

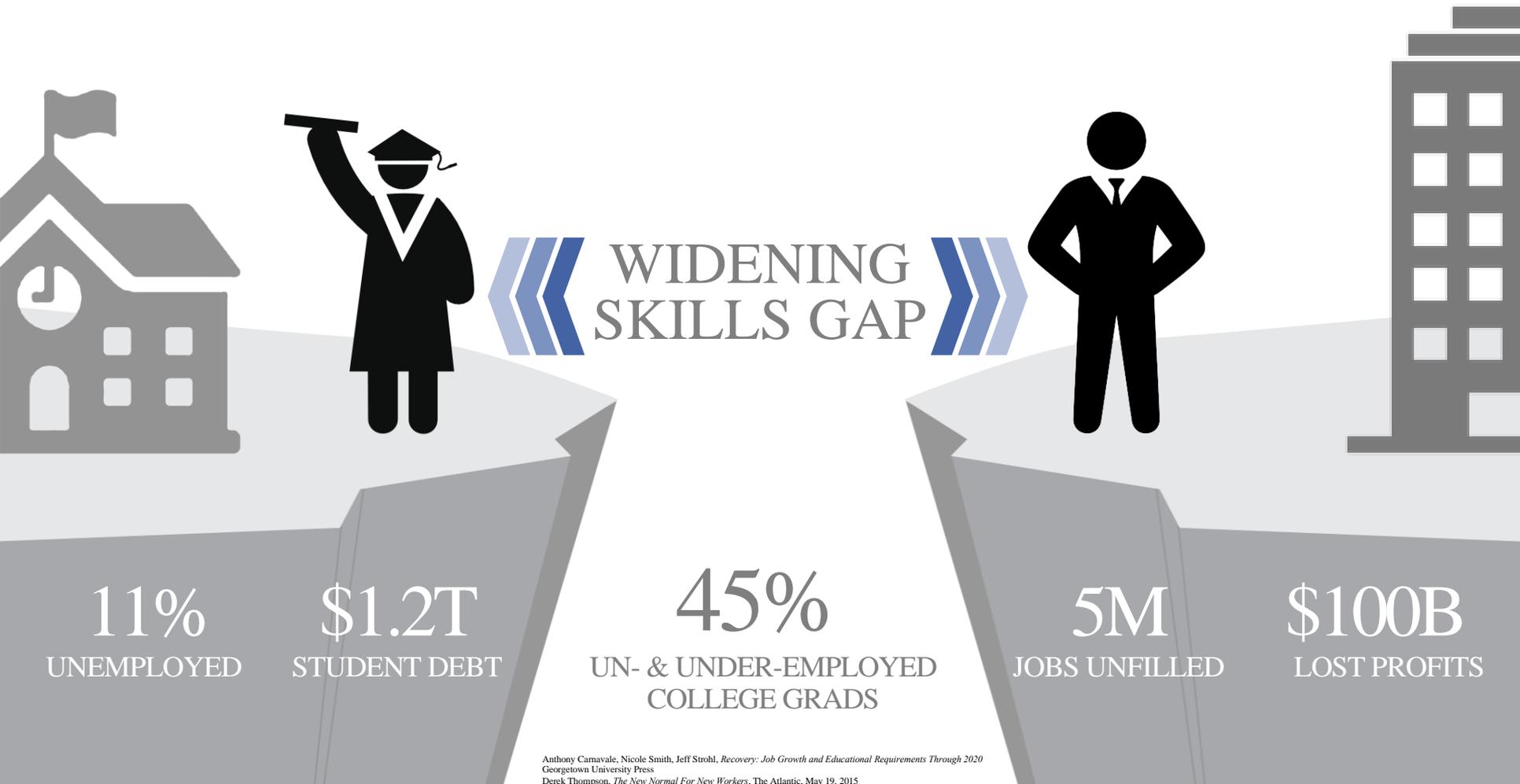


Solving America's Workforce Gap

YouScience Introduction

The Problem- America's Skills Gap

Student interests and employer needs are out of sync



Anthony Carnavale, Nicole Smith, Jeff Strohl, *Recovery: Job Growth and Educational Requirements Through 2020* Georgetown University Press
Derek Thompson, *The New Normal For New Workers*, The Atlantic, May 19, 2015

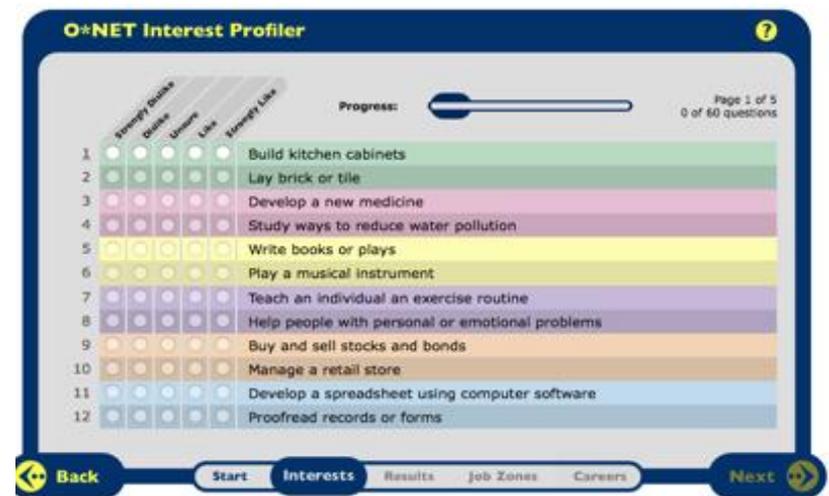
The Cause- Misdirecting Talent

Schools Measure For
Academics, Not Talent
GPA, ACT, SAT...



Yet, everyone knows
100% of these students have talents
And our nation's economy needs everyone

Interest Only Surveys
Direct Students Away from the
Economy



Lack of Career Exposure
Particularly Hurts Urban, Rural, Poor, Minority, and
Female Students- Most Americans

Rank	Career	Total
1	Special Effects Technician	443
2	Animator	402
3	Fashion Designer	372
4	Artist	353
5	Potter	331
6	Sign Maker	326
7	Craftsperson	319
8	Director of Photography	313
9	Costume Designer	290
10	Singer	289
11	Medical Illustrator	278
12	Actor	278
13	Composer	268
14	Set Designer	267
15	Graphic Designer	261
16	Cartoonist	257
17	Musician	257
18	Professional Athlete	254
19	Industrial Designer	252
20	Desktop Publisher	242
21	Housekeeper	238
22	Nursery/Greenhouse Grower	227
23	Comedian	220
24	Gerontologist	218
25	Acting Instructor	216

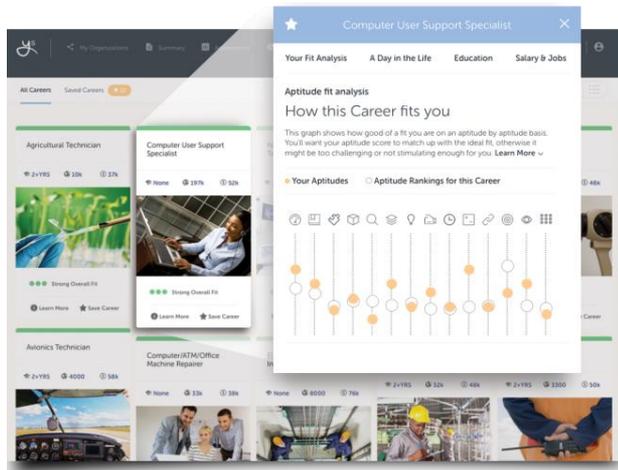
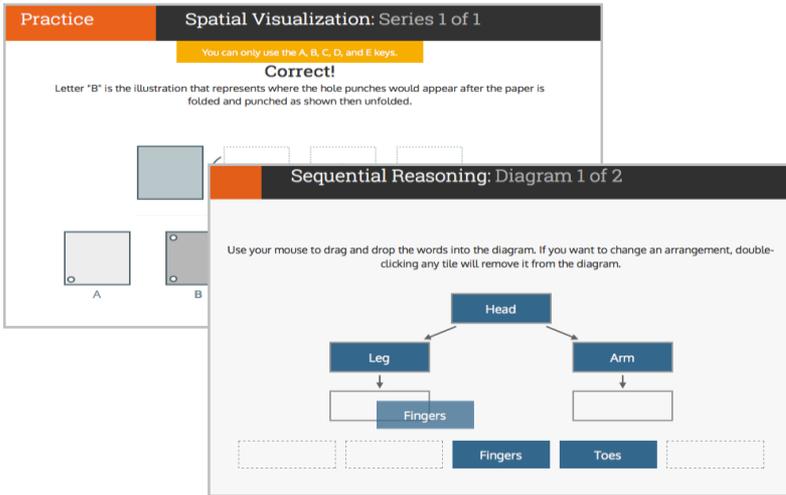
Interest-Only Surveys Limit Opportunity

Interest-only career recommendations can potentially **guide students away** from high-demand careers

Interest-only surveys are not only incomplete, but damaging when done as standalone surveys - particularly among populations with limited exposure to other possibilities

How We Solve It- Revolutionary Career Guidance

We use 'brain games' to capture real measures of aptitudes.



- ✓ **Proven Science:** Leverages over 45+ years of aptitude research. (Ball Foundation)
- ✓ **Uncovers Talent:** Proprietary algorithm combines real measures of aptitudes and interests to generate career matches. (HUMRRO)
- ✓ **Validated:** State of Georgia Governor's Office (GOSA) conducted third party analysis across 51 high schools in GA. Statistically significant positive improvement post vs. pre in all dimensions measured.
- ✓ **Produces Reliable Data:** Real measures of aptitudes create a unique talent oriented view of students.

How It Works And What Students Get

Brain games measure natural talent

Practice Spatial Visualization: Series 1 of 1

You can only use the A, B, C, D, and E keys.

Correct!

Letter "B" is the illustration that represents where the hole punches would appear after the paper is folded and punched as shown then unfolded.

Sequential Reasoning: Diagram 1 of 2

Use your mouse to drag and drop the words into the diagram. If you want to change an arrangement, double-clicking any tile will remove it from the diagram.

```

    graph TD
      Head --> Leg
      Head --> Arm
      Leg --> Fingers
      Arm --> Toes
  
```

Affirmative, personalized feedback

Spatial Visualization

You have a knack for imagining things in 3D. We call you a "3D Visualizer".

What is Spatial Visualization?

tion is the ability to look at a two-dimensional figure and visualize what it looks like in three dimensions. The ease with which you mentally arrange objects and spaces with ideas and abstract processes in your daily thinking. It affects how you

Customer career matches and Detailed data on 500 careers

- Profile access for 10 years
- Accessible online or by smartphone
- Best career guidance available with real, actionable results

Software Quality Assurance Engineer and Tester

Computer User Support Specialist

Your Fit Analysis A Day in the Life Education Salary & Jobs

Aptitude fit analysis
How this Career fits you

This graph shows how good of a fit you are on an aptitude basis. You'll want your aptitude score to match up with the ideal fit, otherwise it might be too challenging or not stimulating enough for you. [Learn More](#)

Your Aptitudes Aptitude Rankings for this Career

Tennessee: Projected job openings: 500 Average growth rate for all careers: 6.5% Growth rate: 9.4%

Salary Guide (Based on U.S. National average): \$34k \$70k \$108k Positions Held: 6k in 2022 2.25k in 2020 2.25k

Economic Development Pilot in Georgia

Academic Year 2015 - 2016

Geography

- State of Georgia Public Schools

Demographics

- 11,392 students (93% from 10th-11th grades)
- 51 high schools
- 40 counties (Rural, Urban, and Suburban)

Summary Statistics

- 51.7% Female
- 51.7% Minority
- 52.5% Free or reduced price lunch

YouScience Aligns Labor Supply and Demand

Interest Surveys Steer Students
Away From the Economy



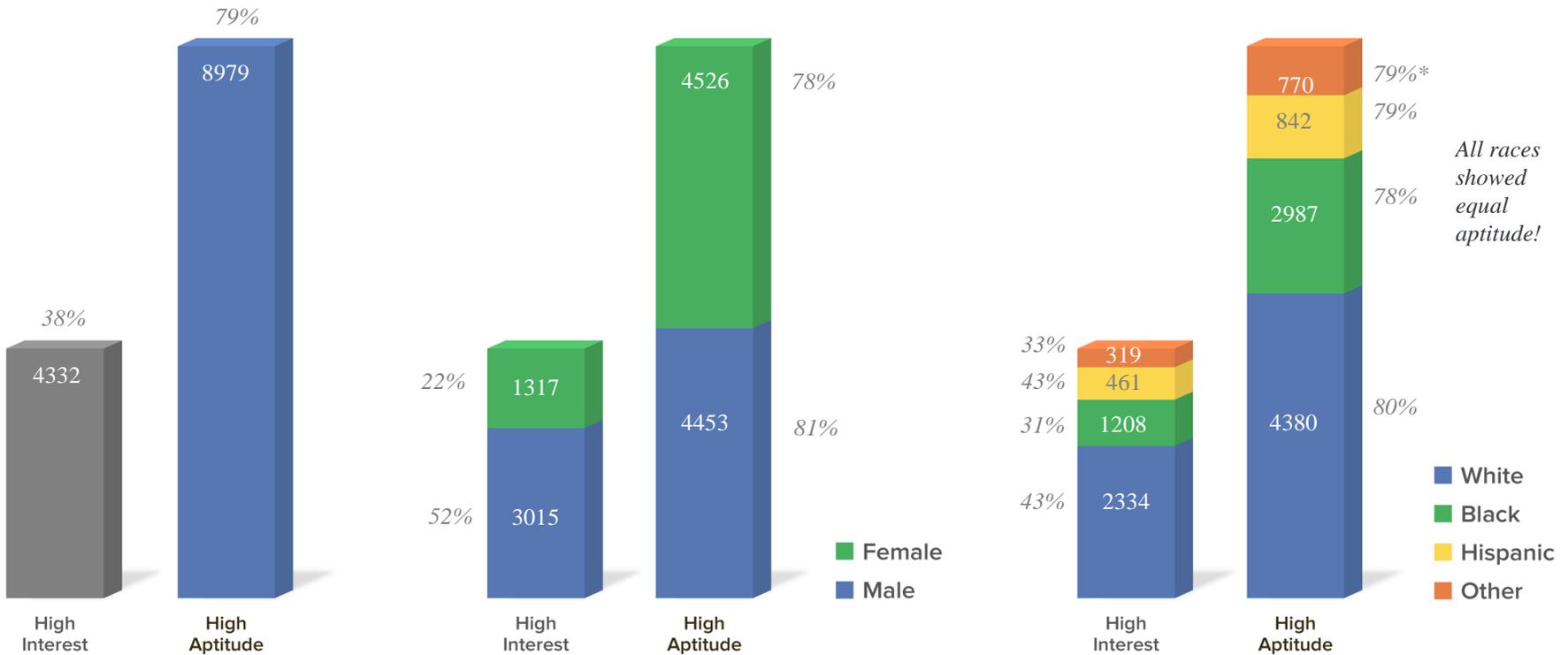
Aptitudes Align Talent
with High Demand Jobs



Analysis of Top 50 Most Frequent Career Recommendations Made to 11,478 Georgia public school students based on Aptitudes and Interests

YouScience Uncovers Talent Equally Across Race, Gender, and Socio-Economic Boundaries

Fit for high-demand careers in 4 key industries:
Technology, Manufacturing, Construction, Healthcare



Identified 2.1x the number of youth with a high aptitude fit for key industries than traditional interest surveys

Identified 3.4x the number of females with a high aptitude fit for key industries than traditional interest surveys

Identified 2.5x the number of black youth with a high aptitude fit for key industries than traditional interest surveys

**Shows percentage of the total corresponding sub-population*

Aptitudes Reveal Talent Aligned with the Economy

The Atlanta Public Schools Gifted Program gave YouScience to a pilot group of 54 students

Demographics

Gender		Race/Ethnicity		School	
Female	37	Black	31	Benjamin Elijah Mays High School	10
Male	17	White	18	Booker T. Washington High School	3
Total	<u>54</u>	Hispanic	2	Carver Early College	15
		Asian	1	Frederick Douglass High School	5
		Other	2	Henry W. Grady High School	12
			<u>54</u>	North Atlanta High School	9
					<u>54</u>

Best Career Fits

High Aptitude Fit Careers	
Careers	Aptitude Fit
Mechatronics Engineer	12
Electronics Engineer	9
Food Scientists and Technologist	8
Geographic Information Systems Technician	7
Remote Sensing Technician	7
Agricultural Engineer	6
Aquacultural Manager	6
Computer Systems Analyst	6
Energy Engineer	6
Industrial Production Manager	6
Materials Scientist	6
Nuclear Engineer	6
Wind Energy Engineer	6
Aerospace Engineering and Operations Technician	5
Construction Manager	5
Geospatial Information Scientist and Technologist	5
Industrial Engineer Technician	5
Advanced Practice Psychiatric Nurse	4
Computer Network Architect	4
Computer Systems Engineer/Architect	4

High Interests Fit Careers	
Careers	Interest Fit
Public Relations Specialist	13
Director	12
Music Director	11
Training and Development Manager	11
Broadcast News Analyst	10
Social and Community Service Manager	10
Arbitrator/Mediator/Conciliator	9
Casting Director	9
Preschool and Childcare Education Administrator	9
Public Relations and Fund-Raising Manager	9
Elementary and Secondary School Education Administrator	8
Producer	8
Agent or Business Manager for Actors, Singers, or Athletes	7
Interior Designer	7
Preschool Teacher	7
Secondary School Teacher	7
Child/Family/School Social Worker	6
Clinical Psychologist	6
Copy Writer	6
Creative Writer	6

Reports to Identify Talent

Counselors and employers have the reporting necessary to identify talent

Top 10 Careers paths related to Web and Digital Design

	OSOC	Career Title	Total Education Needed	Aptitude Fits	Interest Fits
1	15-1151.00	Computer User Support Specialists	<1 Year	22	1
2	15-1199.01	Software Quality Assurance Engineers and Testers	4+ Years	17	0
3	15-1143.01	Telecommunications Engineering Specialists	4+ Years	16	12
4	15-1133.00	Software Developers, Systems Software	4+ Years	15	2
5	15-1122.00	Information Security Analysts	4+ Years	14	1
6	15-1199.12	Document Management Specialists	4+ Years	14	0
7	11-3021.00	Computer and Information Systems Managers	4+ Years	11	3
8	15-1134.00	Web Developers	2+ Years	10	1
9	15-1199.04	Geospatial Information Scientists and Technologists	4+ Years	8	4
10	15-1131.00	Computer Programmers	4+ Years	7	2
Total				134	26

Legend

■	= High Aptitude Fit
●	= High Interest Fit
■●	= High Aptitude and Interest Fit

High Aptitude / Interest Fit Candidates for Web and Digital Design

User Data					Candidate Careers Fit Data									
User ID	Institution	Gender	Race		1	2	3	4	5	6	7	8	9	10
TOTAL APTITUDE FITS					22	17	16	15	14	14	11	10	8	7
TOTAL INTEREST FITS					1	0	12	2	1	0	3	1	4	2
1	20889	Taylor CT HS	m	black	■		●			■				
2	20892	Taylor CT HS	m	asian		■				■				
3	20894	Taylor CT HS	m	white		■	●							
4	20896	Taylor CT HS	m	black			●				●			
5	20897	Taylor CT HS	m	white			●							
6	20899	Taylor CT HS	m	white	■									
7	20906	Taylor CT HS	f	white	■	■	■	■	■	■	■		■	■
8	20907	Taylor CT HS	f	other								■		
9	20908	Taylor CT HS	f	black	■	■				■				

Differential Value for Educators

- Secondary curriculum planning
 - CTE
 - College & Career Academy
 - Dual Enrollment
- Post-secondary matriculation & completion
 - Community & Technical college
 - 4 year college optimization

**YouScience will be available to all schools
in the State of Georgia
Academic Year 2017 - 2018**

**Schools across GA are locking in
implementation dates so Contact Us NOW**

**YouScience Contact
Martine Mahoney
martine@youscience.com**



Solving America's Workforce Gap

YouScience Introduction