



Wisconsin School Counselor Association, Inc.

FOR IMMEDIATE RELEASE

REACH HIGHER WISCONSIN CONVENING SET FOR FEBRUARY 5, 2019

Madison, WI- The first ever Reach Higher Wisconsin Convening will take place at the Monona Terrace in Madison, WI on Tuesday, February 5, 2019 from 1:30 PM – 4:30 PM in conjunction with the annual Wisconsin School Counselor Association conference.

This convening is part of Michelle Obama’s Reach Higher initiative to inspire every student in America to take charge of their future by continuing and completing their education after high school, whether at a training program, technical college, or four-year university. The convening will allow participants to engage in conversations about national and statewide initiatives and implementation at the local level. Over 100 school counselors, school district leaders, counselor educators, college access professionals, financial aid administrators, college admission officers, higher education leaders, community-based organizations, policy makers and business leaders are expected to attend.

The convening keynote is Kevin Fleming, producer of the viral animation video “Success in the New Economy,” and author of the bestseller, “(Re)Defining the Goal,” Dr. Fleming is a passionate advocate for ensuring all students enter the labor market with a competitive advantage. He travels internationally speaking to both educators and industry helping to shatter antiquated thinking about education, skills training, and career readiness. Fleming’s talk will articulate the importance of the Reach Higher Initiative in ensuring education and training for all students.

A panel of leaders will discuss state initiatives addressing equity in access to post-secondary education and career readiness as well as the future perspectives toward work-based learning. Participants will also have round table discussions to contribute to the discussion and provide feedback to the Reach Higher Wisconsin Leadership team.

Reach Higher Wisconsin Convening Panel

Sheila Briggs, Assistant State Superintendent
Wisconsin Department of Public Instruction
K-12 College and College Readiness Initiatives

Clif Conrad, Faculty Director
UW Madison - WISCAPE

WISCAPE Summit: Educating a Diverse Wisconsin

Dianna L. Murphy, Director
UW Madison - Language Institute
Co-Director: Wisconsin Language Roadmap Initiative

Bruce Palzkill, Deputy Administrator
Wisconsin Department of Workforce Development
Statewide Youth Career Readiness Initiatives

Deanna Schultz, MSCTE Program Director
UW-Stout
Center for Career & Technical Education Excellence

Stacy Eslick, Executive Director
Wisconsin School Counselor Association
Reach Higher Wisconsin State Lead

Rebecca Villarreal, Director of Education
Ascendium Education Philanthropy

State and National Post-Secondary Success Initiatives

Terese Craig, Associate Vice President
Wisconsin Technical College System
60 Forward

Wade Goodsell, Executive Director
Wisconsin Manufacturers & Commerce Foundation
Future Wisconsin Project

Eric Giordano, Director
Wisconsin Institute for Public Policy and Service
Toward One Wisconsin: Overcoming Barriers to Inclusion

David Mancl, Director
Office of Financial Literacy
Governor’s Council on Financial Literacy

There is no cost to attend but participants must register in advance at <https://bit.ly/2CHw7PG> by February 1, 2019. Anyone who is involved with preparing students to graduate from high school or the transition from high school to post-secondary education and training is urged to attend.

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For more information about the event please contact Stacy Eslick at 608-513-2131 or stacye@wscaweb.org

About Reach Higher Wisconsin

Reach Higher Wisconsin is led by a Leadership Team consisting of individuals representing key organizations which are heavily invested in increasing career and college readiness. The Leadership Team works with additional organizations, associations and individuals on subcommittees to move forward the activities, projects and progress of the initiative.