

# What's YOUR Plan?

## JOIN THE CAMPAIGN FOR HIGH SCHOOL DECISION DAY!

High School Decision Day celebrates the next step seniors are taking after graduation – whether that's college, career training, military service, or entering the workforce.

The **What's Your Plan? Campaign** helps schools and partners across Philadelphia highlight student plans and build a culture where every senior is seen, supported, and celebrated.



### IMPORTANT DATES

**Now – April:**  
Share student plans and stories

**May 1:**  
High School Decision Day

**May – June:**  
Continue celebrating seniors and their next steps

## HOW YOU CAN PARTICIPATE:



### Ask Students: “What’s Your Plan?”

Encourage seniors to share their next step and make it visible.



**Examples include:** College or university Trade or tech program  
Apprenticeship Military service Employment or career pathway  
Gap year or service program



**Tip:** Use your WYP banner as a signature wall for students to write their names and plans.



### Capture the moment

#### Moments to consider:

- Students holding a sign with their plan
- Short “What’s Your Plan?” video clips
- Advisory or classroom celebrations
- College gear or career-themed outfits



### Post & Celebrate

Share student achievements publicly and amplify their success.

- Student name + plan
- A congratulatory message
- Photos or short videos



### Use the Campaign Hashtag

Tag your posts so they can be seen across the city:

**#WhatsYourPlanPHL**



This allows partners to repost and celebrate your students.

### Stay Connected:

Follow and tag to amplify your students on instagram:



**@phillygoes2college\_ & @philaedfund**

Scan the QR code to find:  
Postsecondary pathway options  
Family & student planning guides



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