

# ARKANSAS WORKS' CAREER COACH PROGRAM: AN EFFECTIVE COLLEGE AND CAREER PLANNING MODEL





# Arkansas Works Overview



- Governor Mike Beebe's Initiative
- Administered by the **Arkansas Department of Career Education** in partnership with the Governor's Workforce Cabinet
- Complements and enhances assisting college and career planning efforts of school districts and some Adult Education Centers
- Four component system - Career Coaches, On-line College and Career Planning Tool (*powered by Kuder*), ACT Academies, and Career Cluster Camps and College Visits
- Began in January 2010 as a 3-year pilot initiative in the 21 most economically challenged counties in Arkansas



# Updates and Changes

- With the passage of Act 1285 during the 2013 General Session, all 75 counties are eligible to participate
- Participation in Arkansas Works Career Coach program is now determined through a competitive grant process
- For AY 2015, Fifteen (17) two-year colleges and one (1) education cooperative received grants and will serve as co-location sites for Career Coach Programs
- 49 Career Coaches are employed through the co-location sites; 2 specializing in ESL





# Career Coach Program Territory

- **28 Counties**
- **51 School Districts**

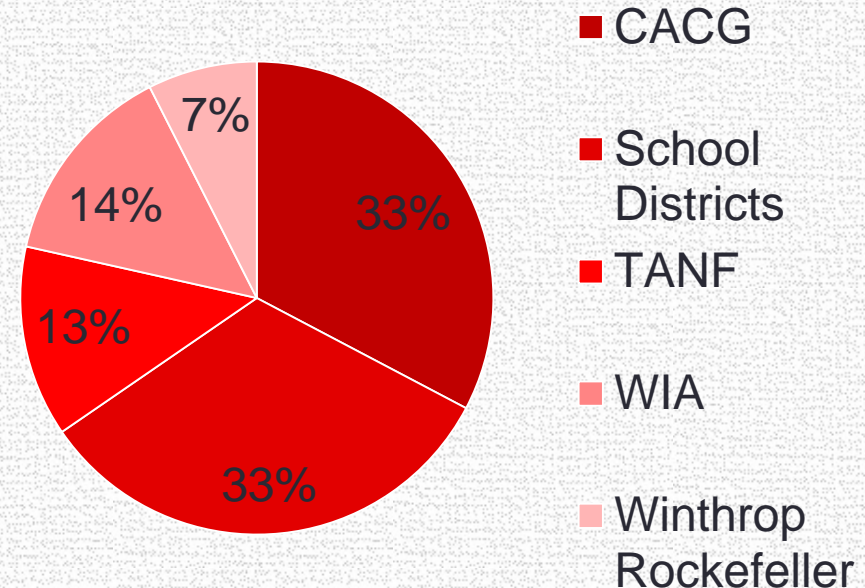




# Career Coach Funding

**The Career Coach Program is funded by multiple sources:**

- Federal Grants (*TANF, College Challenge Access, and Workforce Investment Act*)
- School Districts (*National School Lunch Act – NSLA and Carl D. Perkins Career and Technical Education Act*)
- Non-Profit (*Winthrop Rockefeller Foundation*)



*67% of funding streams due to expire in June 2014*



# Career Coach Programs and Services

**Career Coaches assist Career Orientation Instructors and Counselors by offering programs and services to students in the areas of:**

- Development and revision of college and career plans
- Preparation for postsecondary education
- Financial aid information and applications
- Connecting secondary education with postsecondary education and careers
- Transition from secondary to postsecondary education
- Improving Job Search Skills

*Hall HS students at the Academic Year ACT Academy*







# Career Coach Tools and Resources

**Career Coaches have access to and utilize the following tools and resources:**

- Kuder Navigator
- ACT Academy
- Career Cluster Camps
- Career Cluster College Visits
- ESL and At-Risk Career Coaches



***Rivercrest HS students  
tour the Arkansas  
Northeastern College  
Aircraft and Metals  
Engineering Center***



# Results to Date (AY 2010 – AY 2013)

When evaluating the data from prior to the presence of the Career Coach (AY 2009) to present (AY 2013), the AR Works Career Coach program has made an impact in the original 21 counties on the following performance measures:

- **15.36%** average increase in Smart Core Enrollment (79.97% to 95.33%)
- **19.82%** average increase in the College-Going Rate (33.10% to 52.92%)
- **.55** average increase in ACT Scores (19.53 to 20.08)
- **-6.41%** average decrease in the Remediation Rate (63.58% to 57.17%)
- **32.3%** average increase in the number of students enrolled in the senior class applying for financial aid (40.2% to 72.5%)



*Rivercrest students tour the Arkansas Northeastern College (ANC) Aircraft and Metals Engineering Center*