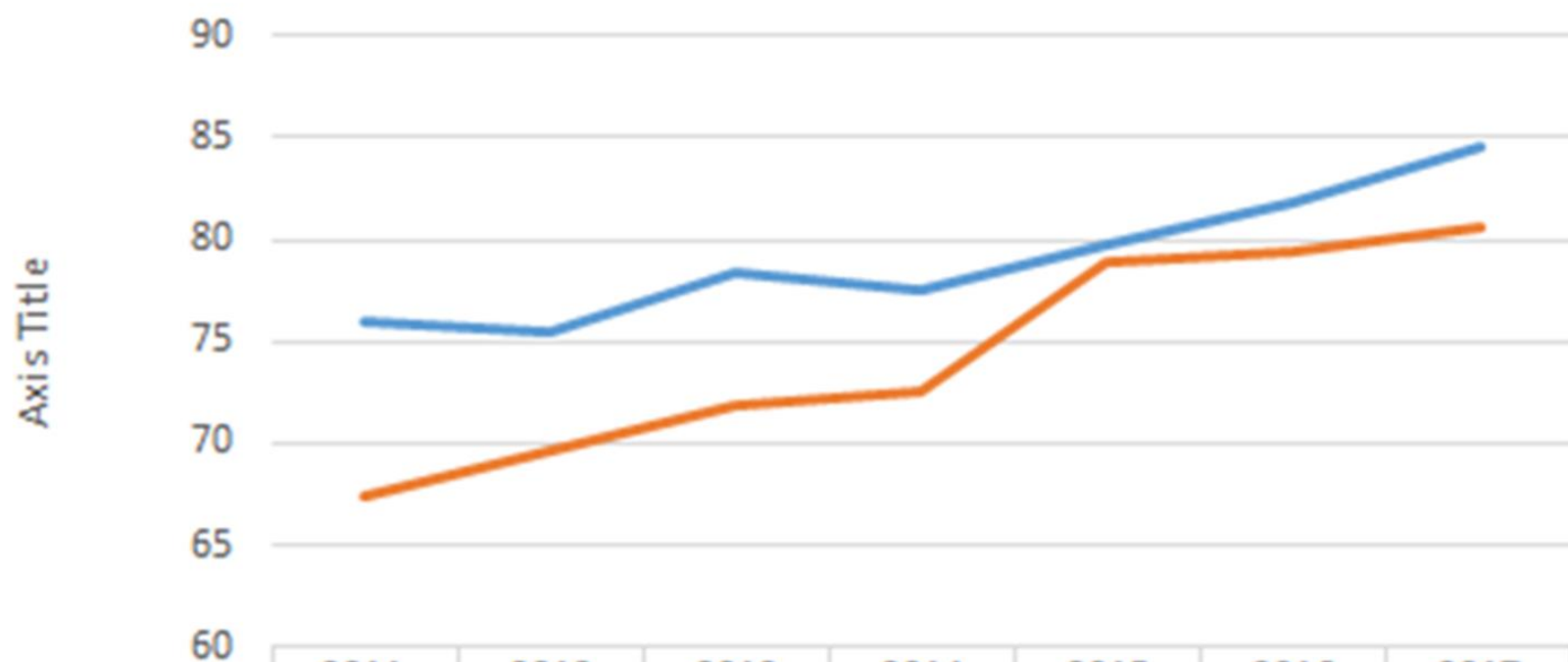




Career  
Advisement  
YouScience

84.6%

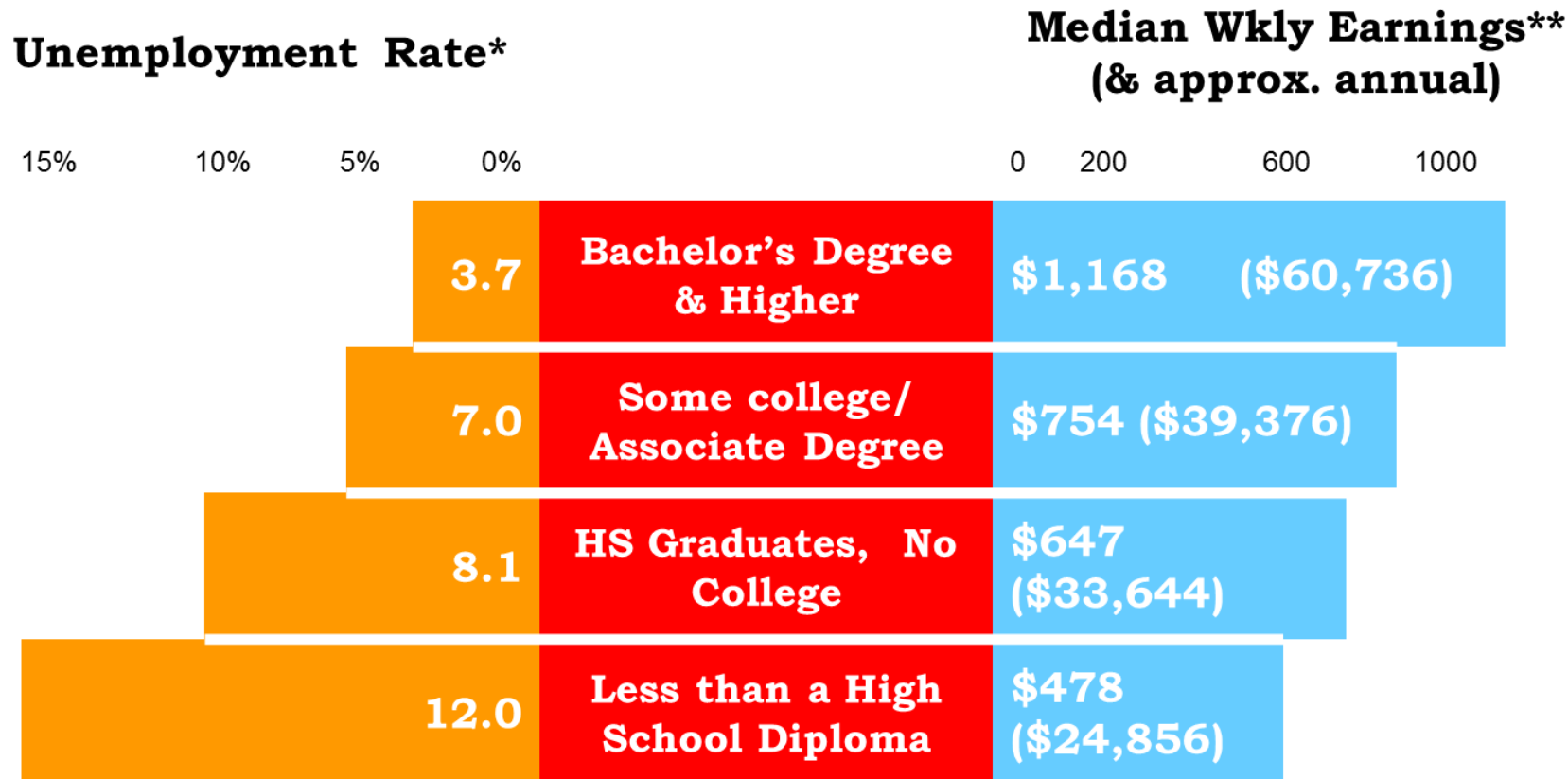
## PCSD vs State 4 Year Graduation Rate



	2011	2012	2013	2014	2015	2016	2017
System	76	75.5	78.3	77.6	79.8	81.8	84.6
State	67.4	69.7	71.8	72.5	78.9	79.4	80.6

15.4%

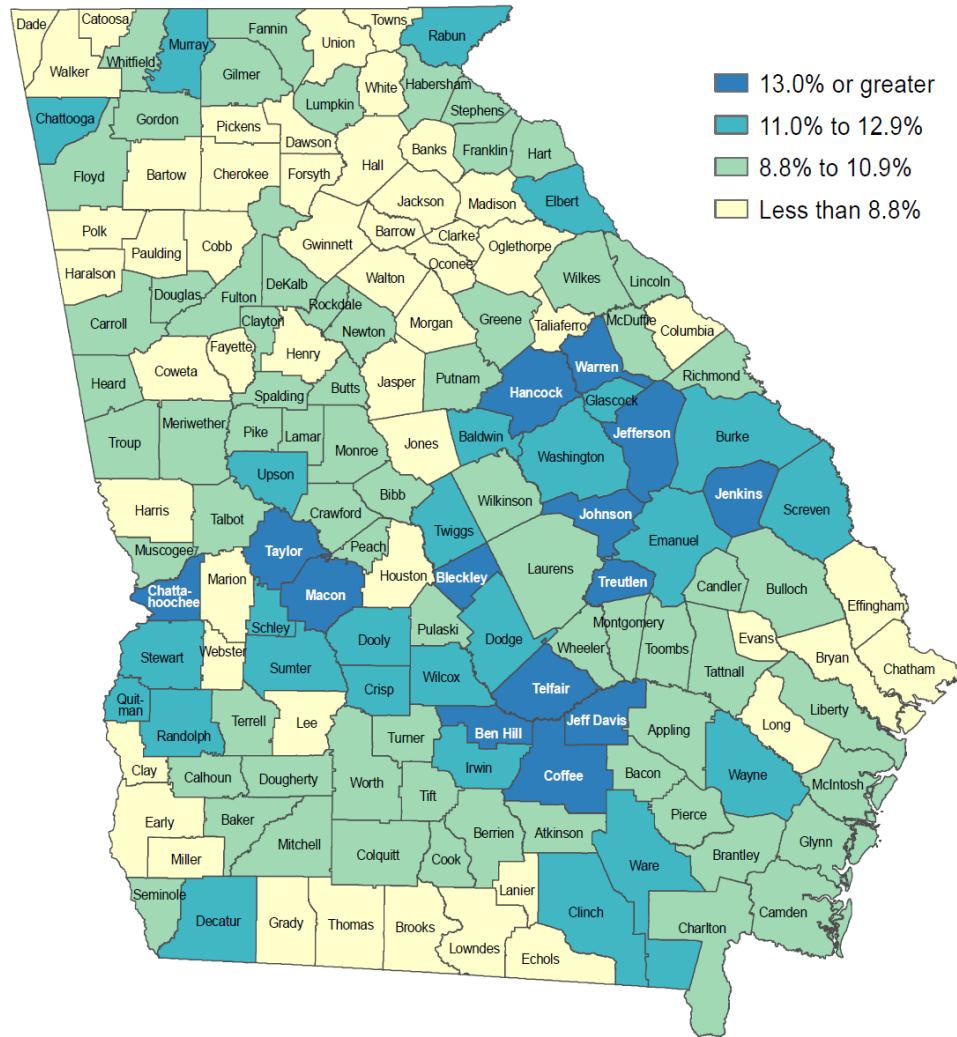
# EDUCATIONAL ATTAINMENT & EMPLOYMENT



Source: \*U.S. Bureau of Labor Statistics Table A-4. Employment status of the civilian population 25 years and over by educational attainment.

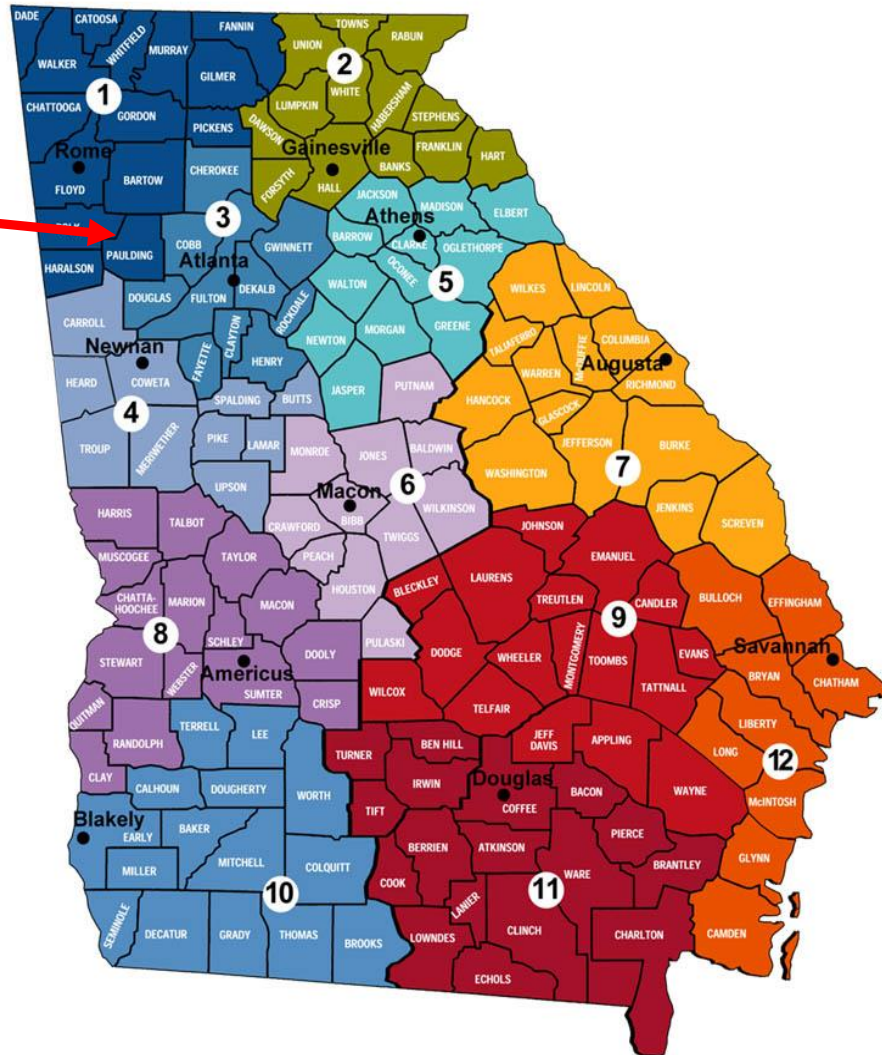
\*\*U.S. Bureau of Labor Statistics Table 5. Quartiles of usual weekly earnings of full-time wage and salary workers.

# Unemployment Rates by County

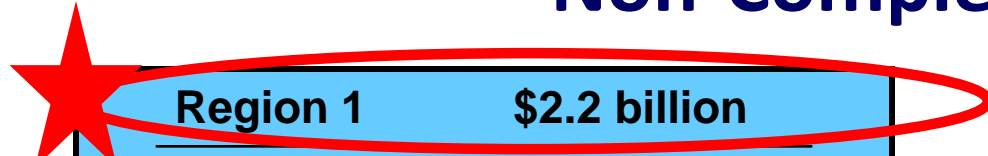


Source: Georgia Department of Labor; State average = 8.8% (not seasonally adjusted)

# State Service Delivery Regions



# Economic Impact of High School Non-Completion



<b>Region 1</b>	<b>\$2.2 billion</b>
<b>Region 2</b>	<b>\$1.2 billion</b>
<b>Region 3</b>	<b>\$4.2 billion</b>
<b>Region 4</b>	<b>\$1.1 billion</b>
<b>Region 5</b>	<b>\$1.1 billion</b>
<b>Region 6</b>	<b>\$1.0 billion</b>
<b>Region 7</b>	<b>\$1.1 billion</b>
<b>Region 8</b>	<b>\$0.9 billion</b>
<b>Region 9</b>	<b>\$0.9 billion</b>
<b>Region 10</b>	<b>\$2.0 billion</b>
<b>Region 11</b>	<b>\$1.0 billion</b>
<b>Region 12</b>	<b>\$1.1 billion</b>
<b>TOTAL</b>	<b>\$18 billion*</b>

**How much could OUR region benefit from this additional income currently being foregone?**



# Compounded Impacts of High School Non-Completion

## INDIVIDUALS

## THE COMMUNITY

**Lower Lifetime Earnings**



**Reduced buying power & tax revenues; less economic growth**

**Decreased health status; Higher mortality rates; More criminal activity**



**Higher health care & criminal justice costs**

**Higher teen pregnancy rates; Single motherhood**



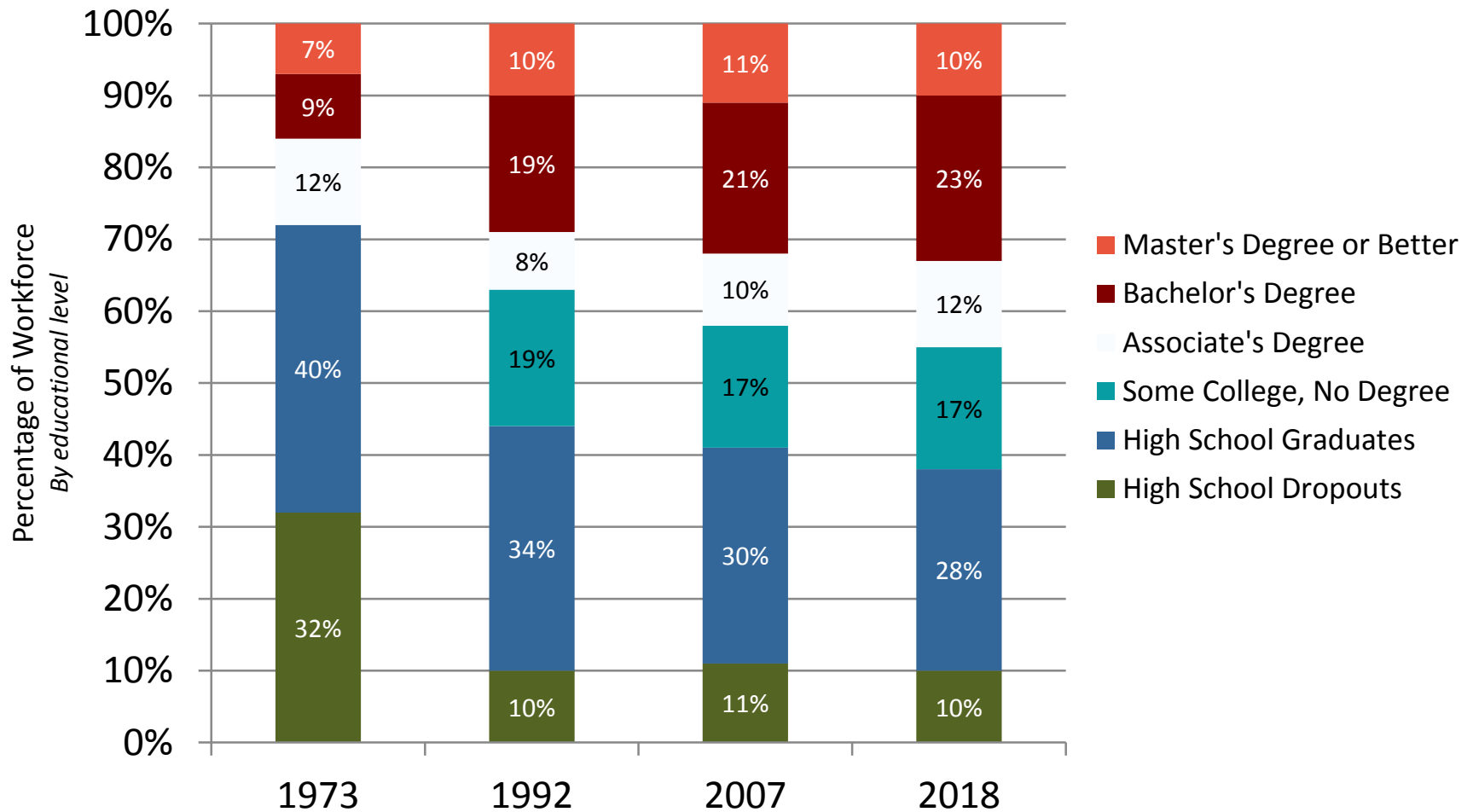
**Higher public services costs**

**Less voting; Less volunteering**



**Low rate of community involvement**

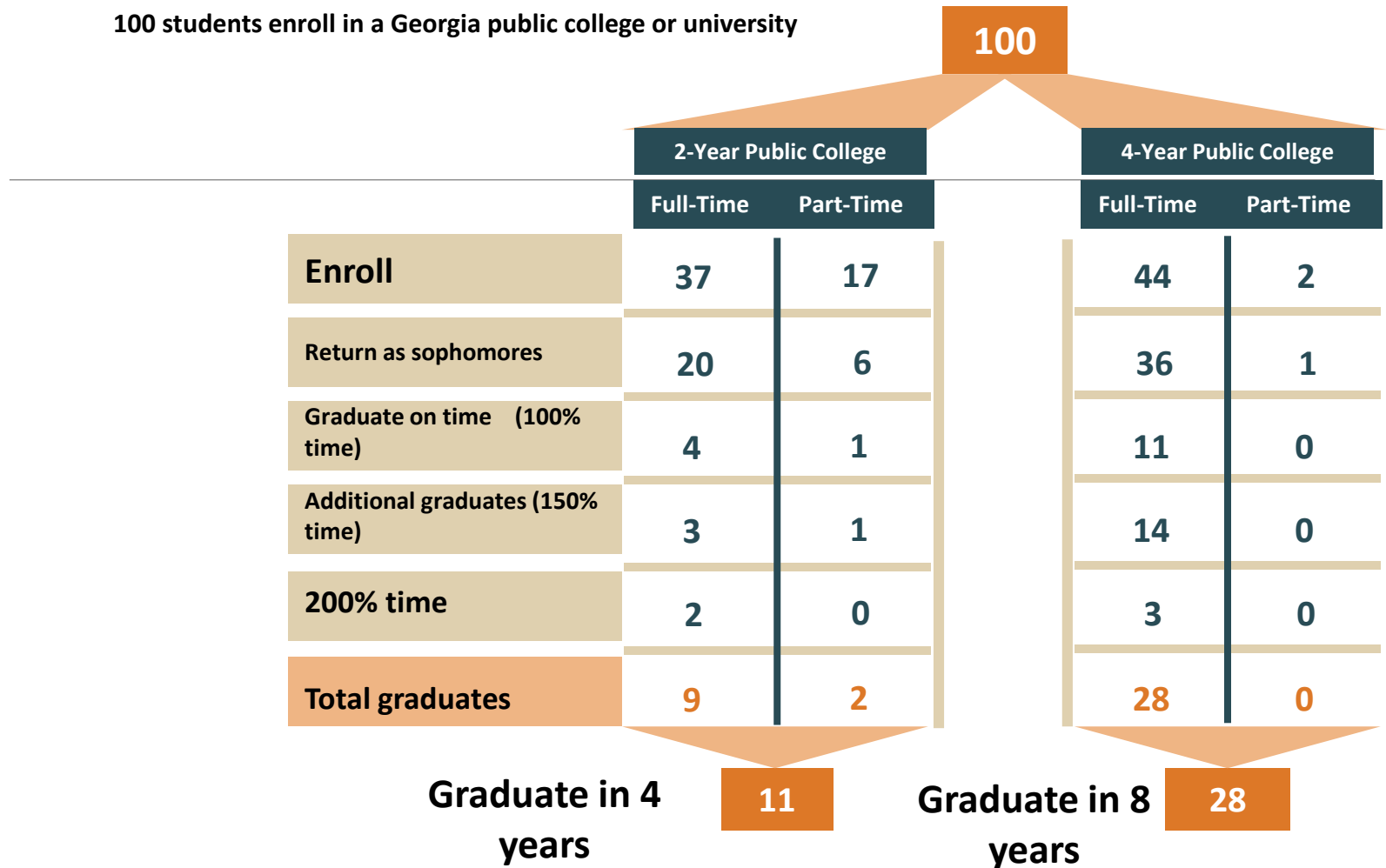
Demand for postsecondary education has increased, and will continue to increase during and after the recovery.



Source: Anthony Carnevale's analysis of March CPS data, various years; Center on Education and the Workforce forecast of educational demand to 2018, presented in *The Recession: Accelerating the New Economy*, September 2011.

# Complete College Georgia

100 students enroll in a Georgia public college or university



Key - Measuring time	Associate	Bachelor's
100% time	2 years	4 years
150% time	3 years	6 years
200% time	4 years	8 years

Source: Complete College America (CCA)

So what have  
we done?

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Reality Fairs in 8<sup>th</sup>  
Grade

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MYAP prior to HS

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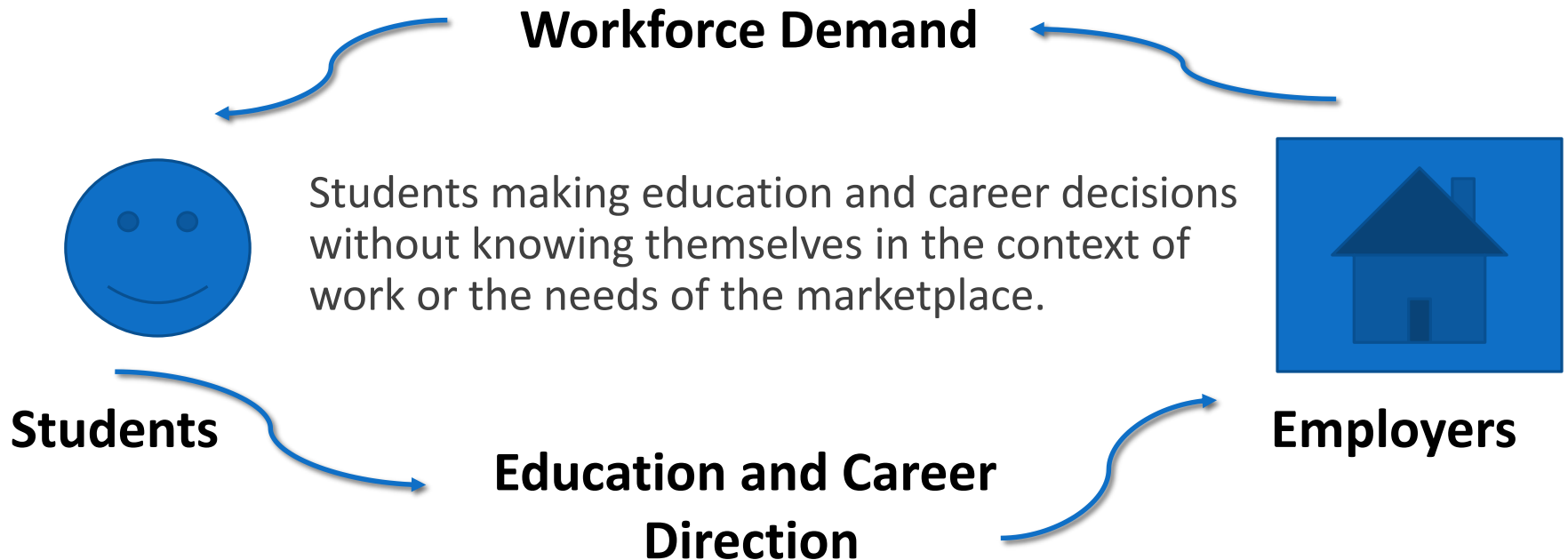
Bridge Law - Investigate  
3 careers of choice

---

Capstone

# The Disconnect?

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# Cost of the Disconnect

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## IMPACT on Students

**6yrs**

Average number  
of years to  
graduate from  
college

**\$29K**

Average of  
educational debt  
accrued by  
students

**45%**

of college grads  
are under/un-  
employed

## IMPACT on Employers

**5M**

Number of  
unfilled jobs by  
2020

**\$100B**

The cost to  
business in profits  
of unfilled  
positions

# The PCSD “Why”

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**50%**

Of our graduates  
in 2015 enrolled  
in either TCSG or  
USG

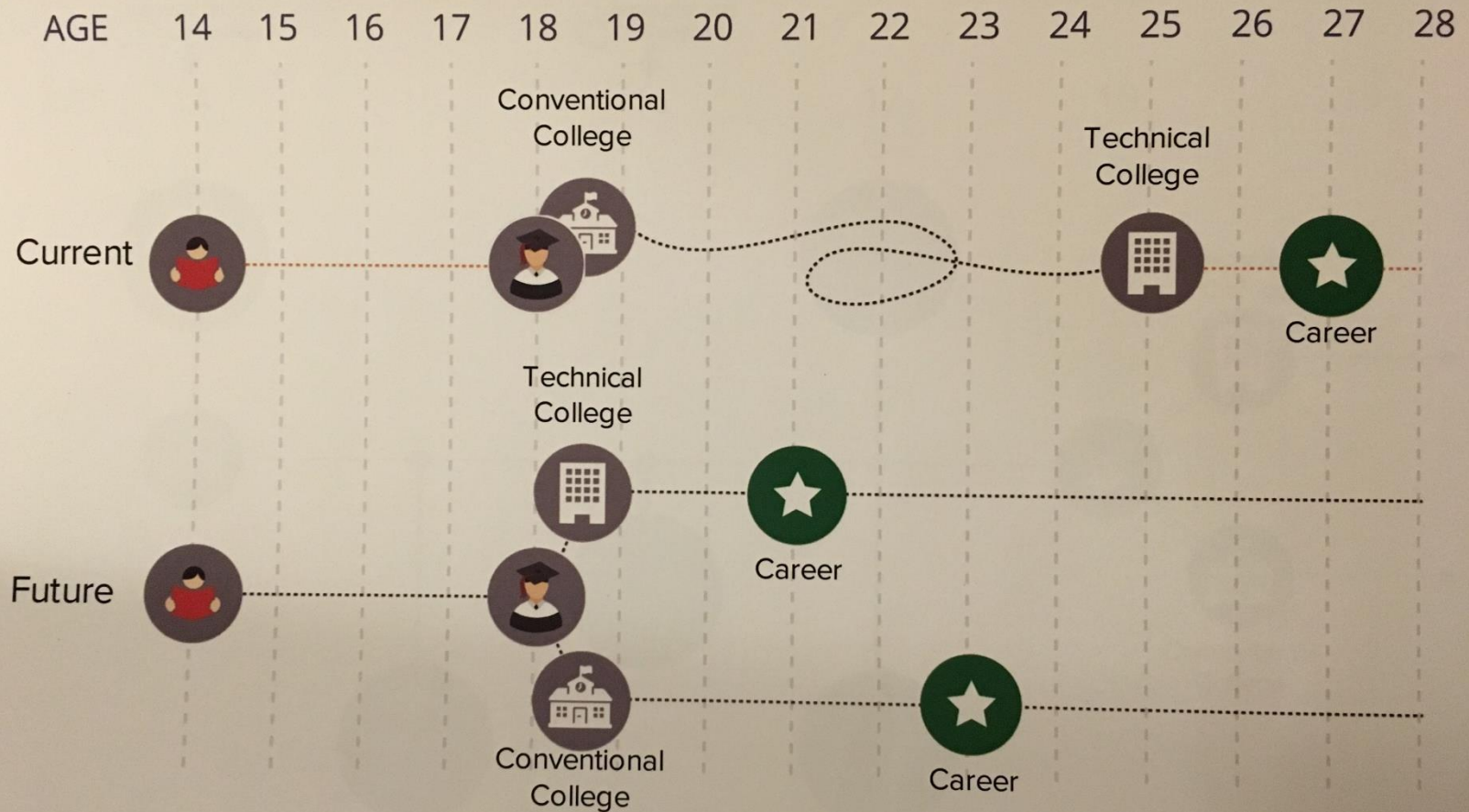
**79%**

Of the 50% who  
enrolled – went  
to USG

**21%**

Of the 50% who  
enroll – went to  
TCSG

# The Lost Years





Today's Challenges – Lost Years

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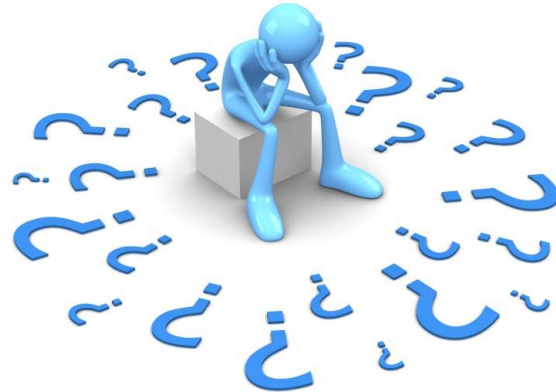
28 years old

# Career Pathways

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How should students know?

- If do not know themselves in context of work
- If do not know the job market

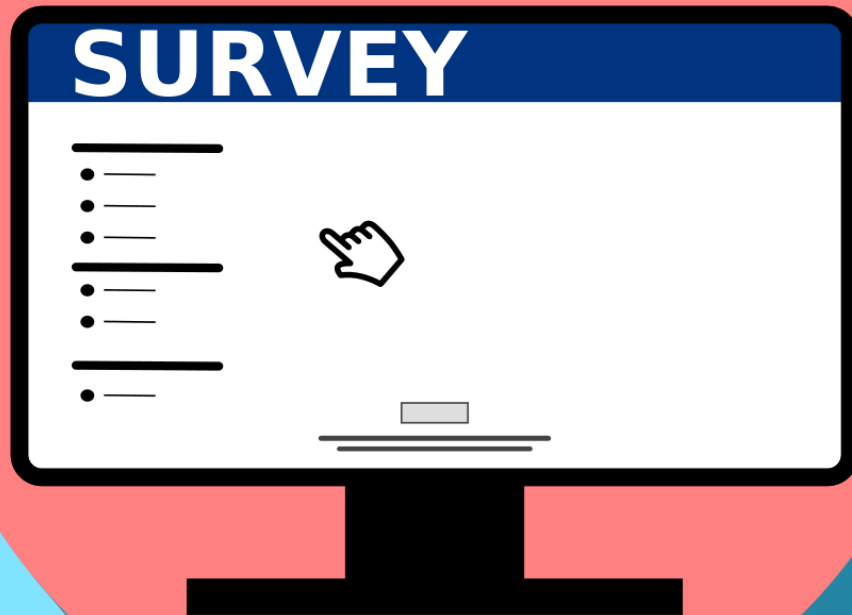


# Finding the Fit

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- Aptitudes provide a stable foundation for career guidance
- With exposure, interests can change
- Career Success is based on happiness with environment/interest and ability to perform skills necessary



# Interest Only Surveys

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➤ Easy

➤ Fast

➤ Cheap

## ***PROBLEMATIC:***

➤ Self-reported

➤ Interests change over time

***MOST IMPORTANT:*** Does not taking into account students' actual abilities, nor do they reflect market demand.

# Interest-Only Surveys

- Limit opportunity
- Guide students away from high –demand careers

- 1 Special Effects Tech
- 2 Animator
- 3 Fashion Designer
- 4 Artist
- 5 Potter
- 6 Sign Maker
- 7 Craftsperson
- 8 Director of Photographer
- 9 Costume Designer
- 10 Singer
- 11 Actor
- 12 Composer
- 13 Set Designer
- 14 Cartoonist
- 15 Musician
- 16 Professional Athlete
- 17 Comedian
- 18 Acting Instructor
- 19 Graphic Designer
- 20 Desktop Publisher

# YouScience Assessment

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- A series of 5-8 minute exercises to accurately measure the 14 aptitudes
- Integrated assessments, personal discovery, career exploration, and real-time workforce data
- Assessment takes @ 90 minutes or less



# GOSA Results

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Students were statistically significantly

- Better at describing their natural abilities
- More confident in career decision
- More empowered to follow future path
- More motivated to pursue pathway, additional education, or training



Had largest impact on F/RL Females



Had largest impact when student spent 20 minutes reviewing results

# Recommendations based on pilot

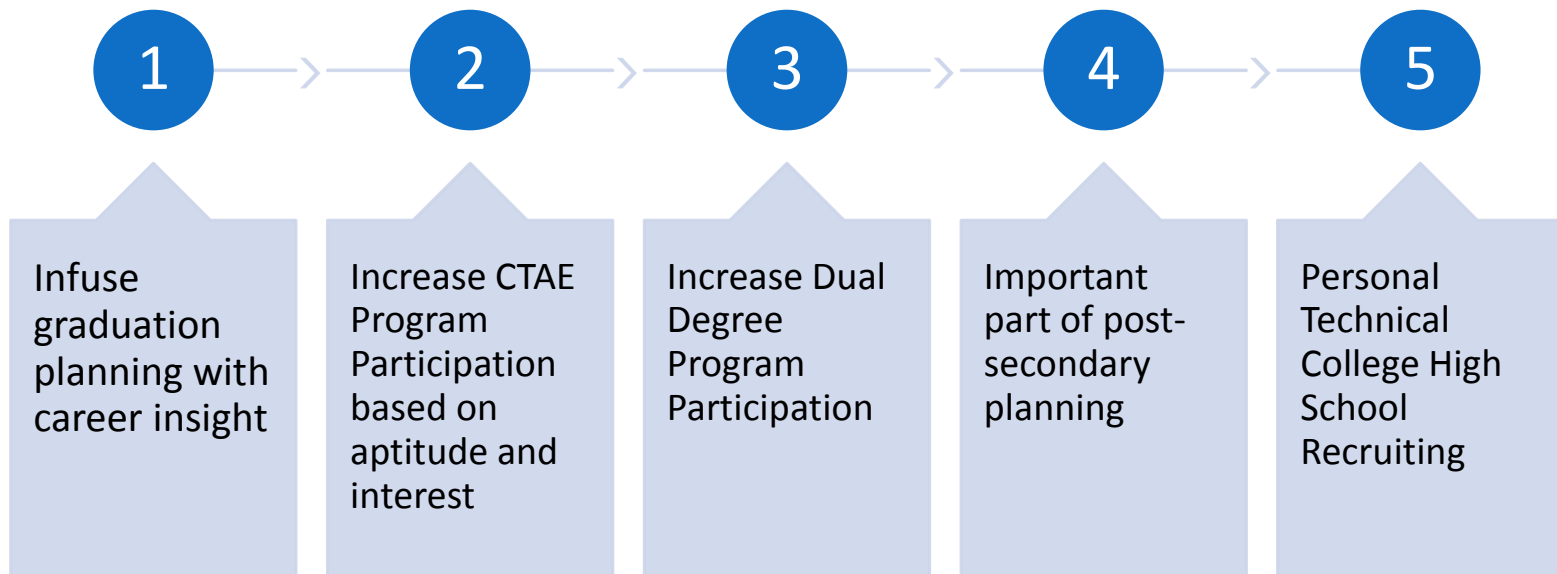
Provide follow-up guidance to students

- Small groups/Individually preferable
- At least 20 minutes of time for students to review results
- Communicate to both students and faculty why the YouScience profile is being used and its benefits
- Schedule adequate time in the lab or using laptops for students to complete the assessment at school
- Build it into the curriculum planning so that teachers can weave career awareness into their academic lessons



# Recommendations from Pilot

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# Counseling Department Work

north paulding counselin x

gonphs.weebly.com

Apps Outlook Office 365 Evernote Nozbe Google Infinite Campus Paulding County Scho GADOE TLE - GADOE Staff Intranet Canvas Log In Other bookmarks

HOME CONTACT ACADEMIC PLANNER CAPSTONE PCSD COUNSELING NPHS

## NORTH PAULDING COUNSELING OFFICE

### FINANCIAL AID NIGHT

Check Out the Page for Your Graduating Class for Specific Info for Your Class!

At North Paulding High School, our professional school counselors offer comprehensive services related to personal/social, academic, and career development concerns, and endeavor to

CLASS OF 2018

CLASS OF 2019

CLASS OF 2020

CLASS OF 2021

COUNSELORS

NOTIFICATIONS

TUTORING

RECORDS

# CTAE Career Clusters

## College and Career Academy

1

### 1. Agriculture, Food, and Natural Resources

#### Food/Animal Systems

02.47100 Basic Agriculture Science  
02.42100 Animal Science and Biotechnology  
01.43200 Agricultural Animal Production and Management (PCHS)

#### Agricultural Mechanics System

02.47100 Basic Agriculture Science  
01.42100 Agricultural Mechanics Technology I  
01.42200 Agricultural Mechanics Technology II (PCHS)

#### Plant and Landscape Systems

02.47100 Basic Agriculture Science  
01.46100 General Horticulture and Plant Science  
01.47000 Nursery & Landscape (NPHS)

#### Forestry/Wildlife Systems

02.47100 Basic Agriculture Science I  
03.45100 Forest Science  
03.45300 Wildlife Management (EPHS)

### 2. Architecture and Construction

#### Architectural Drawing and Design

48.54100 Introduction to Drafting and Design  
48.54500 Architectural Drawing and Design I  
48.54600 Architectural Drawing and Design II (EPHS-NPHS)

#### Carpentry

46.54500 Industry Fundamentals & Occ. Safety  
46.54600 Intro. to Construction  
46.55000 Carpentry I (NPHS-SPHS)

### 3. Arts, A/V Technology & Communications

#### Audio Video Technology and Film Pathway

10.51810 Audio and Video Technology & Film  
10.51910 Audio Video Technology and Film II  
10.52010 Audio Video Technology and Film III OR  
10.51410 Broadcast/Video Production Applications (HHS, NPHS, SPHS)

#### Graphic Design

48.56100 Introduction to Graphics and Design  
48.56200 Graphic Design and Production  
48.52800 Advanced Graphic Design (EPHS-HHS-PCHS)

#### Graphic Communication

48.56100 Introduction to Graphics and Design  
48.56200 Graphic Design and Production  
48.57000 Advanced Graphic Output Processes (HHS)

### 4. Business Management & Administration

#### Business and Technology

07.44130 Introduction to Business and Technology  
07.44100 Business and Technology  
07.45100 Business Communication (NPHS, PCHS, SPHS)

#### Entrepreneurship

07.44130 Introduction to Business and Technology  
06.41500 Legal Environment of Business  
06.41600 Entrepreneurship (HHS-NPHS)

### 5. Education and Training

#### Teaching As A Profession

13.01100 Examining the Teaching Profession  
13.01200 Contemporary Issues in Education  
13.01300 Teaching as a Profession Practicum

### 6. Energy

### 7. Finance

#### Business Accounting

07.44130 Introduction to Business & Tech.  
07.42600 Financial Literacy  
07.41100 Principles of Accounting I (NPHS)

#### Financial Services

07.44130 Introduction to Business & Tech.  
07.42600 Financial Literacy  
07.43100 Banking, Investing & Insurance (HHS)

### 8. Government and Public Administration

#### JROTC Air Force

28.01100 Aerospace Science: Leadership 100  
28.01200 Aerospace Science: Leadership 200  
28.01400 Aerospace Science: Leadership 300  
28.01600 Aerospace Science: Leadership 400  
28.01920 Aerospace Science: Corps Management  
28.01930 Aerospace Science: Drill Only  
28.01940 Aerospace Science: Senior Project  
28.01900 Aerospace Science: Honors Ground School

(EPHS)

#### JROTC Army

28.03100 JROTC Army Leadership Ed 1  
28.03200 JROTC Army Leadership Ed 2  
28.03300 JROTC Army Leadership Ed 3  
28.03400 JROTC Army Leadership Ed 4  
28.03500 JROTC Army Leadership Ed 5  
28.03600 JROTC Army Leadership Ed 6  
28.03700 JROTC Army Leadership Ed 7  
28.03800 JROTC Army Leadership Ed 8 (HHS-NPHS-PCHS-SPHS)

### 9. Health Science

#### Therapeutic Services - Allied Health and Medicine

25.52100 Introduction to Healthcare Sci  
25.44000 Essentials of Healthcare  
25.43700 Allied Health and Medicine (EPHS-PCHS)

#### Biotechnology Research and Development

25.52100 Introduction to Healthcare Sci.  
25.57000 Essentials of Biotechnology  
25.56900 Application of Biotechnology (PCHS)

#### Therapeutic Services - Patient Care

25.52100 Introduction to Healthcare Sci.  
25.44000 Essentials of Healthcare  
25.43600 Patient Care Fundamentals (HHS-NPHS-PCHS-SPHS)

#### Therapeutic Services - Sports Medicine

25.52100 Introduction to Healthcare Sci.  
25.44000 Essentials of Healthcare  
25.44600 Sports Medicine (HHS-NPHS-PCHS)

### 10. Hospitality and Tourism

#### Culinary Arts

20.53100 Introduction to Culinary Arts  
20.53210 Culinary Arts I  
20.53310 Culinary Arts II (EPHS-NPHS-PCHS-SPHS)

#### Sports & Entertainment Mkt

08.47400 Marketing Principles  
08.47800 Intro to Sports & Entertainment Marketing  
08.48500 Adv Sports & Entertainment Marketing (NPHS)

### 11. Human Services

#### Personal Care Services - Cosmetology

12.54400 Intro to Personal Care Services  
12.41000 Cosmetology Services II  
12.41100 Cosmetology Services III (EPHS-HHS-NPHS-PCHS-SPHS)

### 12. Information Technology

#### Web and Digital Design

11.41500 Intro to Digital Technology  
11.45100 Digital Design  
11.45200 Web Design (EPHS-HHS-NPHS-PCHS)

### 13. Law, Public Safety, Corrections and Security

#### Law Enforcement Services - Criminal Investigations

43.45000 Intro. to Law, Public Safety, Corrections, and Security  
43.45100 Criminal Justice Essentials  
43.45300 Criminal Investigations (HHS-NPHS-PCHS-SPHS)

### 14. Manufacturing

### 15. Marketing

#### Marketing and Management

08.47400 Marketing Principles  
08.44100 Marketing & Entrepreneurship  
08.44200 Marketing Management (EPHS-NPHS-SPHS)

### 16. Science, Technology, Engineering, and Mathematics

#### Engineering Drafting and Design

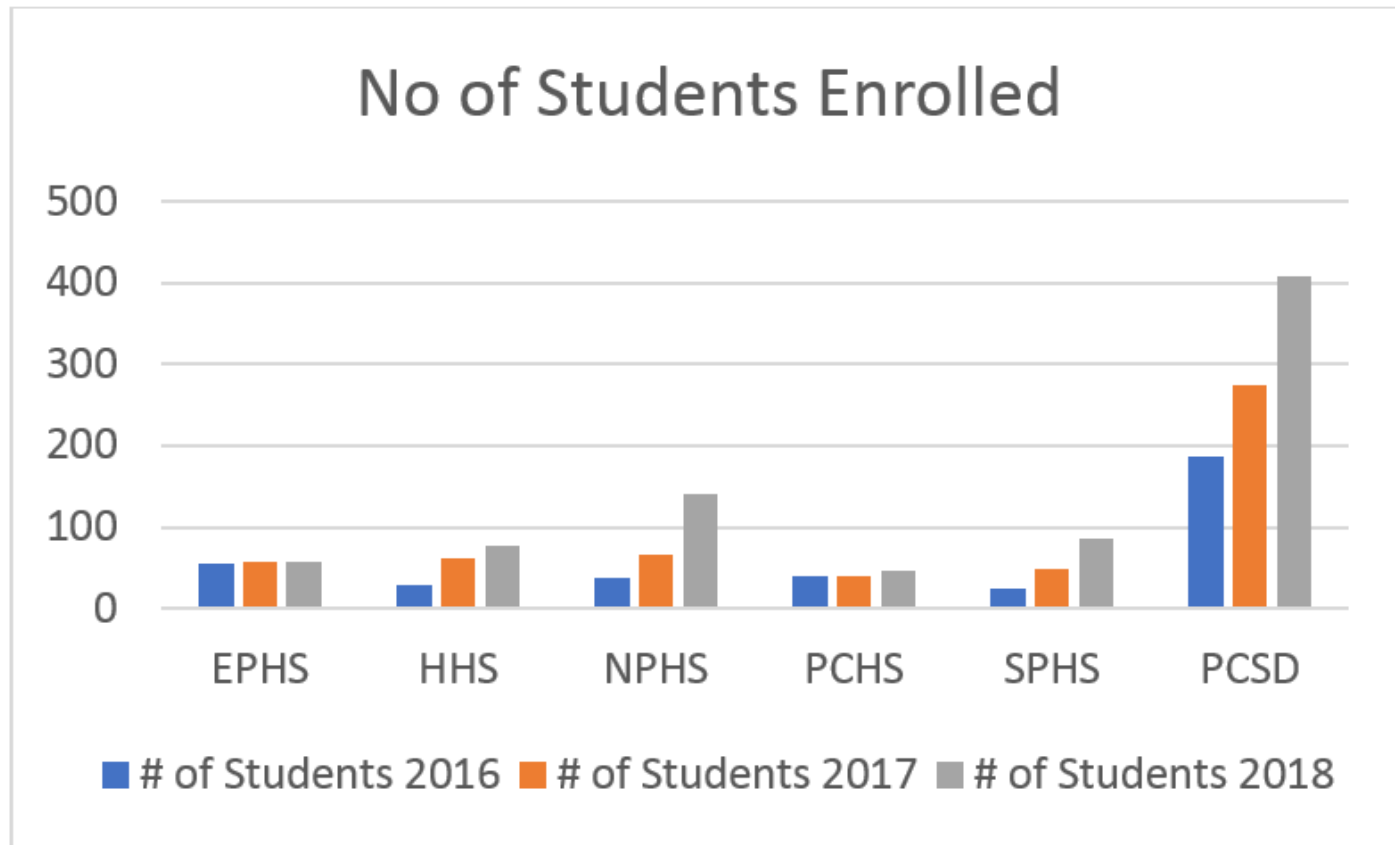
48.54100 Introduction to Drafting and Design  
48.54200 Survey of Engineering Graphics  
48.54300 3-D Modeling and Analysis (HHS)

### 17. Transportation, Distribution and Logistics

#### Automobile Maintenance and Light Repair

47.53100 Basic Maintenance and Light Repair  
47.53210 Maintenance and Light Repair 2  
47.53310 Maintenance and Light Repair 3 (EPHS-HHS-NPHS-PCHS-SPHS)

# Dual Enrollment Chart



# The Career Fair of the Future



- Randall Redding,  
R. K. Redding Construction, CEO

*“ Workforce Development is one of the most important issues facing industries today. YouScience allows students’ to identify careers that ‘best-fit’ their natural abilities and interests, and make more informed educational decisions. ”*

1 – low, 5 – high	
Overall Agenda	4.20
CTC Admissions and Financial Aid	4.22
Overall Program Sessions	4.33

Favorite Program Session	# of students
Healthcare	33
Technology	21
Construction	19
Advanced Manufacturing	17
None	2
No Response	3

Question:	% Yes
I learned something about attending technical college.	99%
I learned about jobs in my community.	93%
I will consider attending CTC after high school graduation.	84%
Because of my YouScience results I have a better understanding about how my abilities/aptitudes align with selected career fields.	85%

# Thank you!

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