Introduction to Career Cruising and Inspire Illinois 2015-2016
Our Mission

“To engage and inspire individuals of all ages to achieve their full potential in school, career and life.”
Our Impact

Career Cruising

Implemented in over 20,000 schools, centers and libraries.

Used in 50 States

10 Provinces

5 million page views everyday
The goal of Inspire is to bring career decision makers and local employers together to help individuals achieve their career goals and address the workforce development needs of our communities.
Key Needs in Illinois

Connect to the Future Workforce

- Develop skilled talent pipeline from local human resources
- Scale existing work-based learning and career-readiness programs
- Provide efficient points of contact between employers and future workforce
- Connect what’s happening in the classroom with current and projected needs
- Educate students, parents and educators about what employer’s need
- Convey regional occupation-specific information in terms of certifications, skills, training, requirements for employment
Making Connections is Hard

- Cost / Effort
- Infrastructure and Processes
- Awareness
- Safety
- Scalability
- Localization

Students and Adult Career Planners

Employers

Community Mentors
How Inspire Helps

Students and Adult Career Planners

Integrated Employer Profiles

Career Coach Mentors

Work-Based Learning Work-Flow

Targeted Messaging

Highly Visible Local Content

Tracking and Reporting

Employers

Community Mentors

Career Cruising
Inspire Features

- Connecting Education and Industry
  - Employer profiles
  - Career Coaches
  - Work-based learning experiences
  - Messaging tools
  - Local events
  - Social networking connection
With Career Coach discussion boards, students can ask questions of real working people in their community at any time.
A local database of work-based learning opportunities (internships, job shadowing, etc.) makes it easy for students to access the experiences they need.
Employer profiles help students understand what companies in their community have to offer and allow students and companies to connect in safe and secure ways.
Industry profiles give students and educators detailed information on industry subsectors, significant careers, wages and trends and other relevant information.
Localized Content

Inspire includes space for posting articles, local industry profiles, a calendar of events, etc.
Regional reporting tools provide education and workforce administrators with a clear picture of the future workforce’s career aspirations.
A new study of student data confirms that students using Futures for Kids (F4K):

• Make more progress than their peers, based on higher End-of-Course and End-of-Grade test scores.

• Results were especially strong in key STEM areas such as mathematics.

Duke University’s Center for Child and Family Policy found that:

• 91% of students surveyed agreed that Futures for Kids “helped me realize that I need to do well in school to get the kind of job I want”

• 88% were more excited about graduating from high school after working with Futures for Kids
Success Stories from NC

Last year, Carlos and Wendy were both seniors in high school, trying to decide what to do following graduation. Now, they are Bilingual Customer Service Representatives with Blue Cross and Blue Shield of North Carolina (BCBSNC), working in a dynamic environment where they can contribute their language skills while receiving such benefits as continuing education and tuition reimbursement.

Erick Andino is getting an Electronics Engineering Technology degree, and Progress Energy is paying for it. He is also getting invaluable on-the-job experience doing technical work at Progress Energy’s Nuclear Power plant—learning how to produce and send energy, working with and calibrating power breakers (which Erick says are “as big as refrigerators”) and assisting in keeping the plant working effectively.

It began freshman year, with the Futures for Kids (F4K) career assessment. At WF-Rolesville High School, educators use F4K to identify students assessing into 91 construction-related careers and invite them to apply to the Construction Technology Career Academy (CTCA). The students continue to revisit their career plans on F4K throughout high school, and the 75 Academy students completed a 180-hour internship for course credit to provide further relevance.
Key Inspire Benefits

• Scalable and efficient connections between career searchers, mentors, and employers improves functioning of the labor market
• Employers influence labor supply and build their talent pipeline by increasing the visibility of what they offer and what they need
• Career decision makers have access to vital community resources to help them develop career plans and put their plans into action
• Leverages existing career development activities happening in the classroom
• Levels the playing field by giving people of all backgrounds, in all areas of the state, equal access to mentors and relevant employers
• Reporting tools to give program administrators a clear view of the career aspirations of young people and the needs of employers
Inspire – Connecting Education and Industry

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