THE PERFECT STORM
THE ccENGAGE SOLUTION

Phil Jarvis
Agenda

About Career Cruising
The Perfect Storm
ccEngage
Whole Community Approach
Next Steps
Our Mission

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

- 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
Storm Warnings

1. Great Recession
2. Aging Population
3. Upskilling of Jobs
4. Unprepared Workforce
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

DEFICIT / SURPLUS

2011 2016 2021 2026 2031

Total LF Skill Shortage Unskilled Surplus

Rick Miner, PhD, 2012, Jobs of the Future: Options and Opportunities
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!”
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.
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

Early Childhood  K - 12 System  Post Secondary  Work & Career
Leaking 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)
End of Pipeline

- 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

(Jobs of the Future: Options and Opportunities, Rick Miner, PhD, March 2012)
(Statistics Canada and Human Resources & Skills Development Canada)
“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
Entry Fee for 21st Century Jobs

- 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

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

SOURCE: Center for American Progress
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

<table>
<thead>
<tr>
<th>Group</th>
<th>% of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employers</td>
<td>42</td>
</tr>
<tr>
<td>Providers</td>
<td>72</td>
</tr>
<tr>
<td>Youth</td>
<td>45</td>
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“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

(Statistics Canada and Human Resources & Skills Development Canada)
Economic Impact

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

(Statistics Canada and Human Resources & Skills Development Canada)
The Perfect Storm makes a harmonized, whole-community commitment to career and workforce development an economic imperative.
Sports Pipeline

- 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

ccEngage

ccInspire
Connecting education and industry

ccAchieve
College application planner

ccPathfinder
High school course planner

ccSpringboard
The heart of ccEngage

ccTheRealGame
Classroom experiential learning

ccSpark!
Career learning begins
ccSpark!

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
Engaging and Inspiring

- Foundation for achievement
- World renowned assessments
- Multi-media career profiles
- Industry’s best post-secondary database
- Communication tools
- Living portfolio
ILP Completion | Kentucky

Career Cruising Introduced

PERCENTAGE

ccPathfinder

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
Connecting Education and Industry

- Employer profiles
- Career Coaches
- Work-based learning experiences
- Messaging tools
- Local events
- Social networking connection
Career development makes a positive impact on:

- Retention
- Achievement
- Transition
- Life Success
Why Career Cruising?

11 Reasons:

- 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
YOUR COMMUNITY, A PART OF THE SOLUTION!

Whole Community

Community Organizations

Administrators

Students

Teachers/ Counsellors

Employers

Parents

ccEngage
Next Steps

Implementation templates

How can we help you mobilize your school and community to ensure students transition from school to success?

Next Steps
Thank You!

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