



CONNECT INDUSTRY + EDUCATION

# Turn Ohio's talent into the workforce of tomorrow

Ohio students have the talent the state economy needs. Education and industry leaders must work together to build a diverse and sustainable talent pipeline. YouScience makes this possible. As America's only integrated education and workforce development platform, we create a bridge between education and industry to power economic growth.

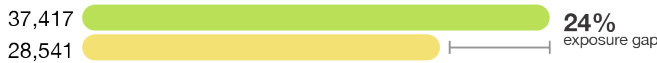
## 1. Uncover Ohio students' aptitudes for in-demand careers

Ohio students have the aptitude for in-demand careers in industries vital for Ohio's future including Computers & Technology, Advanced Manufacturing, Agriculture & Natural Resources, and Health Science. However, they lack exposure and, as a result, are not pursuing these careers in adequate numbers. YouScience expands career exposure by helping students see how their aptitudes and interests lead to in-demand careers.

### Computers & Technology



### Health Science



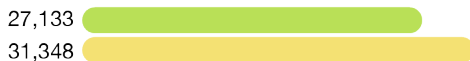
### Agriculture & Natural Resources



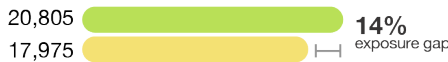
### Advanced Manufacturing



### Arts & Media



### Engineering



### Teaching



### Architecture & Construction



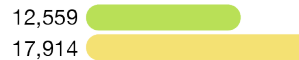
### Finance



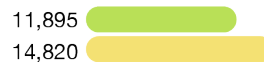
### Distribution & Logistics



### Sales & Marketing



### Business



### Law & Public Safety



### Human Services



### Hospitality & Tourism

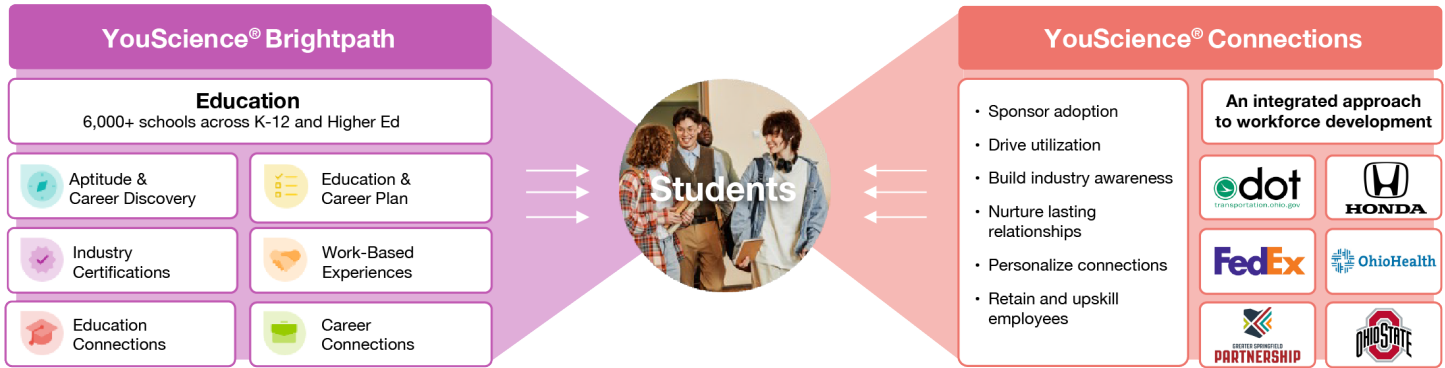


### Government & Public Administration



Aptitude  
Interest

## 2. Implement the nation's first integrated student success and workforce development platform



YouScience is the most effective way to help every Ohioan discover careers in which they will find success and connect those careers to local industry partners. We enable:

- 1. Career exploration with Brightpath:** Many students in Ohio have yet to discover their aptitudes and are uncertain about which career paths align best with their strengths. YouScience Brightpath helps every student make personalized, informed decisions to pursue the path that is best for them.
- 2. Industry engagement with YouScience® Connections:** Ohio benefits from a robust ecosystem that connects talent supply (via education) to demand (within industry). YouScience Connections helps identify and connect individuals with ultra-personalized career opportunities. It goes further by surfacing local or regional employers who are searching for specific in-demand aptitudes and skills. By bridging this gap, businesses have access to local, skilled talent—making local recruiting, investing, and expansion a sustainable reality.

YouScience helps more students, regardless of gender, race, or economic status, find their way to more CTE pathways. Greater CTE participation significantly increases graduation rates, and increases both middle and high school student engagement and hope in their future. (according to a 2023 Gallup study.<sup>2</sup>)

By addressing these challenges at their root cause and using YouScience's sustainable, longitudinal, career connected learning platform, we can create a more equitable and prosperous future for Ohio. Together, we can work towards closing the exposure gap and building pathways to success for every member of our community.

“We love this tool in Ohio because it benefits the entire workforce ecosystem: employers, job coaches, and job seekers. We cannot say enough positive things about YouScience.”

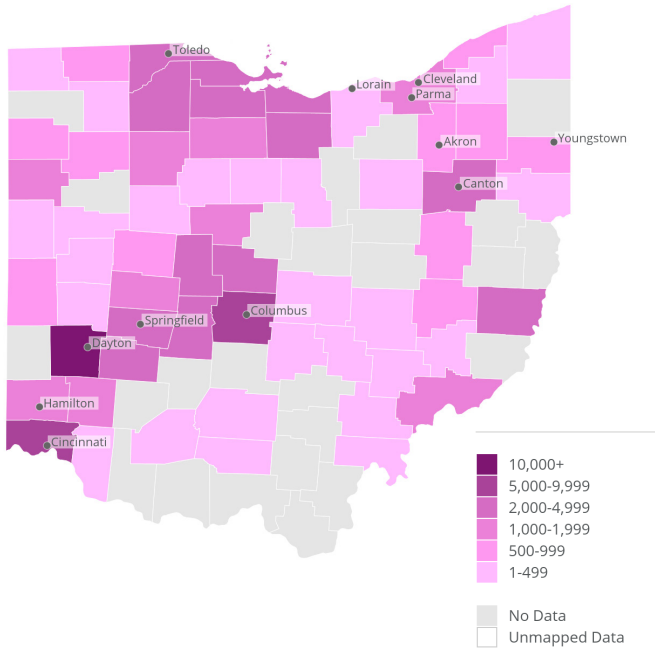
— Amy Dutton, Sr. Talent Strategy Manager, JobsOhio



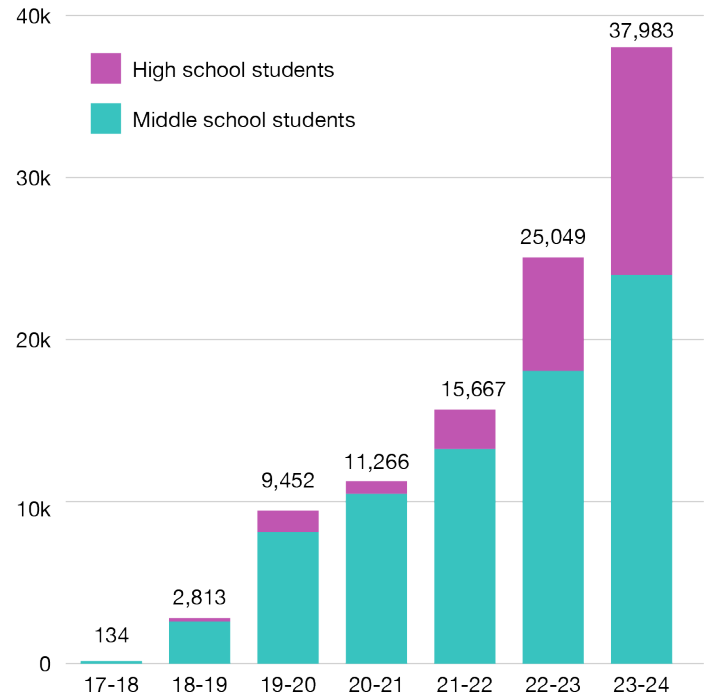
### 3. Activate consistent early engagement to build a larger, more diverse workforce

YouScience is growing in both usage and penetration, but more is needed to ensure that all Ohio students have the opportunity to participate in the workforce of tomorrow.

Usage of YouScience by county in Ohio (as of 03/24/2024)



Usage of YouScience by year in Ohio (as of 03/24/2024)



“This program is opening doors for our students. They’re learning that they have aptitudes for careers they may have never considered before. They can apply for internships with these local businesses and gain the skills needed to be hired when they graduate or know what majors to pursue in college.

— Robert Hill, Chief Executive Officer, Superintendent of Springfield City School District

#### About YouScience

YouScience® is America’s first integrated student success and workforce development platform and is the preferred choice of more than 7,000 educational institutions and millions of users nationwide.

Let’s partner to make YouScience work for Ohio