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# Academic and Career Planning (ACP) in Sheboygan Falls

A diagram consisting of five interlocking gears. The central gear is purple and labeled 'Academic and Career Planning (ACP) Overview'. Surrounding it are four yellow gears: 'Programs of Study' (top-left), 'Career and Service Learning' (top-right), 'ACP Long-Range Plan' (bottom-left), and 'Course Planning' (bottom-right). The main title text is overlaid on this gear diagram.

Programs of Study

Career and Service Learning

Academic and Career Planning (ACP) Overview

ACP Long-Range Plan

Course Planning



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## **Our Vision**

WHAT WE  
ASPIRE TO BE

To be a  
community  
that inspires  
each student  
to reach his  
or her full  
potential  
with  
exceptional  
educators.

## **Our Mission**

WHAT WE ASPIRE TO DO

To challenge and  
support students  
on their own  
learning paths  
within and beyond  
the classroom

## **Our Commitments**

HOW WE FULFILL OUR  
MISSION

We are a  
community.  
We are  
professionals.  
We innovate.  
We support the  
whole student.



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**Our ACP work began two school years ago with a DPI self-assessment.**

**It covered five components:**

- **Infrastructure**
- **Know**
- **Explore**
- **Plan**
- **Go**



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We found that many of these components are already in place in our district.

The shift will be SYSTEMIC, toward a student-centered model that allows all students access to the components they need to meet their individual goals.

No more “random acts of career development.”



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## **So what do we have done so far?**

ACP Team

ACP mission and branding that will appear on the course guide and all ACP materials for students, families, and the community.

ACP Video:

<https://www.youtube.com/watch?v=VAvuAki4V7g&feature=youtu.be>

## **And what is next?**

An implementation involving all staff.

A review of all curriculum to find ACP connections.

A plan for engaging families.



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## Our Approach to Personalizing ACP



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Unified  
District ACP  
Message



Universal  
ACP Graphic



Student  
Tagline

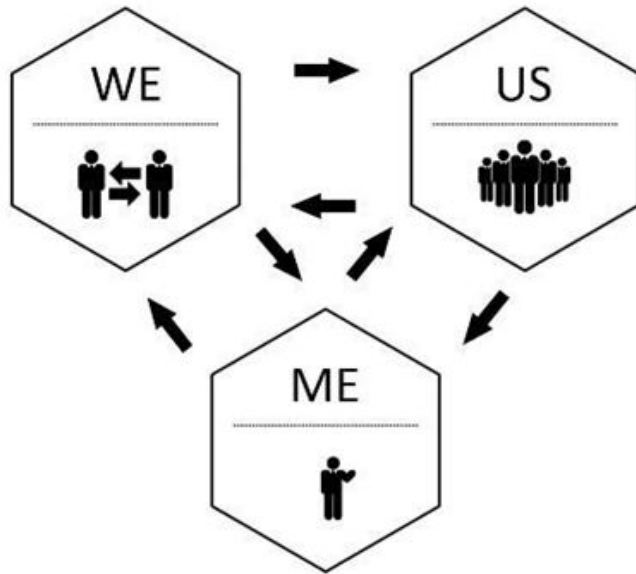


**The Branding Process**



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## Crafting Our ACP Message



### Branding Your District's ACP Message

Consistent messaging helps raise awareness and ensure that everyone, inside and outside your organization, has a common understanding of the information you are communicating and is able to articulate that message. Branding your district's ACP message is a method to customize the communication about how academic and career planning, in your district, helps to personalize each student's educational experience and connect it to their goals for the future.

Your definition of ACP:

Keywords from your district vision/mission/commitments to help customize your message:

Expected benefits from ACP implementation:

Draft and finalize your ACP Awareness Message:





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# Outcome Analysis: The Stranger Test

	Positive	Less Than Positive
Intended		
Unintended		



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**Grade 5-12 Academic and Career Planning (ACP) is a comprehensive process that engages families and our community to inspire, educate, and support each student in developing interests and creating his or her own plan.**

The background features a graphic of interlocking gears in shades of yellow and purple. The gears contain text related to career and academic planning, including 'Career & Technology Education (CTE)', 'Academic Services', 'Career Planning (ACP)', 'Long-Term Plan', and 'Community Engagement'. The overall design is set against a background of diagonal yellow stripes.



# Developing Our Logo

## Define

- Essential components of academic and career planning.

## Design

- Visual representation of how the components work or “fit” together.

## Develop

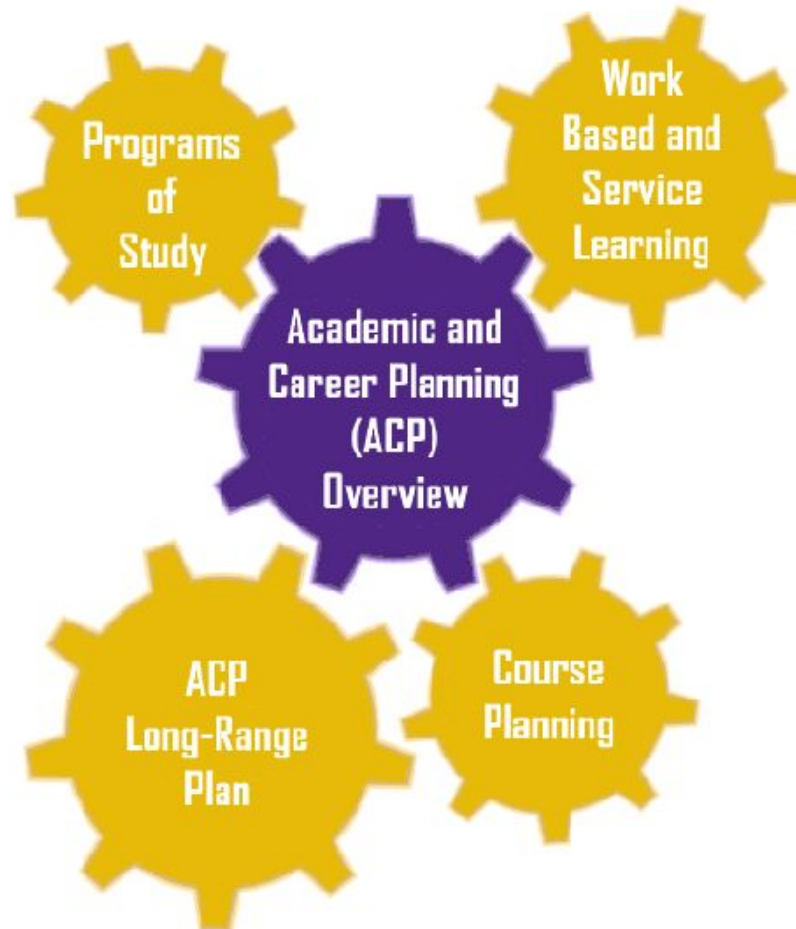
- District a logo that reflects current learning community.



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# Developing Our Logo

## ACADEMIC & CAREER PLANNING (ACP)





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# Student Engagement

## Guiding Question

How will students connect to academic and career planning in our district?

## Student Tagline

***Gearing Up for Your Future!***



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Sheboygan Falls [ACP Multi-year Action Plan](#)



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# A tour of our website

[www.sheboyganfalls.k12.wi.us](http://www.sheboyganfalls.k12.wi.us)