

# Sharing the promise of YouScience

YouScience Brightpath has a lot to offer your students, educators and administrators. This presentation can help you win the support you need to implement Youscience by explaining:

- What YouScience Brightpath is
- Why students and educators love it
- How it benefits key roles within your school and district.

Feel free to use whichever slides are most helpful and delete anything you don't need.

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# Why YouScience® Brightpath for educators and administrators



# What is YouScience<sup>®</sup> Brightpath?

YouScience Brightpath is an end-to-end, online education platform designed to help educators and students collaborate in creating customized learning and career plans.



**Science-backed aptitude discovery assessments**



**Personalized educational pathways and college planning**



**Industry-recognized certification exams**



**Career-connected learning with local business partners**



**Impactful analytics and insights for proven ROI**

# How Brightpath works



Watch the video

<https://www.youtube.com/watch?v=JuOiwDM6GjY&t=2s>



# Educators benefit from YouScience® Brightpath.

Brightpath provides educators and students the tools they need to create impactful learning experiences.



## Insightful data

for learning personalization



## Seamless integration

into educational experiences



## Flexible instruction

with a variety of teaching styles and curricula



## Easy platform

for managing work-based learning



## Simple reporting

to demonstrate efficacy and impact



# Many educators use YouScience today.

9,200

Schools and  
organizations use  
YouScience

7M

Over 7 million  
Youscience aptitude  
assessments  
and certification  
exams taken

5.5M

More than 5.5 million  
YouScience  
certifications given

2.2M

Unique customers  
use YouScience  
products



# Science is the foundation of YouScience.

## Measuring interests



### RIASEC Model of Vocational Interests

Assessing the types of activities people enjoy based on six interest dimensions: Realistic, Investigative, Artistic, Social, Enterprising, and Conventional (RIASEC).



### Interest profiler short form (IPSF)

Psychologists from the National Center for Occupational Information Network developed this profiler which produces reliable scores for each RIASEC dimension.

## Discovering aptitudes



### Thurstone's primary mental abilities

YouScience aptitudes are consistent with psychologist Thurstone's findings and offer, but offer finer-grained perspectives on individual abilities and best-fit careers.



### Ball aptitude battery (BAB)

The BAB is a multi-aptitude assessment that produces reliable scores, corresponds with other developed measures and predicts actual performance for various jobs.

## Matching careers

### YouScience Algorithms

Based upon decades of psychological research, YouScience's proprietary algorithms match individuals to more than 500 O\*Net careers to find their best-fit career. When matching people to careers, the algorithm uses the individual's score profiles and other factors developed from decades of psychological research.



Learn more about the [The Validity Behind YouScience.](#)

# How YouScience® Brightpath benefits key roles in education







# Connect your students, schools and community with insights from YouScience.



## Administrators

Capture data and insights, manage resources and connect students, schools and communities for ongoing success.



## Students

Empower students to discover their unique aptitudes, match them to best-fit careers and help them get ahead with industry certifications all in one platform.



## Teachers

Enable teachers to connect with students about their unique talents, for more personalized learning experiences.



## Counselors

Give counselors powerful insights to have meaningful conversations with students about their future and best pathways to get there.



## Community

Show measurable impact by reporting program effectiveness and employer engagement through career connections to government and business leaders.



## Amplify your influence and impact on students' lives.



### Bridge Pathways

Help your students plan for their best fit post-secondary program including college major or CTE pathway and coordinate with CTE instructors for success.



### Insights in “20 and 2”

Find valuable insights to discuss with students in as little as 20 seconds. Spark deeper conversations in as fast as two minutes.



### Easier personalization

Discover data-driven insights to personalize interactions with students based on their unique skills.



### Career visibility

YouScience offers a low-cost tool which gives students visibility into college, careers, and certifications for 10 years after their aptitude discovery.





## Unlock your students' future with aptitudes and career connected learning.



### Engage Students with Aptitudes

The YouScience aptitude discovery assessment is the foundation for students who are empowered, equipped, and engaged.



### Build industry partnerships

Grow your CTE program by connecting with industry leaders to support classes, enabling internships or funding resources.



### Increase graduation rates and certs

When students know why they're learning what they're learning, their graduation rates and certification pass rates improve.



### Benchmark with Certification exams

Use certification exams as a pre-test to set your benchmark, then test again at the end of the course to measure how much students grew.





## Personalize learning and engage with student aptitude insights.



### Personalize by aptitude

Connecting curriculum to each student's unique aptitudes, learning styles and career aspirations.



### Chart pathways

Help students explore the pathways to attain in-demand careers through certifications, technical training and/or postsecondary education.



### Achieve industry certifications

Help students earn stackable certifications built upon national industry standards, to showcase skills and knowledge they gained in your programs.



### Engage with relevant content

Because YouScience certification exams are built from national industry standards, teachers can choose from the best content to engage students.





## Give your staff and community data driven tools to deliver measurable impact.



### Career connected learning

YouScience has been proven to help students engage with their education by seeing how it connects to real-world opportunities.



### Partnerships for college & careers

Give your local chamber and industry partners valuable insight into the talent pipeline to help them better engage with students through work-based learning.



### Measurable impact

YouScience helps you make better data-driven decisions and measure performance with analytics and insights built into the platform.

# Launching YouScience at your school is easy.



## Purchase Order

Simply submit your purchase order



## Easy Onboarding

Our 5-star customer success team will onboard your faculty and staff



## Build excitement

Build student and parent excitement about YouScience with our Getting Started kit



## Launch YouScience

Start using Youscience at your school and see the impact

