

Become #optionready!

View shareable content @ www.asvabprogram.com/option-ready

What is #optionready?

ASVAB CEP doesn't just mean being college-ready or career-ready. Being #optionready is getting informed about the various ways the ASVAB CEP can be used to help students prepare for their futures. For school counselors, administrators and educators, it is important to understand what the ASVAB CEP is along with the scalable implementation and score release options. For students, being informed about all of their post-secondary and career options is critical to making informed decisions. For parents, knowing how to use the ASVAB CEP with their child to make and implement a realistic, actionable plan for life after high school is key.

What can you do?

SHARE! Many educators, students and parents are often misinformed about all the program has to offer and don't realize that it's "not just a military test"! Use our pre-drafted images, announcements, letter templates, flyers, sign-up posters, etc. to spread the word about your school's involvement while delivering an accurate and consistent brand image about the program. Share content through your social media platforms, school bulletin, email announcements, etc.! Also, encourage anyone participating to post about their experience on social media using #optionready and/or share their image on the landing page.

Example posts:

Below are some ideas to help get you started. Announcements and images are all found on the landing page and are interchangeable/customizable to meet your school's needs.

August 23: Whether you're planning on college, a technical school, the military, or you're just not sure yet, the ASVAB Career Exploration Program can put you on the right path toward a satisfying career. Understanding your skills and interests will help you make the best decisions about your future. See the counselor for details. #optionready #asvabcep



August 30: Explore your interests. Identify your strengths. Expand your horizons. Participate in the ASVAB Career Exploration Program. It's free! See your counselor to register today. #optionready #asvabcep

Sample testing date announcement: The ASVAB Career Exploration Program will be offered on September 24 at 8am in Room 123. This is a GREAT opportunity to be informed about your future. For more information, stop by the counselor's office! #optionready @asvabcep



Now available!

www.asvabprogram.com/option-ready

Social Media POC:

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