UNION COUNTY PUBLIC SCHOOLS

📍 **MONROE, NC**

🌐 **UCPS.K12.NC.US**

TOTAL SCHOOLS	CTE PATHWAYS	CAREER ACADEMIES
53	**39**	**25**

UCPS
UNION COUNTY PUBLIC SCHOOLS

For the first installment of the **MajorClarity Partnership Spotlight** series, we caught up with CTE Director Brian Davis, and Curriculum & Instructional Management Coordinator Kim Hayward of Union County Public Schools to chat about what makes UCPS unique, to discuss their definition of *success* when it comes to *Career & College Readiness*, and to learn how they envision MajorClarity playing a role in the process.

Here are five key takeaways from our conversation:

Q MC: How would you describe your district's approach to Career & College Readiness?

A Brian & Kim: When it comes to career exploration courses and career readiness tools, there is often a misconception that those resources and experiences are not applicable to students on the college track. Our perspective in Union County is that all students should have as much exposure as possible to all of the career paths and opportunities available to them while they are in middle and high school, instead of college becoming a very expensive career exploration tool. We want to help bridge that gap, so that if it makes sense for a student to take that leap to college, they are prepared to do so. But we also want all students in our district to become knowledgeable about their personal interests - in addition to the opportunities that are available to them - at a much earlier age so that they can make informed decisions about what they want to do and all of the ways they can reach that point.

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Q MC: What are some of the ways you engage with and inform parents & families in UCPS?

A Brian & Kim: Every high school has a career development coordinator. CDC's work with the students - and parents, if needed - to provide resources and information about events and activities, and they collaborate with businesses and organizations to put on job fairs. We also have a UCPSCTE.org website, which houses all of the information related to our district's career pathways. We host community events, such as our High School Programs Expo, an event we typically do live, but that will be conducted virtually this year. One of our CIMCs is building that program to run through our website, which will include live virtual sessions. It is always a challenge making sure that parents are aware of everything we have to offer and all of the resources that are available to students and their families, so it is important that the information is readily available and easy to access if and when they need it. We make use of social media and school newsletters to communicate district events to parents as much as we can, in an effort to reach families through a variety of different channels. Events are highlighted on social media and included in parent newsletters, which our CDC's are responsible for contributing columns, articles and information to.

Q MC: For districts that may be unfamiliar with your district, what are some things that make UCPS successful? What would you like other districts to know about Union County?

A Brian & Kim: We have a strong relationship with our local industry partners, which fosters a shared vision that is really beneficial, not just to our students but also the local markets. We want our partners to really understand just how much we value their industry, how much we need their input, and how important it is for them to get into our buildings and to recruit our students.. The stronger our career readiness department becomes, the better off our students are going to be once they leave UCPS.
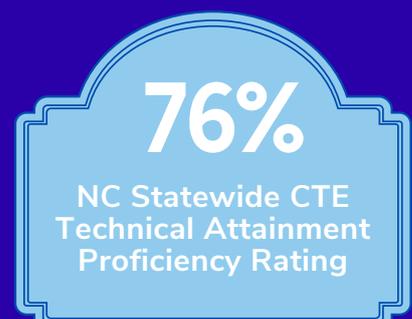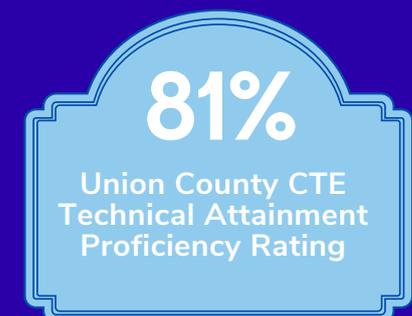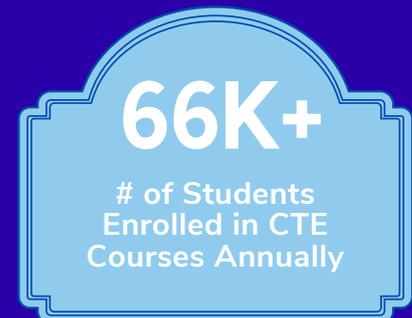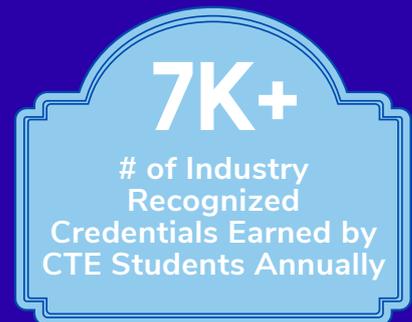
Q MC: How would you summarize your plan for using MajorClarity with student and staff users in year-one? What are some of the strategies you're using to facilitate this?

A Brian & Kim: Our ultimate goal right now is to get students familiar and comfortable with using the platform. We also want our teachers to go in and play around with it, see how things work, and to determine how it can best be used as an instructional tool in their classrooms. Our expectation is that teachers will be using MajorClarity to lead career exploration lessons that will expose students to different occupations, and get them interested and excited about different career paths that relate to their individual program areas. We will also be using the Student Surveys feature, and collecting data points so that our CDCs can better structure their own initiatives. We also really want MajorClarity to be the first place students go for researching local internship opportunities and to learn more about our industry partners, so we are laying the groundwork now to ensure things run smoothly. To facilitate this, we have been developing digital lessons for Canvas, creating tutorial videos, and building a new training site for our staff.

Q MC: As one of our newest district partners in North Carolina, what would you like to share with other districts about your experience thus far with MajorClarity?

A Brian & Kim: Our previous platform really just felt like one more thing teachers and students had to do. MajorClarity is so user-friendly, so to be able to provide our students and staff with such a useful tool, and to be working with a vendor where it is so apparent that they want to get it right, is something we have really enjoyed. It honestly feels like we are growing into this partnership together, and our team is appreciative of the collaborative approach the MajorClarity team takes when working with a new district to get the program in place. We like the idea of coming in with a newer company who is willing to work with us to provide the support and resources that we need, and who understands the importance of adaptability as this industry continues to evolve and to grow.

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7K+
# of Industry Recognized Credentials Earned by CTE Students Annually

66K+
# of Students Enrolled in CTE Courses Annually

81%
Union County CTE Technical Attainment Proficiency Rating

76%
NC Statewide CTE Technical Attainment Proficiency Rating

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