

2025 COLLEGE IN HIGH SCHOOL

Communications Toolkit

Developed using insights from Michigan's students, families, and educators, this toolkit equips districts, school leaders, and counselors to share the benefits of college in high school opportunities and support students in navigating the many options available to them.



WHY IT MATTERS

In a career landscape where many of today's jobs require more than a high school diploma, Michigan's educators know college in high school opportunities are critical to students' long-term success. It's why we've invested in creating these programs. For them to have their intended impact, however, we must equally invest in helping students and their families understand why they matter, what options are available, and how to find the best fit — ensuring that Michigan students have the opportunity to access postsecondary education if it's relevant for their dreams.

Additionally, all schools in Michigan are legally required to distribute communications about College in High School opportunities to students once a year ([see comms template below](#)).

WHAT'S INCLUDED

- [Resources](#) - Customizable tools to help you navigate conversations with students, parents & caregivers about College in High School opportunities. They are designed to compliment each other so you can use one or all of them depending on the scenario.
- [How to access resources](#) - Guidance on how to access and create your own copies of each resource
- [Conversation tips](#) - Important reminders to help thoughtfully guide your conversations with students, parents & caregivers about College in High School opportunities
- [Additional resources](#) - Links to external resources related to College in High School opportunities offered by Michigan Department of Education and Michigan College Access Network

RESOURCES

	Purpose	Customization	Recommended Use
Preferences Worksheet Google Doc Word Canva	<p>Help students connect their goals and preferences with available opportunities.</p> <p>Help equip parents & caregivers with the information they need to support their students.</p>	<p>IMPORTANT: Add logo or delete logo placeholder. Customize colors as desired.</p> <p>Minimal content customization is recommended. Focus on increasing accuracy and specificity of program descriptions without adding details that could overwhelm or unnecessarily deter consideration.</p>	<p>Use as a conversation starter for students considering college in high school opportunities for the first time.</p> <p>Share with parents & caregivers to encourage conversation with their students at home.</p>
Preferences Form Google Form	<p>Help students connect their goals and preferences with available opportunities.</p>	<p>Add student identification questions as needed, making sure to adhere to district data collection policies.</p>	<p>Use in place of the worksheet if capturing student interests digitally is a priority.</p>
Comparison Worksheet Google Doc Word Canva	<p>Provide a simple, side by side comparison of opportunities and the extent to which they support student goals.</p> <p>Help equip parents & caregivers with the information they need to support their students.</p>	<p>Minimal content customization is recommended. Focus on increasing accuracy and specificity of program descriptions without adding details that could overwhelm or unnecessarily deter consideration.</p>	<p>Use as follow up to the Preferences Worksheet/Form for students struggling to choose between opportunities or who may not be fully considering other options.</p> <p>Share with parents & caregivers to encourage conversation with their students at home.</p>

	Purpose	Customization	Recommended Use
Overview Documents CTE Google Doc Word Canva Dual Enrollment Google Doc Word Canva EMC Google Doc Word Canva	<p>Expand on the benefits of opportunities, key decision-making considerations, and available options.</p> <p>Help equip parents & caregivers with the information they need to support their students.</p>	<p>IMPORTANT: Add logo or delete logo placeholder. Customize colors as desired</p> <p>IMPORTANT: Update the “Your Options” section before sharing externally. Add details about programs and participating high schools/colleges as appropriate.</p> <p>Make small customizations to the “Is ___ a good fit?” prerequisite information and “FAQ” answers to ensure accuracy and specificity without adding details that could overwhelm or unnecessarily deter consideration.</p> <p>For shared or consortium programs across districts, customization should be coordinated.</p>	<p>Share the relevant overviews with students based on responses to the Preferences and Comparison worksheets.</p> <p>Continue the conversation as needed, working to move from discovery to decision-making to enrollment.</p> <p>Share with parents & caregivers to encourage conversation with their students at home.</p>
Required Communications	<p>Give school leaders templates for required communications about College in High School opportunities.</p>	<p>IMPORTANT: Make sure that all program offerings, eligibility requirements, application processes and other specific details are customized to your school.</p>	<p>Distribute to students and parents once a year by March 1st, as legally mandated.</p>
High School In College “Hype” Video 2 min intro video	<p>Spark student interest in exploring College in High School opportunities with their counselors.</p>	<p>None.</p>	<p>Share on social media, websites, and relevant email communications.</p> <p>Use as a “hype video” at the beginning of student presentations.</p>
PPT Google Slides	<p>Provide a comprehensive overview of all College in High School opportunities for students.</p>	<p>While customization isn’t required, we encourage you to provide specifics where there are currently generalities. For instance, “Generally, most costs (college tuition, feeds, books) are free and covered by the school district.” could be replaced with the costs your school district covers.</p>	<p>Use as part of orientations, assemblies or small groups meetings led by counselors.</p>

HOW TO ACCESS

1. Google Docs & Google Form

- a. Open the Google Docs linked above.
- b. Go to "File" -> "Make a copy."
- c. Rename the copy as needed and save it to your Google Drive.
- d. **IMPORTANT:** Only make edits to the copied form. DO NOT edit the original.

2. Word Docs

- a. Open the Word Docs linked above
- b. Go to "File" -> "Download" -> "Microsoft Word"

3. Canva

- a. Open the Canva Doc linked above
- b. Click the "File" button in the top left corner.
- c. Select "Make a copy."
- d. Rename the copy and move it to your desired folder.

CONVERSATION TIPS

- **Start with the why.** Before describing specific programs and opportunities, help students understand the benefits — whether they plan to go to college or not. The Preferences Worksheet and Comparison Worksheet intros provide sample language you can build from.
- **Consider terminology carefully.** While “College in High School,” “Early College Credit,” and other phrases are often used interchangeably amongst educators, consider which one you use with students and families carefully. “College in High School” was specifically chosen for these resources to help dispel the notion that these opportunities are only worth considering if you have already decided to enroll in college.
- **Reduce pressure on making the “right” decision.** Make it clear that participating in any of these opportunities is beneficial, framing the decision point as one of “best fit” rather than “right vs. wrong.”
- **Save the details for later.** Focus on helping students align their goals and interests with programs before getting too far into the details on qualifications, logistics, and costs. Sharing these details too soon can lead students to quickly discount opportunities because of their own insecurities or assumptions.
- **Listen first.** Be mindful that we all carry assumptions about the abilities and interests of our students that may not be accurate. As much as possible, advise students based on their own statements using the provided worksheets and discussion questions to hear directly from them.
- **Bring parents & caregivers into the conversation.** Parents & caregivers are vital influencers in a student’s college and career preparation. You can positively impact a student’s journey by involving parents & caregivers in conversations, fostering a stronger support network, enhancing communication between home and school, and aligning family goals with a student’s academic and professional aspirations.

ADDITIONAL RESOURCES

Michigan Department of Education Resources

- [Program Definitions](#)
- [Advanced Placement](#)
- [CTE](#)
- [CTE Postsecondary Credit Agreements](#)
- [Dual Enrollment](#)
- [Early Middle College](#)
- [International Baccalaureate](#)

Michigan College Access Network Resources

- [The Dual Enrollment Playbook Research and Best Practices for Equitable Access](#)
- [National \(state by state comparisons\) Dual Enrollment data dashboard](#)
- [DEEP Framework- Broadening Benefits of Dual Enrollment](#)
- [Certificate Programs in Michigan](#)
- [Regional Career Outlooks in Michigan](#)