



myOptions®

encourage®

Take Action Guide

Making the most of myOptions Encourage data reports

For Educators

Introduction	3
Take Action With National Trends Research	4
Use Data To Develop CTE Programs	4
Evaluate Dual Enrollment/AP/IB Offerings	5
Take Action With the National myOptions Encourage Student Intentions Report	5
Measure Equity Initiatives	6
Take Action With the Superintendent Report	6
Monitor Data Progress	7
Guide Equity Initiatives With Student Demographics	8
Customize Professional Development Opportunities	9
Propose College Partnerships	10
Target College Fair Attendees	10
Focus Student Scholarship Searches	10
Plan Campus Tours/Field Trips	11
Take Action With the Student Profile Dashboard	11
Guide Equity Initiatives	12
Apply for Grants	13
Take Action With State & National Benchmarking	13
Encourage Partner Investments	14
Match Interests to Economic Opportunity	14
Elevate Your Career Fairs	15
Take Action With the College and Career Planning Dashboard	15
Inform Your Program/Educational Development	16
Professional Development for Your Staff: Series Around Match and Fit	16
Take Action Using My Students	16
Inform Student Meetings & Timeline Development	17
Generate Advisory Curriculum and Lessons	17
Connect With More Students	19

Introduction

Data helps us improve and enhance our work as educators, school counselors, career counselors, and college access professionals.

This packet guides you through a few reports we provide in our **myOptions® Encourage® College and Career Planning Program** educator platform and how to use them to support your work preparing students for college, career, and life after high school.

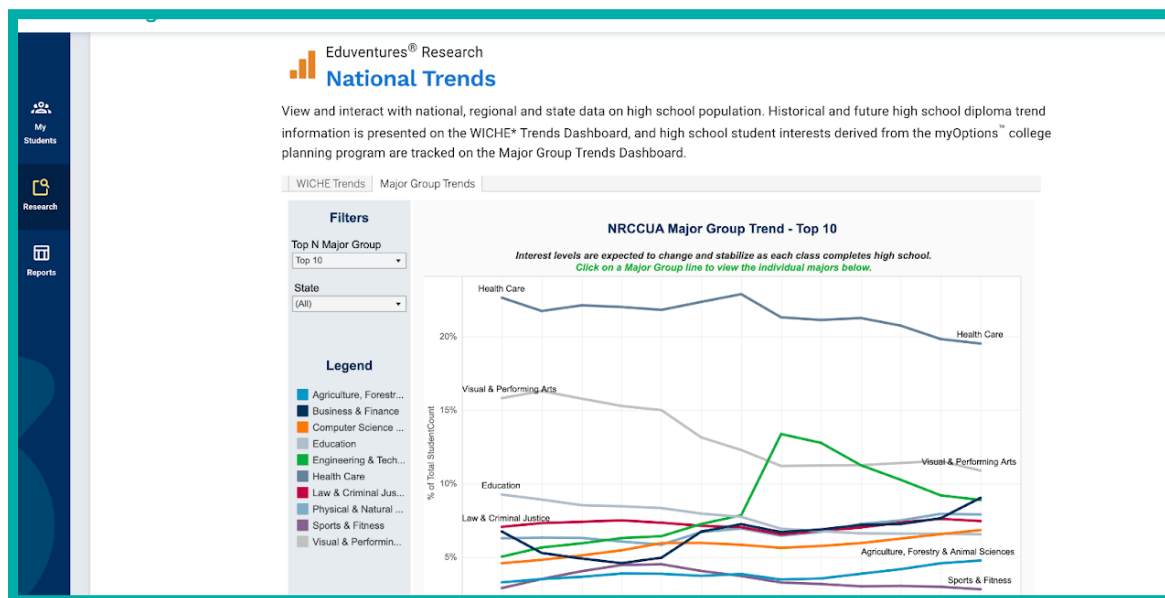
We are eager to collaborate with you, your students, and your program, school, or district. Please share any unique ways you used this data by emailing info@encourageme.com. We'd love to share them with other educators in future guide versions.

In addition to using our reports feature, we hope you also guide your students to the [Encourage](#) web and mobile app so they can benefit from college, career, and personal guidance that fits their unique educational paths.

Take Action With National Trends Research

Select **Research** from the left menu, then **National Trends**.

This dashboard contains national graduation and college major trends for students who have submitted the **myOptions Encourage College and Career Planning Form**. The data in this chart is presented historically and can be filtered by state.



Use Data To Develop CTE Programs

Selecting a Career and Technical Education (CTE) program can happen through grassroots interest surveys, steering committees, or using data points on future job prospects. You can combine these methods with a focus on national or state major trends to develop a program that suits your community's future needs.

From the main screen of this report, toggle to the **Major Group Trends** tab.

From this screen, choose the top 5, 10, or 15 majors in the U.S. by year. Use this valuable data point to start research, conduct interest surveys, and initiate conversations within your community.

Evaluate Dual Enrollment/AP/IB Offerings

Choosing advanced coursework for your school community can be done through grassroots surveys, teacher projects, committees, or by considering data on credit agreements with colleges in your state. You can combine these methods with a focus on national major trends to develop a program that suits your community's future needs.

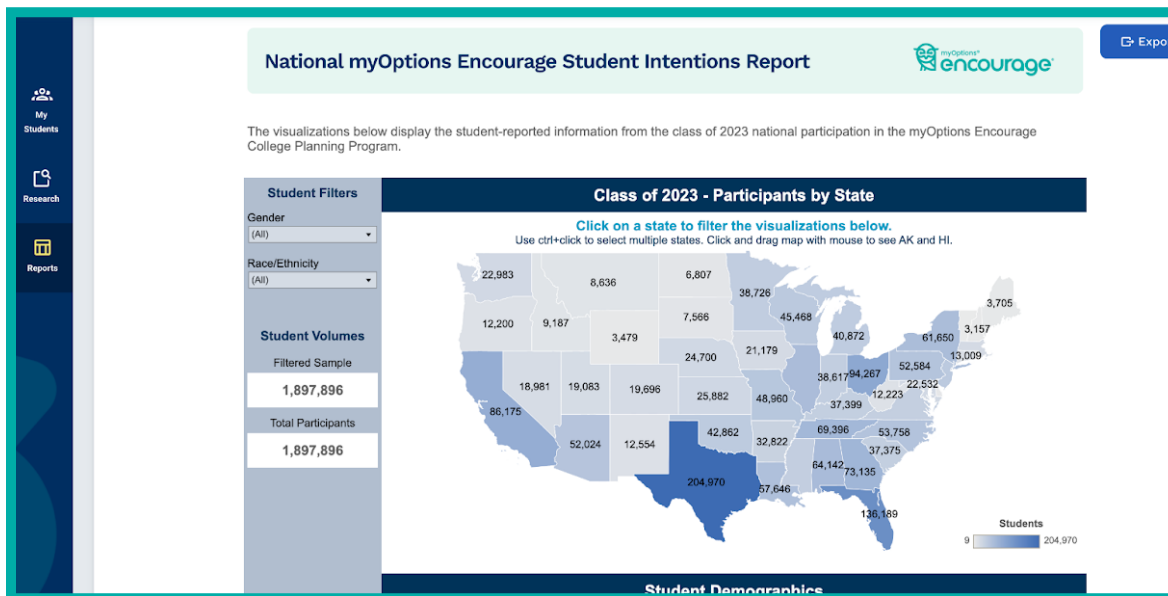
From the main screen of this report, toggle to the **Major Group Trends** tab.

From this screen, choose the top 5, 10, or 15 majors in the U.S. by year. Use this valuable data point to start research, conduct interest surveys, and initiate conversations within your community. It can also help you align advanced credit with future college majors, helping students earn degrees faster and with less debt.

Take Action With the National myOptions Encourage Student Intentions Report

Select **Reports** from the left menu, then **National Report**.

This dashboard contains national graduation and college major trends for students who have submitted the **myOptions Encourage College and Career Planning Form** in the current year and can be filtered by race/ethnicity and gender.



Measure Equity Initiatives

Education faces many systemic inequities that lead to opportunity gaps. You can use the student demographics filters to take stock of student interests based on race/ethnicity and gender.

Historically marginalized communities [continue to be underrepresented in advanced coursework and gifted/talented programs](#) when compared to their peers.

Utilizing the filters and data provided in this table, you can set benchmarks for advanced coursework participation, college enrollment (or college-type enrollment), and even career interest based on state and national data. You can also use this data set to demonstrate efficacy, areas of improvement, or areas of success for the programs you are running locally.

For example, take a look at the following data for your state:

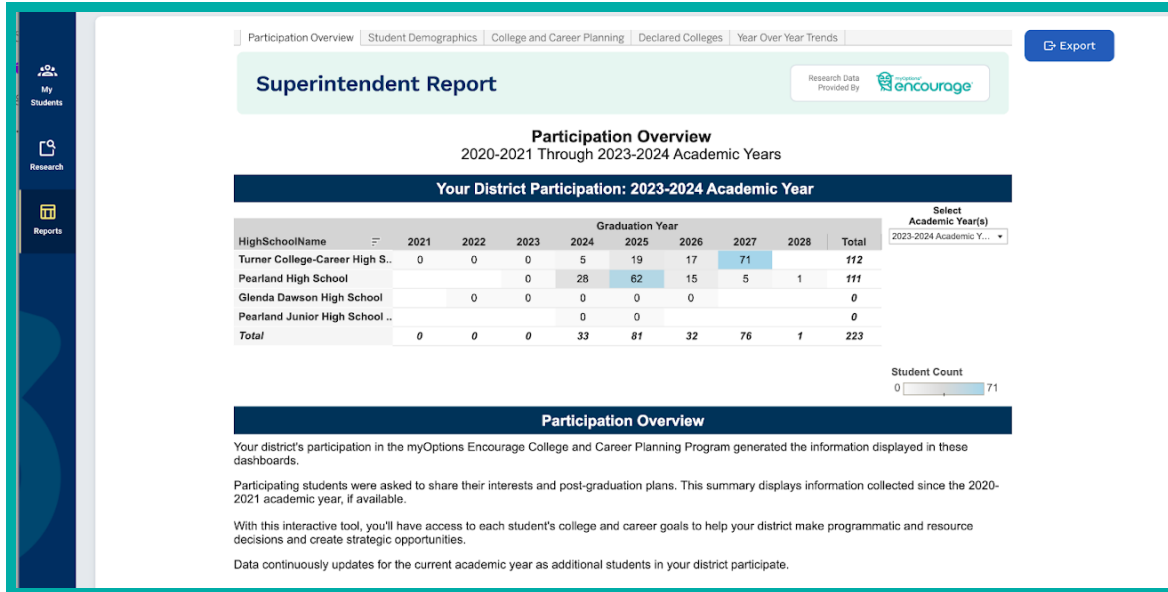
- What is the Honors, AP, CTE, or College-Credit Course enrollment percentage for your state?
- Who is taking (or not taking) advantage of the courses listed above? Is it specifically related to race/ethnicity and gender representation?
- Who is interested in pursuing 4-year, 2-year, or career technical schools for your state?

Knowing these numbers can help contextualize how your school or district is doing compared to your state and national data.

Take Action With the Superintendent Report

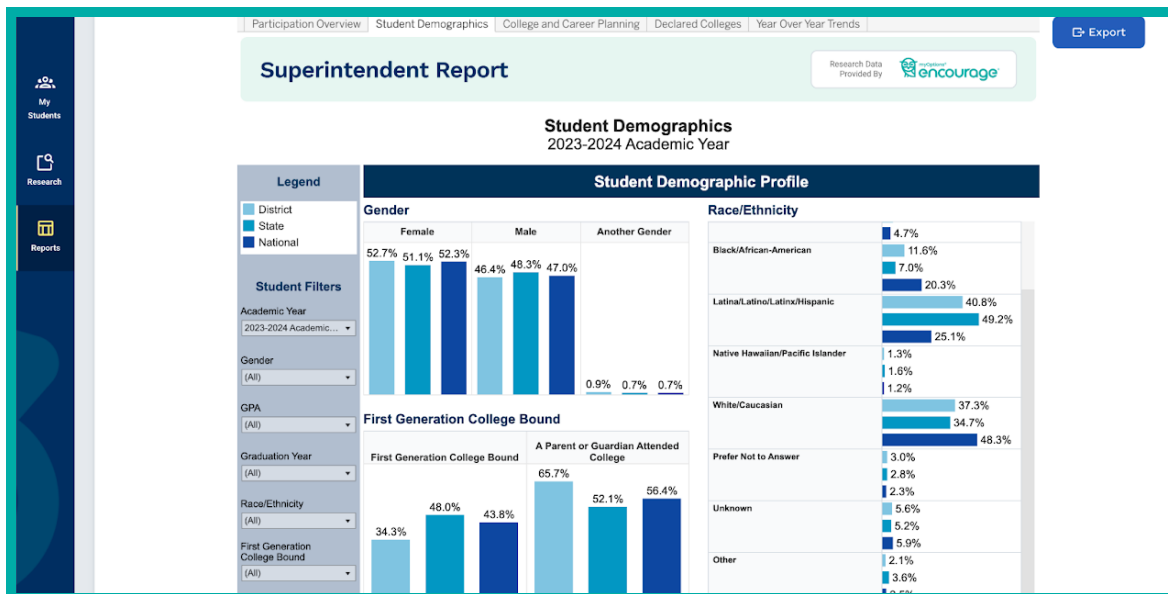
Select **Reports** from the left menu.

Select **Superintendent Report**.



Monitor Data Progress

You can monitor participant information for each location linked to your account from the home screen. This can be useful when discussing the completion of the **College and Career Planning Forms** with your school-based contacts.



Guide Equity Initiatives With Student Demographics

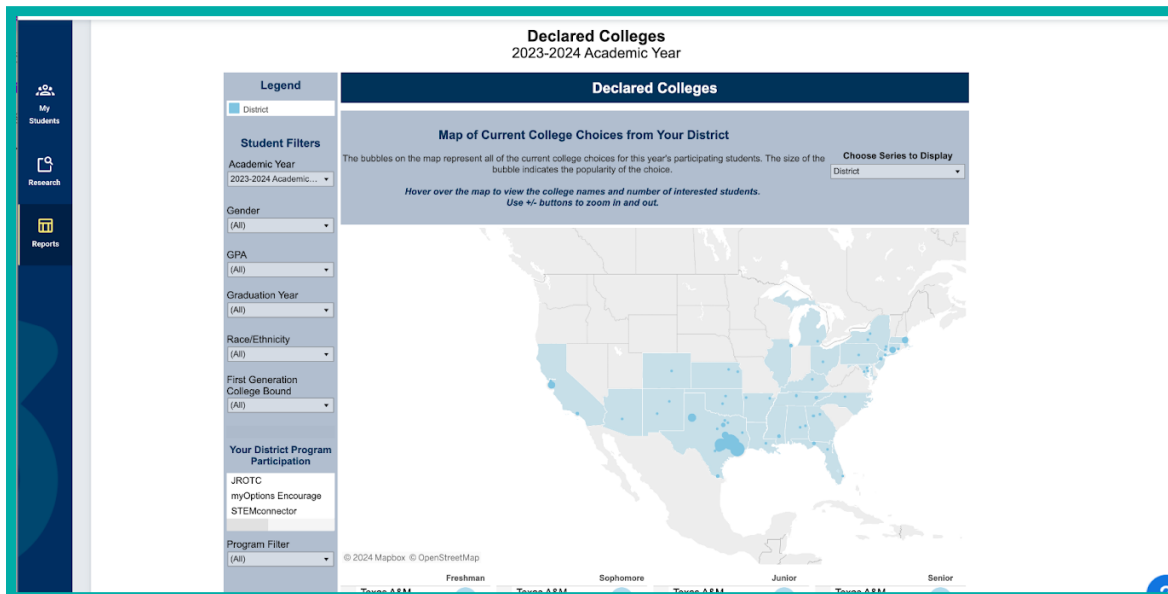
Education faces many systemic inequities that lead to opportunity gaps. You can use the student demographics tab to monitor initiatives targeting students from historically marginalized communities.

For example, take a look at the baseline data on your population:

- What is the AP enrollment by gender, race, and first-generation status in your district?
- Who is taking (or not taking) advantage of honors programming and the ability to earn college credits?
- How do your district's involvement trends compare to other institutions at the state and national levels?

Toggle to the **College and Career Planning** tab to pinpoint:

- Career field interest trends based on identity in your district. Research suggests historically marginalized students lean toward lower-paying jobs and less lucrative fields. Compare this with your school's trends and use the insights to shape future programs.
- Who in your community is interested in private, public, 2-year colleges, and the military? Who isn't interested? Are there equity concerns regarding student interest in four-year college options?
- Are students in your district demonstrating interest in **Anticipated College Learning Experiences**? If not, what opportunities might exist for professional development for your school teams so they can better connect students to high-impact opportunities?

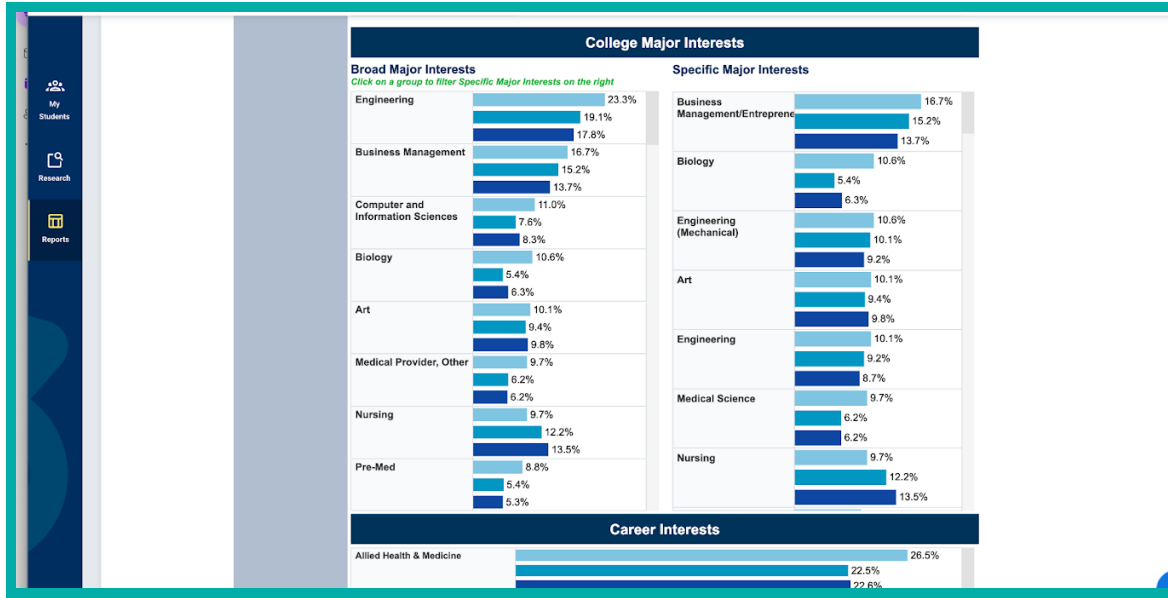


Customize Professional Development Opportunities

Customize professional development opportunities for your team based on where your students want to go after high school.

1. **High-Interest Spaces:** Guide your team to explore the schools your students are most interested in.
 - a. Find or facilitate campus tours for your team.
 - b. Connect with admissions staff through a lunch and learn series.
 - c. Learn about individual departments and niche scholarships.
 - d. Learn about special programs, additional admission requirements, or which high school coursework transfers.
2. **High-Investment Spaces:** Understanding your students' preferences enables targeted requests from college partners. For instance, if you know over 30 students are interested in CUNY, your school-based teams can coordinate with their administration to organize FAFSA completion events, field trips, college readiness workshops, and summer bridge programs.
3. **High-Opportunity Spaces:** Students are more likely to show interest in opportunities when guided by influential adults. Ensure your staff knows about specific types of institutions in your community (Historically Black Colleges and Universities - HBCUs, private institutions, two-year degree options, etc.), especially if they aren't reflected in your data.

We're excited for you to utilize these tools and to offer you additional opportunities to earn CEUs through webinars provided by [Encoura in partnership with ASCA](#).



Propose College Partnerships

Colleges want to promote their opportunities and meet enrollment goals, leading them to invest in the high school environment. They may even have funds or opportunities to invest in your students!

If many students are interested in engineering, a local college might offer your students discounted or free enrollment in its summer engineering camp. Additionally, in states that support dual enrollment, you could partner with a college to bring classes to your campus or arrange transportation for students to earn college credits in their areas of interest.

Target College Fair Attendees

Toggle to the **Declared Colleges** tab.

If you know which colleges students in your district are interested in, you can inform school teams as they organize upcoming college fairs.

If a college admissions office knows their school is a top 10 destination for students in your district, it can strongly influence the admissions office as they plan their fall travel schedules. We suggest focusing this outreach in July, August, and September every year.

Focus Student Scholarship Searches

It's impossible to be an expert on every college, but focusing on a solid list of 20 is more manageable for your school-based teams. When your counselors and college support staff are aware of the top college destinations for your student population, they can reach out to these schools to uncover hidden programs and opportunities that can benefit your students.

If your district has a school with a target population for a particular college, invite that school to partner with your district to create school-specific opportunities, programs, pipelines, and scholarships.

This dashboard helps you identify popular colleges and ones that offer great opportunities for potential partnerships in your district.

You can also use this dashboard for year-over-year data to evaluate program success. For example, if you initially have two students interested in a college and, after the program, you observe 15 students showing interest, these data points indicate the effectiveness of your initiatives.

Plan Campus Tours/Field Trips

- Inform school teams to take students to a high-interest campus.
- Schedule virtual meetings with admissions counselors from high-interest schools if you have limited funds/transportation.
- Show students virtual tours that match their interests.
- Evaluate if there are any high-opportunity campuses not on the list. This data can help you recognize and reach out to colleges with potential opportunities despite lower visibility.

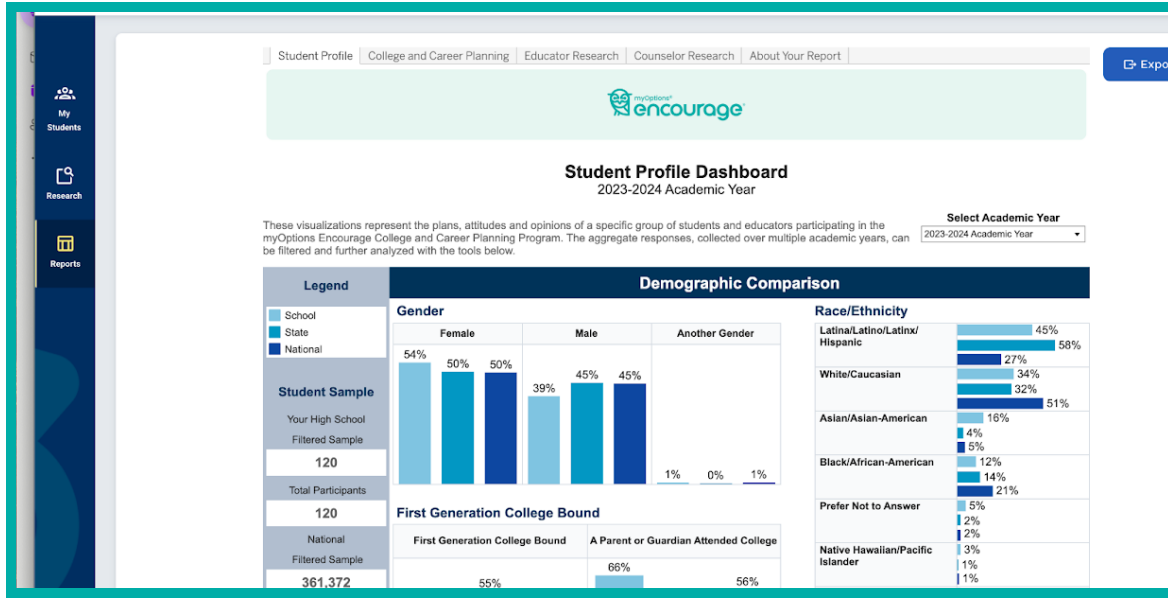
Take Action With the Student Profile Dashboard

To navigate to the **Student Profile Dashboard**, select **Reports** from the left menu.

Select **School Report**.

You can toggle between **Student Profile**, **College Planning**, and **Educator Research**.

Select **Student Profile**.



Guide Equity Initiatives

Education faces many systemic inequities that lead to opportunity gaps. You can use the student profile page to monitor initiatives targeting students from historically marginalized communities.

For example, take a look at this baseline data on your population:

- What is the AP enrollment by gender, race, and first generation status, at your school? Your state? At the national level?
- Who is taking (or not taking) advantage of honors programming and the ability to earn college credits?
- How do your school's involvement trends compare to other institutions at the state and national levels?
- Identify career field interest trends based on identity in your school. Research suggests historically marginalized students may lean toward lower-paying jobs and less lucrative fields. Compare this with your school's trends and use the insights to shape future programs.
- Identify who is interested in the military, apprenticeships, the workforce, and college institutions (2-year, 4-year, private, or public) and take stock of demographic differences for each path.

This data can be used for:

- Setting goals around postsecondary planning equity.
- Measuring Career and Technical Education programs' success.
- Reporting postsecondary plans to your district or board of education.
- Following up with post-high school students.

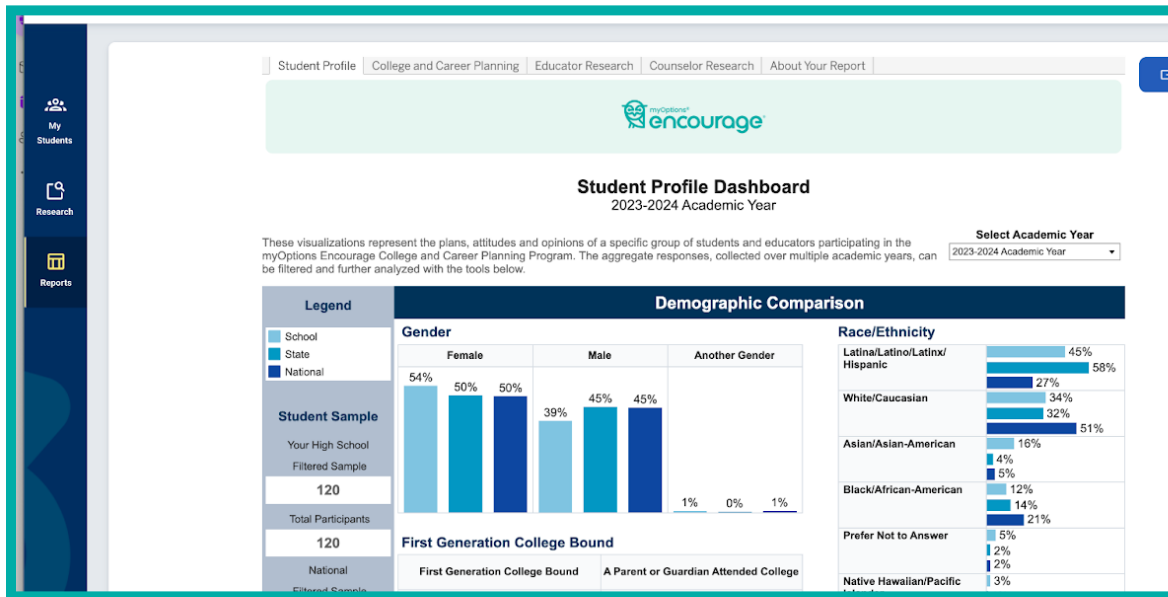
- Inviting graduated students to discuss their experiences with current students.
- Pursuing college partnerships with your students' top college destinations.

Apply for Grants

Once you identify opportunity gaps and determine a direction, you can use the student profile reports to apply for grants. You can use these reports to compare year-over-year progress on your goals, programming, and efforts.

Looking for grant search tools? Here are a few options:

- grants.gov
- tqci.com/funding-sources
- grants4teachers.com



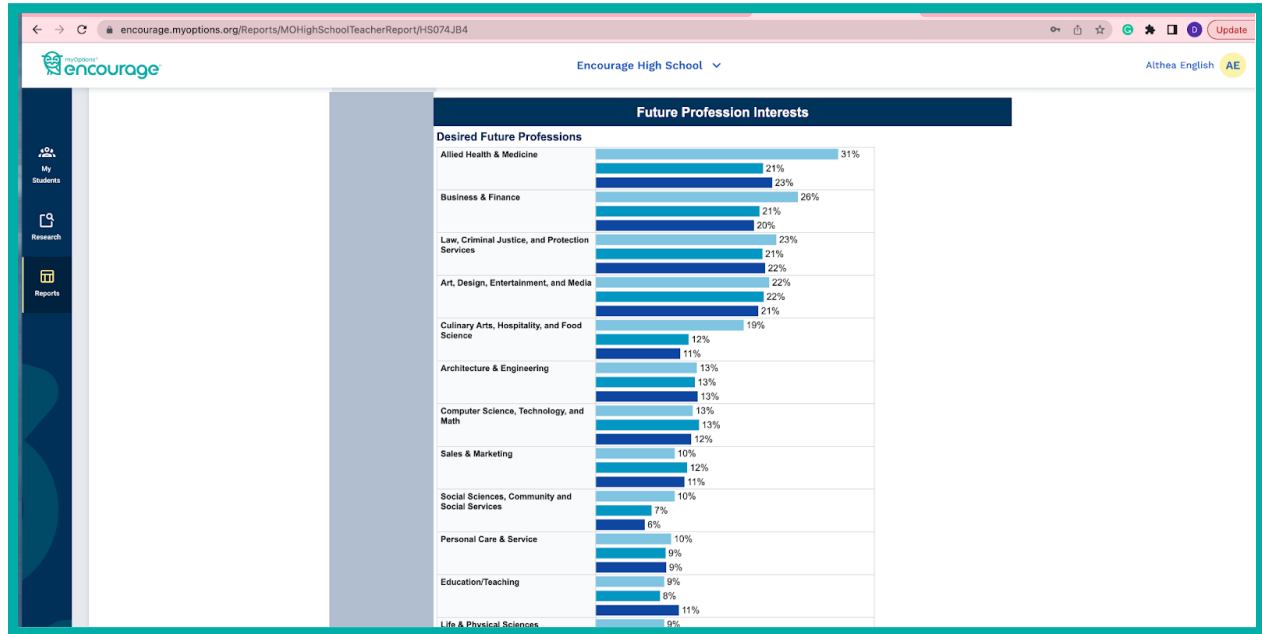
Take Action With State & National Benchmarking

Select **Reports**, **School Report**, and then view the **Student Profile** tab. The **Student Profile** report updates your board, school, and partners on your standing relative to **State and National** college and career readiness trends. Take a look at the percentage of students participating in:

- College credit-bearing coursework
- AP coursework
- Career and technical education coursework

- IB programs, general college prep, and/or gifted programs

This tool can help promote investment or celebrate existing program success.



Encourage Partner Investments

Pipeline programs are an emerging field in college and career readiness. They enable students to begin earning college credits and may have additional advantages like scholarships, direct admission, and mentorship at partnering colleges or universities.

Use data in the student profile dashboard to start or continue developing these pipelines. By displaying future profession interest, this snapshot allows you to see fields where pipeline potential exists. This data can help persuade college partners to offer resources to your students.

Match Interests to Economic Opportunity

Use the data in this dashboard to ensure your students' interests align with economic opportunity and development in your area.

Ask your college and career partners to provide insight into your community's job market and see if your students' interests match the economic opportunities.

Students often rely on what they know to shape their futures. A gap between their interests and economic opportunities presents a chance to foster exposure, programming, and collaboration within the community.

Elevate Your Career Fairs

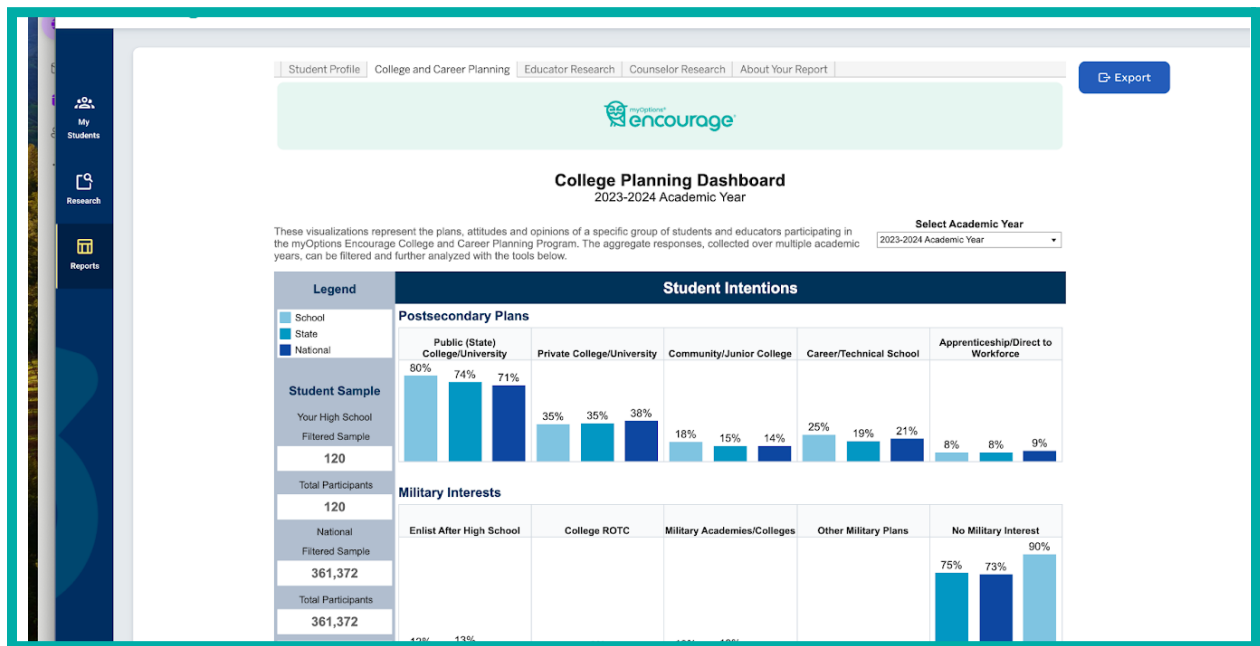
Referencing this dashboard as you connect students with local employers and career opportunities enables you to target efforts on the areas that interest your students the most.

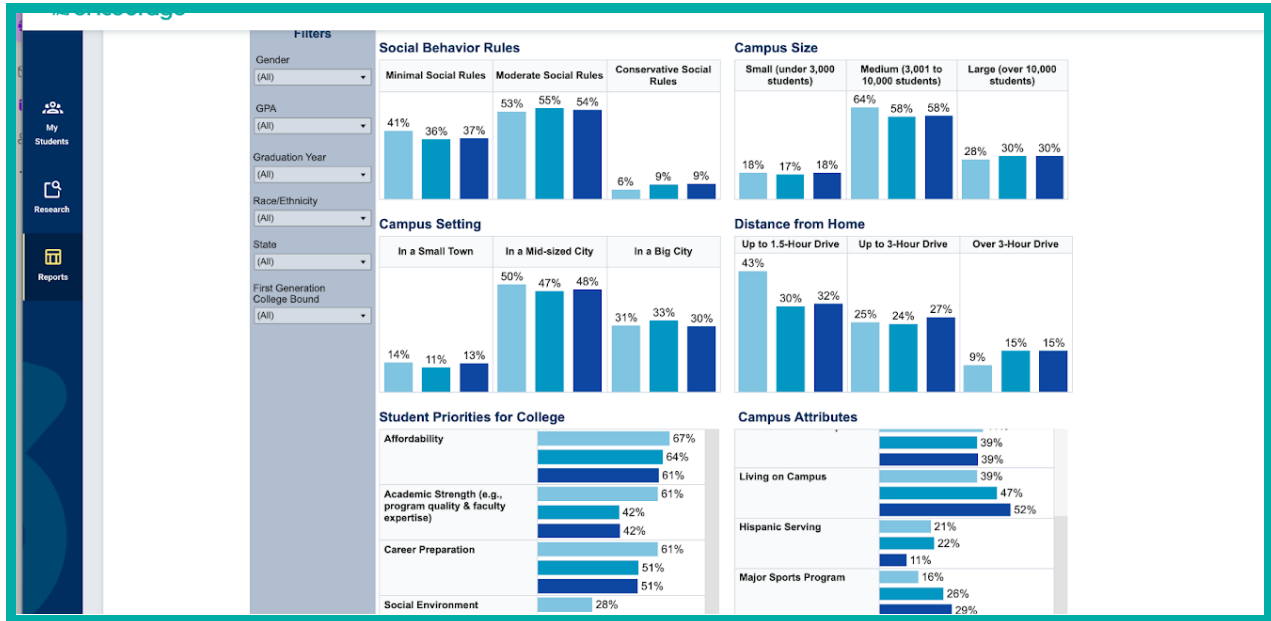
Take Action With the College and Career Planning Dashboard

Select **Reports**, **School Report**, and then view the **College and Career Planning** tab. The **College Planning Dashboard** allows you to look at the percentage of students:

- Heading to public, private, and community colleges.
- Aiming for career/technical school.
- Looking to enter apprenticeship or direct to workforce pathways.
- Exploring military bound pathways.

This tool can help inform the programs you bring or enhance to your school community.





Inform Your Program/Educational Development

Use the college planning dashboard to find insights and knowledge gaps for your students.

For example, if your students don't demonstrate an interest in trade schools, private colleges, or HBCUs, introduce them to these opportunities through a lesson, guest speaker, or college tour.

Professional Development for Your Staff: Series Around Match and Fit

Student interest gaps may highlight areas where staff need additional training. As ASCA Alliance partners, we provide a free learning series on college fit. Find more at encourageme.com/asca.

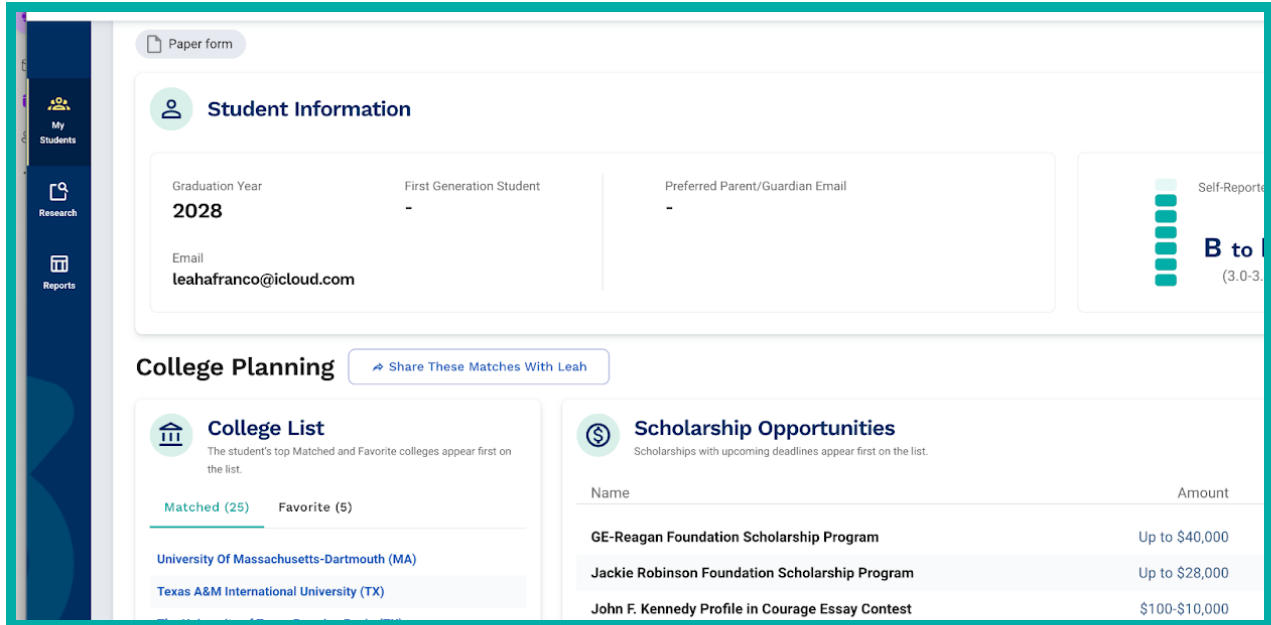
Use this data as an opportunity to reach out to colleges. Ask them for information on directing students to trade schools, special mission institutions, and colleges outside your local community.

Take Action Using My Students

To navigate to **My Students**, select **My Students** from the left menu.

Counselors/Teachers should see a list of student names (principals and superintendents do not have this access).

Click on any student to generate a screen similar to the one below.



Inform Student Meetings & Timeline Development

The information on this screen helps guide students toward their dream destinations after high school.

It helps you understand:

- If students have a firm understanding of their GPAs.
- Where they are interested in going after high school (favorites under **College List**).
- Scholarship opportunities they can pursue in the **Encourage** app.

With this information, you can:

- Inform students about the admissions deadlines at their preferred colleges.
- Find colleges or opportunities not on their lists but could ideally fit their futures.
- Explore additional scholarship opportunities at their top schools.
- Encourage students to complete their profiles for more accurate college matches.

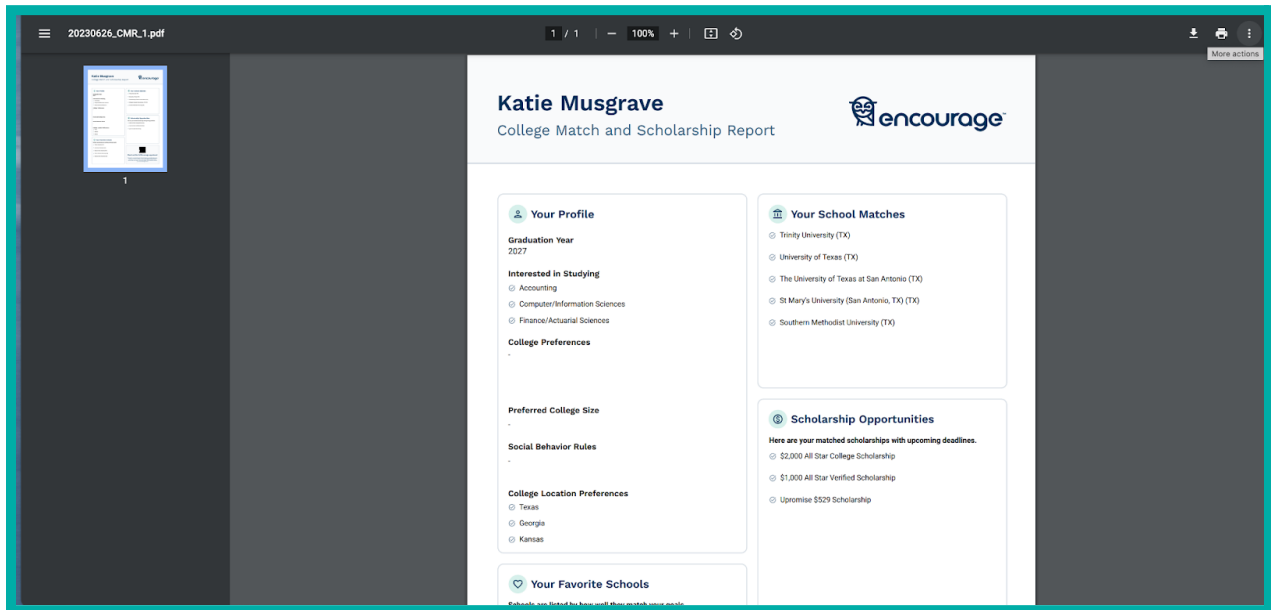
This screen also provides access to:

- Graduates' contact information - helpful for inviting students back to talk or mentor younger grades.
- Parent/Guardian contact information - to tell them about college and career information and events.

Generate Advisory Curriculum and Lessons

From the **My Students** screen, check the box next to any number of names and click the **Generate College Match Report** button. You'll get access to one-page PDF reports for each student.

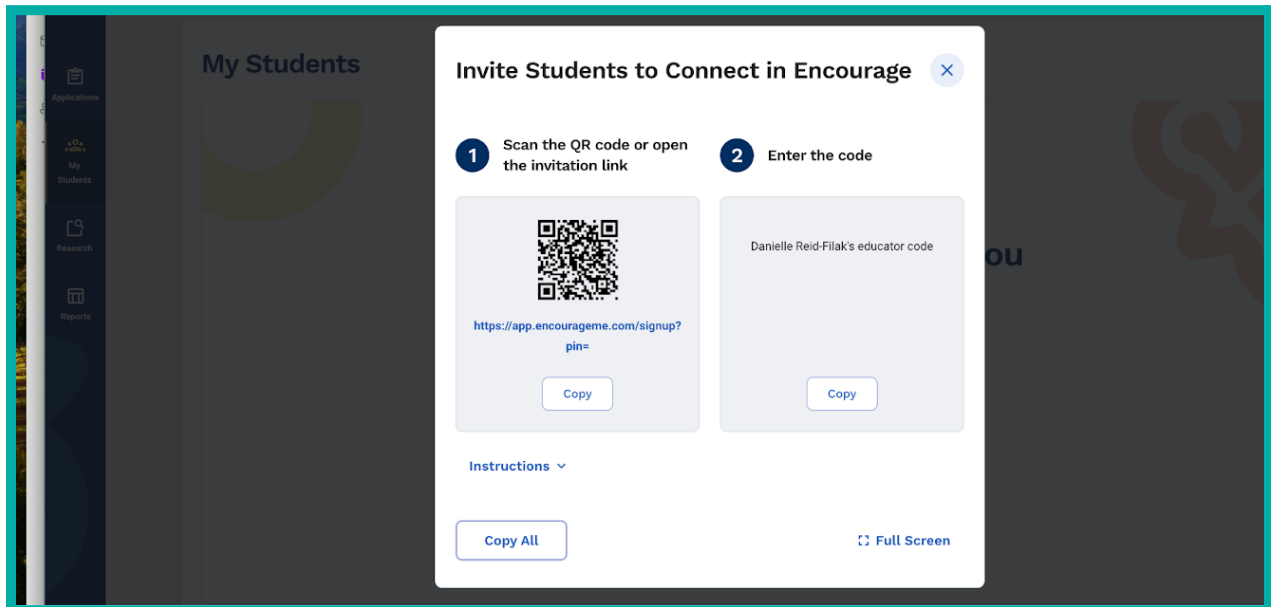
Use these valuable reports when you meet with students and for college and career readiness advisory/lesson plans.



Lessons/Activities for students to discover their ideal college fit.

- Look at the list of majors for one of their college matches. Which major sounds the most interesting? What is a new major they never considered? What could they study in that major?
- Apply for a scholarship.
- Research the student body and demographics at their top colleges.
- Find a club or organization at one of their top colleges that they could see themselves joining.
- Compare their college preferences with their college matches.
- List everything they want in a college experience. Compare that vision to one of their top college matches.

Connect With More Students



From the **My Students** screen, you should see an **Invite Students** feature. Do you have more students you'd like to connect with? Use the **Educator Invite** feature at the top of your screen. Students can enter your educator code as they create accounts or in the profile section of the **Encourage web app** to connect with you.

Additional Tools:

mypromisetool.org/

[myOptions Encourage Lesson plans](#)

[Data Sharing Information](#)

[Encourage FAQ](#)

Click the ? on the bottom right of your screen for more resources, including a **Quick Connection Guide** with instructions on how to connect more students to your **myOptions Encourage** dashboard.