

## PROJECT OBJECTIVES

By leveraging student voice:

- Each CTE program has a living 2-page document that houses essential, compelling information. This resource has multiple use cases – including counseling students in choosing their programs, for tours/ visits, at tabling events, and printed/hung outside of classrooms. The resource should be editable going forward by CEC staff with limited graphic design skills as program changes occur.
- Each CTE program has a unique CEC-brand aligned icon to help establish a visual program identity. The icons are responsive to student ideas while being part of a unified whole.
- CTE-related communications overall at CEC is enhanced via the use of student insights.

Step	Item/Description/Tips	Links
<b>Focus Group 1</b>	<p><b>Focus Group Facilitation:</b> At CEC, this was the first step in the overall process – engaging students to get a baseline understanding of the current strength of our program-related messaging, overall school messaging, and their needs from a communications standpoint.</p> <p><i>Tip: make it as interactive/ engaging as possible!</i></p>	<p><a href="#">Facilitation Slides</a> <a href="#">Facilitator Packet</a> <a href="#">Participant Magazine Feedback Sheet</a> (we had a district resource similar to what we envisioned, which we wanted to get student feedback on as a baseline)</p>
	<p><b>Focus Group Data Codifying/ Analysis:</b> As seen in the facilitation slides, we aimed to make it as interactive as possible. This involved multiple modes of engaging (e.g. sticky notes on chart paper, movement to different corners of the room, etc). Thus, we needed to spend time analyzing and codifying the results. For the district one pager feedback, we also took the time to manually put that data into a spreadsheet to be able to do qualitative data calculations. We tried to aggregate everything into a spreadsheet.</p>	<p><a href="#">Focus Group Data Insights</a></p>
<b>School-Wide Student Voice</b>  ( <a href="#">Student Survey/ Icon Facilitation Slides</a> )	<p><b>Student Survey:</b> In addition to the focus groups, we wanted to gather a wide representation of student voice on our overall effectiveness at CTE-related messaging (as well as school-wide messaging since this was a good opportunity for that via one survey!). We used the insights from the focus group to finalize the survey prompts. At CEC, we got 181 student responses, and we used our CTE class time.</p> <p><i>Tips:</i></p> <ul style="list-style-type: none"> <li>● Use a specific and reliable structure to facilitate the survey (advisory, homeroom, CTE class, 2nd period, etc).</li> <li>● Have a generous survey window (at CEC, this was about a week).</li> <li>● Design the form so that the data can be desegregated (e.g. program, grade, etc).</li> <li>● One thing we could have done better is relying less on self reporting (e.g. instead of a scale for knowing their CTE certification, just asking to see if they actually know it).</li> </ul>	<p><a href="#">Student Survey</a></p>
	<p><b>Student Logo Ideation/ Brainstorm:</b> To ensure that the program icons were responsive to student voice, and to help our educators with some beginning of year culture building in classes, students used the beginning of CTE class time to generate ideas for what their program’s icon/ logo could be. Any themes/ recurring symbols were identified and used to create the final program icons.</p>	<p><a href="#">Student-Facing Icon Brainstorming Doc</a>  <a href="#">Student Survey/ Icon Facilitation Slides</a></p>

<b>Educator Voice</b>	<p><b>CTE Educator Survey</b></p> <p>In addition to student insights, we also asked our CTE educators to provide feedback on the district-created magazine. Instead of a focus group, this was done via survey for efficiency and because the main users of the resource would be current/ prospective students.</p>	<p><a href="#">CTE Educator District Pathway Magazine Survey</a></p>
<b>2-Pager Layout Drafting</b>	<p>Using the insights from all the above sources, an initial, feedback-ready draft of the two pagers was created.</p> <p><i>Tip: ensure there's ample time for drafting this. Ensure to the extent possible that this draft is based on student insights, not just a premade template.</i></p>	<p><a href="#">2 Pager Mockup for Focus Group 2</a></p>
<b>Focus Group 2</b>	<p>Once we had a mockup ready for feedback, we hosted another round of focus groups that focused on it. This focus group was more targeted in terms of desired feedback, and we wanted facilitation to be tight and as insightful as possible, so we created a participant packet. We also had a facilitator packet that matched the student-facing document, which also doubled as a space for facilitators to capture key themes/ insights. After the focus groups, we set aside time to review the submitted participant documents and discuss trends.</p> <p><i>Tips:</i></p> <ul style="list-style-type: none"> <li>• <i>Instead of relying on students self-reporting, ask the thing you want to know (e.g. instead of asking "rate how quickly can you get the information on a 1-7 scale, we facilitated an activity where students could peek at the resource for 25 seconds then asked them what they picked out from it. This allowed us to see what information stood out).</i></li> <li>• <i>We left some space on the draft 2 pager blank to ask students what was missing – this helped us with knowing what content to include.</i></li> </ul>	<p><a href="#">Focus Group 2 Participant Packet</a></p> <p><a href="#">Focus Group Round 2 Agenda/ Facilitator Note Catcher</a></p>
<b>2-Pager Content Creation</b>	<p>We sent a form to CTE educators to help generate the content that would go on their two pagers.</p> <p><i>Tip: have strong criteria for the sections to try to minimize the variance in quality/ length/ etc of the content submitted.</i></p>	<p><a href="#">2 Pager Content Form</a></p>
<b>Final Items</b>	<p>Utilizing the insights from all stages of the process, we have finalized the program icons and are finalizing the 2-pagers for use in the second semester (before school choice windows open).</p>	<p><a href="#">Final 2 Pager Mockup</a></p> <p><a href="#">Final Program Icons</a></p> <p><a href="#">Editable 2 Pager Template (Canva)</a> <b>(MAKE A COPY)</b></p>

For support/ questions, contact Rico Gomez - School Leader Resident/ Dean of CTE Instruction at CEC Early College: [enrico\\_gomez@dpsk12.net](mailto:enrico_gomez@dpsk12.net)

