



6 Keys to Unlocking Career and College Readiness

April 30, 2019

EVERFI

Poll Question

Reflecting on your own success, which of these areas do you think most helped you?

What has been your key to success?



Speakers



Mary Finn

**Supervisor of College and
Career Readiness**

**San Francisco Unified School
District**



Jay Jacobs, Ed.D.

**Director of Enrollment &
Admission Operations**

University of Miami



Anjelika Kosanic

**K-12 Director, Product
Management & Content.**

EVERFI



The Partnership

KEYS TO YOUR FUTURE



an education program by  **UBS**

Real-World Practice and Action Plans

Keys To Your Future

The Learner Experience:

After modeling the concepts and their outcomes, students are given the opportunity to practice applying the concepts to real-world scenarios.

SELECT ITEMS TO ADD TO THE FREE TIME HE HAS AFTER SCHOOL AND BEFORE GOING TO BED.

<input checked="" type="checkbox"/>	Complete Spanish grammar exercises	30 mins
<input checked="" type="checkbox"/>	Answer science lab questions	30 mins
<input checked="" type="checkbox"/>	Work on English report	1 hour
<input type="checkbox"/>	Nap	30 mins
<input type="checkbox"/>	Video games	1 hour
<input type="checkbox"/>	Guitar practice	30 mins
<input type="checkbox"/>	Watch online videos	30 mins
<input checked="" type="checkbox"/>	Study for history quiz	1 hour
<input type="checkbox"/>	Complete drawing for art	1 hour
<input checked="" type="checkbox"/>	Complete Geometry exercises	1 hour
<input type="checkbox"/>	Race drones in park	1 hour
<input type="checkbox"/>	Go shopping	1 hour

Tuesday Free Time
4 HOURS

- Complete Spanish grammar exercises
- Answer science lab questions
- Work on English report
- Study for history quiz
- Complete Geometry exercises

SUBMIT

Agenda



Understanding
Yourself



Academic
Skills



Investing in
Yourself



Balancing
Your Life



Building
Relationships



Respecting
Self & Others

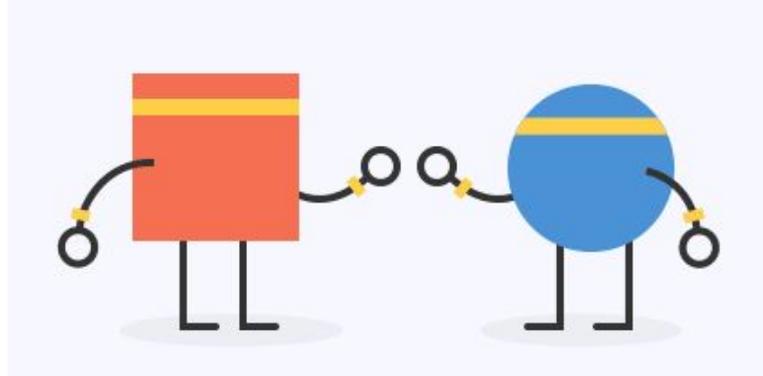
Temperature Check

Which area would you say your current curriculum falls short or least prepares students for the real world?



Key 1: Understanding Yourself

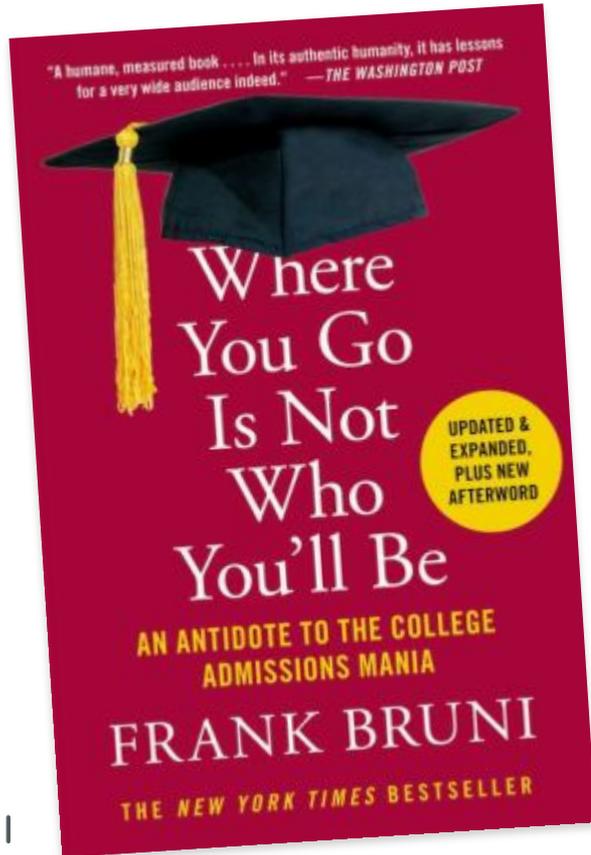
Helping students understand their unique skills and interests



Academic + Professional Interests = Best Match

instead of a binary “good or bad” when it comes to college/career selection

Key 1: Understanding Yourself



Exploring and reframing the status and worth of college as the most important decision of a child's life

Key 1: Understanding Yourself

Linking Interests to Career and College

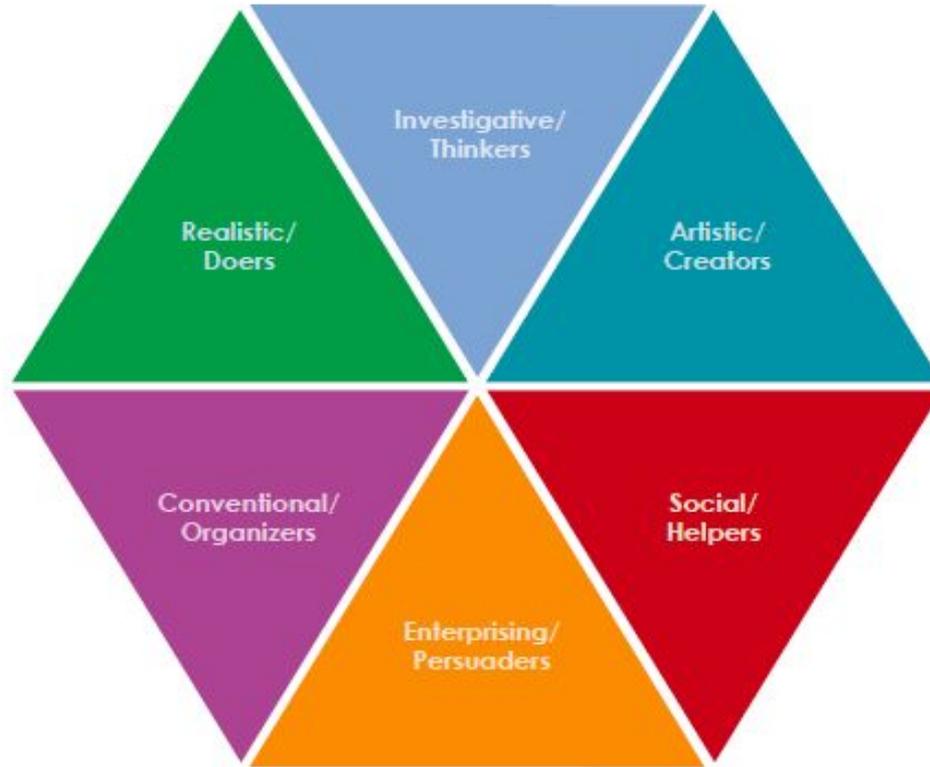


RIASEC/Holland Codes

According to John Holland's theory, most people are one of six personality types:

Realistic, Investigative, Artistic, Social, Enterprising, and Conventional.

A Tool for Self-Discovery in the CCCR Process



Key 2: Academic Skills



KEYS TO YOUR FUTURE COLLEGE + CAREER
an education program by UBS



UNDERSTAND MYSELF

Action Plan: My Life Goals

Find out more about careers

Write down your interests and skills

- If you're not sure, ask others who know you well, such as family members, teachers, or friends.
- Pay attention to subjects or topics that interest you in your classes, or things that make you lose track of time because you're enjoying yourself.

My interests:

My skills and strengths:

Develop new skills that can lead to a career

List the skills needed for a job you want and find ways to practice those skills.

Skills needed for my dream job:

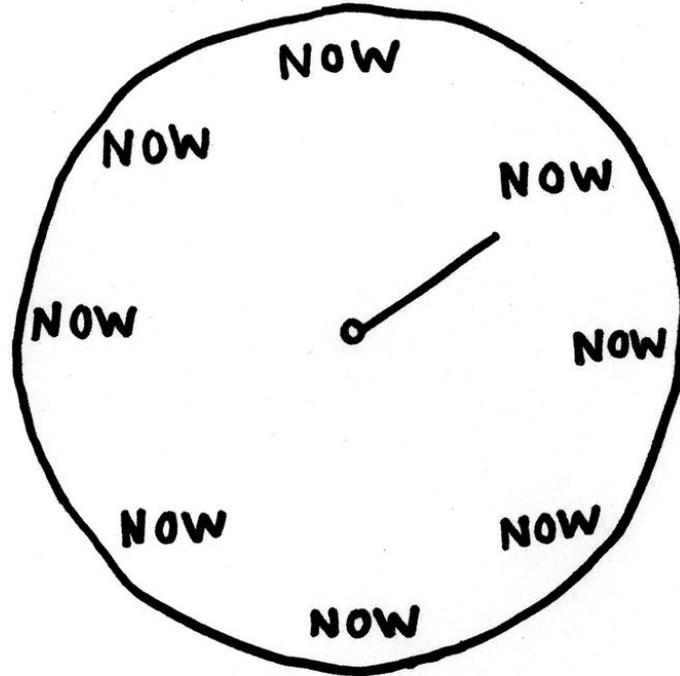
Where to apply for internships:

Set high goals

If you're a junior or senior, take a community college class. You can often earn high school and college credit at the same time.



Key 2: Academic Skills



College and Career = Increased Autonomy + Self-reliance

Key 2: Academic Skills



College and Career = Increased Autonomy + Self-reliance

Key 2: Academic Skills

Offering Fail-Safe Environments



Strong academic skills are the difference between students facing a steep hill instead of a mountain.

Key 3: Investing In Yourself



KEYS TO YOUR COLLEGE + CAREER FUTURE

an education program by UBS



Action Plan: Choosing a Path

Figure out what matters to you

- Research what degrees are most common in your desired career path.
- Determine schools or training opportunities that offer the education or training you need.
- Find out what is required for the various educational or training options.

Necessary degrees/certifications for my dream job:

Where can I obtain the necessary education for this job?

Know your network

- List people in your home, school, and community networks.
- Identify how each person, or someone they know, might help you:
 - Gain information about careers
 - Complete applications
 - Identify your unique skills and talents
 - Locate resources about college
 - Write college entrance essays

People in my network:

Take steps to prepare and stand out

- Contact people you have identified to write letters of recommendation.
- List activities, jobs, clubs, or leadership roles you're involved in and describe what you've learned.
- Join a club or community organization.



Key 3: Investing In Yourself

Timelines for College Selection and Application



Ideally, start no later than second semester junior year:

- Summer before Senior Year: Write essays and personal statement
- Dec-Feb of Senior Year: Complete all financial aid paperwork (FAFSA, etc.) by the time applications are due

Don't let the ideal get in the way

Encourage students to start where they are even if there is limited time before applications are due.

Key 3: Investing In Yourself

Application Essay Guidelines for Students:

- 1) **Be authentic.** Write about something that is genuinely important to you and that helps to show an aspect of your personality or experience to the reader.
- 2) Essays should **augment and add depth** to an application and not repeat information contained elsewhere in the application.
- 3) **Don't just recount.** Instead, be sure to reflect and show that you've grown and learned from an experience.
- 4) **Answer the question asked.** (Not the one you wish were being asked.)
- 5) Write multiple drafts and find at least one adult reader for **feedback**.



Key 3: Investing In Yourself

Advice from College Admissions

Self-Reflection Process:

- *How can you add value to the institution?*
- *“Fit:” How can the institution add value to you in achieving your goals?*



Key 3: Investing In Yourself

Advice from College Admissions

There are more than 4,000 institutions of higher education; there is a place for you.

- Don't worry about getting through the narrow door
- Focus on showing the admission committee your story and who you are.



Key 3: Investing In Yourself

Financial Aid and FAFSA:

- Even if deadlines are officially later, **aim to complete** all FAFSA, state aid, CCI and specific college financial aid forms by the time you submit the application.
 - More likely to receive aid notification with an admission letter
- **All applicants should complete a FAFSA** even if you suspect you don't qualify for aid.
 - Private colleges can use FAFSA information to determine school-based aid



Key 3: Investing In Yourself

How to Consider Financial Aid During the Search

Price Comparison

- **Ask:** average net price vs. published sticker prices
- **Research:** What percentage of students receive financial aid?
- **Explore:** Differences in funding options: need-based financial aid (grants and loans) & merit-based scholarships
- **Choose:** Don't be afraid of loans!



Key 3: Investing In Yourself

Scholarships

- **Private scholarships** are a great way to add loan-free resources to a financial aid package regardless of student/family income
- Start searching for scholarships **while applying to college**
- Most scholarship applications are **due in winter/spring of senior year**
- **Best Starting Place:** In the financial aid section of the Common Application there is a link to [Scholar Snapp](#). The scholarship application is pre-filled based on Common Application so it makes finding scholarships very easy.

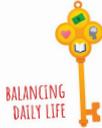


Key 4: Balancing Daily Life



KEYS TO YOUR FUTURE

COLLEGE + CAREER
an education program by UBS



Action Plan: Balancing Daily Life

Balance your academic life

- Challenge yourself now by taking the hardest classes you can each year.
- Think about a career you're interested in and list the classes you can take that would help you find out if the career is a good fit for you.
- Research college-level classes you can take now.

Career-oriented classes I can take:

Balance your social life

- Create a calendar that shows your study time, family time, work time, and social time. If you feel like it's too much, think about what you want to cut. If it feels like you need more, think about what you want to add.
- List all the people who you count as your support system. This includes people who you trust and who care about you and your success. On your calendar, schedule a time during the week to talk with one or more of these people.

Who makes up my support system?

Balance your financial life

- Keep track of your spending for a month and notice what you spend money on. List areas where you can save.
- If you don't have a job already, brainstorm some part-time positions that might help you achieve your professional goals in the future while giving you some extra spending money today.

Balance your personal life

- Once a day, take a quiet minute to think about the things that are going well in your life.
- On your calendar, make sure to include a regular bedtime so you get enough sleep every night.



Key 4: Balancing Daily Life

Overcoming Imposter Syndrome

First Generation Students

- *You can do it!* Everyone has the same feelings and imposter syndrome
- Distinct needs compared to students who have family members who have attended college
- Use the support systems and affinity groups to help assimilate
- Cultural and social capital needed to find ways to be successful

To learn more about the specific needs of first generation students explore “Breaking Down Barriers: First-Generation College Students and College Success” by Lauren Falcon.

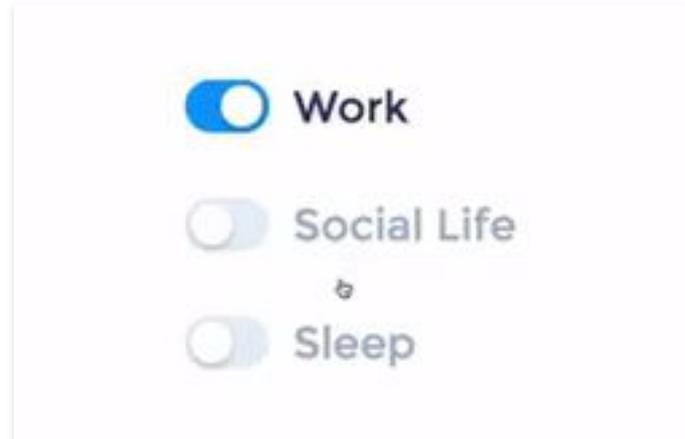


Key 4: Balancing Daily Life

Transition Skills

The First Six Weeks = Most Important

- Learn to navigate campus culture; be risky!
- Find your community:
 - Academically
 - Socially
 - Personally



Key 5: Building and Maintaining Relationships



**KEYS TO YOUR
FUTURE** **COLLEGE
+ CAREER**
an education program by UBS



Action Plan: Starting Your Career

Build relationships with others

- List adults in your life that may act as a mentor to help advise you as you face challenges and think about your career.
- Schedule time each month to talk to your mentor about your short and long-term goals.

Who can potentially mentor me?

Research the careers that interest you

- Talk to a teacher or counselor about your career goals and how to reach them.
- Go to onetonline.org to learn more about industry and career options.
- List the classes you should take now to prepare for a career that interests you.
- Talk to someone working in that career.

Interesting career paths:

- 1.
- 2.
- 3.
- 4.
- 5.

Classes I should take:

- 1.
- 2.
- 3.
- 4.
- 5.

Practice your presentation and communication skills

- Practice your presentation skills by always looking people in the eyes and introducing yourself with a handshake.
- Look for opportunities to present in front of a group to practice your speaking skills.
- Review how you appear on social media and hide or remove posts that may reflect poorly on you as a professional.
- Practice writing emails that are grammatically correct, clear, and concise.
- Practice speaking in more formal situations and answering questions in complete sentences.



Key 5: Building and Maintaining Relationships

Presentation and Networking

- Meeting with advisors, counselors, adults
 - Sharpen skills over time
 - Develop a comfort level with risk
 - Develop a comfort level to advocate for self
- Being a team player who adapts to change
 - Find and show up in group opportunities
 - Do or at least work on things that make you uncomfortable (public speaking, joining something brand new, etc.)



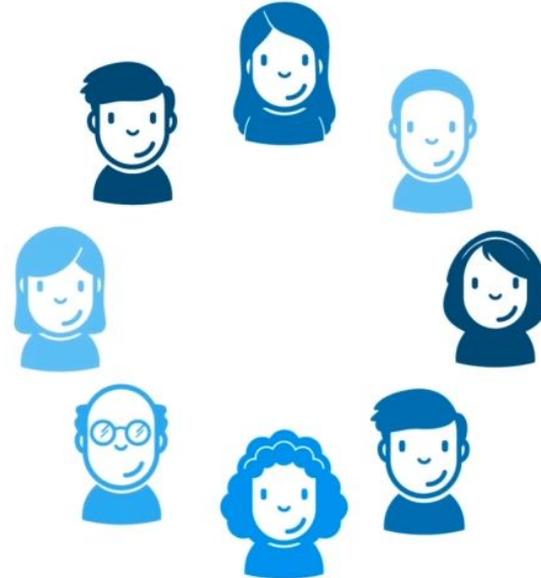
Key 5: Building and Maintaining Relationships

Presentation and Networking



Build Opportunity for:

- Internships
- Research opportunities
- Entry-level positions post-graduation



Poll Question

How many of your students are currently employed or have made plans for summer employment?



Key 6: Respecting Yourself and Others

Preparing Students for Success



Skills Employers Say are Missing = Soft-skills

- Creative Problem-Solving
- Collaboration and Teamwork
- Adaptability
- Time Management
- Communication

Key 6: Respecting Yourself and Others

Skill and Skill Deficits

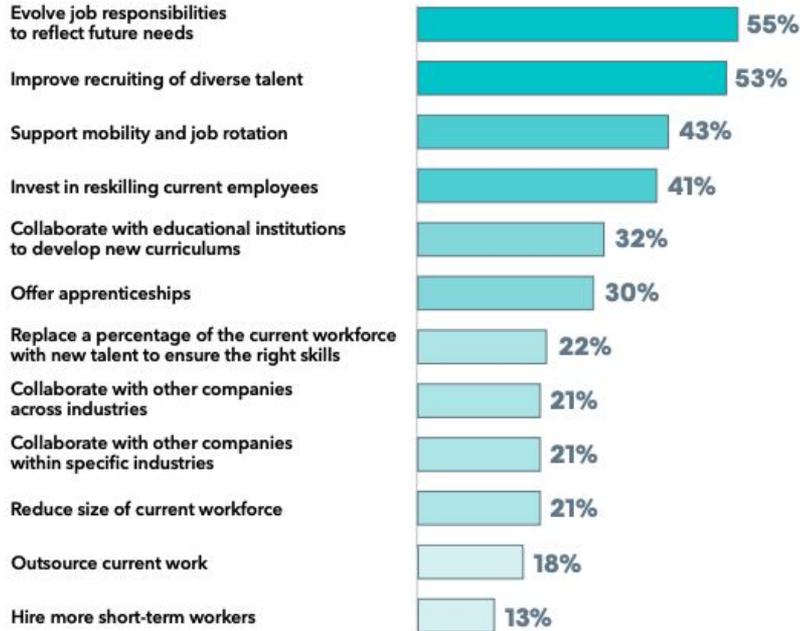


If recent graduates are not well-prepared for their new jobs, it is not because their hard skills are deficient. But both groups, however, were far less satisfied with new employees' soft skills. **Nearly four in 10 corporations and almost half of academic institutions said new hires lack the soft skills they need to perform at a high level.** Some 70 percent of corporate respondents and 88 percent of academics surveyed said new recruits have the hard skills, such as computer literacy and written communication, to do their jobs successfully.

Key 6: Respecting Yourself and Others

Upskilling and Adapting to Change

Anticipated/Planned Action Items for Corporations



- 41% of businesses are investing in reskilling.
- 55% plan to evolve job responsibilities to reflect future needs
- A majority say their training budgets are going up.

*Corporate respondents in organizations making \$499 million or less in annual revenue are significantly more likely to offer apprenticeships (42%) than those in organizations generating \$500 million or more in annual revenue.

"Building Tomorrow's Talent: Collaboration Can Close Emerging Skills Gap." Bloomberg Next, 2018.



Agenda



Understanding Yourself



Academic Skills



Investing in Yourself



Balancing Your Life



Building Relationships



Respecting Self & Others

College & Career Readiness

Grade Level: 9th-12th

Total Lessons: 6 lessons; approx. 15 minutes each

Aligns to American School Counselor Association (ASCA) and Career and Technical Education (CTE) Standards and Collaborative for Academic, Social, and Emotional Learning (CASEL) Competencies.

KEYS TO YOUR FUTURE

COLLEGE
+ CAREER

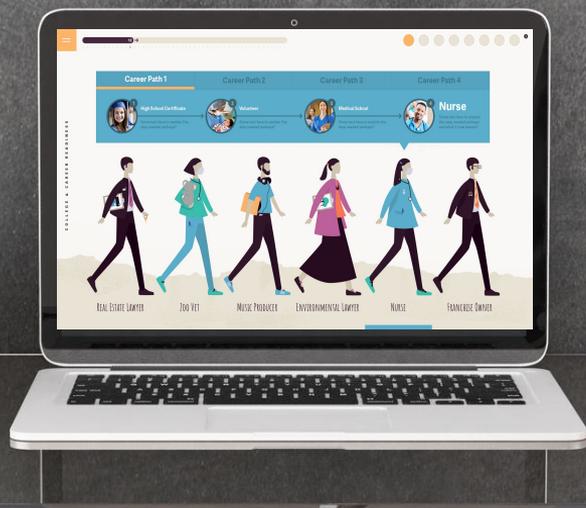
an education program by  UBS

Course Highlights

- Six interactive lessons with a college application timeline
- Offline activities and Action-Plans to extend digital lessons, either as a class or individually

Course Topics

- Career discovery, exploration and goal setting
- Skills to succeed in high school
- Post-secondary education pathways
- Problem solving and self-advocacy in college
- Building relationships and networking
- Teamwork and collaboration in the workplace





So...what are
you doing after
high school?

**What colleges
are you applying
to?**

← NEXT →

How are your
grades?

**What's your
plan?**

What do you
want to study?

Have
to

Key Pillars

1

Relevant: Lessons focus on universal concepts regardless of grade-level while support materials provide grade-specific information.

2

Positive Framing: Lessons empower students to develop new skills and model how those skills can be applied.

3

Relatable: Lessons not only cover *WHAT* learners need to know, they focus on *HOW* and *WHY* so learners feel a sense of purpose.

4

Real-world: Lessons focus on the future, and model a mindset that prepares students for a changing world.

5

Outcomes-based: Lessons focus on the outcome of choices, how to adapt, and the actions that lead to success.

Real-World Practice

Learner Experience:

After modeling the concepts and their outcomes, students are given the opportunity to practice applying the concepts to real-world scenarios.

The screenshot shows a digital interface for selecting activities during free time. On the left, a list of activities is shown with checkboxes and durations. On the right, a summary box titled 'Tuesday Free Time' shows a total of 4 hours and lists the selected activities. A red 'SUBMIT' button is at the bottom right.

SELECT ITEMS TO ADD TO THE FREE TIME HE HAS AFTER SCHOOL AND BEFORE GOING TO BED.

<input checked="" type="checkbox"/>	Complete Spanish grammar exercises	30 mins
<input checked="" type="checkbox"/>	Answer science lab questions	30 mins
<input checked="" type="checkbox"/>	Work on English report	1 hour
<input type="checkbox"/>	Nap	30 mins
<input type="checkbox"/>	Video games	1 hour
<input type="checkbox"/>	Guitar practice	30 mins
<input type="checkbox"/>	Watch online videos	30 mins
<input checked="" type="checkbox"/>	Study for history quiz	1 hour
<input type="checkbox"/>	Complete drawing for art	1 hour
<input checked="" type="checkbox"/>	Complete Geometry exercises	1 hour
<input type="checkbox"/>	Race drones in park	1 hour
<input type="checkbox"/>	Go shopping	1 hour

Tuesday Free Time
4 HOURS

- Complete Spanish grammar exercises
- Answer science lab questions
- Work on English report
- Study for history quiz
- Complete Geometry exercises

SUBMIT

Goal-Setting and Achievements

Learner Experience:

Each module is structured around a long-term goal that relates to a key. The module introduces that goal and focuses on a few specific short-term goals that will help students reach that long-term goal.

After completing each module, learners collect a new key.



These types of skills aren't just for high school; they will be valuable throughout your life.

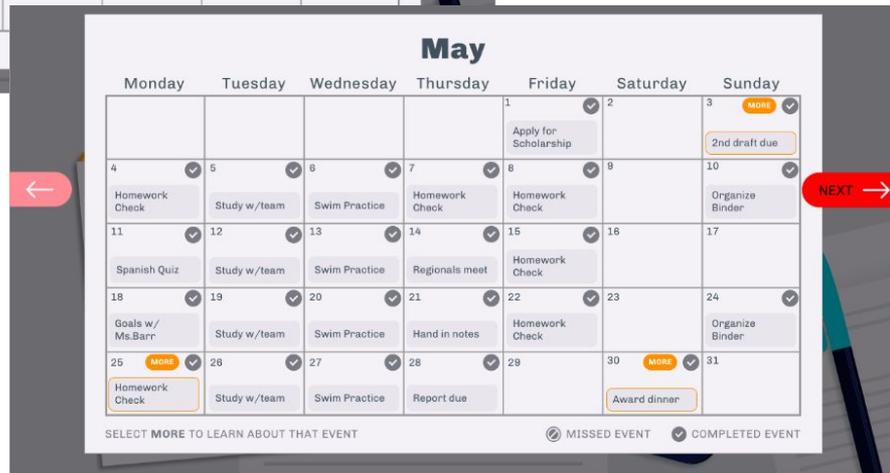
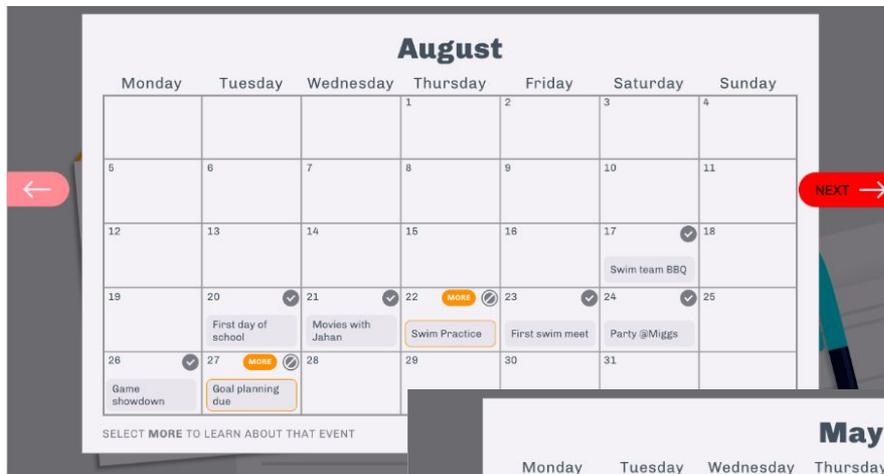


Modeling

Learner Experience:

Students are presented with a character who is successful, and given the chance to look back and explore how that character was able to get to where they are by developing and applying the skills and concepts in the module.

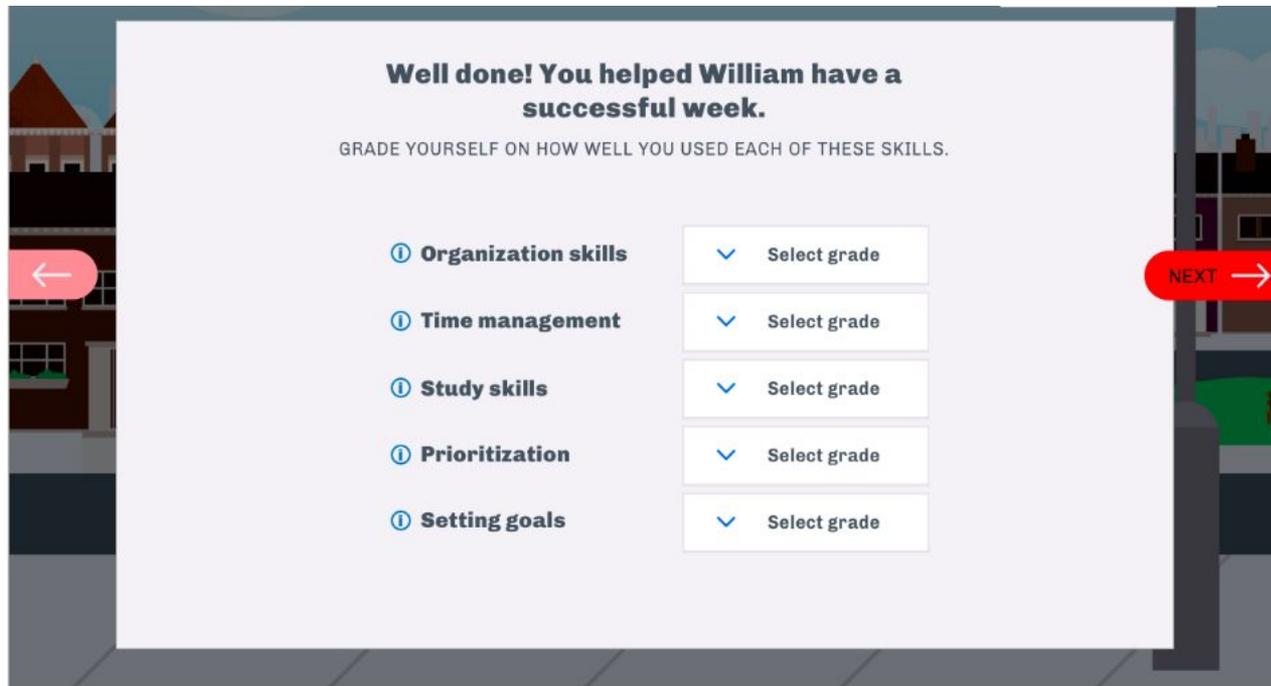
Each modeling example shows how characters overcame challenges and setbacks, used their support network, and shows the relationship between skills and outcomes.



Self Reflection

Learner Experience:

As a transition into applying the concepts, learners reflect on the skills and how they present in their own life.



The screenshot shows a digital interface for a self-reflection activity. At the top, a message reads: "Well done! You helped William have a successful week." Below this, a prompt asks the user to "GRADE YOURSELF ON HOW WELL YOU USED EACH OF THESE SKILLS." There are five skill categories listed, each with a dropdown menu to select a grade. The categories are: Organization skills, Time management, Study skills, Prioritization, and Setting goals. Each dropdown menu currently displays a blue downward arrow and the text "Select grade". The interface is framed by a stylized illustration of a house and a street. Navigation buttons are visible: a pink arrow pointing left on the left side and a red button labeled "NEXT" with a white arrow pointing right on the right side.

Well done! You helped William have a successful week.

GRADE YOURSELF ON HOW WELL YOU USED EACH OF THESE SKILLS.

- ① **Organization skills**
- ① **Time management**
- ① **Study skills**
- ① **Prioritization**
- ① **Setting goals**

After thinking about your interests and skills, thinking about your personality can help, too. Move the sliders to indicate which side of the scale is most true for you. If both sides are true for you, move the slider to the middle.

I enjoy physically DOING things.



I enjoy mentally THINKING about things.

I like to LISTEN to others.



I like to TALK to others.

I like to know the small DETAILS.



I like to know the big IDEA.

I like to be ORGANIZED.



I like to be CREATIVE.

I prefer using FACTS.



I prefer using my IMAGINATION.

I tend to be COOPERATIVE.



I tend to be COMPETITIVE.



NOT SURE?

Select a career to see how your information compares to people in different jobs.

YOUR PREFERENCES COMPARED TO A **Graphic Designer**



Teacher



Graphic Designer



Physician



Computer Programmer



Business Analyst

I enjoy physically DOING things.



I enjoy mentally THINKING about things.

I like to LISTEN to others.



I like to TALK to others.

I like to know the small DETAILS.



I like to know the big IDEA.

I like to be ORGANIZED.



I like to be CREATIVE.

I prefer using FACTS.



I prefer using my IMAGINATION.

I tend to be COOPERATIVE.



I tend to be COMPETITIVE.

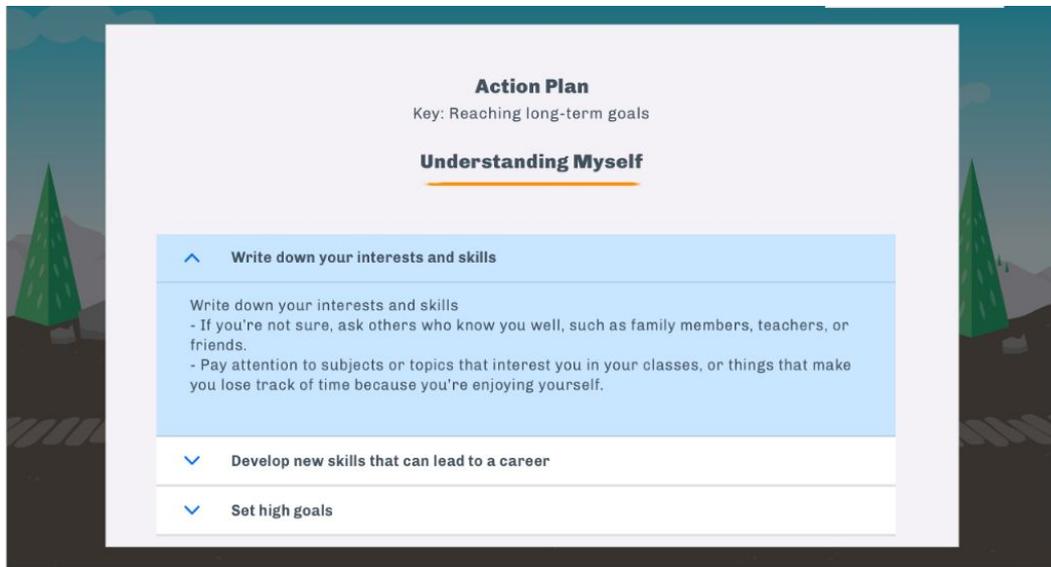


NEXT →

Action Plan

Learner Experience:

At the end of each module, students are given practical and actionable steps for how to practice and grow these skills in their life right now.



Action Plan
Key: Reaching long-term goals

Understanding Myself

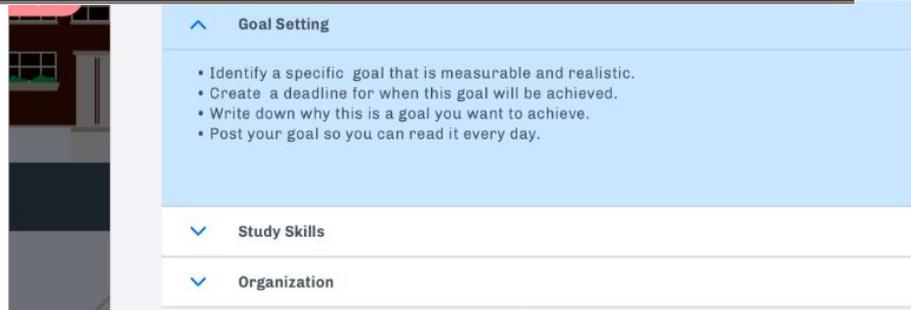
^ Write down your interests and skills

Write down your interests and skills

- If you're not sure, ask others who know you well, such as family members, teachers, or friends.
- Pay attention to subjects or topics that interest you in your classes, or things that make you lose track of time because you're enjoying yourself.

v Develop new skills that can lead to a career

v Set high goals



^ Goal Setting

- Identify a specific goal that is measurable and realistic.
- Create a deadline for when this goal will be achieved.
- Write down why this is a goal you want to achieve.
- Post your goal so you can read it every day.

v Study Skills

v Organization

NEXT →



Healthcare

The healthcare industry includes any work that contributes to the health of people. It can include working in hospitals, universities, research facilities, dental/doctor offices, clinics, or even in people's homes. Healthcare includes topics like mental health services, addiction prevention, physical rehabilitation, public policy, and more.

Occupations

Locations

Interests / Personality

Growth

There are hundreds of jobs that people do in the healthcare industry. Most require some education or training beyond high school. You can be trained to work in this industry through many pathways but the more you invest in your education, the further you can go.

- **Doctor**
- **Technician**
- **Hospice Worker**
- **Pharmacist**
- **Ambulatory attendant**
- **Nurse**
- **Operations manager**
- **Researcher**
- **Equipment salesperson**
- **Physical therapist**

Claim Your Account

everfi.com/newteacher

- ▶ Find Your State
- ▶ Enter Your School

Register

Student | K12 Teacher

Find Your School:
Please select a state and search for your school.

State/Province

[Can't find your school?](#) **Next**

Already have an account? [Login](#)

Questions



EVERFI

EDUCATION FOR THE REAL WORLD

Alignment to Standards

- ASCA (American School Counselor Association)
- CTE (Career and Technical Education)
- CASEL (The Collaborative for Academic, Social, and Emotional Learning)

ASCA

A:A1 - Improve Academic Self-Concept
A:A2 - Acquire Skills for Improving Learning
A:B2 - Plan to Achieve Goals
A:C1 - Relate School to Life Experiences
C: A1 - Develop Career Awareness
C:B1 - Acquire Career Information
C:C1 - Acquire Knowledge to Achieve Career Goals

CTE

- Plan education and career path aligned to personal goals
- Utilize critical thinking to make sense of problems and solve them
- Employ valid and reliable research strategies
- Communicate clearly, effectively, and with reason
- Attend to personal health and well-being

CASEL

- Self-awareness
- Self-management
- Relationship skills
- Responsible decision-making
- Social awareness

Learning Objectives: Examples

Goal-Setting

- Set long-term goals
- Set short-term goals to meet long-term goals
- Set goals that relate to college and career success

Academics

- Describe how academic skills relate to college and career success
- Describe how academic choices support career selection

Communication

- Apply effective communication skills
- Describe how communication skills relate to college applications
- Describe how communication skills relate to career success

Research

- Apply research skills when choosing a career
- Describe different sources for research

Our Unique Position

“Many college and career courses available to students don't account for the changing nature of the workplace, the dynamic economy, and the shifts occurring in higher education, but *this course is distinct in the college and career readiness curriculum landscape because it takes a real-world approach to the process and skill-building necessary for success.*”

“This course takes into account the flexibility that students need to have in order to adapt to the changing nature of work and school and focuses on making a near-term and long-term plan and then developing and practicing the skills necessary to achieve college and career goals.”

“There are many nuts and bolts style courses on the market where students learn the ins and outs of applying to college and securing a job, *but this course rightfully places greater emphasis on the skills necessary to be successful and goal-oriented throughout one's life.*”