

# MUSD + IMAGO

IMAGO had ideas that really fit what we wanted with a very creative approach. And so we were able to get something our students recognize as home and still teaching them about CTE and Soft skills and abilities.

## THE GOAL

Ask a 6th to 8th grader “what they want to be when they grow up” and they might just tell you a job they’ve seen on TV and in movies. After all doctors, firefighters, law enforcement, entertainers, social media stars, and sports athletes can live exciting lives and they almost always seem to be happy about their career choices.

In reality, those careers and many more could make someone happy, but not everyone. Career exploration is an essential part of helping learners become, not only a valuable member of our society but also discover a happy and fulfilled life. **Madera Unified School District** saw this need and worked with IMAGO to develop a series of lessons to introduce learners to industries and the global and local problems they were designed to solve.

## THE PROCESS

Assistant Superintendent Sheryl Sisil had a vision to create lessons that would provide middle school aged learners the opportunity to explore what options are available to them locally and globally. This would then allow learners to be able to make informed decisions regarding the CTE Pathways available to them in high school. Through human-focused design and feedback from administrators, teachers and students, MUSD and IMAGO created “Industry” and “Local Paths” lessons.

Laura Toney, the College and Career Readiness Coordinator, oversaw the pilot and implementation of the curriculum. She put together an advisory team that consisted of five 6th grade teachers from diverse school sites, two teachers on special assignment, and two district ed techs. The team worked together to

## THEIR EXPERIENCE

According to MUSD’s Director of College and Career Readiness, Kristen McKenna, “IMAGO is a perfect fit. They have ideas that really fit what we wanted with a very creative approach. With IMAGO we’re able to give our students custom lessons that’s relatable to their hometown while still able to teach them about CTE and Emotional Intelligence.”

“Imago brings Madera Unified a program that provides teachers with everything they would want to expose 6th graders to for career exploration. They have facilitator guides, industry videos and local paths that are filmed right in our high schools. The feedback is that the students love it. They love seeing where they are going. And It gives kids options, options they didn’t even know they had,” says Laura Toney.

## WHAT’S NEXT

We are excited to continue developing relevant curriculum with and for MUSD teachers. We are in the design phase of a 7th grade curriculum that will provide middle schoolers the tools to assist them in their career exploration

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review the lessons and resources and then created a suggested scope and sequence to ensure all 6th grade teachers in the district had a variety of tools to reference during the pilot year.

MUSD and IMAGO provided six professional development sessions and also conducted site specific check-ins throughout the pilot year. At the end of the school year, 91% of students reported learning either some new things or a lot of new things from the lessons, and 88% rated the lessons as being between somewhat helpful and very helpful. Additionally, students knew significantly more about career pathways available to them in high school after taking Local Paths lessons.