

KPCC College Pathways resources for America Amplified

[How KPCC designed a new education beat in the middle of a pandemic](#) - This is the report that came out of the human-centered design work we did to craft the beat. Our conclusions defined what we were going to cover and what we were not going to cover going forward. It completely shifted what we initially thought would be the main focus of the beat (K-12).

One of our conclusions was that there was a big knowledge gap for students who were disconnected from the school system (e.g. adults). We also knew a lot of the school/life choices people were making, especially during the pandemic, were based on economics (is it "worth it?"), so we knew we needed to focus on the outcomes of higher ed.

Finally, we knew that people needed practical information, especially during the pandemic, which spawned several stories:

[Students Affected By The Pandemic May Face Extra Hurdles For Financial Aid. Here's What They Should Know](#)

[UC's Application Deadline For Fall 2021 Is Looming. Here Are Some Tips For Your Essays](#)

[Like Everything Else, Applying To College Is Very Weird Now. Here's How To Do It](#)

[How To Start A New Career](#) (pre-event promo story): We solicited questions from our audience on what they wanted to know about starting new careers and how school could fit into that trajectory. That shaped the conversation we would ultimately have with three experts in a live event.

[How Can I Start A New Career? Here's Some Expert Advice](#) (post-event recap story)

[Certificates, Bootcamps And Digital Badges Offer An Alternative To Degrees. But Are They Worth It?](#) - our research also showed that limiting the idea of "college" to 4-year degrees excluded a lot of people and wasn't what everyone seeking higher ed wanted (it was a recurring theme that came up in our reporting), so we tried to sort out for people how to know which short-term credentials pay off.

[Apprenticeship series](#) - This also came out of our research showing that people wanted higher ed options that weren't 4-year colleges and that would be most likely to lead to good-paying, stable jobs.

[College Guide](#) - This was a grant requirement but we were able to tailor it to fit what we knew was a need through our research. Also, we tapped a wide variety of students (and experts) to

backread some sections, which then gave us new sources and new ideas for stories (e.g. Hidden Curriculum)

We also split off sections of the guide to run as separate stories (some of which, and the guide itself, have gotten ample traffic)

[KPCC created a 'How To Get To College' Guide for Adults in California. Now we want to ship you copies. for free.](#) - Medium post describing our physical college guide and how people can order their own copies shipped for free.

[Hidden Curriculum](#) series - this came out of our initial research and research/conversations carried out for the college guide. We also tapped students that we had interviewed for our initial research for stories in the series.

[College Pathways landing page](#) - all our stories in one place