

# Benefits of Personalized College and Career Plans for Different Stakeholder Groups

## Students

Personalized college and career plans ensure that students are making thoughtful and intentional choices about their learning—from coursework to internships to volunteer opportunities—and that they have a clear and actionable path for their specific goals. These personalized plans help students understand how their choices within high school align to their futures and nurtures a sense of meaning and purpose in their efforts. When students understand what they are working toward, they are more motivated to persevere through challenges.

With personalized plans, students can be strategic about their course choices, employment and internship opportunities, extracurricular activities, and volunteer hours, allowing them to maximize their time and efforts. And, when these decisions are closely aligned to student goals, students are much more likely to make choices that fit best with their pathway, rather than choosing to be with friends or a preferred time schedule.

## Families

Personalized college and career plans make it much easier to share input, support, and collaborate with their child in a more objective and productive manner. With documented and thoughtful personalized plans, conversations and planning around post-secondary steps can be based on something tangible and concrete. Articulated plans promote better planning and can prevent family crises during senior year. This proactive approach empowers families to better prepare for and support a student's post-secondary journey across the financial, experiential, and emotional realms.

## Counselor

Personalized college and career plans create a systematic way to ensure that their students are setting goals, articulating the path to meet those goals, and to track the progress of each individual along the way. By starting these plans early in a student's high school trajectory, counselors are able to frame the decision points within high school as working toward a particular outcome and in a way that is personalized to each student's pathway and future.

When these plans are well documented and regularly updated, it helps counselors to check whether students are on track and intervene when necessary. With this approach, counselors are able to provide more personalized support across their caseload of students. Further, by having a well-thought-out system in place for creating and revisiting these plans, schools are able to provide a more equitable experience for students and ensure that all students have access to the same resources and information.

## Administrators

For administrators at the building and district level, personalized college and career plans can offer a tangible way to track student progress on college and career readiness goals, rather than having to wait for graduation rates and post-secondary success metrics to evaluate current programs and processes. These plans create documentation of student goals and actions around interim steps to meet those goals. Using a systematic approach, administrators can see school-level and district-level trends and patterns that can help identify barriers to student success, spotlight promising practices, and inform needs for intervention and future planning.