**Arizona Career Leadership Network**

**Key Messages Card**

**FRONT**

**Mission**: Champion the development of a system in which all students become career literate through the implementation of high-quality Education and Career Action Plans (ECAPs).

**Theory of Action**: If students, families, employers, community members, and educators collectively support and actively implement high-quality ECAPs, then students will be equipped with the knowledge and tools necessary to pursue a career and achieve economic independence.

**Priorities:** Stewardship, Longitudinal Advisement, Communication & Marketing, Exemplars, and Capacity Building

**BACK**

**Sample Messages**

* ECAPs help students explore talents and interests, identify career goals, and design and pursue pathways to achieve their goals.
* Career guidance and development are a central focus of education.
* Three out of four jobs require education or training beyond high school.
* College means 1, 2, 4 or more years of postsecondary study and experience leading to certification, licensure, and/or a degree.
* Students’ perceived potential is tied to the level of the expectations that we hold for them. We maintain high expectations for students to successfully access and complete postsecondary training or education.
* All youth need access to a caring and supportive adult who maintains the highest expectations for their potential.
* Family engagement is a key educational and career development strategy that makes a positive difference in the lives of youth.
* There is more than one pathway to career readiness and success.
* State leadership supports local action. “Think Arizona, Act Locally.”