Q3 2026

QUARTERLY REPORT



WorkSource MONTGOMERY

MONTGOMERY COUNTY MOCOCAP CAREER ADVISING PROGRAM

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EXECUTIVE SUMMARY

During the third quarter of 2026, the Montgomery County Career Advising Program (MOCOCAP) advanced career advising and readiness programming across Montgomery County while preparing for the 2026/27 school year. Progress centered on student engagement, staff development, school partnerships, and implementation of the 6-Year Plan. An extended Memorandum of Understanding (MOU) process, payment delays, evolving state requirements, and Career Coach vacancies created operational pressures, but programming continued at schools experiencing vacancies, with some reductions in service.

Initiative partners integrated existing agreement language into the new Maryland State Department of Education MOU template with the final signature on October 15 completing the nine-month process. Invoice payments were approved in late September to ease budgetary pressure.

Six new Coaches joined the program this quarter, and recruitment continued to address eight vacancies reported as of October 1. A new cohort and two additional floating Coaches are planned to strengthen coverage next quarter.

Summer programming reached 1,018 students across 18 middle schools through RIASEC Island day-camps and Workday on Wheels activities. As the school year began, Coaches supported transition events, delivered grade-specific sessions, and introduced students to the 6-Year Plan Workbook. Students returned 14,305 surveys following whole-group, small-group, and individual coaching sessions. Professional learning emphasized consistent implementation, student engagement, and collaboration among Coaches, Cluster Leads, and College and Career Navigators. Work with Educators Cooperative continued to support analysis of student outcomes and development of a monthly data dashboard.

Industry professionals contributed career exploration experiences through Meet A Pro sessions, while school and community partnerships expanded opportunities to connect with families. Weekly social media outreach maintained program visibility through the summer and return to school.

Priorities for the upcoming quarter include focusing on onboarding the next Career Coach cohort, strengthening school coverage, and completing 6-Year Plan integration and hands-on training, along with introducing monthly dashboard reporting. Planning also continues for December's Future-Ready Student Advisory Council Summit, which is expected to bring together approximately 180 student leaders.

Together, these priorities support MOCOCAP's commitment to consistent access and career advising that helps students connect their interests, strengths, and goals to future pathways.

PROGRAM ADMINISTRATION



Career Coach Ms. Kary Martinez hosted a MOCOCAP table as part of Gaithersburg High School's programs/club fair, which welcomed new students with an interactive RIASEC Game. The table was supported by two SAC members, two Champion teachers, and a former Gaithersburg Middle School SAC member.

Photo courtesy of MOCOCAP.

The Blueprint for Maryland's Future's mandate to deliver Career Coaching to 100% of 6th- through 12th-graders in our state is as ambitious as it is important. The law clearly communicates a vision that all students receive the opportunities to hone their career goals but refrained from being overly prescriptive with respect to how or what program models were developed, understanding that each school district had unique strengths, challenges, and perspectives. In Montgomery County, one of the challenges is the size of the mission with nearly 80,000 middle and high school students, but the required partners have conceived and executed the deployment of the MOCOCAP program into a recognized leader in the state.

As the program began preparations for its third full year of deployment, the list of external pressures affecting programmatic administration grew. These included an elongated MOU process, budgetary concerns, new program requirements from the state partners and local initiatives, and — possibly the most significant change — the state changing the definition of "individualized." While these pressures must be acknowledged, it should be noted that the foundation of the partnership remains strong despite the hard work required to push through these issues.

One clear highlight from the reporting period was the creation and partial execution of the new MOU. The partnership successfully integrated the previously agreed upon language with the new Maryland State Department of Education template. Montgomery County Public Schools (MCPS) Superintendent Dr. Thomas Taylor penned the MOU's final required signature on October 15, completing that nine-month process.

One factor connected to the lapse of a governing agreement/MOU was an interpretation that MCPS was unable to respond to WSM's invoices starting on July 1, despite state guidance to the contrary. This put WSM in a defensive budgetary posture for the reporting period until late September, when the MCPS Board of Education voted to approve payment in the absence of the signed MOU.

Another area of focus for MOCOCAP leaders was the development of the technology and process for 6-Year Plan record keeping. WSM made our solution for sections one through four using a Google doc platform and were

engaged in several discussions with MCPS partners on how to integrate this portion of the plan into the district's student information system. As the reporting period ended, the integration of the technology was nearly complete, keeping the program on track for hands-on training on all elements midway through the next quarter.

MOCOCAP school-based and leadership staff made a considerable effort to coordinate with MCPS school leadership teams during the summer months to negotiate student access and align with MOCOCAP Scope and Sequence for the 2026/27 MCPS school year. MOCOCAP's Training Team developed a planning tool to assist staff in accounting for all the required elements of the program, which received over 14,000 returned student surveys for August and September. More details regarding program performance are reported in the Student Engagement section below.

Staff recruitment has been an ongoing activity since spring. In the first three years of the program, we traditionally had a recruitment in the early summer and another in the fall. However, due to a variety of reasons, October 1 arrived with eight Career Coach vacancies. This has been an additional source of pressure on the Coaching and management staff as MOCOCAP is committed to keeping programming intact, if somewhat reduced, at each school experiencing a vacancy. The team has done a very nice job of making sure that whole-group core content is delivered consistently with the schedules set at each school during the summer.

A new cohort of Coaches has been selected and will start next quarter with WSM, surging the team by three additional Coaches to assist with special events and provide other coverage. These floating Coaches also provide instant replacements in the event of other resignations.



(From left) Career Coach Ms. Camila Bueno, CES Manager Ms. Andrea Giunta, and Career Coach Ms. Coleen Djouha ran a MOCOCAP table at Gaithersburg High School during a regional MCPS Welcome Back Day celebration.

Photo courtesy of MOCOCAP.

STAFF ENGAGEMENT

WSM staff training this quarter featured sessions on 6-Year Plan implementation, preparation for the new school year, and the upcoming sessions for grades 6 and 11.

Coaches attended a week-long in-service in August, kicked off with a message from WSM President and CEO, Mr. Anthony Featherstone. Sessions that week included the new internal Coach report data tool, the updated task checklist interface, and the internal system through which the program provides Coaches for team-style content delivery. Each zone created a gallery display of their own best practices, and they also shared ideas for Student Advisory Council (SAC) activities. Educators Cooperative's Dr. Steve Regur and Mr. Ed Hidalgo led Coaches through a session on a new data dashboard. Coaches also attended an MCPS collaboration session with middle school Cluster Leads and high school College and Career Navigators (CCNs).

The program welcomed six new Coaches this quarter. They engaged in a four-to-five-week intensive onboarding with internal training, compliance modules, shadow opportunities, and a manager and Coach panel. Cohort 8 Coaches started in schools in late August, while Cohort 9 Coaches are scheduled to begin early in the next reporting period.

In the first quarter of the 2026/27 school year, we curated and facilitated professional learning experiences for Career Advising Coaches, Career Advising Cluster Leads, and CCNs designed to amplify our collective impact. This quarter's learning centered on building community, deepening alignment with the MCPS Strategic Plan and the Blueprint for Maryland's Future and strengthening our shared capacity to advance college and career readiness across every school community.

Through intentional collaboration, reflection, and application, these experiences empowered staff to amplify their individual roles, strengthen partnerships, and translate shared priorities into meaningful action for students.





(Left) Career Coach Mr. Joe Vukovich joined the Seneca Valley Community Block Party in early July, educating families and community members about MOCOCAP. (Right) Career Coach Ms. Branstarr Sihanath represented MOCOCAP at Pyle Middle School's Back-to-School Night, where she provided information about the program, shared her favorite workshops, and provided her contact information.

Photos courtesy of MOCOCAP.

The professional learning series began on September 2 with "Aligning Our Work, Amplifying Our Impact," where staff considered how to create greater consistency in the implementation of MOCOCAP while continuing to respond to the unique needs of each school community. This work was further supported through a MCPS Regional Centers update, which provided staff with an opportunity to consider how changes around MCPS Regional Centers may influence their work and collaboration with school teams. Additionally, staff reflected on current MOCOCAP implementation and identified opportunities to strengthen their collective impact and better support students moving into FY27.

Our newer Coaches engaged in professional learning focused on student-centered implementation continued through elevating student engagement. Staff explored ways to strengthen student engagement during group and individual Coaching sessions. Additionally, staff explored practical tools for exploring navigating school cultures and considering how different school cultures influence their work, elevating how intentional relationship-building, trust, and adaptability can strengthen their effectiveness within each school community.



Career Coach Ms. Diana Silva hosted the first whole-group college and career readiness session for 260+ 10th graders at Watkins Mill High School in September.

Photo courtesy of MOCOCAP.

The October 7 professional learning session strengthened staff knowledge of curriculum and pathway opportunities. Staff were encouraged to move beyond awareness of curriculum updates toward intentional implementation that supports meaningful student experiences. Additionally, this session provided an opportunity to deepen understanding of Career and Technical Education (CTE) opportunities, updates, and changes so staff could more effectively guide students toward relevant next steps. This learning also highlighted how Dual Enrollment can expand students' access to meaningful postsecondary pathways and opportunities beyond high school.

Coaches engaged in professional learning that emphasized the importance of understanding the roles and responsibilities of key individuals and teams across MCPS and within individual schools. By strengthening staff knowledge of available resources and internal partnerships, the session reinforced the importance of collaboration in advancing career advising and supporting student success.

Overall, this quarter's professional learning strengthened staff capacity to navigate diverse school environments, collaborate across roles, and translate program knowledge into meaningful action. The sessions reinforced a shared commitment to consistent, high-quality implementation while recognizing that effective career advising must remain responsive to the unique needs of each school community. Collectively, the learning positioned our Coaches, CCNs, and Cluster Leads to enter FY27 with greater clarity, stronger partnerships, and a renewed focus on amplifying the impact of MOCOCAP for MCPS students.

STUDENT ENGAGEMENT

This quarter, Career Advising Coaches balanced bringing summer programming to students, finalizing plans for student access with school leadership teams, and welcoming students back to school for the 2026/27 school year.

In July, Coaches hosted summer programs for 18 middle schools, broken into 12 day-camp models and six regional summer schools.

Day Camp Models

Takoma Park Middle School
Silver Spring International Middle School
Dr. Martin Luther King Jr. Middle School
Rosa Parks Middle School
Farquhar Middle School
Shady Grove Middle School
Gaithersburg Middle School
Tilden Middle School
Silver Creek Middle School
Newport Mill Middle School
Roberto Clemente Middle School
John Poole Middle School

Regional Summer Schools

Francis Scott Key Middle School
Julius West Middle School
Argyle Middle School
Eastern Middle School
Forest Oak Middle School
Rocky Hill Middle School

A total of 1,018 students participated in these camp events. The day-camp programming was RIASEC Island, where students rotated through stations representing each RIASEC theme, along with joining other challenges and activities throughout. The students in the regional summer schools engaged in the Workday on Wheels (WOW) 2026 programming, where they learned about new career options and aligned MCPS CTE pathways, as well as participating in a hands-on “Workday Moment.”

RIASEC ISLAND POWERED BY MOCOCAP

As students returned to school in August, Coaches supported "Transition Day" with activities, presentations, and workshops. Coaches also attended the regional "Welcome Back" event hosted by MCPS at six high school sites.

In September, the target program features included grades 10 and 8 coaching sessions. Both sessions included future-readiness skill-building, including Keys to Future Decision-Making for grade 10 and MCPS CCR Pathways for grade 8, alongside technology preparation for the MSDE 6-Year Plan.

According to the MSDE State Guideline document from July 2026: "A 6-Year Plan is a comprehensive, student-centered academic and career roadmap that students begin developing in middle school and use throughout high school and the postsecondary transition."

Students logged into their 6-Year Plan Workbook, which is the formative, dialogic interface that Coaches lead students through as a first step in their 6-Year Plan journeys. Additional 6-Year Plan work sessions will take place throughout the year for students in grades 6 through 11, as well as identified seniors.

Additionally, MOCOCAP hosted four Summer RISE student interns from Blair, Springbrook, and Watkins Mill high schools. They successfully supported middle school students during summer 2026 RIASEC Island day-camp sessions by co-presenting with Career Coaches various workshops connected to career exploration.

WOW WORKDAY ON WHEELS

The next Future-Ready SAC Summit is scheduled for December 16, 2026, at Montgomery College's Germantown campus. We anticipate bringing together approximately 180 career advising student leaders from all MCPS high schools and 10 selected middle schools for a day of student-led learning and collaboration centered on this year's theme, "Building Your Future Through Connections, Careers, and Community."

Students will participate in three rotations, including a tour of the campus and student-led workshops featuring practical tips and insights from their peers. Following the rotations, students will enjoy a sponsored lunch and participate in a resource fair featuring Montgomery College programs, MCPS CTE programs, MOCOCAP Career Advising Coaches, a photo booth, and networking opportunities. Before departing, students will collaborate with their SAC teams to develop action plans identifying strategies and activities they would like to implement at their schools to extend the Summit's impact.

In addition to Summit planning, RIASEC badge programming has launched at numerous schools, empowering students to lead conversations and activities that introduce the RIASEC framework to staff and peers. Through these student-led initiatives, participants are encouraged to identify their top three RIASEC themes and deepen their understanding of their individual strengths, interests, and values. This work supports students in developing greater self-awareness and connecting their personal attributes to future academic, career, and postsecondary opportunities.

College Tours

MOCOCAP College Tours kicked off this fall, providing students with opportunities to experience a diverse range of postsecondary institutions and explore pathways aligned with their interests, strengths, and future goals. In October, students from six high schools participated in visits to colleges and universities representing a variety of postsecondary options, including private institutions, public universities, Historically Black Colleges and Universities (HBCUs), technical education, and regional higher education opportunities.

Students from **Seneca Valley High School** visited **Loyola University**, gaining insight into four-year university experiences and campus life.

Sherwood High School students toured **Goucher College**, a local selective, private, coed, liberal arts college.

Quince Orchard High School visited **Morgan State University**, allowing students to explore traditional academic programs connected to a variety of career fields.

Blake High School students toured **Lincoln College of Technology**, allowing students to explore skilled trades and applied technology pathways.

Poolesville High School visited **University of Maryland, College Park** and **Watkins Mill High School** toured **Universities at Shady Grove**, reinforcing the role of large public universities as pathways to career and postsecondary success.

Collectively, these experiences reinforced MOCOCAP's commitment to ensuring students are exposed to a broad spectrum of postsecondary pathways. By intentionally providing opportunities to experience different types of institutions and learning environments, the MOCOCAP College Tours continue to help students expand their understanding of what is possible beyond high school and make more informed decisions about their next steps.

Data and Metrics

The MOCOCAP team got off to a fast start this year, as evidenced by the data below, with 14,305 student surveys returned after experiencing whole-group, small-group and individual coaching sessions. The full year-to-date infographic can be found in **Attachment 1**.

REPORTING PERIOD: AUGUST & SEPTEMBER 2026

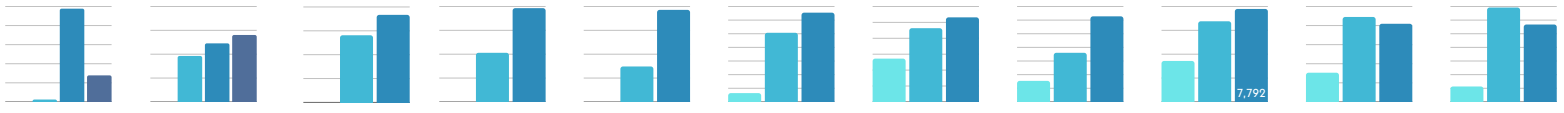
TOTAL STUDENT INTERACTIONS
14,305 AUG., SEPT. 2026 | 14,305 YTD

MIDDLE SCHOOL INTERACTIONS
7,330 AUG., SEPT. 2026 | 7,330 YTD

TOTAL UNIQUE STUDENTS
13,500 AUG., SEPT. 2026 | 13,500 YTD

HIGH SCHOOL INTERACTIONS
6,975 AUG., SEPT. 2026 | 6,975 YTD

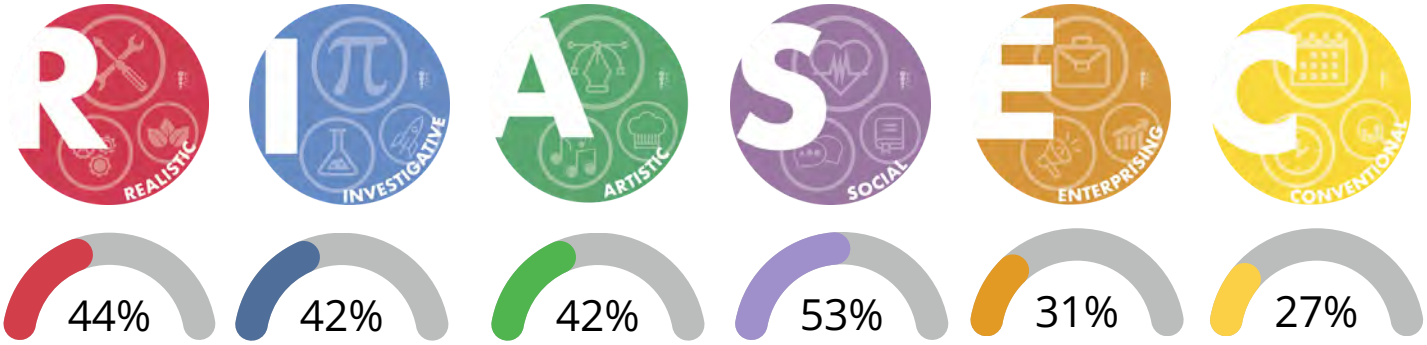
UNIQUE STUDENTS ATTENDING SESSIONS



AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
SY 24/25 **25**	SY 24/25 **9,633**	SY 24/25 **14,609**	SY 24/25 **4,116**	SY 24/25 **2,970**	SY 23/24 **645**	SY 23/24 **5,443**	SY 23/24 **3,085**	SY 23/24 **3,433**	SY 23/24 **3,059**	SY 23/24 **1,131**
SY 25/26 **977**	SY 25/26 **12,268**	SY 25/26 **18,345**	SY 25/26 **7,858**	SY 25/26 **7,715**	SY 24/25 **5,070**	SY 24/25 **9,268**	SY 24/25 **7,204**	SY 24/25 **6,758**	SY 24/25 **8,901**	SY 24/25 **6,922**
SY 26/27 **278**	SY 26/27 **14,027**				SY 25/26 **6,546**	SY 25/26 **10,631**	SY 25/26 **12,552**	SY 25/26 **7,792**	SY 25/26 **8,187**	SY 25/26 **5,676**

TOTAL STUDENT INTERACTIONS ***(ALL TIME)*** **212,339**

RIASEC RESULTS



The RIASEC data points represent the percentage of youth who identify with each of the six career interests. These percentages help us understand the dominant career interests among MOCOCAP students. This is an average since inception.

Note: Youth may identify with more than one RIASEC theme; totals may exceed 100%.

While it has always been important to the MOCOCAP team to understand the reach of our programming as the goal is to serve 100% of eligible students, that has never been the definition of impact for the team. In our view, the program's effectiveness is if or how much our efforts have assisted students determining the career journey that fits their claimed RIASEC themes, along with their skills, interest, and values as they progress toward graduation and ultimately the world of work.

Quantifying impact, however, is not an easy task. MOCOCAP has engaged Educators Cooperative to analyze the survey data to help us understand if students are gaining the self-understanding envisioned by the program model. Their report on MOCOCAP's progress for the last school year was included in the previous quarterly report and can be found in the Reports & Metrics section of the program's website.

We have also engaged them to create a dashboard that will be populated with this year's monthly data, starting next reporting period. Some data points have already been shared indicating our success.

One prime example is Interest Congruence, which shows that the Coaches' efforts have resulted in most of our students expressing interest in occupations consistent with their claimed RIASEC themes. The graphic below illuminates student comfort with clarity of their future plans.

Student Voice Research, Spring 2026

Student surveys reflect the following emerging levels:

Interest Congruence	Career Certainty	Program Specificity	Post-Secondary Plan Clarity
51%	74%	59%	83%

INDUSTRY ENGAGEMENT

The 2026/27 school year started off strong with numerous professionals taking time from their schedules to participate in various initiative activities.

Meet A Pro highlights this quarter included:

INDUSTRY	SCHOOL
Meteorology	Eastern Middle School
Broadcast Journalism	North Bethesda Middle School
Human Resources	Northwood High School
Social Media and Entrepreneurship	Sherwood High School
Documentary Filmmaking	Blake High School
Software Engineering	Poolesville High School
Public Service	Watkins Mill High School
Politics	Winston Churchill High School

COMMUNITY ENGAGEMENT

During this quarter, MOCOCAP advanced its mission of increasing equitable access to career readiness, postsecondary pathways, and workforce opportunities through strategic, countywide family and community engagement efforts. This work focused on building trust with families, strengthening community partnerships, and expanding access points for students and caregivers across Montgomery County.

MOCOCAP increased direct engagement with families and communities through sustained collaborations with schools, PTSA/PTA organizations, and community partners across multiple clusters. These efforts ensured that families received consistent, actionable information about career pathways, post-secondary planning, workforce readiness, and available student supports. The addition of six new Career Coaches further expanded MOCOCAP's capacity to engage students, families, and community stakeholders.

Throughout the quarter, MOCOCAP strengthened awareness of career readiness and workforce opportunities through participation in a variety of summer and transition-focused initiatives, including RIASEC Island programming, WOW activities, "Transition Day" events, and career exploration sessions at the HBKY Ohannes Summer Camp.





In early August, Career Advising Coaches Ms. Coleen Djouha, Mr. Bryan Patterson, Mr. Ray Doh, Ms. Ashley Rivera, and Ms. Kary Martinez, along with CES Managers Ms. Ashley Miller and Mr. Clifton Gadsden, participated with National Night Out at Mt. Calvary Baptist Church in Rockville. Hundreds of members of the Rockville community joining the event, including (top) MCPS Superintendent Dr. Thomas Taylor and (bottom) Mayor of Rockville Ms. Monique Ashton and Maryland Lt. Governor Ms. Aruna Miller.

Photos courtesy of MOCOCAP.

MOCOCAP maintained a strong presence at community-based events designed to meet families where they are and reduce barriers to engagement. Outreach included National Night Out celebrations, regional Back-to-School events, and activities serving multilingual and historically underserved populations.

Beyond direct outreach, MOCOCAP continued to build countywide capacity for family and community engagement. Zone 7 leadership presented MOCOCAP 's Family and Community Engagement strategy to MCPS Cluster Leads and the Career Engagement Teams Professional Learning Community, helping to strengthen awareness of effective engagement practices across the district. Additionally, MOCOCAP contributed a Family and Community Engagement chapter to the Teacher Champion Playbook to support educators in fostering stronger connections between schools, students, and families.

MOCOCAP also continued collaborating with the Communications Team to enhance the parent-facing website through the ongoing development of new resources and toolkits designed to help families support their students' career exploration, post-secondary planning, and workforce readiness journey.

WSM's Community Impact Team supported MOCOCAP/MCPS throughout the reporting period at events, including:

- Summer RISE closing ceremony
- Paint Branch High School's Post Graduation College and Career Fair
- Damascus High School's Back-to-School Night NestFEST
- Benjamin Banneker Middle School's Bobcat Community Kickoff Cookout event
- Back-to-School Fair at Gaithersburg High School
- Roberto Clemente Middle School's Community Connection Day
- Tabling event at Watkins Mill High School
- Providing staff for Odessa Shannon Middle School's Back-to-School Night

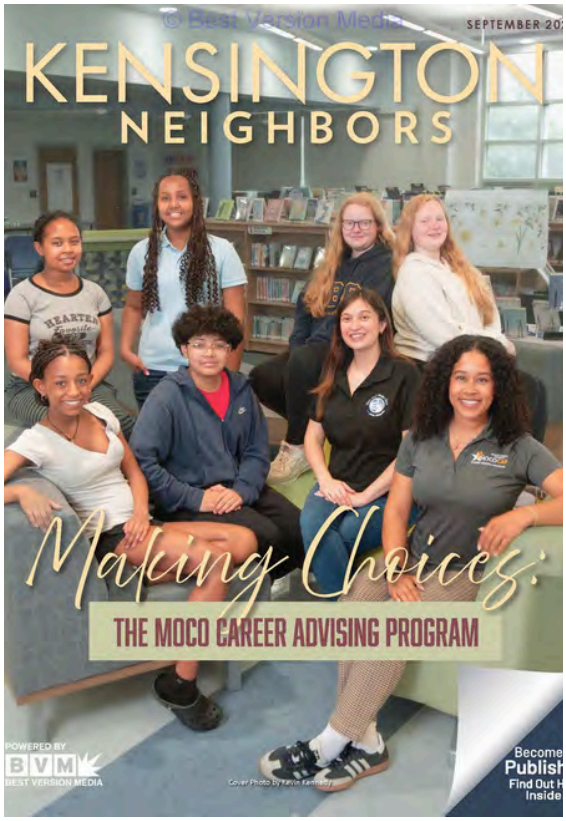
WSM President and CEO Mr. Featherstone made a presentation to the Moxie Award Panel, as well as the Children's Opportunity Alliance Business Convening and Regional Workforce Development Board Alignment Convening hosted by DC Workforce Investment Council.

Collectively, these efforts expanded MOCOCAP 's reach through stronger school, family, employer, and community partnerships while increasing organizational capacity and visibility across Montgomery County. This quarter's outreach reflects MOCOCAP 's commitment to holistic, family-centered engagement as a core strategy for workforce development, career education, and equitable access to opportunity for all students.

COMMUNICATIONS

While the third quarter of 2026 was slower than previous periods for the MOCOCAP Communications Team, weekly social media posts kept the community up to date on the program's activities as students were out for the summer and into the new school year. See **Attachment 2** for the Q3 Comms Dashboard.

WSM's Director of Communications helped coordinate a feature story in the September issue of *Kensington Neighbors* magazine. Along with showcasing the entire countywide program, the write-up by Ms. Katie Engen highlighted the top-notch team at Silver Creek Middle School, including Career Coach Ms. Ashley Rivera and MCPS Champion Lead Ms. Meredith Lange. The full printed magazine was only available during the month in the Kensington area, but the MOCOCAP article is available in the "News" section of the program's website here, as well as **Attachment 3**.



The program's website garnered 11,908 events from 1,887 visitors, notably higher numbers than previous quarters.

Other highlights for the respective social media platforms are as follows:

- The MOCOCAP Instagram account hit a milestone of 405 followers and received 13,164 views.
- The LinkedIn page grew to 391 followers and garnered 5,998 views.
- The Facebook group continued its steady growth, hitting 337 followers and 1,485 page views.
- The MOCOCAP TikTok account received 6,045 video views, nearly double the previous quarterly record.

Plans for Q4 2026 include:

- ✓ Continued weekly posting on the CES Vice President's personal LinkedIn page to leverage his 1,700+ connections to further awareness of the program.
- ✓ Continued cross-promotion efforts on WSM's social accounts to leverage its audience of 10,100+ followers, as well as sharing to Montgomery County-focused public/private Facebook groups.
- ✓ More visible use of the initiative's Linktree page to push people to the various social media accounts and the website.
- ✓ Photography and videography coverage for large-scale program events.

CONCLUSION

The third quarter of 2026 demonstrated MOCOCAP's continued commitment to expanding access to career exploration and advising across Montgomery County. Summer programming, school-year preparation, professional learning, and family and industry engagement supported students as they explored their interests and considered future pathways. Progress on the 6-Year Plan and student data reporting also advanced the tools needed to support individualized planning and better understand program outcomes.

These accomplishments occurred amid financial challenges, evolving program requirements, and staffing vacancies that affected service capacity. Approval of invoice payments in late September and completion of the MOU in October marked important steps toward greater operational stability. Continued coordination among WSM, MCPS, and program partners will remain essential to addressing coverage gaps and sustaining consistent access to advising across schools.

Looking ahead, MOCOCAP's priorities are to strengthen Coach coverage, complete 6-Year Plan integration and training, introduce monthly dashboard reporting, and advance student leadership through the Future-Ready SAC Summit. As this work progresses, participation and outreach measures must be considered alongside evidence of students' growing self-understanding and clarity about their next steps.

With sustained partnership and a shared focus on equitable access, MOCOCAP will continue working toward its central purpose: helping students connect their strengths, interests, and values to informed academic and career decisions.



Career Coach Ms. Kathleen Martinez hosted a lunch table at William H. Farquhar Middle School to talk with students about the MOCOCAP program and career exploration opportunities.

Photo courtesy of MOCOCAP.

Attachment 1

MONTGOMERY COUNTY MOCOCAP CAREER ADVISING PROGRAM

MONTHLY SNAPSHOT

Reporting Period: August and September 2026

IMPACT

	TOTAL STUDENT INTERACTIONS	TOTAL INDIVIDUAL STUDENTS	MIDDLE SCHOOL INTERACTIONS	HIGH SCHOOL INTERACTIONS
Reporting Period	14,305	13,500	7,330	6,975
Year to Date	14,305	13,500	7,330	6,975

379	11,898	1,033	995
ENGAGED IN SMALL GROUP	ENGAGED IN LARGE GROUP SESSION	ENGAGED IN CAREER EXPLORATION	ENGAGED IN OTHER CAREER ADVISING EXPERIENCE/1:1 SESSION

INDIVIDUAL STUDENTS ATTENDING SESSIONS

212,339
STUDENT INTERACTIONS
(ALL TIME)



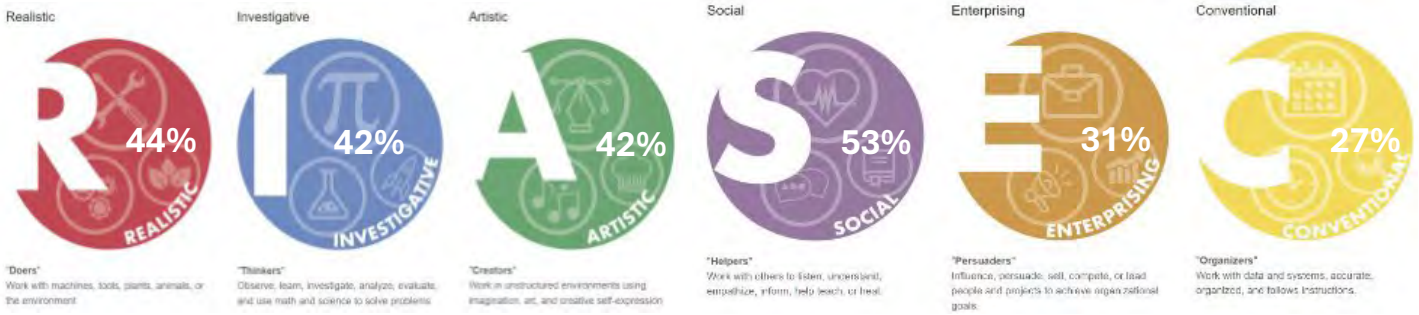
	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
SY23-24	0	0	0	0	0	645	5443	3,085	3,433	3,059	1,131
SY24-25	25	9,633	14,609	4,116	2,970	5,070	9,268	7,204	6,758	8,901	6,922
SY25-26	977	12,268	18,345	7,858	7,715	6,546	10,631	12,552	7,792	8,187	5,676
SY25-27	278	14,027									

SY23-24 SY24-25 SY25-26 SY25-27

STUDENT FEEDBACK RESULTS

Includes student self-reported satisfaction, clarity of next steps, RIASEC distribution and confidence in achieving career goals.

Career Steps Clarity ★★★★☆ *(4/5)*
Session Helpfulness ★★★★☆ *(4/5)*
Confidence in Career Journey ★★★★☆ *(4/5)*



**Note: Youth may identify with more than one RIASEC theme; totals may exceed 100%.*

Attachment 2

Monthly Data Check (July-September)

Q3 2026 MOCO CAP COMMS DASHBOARD

MoCo CAP Q3 Comms Dashboard

	Published Posts	Total Followers	Engagements	Total Reach/ Views
Instagram	37	405	422	13,164
Facebook	35	337	36	1,485
LinkedIn	36	391	237	5,998
TikTok	37	18	13	6,045
YouTube	0	78	N/A	1,514

Social Media Dashboard

Instagram Q3 Overview

	Published Posts	Followers	Views
July	9	362	3,020
August	12	380	4,256
September	16	405	5,888

Top 3 Reach

1. SAC Summit Beatriz (Reel)- Posted July 21: 746 views, 27 engagements
2. New School Year Photos (Post)- Posted Sept. 10: 726 views, 26 engagements
3. SAC Summit Lovian (Reel)- Posted July 7: 494 views, 15 engagements

Top 3 Engagement

1. SAC Summit Beatriz (Reel)- Posted July 21: 746 views, 27 engagements
2. New School Year Photos (Post)- Posted Sept. 10: 726 views, 26 engagements
3. Recent Highlights (Post)- Posted Sept. 29: 299 views, 17 engagements

Facebook Q3 Overview

	Published Posts	Members	Views
July	10	330	332
August	9	332	439
September	16	337	714

LinkedIn Q3 Overview

	Published Posts	Followers	Impressions
July	10	370	1,034
August	10	373	1,134
September	16	391	3,833

Top 3 Reach

1. Ruby Red Awards (Video)- Posted Sept. 3: 1,105 impressions, 71 engagements
2. RTB Speakers (Post)- Posted Sept. 14: 413 impressions, 151 engagements
3. Welcome Othni St Paul (Post)- Posted Sept. 8: 408 impressions, 64 engagements

Top 3 Engagement

1. Summer Highlights Photos (Post)- Posted Aug. 11: 219impressions, 205 engagements
2. Summer Programming Photos (Post)- Posted July 28: 241 impressions, 196 engagements
3. Recent Highlights (Post)- Posted Sept. 29: 178 impressions, 163 engagements

TikTok Q3 Overview

	Published Posts	Followers	Views
July	9	14	1,462
August	9	16	2,190
September	16	18	2,393

YouTube Q3 Overview

Published Videos	Subscribers	Views	Watch Time (Hours)	Impressions	Average Watch Time	Average Percentage Viewed
0	78	1,514	31.8	4,673	1:15 minutes	21.3%

Website Q3 Overview

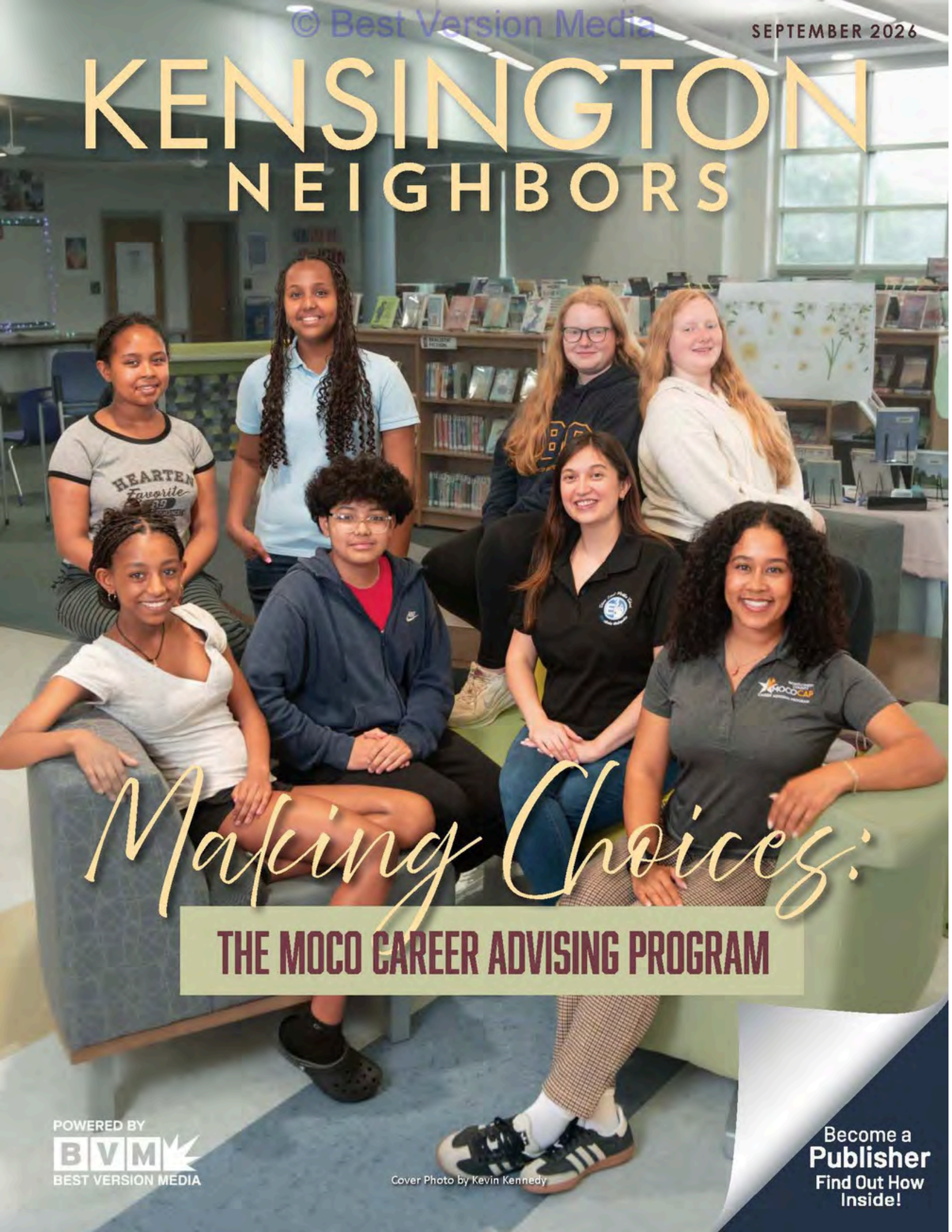
Visitors	Event Count
1,887	11,908

Attachment 3

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SEPTEMBER 2026

KENSINGTON NEIGHBORS



Making Choices:

THE MOCO CAREER ADVISING PROGRAM

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Making Choices:

6TH-12TH GRADERS & THE MOCO CAREER ADVISING PROGRAM

Exploring the Realistic, Investigative, Artistic, Social, Enterprising, & Conventional

By Katie O. Engen

How does the county help its nearly 90,000 public school students in grades 6-12 embrace career planning? One important element is the Montgomery County Career Advising Program (MoCo CAP) and its many Career Advising Coaches working in every middle, high, and special school. Their collaborative initiative includes resources and expertise from WorkSource Montgomery, Montgomery County Public Schools, Montgomery College, and the Universities at Shady Grove.

MoCo CAP's mission is to help students learn lifelong career management skills. It springs from the College & Career Readiness pillar of Blueprint for Maryland's Future. The pillar outlines how every student should leave high school with a real plan and the necessary skills to pursue it. This could mean college, a trade, the military, an apprenticeship, or going straight into a career. It also supports students with disabilities with inclusive pathways such as vocational training, specialized certificate programs, supportive employment, and apprenticeships.

The MoCo CAP initiative is disseminated county-wide with consistent content and goals, while similar state-wide programs vary to accommodate local priorities. There are ~50 Career Advising Coaches for the county's 32+ middle, high, and special schools. Each school has designated Teacher Champions who work in tandem with the assigned coach. The typical set up in high schools is one dedicated Coach and 12 Teacher Champions.



CAP Student Council with advisors & leadership staff.

The program is built on students evaluating what is Realistic, Investigative, Artistic, Social, Enterprising, Conventional (RIASEC) about their interests and readiness for career categories and required skills. Financial literacy lessons are embedded in social studies classes, too. Each RIASEC theme has its own subcomponents. For example, the Artistic theme showcases creators using imagination, art, and self-expression while working in unstructured environments. Students learn to analyze the skills, certification, or licensing as well as salary ranges for 10 Artistic jobs such as actor, floral designer, writer, and video game designer. By contrast, while using RIASEC's 'Conventional' lens, students discover how their abilities align with finding patterns in data, organizing collections, following a set plan, or creating structures and systems.

Through small groups, class lessons, and 1:1 coaching, students in all schools learn to advocate for themselves and connect that knowledge to real-world opportunities. CAP Coaches actively partner with classroom educators, especially the designated Teacher Champions, to integrate career awareness into general coursework. After introducing the RIASEC framework to teachers, CAP Coaches attend subject-area team meetings to offer practical support. Coaches also share resources and lessons teachers can use to connect classroom curriculum with MoCo CAP goals.

MEET-A-PRO CAREER CAFÉ



Annie Park, owner of Sarah's Homemade Ice cream



Tim Kurkjian, MLB analyst with ESPN

Pros welcomed by Career Coach Ashley Rivera & Champion Lead Meredith Lange

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Dr. Tiffany Awkard, Principal Silver Creek MS, welcomes Career Day guests.

All MoCo CAP lessons or units start by reiterating a RIASEC theme. First, students practice skills and define specific careers. Then they apply their understanding and make new discoveries while doing job-like scenarios or tasks. For example, students in Math 8 explore how professional chemists, biochemists, engineers, and laboratory researchers use mathematical formulas to measure materials, design experiments, and solve everyday workplace problems. They learn to apply their understanding of volume to authentic career-based scenarios, helping them see how math extends beyond the classroom. Students also examine salary ranges and career outlooks within chemistry and biochemistry-related professions, sparking meaningful conversations about future career possibilities. To build college and career awareness, students review the high school and college coursework commonly required for these fields, including advanced math, biology, chemistry, and other science-based classes.

School counselors incorporate MoCo CAP priorities into their services as well. In 6th grade they help infuse social studies classes with self-reflection exercises practiced within the RIASEC framework. They facilitate seventh graders building career awareness in science classes that connect real-world situations to problem solving, again via RIASEC themes. Students in 8th grade explore college and career readiness pathways. They also have Workday on Wheels (WOW), day filled with career-focused experimental activities run by Career Advising Coaches. It's especially relevant that many stations feature lesser-known industries that are in high demand locally.

MoCo CAP invites presenters who personify program goals and the RIASEC framework. Meet-a-Pro Career Café sessions are held during lunchtime all year. Students can meet with various professionals who share education, motivation, background, and current highlights related to their career path. Recent participants include meteorologist Doug Kammerer, social media influencers from the MoCo Show, Tim ESPN's MLB sports analyst Tim Kurkijian, ice cream entrepreneur Annie Park of Sarah's Handmade Ice Cream, and scholar-athletes from UMD Football. On a larger scale, the annual Career Day involves ~50 professionals from varied fields. After participating in a lesson on expectations, students see five presenters who share insights on career preparation. The day's final reflection lesson includes students writing a thank you note to a presenter.

Students

I like making posters about the RIASEC code and how it defines you as you perform and influence students in the school. *~Naomi*

I like building friendships with people you wouldn't normally interact with *~Layla*

It was really fun to hear different speakers and their jobs during lunch, especially The MoCo Show job. ~Atnasya

It was helpful interacting with all the adults during Career Day and doing the activities and walking them around the school. I really felt like a leader and adults trusted me to do things to help them out *~Nardos*

It's exciting knowing the events we planned and the reactions of people who attended. *~Lionel*

Meeting and talking to different people with different careers help make the kids experience different opportunities. It can be inspirational. *~Nargis*

Staff

I wish this program was around when I was in middle school! It has opened the eyes of so many students and broadened their mindset on what they can do after high school. It gives hope and motivation to a variety of students from all different backgrounds. *~Alison Torres, Career Coach*

In middle school, sometimes the future after high school is not a big focus [for kids]. But we want to highlight the different possibilities and paths that students can take once they graduate high school. Our program allows students the opportunity to explore and learn about various professions – while making choices within the context of RIASEC themes, Realistic, Investigative, Artistic, Social, Enterprising, Conventional. *~Meredith Lange, Champion Lead*

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The impacts of MoCo CAP are real as student perspectives on college and careers evolve significantly, starting in their middle school years. Sixth-grade students typically focus on discovering their interests and learning about different careers, often prioritizing personal interests, viewing college as a distant concept, and defining success primarily in terms of getting a good job. By 8th grade, students are generally more aware of multiple pathways during and after high school such as college, trades, apprenticeships, and certifications. Even better, they understand how current academic choices can influence future opportunities. As students mature, they are more likely to connect their strengths, education choices, and long-term life goals to a variety of viable postsecondary pathways.

MoCo CAP isn't just about helping students pick jobs. Yes, career conversations become part of school culture. Yet one of its biggest effects is building connections and a sense of belonging on campus. Every student has another trusted adult in the building. And all students learn more about themselves and each other as they explore individual choices in the context of collaborative goal setting and building a future.



Career Day: fire truck orientation for students in MoCo's autism program.

Ruby Red:
It's a Big Deal

The Ruby Red Career Connected School Designation (Ruby Red) is earned by schools successfully creating career-connected learning experiences to help students explore opportunities, build skills, and see what's possible for their futures. The awards are announced at the Superintendent's Administrative & Supervisory (A&S) Meeting in August.

Silver Creek Middle School earned one of this year's five Ruby Red designations. Principal Dr. Tiffany Awkard was present to receive the honor. The distinction includes a banner and plaque along with county and national acknowledgement. At press time, the three other middle schools and one high school designated as Ruby Red were not yet publicly named.

Songs to the Key of MoCo CAP

According to Meredith Lange, Silver Lake Middle School's Champion Team Lead, if MoCo CAP had a playlist, the first three songs would be:

- ***Count on Me (Bruno Mars)*** — Relationships are our foundation. We share strong connections with students, teacher champions who collaborate, a lead who goes above and beyond, and support from administration. It works because people consistently show up for one another.
- ***Unwritten (Natasha Bedingfield)*** — Students begin discovering possibilities. Middle school is one of the few times in life when almost every possibility is still open. Sixth graders arrive still figuring out who they are, and 8th graders leave with a much clearer sense of where they might go. "The rest is still unwritten" feels like the perfect message for students exploring careers, interests, strengths, and future pathways.
- ***Hall of Fame (The Script)*** — Students leave believing they can achieve big things. This song is practically the anthem of helping young people see their potential. It's about showing students that their future is bigger than they may realize today.

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CAREER ADVISING PROGRAM

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