



**Goal:** By 2020, West Virginia ranks among the top 20% internationally for the percentage of adults with an associate's degree or higher



# Action Plan

Achieving post-secondary certification & degree completion

Certified Success: Competing in today's economy

October 2011

Action	What are the intended outcomes in addressing the issue?
<p><b>Establish and launch a comprehensive media/awareness campaign regarding post-secondary credentials which also works to change the perception of a community and technical college education.</b></p>	<ul style="list-style-type: none"> <li>• Increase in adult learners</li> <li>• Communication and image awareness</li> <li>• A change in student attitude</li> <li>• 10 percent increase in enrollment in middle skills technical programs</li> <li>• Increase post secondary training and degree completion</li> </ul>
<p><b>Create a stake holder information network; with target audience including educators, institutional leaders (boards, administrators), business, labor and community leaders to provide information and a forum for continued discussion of workforce and education needs.</b></p>	<ul style="list-style-type: none"> <li>• Increase effective communication between workforce and education stakeholders</li> <li>• Develop a comprehensive way of disseminating information</li> <li>• Provide a forum for discussion and idea sharing relative to issues in workforce development and education</li> <li>• Create a space for monitoring the progress of the action plan developed as part of Certified Success</li> </ul>
<p><b>Develop pilot career counselor and career mentor program in cooperation with West Virginia School system blending the work of current counselors with a trained volunteer mentor network.</b></p>	<ul style="list-style-type: none"> <li>• To increase career counseling opportunities for students grades 9 – 12</li> <li>• To develop a program that provides career education to students grades 9 – 12</li> <li>• Provide a program that helps define all career options and post-secondary educational opportunities to students grades 9-12</li> <li>• Change the perception of community and technical education among this population</li> <li>• Help students define and achieve their post secondary educational goals</li> </ul>