



# Marathon High School

## Introduction

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*ACP is intended to equip students and their families with the tools necessary to make more informed choices about postsecondary education, training, careers for life after high school. It is part of DPI's overall vision for every student to graduate high school academically, socially, emotionally, and life ready.*

## Career Readiness Vision

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### CAREER READINESS MISSION/VISION

**Mission Statement:** To foster learning, life skills, and character for all.

**Vision Statement:** An exceptional district, ensuring diverse programs and experiences for the success of all students.

### CAREER READINESS TEAM

*David Beranek, Principal*  
*Jennifer Aune, School Counselor*  
*Ryan Winkler, School-to-Career Coordinator/Business Teacher*  
*Wayne Kroepelin, Technical Education Teacher*  
*Craig Braunel, Computer Literacy Teacher*  
*Connor Ellenbecker, MS/Elem Asst. Principal*  
*Angela Woyak, Superintendent*

Rebecca Sonnetag-Executive Vice-President Marketing and Communications County Materials  
Mark Snyder-SR Trucking

## Career Readiness Data

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### DISTRICT CAREER READINESS DATA

#### **Career Readiness Summary for State Report**

*The Marathon School District demonstrates a strong commitment to career readiness, in the 2025-2026 school year identified in CTEERS data, with 95% of students (270 out of 285) participating in Career and Technical Education (CTE) programs at some point in their high school careers..*

As reported by staff for **2025-2026**

- **Student Organization Engagement:**
  - FFA: 65 students (23%)
  - FBLA: 81 students (28.4%)
  - Skills USA: 6 students (2%)
- **Work-Based Learning and Employability Skill Development 2024-2025:**
  - 14 students completed State Co-op Education Skill Standards - DPI Employability Skills programs.
  - 5 students completed Youth Apprenticeships with certificates.
  - 3 Students in Special Education work based-experience.
- **Career Pathways:**

The district offers the following career pathways aligned with industry standards:

  - [Business Administration](#)
  - [Advanced Manufacturing](#)
  - [Information Technology](#)
  - [Transportation, Distribution, and Logistics](#)
  - [Agriculture, Food and Natural Resources](#)
  - [Architecture and Construction](#)

*These data points highlight a district-wide focus on equipping students with technical, leadership, and employability skills, ensuring they are well-prepared to meet the demands of today's workforce.*

## CURRENT PROGRESS AND FUTURE GOALS FOR IMPLEMENTATION

*During the 2025-2026 school year, the district's Academic and Career Planning (ACP) team conducted a comprehensive review of the ACP process and continued its development efforts.*

*The district will continue offering robust career readiness opportunities, including:*

- **Classroom Activities:** *Designed to align with career exploration and skill development.*
- **Career-Based Field Trips:** *Providing students with hands-on exposure to various industries.*
- **School-to-Career Program:** *Supporting students in transitioning from education to the workforce.*
- **School Counselor Support:** *Ongoing guidance in career exploration and individual development.*

*These activities will be tracked beginning in the 2025-2026 school year by Counselors and staff.*

*The district will continue to monitor the effectiveness of the required Employability Skills course and annually review the ACP plan. In the 2025-2026 school year the counselor and principal worked with staff to document current ACP practices in each grade level as planned in the 2025-2026 ACP Plan. Regular updates will be made to further enhance career readiness goals and ensure that all students are well-prepared for their future endeavors.*

## Career Readiness in the School District of Marathon

### ACP CURRICULUM, SUPPORT, AND SERVICES

#### K-5

##### Junior Achievement

- Learning activities that focus on financial literacy, work and career readiness, and entrepreneurship. This results in an enriched learning experience that helps students connect what they learn in school and the world outside the classroom.

##### Class counseling

- Students learn skills correlated with academic success such as organization, focusing, and goal-setting
- The activities focus on building relationships, which has been proven to enhance learning
- There are self-reflection activities that promote learning and a growth mindset

##### Career Exploration Through Expedition Experts

- Students learn various careers through guest speakers referred to as 'experts'
- Experts discuss their job duties and expectations and reflect on how they relate to school expectations
- Experts discuss the levels of education needed to perform their job

#### 6-8

##### Grade Level Appropriate Career Readiness Activities and Career-based Learning Experiences

- 8th Grade Heavy Metals Tour through NTC
- 6th & 7th Grade STEM Fest through NTC
- 8th Grade Xello career planning
- Education Counseling Conferences
- Career Exploration Through Fieldwork Exposure

#### **9-12: Career Readiness Activities**

All students in grades 9-12 are developing Academic and Career Plans guided by parents, teachers, and school counselors. This plan is a step-by-step process that leads students through a series of tasks that provide direction towards career decisions.

- 10th & 11th Grade Wisconsin Education Fair
- 10 & 11th Grade Career Fair
- 10th Grade Build My Future
- Career and Education Counseling Conferences
- Career and College Representative Visits
- Employability Skills Course
- Classroom Speakers
- Company Tours
- Career Related Projects (Ag, Marketing, Business)

#### **ACP/School Counseling Services**

*Share how school counselors support the ACP process, including SEL/Employability Skill Development and ACP Conferences.*

- The School Counselor helps students understand their strengths, weaknesses, interests, and values, which are fundamental for making informed decisions about their future.
- The School Counselor assists students in setting realistic and achievable goals, and provides strategies for staying motivated and focused on their plans.
- The School Counselor leads ACP conferences, creating a safe and supportive environment for students, families, and other stakeholders to discuss academic and career goals.
- The School Counselor offers guidance on course selection, college and career exploration, financial aid, and other relevant topics while also connecting students to resources like college and career fairs, workshops, and mentors to expand their knowledge and opportunities. The school counselor monitors students' progress towards their goals and provides ongoing support and encouragement.

## **Whole School Support**

- Students participate in regular career conversations to discuss their career interests, academic goals, and postsecondary plans with an adult. These happen every year when scheduling with students with a greater focus during the 11th and 12th grade years with personal meetings with students and parents planning for the future.
- [Teachers in all subject areas help students in their classes understand how the content they are learning connects with various careers and career readiness skills.](#)

## **PREPARING FOR THE FUTURE**

The ACP program at Marathon School District ensures every student is prepared for life after high school no matter what path they plan to take. This includes:

- Career and technical education provided in the school district
- [Courses](#) that provide advance placement and/or advanced standing at NTC associate degree program upon graduation from high school.
- [Early College Credit Program and Start College Now](#)
- Postsecondary education preparation
- [Youth apprenticeship or other job training and work experience](#)
  - Students work with our CTE Coordinator to complete YA and other job training.
- Instruction in skills related to employment
  - Every student at Marathon High School must complete Employability Skills (*beginning with graduating class of 2029*) and Personal Finance.
  - Inclusion of Xello in classrooms allows students to explore careers that match their interests, abilities, and values.
- The district offers college preparation programs, college application workshops, and financial aid counseling.
- School counselors and teachers work together to help students navigate the college application process and make informed decisions about their post-secondary education.
  - The school counselor meets with all students and parents both their junior and senior years reviewing post secondary options and how to navigate next steps.

## **CAREER PATHWAYS**

*The Marathon School District is dedicated to preparing students for post-secondary success through robust Career and Technical Education (CTE) programs and career pathways.*

### **Career Pathways:**

*The district offers the following career pathways aligned with industry standards:*

- *Business Administration*
- *Advanced Manufacturing*
- *Information Technology*
- *Transportation, Distribution, and Logistics*
- *Agriculture, Food and Natural Resources*
- *Architecture and Constructure*

## LABOR MARKET INFORMATION

Labor market information (LMI) helps our school districts develop cutting-edge Career and Technical Education programs by uncovering the skills students will need in the future. In addition, LMI can help students understand which jobs are most likely to be available and well-compensated.

Marathon is located in central Wisconsin. High-demand occupations in Central Wisconsin with projected growth and good wages include:

- Manufacturing
- Healthcare

Marathon City is home to three large Manufacturing industries/factories; Marathon Cheese, Menzner Lumber, and County Materials. Currently the school district is working with Central Wisconsin Manufacturing Alliance with a focus on increasing the student access to manufacturing and workplace skills and opportunities.

- [Department of Workforce Development](#)
- [Marathon County Workforce Profile](#)
- [WI DPI Regional Career Pathways](#)

## PROFESSIONAL DEVELOPMENT FOR STAFF

The Marathon School District is committed to supporting our entire staff to become engaged in the career readiness process. We provide the following professional development to staff:

The counselor uses resource time for students throughout the year to meet with students regarding career and academic pathways, scheduling, sets up college visits, and college/military/technical school reps to meet with students, holds sessions on scholarships, and fills out college/technical school applications.

- *Provide staff with information about career readiness programs and resources available in the district and who students can go to for more intensive career advising is provided to all educators each year.*
- *Career readiness professional learning is provided to all educators regularly on how to conduct equitable and inclusive career conversations with students.*
- *Career readiness professional learning is provided regularly on how teachers in all subject areas can help students understand how the content they are learning connects with various careers.*

## Career Readiness is for ALL of our Students

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## INDIVIDUALIZED ACP SUPPORT

- The Marathon School District has a process to identify and provide modifications, accommodations, or enhanced support for career readiness activities to maximize participation of English Learners, students with an Individual Education Plan (IEP), or students at-risk of not graduating. The school district works with DVR and other county resources as students with disabilities are transitioning out of high school. During the last year of the IEP these specialists work with the school and family to plan for the student. Some students also use the Project Search through CESA9 and Aspirus hospital as a 5th year of school working on job skills.
- The Marathon School District implements specific strategies to communicate with students, families and caregivers of English Learners, students with an Individual Education Plan (IEP), and/or students at-risk of not graduating about career readiness. School staff in charge of EL and SPED students along with the school counselor share information with parents. This may happen as part of the IEP review or

in the annual parents meetings.

- The Marathon School District makes an effort to seek out diverse community, industry, and higher education partnerships so that students are more likely to interact with adults that come from many different backgrounds and cultures. Teachers in our Technology Education, Agriscience, and Business programs call and work with people in their related industries for support in the classroom, speakers, mock interviews, and guidance on workforce needs.
- Individual student meetings with school counselor in grades 9, 10, 11 & 12
- Advisory support from classroom teachers
- Career surveys and exploration are part of the required high school curriculum.

## ACCESS FOR ALL STUDENTS

ACP lessons are delivered through 1-on-1 counseling, small group sessions, digital platforms (Xello) and large group settings. Students with IEPs/504 have their ACP goals directly aligned with their post-secondary transition plan.

Access is not limited by a student's personal network. Marathon provides students with opportunities to attend career & education fairs and also bring in guest speakers from various industries to meet with students. Work based learning provides a clear pathway for all students to earn credit through internships or youth apprenticeship.

## CURRENT PROGRESS & FUTURE GOALS FOR IMPLEMENTATION

The Marathon School District currently holds an "Exceeds Expectations" rating on the State Report Card (Score: 73.9). Key strengths include high graduation rates and significant growth in 9-12 ELA and Mathematics. The district offers six fully developed pathways aligned with industry standards:

- Business Administration
- Advanced Manufacturing
- Information Technology
- Transportation, Distribution, and Logistics
- Agriculture, Food, and Natural Resources (AFNR)
- Architecture and Construction

To ensure every student has a "Life Ready" foundation, MHS requires all students to complete courses in Employability Skills and Personal Finance before graduation.

A primary goal is the annual review of the ACP plan to ensure it adapts to changing regional labor market data. A future goal includes leveraging the updated Xello platform features to facilitate more direct connections between students and local employers for job shadowing and work-based learning.

***ACP work. What has been done so far, what is working/not working? Mission and vision statements. Policies - work release requirements, attendance policies, etc***

***CLNA Data, Graduate follow-up survey (CTE students)***

## ACCESS TO ACP SOFTWARE TOOL

Students in grades 6-12 have the option of using the web-based career learning program, Xello. They will also have experiences, opportunities, and required classes, including Employability Skills, to explore career planning and exploration.

## Get Involved

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### FAMILY ENGAGEMENT

The School District of Marathon engages families and caregivers in academic and career planning by:

- Regularly informing families and caregivers about career readiness activities via Skyward, monthly newsletter, mailing, and/or emails.
- Providing multiple ways for families and caregivers to participate in career readiness activities.
  - Parents attend junior and senior year student conferences.
- Regularly informing families and caregivers about the progress of their student's academic and career planning.
- Update parents throughout the school year on the progress of their child's academic and career planning
  - Academic Report Cards and Progress Monitoring. In person parent/teacher conferences and IEP/504 meetings
- Annual IEP meetings to discuss transition goals.
- District website: [www.marathon.k12.wi.us](http://www.marathon.k12.wi.us)
- Monthly District Newsletter
- Social Media - Facebook, Instagram and School App

*Please contact Jennifer Aune, School Counselor, with any questions. 715-443-2226*

### COMMUNITY PARTNERSHIPS

The School District of Marathon is proud to collaborate with **local businesses** and community partners.

- Our district actively seeks feedback from community, industry, and higher education partners when regularly evaluating our career readiness activities, programs, and initiatives. Teachers in our areas speak to individuals in the areas they represent as well as partnerships like the CWMA.
- Students have access to job shadows and work based experiences/youth apprenticeship at local businesses. Our School to Career advisor, Ryan Winkler works with local businesses to maintain communication and opportunities for students.
- Seniors attend Cents of Reality, a hands-on financial literacy simulation where students manage a monthly budget based on a randomly assigned career, salary, and family scenario. Students make "real-world" decisions on housing, transportation, and utilities, helping them understand economic realities and prepare for financial independence. Members of local businesses are on hand to serve as 'employers'

### MOST RECENT DATE OF BOARD APPROVAL

1/14/26

Students can log their work based learning within Xello

## **9th Grade**

### **Grade Level Experiences**

- JumpStart (an orientation program to high school)
- Challenge Day
- Guest Speaker - Terrence Tally
- Explore Post Secondary options
- Optional Visits with Military Recruiters
- Optional Visits with College & University Recruiters

### **Academic & Career Planning**

- Create 4 year plan
- Importance and benefits of volunteering
- Post-secondary options and exploration

### **School Counselor**

Marathon High School has one school counselor who works with all students in grades 9-12. Students will have an individual opportunity to meet with their counselor to discuss course selection and review grades at the end of the school year.

### **Co-Curriculars**

Participation in school activities can enhance a students' school experience.

- Co-Curricular activities provide opportunities for character development and valuable life lessons - teamwork, sportsmanship, self-discipline and hard work.
- Research shows that students involved in co-curricular activities more likely to have:
  - Higher GPA
  - Higher college admission test scores
  - Better attendance
  - Lower dropout rates
  - Fewer disciplinary problems

## 10th Grade

### Grade Level Experiences

- Guest Speaker - Terrence Tally
- Guest Speaker - career specific in individual classrooms
- Optional Visits with Military Recruiters
- Optional Visits with College & University Recruiters
- Dual Credit Opportunities
- Optional Wisconsin Education Fair

### Academic & Career Planning

- Create 4 year plan
- Importance and benefits of volunteering
- Post-secondary options and exploration

### Classroom Exploration

- Employability Skills Graduation Requirement.
  - Students will enroll in Employability Skills during their sophomore or junior year of high school.
  - Career Research - 3 different careers
  - Post-Secondary Research - College/Tech. Schools/Military/Workforce
  - Job Application Skills
    - Resume
    - Cover Letter
    - Letters of Recommendation
    - List of References (3 min)
    - Career Portfolio
    - Mock Interviews
    - Skillset
      - Hard skills
      - Soft skills
    - Discuss various soft skills and the importance of these skills at the worksite

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  - Higher GPA
  - Higher college admission test scores
  - Better attendance
  - Lower dropout rates
  - Fewer disciplinary problems

# 11th Grade

## Grade Level Experiences

- Guest Speaker - Terrence Tally
- Guest Speaker - career specific in individual classrooms
- Optional Visits with Military Recruiters
- Optional Visits with College & University Recruiters
- Optional Job Shadows
- Optional College Tours
- Optional Wisconsin Education Fair
- Advanced Placement and/or Dual Credit Opportunities

## Classroom Expectations

- Employability Skills Graduation Requirement.
  - Students will enroll in Employability Skills during their sophomore or junior year of high school.
- Financial Literacy Graduation Requirement.
  - Students will enroll in Personal Finance during their junior or senior year of high school.

## Academic & Career Planning

- Learn how to request a transcript via Parchment
- Learn how to write a college entrance essay
- Learn about Direct Admit Wisconsin and various college application portals

## School Counselor

In January, all 11th grade students and their parents will be invited to attend an individual Academic & Career Planning conference. Topics covered include:

- Post-secondary / Career Planning
- Transcript review / Course Selection
- Standardized testing
- Financial Aid
- Scholarships

## Co-Curriculars

Participation in school activities can enhance a students' school experience.

- Co-Curricular activities provide opportunities for character development and valuable life lessons - teamwork, sportsmanship, self-discipline and hard work.
- Research shows that students involved in co-curricular activities more likely to have:
  - Higher GPA
  - Higher college admission test scores
  - Better attendance
  - Lower dropout rates
  - Fewer disciplinary problems

# 12th Grade

## Grade Level Experiences

- Guest Speaker - Terrence Tally
- Guest Speaker - career specific in individual classrooms
- Cents of Reality
- Optional College Goal Wisconsin
- Optional Visits with Military Recruiters
- Optional Visits with College & University Recruiters
- Optional Job Shadows
- Optional College Tours
- Advanced Placement and/or Dual Credit Opportunities

## Classroom Expectations

- Financial Literacy Graduation Requirement.
  - Students will enroll in Personal Finance during their junior or senior year of high school.

## Academic & Career Planning

- Learn about Financial Aid options
- Learn about Scholarship opportunities and how to complete applications
- Complete College Applications
- Learn how to request a Letter of Recommendation
- Youth Apprenticeship opportunities

## School Counselor

During the months of August/September, 12th grade students and their parents will have the opportunity to schedule an individual Academic and Career Planning conference to walk through the student's transcript, discuss Dual Credit/AP courses, if applicable, and review the senior year timeline of events.

## Co-Curriculars

Participation in school activities can enhance a students' school experience.

- Co-Curricular activities provide opportunities for character development and valuable life lessons - teamwork, sportsmanship, self-discipline and hard work.
- Research shows that students involved in co-curricular activities more likely to have:
  - Higher GPA
  - Higher college admission test scores
  - Better attendance
  - Lower dropout rates
  - Fewer disciplinary problems

## Grade LEVEL OPPORTUNITIES & EXPERIENCES

	9	10	11	12
<b>English</b>			<ul style="list-style-type: none"> <li>- Career/ College Exploration Research Unit</li> <li>- College Admissions essay</li> <li>- Local business speakers, college rep speakers, &amp; military speakers.</li> </ul>	<ul style="list-style-type: none"> <li>- Research scholarships and write a personal essay.</li> </ul>
<b>Math</b>	<ul style="list-style-type: none"> <li>- End of semester projects include researching how math topics are used in the real world, including jobs.</li> <li>- Board Work: Daily preparation for public speaking with analysis and explanation of concepts, connections, procedures, and visual models.</li> </ul>		<ul style="list-style-type: none"> <li>- Discussion of mathematics and relationship to other sciences (physics, astronomy, computer science, and engineering)</li> </ul>	
<b>Science</b>	<ul style="list-style-type: none"> <li>- Careers in science classroom discussion</li> <li>- Scientist research projects, highlighting current topics in science and the scientists involved.</li> </ul>		<ul style="list-style-type: none"> <li>- Careers in science</li> <li>- Scientist research project</li> </ul>	<ul style="list-style-type: none"> <li>- Career Interview (engineers, pharmacist, nurse, doctor, biochemical, etc)</li> </ul>
<b>Social Studies</b>			<ul style="list-style-type: none"> <li>- Career explorations: Students gain an understanding of the qualifications, expectations, and roles of politicians, lawyers, judges, etc. &amp; practice taking on these roles in trial simulations, debates, etc.</li> </ul>	
<b>Business</b>	<ul style="list-style-type: none"> <li>- Mini Business World event</li> <li>- Business Challenge Competition</li> <li>- WI Fall Leadership Conf.</li> </ul>	<ul style="list-style-type: none"> <li>- Mini Business World event</li> <li>- Business Challenge Competition</li> <li>- WI Fall Leadership Conf.</li> </ul>	<ul style="list-style-type: none"> <li>- School to Career Program: Work Study &amp; Youth Options</li> <li>- "Reality Day" for 12th grade students - simulated day of "life"</li> <li>- Mini Business World event</li> <li>- Business Challenge Competition</li> <li>- WI Fall Leadership Conference</li> </ul>	

	9	10	11	12
<b>Foreign language</b>	<ul style="list-style-type: none"> <li>- Discussions about how foreign language can impact college preparedness (required vs optional,, Retroactive Credits, boosting applications, etc)</li> <li>- Discussions about how language can be useful in a variety of careers, and looking at language specific careers</li> <li>- Discussions about study abroad opportunities/experiences</li> <li>- Occasional talks about living abroad (people who are us citizens but live and work in another country)</li> </ul>			
<b>Choir/Band</b>	<ul style="list-style-type: none"> <li>- Careers in music classroom discussion (<i>thinking beyond a classroom teacher and/or performer</i>)</li> <li>- Post-secondary programs &amp; research that correlate to musical area of interest</li> </ul>			
<b>Special education</b>	<ul style="list-style-type: none"> <li>- Career Interest Surveys</li> <li>- Employment opportunity: School Popcorn Business</li> <li>- Job &amp; Career Exploration activities</li> </ul>		<ul style="list-style-type: none"> <li>- Worky Study</li> <li>- Transition/Self Advocacy Goals</li> <li>- Youth Transition Conferences</li> <li>- Career Interest Surveys</li> <li>- Employment opportunity: School Popcorn Business</li> <li>- Job &amp; Career Exploration activities</li> </ul>	
<b>Technical Education</b>	<ul style="list-style-type: none"> <li>- Company visits to specific departments (shadowing)</li> <li>- Guest speakers/demonstrators.</li> </ul>			
<b>Fine Arts</b>	<ul style="list-style-type: none"> <li>- Careers in Art slide presentation on welcome day.</li> <li>- Individual portfolio development for college application process</li> </ul>			
<b>Phy Ed &amp; Health</b>	<ul style="list-style-type: none"> <li>- Guest presenters in different careers including law enforcement (Alcohol unit), health care (First Aid / CPR), sport science &amp; performance (nutrition)</li> </ul>	<ul style="list-style-type: none"> <li>- Discussion of possible careers in physical education, exercise science, kinesiology, strength and conditioning, physical therapy, outdoor/adventure education, etc</li> </ul>		