

The ASVAB Career Exploration Program

# 2024-2025 COMMUNICATIONS TOOLKIT



# THANKS FOR SUPPORTING THE ASVAB CEP!

We are so glad to have you involved.

Over 3 million students have participated in the program in the last 5 years. High school and early post-secondary students can participate in the ASVAB CEP and explore careers in the context of their skills and interests. From college to credentialing to military service, the ASVAB CEP is a great way to engage young people in meaningful career exploration and to make an individualized post-secondary plan that works for them.

**You are the most important part of making this program a success.**



**We have put together this toolkit to provide you with all of the resources you need to get started, including:**

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# MEGA MESSAGES

Use these messages when talking to press, parents, community leaders, educators, or counselors, and become a spokesperson for the ASVAB CEP program:

The ASVAB CEP provides a unique opportunity to motivate young people to explore and understand their options and empower them to choose and plan for the career path of their choice.

The ASVAB CEP promotes career exploration by providing American youth with the opportunity for an all-inclusive look at the world of work.

The ASVAB CEP tools unite students, educators, and parents in developing unique post-secondary plans for students.

The ASVAB CEP inspires students, schools, educators and parents across the country to explore the possibilities the world of work has to offer and make an action plan as unique as each student.

The ASVAB CEP is about giving young people the opportunity to explore careers and exposing them to the many pathways to get where they want to go.

The ASVAB CEP provides no-cost online resources teachers can easily incorporate into their learning plans and parents can easily use at home with their student.

# IDEAS TO GET INVOLVED

Below are some examples of ways you can prompt educators, parents and students to participate in the ASVAB CEP. Remember to check our website and social media channels for the latest ideas, trends, and tips to launch your ASVAB CEP initiative!

## Bring the ASVAB CEP to Your School

- If testing at a school has already occurred, start a campaign to increase participation next year. Experiment with creative approaches to expand ASVAB CEP visibility and increase awareness among students and parents in the community.
- Don't forget to schedule your school's Post-Test Interpretation (PTI). We offer in-person and virtual Career Exploration Workshops. Students and parents are welcome to participate in the workshops. The resources on the website, shown during the PTI, allow parents to see the true value in the ASVAB CEP and how they can use it together with their teen to develop a post-secondary plan.
- If your school hasn't already tested, launch a campaign to increase participation before test day. This could be a week-long challenge to see how many additional sign-ups you can get. Engage and educate the student population about the opportunity to participate and its benefits, no matter what post-secondary path they are considering. Does the school have a website/portal/Facebook or X page? See if you can post the information on those pages. Does your school have morning announcements? Schedule information sessions for students and their parents. The options are endless.
- If a school is not currently participating in the ASVAB CEP, launch a campaign to educate the educators and administration about the opportunity to participate, the support they will receive, and the doors it opens for all students - even those who are not interested in the military.

- Partner with a sponsor organization (PTA; Boys and Girls Clubs/Scouts; Career and Technical Education extracurricular clubs such as DECA, FBLA or HOSA) to host an ASVAB CEP open house or information night for parents.
- Participate in career day fairs and showcase how the ASVAB CEP can help young people discover their path.

## Collaborate

- Partner with local organizations to promote the program to their staff. For example, do you have any connections with local businesses who may be willing to post a flyer or relay the message to their staff?
- Ask organizations to work together to build a local ASVAB CEP movement to increase awareness of preparing the next generation for the workforce.
- Organize an event for students to visit businesses and job shadow.
- Get your local government officials to proclaim a month as ASVAB CEP Exploration Month in your city or town. Make this a big press moment and bring the community together to celebrate career awareness and pathways.

## Get Social

Engage your social media followers by sharing posts found on ASVAB CEP Facebook, Instagram, X, and LinkedIn accounts. Follow all of our social media accounts to receive the latest news about on career exploration.

- Activate your social media constituency (or open a new social media account) to talk about career exploration.
- Celebrate student success stories on social media and with your local press.
- Find downloadable flyers, email templates, images, and posters at [www.asvabprogram.com/optionready](http://www.asvabprogram.com/optionready) to tell your school community about the benefit of being informed. Invite parents and educators to talk to a young adults about their post-secondary plans.
- Share photos from past campaigns or events to inform your followers about participation. Remember to use the hashtag **#OptionReady**.
- Create an ASVAB CEP experience video with your family, friends and community and encourage others to do the same. Share on social media using the hashtag **#OptionReady**.
- Brand your personal and organizational social media accounts with ASVAB CEP graphics and be an ambassador for the program.
- Partner with organizations or sponsors to do a social media awareness campaign, where the most shared or liked post will be distributed at the national level.

## Learn More

Career planning is a lifelong process. The ASVAB CEP is so much more than one day of testing and one day of post-test interpretation. Commit to do more to raise awareness. For instance, you can ask your school to: conduct a follow-up career exploration assignment to reinforce what students learned; pledge to increase the number of participants next year; or even just agree to increase their communication about the ASVAB CEP before next year's test.

### To learn more about the ASVAB CEP or to promote the program, please visit:

Website: [www.asvabprogram.com](http://www.asvabprogram.com)

Facebook: [@asvabcep](http://www.facebook.com/asvabcep)

X (Twitter): [@asvabcep](http://www.x.com/asvabcep)

LinkedIn: [www.linkedin.com/company/asvab-cep](http://www.linkedin.com/company/asvab-cep) (or search ASVAB CEP)

YouTube: [www.youtube.com/c/asvabcep](http://www.youtube.com/c/asvabcep) (or search ASVAB CEP)

Instagram: [www.instagram.com/asvabcep/](http://www.instagram.com/asvabcep/) @asvabcep

### Key hashtags:

#OptionReady

#WhatsYourDreamJob

#YouDecide

#ASVABCEP

# HOW TO GET #OPTIONREADY

**What is #OptionReady?** This refers to education options, career options, testing options, score-release options... The list goes on! Students, parents, educators and counselors can make more informed decisions when they have details about all of the various options available.

It's not just a military test! The #OptionReady campaign educates the high school community about the benefits of participating in the ASVAB CEP, no matter what path students might take.

It gives students all the tools they need to make a plan and share it with their mentors.



## College?

Where?  
What major?  
How to pay?



## Work-based Learning?

What job?  
Which credential?  
An apprenticeship?



## Military?

Which branch?  
Which career?  
What are the entry requirements?

Ask anyone over the age of 30 if they knew all of their options when they were making post-secondary plans and you'll probably get a similar answer: "I wish I knew more in high school." Even the best plans can be derailed or postponed when life happens, so it's important to know what your alternatives are.

There are many different ways to be successful, and life after high school is typically more "choose your own adventure" than "one size fits all." College, work-based learning, and military service (or a combination of the three) are all potential paths to career satisfaction. One of the wisest strategies students can execute now to prepare for the future is understanding their options.

The ASVAB Career Exploration Program compiles career information from a variety of reliable sources and presents students with all of their options so they can make a realistic plan for life after high school.

**Join the #OptionReady movement!**

**Be #OptionReady**

WHAT YOU GET

- ✓ Validated Assessments
- ✓ Career Exploration
- ✓ Planning Tools

See your counselor to **SIGN UP!**  
Learn more at [asvabprogram.com](https://asvabprogram.com)

ASVAB  
CAREER EXPLORATION PROGRAM

# SOCIAL MEDIA TIPS

Social media is key to ensure the ASVAB CEP message grows and reaches new audiences. It's also one of the best ways to celebrate success and to share individual and school stories, missions, and values.

**Remember to use the hashtags #WhatsYourDreamJob and #OptionReady on social media when talking about ASVAB CEP.** We want to hear your stories and for your followers and network to join the conversation. You can also tag us @asvabcep, find us on Facebook, X (formerly Twitter), LinkedIn, YouTube, and Instagram and we will share your messages.

Please refer to our monthly **Social Media Toolkit** for more tips and ideas for social media sample messages. If you'd like to be added to the monthly Social Media Toolkit distribution list, please send an email to [dodhra.asvab-cep@mail.mil](mailto:dodhra.asvab-cep@mail.mil) requesting access.

## FACEBOOK GROUPS

ASVAB CEP has created "groups" for each of the 66 MEPS.

To find your group, type "ASVAB CEP – [city name]" in the search bar to find the MEPS within your area. Alternatively, you can locate your group through the national ASVAB CEP Facebook page by clicking on the "Groups" tab. Scroll until you find your appropriate city. Once you have been accepted as a member, you are ready to post!

### Build Your Community

Share the link of your Facebook Group with your colleagues, students, parents, and school community. Click on "+ Invite" to invite people you're connected to on Facebook and/or send an email invite to people. The more people that join, the more inspiring the group will become.

### Using Facebook Groups

Groups enable more personal engagement on a local level, not everything the National Channels post is relevant nationwide. All members can post within the Group, allowing for more overall communication and interaction. It gives members the opportunity to be more personal. Invite schools and counseling departments to join the local MEPS Facebook group. Conversely, ask them to tag us on posts to their dedicated Facebook pages!

Ask questions! Share photos! Post an article! Engage with others on lessons learned and best practices. Get involved with your ASVAB CEP community.



# SAMPLE OUTREACH EMAIL

The following email offers ideas and language you can use as part of your outreach for the ASVAB CEP. This can be sent to parents, educators, school administrators, and other community partners to get them involved in your campaign.

Feel free to copy, paste, or adjust as you see fit for your individual effort.

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Dear \_\_\_\_\_,

This year, on **[DATE]**, **[SCHOOL NAME]** is participating in the ASVAB CEP, a no-cost career exploration program.

In the past five years, more than 3 million participants in 13,000+ high schools participated in the program. Since its founding, the ASVAB CEP has been credited with inspiring young people to explore careers that align with their skills and interests, guiding them to greater career satisfaction and showing them the multiple pathways to those careers. We invite you to join the movement and help inspire young people to find their dream job.

Some ideas include:

1. Get your school, workplace and local government officials, nonprofits, and small businesses involved in promoting the ASVAB CEP. Encourage them to participate as a partner and organize a campaign that promotes the importance of comprehensive career exploration.
2. **Sign up to receive the monthly ASVAB CEP Newsletter** to stay up-to-date on career planning resources for teens.
3. Help spread the word about the ASVAB CEP. Visit [www.asvabprogram.com/media-center](http://www.asvabprogram.com/media-center) to find updates, ideas, and the latest graphics and tools to share on your social channels.
4. Use the hashtags **#OptionReady** and **#WhatsYourDreamJob** when sharing information related to career exploration and photos from support events.
5. Localize the ASVAB CEP for your town, city, or state. We invite you to come together to build a local ASVAB CEP campaign in our neighborhoods. Reach out to other organizations to see how together, we can have a greater impact on the success of our teens.

There are many ways to get involved in the ASVAB CEP. We encourage you to join the movement and visit [www.asvabprogram.com/asvab-cep-at-your-school](http://www.asvabprogram.com/asvab-cep-at-your-school) to learn more about how you can bring the ASVAB CEP to your school.

Thanks,

**[NAME]**

**[ORGANIZATION NAME]**



# CAMPAIGN TIMELINE

So your school has registered for the ASVAB CEP. You've downloaded the toolkit and logos, but what do you do next? Ultimately, your communication strategy is up to you. Below is a sample timeline to help you implement the ASVAB CEP at your school!

## July-August

- **Ready, set, plan!** Have a staff meeting and select the team that will work on your ASVAB CEP campaign. Assign roles and start floating ideas for how your organization can get involved.
- **Partner.** More and more organizations are working together to have a greater impact on career readiness. Talk to your current partners or reach out to organizations who work in your city or on a similar cause and see if together, you can do more.
- **Set a goal.** Would you like to recruit more volunteers? Get more social media followers? Raise more money for a campaign? Whatever your initiative, set a goal and give your staff and community something to aim for.
- **Join a webinar.** Virtual workshops may be available in your area. Contact your [local representative](#) to inquire about when the next webinar is taking place and boost your career exploration curriculum for the upcoming school year.
- **Participate in Continued Education (CE) Session.** What about adding a section about participating in a CE Session to learn more about the CEP components and also earn free CEU credits?

## September

- **Announce.** Share your plan and goal in a press release or at a staff or community launch party, and start spreading the word about the ASVAB CEP on social media.
- **Share your story.** Write a blog post about your campaign and share it on social media and tag @asvabcep.
- **Send a save the date.** Schedule some regular social media messages and send a newsletter or e-blast to make sure your community has the ASVAB CEP testing and post-test interpretation marked on their calendar.
- **Have fun on social media.** Some organizations create their own ASVAB CEP hashtag to talk about the CEP at their school. Others customize our logo and graphics to match their brand colors. We love this creativity and September is the perfect time to start using these materials to spread the word about your campaign.
- **Talk to your mayor and local officials about proclaiming a career exploration month.** Use our Mayoral Proclamation Toolkit on page 17 to get started.

## In months leading up to test day

- **Orchestrate a drumbeat.** Start scheduling regular (2-3 times a week or more) social media messages to talk about your campaign.
- **Pitch your local press.** Use our Sample Press Release on pages 10-11 to share your campaign plans with your local media - now is the perfect time to reach out and see how you can promote your story.
- **Send a “1 Month to Go” email, newsletter, and social media message** to make sure students, school administration, staff, and community know that you are in the final countdown for the ASVAB CEP!
- **Think about planning an in-person event** (open house, info night, etc.).
- **Finalize your evaluation strategy.** Tracking activity and evaluating your campaign is a great way to learn more about how your organization engages its community. Find a team member to oversee this evaluation and use the resources on the ASVAB CEP website to determine how you will track, measure, and share the results from your campaign.
- **Go big on social media!** When there’s less than a month to go - post, snap, share and do whatever you can to get your message out there. Remember to use the hashtag #ASVABCEP in your communications so we can share your plans.
- **Continue pitching the press.** Share your story to get your team and community excited.
- **Post an image on social media** of your testing events and use #ASVABCEP
- **Send “Save the Date” reminders for post-test interpretations/ career exploration workshops.**
- **Report results from your campaign.** Email the ASVAB CEP team at [dodhra.asvba-cep@mail.mil](mailto:dodhra.asvba-cep@mail.mil) with any interesting findings or announcements we can share.
- **Say thank you to your staff, volunteers, partners, faculty, and community.**
- **Continue to use the momentum to boost next year’s participation** (share success stories, etc).

# SAMPLE PRESS RELEASE

**[CONTACT NAME]**  
**[CONTACT ORGANIZATION]**  
**[PHONE]**  
**[EMAIL]**  
**[RELEASE DATE]**

## FOR IMMEDIATE RELEASE

**Heading 1: [INSERT ORGANIZATION/SCHOOL NAME]** Joins the National ASVAB CEP Movement

**Heading 2: [INSERT ORGANIZATION NAME]** Pledges to Support Career Exploration

**[INSERT CITY, STATE] – [INSERT SCHOOL NAME]** will offer the ASVAB Career Exploration Program (CEP), a comprehensive career exploration program that harnesses the power of the world’s most validated aptitude test paired with a tried-and-true interest inventory empowering and motivating young people to explore their career options and make a post-secondary plan as individual as they are.

**[INSERT ACTUAL PROJECT PLATFORM HERE i.e. DATE OF TESTING OR EVENT]** On **[INSERT DATE]** the ASVAB will be available to grades 10-12 and early post-secondary students at no cost. There are other career exploration programs out there, but none quite like the ASVAB CEP. This unique opportunity enables young people to explore careers relating to their skills and interests, understand all of their options, and plan for a path of their choice.

**[INSERT QUOTE FROM PARTNER ORGANIZATION/SCHOOL SPOKESPERSON]**

**[MORE DETAILED INFORMATION ON WHY THE ORGANIZATION/ JOINED THE ASVAB CEP AND DETAILS OF YOUR ASVAB CEP INITIATIVE INCLUDING GOALS, PARTNERS AND PAST ASVAB CEP SUCCESS, IF APPLICABLE]**

### About The ASVAB CEP

The ASVAB Career Exploration Program (CEP) is a comprehensive career planning tool that enables meaningful career exploration and post-secondary planning. The ASVAB CEP harnesses the power of the world’s most validated aptitude test paired with an interest inventory to empower young people to explore the holistic world of work and make an individualized post-secondary plan.

The ASVAB CEP is sponsored by the Department of Defense with a two-part mission: to provide a career exploration service to U.S. youth and qualified leads to military recruiters. The CEP is offered at no cost to participating high schools as a public service. Over 3 million students have participated in the program in the last 5 years. Participation is always voluntary, and participants have no obligation to the Military or to speak to a recruiter.

The ASVAB CEP inspires students, parents, and educators to take collaborative action to talk about all of the post-secondary options. This effort harnesses the collective power of families and communities to transform how people think about, talk about, and participate in post-secondary planning. The ASVAB CEP leverages social media to produce a national movement dedicated to creating an individualized plan so all students can find their dream job.

**To learn more about the ASVAB CEP, its planning tools and activities, or to promote the program, please visit:**

- Website: [www.asvabprogram.com](http://www.asvabprogram.com)
- Facebook: [www.facebook.com/asvabcep](https://www.facebook.com/asvabcep) @asvabcep, #asvabcep #optionready #whatsyourdreamjob #youdecide
- X (Twitter): [www.x.com/asvabcep](https://www.x.com/asvabcep) @asvabcep, #asvabcep #optionready #whatsyourdreamjob #youdecide
- LinkedIn: [www.linkedin.com/company/asvab-cep](https://www.linkedin.com/company/asvab-cep) (or search ASVAB CEP)
- YouTube: [www.youtube.com/c/asvabcep](https://www.youtube.com/c/asvabcep) (or search ASVAB CEP)
- Instagram: [www.instagram.com/asvabcep](https://www.instagram.com/asvabcep) @asvabcep, #asvabcep #optionready #whatsyourdreamjob #youdecide

# CAREERS IN THE MILITARY

**Finally!** Details about career opportunities in the United States Military are easy to find.



**CareersintheMilitary.com** contains details about thousands of job titles across all Services.

Here, ASVAB Career Exploration Program scores are converted to military line scores and participants can view select career score requirements for entry.

Any site visitor can explore details about each Service, what boot camp is like (and how to succeed), commitment options, pay scales, ranks, and enlistment process and requirements.

Parents of students seeking information about military career opportunities can determine if the Military is right for their child with answers to frequently asked questions, details about ROTC programs, questions to ask recruiters, and ways to prepare during high school.

Participants interested in the military option have the power to approach a military career like a job hunt and identify the Service that offers an opportunity most closely related to their skills and interests – before they contact a recruiter.

## Discuss Careers in the Military when:

- You're targeting a JROTC program
- You're working with a military academy
- Your students are interested in joining the military

## To learn more about CTM or to promote the resource, please visit:

Website: [www.careersinthemilitary.com](http://www.careersinthemilitary.com)

Facebook: [www.facebook.com/CareersintheMilitary/](https://www.facebook.com/CareersintheMilitary/)

X (Twitter): [www.x.com/CareersintheMil](https://www.x.com/CareersintheMil)

## Sample social media posts:

Interested in a job with the military but aren't sure which career path to take? Check out [careersinthemilitary.com](http://careersinthemilitary.com) to explore 1,000s of options across all services. Create an account using the access code on your ASVAB score sheet and search jobs based on your skills & interests!

Curious about [#militarycareers](https://twitter.com/militarycareers)? [Careersinthemilitary.com](http://Careersinthemilitary.com) has details about 1,000s of job opportunities across all Services [#YouDecide](https://twitter.com/YouDecide)

Students in 11th grade & beyond who are interested in the Military can use their [#ASVABCEP](https://twitter.com/ASVABCEP) scores to identify job opportunities across Services, see scores required for entry, and use their ASVAB scores from the CEP to enlist. [#WhatsYourDreamJob](https://twitter.com/WhatsYourDreamJob) [#YouDecide](https://twitter.com/YouDecide)

Do you want to join the military but aren't sure where to start? [Careersinthemilitary.com](http://Careersinthemilitary.com) is a comprehensive online resource that helps students discover extensive details about military career opportunities across all Services. Compare all branches of Service before reaching out to a recruiter.

Sample posts can be tailored to each social media outlet. (i.e. a post on X will not be the same as LinkedIn)

# SOCIAL MEDIA IDEAS

There are opportunities all around you to capture content to share on social media. To generate engagement, ask educators, counselors, and students for feedback on their experience with the ASVAB CEP and film their reaction on your smartphone. Ask schools to promote the program on their social media channels (remind them to tag @asvabcep and use our hashtags).

Always ask for permission before photographing anyone, especially students. If you don't get permission, ask students to post during the post-test interpretation session (e.g. share their FYI results or a career they're exploring using @asvabcep and our hashtags). Then, we can share.

Remember, even if you can't photograph the people in the room, look around and consider other ways to photograph or record the ASVAB CEP in action.

## Testimonials

Do you or someone you know have something positive to say about the ASVAB CEP? Consider submitting a video testimonial and tag us @asvabcep.

**Hear it From Your Peers  
to get ideas!**

## Conference Participation





Test Administration

**Odessa Collegiate Academy - ECISD**  
December 12, 2023 · 🌐

ASVAB Career Aptitude testing for our Senior Class this morning to help them determine possible career interests. 99% attendance 🎉 Would like to thank our local military recruiters for proctoring this test as a community service project. Note - pic taken before assessment began 🙌



**Alton R-IV School District**  
December 13, 2023 · 🌐

ASVAB testing is underway for our Juniors and select Seniors! This is the first computer based test offering at Alton and we are excited to know it cuts the testing time in half when compared to paper and pencil testing.

In February of 2024, our proctors will return to campus to review the results with our students and provide a great deal of insight in how the students can use the information to guide them in their future, regardless of what that might be.



**Warren HS Twenty-Five**  
November 4, 2023 · 🌐

We had over 100 students testing for the Fall 2023 ASVAB Career Exploration Program test. Great job, Warriors!  
Thanks to our CCMR (College Career Military Readiness) teacher, April Garza!



**Jasper High School**  
November 30, 2023 · 🌐

Today was ASVAB testing here at JHS.



**Kingstree High School**  
March 6 · 🌐

KHS Juniors and Seniors sat for th ASVAB today.


The Armed Services Vocational Aptitude Battery (ASVAB) is a multiple-aptitude battery that measures developed abilities and helps predict future academic and occupational success in the military. It is administered annually to more than one million military applicants, high school, and post-secondary students.

#BlazerU #THEEKingstreeHighSchool






## Post-Test Interpretation/ Career Exploration Workshop

 **HHS Counseling Office** @HoldregeGO  
Jan 24

SST Cissell from the @NENationalGuard is at HHS today helping juniors discern their @asvabcep scores and how to use those scores for career exploration.  
#HoldregeDusters




 **RHS Counselors** @RHS\_Counselor1 · 5h


It's so exciting to see students receive their @asvabcep assessment scores and be able to identify careers that match their individual interests and skills!



1 1 2

 **Loveland Career and College Counseling** @LovelandSteps  
Jan 19

Thanks to SGT Ferguson and Mr. Stratton from @asvabcep for taking us through an interpretation of this helpful career research tool!



 **Mrs. Flynn-Gerardi** @\_yflynn  
Jan 19

Learning about @asvabcep scores for career exploration!  
@hhscobras



Social Media Posts Created by Schools

**WHAT'S YOUR DREAM JOB?**

Get to know **your strengths, yourself, and your options.**

**ASVAB**  
CAREER INFORMATION PROGRAM  
www.asvabprogram.com

Find out at **no cost** and **no commitment.**  
The ASVAB Career Assessment Program is sponsored by the Department of Defense.

Testing will take place:

Date: 5-14-24 Time: 0730 Place: Career Center

See your ~~counselor~~ sign up.  
Ms. Wagner

**North Augusta High School**  
2 days ago

Attention Juniors and Seniors!!! ASVAB testing will occur at NAHS on September 17th. Please see your counselor by September 10th if you would like to sign up.

**ASVAB TESTING**

Attention Juniors and Seniors!!! ASVAB testing (Military Entrance Exam) will occur at NAHS on September 17th. Please see your counselor by September 10th if you would like to sign up.

**Lexington Technology Center**  
a day ago

Asvab testing will take place on September 13th and LTC Career Day is September 20th!

**WHAT'S YOUR DREAM JOB?**

Get to know **your strengths, yourself, and your options.**

**LTC CAREER DAY 2024**

**20 SEPTEMBER**

**A DAY FOR CAREER EXPLORATION**

An opportunity for young people to learn about different professions, gain insights into the skills and education required for each, and discover potential career paths that align with their interests and passions.

**PSLHS - Port St. Lucie High School**  
a day ago

Link to register for the ASVAB below. Deadline to register for the 9/25 exam is on 9/13. Students must be logged into their school Microsoft account to register.

ASVAB Registration for the 9/25 exam. Deadline to register is 9/13.

Link to register: <https://forms.office.com/Pages/ResponsePage.aspx...>

**ASVAB-**  
Provides insights to

- Careers of interest
- Future outlook
- Steps to get there
- For any undecided student, not just military.
- No military commitment.

MILITARY BRANCH	MIN. SCORE
Air Force	36
Army	31
Coast Guard	40
Marine Corps	32
Navy	35

Subject to change.

**Required for Military Entrance**

- Minimum scores required for certain professions

**September 25th, 2024 ASVAB Sign Up**

Please complete the form below to sign up for the ASVAB being offered on September 25th, 2024 in Media Center at PSL. Registration Deadline is September 13th. The Score Interpretation for this test is scheduled for October 15th.

**Harmony High School**  
6 hours ago

Sign up for the in school ASVAB Day, limited spots available! Scan the QR to sign up.

**ASVAB SIGN UPS**

THE ASVAB IS SCHEDULED FOR SEPT. 24TH IN THE CAFETERIA DURING 1ST -4TH PERIODS. THIS IS THE ONLY OPPORTUNITY TO TAKE IT DURING THE SCHOOL DAY THIS SCHOOL YEAR. THIS IS FOR JUNIOR AND SENIOR STUDENTS THINKING ABOUT A CAREER IN THE MILITARY OR FOR THOSE STUDENTS WHO ARE EXPLORING THEIR CAREER OPTIONS IN THE CIVILIAN WORLD. REGISTRATION IS LIMITED TO 160 STUDENTS. TO SIGN UP, PLEASE SCAN THE QR CODE TO SIGN UP!

# IDEAS & EXAMPLES

## GET YOUR CAMPUS INVOLVED IN THE ASVAB CEP!

Here are some tips to learn how students, teachers, teams, and clubs can lead ASVAB CEP initiatives for their schools:

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### IDEAS FOR SCHOOLS

- Launch a school-wide career exploration day.
- Career-themed treasure hunt or dress as your dream job during spirit week.
- Incorporate career exploration into any curriculum! Classroom activities get students thinking about their future through a variety of related school subjects. Use the Classroom Activities and career planning tools found in ASVAB CEP.
- Utilize social media leading up to and on ASVAB test day to highlight your participation – encourage fellow students to take action that day to support exploration.
- Appoint ASVAB CEP student ambassadors at the beginning of the semester to help spread the word with groups to promote the ASVAB CEP on campus.
- Host an on-campus career fair sponsored by the ASVAB CEP. Involve student groups, local business and community groups.
- Announce any new career readiness initiatives or educational program related to career and technical education. Share articles about CTE from the ASVAB CEP Media Center.
- Organize a photo booth interview recording session with students who participated in the ASVAB CEP. Ask questions like: What did you learn about yourself that you didn't already know? How did the ASVAB CEP impact your post-secondary plans? For students NOT interested in the military, ask: Why did you decide to participate in ASVAB CEP?
- Engage parents, alumni, and teachers in a conversation about career exploration and satisfaction. Share this information with students.
- Ask students what they'd like to see more of on campus that relates to career exploration and post-secondary planning.
- Present an award or publicly acknowledge students who perform well on the ASVAB.
- Contact your CTE department heads and ask about projects for students.
- Host a panel discussion with alumni and local professionals from various industries. Students can ask questions and learn firsthand about different career paths and how the ASVAB CEP can help guide their decisions.
- Dedicate a few minutes each morning or weekly during announcements to share quick career facts, success stories from students who used the ASVAB CEP, and upcoming events related to career exploration.



# HOW TO REQUEST A MAYORAL PROCLAMATION FOR THE ASVAB CEP

## THANKS FOR BEING A PART OF THE ASVAB CEP!

The ASVAB CEP inspires career exploration and encourages meaningful post-secondary planning before students finish high school, giving them the opportunity to investigate different career paths to find their dream job before investing time and effort going in the wrong direction. The ASVAB CEP is an annual effort available to schools across the nation.

This toolkit will provide you with all the resources you may need to have your Mayor proclaim a month of their choosing as ASVAB Career Exploration Month in your city or state.

## WHAT IS A MAYORAL PROCLAMATION?

Proclamations are typically issued by a Mayor to recognize the importance of a community event, significant achievements by community members, or to signal a city's role in significant national events.

Proclamations may be read at a city council meeting, or at a community event being recognized, depending entirely on the schedule of the Mayor. Proclamations are often posted on the city's website. Original signed proclamations will be provided to the requesting party (and sometimes must be received in person at city offices).

## WHY REQUEST A MAYORAL PROCLAMATION IN YOUR CITY?

- Opportunity to meet/greet/take photos with your Mayor and/or other City representation
- Become an ASVAB CEP Brand Ambassador for your city and help make the ASVAB CEP available in all high schools across the nation
- Help your city celebrate career and college readiness, exploration, and post-secondary planning
- Get your local government more involved in the success of the next generation of the workforce

## WHAT THE ASVAB CEP WILL OFFER YOUR CITY:

- The chance for your community to come together to impact youth
- Build and strengthen partnerships across sectors
- Tell your city's success stories to new audiences and bring national attention to local efforts

## IN THIS TOOLKIT, YOU WILL FIND:

- Steps to request a Mayoral Proclamation
- Sample outreach email
- Sample Mayoral Proclamation for the ASVAB CEP
- Sample Press Release

## STEPS TO REQUEST A PROCLAMATION

**Visit your local government’s website.** Some city and state websites will have a section on “How to request a Mayoral Proclamation.” Some will even have an online Mayoral Proclamation Request section on their website. If they do not have an online request section, send an email request to your Mayor; most Mayors will have their contact information, including their email address, on the City’s official web page.

**You can use the sample outreach email in this toolkit.**

**Plan ahead.** Proclamations requested at least two months in advance have the best chance of being completed and provided to the requestor by a specific date. Make sure to reach out well in advance of your desired ASVAB Career Exploration Month.

**Provide a draft.** If the response is positive from your Mayor’s office, they may request you to send a draft of a sample proclamation.

**We’ve included a sample draft proclamation in this email for you to edit and send.**

**Celebrate your city.** Your local government office may invite you to attend a meeting to accept the proclamation on behalf of the ASVAB CEP. This is a great press opportunity and a way to bring your community together. Plan a celebration event and invite other ASVAB CEP partners and local members of the press to take part as well.

**Share your proclamation.** Share your press release, photos, videos, and other moments from receiving your proclamation with the national ASVAB CEP community on your own social media channels by tagging @asvabcep and using the hashtags [#OptionReady](#) and [#WhatsYourDreamJob](#).

**The ASVAB CEP Team can also promote your success or efforts on our social media and publish your achievement to the ASVAB CEP website if you email us your photos, announcements, and copy of your proclamation at [dodhra.asvab-cep@mail.mil](mailto:dodhra.asvab-cep@mail.mil).**

## SAMPLE OUTREACH EMAIL

The following email offers ideas and language you can use as part of your outreach to your Governor, Mayor, and local officials for the ASVAB CEP. Feel free to copy, paste or adjust as you see fit for your needs as you communicate about involvement with the ASVAB CEP. The ASVAB CEP, sponsored by the Department of Defense, is an annual effort available at no cost to schools across the nation.

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Subject: ASVAB Career Exploration Program: WHEN **[INSERT NAME OF SCHOOL]** HELPS STUDENTS EXPLORE CAREERS

Dear \_\_\_\_\_,

This year, on **[DATE]**, **[SCHOOL NAME]** will become part of a call to action that will impact the youth of our community. We are celebrating a month dedicated to the ASVAB CEP and exploring meaningful post-secondary career planning before students finish high school--giving them a jump-start to finding their dream job. Families, students, businesses, and the whole community will come together to broadcast our efforts to make our students Option Ready for the future.

The ASVAB CEP is an annual endeavor available to schools across the nation. The program has been formally endorsed by government leaders in Alabama, Alaska, California, Georgia, Kansas, Michigan, New York, Ohio, Oklahoma, Washington, and Wyoming.

In the last five years, over 3 million students in more than 13,000 schools participated in the program.

As an ASVAB CEP partner from the **[CITY/STATE]** of \_\_\_\_\_, we would like to respectfully request that the **[CITY/STATE]** of \_\_\_\_\_ officially proclaim **[MONTH]** as ASVAB Career Exploration Month. The **[CITY/STATE]** of \_\_\_\_\_ can have a huge impact by showcasing the ASVAB CEP as a program that will make a difference in the way young people explore careers and find career pathways, effecting post-secondary dropout rates and student loan debt for future generations.

For additional information, please visit the website at [www.asvabprogram.com](http://www.asvabprogram.com).

It would be truly be an honor to have the **[CITY/STATE]** of \_\_\_\_\_ formally proclaim the ASVAB Career Exploration Month. Thank you for considering our request.

**[NAME]**

**[ORGANIZATION NAME]**

## SAMPLE ASVAB CEP PROCLAMATION

WHEREAS, **[STATE]** youth are precious and it is vital we provide them with educational opportunities to prepare for a bright future; and

WHEREAS, the Armed Services Vocational Aptitude Battery (**ASVAB**) Career Exploration Program combines comprehensive aptitude testing with an interest assessment to enable students to learn more about their abilities and to identify and explore civilian and military options; and

WHEREAS, the ASVAB Career Exploration Program is one of the most widely used and highly regarded career development programs in the world; and

WHEREAS, the ASVAB Career Exploration Program can be used with various levels of technology, includes ready-to-use structured activities guiding students through the career exploration and educational planning process; and

WHEREAS, the ASVAB Career Exploration Program supports the mission of the **[CITY/STATE] [CAREER-TECHNICAL EDUCATION PROGRAM]** by providing resources and services that promote college and career readiness; and

WHEREAS, the ASVAB Career Exploration Program can provide students with valuable career information and tools that can guide well-reasoned decisions and help young people achieve their fullest potential; and

WHEREAS, ASVAB Career Exploration Month is an opportunity to encourage the community to impact youth by sharing success stories and helping young people explore various paths;

NOW, THEREFORE, I, **[MAYOR/GOVERNOR'S NAME]**, Mayor of the City of **[CITY/STATE NAME]**, do hereby proclaim **[MONTH]** as ASVAB Career Exploration Month.

OR recognize the ASVAB Career Exploration Program

in the **[CITY/STATE NAME]**, and encourage all citizens to join together to participate in any way that is personally meaningful.

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**[NAME MAYOR/GOVERNOR]**





[www.asvabprogram.com](http://www.asvabprogram.com)

@asvabcep



#ASVABCEP

#OptionReady

#WhatsYourDreamJob

#YouDecide