, college, community living, university, workplace).

Key Program Requirements:
- Kindergarten to Grade 6: Students will reflect on and capture evidence of learning in a portfolio called “All About Me”.
- Grades 7 to 12: Students will reflect on and capture evidence of learning in the Individual Pathways Plan (IPP).
- Transitions: A process must be in place at every elementary school to help students summarize and transfer the key learning from their “All About Me” portfolio to their IPP as they move from Grade 6 to Grade 7.
- Documenting Learning: A process must be in place at every school to support students in documenting their learning in education and career/life planning in their portfolio or IPP.
- Reviewing and Sharing: The process must enable them to review and share evidence of their learning with their teacher[s] and/or guidance teacher/counselor and, where possible, their parents at least twice a year.
- Annual course selection process: In Grades 10 to 12, one of the two required IPP reviews must be made part of the annual course selection process. (Creating Pathways to Success, Ontario Ministry of Education 2013)

Today was a day to discuss the need and value of implementing a comprehensive elementary to secondary school transition plan as well and consider the opportunities that Individual Pathways Plan could provide.

Topics Discussed That We STILL Need to Learn:
- Using the IPP as a data source to inform student profiles
- IPP completion standards an effective monitoring practices
- Implementation strategy re: Individual Pathways Plan

To Do:
- Create K-12 “My Pathway Plan” (establish 7-12 first) using the following categories:
  - Grade 7 — Gain Awareness
  - Grade 8 — Identify Strengths
  - Grade 9 — Self Discovery
  - Grade 10 — Explore Opportunities
  - Grade 11 — Experience
  - Grade 12 — Refine Your Plan
SECTION 2: ANALYSIS AND PLANNING

Secondary Principals’ Meeting  
Monday, April 15, 2013  
Location: Gravenhurst High School - Trillium Room  
Time: 9:30 a.m. to 3:00 p.m.

AGENDA

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Presenter</th>
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<tbody>
<tr>
<td>9:30 a.m.</td>
<td>Family of Schools Math Inquiry</td>
<td>Amy Klose</td>
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<tr>
<td>10:30 a.m.</td>
<td>Break</td>
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<tr>
<td>10:45 a.m.</td>
<td>Pushing the Reset Button on Instructional Focus</td>
<td>Bruce Barrett</td>
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<td>12:00 p.m.</td>
<td>LUNCH</td>
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<tr>
<td>1:00 p.m.</td>
<td>Operations</td>
<td>Dianna Scates</td>
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<td>2:00 p.m.</td>
<td>Pathways, Transitions, and the Student Success Mindset</td>
<td>David Sornberger</td>
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<tr>
<td>3:00 p.m.</td>
<td>Adjournment</td>
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Secondary Principal Meeting Date:

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<th>Date</th>
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<tr>
<td>May 27, 2013</td>
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In planning objectives and strategies we had to keep in mind that a large part of our task would be to change perceptions about secondary school. To do this we needed to start at the top. One of the strategies we used was to get on principal meeting agendas. This is usually a difficult task but by sharing our plan with senior administration we were able to provide information and have discussions around transitions to secondary school at both elementary and secondary principal meetings.
SECTION 3: COMMUNICATIONS TACTICS AND TOOLS

The “We’ve Got You Covered” brochure was designed to encourage students, parents, and staff to go to the www.wegotyoucovered.ca website. There is so much information to be shared about student pathways and a website offers the opportunity to upload a lot of information and to consistently provide new information.

The inside of the brochure focuses on questions and topics that relate to student academic life at high school. The reverse side focuses on student life at high school with topics that include mental health, LGBT clubs, sports clubs, drama groups, etc.
Planning for Success in High School

What are the different course types available to Grade 9 students?

A: There are four different course types:

Academic “D”
- Students will learn the essential concepts of a subject and explore related materials. Emphasis will be on theory and abstract thinking as a basis for future learning. Students should be independent learners with learning skills at the “good” to “excellent” level.
- Applied “AP”
- Students will learn the essential concepts of a subject. Emphasis will be on the practical and hands-on applications of the concepts. Students are generally more dependent learners and require greater teacher direction and instruction.
- Locally Developed Courses “L”
- Students will learn the most essential concepts of a subject. School staff generally recommends these courses for students with specific learning needs. Students require greater teacher direction and instruction to accommodate learning needs.
- Open Courses “O”
- Students will learn concepts and skills designed to prepare for further study in the subject area. Expectations are designed and appropriate for all students. Generally, the optional courses (such as physical education, art, etc.) are offered in the open courses. Students can have a variety of learning skills.

Decoding a Course Code: This six-character code describes the subject, grade level and stream or destination of a high school course.

<table>
<thead>
<tr>
<th>Subject Code</th>
<th>Grade Level</th>
<th>Stream/Dependency</th>
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<tbody>
<tr>
<td>A</td>
<td>Grade 9</td>
<td>Arts</td>
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<tr>
<td>B</td>
<td>Grade 10</td>
<td>Business</td>
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<tr>
<td>C</td>
<td>Grade 11</td>
<td>Canadian &amp; World Studies</td>
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<td>D</td>
<td>Grade 12</td>
<td>English</td>
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<td>E</td>
<td>Academic</td>
<td>French</td>
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<tr>
<td>F</td>
<td>Applied</td>
<td>Guidance &amp; Career Education</td>
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<td>G</td>
<td>Locally Developed</td>
<td>Humanities &amp; Social Sciences</td>
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<td>H</td>
<td>Open</td>
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<td>I</td>
<td>College</td>
<td>Mathematics</td>
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<td>J</td>
<td>Workplace</td>
<td>Physical Education</td>
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<td>K</td>
<td>University</td>
<td>Sciences</td>
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<td>L</td>
<td>Open</td>
<td>University</td>
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<td>M</td>
<td>University/College</td>
<td>Open</td>
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<td>N</td>
<td>Regular</td>
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TLDSB Secondary Pathways to Success – NSPRA Gold Medallion Awards Entry 12
WELCOME

What students believe about themselves and their opportunities, and what their peers and the adults in their lives believe about them, significantly influences the choices they make and the degree to which they are able to achieve their goals. Trillium Lakelands District School Board believes that all students can be successful, that success comes in many forms, and that there are many different pathways to success in our Kindergarten to Grade 12 classrooms.

We hope that this publication will act as a timely resource, supports teacher and student inquiry and stimulates discussions in your schools.

We would like to thank the many authors who took the time to contribute to this edition of Pathways to Success.

Have a relaxing and enjoyable March Break with family and friends!

In this Edition:

- Welcome 1
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- Specialist High Skills Major: 2
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- Indenturing Ceremony & Orientation Night 8
- Students Get a Taste of College in Dual Credits Programs 8

Be on the look-out for “inquiry potential” ...

Keep a record of students’ questions, especially the types of questions that occur naturally and frequently among the students you teach. These questions often offer “inquiry potential” and can be held onto and introduced when the time is right. Alternatively, the questions can be posted in the classroom (on brightly coloured paper, written by the students themselves) for the community of learners to refer to throughout their investigations.

We’ve got you covered.

Pathways to Success is a publication of the TLDSB Student Success Department • February / March 2014
January 20, 2014

TLDSB has Got You Covered!

LINDSAY, ON – Student and parent information nights are taking place at all Trillium Lakelands District School Board secondary schools over the next few weeks. The transition to grade 9 is an exciting yet intimidating time for grade 8 students. School and central office staff have tools and resources in place to make this transition as easy as possible for both students and parents.

The “We Got You Covered” campaign was launched in 2013 and covers all aspects of student life at high school. A 4-panel brochure is provided to each Grade 8 parent describing the academic as well as school life options available in secondary schools. All promotional materials developed for the campaign direct students and parents to the www.wegotyoucovered.ca website.

Parent Grade 9 Information Nights

- Fenelon Falls Secondary School January 28, 2014 7:00 p.m.
- Gravenhurst High School February 19, 2014 7:00 p.m.
- Haliburton Highland Secondary School February 5, 2014 7:00 p.m.
- Huntsville High School January 15, 2014 7:00 p.m.
- IE Weldon Secondary School January 30, 2014 7:00 p.m.
- Lindsay Collegiate & Vocational Institute February 6, 2014 6:30 p.m.

“We are pleased to provide this opportunity for parents at such a critical time in their child’s education,” stated Director of Education Larry Hope. “Our schools have everything a student needs to be successful from our extraordinary staff, outstanding program opportunities, extra-curricular activities, and supports for all aspects of student well-being.”

“We want to help parents in every way possible to have the information they need for their child to be successful in high school,” said Chairperson Louise Clodd. “We are committed to providing a safe and caring learning community for all of our students.”

For more information about secondary school at Trillium Lakelands District School Board please call 1-888-526-5552 or visit www.tldsb.ca and www.wegotyoucovered.ca

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For more information: Catherine Sheddin, Communications Manager W 1.888.526.5552 x 22118 M 705-879-2319
The business card size card was produced and distributed to all parents attending grade 9 information nights. These cards are available at all secondary and elementary schools to give to anyone asking questions about transitioning to secondary school.

The poster was developed and several provided to each secondary school.

A similar page has been developed for the intermediate student agendas for 2014-2015. All with QR codes.
SECTION 4: EVALUATION

Audience # 1 – Staff

Objective 1: All TLDSB elementary principals will be aware of all options available to students transitioning to high school and will share with staff by September 30, 2013.

This awareness output objective was achieved – the “We Got You Covered” brochure was distributed to all elementary schools in June 2013. A presentation was given to all elementary principals in September 2013.

Objective 2: Grade 6 to 10 teachers will be aware of all options available to students in grades 6 to 10 by June 30, 2014.

Newsletters distributed to all staff in March/April 2013 and in February 2014. “We Got You Covered” brochure distributed in June and again just prior to November parent-teacher interviews.

Objective 3: Eighty percent of all grade 6 to 10 teachers will have provided information about options to all grade 6 to 10 students by June 30, 2013, 100% by December 2013.

A survey was sent out to all schools but there was limited response – so difficult to determine whether or not we have reached our target. Of the teachers who responded 70.4% stated that they would describe their confidence/knowledge level regarding high school pathways opportunities compared to prior to the program implementation. 25.9% stated that their confidence/knowledge did not change and 3.7% stated that their confidence level is now lower.

Comments from teachers included the following:

- Last year I didn’t know what questions to ask but this year I do (I didn’t know what I didn’t know!).
- I didn’t know much about programs like Dual Credits and Specialist High Skills Majors but I do now (not an expert but at least I know enough to talk to my students about them).
- There is much more discussion about preparing our students for opportunities at secondary school. (discussions with students, families, teachers and conversations between both panels) Just returned to intermediate after a few years.
- A workshop would be nice to let us know what the expectations are especially when we have no children of our own that have gone thru the system
- Lots of information being provided (like the resource in question 1) and other things like Twitter and wegotyoucovered.ca
- I think parents are looking for a face-to-face conversation with someone, either at the elementary or secondary level, for information about their specific high school rather than generic information about secondary school from a website or brochure. Link Crew visits and Link Days along with grade 8 visits to the high school are the most successful.
• The information on the "wegotyoucovered' website could be included on individual secondary school websites with course specific and staff specific information would like some more details

Objective 4: Eighty percent of grade 8 teachers will have provided information about options to all grade 8 parents by December 2013.

All grade 8 teachers were provided with a template for parent discussion “Transition to High School”. See above for comments from teachers.

Principals at elementary schools were asked if the “Transition to High School.” 81.5% of principals stated that they found the information useful. 18.5% did not find the information useful.

Comments from principals included:

• It would be good to have more resources like this.
• Yes, the transition to high school resource helped make our grade 8 students and their parents make better informed decision about going to secondary school. It was also beneficial for our intermediate teachers to learn about the high school opportunities.
• There was not enough time in the interview and parents were not looking for that info. at that time
• The resource not only helped our students and their families but it also helped inform the parents about specific high school pathways.
• did not receive any feedback from teachers about its use or how parents received the information
• Very useful. Great resources for discussing options with parents. "We've Got You" covered was a good reassuring approach for parents.

Audience # 2 – Students

Objective 1: Sixty-five percent of grade 8 students will be able to articulate which pathway they need to accomplish their career path in high school by June 2014.

A survey is being planned for all grade 8 students at all elementary schools in late May 2014 to determine whether or not they are aware of pathway options required in high school.

Objective 2: All grade 6 and 7 students will be provided with opportunities to begin to understand the pathways available to them by June 2014.

This is an output objective that has been met. Grade 6 and 7 students have had visits from the school board Pathways consultants – these consultants carry the “We Got You Covered” banner
with them to visits, distribute brochures and info cards while explaining secondary school pathways to students.

Objective 3: Fifty percent of grade 9 and 10 students will be aware of all pathways options available to them by June 2014; 100% by June 2015.

Brochures are in development currently and will be distributed before June 2014 in Careers & Civics classes.

Audience # 3 – Parents/Guardians

Objective 1: By February 2014 all parents attending Grade 9 orientation evenings will be aware of all pathway options available to secondary school students and how to obtain more information.

For the first time, grade 9 orientation evenings were promoted centrally from the Communications Department. A media release, radio advertising, and social media messaging were used to promote the events.

Secondary principals were split in their response to how this promotion impacted the attendance at grade 9 orientation evenings. 50% said the attendance was about the same (remember principals have not historically counted the number of attendees). 50% stated that the attendance was higher. 16.7% of principals stated that attendance was significantly higher.

Objective 2: By June 2014 all grade 6 to 10 parents will be aware of all pathways options available to secondary school students.

Audience # 4 – Community Members

Objective 1: All related community agency partners are aware of pathways programming options at secondary school by June 2013.

Trillium Lakelands District School Board hosts community agency partnership breakfasts throughout the school year in three areas of the board. “We’ve Got You Covered” brochures were distributed to all community agency partners in May 2014 and an explanation of the program was provided. Community agency partners were invited to request additional brochures or assistance for clients where needed.

Objective 2: All current businesses involved in cooperative education and apprenticeships will be aware of all options available to secondary school students by June 2014.

Pathways brochures are in development. Once the brochures are printed they will form part of a package that will be distributed to businesses in each community. This is an output/awareness objective so there will not be any further evaluation.
Other evaluation received:

It is extremely unfortunate that the wegotyoucovered.ca did not have an analytics software application tied to the site. This has been rectified – and the data received will help to inform us on items to include and or correct on the website.

We did receive the following comments from the Ministry of Education after they discovered the wegotyoucovered.ca website:

From the Secondary Student Success Branch “Congrats, ... This site is really awesome. I shared it with [other ministry leaders].”

And from the Communications Branch : “http://wegotyoucovered.ca ... sets a high bar for other boards.”

Senior administrators have let us know that there is a “buzz” in the system and that We Got You Covered is addressing the needs of many parents and students. Staff seem excited to come up with ways to engage grade 8 students in planning for the transition to high school.

TLDSB Student Success has started to use social media with the following results over the past 3 months.

This program will be ongoing for some time with more communications materials added as students, staff, parents, and the community are surveyed and questioned about their perceptions, beliefs, and understandings around the transition to secondary school. The next phase of our project is in helping grade 10 students to choose from one of four pathways – university, college, apprenticeship, or straight to the world of work. “We’ve Got You Covered” will expand to include a brochure for each of these pathways – all leading to the information currently available on the website.
IMPLEMENTATION AND INTEGRATION OF A WEB-BASED INDIVIDUAL PATHWAYS PLAN (IPP) FOR STUDENTS IN GRADES 7-12
School Board Report – October 31, 2013

<table>
<thead>
<tr>
<th>School Board</th>
<th>Lead Board Contact Person</th>
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| Trillium Lakelands District School Board | Name: David Sornberger  
Title: District Principal  
Tel: 705-324-676 ext. 22144  
Email: david.sornberger@tl dbs.on.ca |

Brief Description of How Funding Was Used:  
(In approximately 200 words outline how your school board used the funding to support the implementation of a web-based IPP and integration with student information systems [SIS].)

$1,776.76 - IPP Meeting and “We’ve Got You Covered” brochure, graphic design and website development

List of schools that upgraded their IPP tool to integrate the web-based IPP tool with their SIS and course selection processes:

- TLDSB is currently in a phase of implementation during this school year; the expectation is that all schools will be fully accessing Career Cruising to fulfill the requirements of the IPP.

The following schools – elementary and secondary – are included in the IPP Pilot Group of Schools:
1. Archie Stouffer Elementary School
2. Central Senior School
3. Haliburton Highlands Secondary School
4. Huntsville High School
5. Irwin Memorial Public School
6. J. Douglas Hodgson Elementary School
7. Lindsay Collegiate and Vocational Institute

Self-Assessment:  
(Describe how you have assessed the outcome of this funding. What further adjustments will need to be made to implement the IPP?)

Much of last year was focussed on introducing the Career/Life Planning (preview version) document to various stakeholders within our system. In May 2013, we had a focussed session specifically on the implementation of the IPP. The more “hands-on” in-service sessions regarding implementation are being held this school year. We will continue the implementation by extending the learning and training that is occurring within the Pilot Group of Schools to all other schools across the district.