

MISSION

By engaging students in career exploration as early as middle school, we can provide the necessary supports to help students know themselves, know their options, and make informed choices about their education.



PROBLEM STATEMENT

Too many students don't successfully pursue education or skills training after high school limiting their opportunities for long-term success

CURRENT SITUATION

- Most middle school students have limited knowledge of personal characteristics, interests, aptitudes and skills and how they relate to postsecondary career options
- Most early high school students have a shallow understanding of how school relates to postsecondary education and career goals and limited awareness of the requisite knowledge and skills
- 70% of students of high school graduation age drop out or are not expected to complete a postsecondary degree on time

ASSUMPTIONS

- Earlier intervention, e.g., middle school, has the greatest potential for impact
- Our programming will reach all students in our mission space



IF ASA ...

- Provides middle and high-school students direct access to high quality content, resources, and services focused on career and college exploration, experimentation and execution
- Collaborates across the organization to expand the adoption of proven content and tools, innovates and tests new product and service ideas, and reaches a broader audience of students through a diverse set of channels
- Uses research, evaluation, and outcomes measurement from direct-to-student interactions to inform partner strategy, product innovation, and thought leadership
- Has a balanced portfolio of partners that:
 - Increases ASA's reach to broader numbers of students,
 - Invests in high-potential interventions
 - Strengthens the quality of college and career interventions through engaging, experimenting, and executing for middle and high school students
 - Regularly evaluates outcomes of all interventions to assess portfolio effectiveness
- Uses our vantage point to align market players as an aggregator and bring initiatives to scale
- Increases the visibility of ASA as a thought leader by:
 - Investing in high profile initiatives
 - Driving direct advocacy
 - Maintaining and promoting a point of view on the most critical interventions and conversations



THEN...

- An increasing number of middle and high school students across all populations will:
 - Participate in career exploration and experiential learning opportunities
 - Be aware of career and postsecondary education options
 - Leave high school with an actionable plan they are committed to
- New and innovative interventions available to students will be backed by evidence
- There will be positive changes in policy, procedures and administrative rules
- Public and private investment for career and postsecondary education options will increase

- Programs increasing engagement are a necessary precursor of deeper program impact
- Depth and scale are not mutually exclusive
- Multiple approaches are required to achieve our mission

- Improving access to career exploration, experiential learning and postsecondary education funding are key components to ensuring kids are aware of their education and career options and help them graduate with a plan that will lead to improved college and career outcomes