



TABLE OF CONTENTS
Communications, Education, and Outreach Committee

Agenda

High School Student Outreach

Please see the following papers in Tab 1 for the Communications, Education, and Outreach Committee discussion:

Media Profile for the ACHP

Section 3 Report Outreach and Distribution



MEETING
COMMUNICATIONS, EDUCATION, AND OUTREACH COMMITTEE
Monday, November 6, 2023
1 p.m.–2:30 p.m. EST

Join ZoomGov Meeting:

<https://achp.zoomgov.com/j/1619715772?pwd=TnR0MUZFVFJiaXJaYjVTTEExZdUdDZz09>

Meeting ID: 161 971 5772

Passcode: 011874

Dial in: (646) 828-7666

PROVISIONAL AGENDA

- I. Call to Order and Introductions
- II. Discussion of Media Profile for the ACHP
- III. Discussion of Section 3 Report Outreach and Distribution
- IV. Discussion of High School Student Outreach
- V. New Business

ADVISORY COUNCIL ON HISTORIC PRESERVATION

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HIGH SCHOOL STUDENT OUTREACH

Office of Communications, Education, and Outreach

Background. During discussions over the last few months, ACHP members and other partners have emphasized the need to reach students at middle and high schools in an effort to inform them about the importance of preserving historic places and to interest them in future careers in cultural resources management. When reached early, students who have an interest in history can take the necessary coursework to lead them down the correct path. Members expressed that it is often too late when college students are exposed to historic preservation as a career, since they often have to shift gears to pursue that path, and sometimes do not even learn about it, or related fields at all, at the university level. By the time most young people are 12-14 years old, they are moving toward independence and are thinking about their futures and careers.

In a study by the Gates Foundation¹, students who dropped out suggested that schools make curriculum more relevant and engaging and enhance the connection between school and work. In fact, four out of five (81 percent) said there should have been more opportunities for real-world learning and more experiential learning experiences. Through career exploration, students are able to better understand the options available to them and which fields align best with their interests and passions. Once they have a better view of the variety of courses available and the various career pathways ahead of them with an end goal in mind, students can feel a stronger sense of motivation to work hard.

With a workforce shortage in historic preservation and related fields, all efforts must be made to attract young people into this profession. Job shadowing is a fun way for students to learn about the many career opportunities for them related to historic preservation.

At July's business meeting, the Office of Communications, Education, and Outreach (OCEO) presented the members with a Youth Engagement Concept Plan. This plan included high school student outreach and proposed that the ACHP offer job shadowing/internship opportunities for high school students. This proposal was based on the successful Cranbrook School "Senior May" internship last spring. Since then, OCEO has developed an outline and timeline for implementing this program for spring/summer 2024.

As OCEO has done with Historically Black College and University history professors and college and university historic preservation program educators, OCEO also seeks to form relationships with high school history teachers from around the country. This would be beneficial in a number of ways:

- It creates a pipeline for information directly to students already interested in American history.
- This pipeline could be used to cultivate interest in preserving historic places and interest students in cultural resources management careers.
- By reaching high school history teachers, the ACHP can provide them with information on the agency's job shadowing program and any other programs for high school students in regard to historic preservation.
- OCEO can pass along programming already created, such as the Preserve the Past, Build for the Future webinar series or the Preservation Perspectives podcast.

Additionally, in past discussions, members have suggested identifying basic coursework necessary and steps to getting a job in historic preservation to share via social media and in emails, to high school and

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middle school contacts and, as suggested by members, expand outreach to groups such as high school and middle school guidance or career counselors.

OCEO is working on outreach to high school history and social studies teachers and has identified one or two to pilot with on programming.

Action Needed. Members are asked to discuss the idea of job shadowing and other ideas during the committee meeting. Members are asked to offer specific suggestions on connections they may have to high schools or middle schools, in order to facilitate introductions.

November 1, 2023

¹ <https://knowledgematters.com/blog/how-career-exploration-can-change-a-students-path-in-life#:~:text=Connection%20From%20School%20to%20Career%20Leads%20to%20Higher%20Engagement&text=In%20a%20study%20by%20the,connection%20between%20school%20and%20work>