4 Ways to Use the College & Career Planning Dashboard

The **College and Career Planning Dashboard**, available through your Encourage Educator Reports, summarizes key information about your connected students' future goals and interests.

Tip 1

Identify Knowledge Gaps

If your dashboard shows only a few students interested in trade schools, private colleges, or special mission institutions, this may signal a knowledge gap.

Help students explore more possibilities by:
- Inviting guest speakers in
- Organizing college visits or virtual tours
- Including these pathways in classroom lessons

Low engagement may also indicate that staff members need more exposure. Contact college reps for materials or training, especially for options outside your local area.

Tip 2

Target College Fair Attendees

The **Declared Colleges** tab lets you see which schools your students are most interested in. Use this data to:
- Prioritize which colleges to invite to your fairs
- Ensure strong representation that reflects student interests
- Share insights with admissions reps - If they see they're a top 10 destination, it may influence their decision to attend the fair.

Tracking trends over time also helps demonstrate growing student interest, especially if you're building relationships with new college partners.

Tip 3

Shape Career Education

Use **career interest data** from the dashboard to guide your CTE and career readiness efforts.

This insight can help you:
- Choose CTE courses that match student goals
- Invite speakers for career events
- Identify gaps in awareness of local job opportunities

Connecting student interests with real workforce needs ensures your programs are both engaging and impactful.

Tip 4

Determine Need

Use filters to see which student groups are exploring two-year, four-year, public, and private colleges or the military.

Look for patterns by:
- Gender
- First-gen status
- Race or ethnicity

Filtering helps uncover opportunity gaps and guides targeted outreach, tailored support programs, and stronger grant applications.