Dur Credit Marketing

Successes

- Speak to classes related to the subject of DC
- Open House for all secondary schools - teacher & students
- Present to Career Classes
- Speak to students in co-op individually
- Make co-op, OYAP, DC part of culminating activity
- Use peers to speak about DC
- Raise DC in co-op interviews
- Combine 1/2 semester co-op with 7 wk DC
  - Level 1/Trades
- Bundle credits
- Team: co-op, guidance, SST
  - non-instructional student success role
Challenges + Strategies

"Loss of sections" if students take DC
perception within administration/teachers

Students don't want to leave schools.
- Remember primary target
  Dual Credit at high school - dual taught model
  Student Success team meetings - explain DC
  Do same at Department/Staff meetings

Schools that send students to SWAC
who aren't right fit - "clumping ground"

Remind teachers that DC is a Student Success
initiative - communication -
"School Champion" Breakfast "DC contacts"

Thank you gifts - you are part of team
Have them visit Dual Credit classrooms -
meet students.

Invite teachers to SWAC graduations
New teacher program - PB
Info to faculty of ed grads @ university

Senior Admin not valuing DC
- present @ trustee mtg - include students -
  - show data -

How to explain value of DC to academic teachers whose students are missing class already - How will missing more class help? "Sabotage" - teach students to self advocate -
- SS team led by strong administrator w/ communication plan - student data
- Every student who gets to graduation benefits us all
- staff need to see stats - Success
- profile senior students - video interviews
  re: progress from grade 9 - put face -
- Avoid conflict of DC overlapping w/ regular school - PM timetabling -
- website - transportation info -
- No conflict if students are in co-op -