

WHAT'S YOUR PLAN **CAMPAIGN OVERVIEW & PURPOSE**

The “What’s Your Plan?” Campaign is led by **PhillyGoes2College** in partnership with the **CASE On-Time High School Graduation Action Team**. The campaign aims to ensure that every graduating senior leaves high school with a clear and actionable post-secondary plan, whether that path leads to college, trade school, military service, full-time employment, or entrepreneurship. This campaign reinforces the belief that **every student deserves support in identifying, naming, and taking steps toward their future goals**.

WHO WE NEED

We are inviting the support and partnership of:

High Schools - to build this into the junior and senior experience and advisory structures

Community-Based Organizations (CBOs) - to provide wraparound and advising support

Colleges & Universities - to offer programming, admission opportunities, and planning supports

Parents & Families - to reinforce planning conversations at home

Students - to actively participate and shape their future

Educators & Counselors - to help guide and track planning efforts

KEY CAMPAIGN GOALS

- At least 90% of seniors graduate on time
- 65% or more of graduates enroll in post-secondary education
- 85% or more of students identify and document a clear post-graduation plan
- Students report increased confidence in their future direction

WAYS PARTNERS CAN SUPPORT

Spread the Message - Share campaign info across your networks and with students/families

Host or Promote Events - FAFSA nights, decision days, college fairs, info sessions, post-secondary readiness workshops

Support Data Collection - Help gather data on student plans through surveys and other tools

Offer Mentorship & Resources - Provide access to college and professional alumni, planning tools, and real-world experiences (internships, job shadowing, etc.)

Celebrate Students - Recognize seniors who’ve declared and are pursuing their post-graduation plans

TIMELINE & NEXT STEPS

- Planning Phase: Summer & Fall 2025
- Campaign Launch: Late Fall 2025
- Decision Day & End-of-Year Celebrations: Spring 2026

Get Involved: If your business, organization, or school wants to be a part of this important work, we want to hear from you!

Contact: casephiladelphia@gmail.com

Online Campaign Hub: www.CASEphilly.org

