



Whitefish Bay SCHOOL DISTRICT

An Exceptional Place to Learn

Academic and Career Planning and Education for Employment Plan

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Introduction

Education for Employment (E4E), also known as PI-26, is a legislative mandate in the State of Wisconsin that mandates the integration of Academic and Career Planning in all public schools. The primary goals of this initiative encompass:

1. Equipping all students for future employment.
2. Ensuring technical literacy to foster continuous learning throughout life.
3. Promoting good citizenship.
4. Facilitating collaboration among business, industry, labor, post-secondary schools, and public schools.
5. Establishing a role for public schools in the economic development of Wisconsin.

E4E serves as a school district program aimed at enhancing students' workforce readiness skills. Its implementation involves actively involving students in shaping their future identities, supporting

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personal growth, and achieving career aspirations. The E4E plan is achieved through meaningful experiences that establish connections between learning and real-world applications, fostering confidence, focus, and passion to inform their chosen career pathways.

In the School District of Whitefish Bay, the E4E plan concentrates on aligning existing systems and strategically implementing enhanced services with the District Focus Plan serving as our North Star. The goal is to engage staff in supporting students by fostering internal motivation and nurturing a vision for their future. The ultimate objective is for all students to graduate with a clear sense of purpose, equipped to capitalize on diverse opportunities in order to achieve their career aspirations.

This document serves as a guide for staff, students, parents, and community members to comprehend the implementation of E4E programming and services within the School District of Whitefish Bay.

Career Readiness

MISSION/VISION

Vision: An Exceptional Place to Learn

Mission: The Whitefish Bay School District, in partnership with families and community, is student-centered with a tradition of educational excellence that:

- Supports the individual needs of the whole child in a safe, caring, and inclusive learning environment;
- Empowers students with the knowledge, skills, dispositions, and character necessary to thrive in an ever-changing, global society so that students are life, career, and college ready;
- Honors the diversity of all students and the pursuit of educational equity.

DRAFT ideas for [ACP Portrait of a Learner](#) information and [Focus Plan](#) - TBD

CAREER READINESS TEAM

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Career Readiness Data

DISTRICT CAREER READINESS DATA

In the 2022-2023 academic year, our District made significant strides in preparing students for their future careers, as evidenced by our career readiness data. With 567 students participating in Career and Technical Education (CTE) programs and 234 of them concentrating in specific fields, we are actively fostering specialized skills and knowledge essential for success in the workforce. Moreover, our student engagement extends beyond the classroom, with 68 students involved in Career and Technical Student Organizations like the Business Club and FBLA, nurturing leadership and practical skills. Through 3 state-approved regional career pathways, we are ensuring that our students have diverse avenues to explore and excel in their chosen fields, aligning with the aspirations outlined in our plans for developing the Portrait of a Learner at the elementary, middle, and high school levels through the lens of the Redefining Ready framework.

E4E District Career Readiness Data (2022-2023)

Career and Technical Education Participants	567
Career and Technical Education Concentrators	234
Students Participating in Career and Technical Student Organizations	68 (Business Club and FBLA)
Number of State Approved Regional Career Pathways	3

Resources:

[ACP Portrait of a Learner](#) (in progress)

[Redefining Ready](#)

CURRENT PROGRESS AND FUTURE GOALS FOR IMPLEMENTATION

Our District is actively engaged in enhancing academic and career planning (ACP) initiatives to ensure students are well-prepared for their future endeavors. Continuing professional development opportunities for counselors, focused on forging stronger business partnerships and mentorships, are underway through the Academic and Career Planning and Regional Career Pathways Network via CESA #1. Moreover, our commitment extends to the development of Southeast Wisconsin Region Pathways, fostering deeper engagement for the Whitefish Bay School District's participation. Looking ahead, elementary counselors will convene with staff to explain, in greater detail, the District's ACP plan, while counselors across all levels will commence work on defining the profile of a learner, aligning with our overarching goal of equipping students with comprehensive skills and knowledge for success in both academics and careers.

- Continued professional learning with counselors on how to build better business partnerships and mentorships will transpire (Academic and Career Planning and Regional Career Pathways Network through CESA #1).
- Continued development of Southeast Wisconsin Region Pathways for Whitefish Bay participation.
- Elementary counselors will meet in the fall of 2024-25 with building-wide staff to explain in detail

what the district's ACP plan consists of and how this will look at each individual school.

- ❑ Counselors to begin work on the profile of a learner at Elementary, Middle, and High School Levels.

Career Readiness Current Progress and Future Goals

Elementary Schools

Current Progress: Elementary staff, both teachers and counselors, build student self-awareness in areas such as interests and strengths. Additionally, general curriculum includes work with goal-setting, as well as development of career and interpersonal skills. Through various projects and guidance lessons, students are introduced to a variety of careers.

Future Goals: At the elementary level, we are working to build community connections to highlight future school and career opportunities.

Middle School

Current Progress: Middle school is a time for students to explore a wide breadth of careers! Students prepare for their academic and career future by exploring potential careers in a variety of ways. Using surveys provided through Naviance, a college and career readiness platform, students will enter high school with an understanding of how their learning styles, personality types, and interests, skills and abilities are connected to potential career pathways.

6th grade

- Introduction to ACP
- Understand definitions and terms related to Academic and Career Planning
- Students connect how they learn “new and difficult” material by identifying learning styles

through the Learning and Productivity

Survey

- Students create ACP Profile: Identifying academic strengths/challenges, areas of interest , setting academic and social/emotional (SEL) goals

7th grade

- Introduce how post secondary training and educational options are based on the Holland's Personality Inventory
- Students take the Career Key Survey
- Students update and add to ACP profile that identify interests, academic strengths/challenges, and current state of the student's well being in addition to setting academic and SEL goals.
- Utilize self reflection to articulate students growth from 6th grade to 7th grade

8th grade

- Students continue to connect academic and career exploration through identifying Skills and Abilities based on Achieve Works Skills survey results
- Students identify skills they want to further develop over time.
- Students update ACP Profile (Transition Survey for 8/9 transition), to include setting academic and SEL goals for freshman year.

Future Goals:

- Incorporate ACP (Portrait of a Learner) lessons into our current CPR (Circle of Power and Respect) homeroom lessons one time a month
- Communicate and collaborate with new administration about the ACP process

High School

Current Progress: SIP Goal #2 for 2023-24 Preparedness for the Future saw a very productive year! The high school staff took on a vision for our first ever Career Guest Speaker Week that exceeded expectations. In two days, we had 16 Career Clusters, 84 speakers, 3,640 sign-ups, family, friends, neighbors, and alumni all here to support our students - WOW! We knew that we aimed high in our vision for Guest Speaker Week but it was 100% worth it to help students expand their views and see opportunities for the "the futures that they have in mind!" Our goal was to expose our students to the varied paths that lead someone from high school to career as well as the roles and responsibilities in various fields of work. We're confident that this goal was met, regardless of which combination of speakers students attended that week, and we certainly hope to make this an annual event.

Here are a few anecdotes that indicate success:

- A student stopping down to tell his counselor that he can now see his goal/path into the trades through an apprenticeship that he learned about this week.
- A folder containing a list of people who have already offered to come next year!
- Guest speakers who've indicated that they'd "come anytime" because they appreciate the opportunity to share their work and give back to students/their profession.
- Guest speakers who shared that "they do around 4 or 5 career days at high schools in the Milwaukee area per year and by far our students were the most respectful and engaged they've ever experienced. She specifically mentioned the level of questions the students asked were so thoughtful.
- Many emails like this one from parents: "Great feedback from (my sons)! They both attended Kyle (the CPA turned beer can entrepreneur) and one also had the actuary, while the other went to the man who founded the company in Ghana. They said it was such a great program. They told me about their speakers in great detail. They think it's awesome that WFBHS plans to make this

an annual program."

- Students asking to network with our speakers to expand projects here at school or simply learn more.

Future Goals:

- Expanding opportunities for the GPSEd program and connecting more students to work-based learning through internships.
- Alumni Nation continues to grow and is interested in close relationships with the student body. Networking possibilities through this avenue will help strengthen connections to industry and real-world careers.
- Many of the guest speakers also indicated an interest in maintaining an ongoing relationship with the district.

Career Readiness Success Stories

STUDENT SUCCESS STORIES

At every level of our education system, from elementary to high school, we celebrate the achievements and successes of our students in their academic and career journeys. In our elementary schools, events like career dress-up days and engaging activities like "Cumby/Spirit Goes to Work" showcase early exposure to diverse career paths, fostering curiosity and enthusiasm among our youngest learners. Meanwhile, in middle school, our students present their academic and career aspirations to the School Board, demonstrating their growing self-awareness and preparedness for the future. At the high school level, we're proud of our graduates who have embarked on diverse paths to success, from pursuing higher education to engaging in innovative internships like Project Search, embodying the outcomes of our robust academic and career planning process. These student success stories underscore our commitment to nurturing well-rounded individuals prepared for the challenges and opportunities of tomorrow.

Share links to articles, social media posts, interviews, videos etc. that provide a personal face to your data!

Elementary Schools

At the Elementary level students begin exploring jobs and careers within their classrooms through play and class jobs. Through our lessons we do various surveys to help us learn more about ourselves and how we learn, and then research careers and/or career clusters that match those results. Students also have the opportunity to explore careers through classroom and school-wide activities like High Interest Day, Author visits, Wax Museum projects, attending JA BizTown and participating in student council committees.

Check out the impact of our [career exploration at the Elementary Level](#).

During the 23-24 school year we expanded our career exploration for students by having them learn about various jobs and careers from the families attending our schools. We did this by sending out mascots, Spirit (Richards Elementary) and Cumby (Cumberland Elementary) to work with parent volunteers, who shared information about their jobs as well as pictures of our mascots helping them at work. See some of the careers that [Spirit and Cumby got to learn about](#).

Middle School

2023-24:

- In sixth grade, students are required to take Digital Business as well as Design and Modeling. In seventh grade, students are required to take Computer Science and Green Architecture. In eighth grade, the students have seventeen different courses they can choose from for their electives. Six out of the seventeen electives are Project Lead The Way classes. These classes include Design Challenge, Medical Detectives, Automation and Robotics, Science of Technology, Computer Science for Innovators and Makers and Business Ventures. The enrollment for all six classes was 264 for the 2023-2024 School year.

- [Middle School Student Success Story](#)

2022-23:

- [6th grade Board presentation](#)
- [7th grade Board presentation](#)

High School

[GPS](#), WFBHS Class of 2025 Students

- The WFB School District became a school partner with GPS Education Partners Inc. during the SY 2019-2020. We had 2 students accepted; 1 for a 2 year program and 1 for a 1 year program. The enrollment has grown so that during SY 2024-2025, 6 students have been accepted with 5 in the 1 year program and 1 in the 2 year program.

[Project Search](#) Intern, WFBHS Class of 2024

- The WFB School District has a long standing collaborative partnership with Project Search. Project SEARCH is a business-led collaboration, developed at Cincinnati Children's Hospital Medical Center in 1996, that enables young adults with disabilities to gain and maintain employment through training and career exploration. Project Search is a 9–12-month program that provides total immersion in a large community business. Students with disabilities are offered a workforce alternative for their last year of high school. Current available job placements within the Project Search Program include:
 - Children's Hospital
 - Froedtert Hospital
 - Mitchell International Airport
 - Milwaukee Zoo

ACP CURRICULUM, SUPPORT, AND SERVICES

At the Whitefish Bay School District, our Academic and Career Planning (ACP) program is designed to guide students at every stage of their educational journey towards future success. Beginning in kindergarten and continuing through high school, our curriculum includes grade-level appropriate career readiness activities and career-based learning experiences. Our school counselors play a vital role in supporting the ACP process, offering individualized guidance, social-emotional learning (SEL), and employability skill development. Through regular career conversations and integrated career readiness practices, students receive comprehensive support in understanding their interests, setting academic goals, and preparing for postsecondary education or career pathways. Additionally, our district provides a range of career and technical education opportunities, advanced placement courses, dual credit options, and postsecondary education preparation initiatives to ensure that each student is equipped with the necessary skills and resources for their future endeavors.

ACP/School Counseling Services:

Below are the ACP self-assessments that were completed to support the ACP process, including SEL/Employability Skill Development, Career Readiness Activities, Career-based Learning Experiences, and ACP Conferences.

- K-5: Career Readiness Activities Self-Assessment
 - [Elementary Self-Assessment](#)
- 6-8: Career Readiness Activities Self-Assessment
 - [Middle School Self-Assessment](#)
- 9-12: Career Readiness Activities Self-Assessment
 - [High School ACP Self-Assessment](#)

Whole School Support:

ACP/Career Day -One of our school improvement goals for this year was to develop the content knowledge, skills and dispositions that will help prepare them for the future they have in mind. The goal is not just about engaging in coursework that aligns with plans, it's equally about pursuing areas of interests and developing transferable skills that will serve students across the high school experience and beyond. The activities of the day help to explore both the academic side of planning and the social and emotional competencies that will prepare students for life beyond WFBHS. Students attended all seven periods of the day with each period dedicated to various topics including: career values, career clusters, transferable skills, exploration of careers via RoadTrip Nation/Naviance, and finishing with a fun, old-school MASH activity!

Other whole school supports include annual counselor-led career-based lessons using our Naviance platform. Counselors visit classrooms of 9th, 10th and 11th graders annually presenting lessons related to career clusters and pathways, career interest inventories, and post-secondary research and considerations.

Career Readiness Practices below:

- Students participate in regular career conversations to discuss their career interests, academic goals, and postsecondary plans with an adult.
- Teachers in all subject areas help students in their classes understand how the content they are learning connects with various careers and career readiness skills.

PREPARING FOR THE FUTURE

In the Whitefish Bay School District, our Academic and Career Planning (ACP) program is a comprehensive initiative designed to equip every student with the skills and resources needed for success beyond high school. Through a diverse array of offerings, including career and technical education programs, advanced placement courses, and postsecondary education preparation initiatives, we ensure

that students are prepared for any path they choose to pursue. From project-based learning in engineering and biomedical strands to opportunities for dual credit courses and youth apprenticeships, we provide a tailored approach to meet the unique needs and interests of each student, preparing them for a fulfilling future.

The ACP program at Whitefish Bay School District ensures every student is prepared for life after high school no matter what path they plan to take. This includes:

- Career and [technical education](#) provided in the school district.
 - PLTW (Project Lead the Way)
 - Engineering strand, stand alone Woodworking 1, 2 and 3
 - Biomedical Engineering strand
 - AP Computer Science Principles and AP Computer Science A (JAVA)
 - Business courses
- Courses that provide advance placement and/or advanced standing at MATC technical college's associate degree program upon graduation from high school. Dual credit courses include:
 - Keyboarding
 - Digital Photography
 - Exploring possibility for dual credit with College Algebra (UW Milwaukee)
- [Early College Credit Program](#), [Start College Now](#), and [GPS](#) Education Program
- Postsecondary education preparation
 - Naviance lessons each year of high school
 - Clubs and activities offered to all students for exploration
 - Junior Conferencing
 - Advisory lessons
 - Counselor ISHP meetings

- Rep visits from colleges/universities, trades, & military
- Beyond the Bay student panel forum (current seniors)
- Career Guest Speaker Week
- Summer College Help Prep Session
- WFB Rec. Dept. summer course offerings:
 - College Application Jumpstart
 - Blue Duke Freshman Academy
- Youth apprenticeship or other job training and work experience
- Instruction in skills related to employment
 - Embedded within the business curriculum, students gain skills and knowledge related to resume building, interviewing, and filling out forms.
- [High School Education Options](#)

CAREER PATHWAYS

The Whitefish Bay School District's Regional Career Pathway Options initiative integrates Academic and Career Planning (ACP) with Education for Employment (E4E) programs, offering comprehensive career pathways for students from kindergarten through 12th grade. This initiative aligns academic coursework with real-world skills and industry demands, preparing students for successful transitions to post-secondary education and the workforce. Through partnerships with local businesses, colleges, and community organizations, students gain hands-on experiences, mentorship, and internships tailored to their chosen career pathways, fostering a seamless transition from education to employment. This holistic approach ensures that students graduate with the knowledge, skills, and experiences necessary to thrive in their chosen professions.

[Whitefish Bay School District's Regional Career Pathway Options](#)

LABOR MARKET INFORMATION

Labor market information (LMI) helps our school districts develop cutting-edge Career and Technical Education programs by uncovering the skills students will need in the future. In addition, LMI can help students understand which jobs are most likely to be available and well-compensated.

To access Labor Market Information, please click on the links below:

[Wisconsin K-12 Labor Market Information Guide](#) (2018 - 2028)

[DWD Industry Projection Reports](#) (2020 - 2030)

[Consortium's Master SSQ](#) (2024)

[M7 Regional Career Pathway Report](#) (2022-2023)

Your Regional Career Pathway Coordinator can provide this information for you. Or you can use <https://jobcenterofwisconsin.com/wisconomy/pub/publications#cpd> Under the Publications Heading, to find Wisconsin County Profiles and choose the county(s) your district serves.

PROFESSIONAL DEVELOPMENT FOR STAFF

The Whitefish Bay School District is committed to supporting our entire staff to become engaged in the career readiness process. We provide the following professional development to staff:

Elementary: Elementary staff will be updated annually on the ACP process, DPI requirements, and the role elementary schools and staff play in developing academic and career readiness for all students.

Middle:

Middle School staff will be updated annually on the ACP process, DPI requirements, and the role middle school and staff play in developing academic and career readiness for all students.

Career Readiness Practices:

According to the 2023-2024 SIP Goal #2, the high school counseling and administration teams worked together to create a curriculum for staff to use in preparation for the Career Guest Speaker Week event that was held in February. During a staff meeting, counselors and administration taught faculty how to deliver each hour/period of curriculum. Staff were further empowered with step by step powerpoint in their delivery and encouraged to share their life/career journey as well with students. Counselors and administration continue to keep staff updated on forthcoming career-related tools that will help further career exploration such as Inspire.

Provide staff with information about career readiness programs and resources available in the district and who students can go to for more intensive career advising is provided to all educators each year. [High School student presentation](#)

- Career readiness professional learning is provided to all educators regularly on how to conduct equitable and inclusive career conversations with students.
- Career readiness professional learning is provided regularly on how teachers in all subject areas can help students understand how the content they are learning connects with various careers.
- Onboarding for new leadership/staff
- Professional learning for K-5 educators and staff

Career Readiness is for ALL of our Students

INDIVIDUALIZED ACP SUPPORT

Each student who is identified as a student with a disability and has a need for specialized instruction has an Individualized Education Plan (IEP) developed and implemented to meet the individual disability related needs. Additionally, each student with an IEP is assigned a case manager who is the primary point of contact in terms of IEP development and implementation. The IEP case manager, along with other designated IEP team members coordinate services based upon the disability related needs that the student requires, which may include services and supports identified through the ACP process. In addition, Counselors at the middle and high school levels are also responsible for ensuring that students are making sufficient progress towards credit attainment for graduation and are on track for taking the classes that the student requires for any postsecondary opportunities. Students with disabilities also have access to school wide informational offerings for colleges/universities, career areas and local companies.

ACCESS FOR ALL STUDENTS

Students with disabilities who are identified as having a need for specialized instruction engage in annual IEP team meetings where team members, including parents, discuss progress towards IEP goals and services that are required to access the general education curriculum. For students with IEPs who are 14 and older, teams are required to develop a Post Secondary Transition Plan (PTP) that outlines the students post-secondary education goals, post-secondary training goals, and post-secondary living goals. With parent and student feedback, the IEP team then develops a plan inclusive of services to assist the student in reaching these post secondary goals. Select students requiring additional post-secondary support, when appropriate, are also connected with representatives from the Department of Vocational Rehabilitation (DVR) as a resource and in progressing towards their post-secondary goals which may also include connecting resources for short or long term care, guardianship, and accessibility resources at post-secondary institutions.

CAREER READINESS TECHNOLOGY


Naviance is a powerful, comprehensive online program that is used to help students plan and make decisions about college (2 year and 4 year) and careers. There are several features that can help guide students through their career and/or post-secondary research. It is a great tool for everything--from personality and career exploration to college searches and applications.

 [Naviance Planning Guide](#)

Get Involved

FAMILY ENGAGEMENT

The School District of Whitefish Bay engages families and caregivers in academic and career planning by:

- Communicating targeted learning goals of career-connected guidance lessons, with suggestions on how to continue the conversations at home. (Elementary)
- Providing opportunities to volunteer for various career-related activities. (Elementary)
- Inviting parents to participate in 5th to 6th grade transition conferences. (Elementary/Middle School)
 -  [ACP Letter to Families.docx](#)
- Regularly informing families and caregivers about career readiness activities.
- Providing multiple ways for families and caregivers to participate in career readiness activities.
- Regularly informing families and caregivers about the progress of their student's academic and career planning. After every counselor-led Naviance lesson, parents are informed of the activities completed during the lesson along with suggested follow up home discussion.

[Naviance letter to parents \(freshmen\)](#)

[Naviance letter to parents \(sophomores\)](#)

[Naviance letter to parents \(juniors\)](#)

- Actively seeking feedback from students, families, and caregivers when regularly evaluating our career readiness activities, programs, and initiatives.

Family Involvement

Below are some ways that families and caregivers can get involved in ACP processes:

- Evening programs or PT conference workshops are offered to parents of 9th - 12th graders outlining all available student services, including implementation of ACP.
- 9th and 11th grade parents are formally invited to attend an individual parent/student post high school planning conference.
- Feedback from parents during parent meetings and individual planning conferences.
- Develop an online 4-year course planner. (In progress)
- Elementary families were invited to take Spirit or Cumby to work with them in order to share various career opportunities with the elementary students.
- Middle school counselors meet for 5/6 Transition conferences with each 5th grader (parents are invited (if available) to zoom in to the conference), during which the ACP process is introduced.
- Middle school counselors meet with 6,7,8 th grade students to work on ACP lessons. Parents informed through letter home.
- High school counselors meet individually with students and parents in grades 8 and 11, to work on the ACP.
- The Whitefish Bay High School counselors developed a four year plan to empower students to discover their own personal values and goals.
- With the integration of Naviance into the core curriculum of the college and career program,

students and families have the opportunity to do an abundance of [exploration and research](#).

Students are given login information, parents are encouraged to login with their student to access all aspects of Naviance. Parents can request for their own login information.

- Parent information sessions are held annually for the following grade levels: 5, 8, 10, and 11.
- Parents are apprised of opportunities via Naviance, Family Access, and email from the counseling department.
- Parents receive letters pertaining to Naviance classroom lessons specific to learning objectives and encourage parents and students to discuss/review what was completed at school.

COMMUNITY PARTNERSHIPS

Whitefish Bay High School collaborates with [Alumi Nation](#) for contacts in the industry and potential job shadows or job interview practice.

Below is the Whitefish Bay School District's strategy to engage businesses, postsecondary education institutions, and workforce development organizations in implementing the education for employment program, including how the District implements the recommended Career Readiness Practices:

- Our district actively seeks feedback from community, industry, and higher education partners when regularly evaluating our career readiness activities, programs, and initiatives.
- Highlight Career-based Learning Experiences that are offered.
 - GPS Education Partners
 - ProjectSearch
 - Early College Credit Program and Start College Now
 - Dual Credit options

- Work Study Program
- Teacher's Aide
- Independent Study
- Academic & Career Plan opportunities/internships
- J.A. BizTown
- UW Madison and UW Milwaukee, MSOE: Visited by middle school students in Medical Detectives (8th grade)/Green Architecture (7th grade)/ Science of Technology (8th grade)

MOST RECENT DATE OF BOARD APPROVAL

List the date your board approved this plan.

Additional Data/Resources: [2024 School Board Presentation](#)