



## STUDENT PREPAREDNESS

# Help students gain soft skills and career readiness so they can succeed in work and life

## CHALLENGE

Educators and schools lack a structured approach to durable soft skill development, relying on informal methods to prepare students for the workforce.

### 1. Lack of essential skills

Many students are graduating without essential soft skills, such as communication, teamwork, problemsolving, and adaptability, that are critical to thrive in today's workforce.

### 2. A focus on academics over workplace readiness

Traditional education often focuses heavily on academic knowledge, leaving a gap in preparing students for real-world workplace dynamics.

### 3. Negative employer feedback on readiness

Employers frequently report that new graduates lack the interpersonal and professional skills necessary to collaborate effectively, handle challenges, and succeed in diverse, fast-paced environments.

### 4. Lack of structured support

Students are not provided with a structured solution to develop soft skills.

### 5. Hoping skills develop informally

Schools rely on group projects, extracurricular activities, and in-class presentations to hope students gain the necessary skills.

## OPPORTUNITY

YouScience equips students with tools and data to **enhance self-awareness, self-advocacy, and emotional well-being**, which provide the basis for creating necessary soft skills employers require.

### Utilize personalized data to describe themselves

Students receive personalized statements for interviews, cover letters, and resumes through features like "Discuss Together."

### Enable confidence to excel in interviews

Mock interviews help students practice real-world scenarios, improving their ability to answer unexpected questions.

### Build stronger resumes and cover letters

Students learn to tell unique stories about their abilities, avoiding empty adjectives, and leveraging their personal strengths.

### Empower with direction and intentionality in career exploration

The 'Aptitude Wheel' and other tools prepare students for internships, work-based learning, and long-term employability.

# Integrate SEL into curriculum while balancing it with academic priorities



## CHALLENGE

There is no standardized approach for effectively integrating SEL into curriculum alongside academic requirements.

### 1. Balancing SEL with other priorities

Educators are struggling to implement SEL in their curriculum while balancing the growing academic demands placed on students.

### 2. Pressure to prioritize academics

Teachers often feel pressured to prioritize test scores and subject mastery, leaving little room for focusing on SEL.

### 3. Lack of SEL support for students

As a result, students may lack the support they need to develop SEL skills that are essential for building relationships, managing stress, and enhancing overall well-being.

### 4. No consistent SEL solution

Teachers often try to find ad hoc ways to address SEL, but there is no consistent approach across schools or classrooms.

## OPPORTUNITY

YouScience provides teachers with tools to **connect with students** on a **deeper, more relational level** using individualized insights from each student's profile.

### Enhanced student-teacher connections

Teachers can review student profiles and identify shared characteristics, creating unique points of contact for organic, meaningful conversations.

### Support beyond academics

The platform encourages teachers to take an interest in students beyond academics, fostering stronger student-teacher relationships.

### Reflection activities for SEL growth

Reflection or writing activities based on YouScience results can be integrated into curriculum standards, helping students identify what makes them unique while boosting their self-esteem and social-emotional growth.

### Build self-awareness and emotional intelligence

Students can complete activities like PowerPoint presentations where they reflect on insights YouScience provides, further developing their self-awareness and emotional intelligence.

# Provide personalized career guidance to all students

## CHALLENGE

Career guidance can be impersonal, focusing on scheduling and interests instead of meaningful, personalized support.

### 1. Limited resources

Schools face challenges in providing personalized career guidance to all students due to limited time and resources.

### 2. Underserved students

Counselors often struggle to meet the individual needs of students, leaving some students underserved or missing key guidance opportunities.

### 3. Risk of students being overlooked

Many students who don't proactively seek career advice risk slipping through the cracks, while counselors work overtime to keep up.

### 4. Limited personalization

Career guidance is often based on students' interests and prioritizes course scheduling, but lacks personalization.

### 5. Unsustainable workload

Counselors work overtime or outside of contract hours to provide career support, but this approach is not sustainable long term.

## OPPORTUNITY

YouScience uses scientifically-backed aptitude and interest data to offer **personalized career guidance** for **every** student.

### Data-driven guidance

The platform enables counselors to build stronger relationships with students and provide customized guidance that resonates with each individual.

### Self-reflection opportunities

Students have the opportunity to reflect on their results and understand how it can impact their future, leading to more positive interactions.

### Facilitates differentiated learning

YouScience helps with differentiation by allowing students to engage in reflective assignments tailored to their personal insights, reducing the workload on counselors while enhancing the student experience.

### Equitable access to career insights

By implementing YouScience across the curriculum, schools ensure that even students who may not know to seek out guidance are supported, leveling the playing field for all students, especially those most disadvantaged.



## DIFFERENTIATED INSTRUCTION

# Create personalized instruction that aligns with students' future career goals

### CHALLENGE

Many schools lack a structured approach to differentiation, often relying on generalized instruction that doesn't meet individual student needs.

#### 1. Lack of resources for differentiation

Educators struggle to create differentiated or personalized instruction that aligns with students' needs, interests, and future career goals, especially with limited resources.

#### 2. Traditional methods lack flexibility

Traditional teaching methods often lack flexibility and fail to cater to the diverse learning styles and strengths of students.

#### 3. Missed growth opportunities

This can result in missed opportunities for student growth and engagement, as well as difficulty preparing students for future careers.

#### 4. Lack of systematic approach to personalization

Many schools lack a systematic approach to differentiation, often using broad instruction that doesn't support individual needs.

### OPPORTUNITY

YouScience simplifies differentiation by providing data-driven insights that enable teachers to **tailor assignments** and **instruction** to **individual student** strengths and weaknesses.

#### Data-driven differentiation

Teachers can create differentiated assignments by allowing extroverted students to present, introverted students to write papers, and liaisons to engage in group projects, ensuring that each student plays to their strengths.

#### Encourages growth beyond comfort zones

YouScience data can be used by teachers to help students step outside of their comfort zones by requiring them to complete at least one assignment in an area of weakness, fostering growth and balanced development.

#### Supports personalized learning with ease

The platform allows teachers to offer personalized instruction without an increased workload, as students' self-reflection on their YouScience results naturally leads to differentiated learning experiences.



## INDIVIDUALIZED EDUCATIONAL PLAN DEVELOPMENT

# Meeting all requirements of IEP plans, including creating personalized plans

### CHALLENGE

The current approach lacks a standardized process for developing comprehensive IEP transition plans.

#### 1. Balancing IEPs and classroom needs

Educators face challenges in meeting the specific requirements of IEPs while managing the needs of the entire classroom.

#### 2. Time-intensive transition planning

Creating personalized transition plans for students with IEPs can be time-consuming, and there is often a lack of standardized data to guide these plans.

#### 3. Need for consistent, data-driven support

Without consistent, data-driven approaches, students with IEPs may not receive the individualized support they need to make informed decisions about their post-graduation plans.

#### 4. Lack of standardized transition planning

The current approach often relies on asking students about their post-graduation goals, but lacks a standardized process to develop comprehensive transition plans.

#### 5. Focus on interests over aptitudes

Relying solely on interest-based guidance, without considering student aptitudes, reduces the effectiveness of IEP plans and hinders struggling students from reaching their full potential.

### OPPORTUNITY

YouScience provides **unparalleled support** for the **development** and **implementation** of transition plans required for students with IEPs who are nearing graduation.

#### Data-driven transition planning

The platform offers data-driven insights that move beyond subjective or emotional considerations, helping students make informed decisions about their future based on their aptitudes and strengths.

#### Supports work-based learning alignment

YouScience data supports more effective transition planning when paired with industry-based and work-based learning experiences, aligning student strengths with real-world opportunities.

#### Empowers compliant, personalized plans

By using YouScience, educators can create personalized, compliant IEP transition plans that not only meet state requirements but also empower students to take ownership of their future.



## POSITIVE BEHAVIORAL INTERVENTIONS AND SUPPORTS

# Ensure consistent PBIS implementation with data collection and academic responsibilities

### CHALLENGE

Schools use reward systems and manual tracking, but these approaches can lack consistency and efficacy.

#### 1. Lack of PBIS consistency

Schools struggle with consistently implementing PBIS while managing the collection of behavior data and balancing academic responsibilities.

#### 2. Fear of addressing behavior issues

Often, fear of disciplining students leads to unaddressed behavioral issues, which undermines the effectiveness of PBIS.

#### 3. Lack of data-driven interventions

Without data-driven interventions, teachers rely on subjective observations, which can result in inconsistent and ineffective management of classroom behavior.

#### 4. Use of reward-based PBIS

Many schools implement PBIS with school-wide behavior expectations and reward systems, like point systems or recognition programs, but these approaches often lack consistency and effectiveness.

#### 5. Reliance on subjective tracking

Educators often track student behavior manually or through basic school software, relying on observation and subjective assessments to address behavioral issues.

### OPPORTUNITY

YouScience provides proactive, **data-driven insights** that support the prevention of behavior problems by aligning classroom dynamics with **student strengths** and preferences.

#### Balanced grouping with data

Teachers can use YouScience data to form balanced groups in class, ensuring a mix of introverts, extroverts, specialists, generalists, and blended types. This approach helps prevent behavior issues by placing students in environments that align with their strengths, reducing classroom disruptions.

#### Supports proactive interventions

By familiarizing themselves with each student's YouScience profile, teachers can identify how individual students work and think, preventing potential behavior problems before they escalate.

#### Tailored behavioral strategies

YouScience results, particularly sections like "things you may find easy" and "things you may find difficult," help teachers develop tailored strategies for each student, fostering positive behavior and minimizing the likelihood of students entering the discipline cycle.





## PARENT AND GUARDIAN INVOLVEMENT

# Engage parents and guardians in CTE more effectively

### CHALLENGE

Parent engagement efforts tend to be generalized and limited in scope.

#### 1. Challenge with engaging parents in CTE

Educators often face challenges in effectively engaging parents or guardians, especially when it comes to promoting CTE programs, which parents may view with a negative bias.

#### 2. Parental preference for academic paths

Parents tend to push their children toward traditional academic pathways, even if CTE options might be better suited to their child's strengths and career aspirations.

#### 3. Limited parent engagement in CTE decisions

Lack of parent engagement in the decision-making process can limit students' exposure to viable career paths in CTE fields.

#### 4. Generalized family nights

Parent engagement typically occurs through large, non-customized parent nights where general information is shared, but it may not address the specific needs or concerns of individual students and their families.

### OPPORTUNITY

YouScience offers a **unique approach** to **addressing parental bias** against CTE by providing data that compares outcomes for academic versus non-academic career pathways.

#### Data-driven CTE advocacy for parents

Teachers can use YouScience data to show parents how their child's aptitudes align with in-demand jobs that require less than two years of college, countering the misconception that only academic careers offer financial stability.

#### Clear comparison of career paths

This method allows parents to see real, data-backed comparisons between the opportunities available through both academic and non-academic routes, helping them better understand the value of CTE.

#### Engagement through targeted interactions

Schools can foster personalized interactions between students and parents through activities such as student-led presentations of YouScience data, personalized Zoom meetings with educators, or participation in reverse career fairs.

# Create effective WBL and YAP with local businesses to offer mentorships and real-world work experiences

## CHALLENGE

WBL and YAP are often managed with ad hoc, pieced-together solutions, making it difficult to provide consistent, meaningful experiences that align with student needs and industry expectations.

### 1. Difficulty in providing individualized mentorship

Schools face difficulties in providing individualized mentorship and real-world work experiences in Work-Based Learning (WBL) and Youth Advocate Programs (YAP) due to limited resources and time.

### 2. Need to maintain strong business partnerships

Maintaining strong partnerships with local businesses to offer these opportunities requires significant effort, and educators struggle to balance these demands while ensuring students receive the personalized attention they need to succeed.

### 3. Lack of unified platform

The absence of a unified platform to manage WBL and YAP programs linked to student aptitude data limits the ability to match students with opportunities that align with their strengths, reducing program effectiveness.

## OPPORTUNITY

YouScience can support WBL and YAP programs by helping educators **target employers** and **align student aptitudes** with the skills employers are seeking.

### Data-driven recruitment matching

Educators can use YouScience data to identify students with traits and skills that align with internship opportunities to more effectively match students with work-based learning opportunities.

### Streamlined student placement

During student counseling sessions, students who match employer needs can be flagged as candidates for apprenticeships or mentorship opportunities, streamlining the placement process and ensuring a better fit for both students and businesses.

### Bridging career exposure gaps

Use YouScience data to identify gaps in students' career knowledge and design targeted WBL and YAP activities like career fairs or informational events featuring local industry leaders to address those career exposure gaps.





## CAREER AND TECHNICAL EDUCATION ENROLLMENT

# Increase CTE program growth and enrollment by matching students to programs that align with their aptitudes and interests

### CHALLENGE

Counselors are often asked to simply increase enrollment in CTE programs, a superficial approach that fails to address the deeper need to align students' aptitudes and interests with the right programs.

#### 1. Limited CTE enrollment

Schools struggle to increase enrollment in career and technical education (CTE) programs while dealing with limited resources and ensuring that programs align with both student interests and the needs of local industries.

#### 2. Lack of targeted recruitment strategies

Without data-driven recruitment strategies, CTE programs may fail to attract the right students, and some programs may serve as "schedule fillers" rather than purposeful career development opportunities.

#### 3. Need for increased diversity in CTE

There is also a need to increase diversity and representation in CTE programs, as some demographics are underrepresented.

### OPPORTUNITY

YouScience uses **aptitude data** to identify students whose natural talents **align with CTE courses**, ensuring **the right** students are recruited for the right programs.

#### Aptitude-aligned CTE placement

This approach eliminates the need for "schedule fillers," as students are purposefully placed in CTE programs that match their interests and abilities, improving engagement and outcomes.

#### Diverse and inclusive recruitment

YouScience data helps target and increase the representation of underrepresented demographics in CTE programs, creating a more inclusive and diverse student base.

#### Aligned CTE program creation

Using YouScience data, schools can tailor CTE programs or create new pathways based on the needs of the workforce and the aptitudes and interests of students.

# Enhance classroom management and support effective differentiated teaching strategies

## CHALLENGE

Teachers rely on anecdotal observations and subjective methods for classroom management.

### 1. Challenge with classroom management

Teachers face challenges in managing classroom seating, group work, behavior interventions, and instructional differentiation while addressing the diverse learning needs of their students.

### 2. Reliance on subjective practices

Relying on teacher observations and subjective practices often leads to inconsistent classroom management and difficulties in meeting the specific needs of all students.

## OPPORTUNITY

YouScience provides teachers with **data-driven insights** into student aptitudes and personalities, allowing for **more effective** classroom management and personalized learning.

### Data-driven seating and group arrangements

Teachers can use YouScience data to create balanced seating arrangements and group work teams, ensuring that extroverts and introverts are thoughtfully distributed to avoid behavioral issues and maximize productivity.

### Supports targeted differentiation

The platform allows for targeted instructional differentiation based on student aptitudes, enabling teachers to tailor group strategies and interventions to student strengths and needs.

### Science-based classroom harmony

This approach replaces subjective teacher observations with scientifically-backed decisions, creating a more harmonious and productive classroom environment.



## ADMINISTRATIVE PLANNING

# Optimize administrative planning to align courses with industry needs, improve graduation rates, and boost student success

### CHALLENGE

Administrators face declining graduation rates, teacher turnover, uncertainty in academic progress, and underfunded schools.

#### 1. Aligning course offerings with industry needs

Administrators need to determine which courses and pathways to offer in response to local industry needs, measure the impact of programs, improve graduation rates, and ensure equitable access for all students.

#### 2. Limitations of student choice-based planning

Student choices alone may not align with workforce demands, making it difficult to optimize course offerings for future job markets.

### OPPORTUNITY

YouScience equips administrators with **data** on student aptitudes and interests, enabling them to **design course offerings** that better align with both **student needs** and local industry demands.

#### Strategic pathway planning

By implementing YouScience starting at the middle school level, schools can develop a longitudinal understanding of student interests and aptitudes, allowing for more strategic planning of course pathways.

#### Informed decisions on course offerings

This data can be used to inform decisions about which pathways to prioritize, ensuring they align with the needs of local industries and economic development efforts.

#### Supports workforce development

Schools using YouScience can become key players in workforce development by offering courses that train students for in-demand jobs, improving graduation rates, and supporting local economies.

#### Drive funding with proven student growth

Use YouScience data to showcase measurable student progress at the school, class, or district level, empowering administrators with data to secure grants and other essential funding.



# Ensure special education programs address and support individual student needs

## CHALLENGE

Schools often use fragmented solutions for special education, making it difficult to align with student strengths, ensure equity, and meet state mandates.

### 1. Ensuring compliance and individualized support

Educators and administrators must ensure that special education programs meet individual student needs, comply with legal requirements, and provide equitable access to resources.

### 2. Challenges in staffing and collaboration

Managing staffing, training, and collaboration with general education teachers can be challenging, especially when trying to provide individualized attention to special education students.

## OPPORTUNITY

YouScience provides **valuable data** to help **tailor special education programs** to individual student needs, while **ensuring compliance** with legal requirements and equitable resource access.

### Customized instruction based on aptitudes

Teachers and administrators can use YouScience to identify each student's aptitudes and align instruction and resources accordingly, providing more personalized learning experiences.

### Enhanced collaboration across programs

By utilizing data from YouScience, schools can improve collaboration between special education and general education teachers, ensuring that students receive the support they need across all subjects.

### Supports long-term planning

YouScience aids in long-term special education planning by providing insights into student strengths, helping schools create more effective Individualized Education Plans (IEPs) and transition plans.