



American Student Assistance Grants \$1.2M to Bring World of Work Program to Over 33,000 Students in the San Diego Area

Thirty-eight schools in Vista Unified, La Mesa-Spring Valley and Grossmont Union school districts to deliver career-focused research-based program

BOSTON – June 4, 2019 – American Student Assistance® ([ASA](#)), a national nonprofit, announced today a \$1.2 million grant to fund 38 schools in three districts in the San Diego area to participate in the [World of Work](#) (WoW) program. WoW was developed in the Cajon Valley Union School District, in partnership with University of San Diego, to provide students in grades K-12 with opportunities to identify their individual strengths, interests and values to explore their career options.

Recipients of the three-year grants from ASA®:

- Grossmont Union High School: Grades 9-12 across 10 schools, reaching 16,532 students and 962 teachers
- La Mesa-Spring Valley Schools: Grades TK-8 across 23 schools, reaching 12,100 students and 500 teachers
- Vista Unified School District: Grades 6-8 across five schools, reaching 4,552 students and 229 teachers

These San Diego-area schools will use the grant funding to implement the WoW program, helping students learn about a variety of career options through hands-on experiences integrated into their regular classroom curriculum. Districts will train teachers to implement the comprehensive, evidenced-based curriculum that includes: virtual field trip opportunities, robust outcomes measurement, and complete online student and teacher resources.

“WoW is well-aligned with ASA’s commitment to helping students explore career options early in their education journey so they can find their paths and plan for their futures,” said **Jean Eddy, President and CEO**. “We’re delighted to help scale the World of Work initiative in southern California to prepare young people for the important choices they will make after high school.”

WoW has been implemented in 27 schools over the past two years. It has attracted attention worldwide from educators and workforce development professionals who embrace the program’s focus on early exposure and self-awareness aligned to career paths.

“ASA’s mission to help students know themselves, know their options, and make informed decisions to achieve their education and career goals is exactly what the World of Work is designed to do,” said **David Miyashiro, Ed.D., Superintendent, Cajon Valley Union School District**. “We’ve seen a significant increase in student self-awareness and articulation of possible future selves in relation to career aspirations. This scale-up and research partnership is how we can reverse the trends of \$1.5 trillion in student loan debt and the more than 50 percent college dropout rate.”

“Our partnership with ASA, and their financial support, will help our students expand understanding of their career strengths and interests,” said **Tim Glover, Superintendent, Grossmont Union High School District**. “For more than 50 years, Grossmont's award-winning Career Technical Education programs have provided students valuable knowledge and skills through a variety of instructional and work-based learning activities. The addition of the World of Work curriculum will assist our students to make better informed decisions about their college and career pursuits.”

“We are very excited to partner with ASA and the WoW community in a commitment to more clearly aim the academic journey toward a fulfilling life and career,” said **David Feliciano, Superintendent, La Mesa-Spring Valley Schools**.

“It is truly an honor for Vista Unified to be included in a project that makes such a deliberate connection between students and career options, with a laser focus on the individual strengths, interests and values of each child,” said **Matt Doyle, Ed.D., Assistant Superintendent, Vista Unified School District**. “The WoW program is poised to directly take-on and eliminate the opportunity gap many of our students face as they prepare for an increasingly complex world of work.”

About American Student Assistance® (ASA)

American Student Assistance® (ASA) is a national nonprofit committed to helping kids know themselves, know their options, and make informed choices to achieve their education and career goals. ASA® has a 60-year legacy of working directly with students to increase their access to higher education through loans and financial education. ASA has turned its experience into impactful solutions for kids in middle, high school, and beyond to help them pursue their dreams. To learn more about ASA's commitment, visit asa.org