



## Ed465 120 - Making Academics Count: Action Guide, Successful Strategies

By Amanda Sodoma McMahon, Hans Meeder

Bibliogov, United States, 2013. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.This document is intended to help communities plan and implement initiatives modeled after Making Academics Count, a campaign that was launched in 1997 by the Business Coalition for Education Reform (BCER) to encourage employers to ask job applicants for their school records and thereby help motivate students to achieve at higher levels. The guide begins with background information on the campaign and tools developed by the BCER to support implementation of school records initiatives. Presented next are lessons learned from Making Academics Count campaigns in 16 communities in 11 states. The following steps in planning, organizing, and implementing a Making Academics Count campaign are detailed: (1) ensure the business community leads the practice; (2) integrate the campaign into other state/local education reform efforts; (3) educate employers on obtaining and using school records; (4) develop outreach mechanisms to convey the initiative's message; (5) gain endorsements and collaborate with key constituencies; and (6) have a point of contact for employers and other constituencies. Also included are the following materials: steps in planning for sustainability; profiles of school records...



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