



Q2 2024
**REDEFINING
THE CLASSROOM**

TABLE OF CONTENTS

03	Executive Summary
06	Program Administration
10	Staff Engagement
13	Student Engagement
16	Educator Engagement
17	Industry Engagement
19	Community Engagement
20	Communications
22	Conclusion
24	Attachments

EXECUTIVE SUMMARY

The second quarter of 2024 was a busy time for the Montgomery County Career Advising Program (MoCo CAP), resulting in significant progress and several important achievements for the partnership.

One noteworthy high point was the second cohort of WorkSource Montgomery (WSM) Career Coaches beginning service delivery in mid-April, completing MoCo CAP's deployment to all high schools.

Coaches were highly active in Q2 and reported contacting 45,929 students from January through the end of the school year in mid-June. Of those, 17,100 returned satisfaction surveys, a 37% response rate. Per the survey results, MoCo CAP received a 4 out of 5 with respect to "Overall Satisfaction." Also, 75% of students reported clearer steps toward career goals post-session, while 67% of students reported an increased understanding of RIASEC themes post-session.

Career Coaches continued their professional development and progress with the program's apprenticeship training. During the reporting period, 31 Coaches achieved the 50% completion milestone. After a slight delay, WSM's Registered Apprenticeship program was recognized by the Maryland Apprenticeship and Training Program (MATP) in early July.

Active support for MoCo CAP was significant from Montgomery County Public Schools' (MCPS) educators, particularly from members of the school-based Career Champions. Coaches met with Champion Teams throughout the quarter, with those teams offering valuable feedback on MoCo CAP and providing access to students.

WSM's Industry Engagement (IE) Team increased efforts to fulfill their role during the reporting period. Partnering with MCPS' television team, they produced a panel event focused on sixth graders which included four professionals representing a range of industries to introduce their work to the students.

Additionally, IE coordinated with several schools to support job fairs and career days during the reporting period, along with numerous Meet-A-Pro discussions in classrooms.



WSM's Community Impact Team continued to support MoCo CAP by participating in several community-facing school events, as well as informing county residents about the program through various meetings and events. MoCo CAP played a significant role in the first CCI Health Services Teen Wellness Summit held in Silver Spring, MD, in April.

WSM's MoCo CAP Communications Team continued to regularly share content about the program via social media, with its virtual footprint seeing steady growth, along with an expansion into LinkedIn, TikTok, and YouTube. The MoCo CAP website is also officially under WSM's management, making the addition of timely and informative content more efficient.

The Special Education Adaptation Committee met twice, and their work helping to provide services to young people with differing learning styles continues. While MoCo CAP's leadership was focused on ending the school year on a high note, almost equal attention was paid to preparing for the summer.

Our plans fall into four categories:



Program Evaluations



Program Planning
for the Upcoming SY



Professional Development



Student-Facing Activities

With almost a year of programming completed, staff and leadership identified gaps in the Career Education Services Department's (CES) operations. After consultation with MCPS and WSM executive leadership, two director-level positions were created to fill the identified needs:

Director of CES Operations:

Responsible for installing systems with an eye toward consistency of service delivery across zones. Also supervises CES Managers.

Director of CES Training:

Responsible for establishing scope/sequence for MoCo CAP. Also administers the Registered Apprenticeship Program, onboards new staff, and oversees coordinators.

Job descriptions were developed and after an internal recruitment process, Dr. Marla Wyche and Monica Phillips Talley were selected for the respective roles. As the new directors began their positions, additional needs were identified and plans to add roles in the next quarter were finalized.

A MoCo CAP display at Gaithersburg Middle School in Gaithersburg, MD in May 2024 encouraged students to identify their friends' top three RIASEC themes and explained why those were the best fit. Career Coach Camila Bueno incorporated Spanish into the presentation and experience. Photo courtesy of MoCo CAP.





PROGRAM ADMINISTRATION

WSM, along with our partners at MCPS and Montgomery College (MC), and with support from the Universities at Shady Grove (USG), reported many successes for the period ending June 30. The most important item was the successful full deployment across all MCPS middle, high, and special schools on April 22.

As previously reported, the second cohort of Career Coaches started with WSM on February 12 and immediately began to prepare for deployment. Consistent with the process that WSM developed for the Cohort 1 Coaches, there was a two-week, in-person introductory training period followed by enrollment in the Registered Apprenticeship program, and shadowing MoCo CAP staff.

In late February, the new Coaches were assigned to their schools. By the third week of March, MCPS leaders and WSM Managers began the process of introducing Coaches to their new school communities with the Site Location Plan (SLP) meetings. Finally, on April 22, the Coaches began their work and started delivering RIASEC introduction sessions and interacting with the Career Champion teams, consistent with what the partners constructed eight months prior.

The Special Education Adaptation Committee, which assists MoCo CAP Coaches in providing services to young people with differing learning styles, gathered resources for the second revision of the field guide. MCPS staff advocates indicated in early discussions a need to deepen the pool of employers willing to provide work experience opportunities for their students. This is an area with which WSM and MoCo CAP have a history of success and WSM's IE team was tasked with recruiting businesses interested in providing internships or work experience opportunities to young people.

Leadership also decided to establish a work room in WSM's Wheaton location so that MoCo CAP Coaches could produce printed materials needed to deliver their services. While a few Coaches were given unfettered access to school copy centers, some were given none, and a majority had only limited ability to make copies or create printed RIASEC and other career-related resources. As a result, staff would outsource printing or find other creative solutions. Managers approached WSM leadership and made the business case to add this capability in-house, resulting in a well-equipped and well-stocked designated workspace for Managers and Coaches.

WSM's initial vision for the MoCo CAP staffing pattern was relatively lean, with six CES Managers reporting to the Deputy Director as they supervised the Coaches in their zones. This was intentional so WSM leaders could remain as close to service delivery as possible and react nimbly to the inevitable operational challenges as they occurred.

As with any new initiative, there were inflection points that steepened the learning curve, such as the addition and deployment of the 20 new Coaches. That brought our total number of Coaches to 51, covering almost 70 schools. It soon became apparent that WSM needed to add new roles to strengthen our programming, especially since we planned to start working with all grade levels rather than just sixth and ninth grades as we had for PY 23. Working with WSM leadership and our MCPS partners, several new roles were created during the quarter with an emphasis on being prepared for the coming school year.

The new roles and responsibilities include:

Role	Responsibilities	Staff	Start Date
Director of Operations	Supervise managers and create department-wide systems to ensure consistent service delivery.	Dr. Marla Wyche	6/15/2024
Director of Training	Supervise training coordinators; develop, stage, and grade resources for coaches; oversee training for new staff, and administer MD Registered Apprenticeship program.	Monica Phillips Talley	6/15/2024

Training Coordinator for Instructional Support	Create, disseminate, and train Coaches to use age- and grade-appropriate resources with students.	Jennifer Trinchere	7/1/2024
Training Coordinator for Specialized Programming	Create, disseminate, and train Coaches to use resources focused on students with special needs, including those whose English-language skills are just emerging.	Sasha Cabral	7/1/2024
Community-Based Career Coach	Stationed at the Newcomer Center three days a week, this Coach will support new residents of the county coming to the U.S.A. from other parts of the world. Additionally, this Coach will support special events and supply short-term coverage.	Camila Bueno	7/1/2024
Industry Engagement Coordinator	Engage with employers to support MoCo CAP, and plan and execute special events with businesses and MoCo CAP partners.	Jocelyn Park	8/26/2024

We are pleased to report that only the new IE Coordinator position was recruited from the community, while the other positions were internal hires/promotions, which created new opportunities for Coaches to fill the vacated roles.

For example, Cohort 1 Career Coaches T. Cunningham and A. Bell were promoted to the CES Manager positions left by Dr. Wyche and Ms. Talley. External recruitment is ongoing in Q3 to fill the coach positions left open by the newer promotions.



(From left) CES Manager Clifton Gadsden and Career Coaches Gabrielle Nickens-Garner, Paola Castro, Cory Turner, and (sitting) Alexander Brown pose during an Earth Day event at Loiederman Middle School in Silver Spring, MD. The group worked alongside hundreds of young people and adults to build a community garden on the school's grounds while having meaningful conversations with students from various MCPS middle schools. Photo courtesy of MoCo CAP.

The MCPS Division of Career and Postsecondary Partnerships and Career Advising hired two Curriculum Support Teachers. Five Cluster Leads were also brought on board, with three more offers pending.

The most recent Quarterly Report contained information regarding the need for guidance from the Accountability and Implementation Board (AIB) regarding two key areas. First was the state's opinion and parameters regarding leftover funds from the first program year. The MoCo CAP partners were pleased when a memo was issued in April authorizing local areas to use the previous year's funds to augment the current year's allocation.

The second issue is currently still unresolved. The state has not given local areas clear direction on outcomes and data that will be required for future reporting to the AIB, Governor's Workforce Investment Board, or the Legislature. This information is critical to guide future investments while MoCo CAP designs our data gathering regimen for the coming year.





STAFF ENGAGEMENT

Much of the reporting period was spent preparing Cohort 2 Coaches to deploy at their schools. Twenty candidates were selected and on-boarded in Q1 and were assigned to their schools by April 1, held their SLP meetings with school leaders, and began their acclimatization period. Additionally, they enrolled in the U.S. Department of Labor Registered Apprenticeship program and began their related training by attending the MCPS Professional Learning Series along with their Cohort 1 colleagues.

WSM's Registered Apprenticeship is a competency-based program envisioned to take approximately one year to complete. The training consists of the required 144 hours of related training delivered by MC and MCPS, along with completing a set of tasks that demonstrate that the apprentices have integrated the skills into their work.

A required graduated wage rate increase is embedded in the program. Coaches who complete 50% of the related training, as well as half of the competencies, receive a significant pay increase. We are pleased to report that 31 of the Coaches have reached the 50% milestone and received their level one pay increase.

A CES Climate Committee of Career Coaches from all zones was established to provide feedback to leadership about the program and share feelings about the work. Along with regular meetings, the group also decided to create an internal newsletter focused on WSM's MoCo CAP Coaches.

In the words of one of the committee co-chairs: "The newsletter is a fun and interactive way to highlight everything that is happening in MoCo CAP, essentially a tool for CCs. In this newsletter, we are collaborating and sharing ideas. What you will find in this newsletter is middle and high school highlights, birthdays, MCPS events, and MoCo CAP events. In the newsletter, you will also see a Career Coach spotlight presented with an activity that again is a tool for CCs to take back with them. We also have our editors and jack-of-all-trades to make this centralized CC resource for everyone."

During the reporting period, the Director designees and Deputy Director began to plan for MoCo CAP's first summer break. The MOU signatories agreed with WSM's proposal offered last year for the Career Coaches to be 12-month employees, which has turned out to be unique, according to our contacts across the state. WSM's thinking at the time was that we needed the summer break, especially in this first year, to evaluate our PY 23 performance, continue to train our staff, and prepare for PY 24.

Planning was initiated during the quarter and resulted in the following staff engagement activities:

SWOT Analysis

CES Managers led a Strengths, Weaknesses, Opportunities, and Threat discussion with Coaches that informed training and operational decisions.

Summer U

This summer-long workshop and activity series, often led by Coaches, enabled participants to develop the essential skills and knowledge needed to deliver MoCo CAP services confidently.

Capstone

MoCo CAP is expanding its service delivery to all grade levels in the coming academic year. While the planners were wise to design a program adaptable to all grades, work needed to be done to equip the coaches with age/stage/grade appropriate activities. The resulting framework found in the MoCo CAP Capstone gives coaches the tools to effectively serve the wide range of students identified in the Blueprint mandate.

Additional information regarding our summer work can be found in **Attachment 1**.



In addition to being registered through the United States Department of Labor, the Maryland Apprenticeship and Training Council approved WSM's request for registration of Standards of Apprenticeship for the Career Coaches supporting MoCo CAP in early July. Pictured from left to right: John Feaster, Maryland Department of Labor Deputy Assistant Secretary; Grant Shmelzer, Maryland Apprenticeship and Training Council Member and WorkSource Montgomery Board Member; Anthony Featherstone, WorkSource Montgomery Executive Director; John Hattery, WorkSource Montgomery Career Education Services Deputy Director; Brian S. Cavey, Maryland Apprenticeship and Training Council Chair; and Chris MacLarion, Division of Workforce Development and Adult Learning Apprenticeship and Training Director with the Maryland Department of Labor. Photo courtesy of the Maryland Apprenticeship and Training Program.



STUDENT ENGAGEMENT

As previously reported, another significant student engagement strategy came from college visits for every interested ninth-grade student. This activity was conceived and executed by MCPS and supported by WSM Career Coaches. Visits commenced in February and ended in May. In total, 3,731 ninth-grade students had an in-person tour of a local college or university, such as Stevenson University, University of Maryland, the Universities at Shady Grove, George Mason University, American University, McDaniel College, and Towson University. Ultimately, 26 institutions of higher learning hosted MCPS students.



Career Coach Cory Turner led a RIASEC-themed Earth Day event for students at Briggs Chaney Middle School in Silver Spring, MD in April 2024. Photo courtesy of MoCo CAP.

MoCo CAP reported 45,929 students contacted from January to mid-June. Of those, 17,100 returned satisfaction surveys, for a 37% response rate. Per the survey results, MoCo CAP received a 4 out of 5 with respect to “Overall Satisfaction.” Also, 75% of students reported clearer steps toward career goals post-session, while 67% of students reported an increased understanding of RIASEC themes post-session (See **Attachment 2**). The MoCo CAP partners are proud of these results and are actively planning ways to improve program delivery and data collection to demonstrate our impact to all stakeholders.

Coaches played several roles in support of the visits. In some cases, our Coaches translated English content to Spanish. Some were able to give mini-RIASEC lessons on the bus to and from the visits. Others simply acted as chaperones, using the opportunity to connect with students and engage in informal conversations around careers and possible next steps.

MoCo CAP finished the year strong with respect to student engagement. All Coaches engaged with students in various ways, including classroom push-ins, small groups, 1-on-1 sessions, large groups, and special events. Our Cohort 2 Coaches focused on delivering initial RIASEC lessons while our Cohort 1 Coaches were focused on reinforcing RIASEC and starting the conversations around workplace strengths, interests, and values.

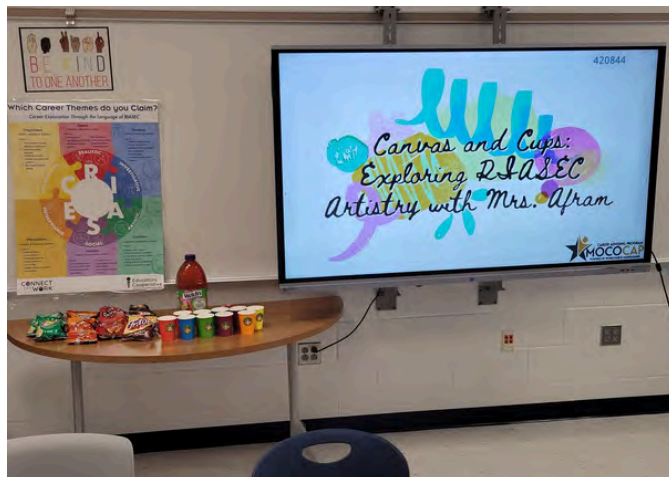
Below are several specific examples of MoCo CAP's successful engagement with MCPS students:

- ✓ RIASEC Coaching Sessions in seventh-grade science and math classrooms at Hallie Wells Middle School.
- ✓ Coaches began to establish Student Advisory Committees at their schools, with Sherwood High School as one of the first.
- ✓ Career Coaches attended the International Food Fair and Healthy Well Being Event after school at Montgomery Village Middle School.
- ✓ One Coach started a RIASEC club at their middle school.
- ✓ A Coach hosted a MoCo CAP table for parents and students to learn about RIASEC, MoCo CAP, and WSM employment services for parents.
- ✓ An end-of-year vision board project was successfully completed by 352 sixth graders.
- ✓ Teachers invited a Coach to present during instructional time following presentations to other school clubs.
- ✓ One Coach held lunch bunches with approximately 60 middle school students twice a week.
- ✓ Zone 2 developed and executed a phenomenal career-focused Mental Health Day at Sligo Middle School.
- ✓ Collaborated with MCPS counselors by assisting in designing flyers, recruiting presenters, and organizing the schedule for the Eastern Middle School Career Day.
- ✓ Multiple Coaches have supported outdoor education for sixth graders at their schools.
- ✓ Facilitated a successful Meet A Pro event with two physicians and 20 sixth graders at Herbert Hoover Middle School.
- ✓ MoCo CAP hosted a Career Expo Night for more than 100 sixth through eighth grade students who were excited to learn more about RIASEC and apply it to the careers they were learning about throughout the fair.

While the summer break has been utilized as a time to evaluate last year's work while planning for the coming year, MoCo CAP continued to plan for student-facing activities. Coaches participated in two regional summer schools and one local summer school starting in early Q3. We look forward to reporting on that work in the next quarterly report.



Career Coaches Ashley Rivera and Bryan Patterson interact with students at a Career Fair at Earle B. Wood Middle School in Rockville, MD in June 2024. Career Coach Aniyah Brooks led the event, which was created for about 1,050 students and included collaboration with its feeder high school to help prepare eighth graders for their upcoming transition. Photo courtesy of MoCo CAP.



Career Coach Mrs. Bridget Afram hosted a lunch bunch session called "Canvas and Cups: Exploring RIASEC Artistry" for several sixth grade North Bethesda Middle School students in Bethesda, MD in May 2024. The creative activity uniquely fused together RIASEC themes with an age-appropriate hands-on activity. Photo courtesy of MoCo CAP.



Career Coaches Mrs. Bridget Afram (left) and Dr. Aileen Chun-Lin (right) speak with students about the MoCo CAP program during the Richard Montgomery High School Career Fair in Rockville, MD in April 2024. Photo courtesy of MoCo CAP.



EDUCATOR ENGAGEMENT

As in the last reporting period, MoCo CAP's primary engagement came from the Career Champions, formerly referred to as Teacher Champions and sometimes called Educator Champions. In late 2023, MCPS recruited about 500 educators from across the system to serve in the role, amplifying the Coaches' work by incorporating RIASEC themes and interest-based conversations into ongoing instruction as follow-ups to one-on-one and small-group career discussions. The planners envisioned a structure where Champion teams would meet regularly with their respective Coaches to coordinate activities, offer feedback, and support MoCo CAP in their schools.

During the most recent reporting period, many of the Champion Teams began to fulfill the original vision. WSM Monthly Reports from the period have many examples of Champion Teams engaged with Coaches and supporting MoCo CAP. Several Champions hosted Coach push-in sessions inside the classroom and facilitated similar sessions with colleagues, while others helped Coaches understand or navigate some of the internal issues at their schools. Educator Champion Team meetings have become more regular in many schools. For example, Zone 1 reported that all 12 of their schools had regular meetings during the reporting period.

It should be noted that some Coaches have had more difficulty coordinating

with their Champion Teams. In most cases, this seems to be a function of scheduling. WSM CES Managers have identified these schools and are confident that meetings will become more regular in the upcoming year.

WSM reported some general reluctance to accept MoCo CAP in our last report. We are pleased to report that in almost all cases, that dynamic has abated due to effective communication and our Coaches adding value to the student experience. This strained relationship was thankfully largely absent when Cohort 2 Coaches started their work in schools.

There are several possible explanations for this change. One probable reason for the smoother integration into the high schools includes the partners learning from the first round of deployments, understanding the pressure points better, and communicating more effectively. Anecdotally, our Zone 6 group did an excellent job integrating into their high schools, so the remaining buildings were eager to get MoCo CAP started in their communities.

Whatever the case, the net result was that our Coaches were able to "hit the ground running" with the support of the principals, assistant principals, and Champion Teams.



INDUSTRY ENGAGEMENT

MoCo CAP stands out by connecting students with real-world experiences through active industry involvement. This interaction is crucial for building a skilled workforce and nurturing community growth. The IE team was continually active during the reporting period, affirming the planners' decision to include a stand-alone business/employer-facing team in the staffing pattern. In addition to supporting career fairs, community events, in-person professional meet and greets, and work supporting future work-based learning, the IE team has gathered a list of over 9,000 businesses and employers that have expressed some level of interest in supporting MoCo CAP.

One of the team's most significant contributions was the coordination and production of a mixed-industry panel held in May at Rocky Hill Middle School, which targeted sixth graders. Four professionals volunteered their time to answer student questions gathered from multiple schools and moderated by two Rocky Hill students. The MCPS broadcast team, with the assistance of a multimedia class, recorded the event to make it available to all sixth-grade educators before the end of the school year. The panel can be found on the new MoCo CAP YouTube channel, linked here: <https://youtu.be/sFkhh7-RAQk>.

In Q2, MoCo CAP began the roll out of the Meet A Pro Library, a digital collection of recorded interviews featuring professionals from diverse industries and roles. Career Coaches underwent training and received video and tech guides to conduct interviews over the summer. From marketing to nursing, law to animal services, HVAC to social work, data analysis to entrepreneurship, and biotech to property management, students will ultimately be able to delve into more than 50 recordings (expanding to 150+ by 2025) to explore different career paths. These interviews, available in multiple languages including Spanish, empower students to connect their interests with potential careers based on the RIASEC model.



AFC Urgent Care Rockville Owner/Director of Operations Dr. Peart, MD, FAAP, and Owner/Medical Director Dr. Akindele met with a group of students in May at Herbert Hoover Middle School in Potomac, MD, who asked to be matched specifically with a physician based on their career interests. Screenshot of MoCo CAP YouTube channel.

Informed Decision-Making

Hearing directly from professionals helps students make informed choices about their future careers.

Expanded Career Horizons

Students can discover careers they had not considered before, broadening their career possibilities.

Connecting RIASEC Interests with Careers

The library helps students match their skills and interests with suitable professions.

Accessible to All

With recordings available in multiple languages, all students can benefit from valuable career insights.

In addition to the Meet A Pro Library, MoCo CAP launched the "Industry Champion" seal. This designation aims to recognize and promote businesses that actively engage with program initiatives. Companies that earn the Industry Champion seal can use it in their marketing and social media efforts, showcasing their commitment to supporting local education and career readiness. This campaign will highlight their contributions, further enhancing their visibility and reputation within the community.



MoCo CAP's comprehensive approach, bolstered by strong industry engagement, ensures that students are well-prepared for their future careers. By fostering partnerships between education and industry, MoCo CAP not only enhances career readiness but also contributes to the economic vitality of Montgomery County.



In May 2024, the MoCo CAP initiative held its first industry engagement panel for sixth grade students at Rocky Hill Middle School in Clarksburg, MD. Panelists (from left) Future Employee Initiatives Coordinator at Montgomery County Public Schools Sydney Pinkard, Chief Science Strategist for the Austere Environments Consortium for Enhanced Sepsis Outcomes at the Henry M. Jackson Foundation Dr. Subbu Krishnan, President/Owner of M.R. Electricians Vickie Dols, and Atlantic Coastal Cooling & Heating President Jamie Carmen answered more than a dozen questions submitted by sixth graders from across the county. The panel was filmed and uploaded to MoCo CAP's YouTube page as part of a resource library. Photo courtesy of MoCo CAP.



COMMUNITY ENGAGEMENT

There are several facets of community engagement supporting MoCo CAP. One of the most significant is the support that MoCo CAP gets from WSM's Community Engagement Department. This three-person team crisscrosses the county, attending events and meetings, promoting all WSM services to the widest range of residents possible.

They also manage the Mobile American Job Center, which became a fixture at MCPS schools throughout the quarter. A list of their activities educating the public on MoCo CAP or providing direct support to school events can be found in **Attachment 3**.

Additionally, WSM's Executive Director spoke at several events where he updated stakeholders and community members on MoCo CAP. These occasions included the East County Citizens Advisory Board, where he was joined by CES Manager Clifton Gadsden; the Japanese Embassy visit, which focused on our workforce and career coaching systems; the DC Workforce Summit; and the Montgomery College Community Engagement Roundtable.

Early in the quarter, WSM was asked to present to the Montgomery County Council's ECON Committee with an update on the state of the region's workforce system and a short update on MoCo CAP. The presentation went well, and WSM was informed by the Chair, Councilmember Natali Fani-Gonzalez, that we can expect an invitation for a session with her committee to deliver a deep dive update on MoCo CAP.



WorkSource Montgomery Community Impact Coordinator Ruth Pineda speaks with students during the Watkins Mill High School Career Fair in Gaithersburg, MD, in April 2024. Photo courtesy of James Leblanc.



COMMUNICATIONS

MoCo CAP Communications continued to grow and expand the program's social media footprint in Q2 (See **Attachment 4**).

The MoCo CAP YouTube channel posted its first video on April 23, 2024. In total, the channel has garnered three subscribers, and five videos were uploaded, netting 174 views and 6.5 hours of watch time. The channel will act primarily as a resource library for recorded virtual and in-person Meet A Pro sessions and is expected to grow substantially in Q3.

The TikTok account (@mococap) created in Q1 posted its first video on May 6, 2024. Two more videos have been uploaded since. The MoCoCAP TikTok channel has not been prioritized in the program's social media strategy, but more videos and focus will go towards the account in Q3.

An employer-focused LinkedIn page launched on May 31, 2024, with posts geared more towards networking and highlighting MoCo CAP Industry Champions who participate in things such as Meet A Pro talks and industry panels. The account gained 43 followers and posted 21 times, including three videos, in its first month. The MoCo CAP Instagram account (@mococapmd) continued to post regularly, gaining 15 followers for a total of 63.

The Facebook group also shared content multiple times per week, growing from 113 to 145 members in Q2.

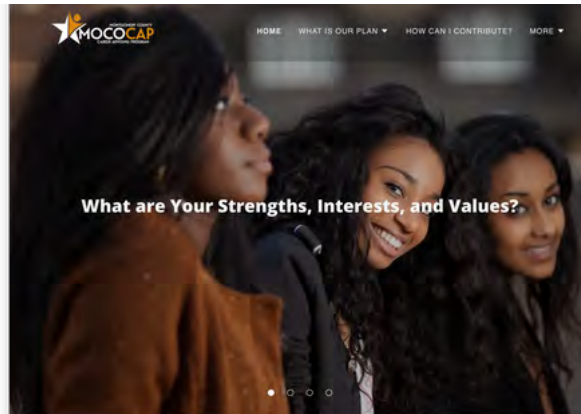
WSM social media accounts continued to distribute MoCo CAP content, increasingly sharing posts and co-posting on platforms, such as Instagram, to further the reach.



MoCo CAP Website

The MoCo CAP website, www.mococap.com, changed management from Educators' Cooperative to WSM in early June 2024. Due to this change, analytical data from April and May is inaccessible. However, 1,933 visitors were documented coming to the site in June. We are implementing Google Analytics into the site to be able to provide more robust data going forward.

While explanatory visuals and other content were added during Q2, MoCo CAP Communications will continue to supplement resources and information, photos and videos, updates, and translated materials to the website in the upcoming quarter.



Requests

MoCo CAP Communications continued fulfilling various requests from CES Managers, Career Coaches, and IE for collateral, social media posts, and video editing, among other things.

From April 1 to June 30, 2024, the Comms Team completed 20 requests submitted through the official MoCo CAP comms request form. Fulfilled requests include designing several flyers and brochures, attending and recording several Meet A Pro events, and the subsequent editing, sharing and promoting of content, and reordering MoCo CAP-branded items.

Various requests were also completed that did not come through the official form, including changes to the MoCo CAP website, writing a script for an animated RIASEC-themed video, document proofreading, and creating an SOP for use of the program's storage closet.

Aside from the continued growth of MoCo CAP's social media channels, the Comms Team is looking to incorporate email marketing into its communications strategy in the future.



CONCLUSION

From April 1 to June 30, we saw two major successes: a strong finish to the school year in terms of service delivery and leveraging lessons learned to plan for even better outcomes next year.

MoCo CAP reached nearly 50,000 students through Coach interactions and ninth-grade college visits. This impressive number is even more remarkable considering service delivery only started in January 2024. The MoCo CAP staff clearly brought the ambitious vision of the MOU partners to life.

It would be easy for Montgomery County's Blueprint leadership to settle with these early successes, especially compared to other jurisdictions across the state. Complacency, however, is not an option.

MCPS continues to recruit Cluster Leads and Career Education Specialists, fill a vacant Career Education Coordinator position, and add curricula specialists to enhance service delivery. MCPS is also planning professional development for Coach and Cluster Leads, improving the ninth-grade college visit component, and collaborating with WSM staff to create programs which cater to all ages, stages, abilities, and cultures.



MoCo CAP Career Coaches, CES Managers, and program support members enjoyed a day of fun and teambuilding at Six Flags America in Bowie, MD, in June 2024 to celebrate the program's inaugural year in Montgomery County Public Schools. Photo courtesy of MoCo CAP.

Montgomery College is positioning itself to play an integral role in MoCo CAP. Their reorganization and addition of a staff member will help plan events for National Apprenticeship Week in November and the World of Work (WOW) event in March 2025.

Our partners' efforts, along with these structural and programmatic additions, demonstrate each organization's commitment to MoCo CAP's continual improvement.

Overall, Montgomery County is leading the state in the deployment of Career Coaching, and the planners and front-line staff are rightfully proud of their achievements so far.



Attachment 1

A. Summer-U Overview: This document outlines the framework for MoCo CAP's Summer-U program for Career Coaches, which ran from June 24 through August 9, 2024, and was designed to "empower(s) participants to develop the essential skills and knowledge needed to confidently navigate their career journeys."

- 1. MoCo CAP August Schedule:** This document, accessed through a hyperlink in the "Summer-U Overview" attachment, is a full draft calendar of sessions and other weekly activities offered in the Summer-U program.
- 2. MoCo CAP Summer-U Weekly Planner:** This document, accessed through a hyperlink in the "Summer-U Overview" attachment, is a weekly planner and log for Career Coaches to use for the duration of the Summer-U program.

B. MoCo CAP Mosaic: This attachment outlines MoCo CAP's collaborative, multi-faceted approach to the development of coaching practice and programming.



Concept: Career Advising Coaches participate in a variety of activities of their choosing to accumulate 5 points each week from the weeks of June 24 through August 9. Coaches will record-keep and submit their summer weekly planner for approval in advance, and then to their managers by close of business each Friday. [The full draft calendar of weekly offerings is here.](#)

Purpose: This summer-long workshop and activity series empowers participants to develop the essential skills and knowledge needed to confidently navigate their career journeys. Through interactive sessions and expert guidance, participants will gain the tools to:

- **Explore:** Identify their strengths, interests, and workplace values to make informed career decisions.
- **Equip:** Develop critical skills in resume writing, cover letter crafting, interviewing techniques, and networking strategies.
- **Empower:** Gain the confidence to effectively communicate their value proposition and stand out in a competitive job market.

By investing in this summer series, participants will gain a comprehensive understanding of the career development process and be equipped with the best skills and knowledge to launch or advance their careers.

Each week is organized thematically, by an observed “Growth Point” where coaches can actionably build their practice in targeted areas.

When?	Theme	Reporting Classification
Week 1	Growth Point: MoCo CAP Logistics SY 24/25	Hybrid (In-Person/Remote)
Week 2	Lead from In-Front! (Coaches Lead Week)	Full Remote
Week 3	Growth Point: Career Exploration Expertise	Full Remote
Week 4	Growth Point: Building Colleague Connection Capacity	Hybrid (In-Person/Remote)
Week 5	Growth Point: Inspiration and Creativity	In-Person M-TH
Week 6	Growth Point: Utilizing Resources in Career Advising Toolbox	Full Remote
Week 7	Growth Point: Professional Skills Session (Full Remote with	Full Remote with In-

	In-Person Options)	Person Options
Week 8	Growth Point: Leadership, Organization, and Time Management	Hybrid (In-Person/Remote)
Week 9	MoCo CAP Kickoff SY 24/25	In Person W-F

Each session of their choice will fall into one of three categories:

<p>A) Professional Development Sessions</p> <ul style="list-style-type: none"> These will be led by various leadership entities and coaches (WSM side and MCPS). The topics were either suggested by coaches on the last training survey, or were an observed need by managers. Each coach will be responsible for either independently or collaboratively leading a session. 	<p>B) "Green" Tasks (Green meaning ongoing reflection and planning deliverables for SY 24/25), including:</p> <ul style="list-style-type: none"> The Apprenticeship Modules (some tasks cannot be completed outside of the school year due to limited access). The SY 24/25 Planning Project (Template Middle School/Template High School). Email communication with 12-month staff as needed to secure ILT presentation time, etc. 	<p>C) Attendance at MoCo CAP support events/activities, including:</p> <ul style="list-style-type: none"> Events that may take place in support of MCPS summer programming relating to Career Advising. Events that may take place to support Summer Rise. Any on-site events that managers deem to fit based on prior approval (planning meetings, orientation, bridging or community events, etc.).
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Sample Coach Log:

Week 4 Sample			
Point	Date(s)	Type of Session (A, B or C above)	Description of Session
1	7/8	A	Middle School CAPStone
1	7/8	A	CC Led Session 22: Sasha
1	7/9	C	Attend planning meeting with School Counselors 9-11
1	7/11	A	Session 26: Grab and Go Icebreakers that People Won't Hate
1	7/11	B	Completed benchmark 4 on SY 24/25 Proposal Project and got manager approval








[Recordkeeping Document Draft \(Summer-U Planning and Log\)](#)

Summer-U Schedule Late July and August

[Link to List of Leading Coaches](#)

Session Survey QR Code:



Color Key	
	WSM Holiday
	Yellow: In-Person Day (Restricted Leave Zone Standard Infused)
	Pink: Online Synchronous All-Zone Sessions (Restricted Leave Zone Standard Infused)
	Gray: Manager-Directed Time
	Green: Green Tasks (Ongoing Proposal Project, Emails, Apprenticeship)
	Purple: Online Synchronous Middle School (Restricted Leave Zone Standard Infused)
	Blue: Online Synchronous High School Sessions (Restricted Leave Zone Standard Infused)

Summer Series Week 6: Growth Point- Utilizing Resources in the Career Advising Coach Toolbox				
Week: Full Remote				
M 7/22: Remote	T 7/23: Remote	W 7/24: Remote	TH 7/25: Remote	FR 7/26: Remote
8-10 Green Tasks	8-9 Green Tasks/ C&R Council DMW (co-leads)	8-9 Green Tasks	8-9 Green Tasks	No Morning Options: Green Tasks 8-11:30
10:00-10:30 Meeting: All Coaches, All Zones AG MoCo MAP Team Members Reported by COB	9:00-11:00 Session 27: <i>Instructional Strategies</i> JM	9:30-11:30 <i>Integrating Elements of Social/Emotional Learning into Coaching Practice</i> Part 2 AG	9:00-11:00 Session 29: <i>Modifying Resources for Special Education</i> MCPS Expert Guest Session Canceled	
10:30-12:00 CC Led Session 25 RIASEC IN YOU <i>Mentor: AG</i>	11:30-1:30 Session 28: <i>Strengths/ Interests/Values</i> PR	11:30-4 Manager Directed Time/	11:30-1:30 Session 30: <i>Takeaways from "It's the Manager"</i> CG	10:30-12:00 CC Led Session 32 How Career Coaches Can Create an

				Inclusive Environment Through Shared Experiences <i>Mentor: TC</i>
12:00-1:30 CC Led Session 26 Maintaining Safe and Respectful Professional Environments <i>Mentor: AB</i>				12:00-1:30 CC Led Session 33 Effective Communication for Leading Small Group and Teams <i>Mentor: TC</i>
1:30-4 Manager Directed Time/ Middle School CAPstone (1:30-2:30)	1:30-4 Manager Directed Time/ High School CAPstone (1:30-2:30)		1:30-4 Manager Directed Time	1:30-4 Manager Directed Time
<i>Leadership Awareness: Management Academy 12:00-1:30</i>				

Summer Series Week 7: Growth Point- Professional Skills Session				
Week: Full Remote with In-Person Options				
M 7/29: Remote	T 7/30: Remote	W 7/31: Remote	TH 8/1: Remote	FR 8/2: Remote
8-10 Green Tasks	8-9 Green Tasks/C&R Council DMW (co-leads)	8-9 Green Tasks	8-9 Green Tasks	8-9 Green Tasks
10:00-10:30 Meeting: All Coaches, All Zones Host AB	9:00-10:30 Session 36: Developing Tech Skills: Canva & Google Suite Jennifer Trinchere In-Person	9:00-11:00 Session 37: <i>Polish 101: Reading the Room</i> JM	9:00-11:00 Session 38: <i>Facilitating Resume Workshops</i> PR	9:00-10:30 CC Led Session 40: Navigating Unique Student Populations: Unaccompanied Homeless Youth <i>Mentor: TC</i>
10:30-12:00 CC Led Session 34: How to Make your Career Champion Team more Effective	11:30-12:30 <i>Professional Norms & Best Practices when Navigating School</i>	12-3 Manager Directed Time/	11:30-1:30 Session 39: <i>Professional Communication</i> AG and CG	10:30-12:00 CC Led Session 41: Resources for undocumented/E ML students <i>Mentor: TC</i>

<i>Mentor: AB</i>	<i>Cultures in MCPS</i> MCPS Team			
12:00-1:30 CC Led Session 35 Create Collaboration <i>Mentor: AG</i> Session Canceled				12:00-1:30 CC Led Session 42 : Career Advising for Opportunity Youth <i>Mentor: CG</i>
1:30-4 Manager Directed Time/ Middle School CAPstone (1:30- 2:30)	12:30-4 Manager Directed Time/ High School CAPstone (1:30- 2:30)		1:30-4 Manager Directed Time	1:30-4 Manager Directed Time
				<i>Leadership Awareness: Management Academy 10:00-11:30</i>

Summer Series Week 8: Growth Point- Leadership, Organization, and Time Management				
Week: Hybrid				
M 8/5	T 8/6	W 8/7	TH 8/8	FR 8/9
8-10 Green Tasks	8-9 Green Tasks/C&R Council DMW	10am-1:00 pm <i>In-Person MCPS Training at Montgomery College East County Education Center</i>	8-9 Green Tasks	8-9 Green Tasks
Morning Check-In Asynchronous (View Recording anytime this day)	10:00-12:00 MCPS Synergy Training		9:00-11:00 Session 44 : <i>Time Management</i> T. Cory Turner	9:00-10:30 CC Led Session 46 : Cultivating a Thriving Workforce: Strategies for Effective Management and Maintaining work Balance <i>Mentor: PR</i>
10:30-12:30 Session 22 : <i>Grab and Go Icebreaker Ideas that People Won't Hate</i> JM (Rescheduled from July)	12:30-2:30 Session 15 : <i>Value of Exploring Careers through Apprenticeships</i> PR (Rescheduled from July)			10:30-12:00 CC Led Session 47 Beyond Borders: Career, Study, Accreditation Options with Study Abroad <i>Mentor: AG</i>
				12:00-1:30 CC Led Session 48 :

		1:00-4:00 Manager Directed Time		Empowering the Future: Preparing High School Students for Workforce Success <i>Mentor: AB</i>
	2:30-4 Manager Directed Time		11:00-4 Manager Directed Time	1:30-4 Manager Directed Time
				<i>Leadership Awareness: Management Academy 12:00-1:30</i>
1:30-4 Manager Directed Time				

MoCo CAP SY 4/25 Kick-off-Week! Hours: 9-5				
M 8/12: Remote	T 8/13: Remote	W 8/14: In Person	TH 8/15: In Person	FR 8/16: In Person
10:00-11:00 am Remote Training <i>Training Coordinators--Canceled</i>	Coaches: Remote Idea Fair Project <i>Leadership Team 9-5 In-Person Inspiration and Framework Reboot</i>	Location TBA SY 2024/25 Kick-off Part I 9-5	Location TBA SY 2024/25 Kick-off Part II 9-5	Location TBA SY 2024/25 Kick-off Part III 9-5

Teacher Pre-Service Week Hours: M/T/TH- Teacher Report Hours W/FR: 9-5				
M 8/19: In Person	T 8/20: In Person	W 8/21: In Person	TH 8/22: In Person	FR 8/23: In Person
In Schools All Day: High School Middle School CAPStone 12-3	In Schools All Day: Middle School High School	WSM Rockville 8-9:30 Coaches Idea Fair!	In Schools All Day	Location TBA Final SY 24/25 Kickoff: Ed and Steve Day! 9-5

Mini-Workshop: Language Matters (WSM Wheaton)	CAPStone 12-3 Mini-Workshop: Language Matters (WSM Wheaton)	9:30-11:30 DEI Training PM In Schools		
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MoCo CAP Summer-U Weekly Planner and Log

[Directions Here](#)

[Summer-U Schedule and Registration Links Here](#)

Coach Name	
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Point Categories

<p>A) Professional Development led by Coaches or other MoCo CAP Leadership</p>	<p>B) Planning Project Check/IE Recordings</p> <p>A point will be accumulated each week for progress on your SY 2024/25 Planning Project, as approved by your manager</p> <p>For Week 2, you will also get a point for your IE recording(s).</p>	<p>C) Attendance at MoCo CAP support events/activities</p> <p>Including: 1) Events that may take place in support of MCPS summer programming relating to Career Advising, 2) Any on-site events that managers deem to fit based on prior approval (planning meetings, orientation, bridging or community events, etc).</p>
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(No Log for Week 1)

Week 2			
Manager Advance Approval Date:			
Days Worked This Week:		Any leave taken? Yes/No	
Point	Date(s)	Type of Session (A,B or C above)	Details:
1		B	Planning Project Progress
1		B	IE Recording
1			
1			
1			

Week 3	
Manager Advance Approval Date:	

Days Worked This Week:			Any leave taken? Yes/No
Point	Date(s)	Type of Session (A,B or C above)	Details:
1		B	Planning Project Progress
1			
1			
1			
1			

Week 4			
Manager Advance Approval Date:			
Days Worked This Week:			Any leave taken? Yes/No
Point	Date(s)	Type of Session (A,B or C above)	Details:
1		B	Planning Project Progress
1			
1			
1			
1			

(No Log for Week 5)

Week 6			
Manager Advance Approval Date:			
Days Worked This Week:			Any leave taken? Yes/No
Point	Date(s)	Type of Session (A,B or C above)	Details:
1		B	Planning Project Progress
1			
1			
1			
1			

Week 7			
Manager Advance Approval Date:			
Days Worked This Week:		Any leave taken? Yes/No	
Point	Date(s)	Type of Session (A,B or C above)	Details:
1		B	Planning Project Progress
1			
1			
1			
1			

Week 8			
Manager Advance Approval Date:			
Days Worked This Week:		Any leave taken? Yes/No	
Point	Date(s)	Type of Session (A,B or C above)	Details:
1		B	Planning Project Progress
1			
1			
1			
1			



MoCo CAP Mosaic: First Look

What is MoCo CAP Mosaic? MoCo CAP Mosaic is a collaborative, multi-faceted approach to the development of coaching practice and programming. It has 3 elements:

Element 1: MoCo CAP Program Mastery	Element 2: MoCo CAP Coaching Connections	Element 3: MoCo CAP Coaching Reflection & Planning
<p>Element 1 includes opportunities to ensure Coaches gain: A) confident knowledge of timing, resources, and scope and sequence for MoCo CAP programming, B) how it connects to future pathways in individual MCPS schools, C) how it connects to career exploration experiences, and D) how they can personalize it all in their buildings. <i>Element 1 comes to life in two ways: For all coaches in the CAPStone series each month, and through the Program and Implementation Committee (PIC), which is made up of a representative of each zone to help create elements of program resources, and preview and provide feedback on monthly framework before it goes to all coaches.</i></p>	<p>Element 2 includes a prioritized space for communities of learning across zones, on a variety of timely topics related to the growth of coaching and professional practice, and with live-time input from coaches. <i>Element 2 comes to life in the Mosaic Teams, which meet monthly.</i></p>	<p>Element 3 includes dedicated frameworks to support coaches on their ongoing journey of balance while they grow their coaching practice. Some features include:</p> <ul style="list-style-type: none"> • To support planning: aligned workbook resources to help operationalize program and individual goals within their schools. • To support balance, time-management and well-being: the program-wide installation of <u>Mosaic Workday Wednesdays</u>, where coaches lens every Wednesday as sacred growth, reflection, planning, and collaboration time with other coaches. Over 90% of the professional learning time on the MCPS and WSM sides is on Wednesdays. This approach strongly encourages coaches to not schedule events, meetings, push-ins, observations, etc. on any Wednesday throughout the year.

		<p>Coaches will report to buildings on these days unless they are in training, so they are visible, and available to maintain casual “drop-in” connections with students and staff, and they can access staff when needed for their planning purposes. This will be communicated to school leadership at the summer meeting, so this space can be protected if at all possible.</p> <p>Coaches may choose to collaborate within zone, cross-zone, accesses teachers, plan with Champion Leads, plan with Cluster Leads, or simply reflect and organize time in this dedicated manner.</p> <p><i>Element 3 comes to life in the monthly magazine, and in Mosaic Workday Wednesdays.</i></p>
<p><i>All 3 elements come to life in the monthly MoCo CAP Mosaic Magazine & Workbook, which incorporates parts of all three.</i></p> <p>The magazine will disseminate on a set schedule, where the PIC and managers get a first look for feedback the first week of each month, and then the magazine goes to coaches the mid-month for the following month (for example, the October magazine goes to coaches on 9/11). This book will include resources, timelines, and program checklists for that month, highlights and pictures from each zone compiled by the members of the PIC, and reflection, planning, data collection, and inspiration resources.</p>		

Why was this developed?	<p>This was developed out of data that indicated:</p> <ol style="list-style-type: none"> 1) The need for standardized communication, program implementation, and training. 2) A desire for more cross-zone collaboration to support stronger culture and establish an increased sense of belonging. 3) The observed and reported need for protected planning and professional learning time to allow coaches to make progress towards mastery for their own time management.
When will people know more?	<ul style="list-style-type: none"> • Managers will have a special meeting

on **June 17** to go over the full Mosaic program structure and materials to provide feedback which will be due on **July 1**.

- The Mosaic Kickoff to coaches will be **July 16**, when each Zone will provide their representative to the PIC, and that cycle for the September MoCo CAP Mosaic Magazine and Workbook will start in late July.
- The full working SY 24/25 program calendar will be released to managers on **June 17**, and to coaches at the first remote CAPStone meetings on **June 21**.

Some high-level calendar highlights for next school year include:

A) 90% of the early release dates and MCPS non-instructional days are manager-directed time, that can include remote work as deemed appropriate by managers.

B) Full training schedules for both MCPS and WSM through the entire school year.

C) Thoughtful groupings for training to minimize the amount of out-of-school time while maximizing professional learning opportunities.

D) For awareness: MCPS trainings will be once a month for Cohort 1, and twice for Cohort 2. However, all are shorter in duration.

E) Remote meetings are utilized when possible

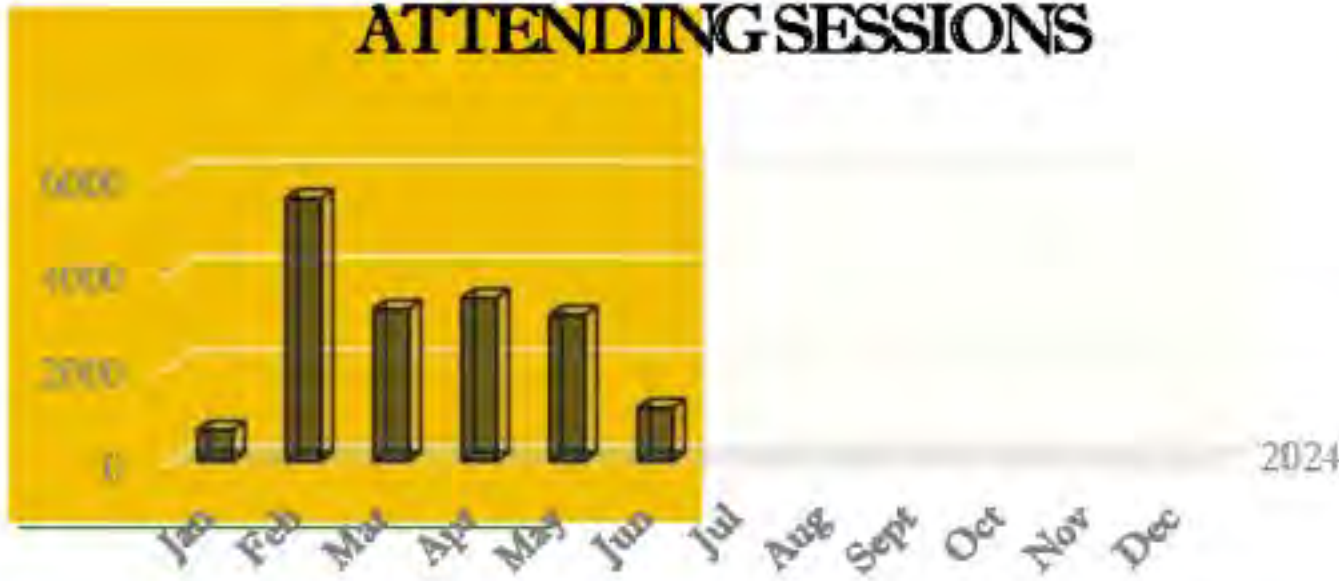
Attachment 2

This snapshot shows various data points from the MoCo CAP initiative reporting period of January through June 2024.

YTD SNAPSHOT

REPORTING PERIOD: JAN 2024-JUNE 2024

STUDENTS
ATTENDING SESSIONS



STUDENT
FEEDBACK RESULTS

Satisfaction/Knowledge Rating out of 5



Overall Satisfaction Excited for Next Session



16,785
UNIQUE
STUDENTS SERVED



731
ENGAGED IN 1:1/SMALL
GROUP SESSION



15,738
ENGAGED IN LARGE
GROUP SESSION



631
ENGAGED IN CAREER
DISCOVERY DAY

IMPACT

17,100

TOTAL
STUDENT
INTERACTIONS

11,035

MIDDLE SCHOOL
STUDENT
INTERACTIONS

6,065

HIGH SCHOOL
STUDENT
INTERACTIONS

75%

STUDENTS REPORTING
CLEARER STEPS TOWARD
CAREER GOALS POST SESSION

4/5

OVERALL STUDENT
SATISFACTION
RATING



67%

STUDENTS REPORTING
INCREASED UNDERSTANDING OF
RIASEC THEMES POST SESSION

Attachment 3

This chart outlines the Q2 activities performed by the WorkSource Montgomery Community Engagement Team.

WorkSource Montgomery Community Engagement Q2 2024 Activities

4/5/2024	East County Hub Partners Meeting
4/6/2024	Table at AAHP Community Day
4/9/2024	WUDAC Monthly Meeting (Presentation)
4/10/2024	Mobile Unit at NW HS
4/11/2024	Mobile Unit at Roberto Clemente MS
4/17/2024	Table at Richard Montgomery HS
4/18/2024	Table at Richard Montgomery HS
4/22/2024	Table at Teen Wellness Summit
4/23/2024	Table at Montgomery Blair HS
4/24/2024	Table at Watkins Mill HS - Career & Employment/Training
4/27/2024	Mobile Unit at Magruder HS Athletic Boosters
5/1/2024	Table at WSM MoCo CAP – Springbrook HS
5/1/2024	East County Citizens Advisory Board - In-Person
5/4/2024	Mobile Unit at Family Fun Run and Wellness Fair R. Clemente MS
5/8/2024	Embassy of Japan/USDOL AJC Visit
5/9/2024	Mobile Unit at Wheaton HS Summer Job Fair
5/28/2024	Mobile Unit at Takoma Park MS
5/29/2024	HOC Fatherhood Presentation
5/30/2024	Governor's Office of Crime Prevention and Policy's SIM Mapping Workshop
6/1/2024	Mobile Unit at MoCo CAP - WMHS
6/6/2024	Mobile Unit at Rocky Hill MS
6/7/2024	Table at Gaithersburg ES

6/7/2024	DC Workforce Summit – In-Person
6/8/2024	Table at Alpha Kappa Alpha Sorority Inc.
6/10/2024	Table at Blake HS - Job Fair
6/10/2024	Montgomery College, Community Engagement Roundtable ECEC
6/12/2024	A Wider Circle Community Partner - Meet and Greet
6/25/2024	Mobile Unit at District 4 Police Station (MoCo CAP)
6/25/2024	Continuum of Care-Wide Training (DHHS Presentation)

Attachment 4

This dashboard shows the MoCo CAP social media and website activity for Q2, including the most popular posts on various social media sites.

Q2 MOCO CAP COMMS DASHBOARD

MoCo CAP Q2 Comms Dashboard

	Published Posts	Followers	Engagements	Video Views	Visitors
Instagram	52	66	257	505	N/A
Facebook	47	142	127	71	N/A
TikTok	3	2	N/A	28	N/A
LinkedIn	21	43	126	376	N/A
YouTube	5	3	N/A	174	N/A
Website	N/A	N/A	N/A	N/A	1,933*

*Website data from April and May 2024 is unavailable.

Social Media Dashboard

Instagram Q2 Overview

	Published Posts	Accounts Engaged	Accounts Reached	Video Views
April-June	52	75	904	505

Top Performing Posts

	Engagements	Reactions	Shares	Saves	Comments	Video Views
April	16	14	2	0	0	N/A
May	4	4	0	0	0	158
June	11	10	1	0	0	N/A

April: Promotions Post (Carousel)

May: Larissa Johnson Interview (Video)

June: Mr. McGraw Intro (Static)

Facebook Q2 Overview

	Published Posts	Engagements	Impressions	Video Views
April-June	47	137	1,061	71

Top Performing Posts

	Views	Reactions	Shares	Comments
April	17	4	2	1
May	47	13	2	5
June	36	3	3	1

April: Did You Know- Languages (Static)

May: Ms. Villarroel Intro (Static)

June: Ms. Djouha Intro (Static)

TikTok Q2 Overview

	Published Posts	Views
April-June	3	28

Top Performing Posts

	Views
April	17
May	4

June	7
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April: *MoCo CAP is Redefining the Classroom!*

May: Larissa Johnson Interview

June: Six Flags Visit

LinkedIn Q2 Overview

	Published Posts	Impressions	Engagement Rate	Likes	Comments	Reposts
May-June	21	3,261	15%	88	7	31

Top Performing Posts

	Impressions	Reactions	Shares	Comments	Engagement Rate
May	563	5	1	1	17.39%
June	424	13	2	1	44.37%

May: *Blueprint Explanation (Carousel)*

June: *MoCo CAP First Year Round Up Photos (Carousel)*

YouTube Q2 Overview

	Published Posts	Views	Watch Time (Hours)	Impressions	Impressions CTR
May-June	5	174	6.5	182	15.38%

Top Performing Posts

	Views	Watch Time (Hours)	Impressions	Impressions CTR
April	63	0.7	46	28.26%

May	15	0.1	43	16.28%
June	60	4.1	48	10.4%

April: MoCo CAP Is Here to Redefine the Classroom!

May: Meet A Pro- Larissa Johnson

June: Meet A Pro- 6th-Grade Industry Panel



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