



# Prepare students for the World of Work with Exploring Your Potential™

Pilot Exploring Your Potential in 6 weeks for \$6,200  
for up to 75 students per cohort.

## What is Exploring Your Potential™?

Exploring Your Potential™ is setting a new gold standard in workforce exploration, inspiring students from K-12 to higher ed and beyond to see the world of work as it truly is – bursting with opportunity! EYP is online learning with deep data analytics and student insights that help schools offer more relevant, engaging programming while activating confidence, clarity, and ambition. EYP changes the trajectory of students' lives, making school more relevant and interesting for everyone.



*"EYP helps you understand your career potential in the context of global possibilities. It shapes and broadens your perspectives so that when it comes to finding employment or making career choices, you are more capable, proactive, and independent in your efforts."* —Josue E, Cal State LA Student

## EYP Pilot Includes

Six learning modules that offer actionable strategies, thought-provoking activities, engaging exercises, self-assessment tools, personalized, synchronous professional development for teachers and discounted student rates.

## Proven benefits of EYP's pilot and programs

### Teachers report:

- Improved student engagement in goalsetting discussions.
- Increased knowledge of their students' interests, goals, and challenges.
- Deeper, more engaging class discussions.

### Students are able to:

- Articulate aspirations and career goals
- Have a clear map of how to plan their next step in their chosen industry.
- Experience an increase in motivation and ambition and believe in their personal potential.
- Feel more confident and committed to their vision and goals for the future.

84%

feel more  
confident

83%

have clear  
professional  
goals



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Here's a special opportunity from the team that created Exploring Your Potential™ and some of the most innovative and groundbreaking youth engagement campaigns in the world. Imagine a fast, efficient, impact initiative with clear evidence of efficacy, in partnership with EYP. What other small investment can offer this much return? And document the ROI!

## Benefits:

- Immediately inspire and empower faculty
- Motivate student ambition and drive early retention
- Build deeper engagement between instructors and new classes
- Blended learning and peer mentoring minimize class time required

## Timeline - How an EYP pilot campaign works:

Week	Focus	Lessons	Objectives
One	Train and inspire faculty, staff, alumni volunteers and/or alumni in 1.5 hours. Empower them to create the greatest tangible impact and strongest possible bonds in the first weeks of Fall semester.		PD, staff empowerment
Two	Onboard students. EYP delivers plug and play messaging to ignite interest and focus on next steps in education and career. Jennifer Kushell, host of EYP, will introduce the campaign to classes via a zoom call. Soft launch and troubleshooting. Pre-surveys completed.	Who are you?	Student onboarding, Initial benchmarking
Three	Challenge begins. Entice faculty, students and alumni to commit one month to radically improve awareness, clarity and commitment to their education and career.	Dream Big, & Overcoming Obstacles	Campaign launch, student learning
Four	Continued support and positive messaging to students and faculty sharing early impacts from initial program data and analytics.	The Opportunity Spectrum	Student learning
Five	Continued programming	Power of Information	Student learning
Six	Students develop a plan to "Take a Taste" of new opportunities that align with their unique next steps in college and career throughout Spring term and into Winter break, jobs, internships. Post surveys completed. Consider asking students to submit a brief paper illustrating their experience and takeaways.	Take a Taste	Pre-surveys completed.
Wrap Up	Administration, faculty and students review results of the EYP pilot campaign. Student outcome report will include recommendations for addressing workforce readiness gaps, additional programming, spring engagement, support services, opportunities for your career services team, accreditation support, development/fundraising and PR opportunities.		Pilot project and impact data review, next steps & opportunities to build on success

## Tech Requirements

While LMS integration and single sign on are available with EYP, for simplicity with the pilot, students will access EYP via special codes and/or student roster submission two weeks prior to launch.

Let's discuss this week.  
Call me directly.

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