

Employers and Schools Partner Together to Improve Student Outcomes

Paulding County, R.K. Redding Construction, and YouScience

Construction, much like manufacturing and technology industries need's to inspire and engage students in high school in order to fill their talent supply. Local construction firms and national organizations like The Associated General Contractors of America have been investing millions of dollars in workforce development initiatives to attract students earlier. Randall Redding of R. K. Redding Construction (RKR) was introduced to YouScience and saw an opportunity to increase high school students' workforce readiness.



- 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. ”

Career Fair of the Future:

Paulding High School seniors were identified for high growth industries such as Technology, Construction, Manufacturing and Health Care based on their YouScience high-aptitude fit results for these careers. Students were then invited to a career fair where they were individually matched to their high-fit industries. Company representatives and Chattahoochee Tech Professors were in the classroom to share certification requirements, career and salary potential, and opportunities for these students who were about to graduate high school.

30% of attending students' applied for Chattahoochee Tech on the SPOT!

Working with Paulding Schools Superintendent Cliff Cole, RKR sponsored students across all 5 District High Schools to take the YouScience Profile. The resulting partnership not only helped those students find their best-fit career opportunities, but created the next generation Career Fair.

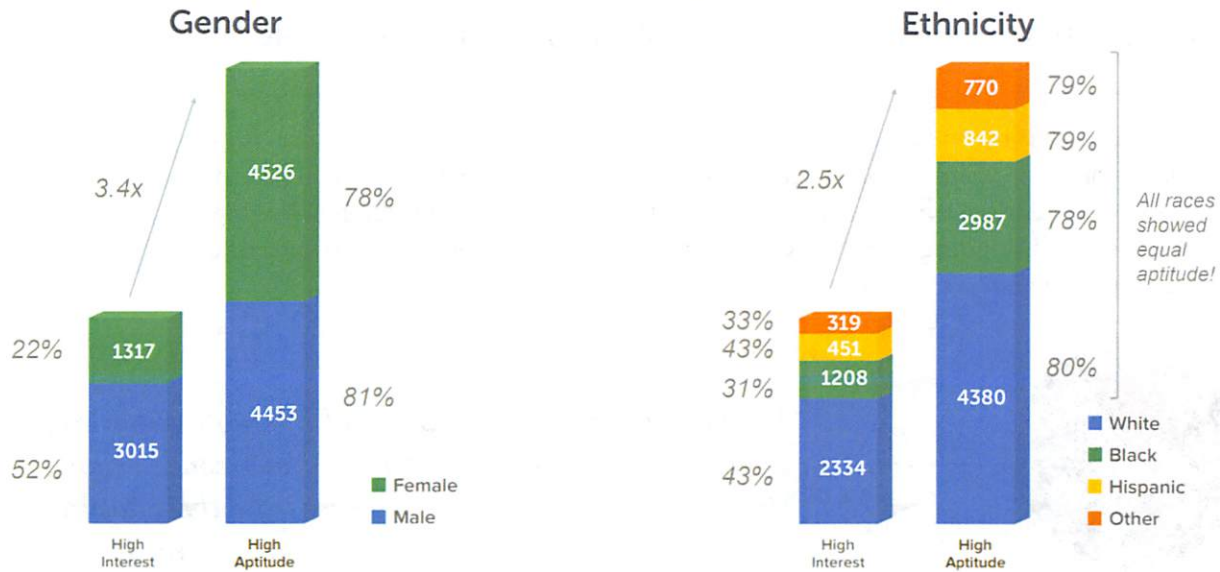
See “[The Career Fair of the Future](#)”.

Given YouScience's success with students, RKR has more young talent interested than ever before in shadowing and internships. RKR sponsored several other high schools in Northwest Georgia (including Douglas County Schools and Bremen High School), they have developed a construction training program, and donate leftover construction materials to schools. Their goal is to help build a larger, more diverse workforce for the construction industry, and help other industries that face critical labor shortages.

For more information about YouScience,
visit: www.YouScience.com

Georgia Students Have The Talent For High Demand Careers!

Based on a statewide study by YouScience, over 78% of Georgia students have a high aptitude fit for high demand careers in industries such as Technology, Construction, Manufacturing and Health Care. The results also show that talent is equal across race, gender or socio-economic status. High School females demonstrated 3.4x higher aptitude vs interest fit for these careers. African American high school students' showed 2.5x more aptitude vs interest fit. These charts represent the exposure gap that exists with students and how it is more pronounced among female and minority students. CTE, dual degree, and work study programs can close these exposure gaps if students enter programs of study that leverage their natural abilities and interests.



What is YouScience?

The YouScience Profile gives student's hope, direction, and expands your vision of opportunities. Unlike interest tests of old, YouScience uses fun, engaging 'brain games' to capture real measures of aptitudes (natural abilities most important to career choice). YouScience then translates student's talents into real world high demand careers.

It's Been Proven

The Georgia Governor's Office of Student Achievement (GOSA) conducted a 3rd party study on YouScience's effectiveness. The results showed statistically significant increases across all 5 areas measured, (eg. self-awareness, career exploration, intent to persist etc.) The impact was particularly pronounced among female students and students from low socio-economic backgrounds.

Interest Surveys Steer Students Away From The Economy

86% of the top 50 most frequently recommended careers by interest only methods are concentrated in Arts & Entertainment, Education, Social Services Management, Social Work, and Life Sciences. In contrast, only 26% of the top 50 most frequent aptitude based career recommendations were in these industry groups.

Aptitude based career recommendations more effectively directed student's talents to best-fit careers, and the needs of the economy. 56% of the career recommendations align with the Governor's High Demand High Growth initiative. Providing students with career recommendations based on their aptitudes and interests, more effectively directs students toward high growth careers and areas that maximize their individual potential.

