



THE PERFECT STORM THE ccENGAGE SOLUTION

Phil Jarvis

- ➔ About Career Cruising
- ➔ The Perfect Storm
- ➔ ccEngage
- ➔ Whole Community Approach
- ➔ Next Steps

“To engage and inspire individuals of all ages to achieve their full potential in school, career and life.”



- Founded 15 years ago
- Leader in career development software
- Over 20,000 active schools
- 5 million page views per day
- 6 state-wide licenses
- 2,741 school districts

A satellite image of a hurricane, showing a clear eye and dense, swirling cloud bands over a dark blue ocean. The text is overlaid on the left and bottom-left portions of the image.

1 Great
Recession

2 Aging
Population

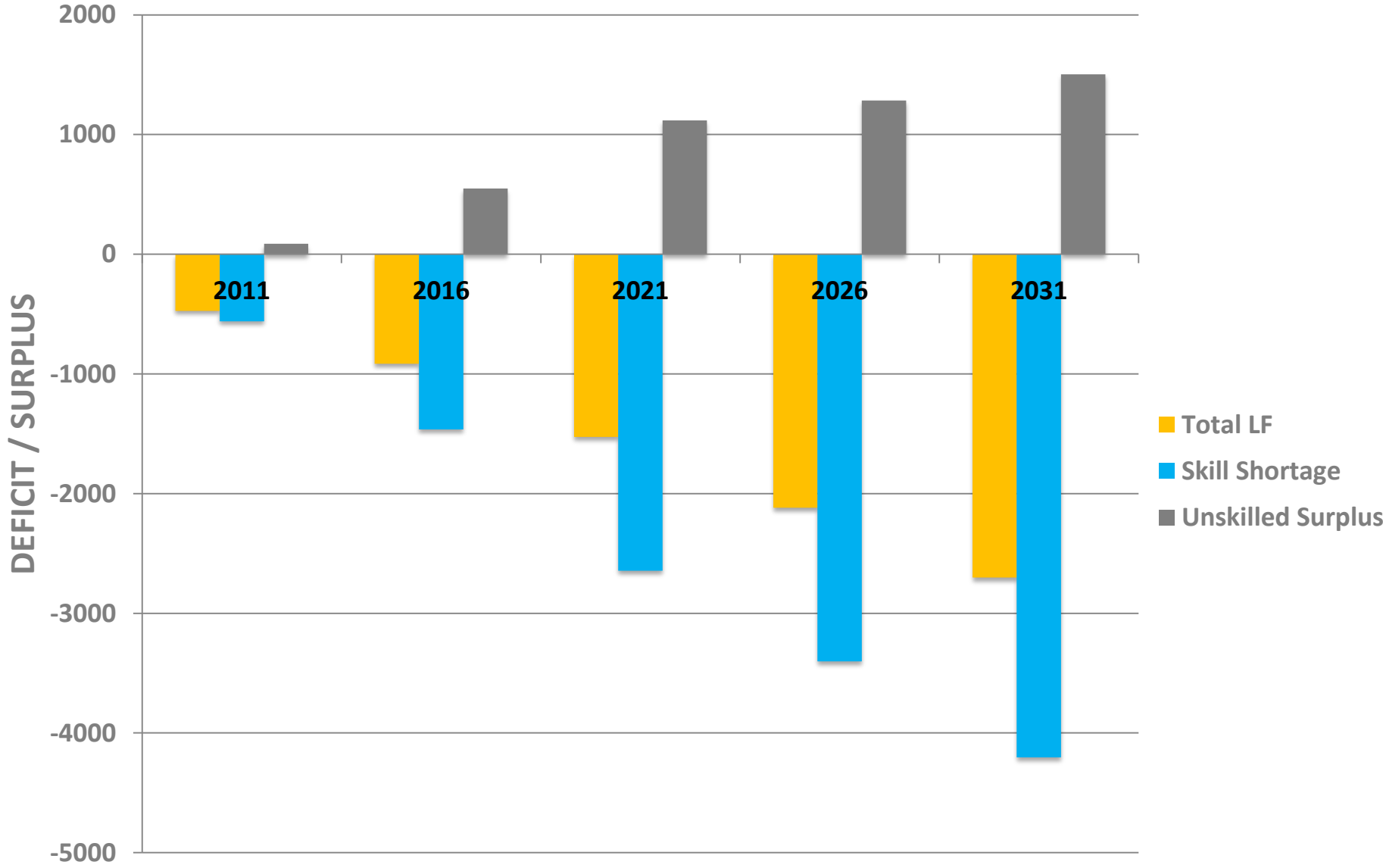
4 Unprepared
Workforce

3 Upskilling
of Jobs

- ➔ Global economy in worst economic storm in century
- ➔ Jobs in jeopardy
- ➔ Slow, faltering recovery
- ➔ Governments in record debt

- ➔ Changing birth rate patterns
- ➔ Later marriage & fewer children
- ➔ Boomers retiring (1947-65 in 2012)

3 | Upskilling of Jobs



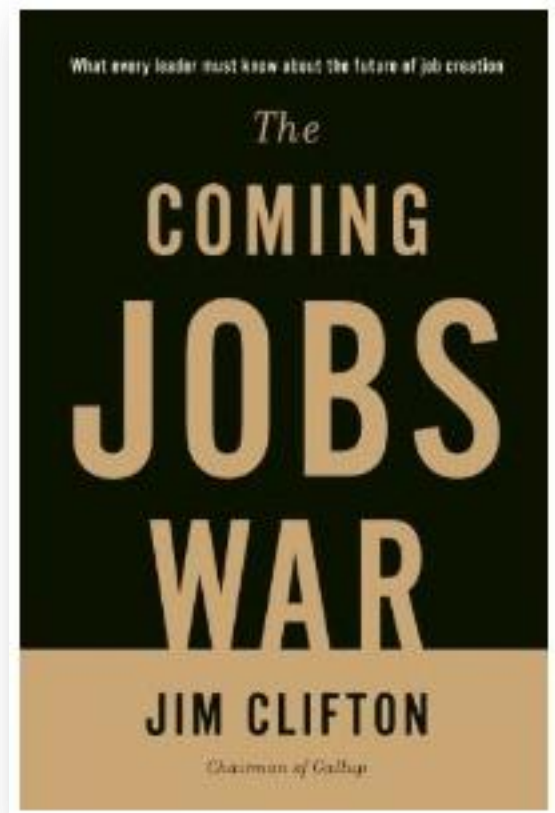
➔ Milwaukee (May 29, 2012)

➔ Manpower Group's 7th Talent Shortage Survey results:

➔ 49% of US employers experiencing difficulty filling mission-critical positions despite continued high unemployment

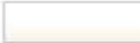
Gallup World Poll:

“More than anything else, the *whole world* wants a **good job!**”





Promoting jobs,
protecting people



- About the ILO
- Topics**
- Regions
- Meetings and events
- Programmes and projects
- Publications
- Labour

[ILO home](#) > [Topics](#) > [Youth employment](#)

- Child Labour**
- Decent work
- Domestic workers
- Economic and social development
- Employment promotion
- Employment security
- Equality and discrimination
- Forced labour
- Freedom of association and the right to collective bargaining
- Green jobs
- HIV/AIDS
- Labour administration and inspection
- Labour law
- Labour migration
- Millennium Development Goals
- Safety and health at work
- Skills, knowledge and employability

Youth employment

The world is facing a worsening youth employment crisis: young people are three times more likely to be unemployed than adults and over 75 million youth worldwide are looking for work. The ILO has warned of a "scarred" generation of young workers facing a dangerous mix of high unemployment, increased inactivity and precarious work in developed countries, as well as persistently high working poverty in the developing world.

The ILO's [programme on youth employment](#) operates through a global network of technical teams at its headquarters in Geneva and in more than 60 offices around the world. It provides assistance to countries in developing coherent and coordinated interventions on youth employment. This integrated approach combines macro-economic policies and targeted measures which address labour demand and supply, as well as the quantity and quality of employment.



Report from Greece

Greek youth lose faith in the future

As Greek unemployment hit another record high at the end of 2011, the number of young people without a job outnumbered those in work.

- ➔ Best time ever to imagine career prospects
 - ➔ Nano-mechanic
 - ➔ Old age wellness manager
 - ➔ Memory augmentation surgeon
 - ➔ Weather modification police
 - ➔ Waste data handler
 - ➔ Social networking worker
 - ➔ Personal brander/Communications advisor
 - ➔ Stem cell bank manager

Talent Pipeline



- ➔ National HS graduation rate 79%
- ➔ 60% of HS grads (47%) register immediately for post-secondary programs
- ➔ 25% of post-secondary students dropout by the end of the first year. A similar percent change programs or majors

(King, 2009, Who Doesn't Go To Post-Secondary Education?)

(Miner, 2010, People Without Jobs, Jobs Without People)

(Education Indicators 2011, Statistics Canada & Council of Ministers of Education Canada)

- ➔ 100 Grade 9 Students: 29 will graduate on schedule with post-secondary degree, diploma, certificate
- ➔ 50% “mal-employed” (14-20% of youth unemployed)
- ➔ By 2031 approximately 77% of the workforce will require a post-secondary education or training

“Over the past third of a century
all net job growth has been generated
by positions requiring some
post-secondary education.”

Pathways to Prosperity, 2011, Harvard Graduate School of Education

- ➔ 29% of those who start 2-year degrees finish them within 3 years
- ➔ 78% of attendees at private for profit post-secondary schools fail to get a diploma after 6 years
- ➔ Among 18 countries tracked by OECD, the US finished last (46%) for college completion

“Only **14%** of undergrads **enroll** in STEM subjects.
Only **2 in 5 graduate** with a STEM degree or
certification within 6 years.
We must do better.”

United States President , Barack Obama, June 2011

The Student Debt Crisis



SOURCE: Center for American Progress

With \$864 billion in federal loans and \$150 billion in private loans, student debt in America now exceeds \$1 trillion.

Kids Count Youth And Work Report: Number Of Young Adults Out Of School, Work Hits Half-Century High

The Huffington Post | By Emmeline Zhao  

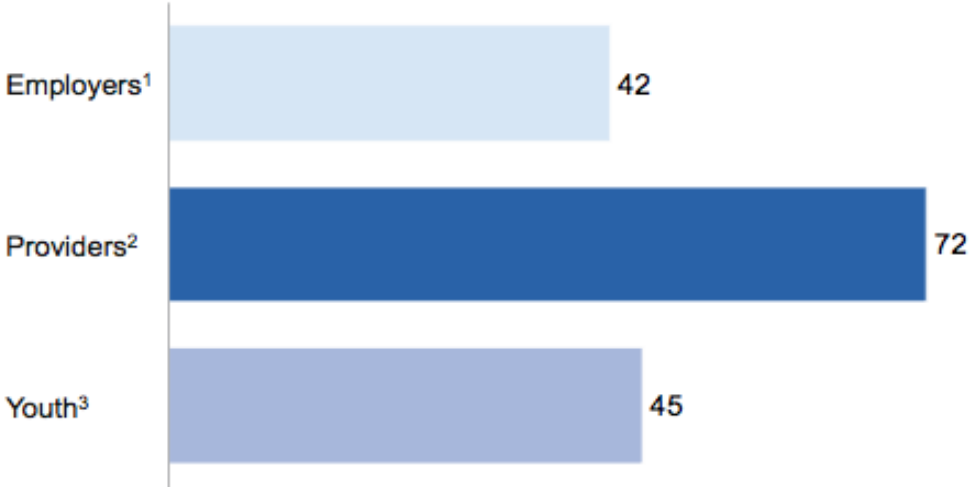
Posted: 12/03/2012 4:33 pm EST Updated: 12/04/2012 6:19 am EST

“Nearly 6.5 million U.S. teens and young adults are neither in school nor working, according to a new report from the Annie E. Casey Foundation. The report warns of a future of chronic unemployment due to a continuing failure to educate and train America's youth in needed skills.”

Stakeholders hold different views about the readiness of graduates for the job market

Agreement that graduates/new hires are adequately prepared

% of respondents



“Employers, education providers, and youth live in parallel universes.”

- ➔ What if half (650,000) of the 1.3 million dropouts from the class of 2010 had graduated?
 - ➔ \$5.3 billion in increased earnings, stimulating
 - ➔ \$4.2 billion in increased spending, resulting in
 - ➔ \$12 billion in increased home sales, and
 - ➔ \$609 million in auto sales, with
 - ➔ 37,700 new jobs created, adding
 - ➔ \$6.7 billion in increased gross national product, and
 - ➔ \$499 million in increased state tax revenue

- ➔ What if 60% of the 650,000 who would have dropped out went on to acquire post-secondary qualifications?
 - ➔ \$8.8 billion in increased earnings, stimulating
 - ➔ \$6.4 billion in increased spending, resulting in
 - ➔ \$22 billion in increased home sales, and
 - ➔ \$840 million in auto sales, with
 - ➔ 63,000 new jobs created, adding
 - ➔ \$11 billion in increased gross national product, and
 - ➔ \$825 million in increased state tax revenue

The Perfect Storm makes a **harmonized,**
whole-community commitment to
career and workforce development an
economic imperative.

- ➔ Potential future sports stars are discovered, mentored at young age
- ➔ Most others must find their way through the educational maze & then discover if any employers want them

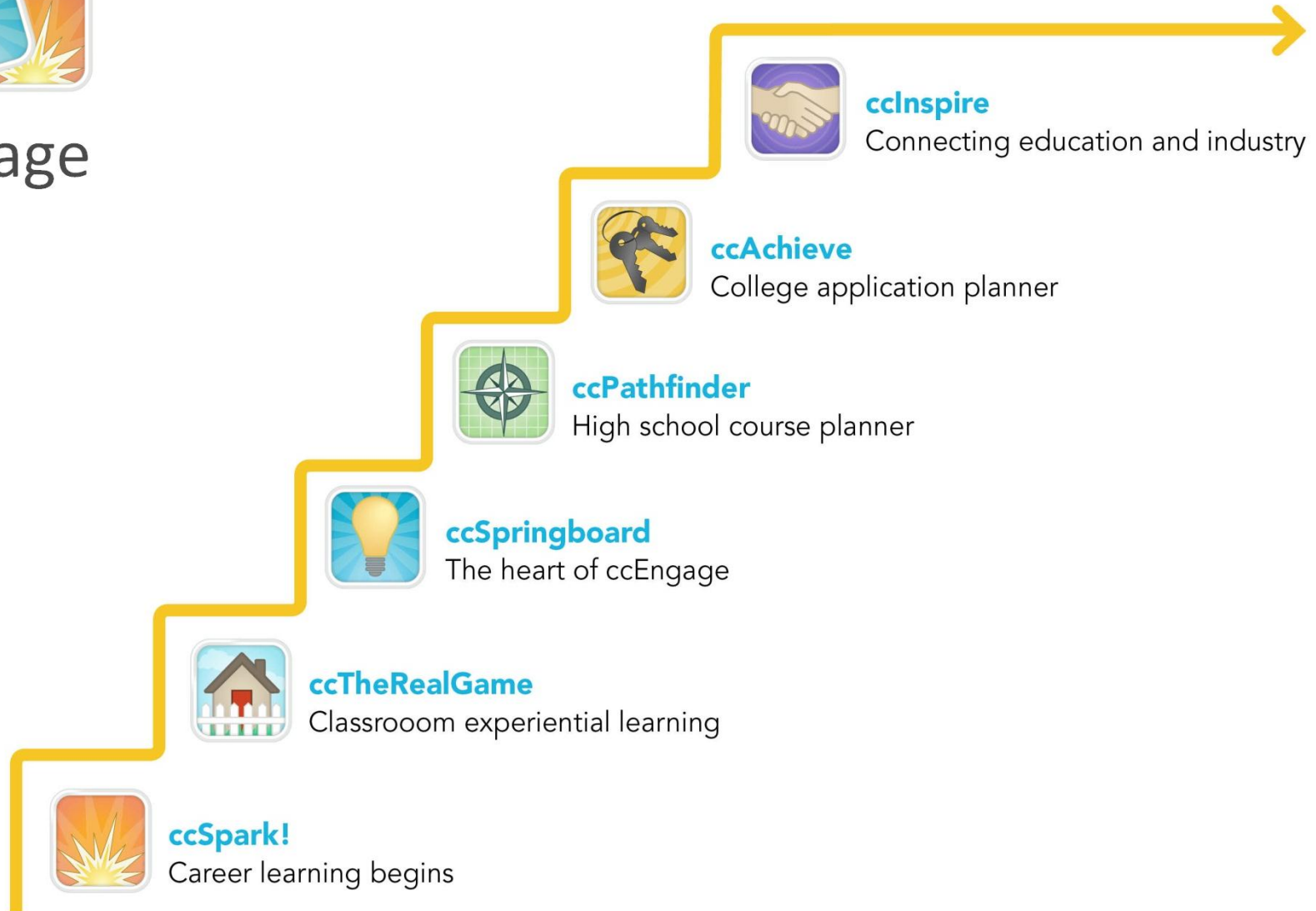


The ccEngage Solution

Career Cruising



ccEngage



→ Career Learning Begins

- Social skills, personal strengths, life planning, careers
- Interactive game play
- SparkCentral Portfolio
- Learning Style Assessment
- Aligned curriculum,
 - 7+ hours per grade



→ Experiential Learning

→ Financial literacy

→ Relevant

→ Classroom-based

→ Role-play

→ Age-appropriate

→ Experience impact of career choices

→ Soft Skills

→ Complete curriculum

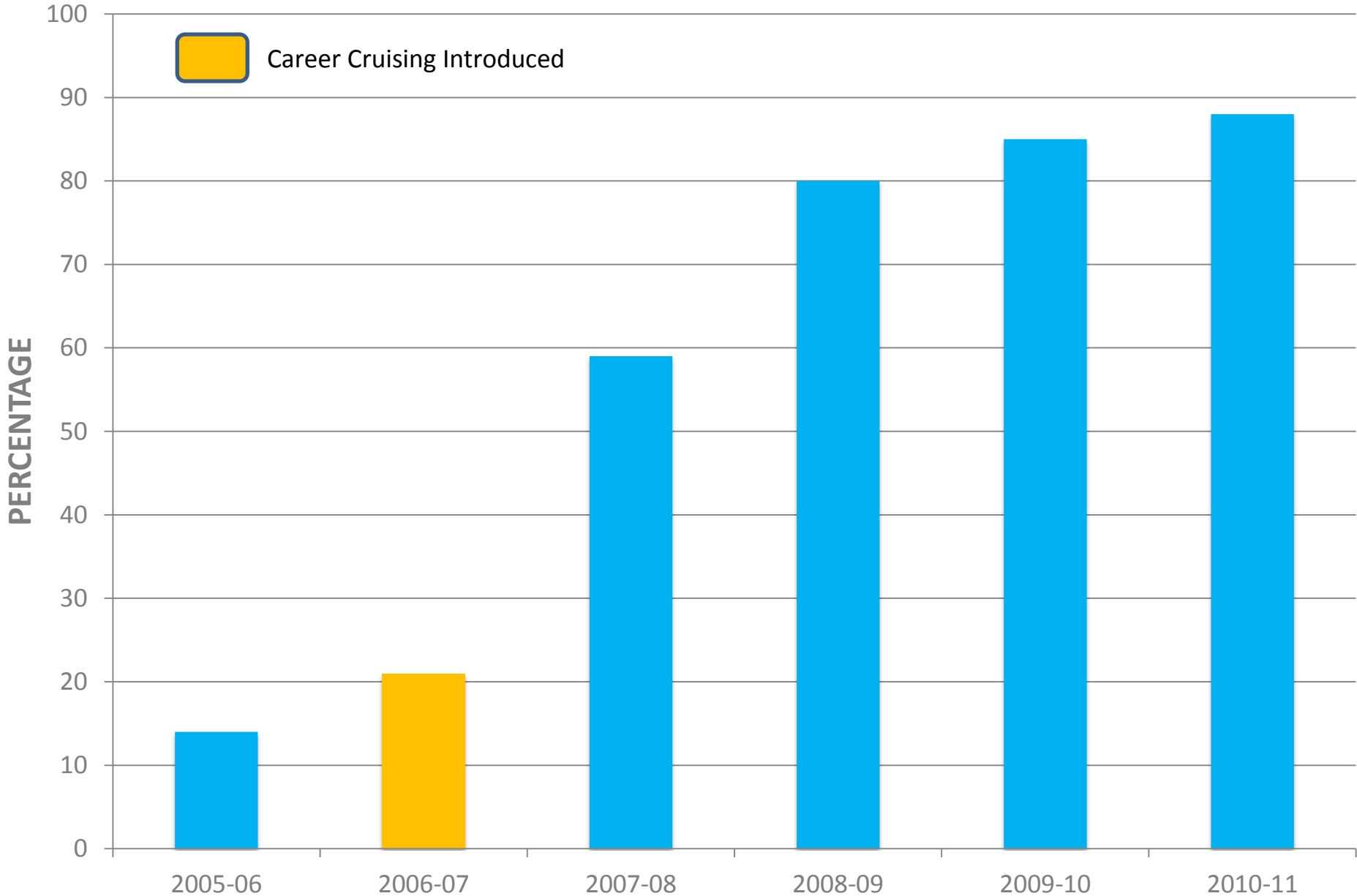
A screenshot of a web application interface titled "My Lifestyle Choices". The interface is designed for selecting leisure items. At the top right, there are four colorful icons: a blue folder with a pencil, a green folder with a hand, a green folder with a medical cross, and a red folder with an 'X'. Below these icons, the main content area is titled "Leisure Items" and includes instructions: "Choose as many leisure items below as you wish, and click on Add for each one. A check mark will appear on each of your choices." There are four green buttons labeled "Accommodation", "Transportation", "Leisure Items", and "Leisure Activities". Below the instructions, there is a section for "Seasonal home" with a small image of a wooden cabin. The text next to the image says "Seasonal home" and "Cost: \$145,000." There are two radio button options: "Rent: \$900/month (summer only)" (which is selected) and "Mortgage: \$720/month/25 years (based on a \$110,000 25-year mortgage)".

- Engaging and Inspiring
 - Foundation for achievement
 - World renowned assessments
 - Multi-media career profiles
 - Industry's best post-secondary database
- Communication tools
- Living portfolio



Your Matchmaker Results		
Careers that suit your answers are listed below under Suggested Careers. The best matches are at the top of the list. Click on a career to learn more about it and how it suits your answers.		
Suggested Careers	Skills Score	Career Cluster Recommendations
1. E-Business Consultant	C	1. Business Management & Administration
2. Marketing Specialist	C	2. Marketing
3. Art Dealer	C	Improve Results:
4. Psychologist	D	39 of 116 Questions
5. Clothing Manufacturer	D	Answer more questions
6. Curator	D	Review my answers
7. Industrial-Organizational Psychologist	D	Type of Education Change
8. Website Designer	C	All types of education
9. Research Analyst (Financial)	C	Other Options:
10. Management Consultant	D	See how other careers match up with
11. Sports Marketer	C	

ILP Completion | Kentucky



→ Course Planning, Career Planning, Life Planning

→ Four year course plans

→ Customized

→ Validates against requirements

→ Multiple degree options

→ Aligns with career goals

→ Integrates with SIS

→ Streamlines course scheduling



The screenshot shows the 'Course Planner > High School' interface for a user named Kyle Phillips. The interface is organized into a grid of course options for Years 9 through 12. Each course entry includes the course name, code, and credit value. For example, Year 9 includes English I (ENG1DI, 1.78), Mathematics (MPM1DI, 1.72), Science (SNC1DI, 1.79), Geography (GCG1DI, 1.83), Art (ALC1OI, 1.75), and Integrated Tech (TTI1OI, 1.83). Year 10 includes English II (ENG2DI, 1.79), Mathematics (MPM2DI, 1.80), Science (SNC2DI, 1.68), History (CHC2DI, 1.88), Career Studies (GLC2OH, 0.5), and Civics (CHV2OH, 0.5). Year 11 includes English III (ENG3UI, 1), Mathematics (MCR3UI, 1), Biology (SBI3UI, 1), Technical (TOJ3EI, 1), Computer and I... (ICS3MI, 1), and Construction T... (TCJ3EI, 1). Year 12 includes English IV (ENG4UI, 1), Mathematics (MCB4UI, 1), COOPXX (COOPXX, 2), Communications... (TGJ4MI, 1), and Elective courses. A 'Graduation Tracking' sidebar on the right shows 'Achieved' (12), 'Planned' (17), and 'Remaining' (0) credits, with a total of 29 credits. A 'Cluster Possibilities' sidebar lists various career paths like Education & Training, Government & Public Administration, and Agriculture, Food & Natural Resources.

➔ Connecting Education and Industry

- ➔ Employer profiles
- ➔ Career Coaches
- ➔ Work-based learning experiences
- ➔ Messaging tools
- ➔ Local events
- ➔ Social networking connection



Main Assessments Careers Schools Employment Portfolio Network Search Español Logout

Welcome to Career Cruising...

Workforce Investment Board Demo School Illinois

- Portfolio Login**
You are currently logged into the Portfolio as: **Dennis Abuan**
» [Go to your homepage](#)
» [Logout](#)
- Explore Assessments**
Learn more about yourself and careers that suit your interests. >>>
- Explore Careers**
Search for careers and find out what they are really like. >>>
- Education & Training**
Find out where to get the education you need to start your career. >>>
- Network**
Connect with employers and volunteers in your community. >>>

In Your Community

Sign-up for a Opportunity: Job Shadowing
Job shadowing allows you to spend time, usually a day or two, with a person employed in an occupation that interests you. [More](#) >>>

[View Opportunities](#) >>>

This Week's Features

January 22 - January 29, 2012

Interview:
Director of Photography
His love of creating striking images drew Johnny to the field of cinematography. After earning a degree in film production, and spending some time as a reality TV cameraman, he now brings the director's vision to the screen as a director of photography.

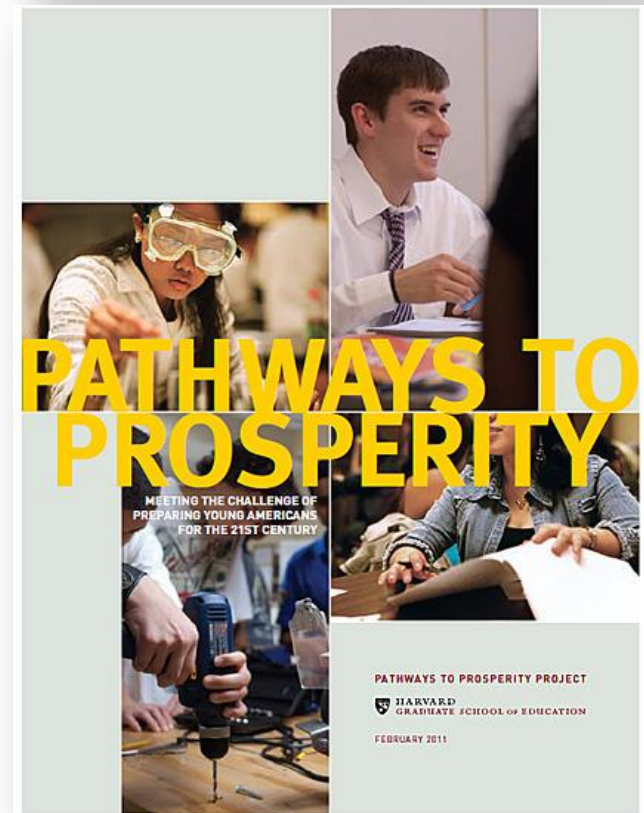
Current cclnspire Clients

Career Cruising



➔ Career development makes a positive impact on:

- ➔ Retention
- ➔ Achievement
- ➔ Transition
- ➔ Life Success



Why Career Cruising?

Career Cruising

11 Reasons:



ccEngage

World renowned assessments

All-Canadian

100% Bilingual

One-Click easy navigation

Fully customizable course selection tool

Industry's leading post-secondary database

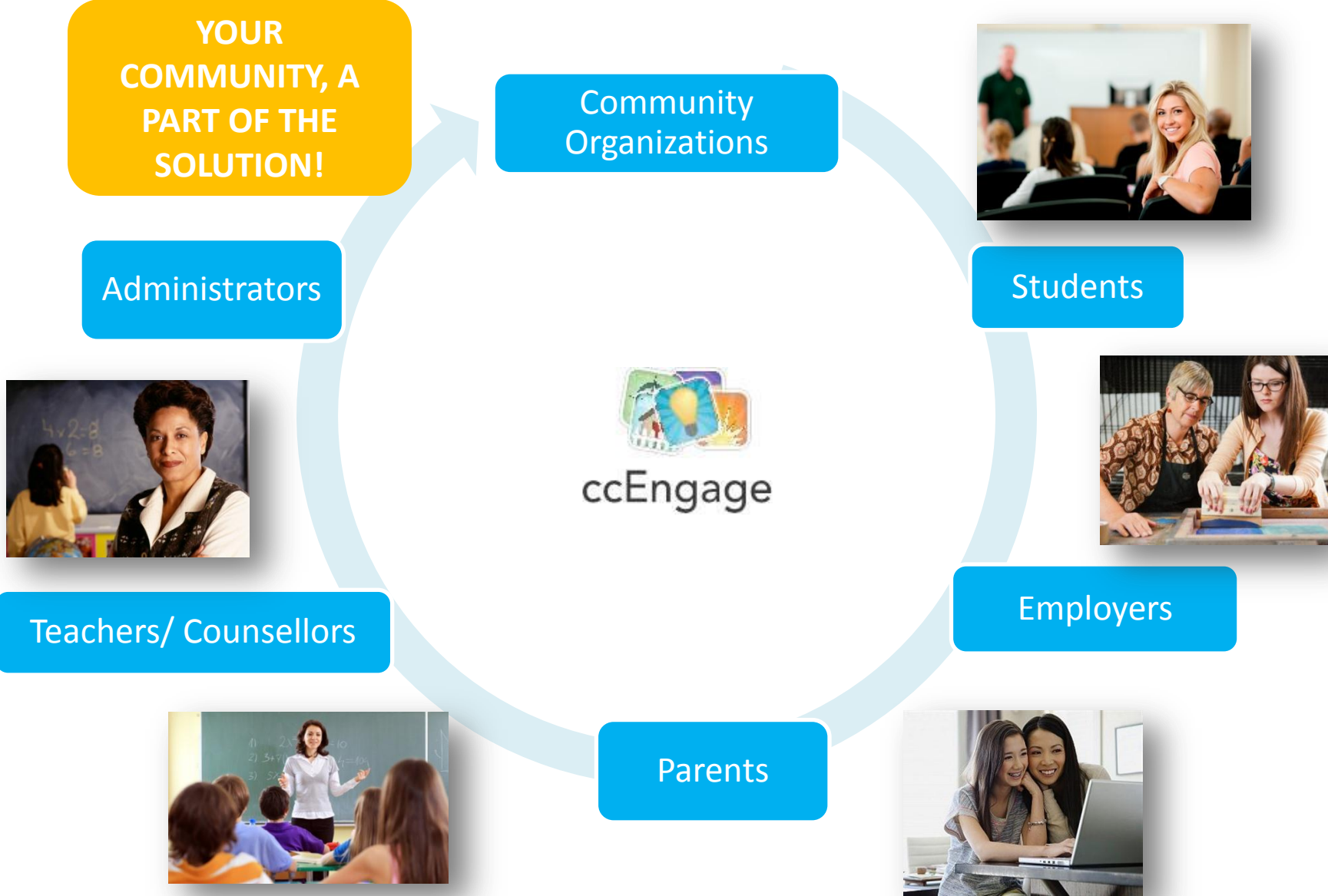
Focus on Thought Leadership

Internationally celebrated experiential learning program

Most comprehensive, student-friendly, engaging Career Profiles

Most flexible, powerful, and complete portfolio system in Canada

Most comprehensive set of administrative and localization tools in North America



- ➔ Implementation templates
- ➔ How can we help you mobilize your school and community to ensure students transition from school to success?
- ➔ Next Steps

Thank You!

Phil Jarvis | Director of Global Partnerships

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