

# PARENTS & THEIR ROLE AS EDUCATION MANAGERS

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# Agenda

- ▣ High School Graduates & College Readiness
- ▣ Learning Starts at Home
- ▣ Engaging Students in Their Education
- ▣ Marketing Your Child for Education and Career Success

# Alabama Statistics

- ▣ Alabama dropout rate reported for 2013 was 16%
- ▣ In Alabama, 1 in 4 students that enter high school do not graduate
- ▣ “In all, the state of Alabama graduated 75% of all high school seniors in a public school district for the 2011-2012 school year.”

(MONTGOMERY, AL (WSFA))

# What Does It All Mean?

- ▣ High School Graduation Rate -- “C”
- ▣ Student College/University Readiness Low
- ▣ Remedial Classes Increased: Math, English, Reading
- ▣ Young and Older Adults in GED Classes

# Learning Starts at Home

- ▣ Communicate an Expectation to Learn
- ▣ Communicate a Vision for the Future
- ▣ Communicate Opportunity/Cost: Tradeoff
- ▣ Communicate Empowerment to Giveback

# Before the Graduation Pictures

- ▣ Develop New Pictures in the Mind of Your Child
- ▣ Expose Your Child to a Person in the Profession of Interest
- ▣ Help Your Child Develop Discipline
- ▣ Involve Your Child in the Community

# It's a Different World

## How Graduates Can Market Themselves

Academic GPA

Extra Curricular Activities

Professional Etiquette

Leadership

Resume

Interviewing



# Etiquette

- ▣ History:

Original French term that means “ticket.”

The French nobles at court developed a code of behavior that became the expected behavior at social gatherings.



# Etiquette

The practices and forms prescribed by social convention or by authority.

(The American Heritage College Dictionary)



# Basic Etiquette Principles

Treat others the way you desire to be treated.

- \* Be Confident
- \* Be Friendly
- \* Be Professional
- \* Be Interested in Others
- \* Be Genuine

# Professional Etiquette

- ▣ **People**
  - a. Handshake
  - b. Conversations
- ▣ **Communication**
  - a. Telephone communication
  - b. Email communication
- ▣ **Meetings**
  - a. Punctuality
  - b. Respect

# Professional Gathering Etiquette

- ▣ **Attire**
  - a. Business Professional
  - b. Business Casual
  
- ▣ **Meeting Strangers**
  - a. Conversation Starters
  
- ▣ **Networking and Marketing Yourself**
  - a. Business Cards
  - b. Thank You Cards

# Social Media Etiquette

- ▣ **Facebook**
  - a. Do's and Don'ts
  
- ▣ **Twitter**
  - a. Do's and Don'ts
  
- ▣ **Professional Online Groups**
  - a. Do's and Don'ts

# What's in a Resumé?

- ▣ Cover Letter
- ▣ Functional Resumé or Chronological Resumé
- ▣ Name and Contact Information Heading
- ▣ Career Objective
- ▣ References

# Interviewing Do's

- ▣ Interview Preparation
  - \*Know something about the company
- ▣ Arriving Early
  - \*Find the location the day before
- ▣ Be Prepared for Panel Interviews
  - \*Highlight academic and other achievements
- ▣ Verbal Communication
  - \*Answer questions with details

# Interviewing Don'ts

- ▣ Don't hesitate to ask for a question to be repeated
- ▣ Don't speak in a low monotone voice
- ▣ Don't speak too softly
- ▣ Don't speak too fast



# Helpful Websites

- ▣ Bureau of Labor Statistics

<http://www.bls.gov/bls/proghome.htm>

- ▣ Alabama Quick Facts About Alabama Education

[https://web.alsde.edu/general/QuickFacts\\_12-13.pdf](https://web.alsde.edu/general/QuickFacts_12-13.pdf)

# Q & A

## Education

*Still the “Ticket” that Opens Doors*

