

# Introducing a better path

YouScience® Brightpath is a comprehensive, AI-driven academic and career advising platform designed to help students find their why, their path, and their purpose.

**1 million**

high school students  
drop out each year<sup>1</sup>

**85%**

of students are  
disengaged with school<sup>2</sup>

**75%**

of high school graduates  
feel unprepared for  
college or a career<sup>2</sup>

Despite billions of dollars in funding, education transformation still has a ways to go. But one thing is clear: we must re-engage students by making education relevant and purposeful, and by providing a clearer path to academic and career success.

[youscience.com/brightpath](https://youscience.com/brightpath)

## A better path forward

YouScience® Brightpath provides the essential foundation for student growth from discovery to actuality. It's the first academic and career advising platform—and the only performance-based measurement of aptitudes—designed for educators to create personalized pathways for students to excel in school and life.

Built on decades of data and powered by artificial intelligence, Brightpath enables all students to make purposeful decisions. With personalized guidance tailored to their goals, students are empowered to make better, more fulfilling decisions.

College enrollment and retention rates are dropping,<sup>3</sup> and American industry is crying out for skilled workers.<sup>4</sup> The Brightpath platform, helps you deliver important educational outcomes.



**Unlock  
personalized  
pathways**



**Boost  
student  
engagement**



**Improve  
CTE  
participation**



**Promote  
and advance  
DEI efforts**



**Certify  
students'  
skills**



**Connect  
real-world  
experiences**

<sup>1</sup> [nces.ed.gov/fastfacts/display.asp?id=16](https://nces.ed.gov/fastfacts/display.asp?id=16)

<sup>2</sup> YouScience, Post-Graduate Readiness Report, 2022

<sup>3</sup> [insidehighered.com/news/2021/09/15/new-federal-data-confirm-enrollment-declines](https://insidehighered.com/news/2021/09/15/new-federal-data-confirm-enrollment-declines)

<sup>4</sup> [web.manpowergroup.us/talent-shortage-solutions](https://web.manpowergroup.us/talent-shortage-solutions)



Our solution suite includes the following products:



### Aptitude & Career Discovery

Helps students discover their natural aptitudes, connecting them to highly personal and relevant pathways for success



### Education & Career Plan

Enables school counselors and students to collaborate as they plan school courses and a custom career development plan



### Data & Reporting

Utilizes real-time data and analytics to measure student success for classroom, school, and district-level reporting



### Industry Certifications

Validates educational outcomes for career and technical education (CTE) programs through industry-recognized certifications



### Work-Based Learning

Connects real-world employers with educational institutions so students can gain powerful, real-world experience



### Education Connections

Aligns students with higher-educational institutions that are matched to their individual aptitudes and interests



### Career Connections

Creates opportunities for students to work with local or regional employers matched to their specific talents and skills



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