Voluntary Education Program
Readiness (Force Education & Training)

Career Path DECIDE
Aligning Service Member Career Goals
with Education Investment

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Your Presenters

- Jonathan Woods, Ph.D.
  Associate Director, DoD Voluntary Education (VolEd),
  Office of the Assistant Secretary of Defense for Readiness

- Jeffrey Carpenter, MPP/MBA; Ed.D. (Expected, 2020)
  Senior Vice President, Product Design & Development,
  Vantage Point Consulting, Inc.*

*Vantage Point Consulting, Inc., is contracted to provide services to the DoD VolEd program.
Learning Objectives

- Understand the immediate and long-term goals and objectives for Career Path DECIDE and Career Pathways
- Gain insights from user-feedback and analytics
- Learn how to access and navigate Career Path DECIDE to support career, education planning, and skills attainment
- Help us improve by providing your suggestions
Service Member: “Why Should I Use TA?”
VolEd Community: “Because…”

- “...the earnings premium increases with level of degree attainment” (Perna 2003) (Carnevale & Cheah, 2018) (Becker, 1993)

- “…68-95% percent of differences in earnings attributed to attaining a Bachelor’s degree*” (Perna 2003) (Leslie & Brinkman, 1988)
  *Even when controlling for Work Experience, Socio-Economic Status, Ability (HS Test Scores), Ethnicity, Gender, Occupation Type (Perna, 2003)

- “…education level matters, but program of study and majors matter even more, with a $39K premium separating highest and lowest earning bachelor’s degrees” (Carnevale & Cheah, 2018)
Value Of A Degree

- A Large Segment of Service Members Don’t Fully Recognize the Value of a Degree

- **80% of Eligible Service members NOT using TA – Why?**
- Potential Response: We are not sufficiently reaching Service members to motivate them to build their credential portfolio while serving.

- **Only 13% of TA users complete a degree while serving.**
- Potential Response: We know from empirical, longitudinal research that some groups (e.g., low socio economic status groups) underestimate the impact of increase of earnings associated with completing a college degree (Paulsen, 2000) (Perna, 2003)
Career Path DECIDE

Contextualizing
TA as Lifestyle Enablement & Economic Opportunity
Research Agenda

- **Focus Area 4: “Cultivate a culture of organizational effectiveness”**
- **Part of our research lines of effort**
Does Here...
Equal Here...
Not Without This...

Envisioned Pathways &
a Cumulation of Intentional Actions
Illuminate The Pathways

Visualize + Identify + Attain = Dream Job
Our Design Thinking Approach
Our Design Thinking Process
Metrics and Feedback

- Version 1.0 Launched October 4, 2018
- Objective – Gain feedback from Service members and VolEd Counselors
- Metrics and Feedback (October – December 2018):
  - 6,000 Users
  - 5:40 Avg. Session Length
  - 60% Desktop
  - 35% Mobile
Metrics and Feedback – Users

% OF USERS BY AGE

- 18-24: 28%
- 25-34: 34%
- 35-44: 16%
- 45-54: 13%
- 55-64: 6%
- 65+: 6%

N=6000
Metrics and Feedback – Industry Views

- Management (11)
- Protective Services
- Computer and Maintenance
- Office and Administration
- Business and Finance
- Installation, Maintenance
- Life, Physical Activities
- Architecture and Engineering
- Healthcare Practice
- Community and Support

Views

N=6000
Life Goals

• Service members we asked are not viewing the military as key enabler of their long-term “life goals” as civilians

- Had a “life goals” in mind before military
- In relationship to career and educational goals, did things go as planned?
- Would you have done things differently?

N=8
Career Path DECIDE needs to inspire our users, help them explore, arrive at several areas of potentials, and motivate them to build their portfolio toward a target. Not about features, but addressing needs.
Career Path DECIDE – Live Demo

• Follow along on your smartphone ([www.careerpathdecide.org](http://www.careerpathdecide.org)) while we explore Career Path DECIDE through the eyes of real users...

• Please use the Feedback button to provide us input on what you like and suggestions
More User Experience

- What we’re doing now...
  listening to end-user experience

Service Member: “This would be even better if...”
More Mobile

- What we’re doing now...
  improving the mobile version
More Pathways

• What we’re doing now...
  exploring additional pathways

• Complete: Cyber Security
  ✓ 24% growth
  ✓ 4 million new jobs by 2026
  ✓ 95K Service members have high skill alignment
  ✓ 54K median annual salary with promotion paths to 90K annual salary

• Pending: Health Records & Medical Services Management
  ✓ 24% growth
  ✓ 4 million new jobs by 2026
  ✓ 95K Service members have high skill alignment
  ✓ 54K median annual salary with promotion paths to 90K annual salary
More Personalized

- What we’re doing now...
  providing options to share more
What Does Success Look Like?
How You Can Help

• **Actively Use**... Career Path DECIDE to support advising to Service members

• **Spread the Word**... at your Education Centers and within your Networks

• **Seek Input**... from Service members on what they need from Career Path DECIDE to help them make strategic choices about their careers and education investments

• **Share suggestions**... using the feedback channel to help us improve
Discussion / Q&A
Better Service Members, Better Citizens.

DoD Policy & MOU Compliance Inquiries:
Email: osd.pentagon.ousd-p-r.mbx.vol-edu-compliance@mail.mil
Phone: 703-614-7584
Back-up Slides
Live Demo
Like:

“Visually appealing”

“Like the imagery”
Like: “Not having to spend a lot of time to view meaningful results.”

Profile Takes Less than <30 Seconds
Better If:

“I had the ability to enter multiple Military Occupations, Credentials, Skills.”

“it asks me what my life goals are (how do I envision my life 3, 5, 10 years from now).”

<table>
<thead>
<tr>
<th>ABOUT ME</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am:</td>
</tr>
<tr>
<td>Military Branch</td>
</tr>
<tr>
<td>I serve(d) in the Army</td>
</tr>
<tr>
<td>Education Level</td>
</tr>
<tr>
<td>I have some College courses</td>
</tr>
<tr>
<td>Have?</td>
</tr>
<tr>
<td>I have civilian job experience</td>
</tr>
<tr>
<td>Duration</td>
</tr>
<tr>
<td>I've worked 2 years</td>
</tr>
</tbody>
</table>

Some Users Want Option to Give More Information to Get Richer Insights
Like: “That my spouse and son or daughter could use this too.”
Like: “That I can find and understand a Career Path that’s right for me.”
Better if:

“I only see the ones that are good for me”

“Has more specifics, more details”
Like: “So many interesting jobs, with salaries and growth”
Better If:

“I can discover new careers based on life goals.”

“I see more differences besides salary.”

“I can continue to explore multiple career paths.”
Like: “All the information at my fingertips: credentials, jobs, salary”
Better if:

“It has a lot more details”

“The next steps are clearer”

“Help me decide if this is for me”
Better If:
“DoD really needs to understand more about industry (welding industry, automotive industry, etc.). There are far more careers in the welding industry for example than just the standard Welders and fitters.”
Like:
“The tool is great conversation starter with a Counselor.”
Better If: “Improve the accuracy of the matching algorithm.”
Like: “I really like the school outcomes data, no other tools present this information so clearly.”