



**LEARN**

**Forward  
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**ON**

**POWERED BY EVERFI**

A BLACKBAUD COMPANY

# Career Day 2032: Data Science Jobs



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# AGENDA



- Intros
- The DATA-Ing Game
- Data Science Dive
- In the Classroom
- Next Steps
- Q&A



# But First, Housekeeping...

## Audio

- Can't hear? Be sure that your computer is allowing audio output
- You can ask questions in the chat if you're having issues - we have live tech support!

## Questions

- Type your questions into the questions box - we have an EVERFI rep ready to answer in real time, or we will answer them during the Q&A

## Social

- Find us on Twitter, Instagram, Facebook, and TikTok @EVERFIK12 and use #EVERFIempowers and #LearnOn2022 when you share out!



Use the live poll to answer the following question:

# What most closely aligns to your role?

*(If “other,” drop in the chat)*



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# Our Expertise



15+ Years in Digital Education



Content Developed with Subject Matter Experts



Aligned to State and National Standards



Dedicated Implementation Team







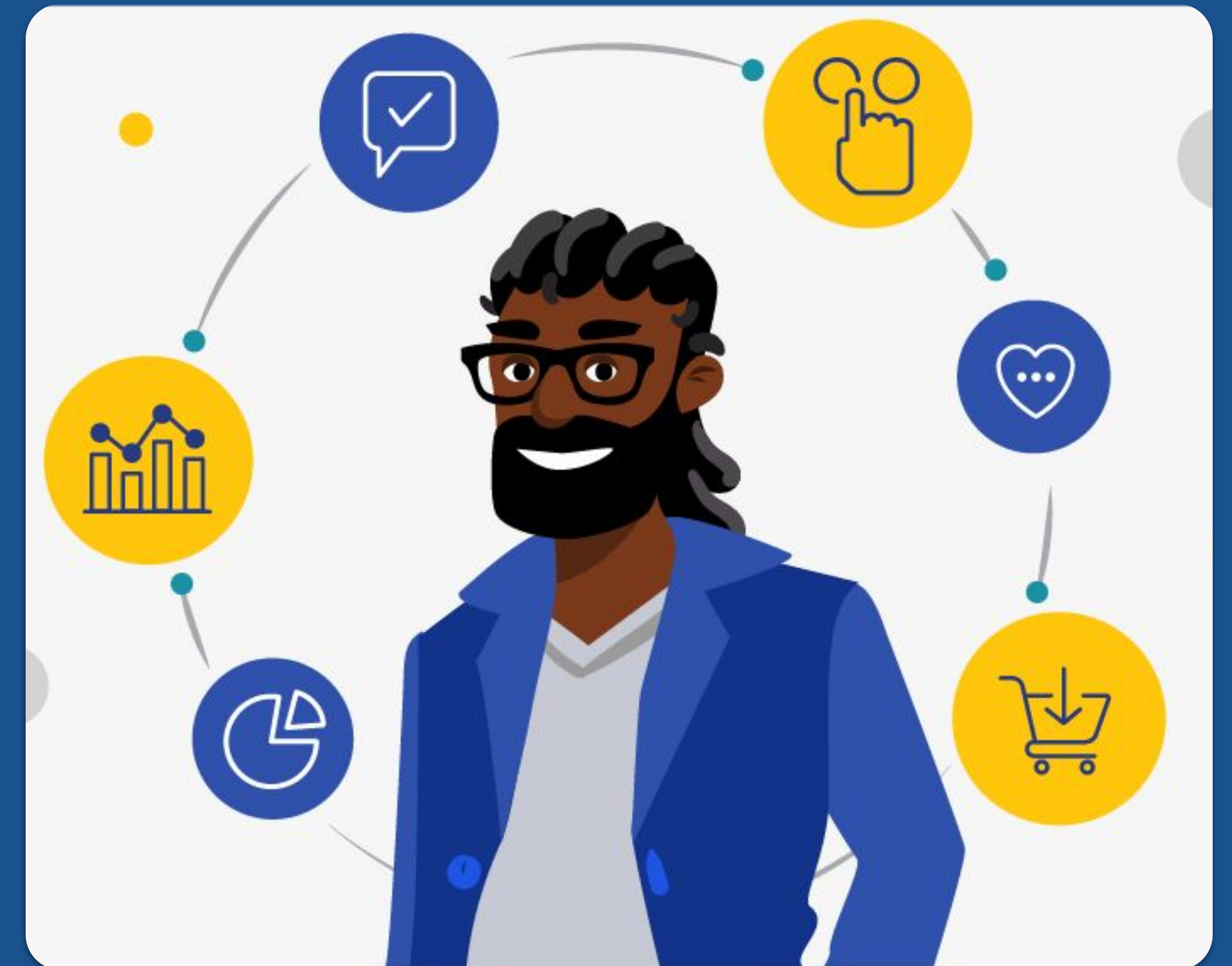
# The Data-ing Game



# Help us hire someone in Data Science!

We need help hiring for a new **web developer**, we are looking for a professional who...

- Is responsible for the **design and construction** of our website.
- Ensures that the site meets **user expectations** for aesthetic & functionality
- Understand **coding languages**
- Has good **problem solving** skills



# Help us hire someone in Data Science!

- Let's read through each candidate's qualifications and determine who is the best fit for the role of **web developer**
- Feel free to chat in questions you'd like to ask





- Has a Bachelor's Degree in Data Science and Analytics
- Excellent analytical and numerical skills
- Devises strategies for success
- Studies market conditions and competitors
- Up to date on the latest trends
- Favorite spot: Casa Nova

**Contestant #1: Sven**





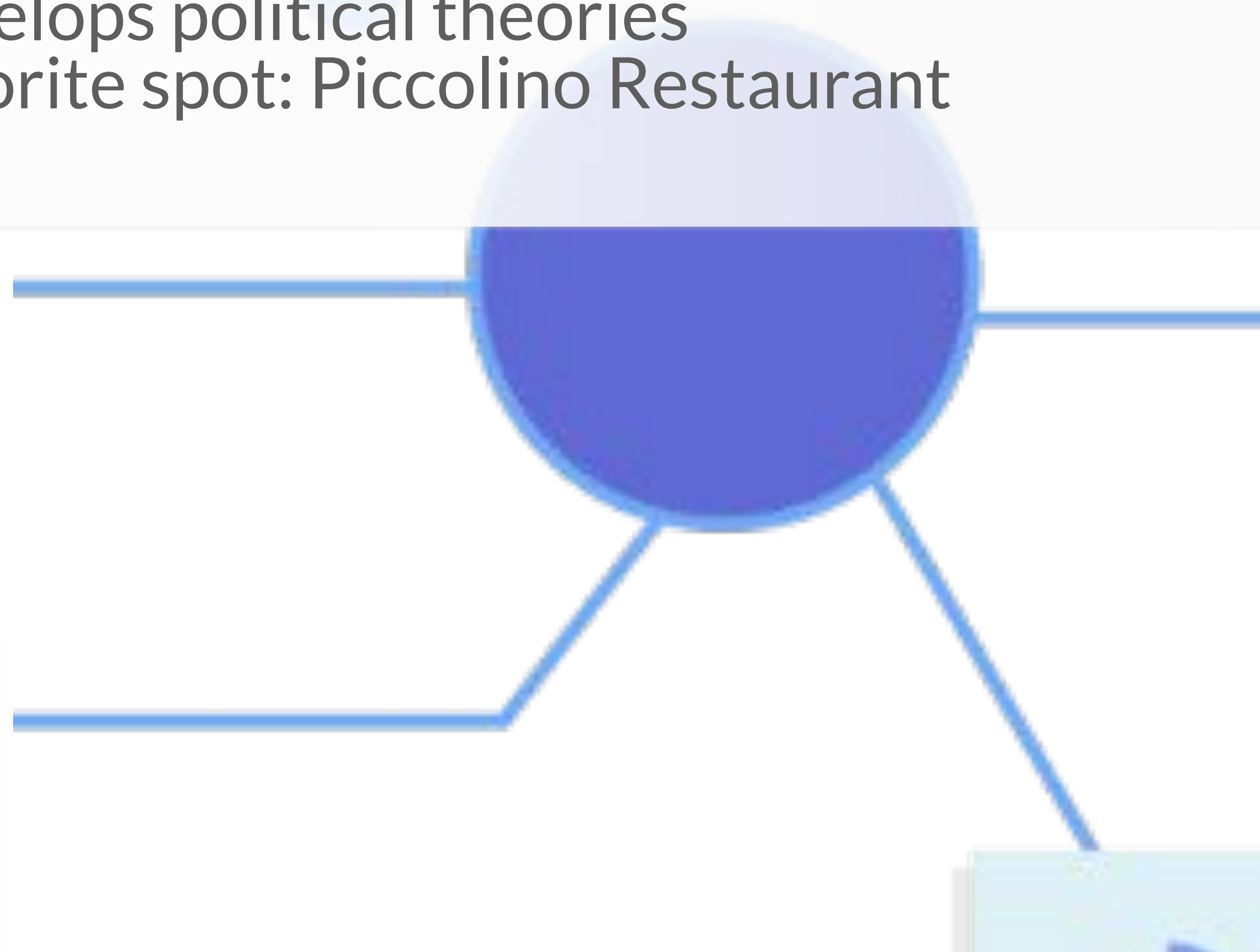
- Has an Associate of Science in Data Analytics
- Understands the latest web applications
- Collaborates to develop content criteria
- Troubleshoots web/technical issues
- Fluent in coding languages
- Favorite spot: Project Brunch

**Contestant #2: Nic**



- Has a Master's Degree in Data Science
- Researches & analyzes governments
- Collects data from public surveys & elections
- Forecasts political, social & economic trends
- Develops political theories
- Favorite spot: Piccolino Restaurant

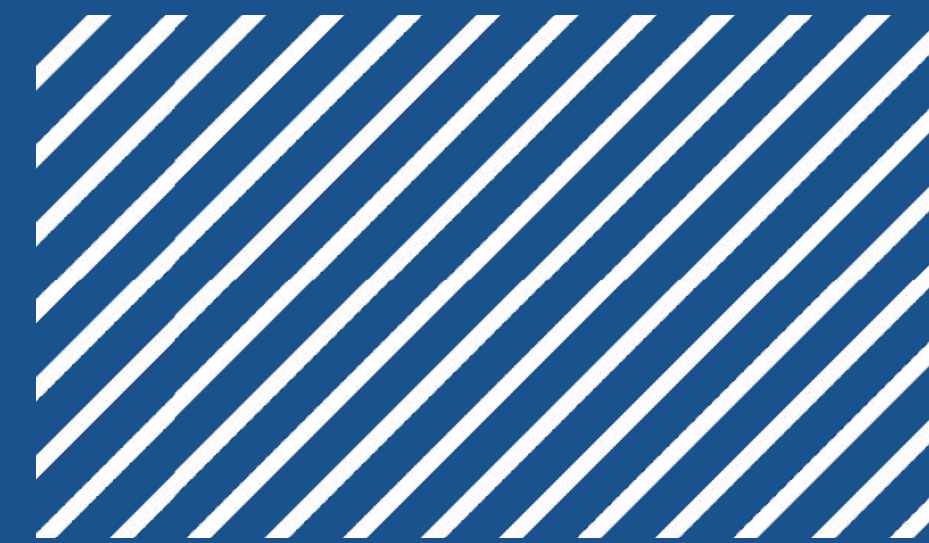
Contestant #3: Luna



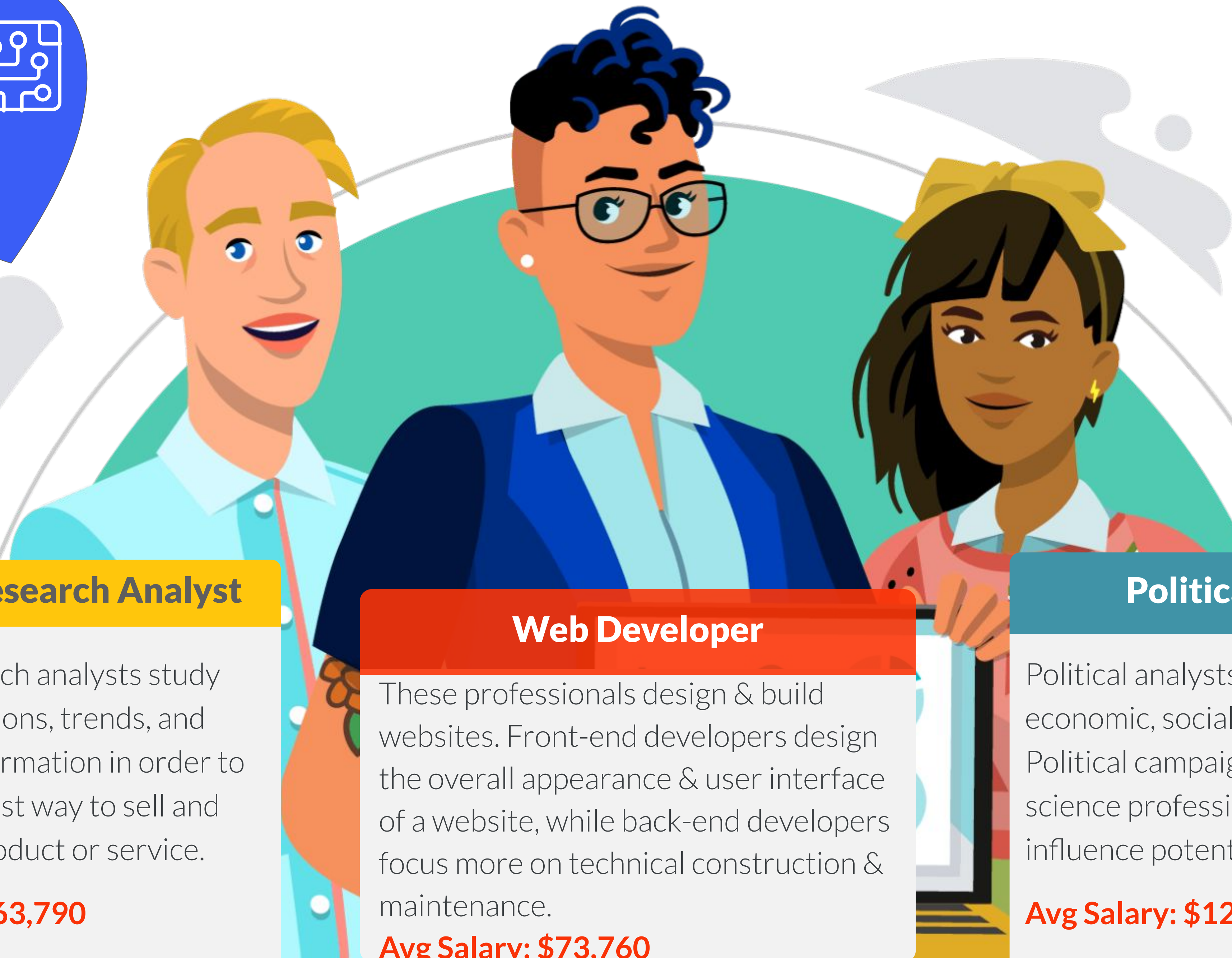
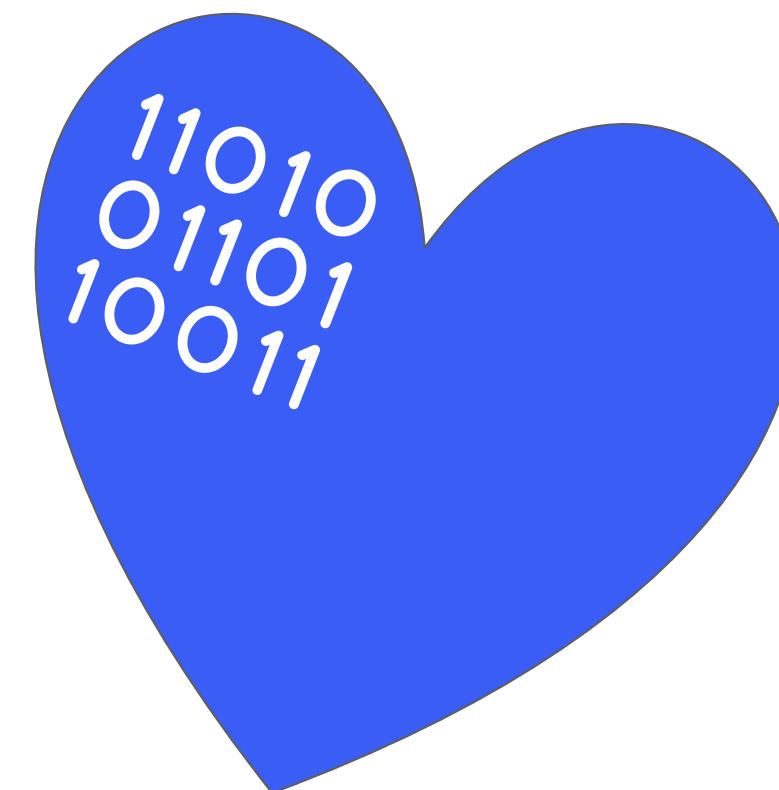
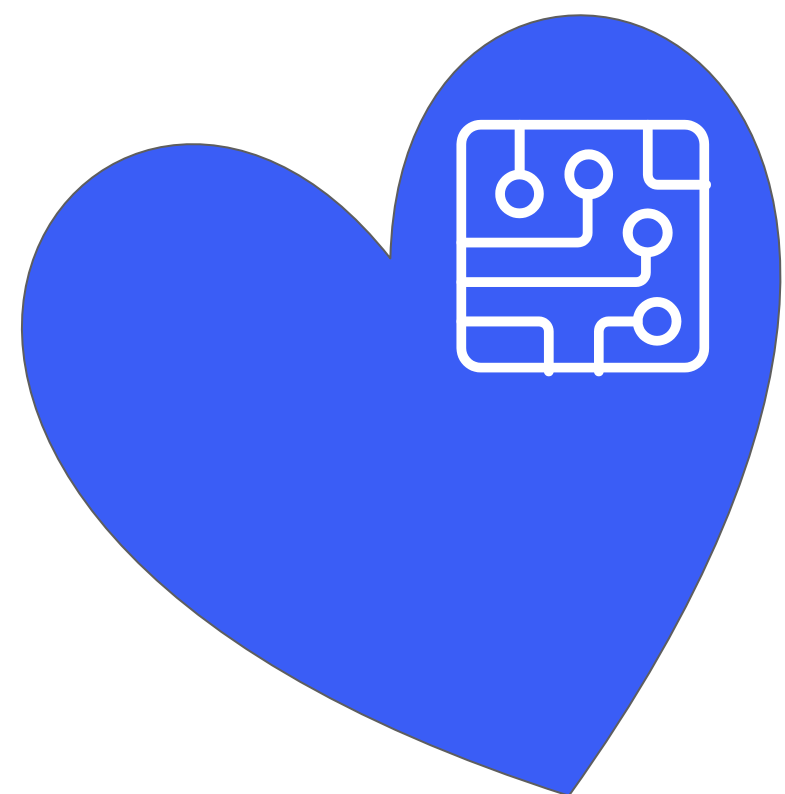


Use the live poll to answer the following question:

Who is the best fit for the  
web developer position?







## Market Research Analyst

Market research analysts study market conditions, trends, and consumer information in order to identify the best way to sell and advertise a product or service.

**Avg Salary: \$63,790**

## Web Developer

These professionals design & build websites. Front-end developers design the overall appearance & user interface of a website, while back-end developers focus more on technical construction & maintenance.

**Avg Salary: \$73,760**

## Political Analyst

Political analysts collect and interpret economic, social, and political data. Political campaigns often hire data science professionals to identify and influence potential voters.

**Avg Salary: \$122,220**

Use the live poll to answer the following question:

# What do you know about data science?





# So what *is* Data Science?

## A way to interpret and make sense of data:

- preparing data for analysis, cleaning it up, summarizing, and using the data to run advanced data analysis

## A combination of many tracks:

- statistics, scientific methods, artificial intelligence (AI), and data analysis

## An exciting field that's in demand:

- a *data scientist* interprets large amounts of data to solve complex problems– such as understanding target audience needs or adapting business strategies to respond to market trends

### The Stats

- The data science field will grow about **28%** through 2026.
- On average, salaries for data scientists will grow **14%**.
- In 2020 there were **3 times** as many data science job postings vs. searches





# Data Literacy is a Skill in Demand

**11%**

Employment in computer and information technology occupations is **projected to grow 11%** from 2019 to 2029.

**21%**

Many assume younger generations have excellent data skills, but **only 21% of 16- to 24-year-old students** are data literate.

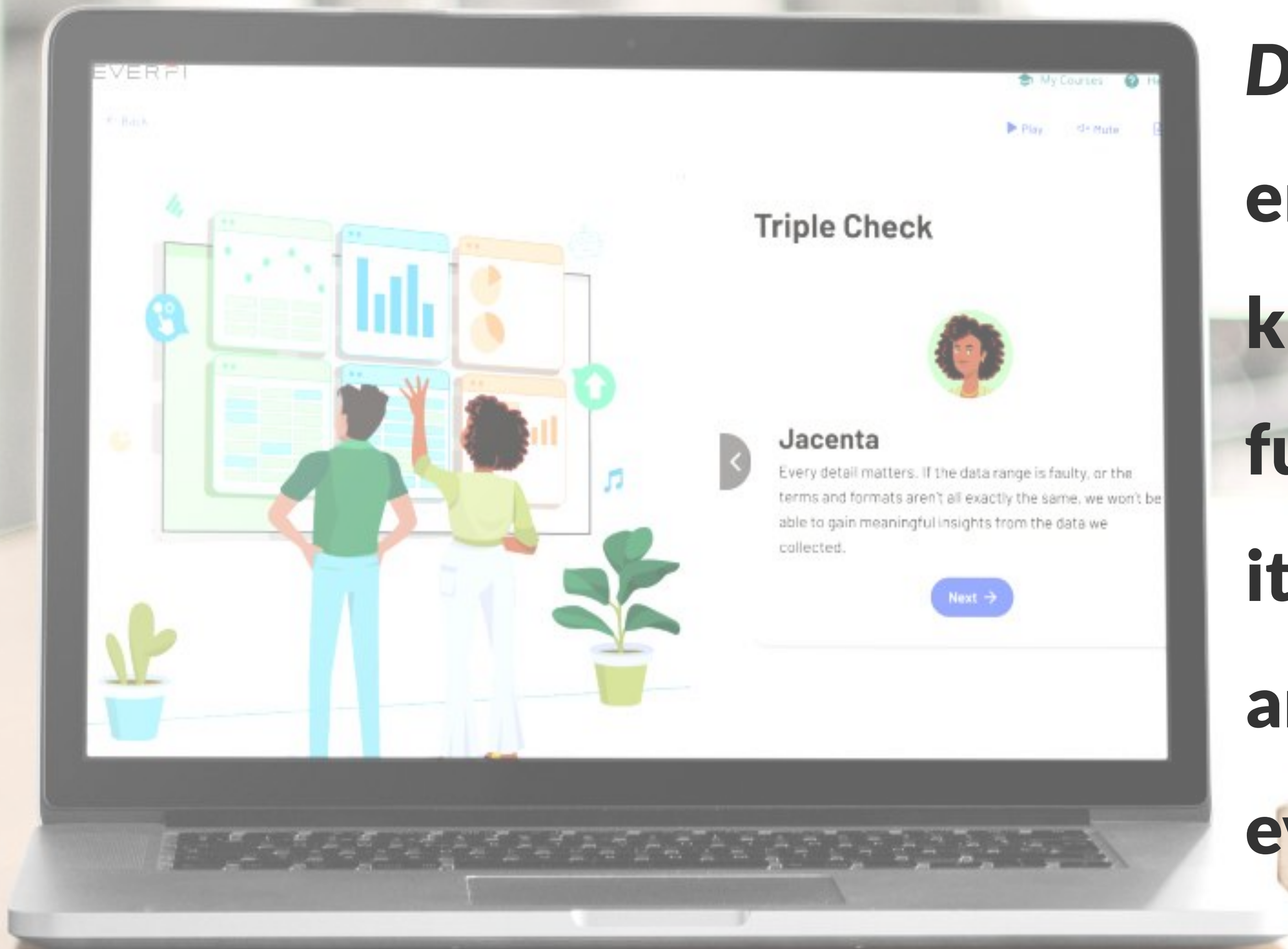
“AI will increasingly take over routine coding jobs. **Longer term and larger employment opportunities lie in data science** - assembling, scrubbing and analyzing big data sets.”





# Background & Research





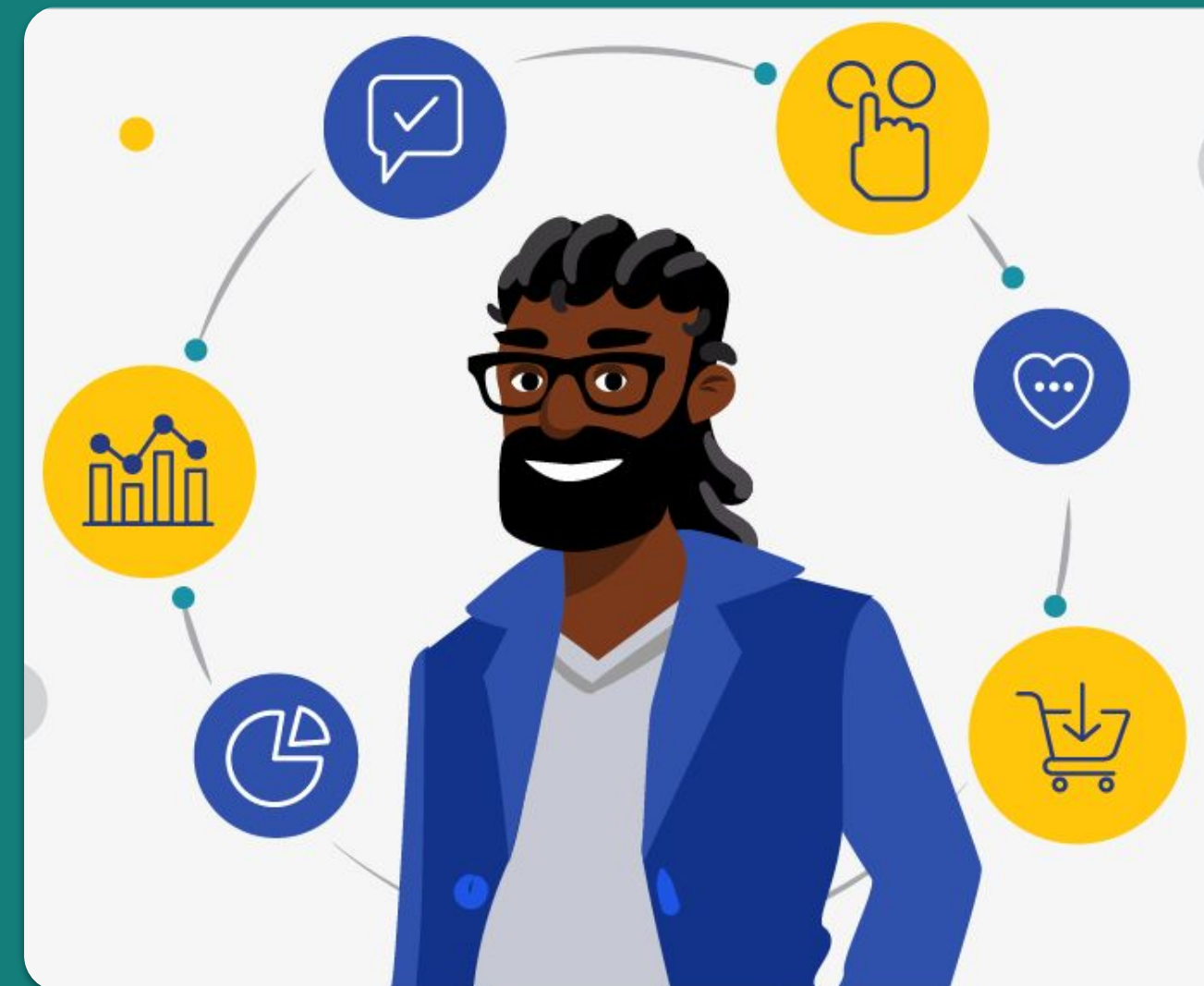
***Data Science Foundations***  
**empowers students with**  
**knowledge about the**  
**fundamentals of data science,**  
**its currency in the job market,**  
**and its applicability to**  
**everyday life.**



# Data Science In Demand

## Future Jobs

- The data science field will grow about **28%** through 2026.
- On average salaries for data scientist will grow **14%**.
- In 2020 there were **3 times** as many data science job postings vs. searches

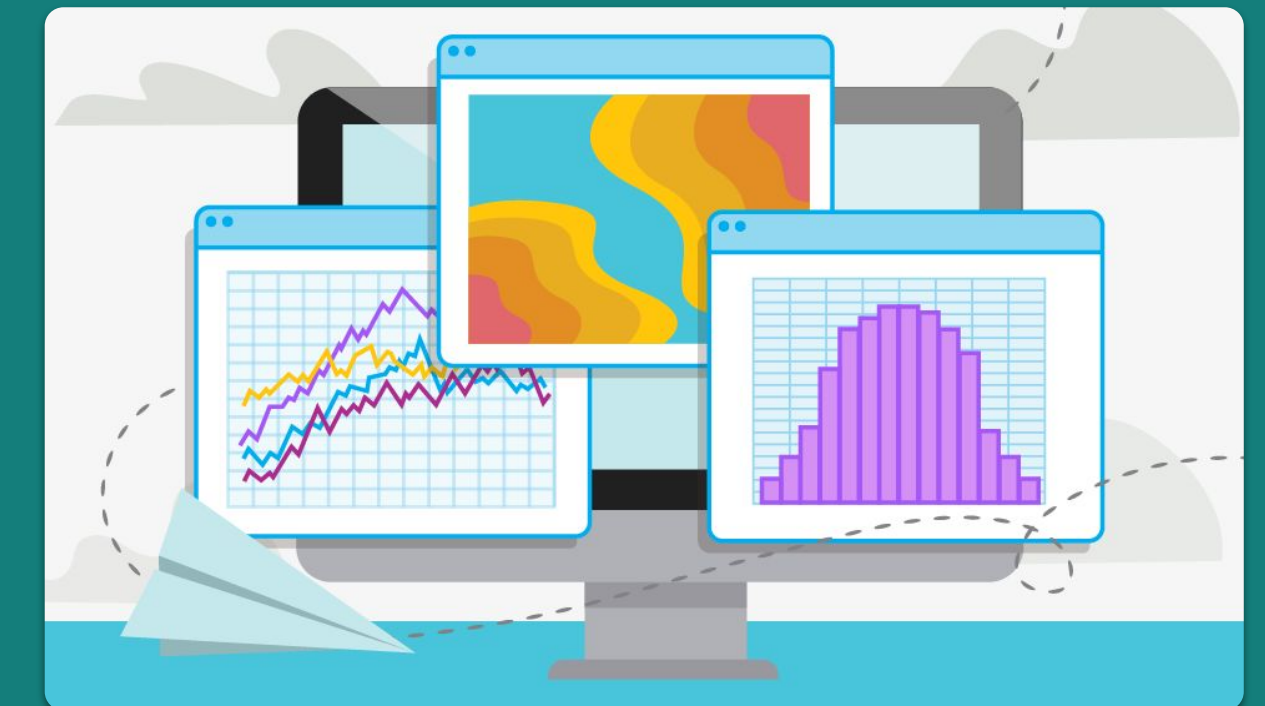


## Across Interest Areas

- |              |                 |
|--------------|-----------------|
| • Finance    | • Manufacturing |
| • Technology | • Business      |
| • Healthcare | • Agriculture   |

## Gap in Resources

- Coursera/Udemy is for highly motivated adults
- Coding classes aren't enough
- In 2020, LAUSD curriculum is used by over 3,200 students in 51 schools. Several other states want to use it.



# General Career Path

START

Education at an  
accredited college  
*Statistics courses are great!*

Lab experience with a  
professor

Practical experience  
at an internship

Trade School/Bootcamp  
*Can be a great way to get into the  
field faster!*

Career in Data Science!



Machine Learning Engineer

Marketing Analyst

Clinical Data  
Manager

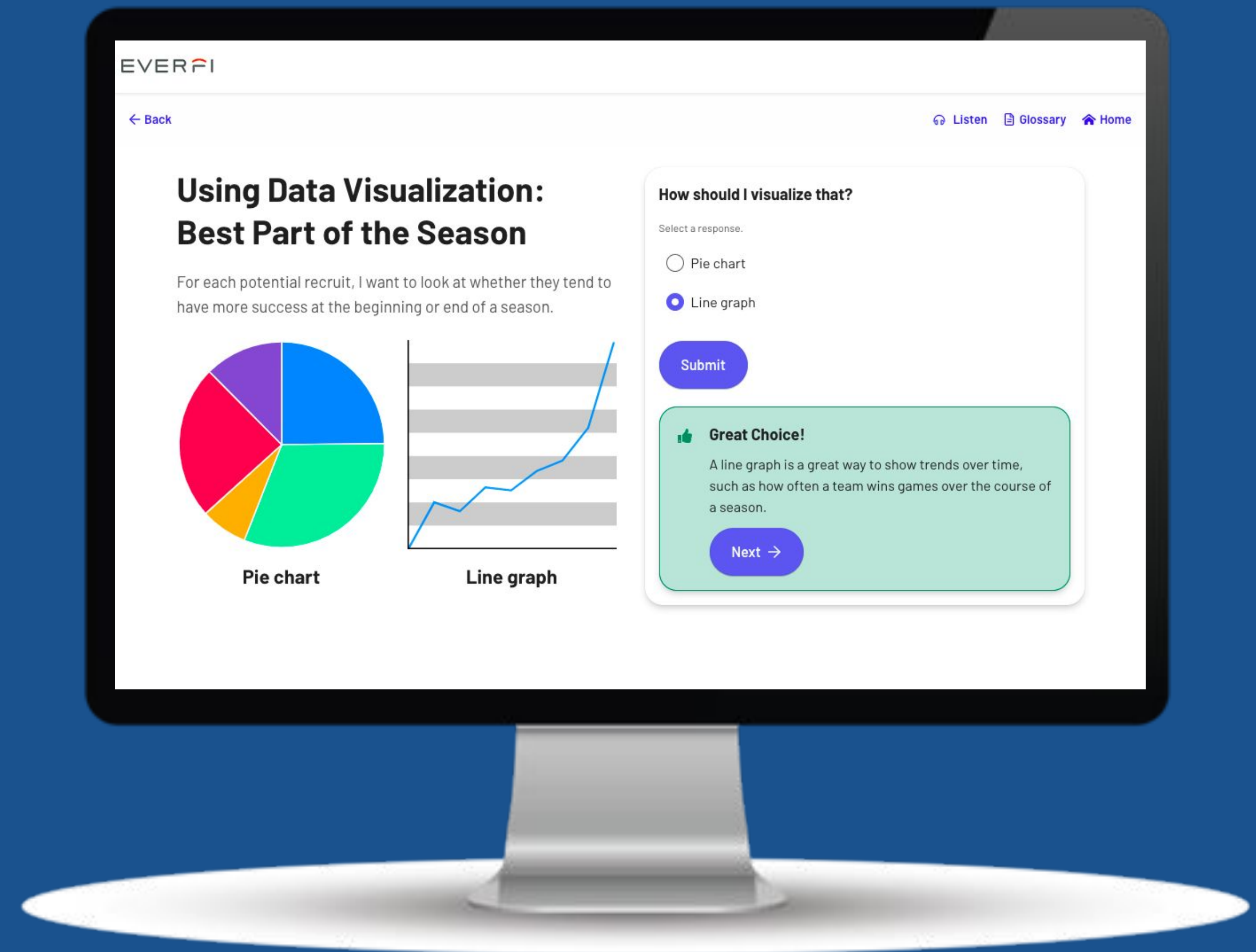
Team  
Statistician





# Data Science Philosophy

- **Demystifies data science** through providing realistic scenarios in a safe practice environment
- Creates an **interactive learning experience** that requires higher cognitive demand and problem-solving skills
- **Provides immersive experience** by including an engaging narrative, interesting visual design, and applicable activities
- Introduces a diverse cast of characters that **reflects the diverse audience of students** taking the course







# Digital Course Dive



# Data Science Foundations

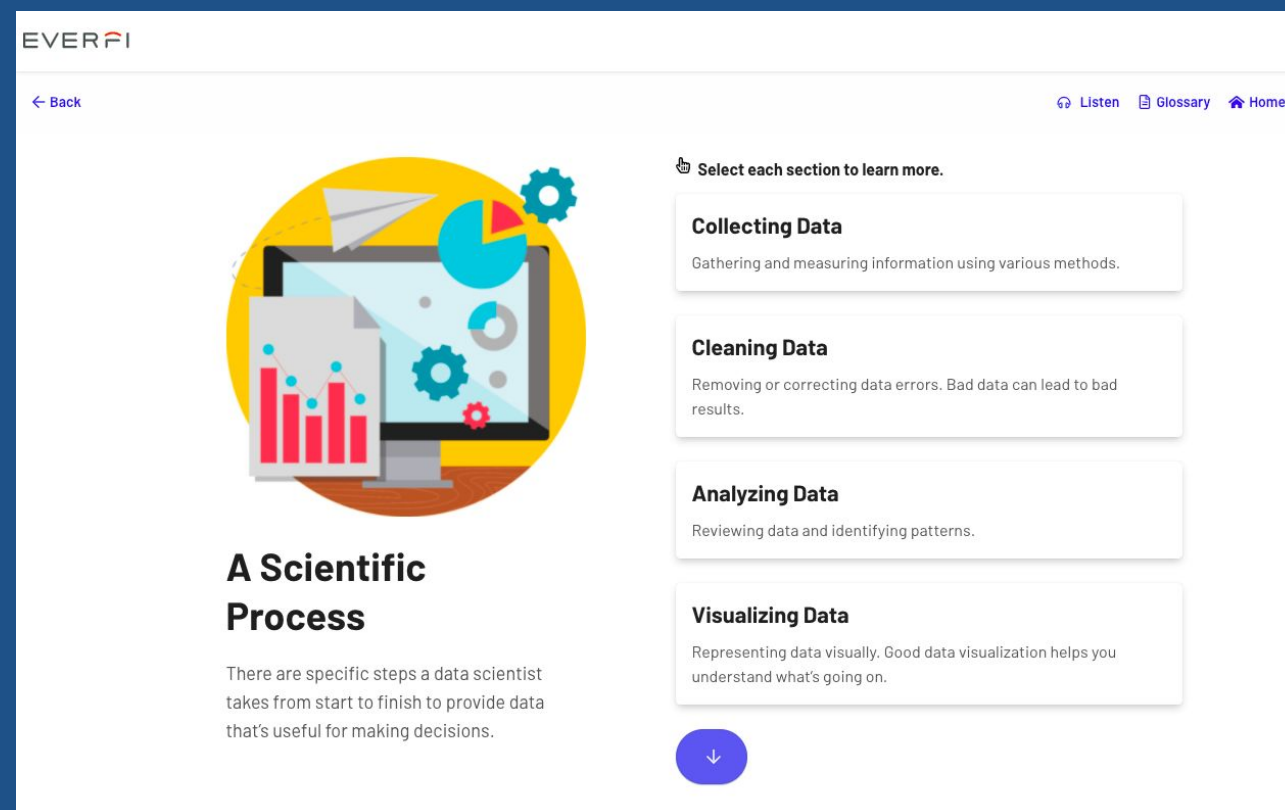
**Grade Level:** 9th -12th

**Total Lessons:** 4 lessons, 30 mins each

**Course Length:** 80 mins

**Subject Alignment:** CTE, Math, Science

**Mobile-Friendly**



## At-a-Glance

*Data Science Foundations* is a “bootcamp” offering designed to empower students with knowledge about the fundamentals of data science, its currency in the job market, and its applicability to everyday life.

## Course Highlights

- Scenario-based narrative
- Immersive and diverse environments and characters
- Learning through problem solving
- Higher order thinking skills

## Course Topics

- Data Science Basics
- Collecting, Cleaning, and Validating Data
- Analyzing and Visualizing Data
- Reporting and Acting on Data

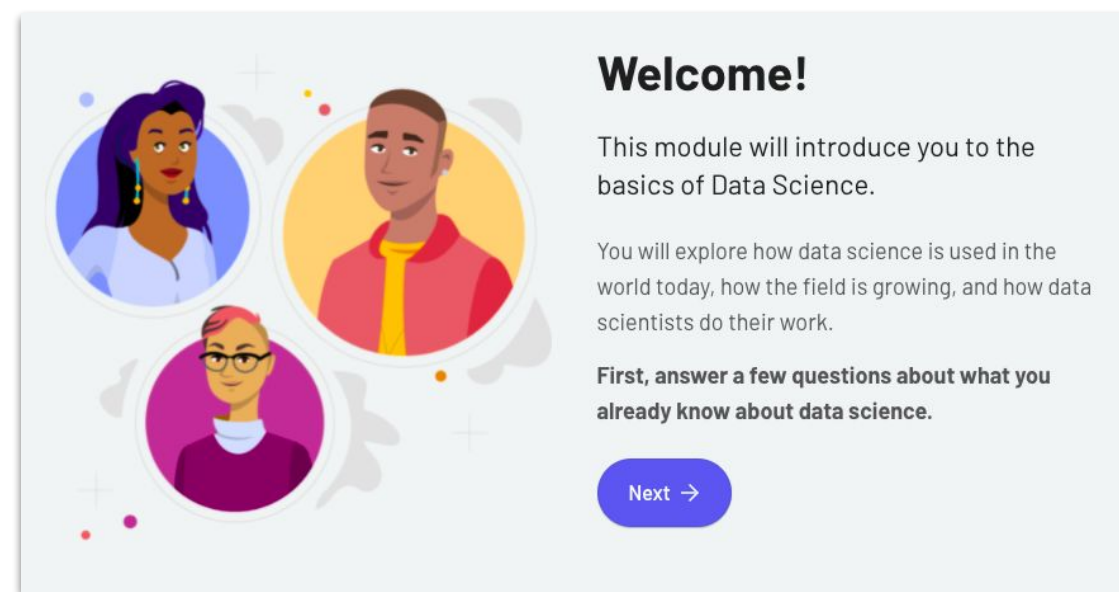
*Also Available in Spanish*





# Course Structure: Data Science Basics

Pre-Assessment



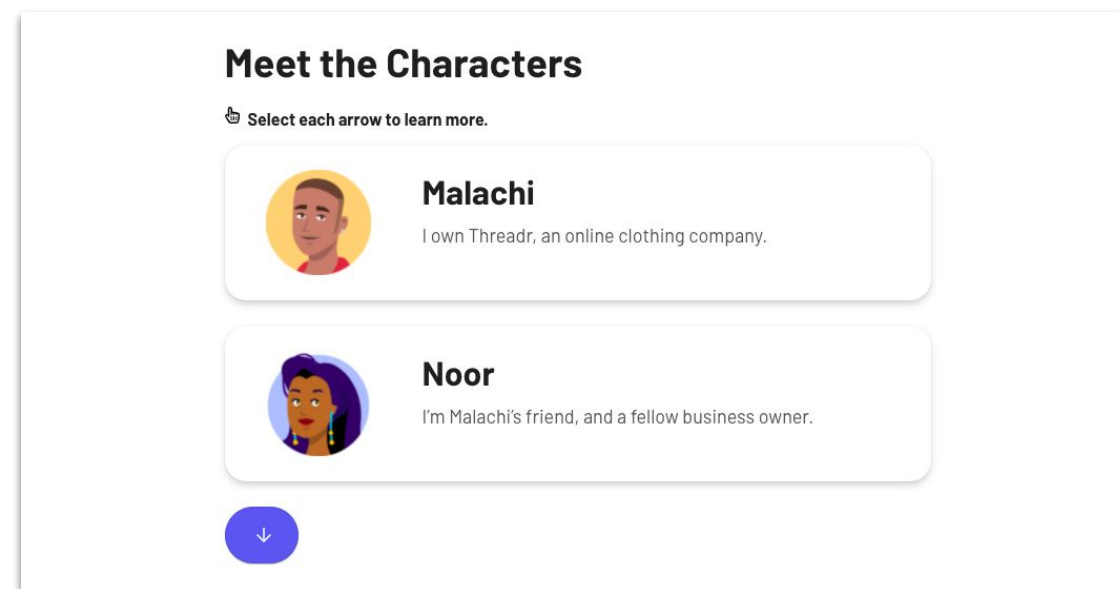
**Welcome!**

This module will introduce you to the basics of Data Science.

You will explore how data science is used in the world today, how the field is growing, and how data scientists do their work.

First, answer a few questions about what you already know about data science.

Next →



**Meet the Characters**

Select each arrow to learn more.

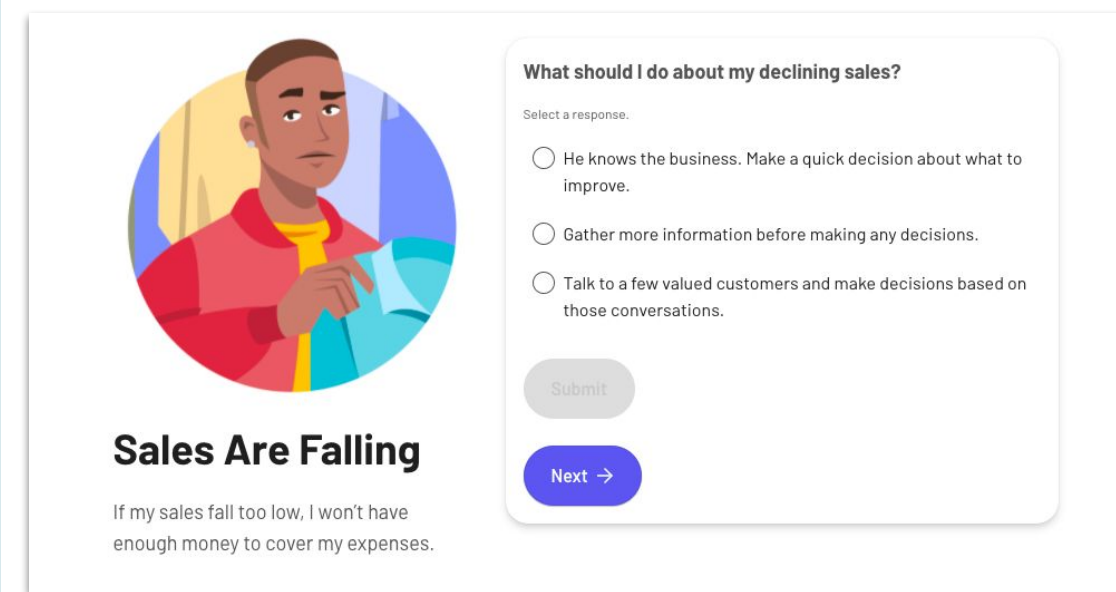
**Malachi**  
I own Threadr, an online clothing company.

**Noor**  
I'm Malachi's friend, and a fellow business owner.

↓

## Immersion

Engage with real-life scenarios



**Sales Are Falling**

If my sales fall too low, I won't have enough money to cover my expenses.

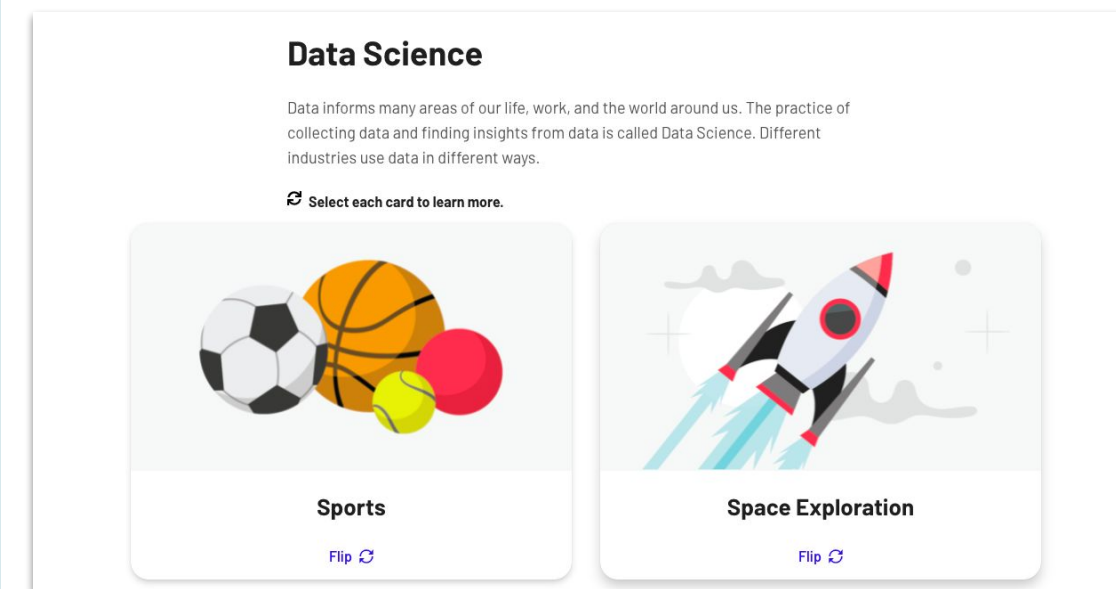
**What should I do about my declining sales?**

Select a response.

- ☐ He knows the business. Make a quick decision about what to improve.
- ☐ Gather more information before making any decisions.
- ☐ Talk to a few valued customers and make decisions based on those conversations.

Submit

Next →



**Data Science**

Data informs many areas of our life, work, and the world around us. The practice of collecting data and finding insights from data is called Data Science. Different industries use data in different ways.

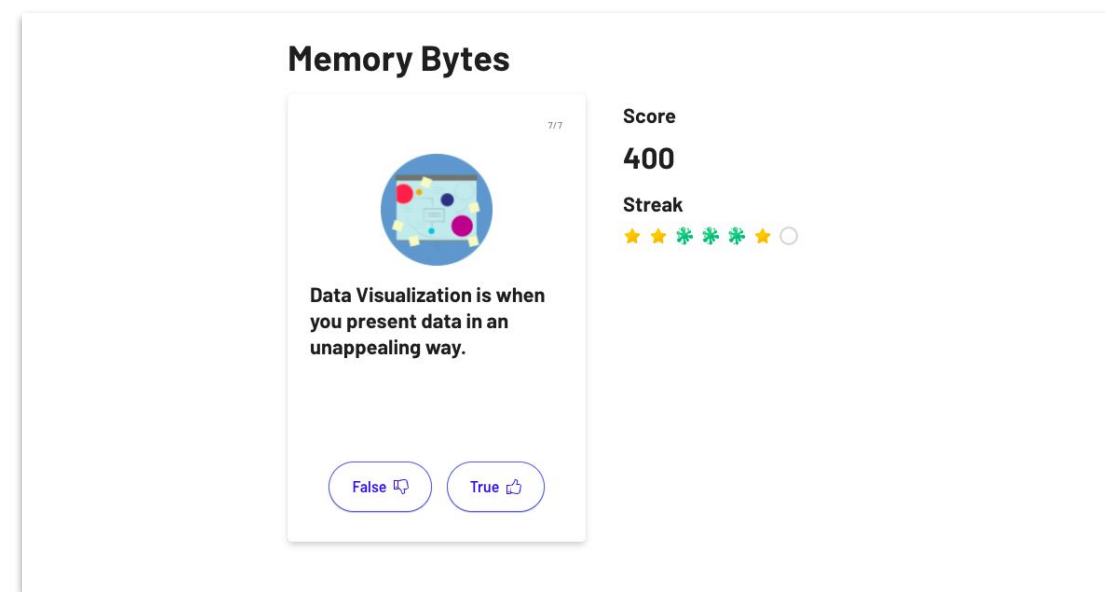
Select each card to learn more.

**Sports**  
Flip ↺

**Space Exploration**  
Flip ↺

## Understanding & Application

Interact with content in a meaningful way



**Memory Bytes**

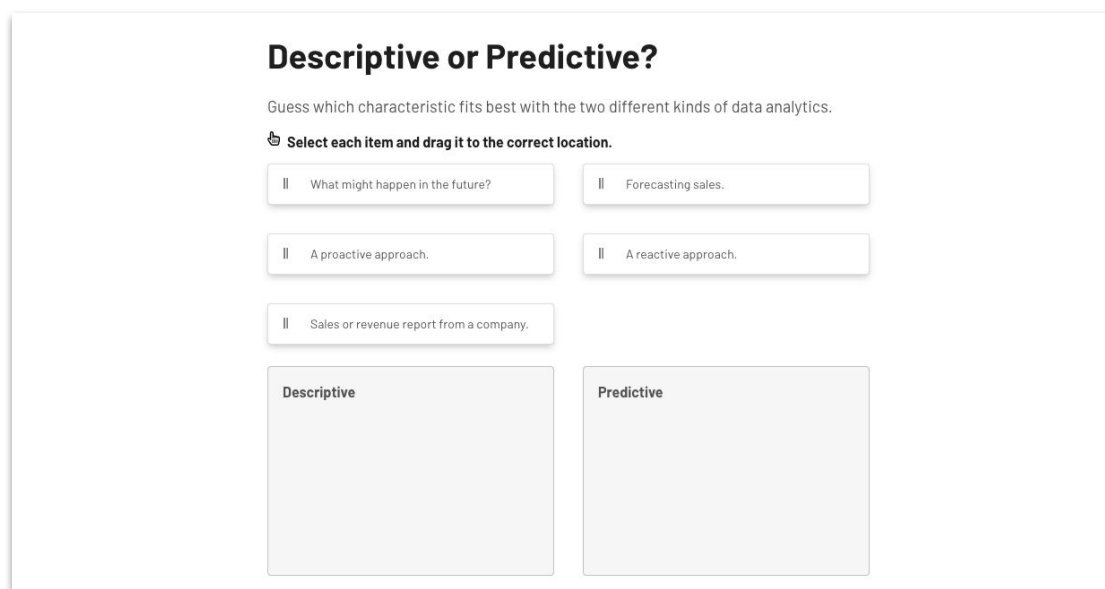
**Data Visualization is when you present data in an unappealing way.**

Score  
**400**

Streak  
★★★★★

0 of 3 tasks complete

False ❌ True ✅



**Descriptive or Predictive?**

Guess which characteristic fits best with the two different kinds of data analytics.

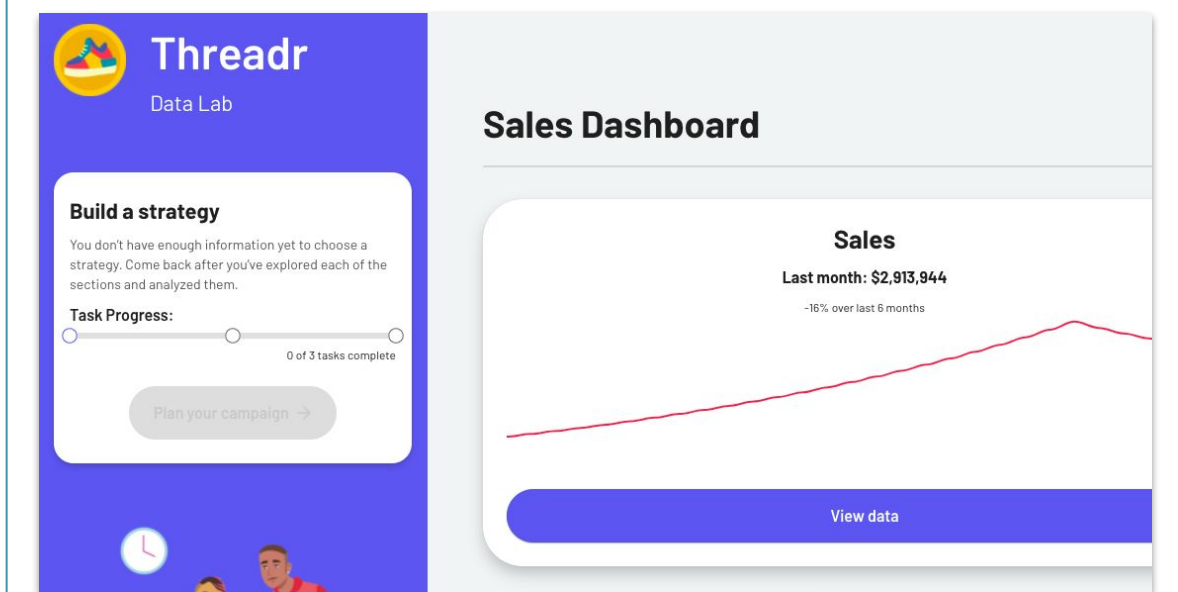
Select each item and drag it to the correct location.

What might happen in the future? Forecasting sales.

A proactive approach. A reactive approach.

Sales or revenue report from a company.

Descriptive Predictive

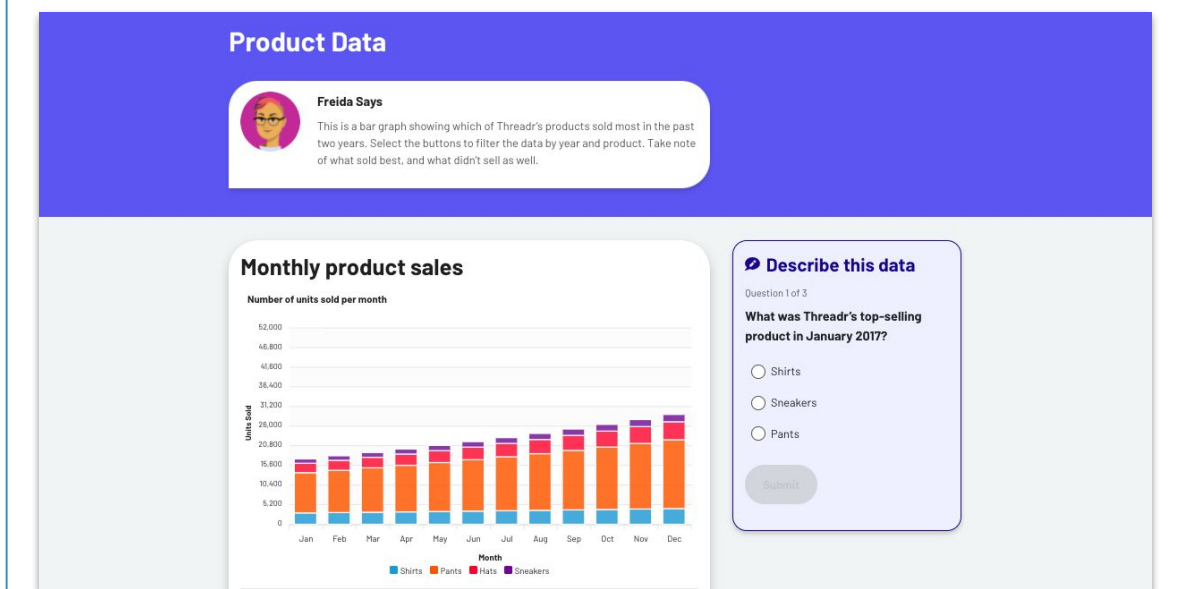


**Threadr**  
Data Lab

**Sales Dashboard**

**Sales**  
Last month: \$2,913,944  
-16% over last 6 months

View data



**Product Data**

**Freida Says**  
This is a bar graph showing which of Threadr's products sold most in the past two years. Select the buttons to filter the data by year and product. Take note of what sold best, and what didn't sell as well.

**Monthly product sales**  
Number of units sold per month

Describe this data  
Question 1 of 3  
What was Threadr's top-selling product in January 2017?  
☐ Shirts  
☐ Sneakers  
☐ Pants

## Mini-Lab

Dive deeper into problem solving as a data scientist

Post-Assessment

# Data Science Exploration: Financial Wellness

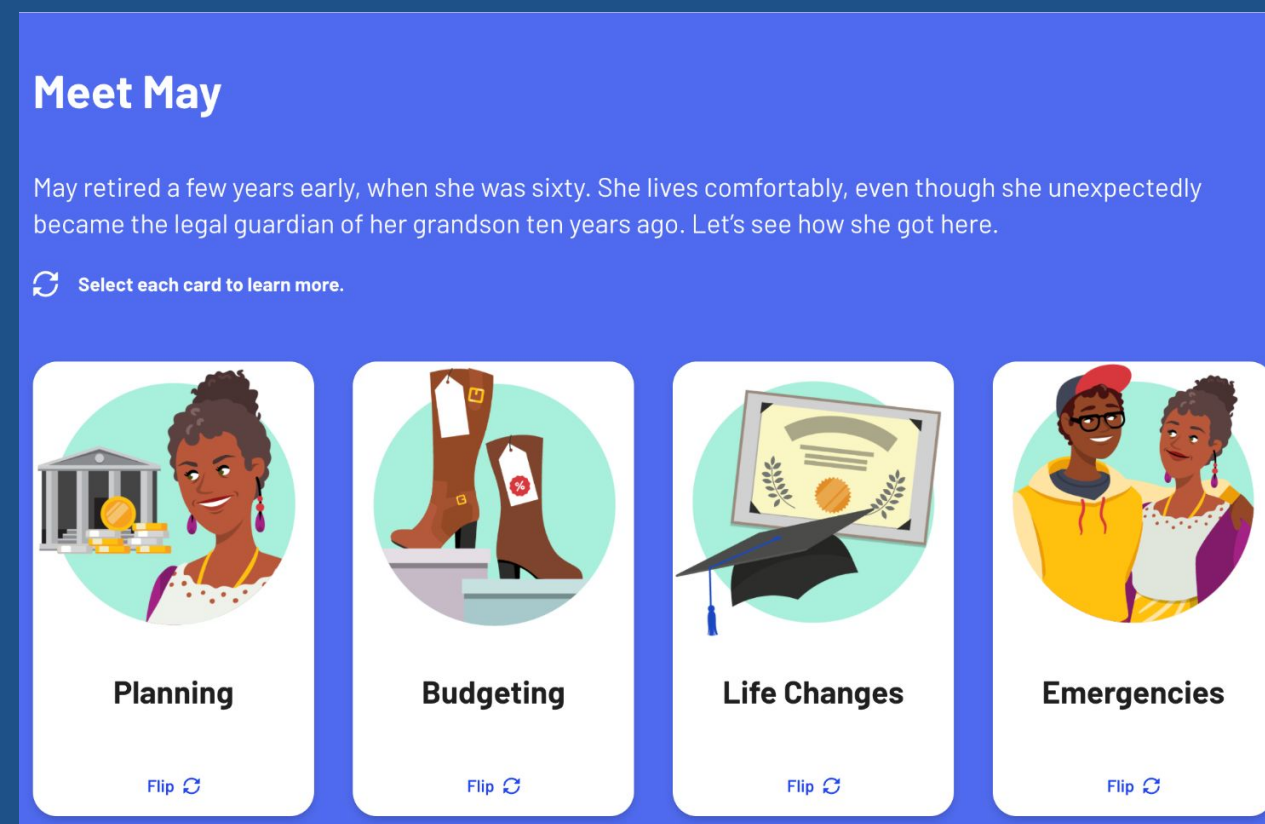
Grade Level: 9th -12th

Total Lessons: 2 lessons, 8 & 15 mins

Course Length: 20-25 mins

Subject Alignment: CTE, Math, Science

Mobile-Friendly



## At-a-Glance

*Data Science Exploration: Financial Wellness* is dedicated to providing high school students with the skills and knowledge they need to accurately evaluate the ROI of data science education and career options within the banking industry. It also breaks down the positive and negative behaviors associated with financial wellness.

## Course Highlights

- Scenario-based narrative
- Immersive and diverse environments and characters
- Learning through problem solving
- Higher order thinking skills

## Course Topics

- Data Science Review
- Data Science in the Banking Industry
- Financial Wellness Simulation

*Also Available in Spanish*





# Data Science Exploration: Banking Fraud

Grade Level: 9th -12th

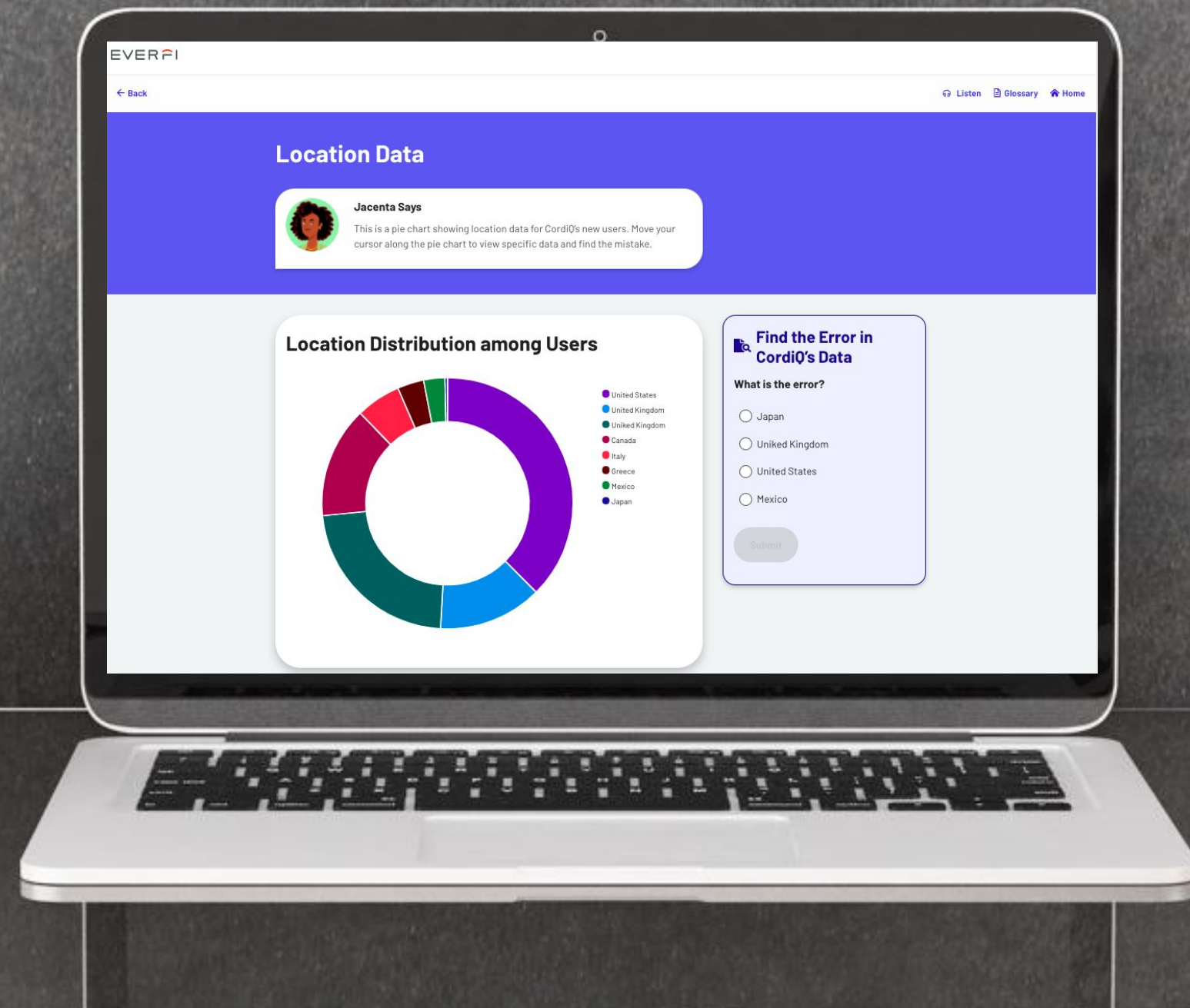
Total Lessons: 2 lessons, 8 & 15 mins

Course Length: 20-25 mins

Subject Alignment: CTE, Math, Science

Languages: English, Spanish

Mobile-Friendly



## At-a-Glance

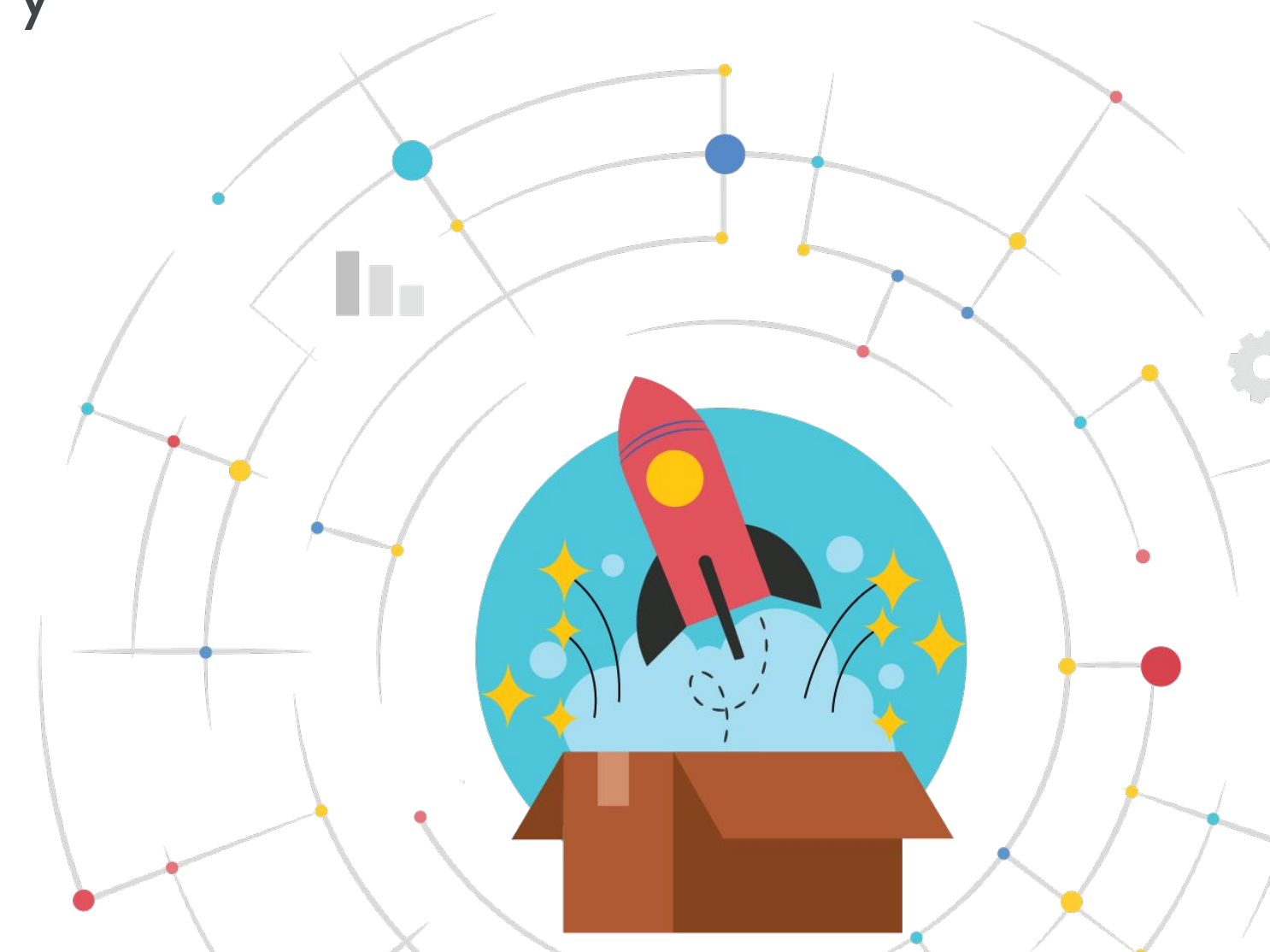
*Data Science Exploration: Banking Fraud* is dedicated to providing high school students with the skills and knowledge they need to accurately evaluate the ROI of data science education and career options within the banking industry.

## Course Highlights

- Scenario-based narrative
- Immersive and diverse environments and characters
- Learning through problem solving
- Higher order thinking skills

## Course Topics

- Data Science Review
- Data Science in the Banking Industry
- Banking Fraud Simulation







# Course Demo







## Welcome!

This module will introduce you to the basics of Data Science.

You will explore how data science is used in the world today, how the field is growing, and how data scientists do their work.

**First, answer a few questions about what you already know about data science.**

[Next →](#)





# Diversity, Equity, Inclusion, & Access

---

## Character Design

- Diverse characters
- Various skin tones, hair textures, body shapes
- Clothing inclusive of socio-economic classes

---

## Narrative

- Varied career experience
- Rural, suburban, urban backgrounds
- Mistakes do not equal failure

---

## Additional Considerations

- Avoid idioms
- User testing
- Spanish translation
- Accessibility testing





The logo for EVERFI, featuring the word "EVERFI" in a white, sans-serif font. The letters are slightly spaced out. To the left of the text is a small, stylized illustration of a dog's head in a brown frame, and to the right is a small, stylized illustration of a plant in a brown frame. The background of the entire image is a vibrant, stylized illustration of a modern living room. It features a large window with yellow curtains, a blue armchair, a wooden table, and various potted plants. The scene is bright and cheerful, with a mix of green, blue, and yellow tones.

EVERFI


# Getting Started with EVERFI

# Registration

Visit  
**EVERFI.com/create**


- ▶ Click “Teacher”

Which one describes you?



**Student**

I am a student, class participant, etc.



**Teacher**


I am a teacher, admin, principal, or guidance counselor.

Already have an account? [Login](#)



# Find Your School

- ▶ Enter your country & state
- ▶ Find your school
- ▶ Click “Next”


 Not a teacher? Create a student account [here](#).

Create your EVERFI Teacher account

Find Your School

Enter Personal Info

Country

 United States of America ✕ ▼

State

State ▼


School Name or Zip Code

Enter Your school name or postcode ▼

Can't find your school? [Register here](#)

Next →

OR

 Login with Clever

Already have an account? [Login](#)

# Complete Your Profile

- ▶ Enter your information
- ▶ Use your school email
- ▶ Click “Create Account”

## Create your EVERFI Teacher account

[Find Your School](#)[Personal Info](#)

---

**First Name**

First Name

**Last Name**

Last Name

**Grade**

Grade

**Topic**

Topic

**Enter your school email address**

Enter your school email address

**Create a Password**

Create a Password

**Password Confirmation**

Password Confirmation

☐ I agree to the [terms of service](#)

[← Back](#)

Create Account



# Q & A

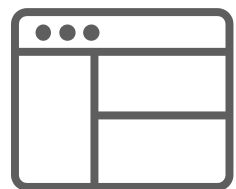


# Next Steps

*Recordings and your certificate will be emailed to you after the conference*

## LEARN

**Visit [everfi.com/k-12](https://everfi.com/k-12)** for more information about EVERFI and our resources.



## TRY

**Register** for your free account at [everfi.com/create](https://everfi.com/create)

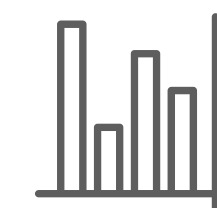
**Try out Data Science Foundations or Data Science: Financial Wellness!**



## SHARE

**Share** with your colleagues

**Share your journey** on social media. Tag @EVERFIK12!





# Let's go Forward Together!

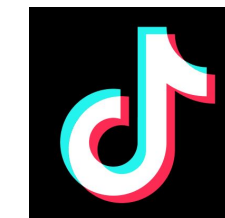


## #LearnOn2022

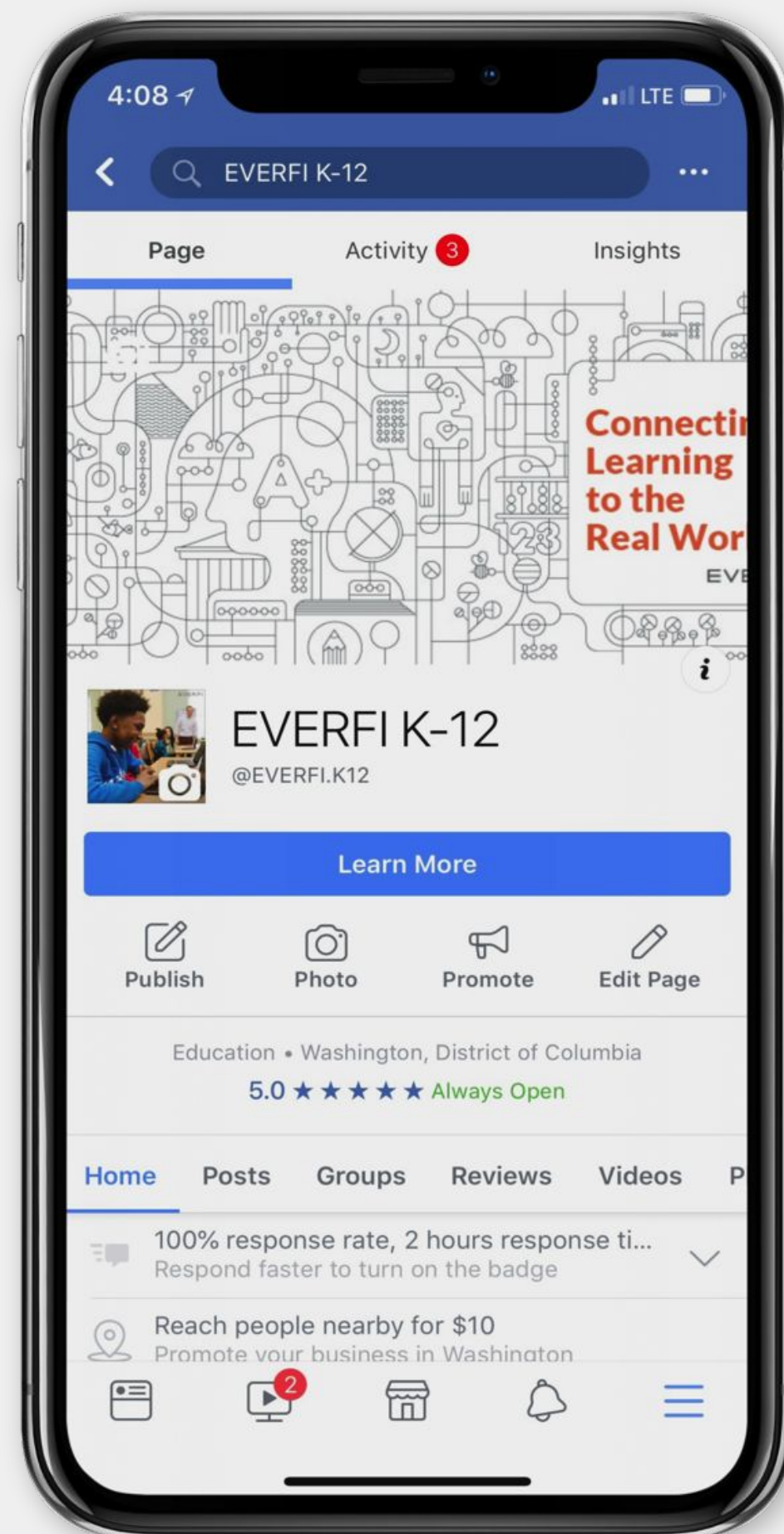
- Explore resources at Join the EVERFI K-12 Facebook Page: [Educator Resources for Real-World Learning](#)
- Follow us on social



@EVERFIK12



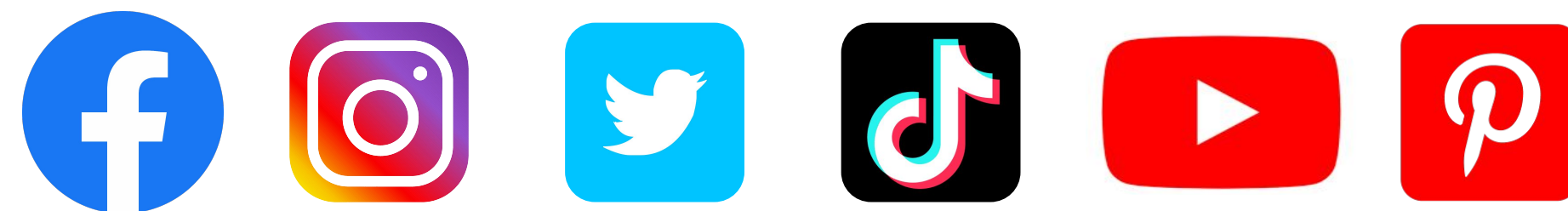
# Join Our Lively Community



## Participate today and beyond!

Register at [everfi.com/newteacher](https://everfi.com/newteacher)

Join our community on social media!



@EVERFIK12



# Resources

*See below for some of the resources we mentioned throughout the session...*



[Teacher Registration Guide](#)



[Student Registration Guide](#)



[Full K12 Resource List](#)



[Data Science Foundations Curriculum Guide](#)