Finding BOTH/AND:
Promoting College and Career Readiness in K-12 Schools

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1. Go to college

2. Not U of Georgia
“I’m not sure I should go to college.”
Going to college ≠ Prepared for success

**COLLEGE ENROLLMENT**  
1970 – 2010

**EMPLOYMENT TO POPULATION RATIO FOR 16 – 24 YEAR OLDS**  
1949 – 2012

Young college grads are unemployed or underemployed

14 million

Jobs requiring post-secondary education will go unfilled in the next decade

1. Students aren’t leaving high school with the skills needed to succeed in the workforce

EMPLOYERS’ RATINGS OF HS/GED STUDENTS’ OVERALL PREPARATION FOR ENTRY LEVEL JOBS

- Excellent: 0.3%
- Adequate: 45.6%
- Deficient: 42.4%
- N/A: 11.7%

2. Students’ skills and knowledge are not aligned with job market’s needs

$1 trillion in student debt

6. Charley Stone, Carl Van Horn and Cliff Zukin, *Chasing the American Dream: Recent College Graduates and the Great Recession*, (John J. Heldrich Center for Workforce Development, Edward J. Bloustein School of Planning and Public Policy at Rutgers University, 2012), p. 10
PERCENT OF EMPLOYERS WHO RATED SKILLS AS “VERY IMPORTANT” VS. PERCENT OF COLLEGE GRADUATES RATED “EXCELLENT”

<table>
<thead>
<tr>
<th>Skill</th>
<th>Employers Rating</th>
<th>Graduates Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Writing in English</td>
<td>16%</td>
<td>90%</td>
</tr>
<tr>
<td>English Language</td>
<td>26%</td>
<td>88%</td>
</tr>
<tr>
<td>Reading Comp</td>
<td>26%</td>
<td>87%</td>
</tr>
<tr>
<td>Math</td>
<td>18%</td>
<td>64%</td>
</tr>
<tr>
<td>Science</td>
<td>15%</td>
<td>33%</td>
</tr>
</tbody>
</table>

3. The notion that students should move from high school into full-time college is not feasible for most

25% of college students attend full-time, four-year residential schools.

Teens who work or enroll in career exploration programs have:

• Higher test scores
• Better grades
• Lower dropout rates
• Better postsecondary enrollment rates
• Lower teen birth rates
• Are less involved in the criminal justice system
Year Up Students

Gender
58% Male 42% Female

Race
61% Black 19% Hispanic/Latino 5% Asian 10% Other 5% White

High School Diploma vs. GED
85% High School Diploma 15% GED

Prior College Experience
46% Some College Experience 54% No College Experience
Year Up Students

Percent of Year Up Students in Selected Readiness Categories

- Financial Risk: 41%
- Family Risk: 33%
- Parents: 14%
- Homeless: 9%
- Criminal Record: 6%
EDUCATION
- Technical skills training
- Professional skills training
- College credits
EDUCATION
Technical skills training
Professional skills training
College credits

EXPERIENCE
Professional internships
**EDUCATION**
- Technical skills training
- Professional skills training
- College credits

**EXPERIENCE**
- Professional internships

**GUIDANCE**
- Signed work contracts
- Customized transition programs
EDUCATION
- Technical skills training
- Professional skills training
- College credits

SUPPORT
- Mentors
- Tutors
- Staff Advisors
- Educational Stipend

GUIDANCE
- Signed work contracts
- Customized transition programs

EXPERIENCE
- Professional internships
RECOMMENDATIONS FOR THE K-12 SPACE
1. Establish what it means to be BOTH college AND career ready

At Year Up, success is:

- **85% of alumni** employed or in school full-time
- **Within 4 months** of completing Year Up
- Earning an average of at least **$15/hr**
1. Establish what it means to be BOTH college AND career ready

Empowered

Professional

In – demand

Career ready
1. Establish what it means to be BOTH college AND career ready

*Career Readiness* means an individual has the requisite knowledge, skills, and experience in the academic, workplace, and personal domains to successfully navigate to completion an economically viable career pathway in a 21st century economy.
2. Develop clear standards and implement them within state curricula

**Challenge to TEACHERS:**

Make time to incorporate 4 career experiences into your teaching so your students understand what comes after high school
3. Strengthen ties between stakeholders

Corporations <-> Teachers

Employers <-> Students

Volunteers <-> Parents
3. Strengthen ties between stakeholders

**Challenge to ADMINISTRATORS:**

*Reduce the existing *barriers* that limit conversations between these stakeholders*
3. Strengthen ties between stakeholders

- Develop an **employer champion** group committed to organizing state-wide employer participation in career readiness programs

- Create and publicize a **toolkit** and **menu of opportunities** for employers, parents, schools, and other stakeholders

- Increase **volunteer, parental, and family involvement** by developing multiple opportunities to access information

- Maintain a **state-wide database** of the opportunities available to employers and schools
Challenge to COUNSELORS:

Help your high school students develop 6-year plans that focus on both college and career readiness
5. Incent schools to create/demonstrate comprehensive career readiness strategies

**Challenge to STATE:**

- Create and manage the deployment of 10 planning and implementation grants to incent the development of cohesive career readiness strategies
- Engage employers and stakeholders
- Increase availability of career readiness programs for students
6. Promote the importance of college and career readiness for all students

Challenge to ALL:

Shift the perceptions around what it takes for students to be both college and career ready
RECOMMENDATIONS FOR THE K-12 SPACE

1. Establish what it means to be BOTH college AND career ready
2. Develop clear standards and implement them within state curricula
3. Strengthen ties between stakeholders
4. Improve utilization of school counselors
5. Incent schools to create/demonstrate comprehensive career readiness strategies
6. Promote the importance of college and career readiness for all students
Q & A

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