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## Industry Partnership

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Connecting Industry Back  
to the Talent Source

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# Introduction

The evolving definition of college and career readiness shaped by the labor market has influenced K12 school districts' accountability focus. Traditionally, preparing students for a four year degree was a common idealized goal as K12 districts. Now, post-secondary matriculation is no longer the “success” standard, but merely a path to sustainable employment.

The segmentation of skill level and education requirement in the labor market is also changing. Students who seek to obtain (and even do obtain) higher education en route to careers affected by macroeconomic shifts can find themselves in poor financial situations and ill-equipped to find sustainable employment.

Unemployment rates, as always, are the indicator of macroeconomics, education is both the underlying cause and the key to re-aligning the talent supply and labor demand.



# Current State of College and Career Readiness & SchooLinks' Role

In K12 education, the most common policy response to this misalignment is pushing students to define their career path goals as early as possible, then to tailor their educational choices to meet their career goals.

This practice is widely adopted nationwide through state mandated policies, such as House Bill 5, which requires students to build and revise individualized career and education plans, each year, starting in 8th grade.

While this expanded focus to align students' interests, career pathways and education is invaluable to both students and school districts with regards to resource planning, it introduces implementation challenges due to the 1 to 500 counselor to student ratio. Many districts have started leveraging technology to streamline the process and scale its impact.

SchooLinks has built a new type of college and career readiness platform that is engaging students with the latest technology and putting them in the driver's seat when it comes to college and career planning. We have built a platform of interactive career interest assessments, career exploration, instructional materials, and tools such as contextualized course planning, college application management, and financial aid calculators and woven these together to support students through the full college and career readiness lifecycle.

# The disconnect between K12 and the labor market

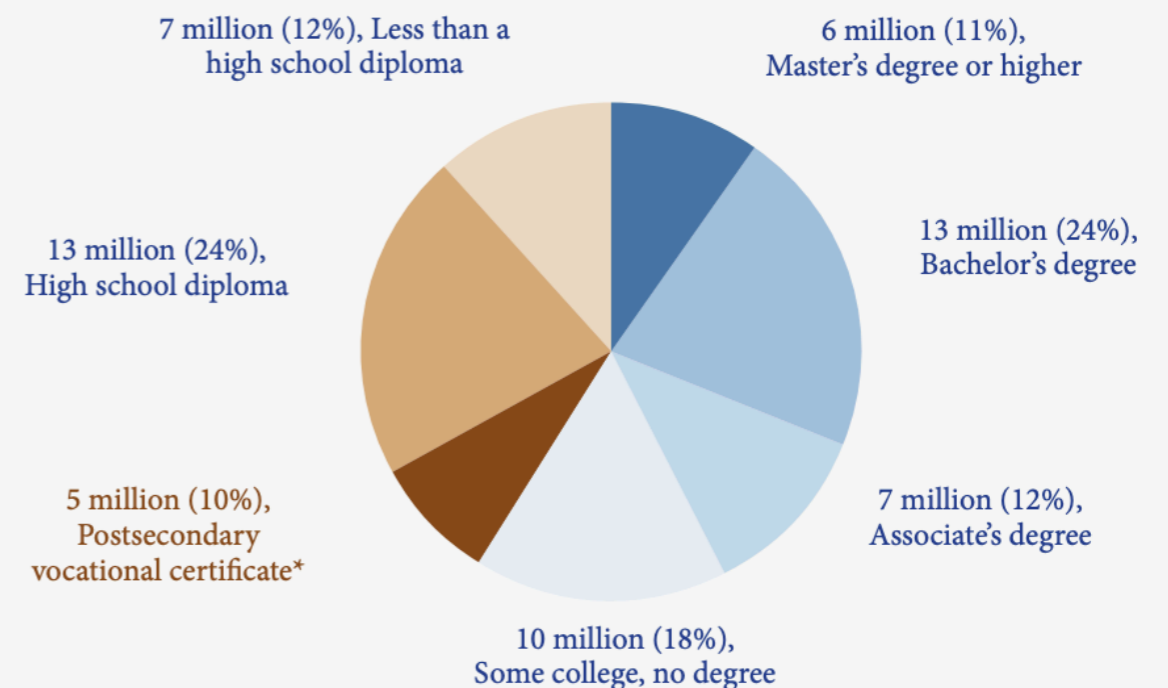
## The Information Gap

The shift of the segmentation of skills and education requirement in the labor market needs to be better communicated to the source of the talent source.

## Equilibrium of Supply and Demand Curve

Supply of labor should be demand driven. Labor production efforts by the education institution need to be based on the demand curve by the labor market.

Of the 55 million job openings between 2010 and 2020:





# The SchoolLinks Solution

## Connecting Industry Back to the Talent Source

As a platform that is the backbone of school districts' college and career readiness initiatives, we have both the obligation and the opportunity to facilitate meaningful connections between industry and districts hence building a healthy and sustainable community.

We believe that the best way to help students pick a path and districts produce talents is by bringing them closer to the actual careers and practitioners in these careers.

Based on our reach and the stakeholders we work with who have strategic interests in addressing these issues, we're perfectly positioned to facilitate scalable and transformational change through the toolsets available on our platform.



# How to Get Involved

As part of our commitment to building innovative tools and experiences that help districts equip their students for success, we are increasingly turning outward to engage community and corporate social responsibility departments to collaborate in the project of preparing students for our future.

Through the following opportunities



## Financial Aid

List scholarships on SchooLinks



## Opportunities

List internships, part-time, volunteer opportunities on SchooLinks



## Career Advising

Participate in SchooLinks' Career Q&A, provide career videos, on-site lecture



## Real World Learning

Provide industry/career specific learning content



## Event Participation

Sign up for events at the districts you partner with on SchooLinks, such as career fair, mock interview



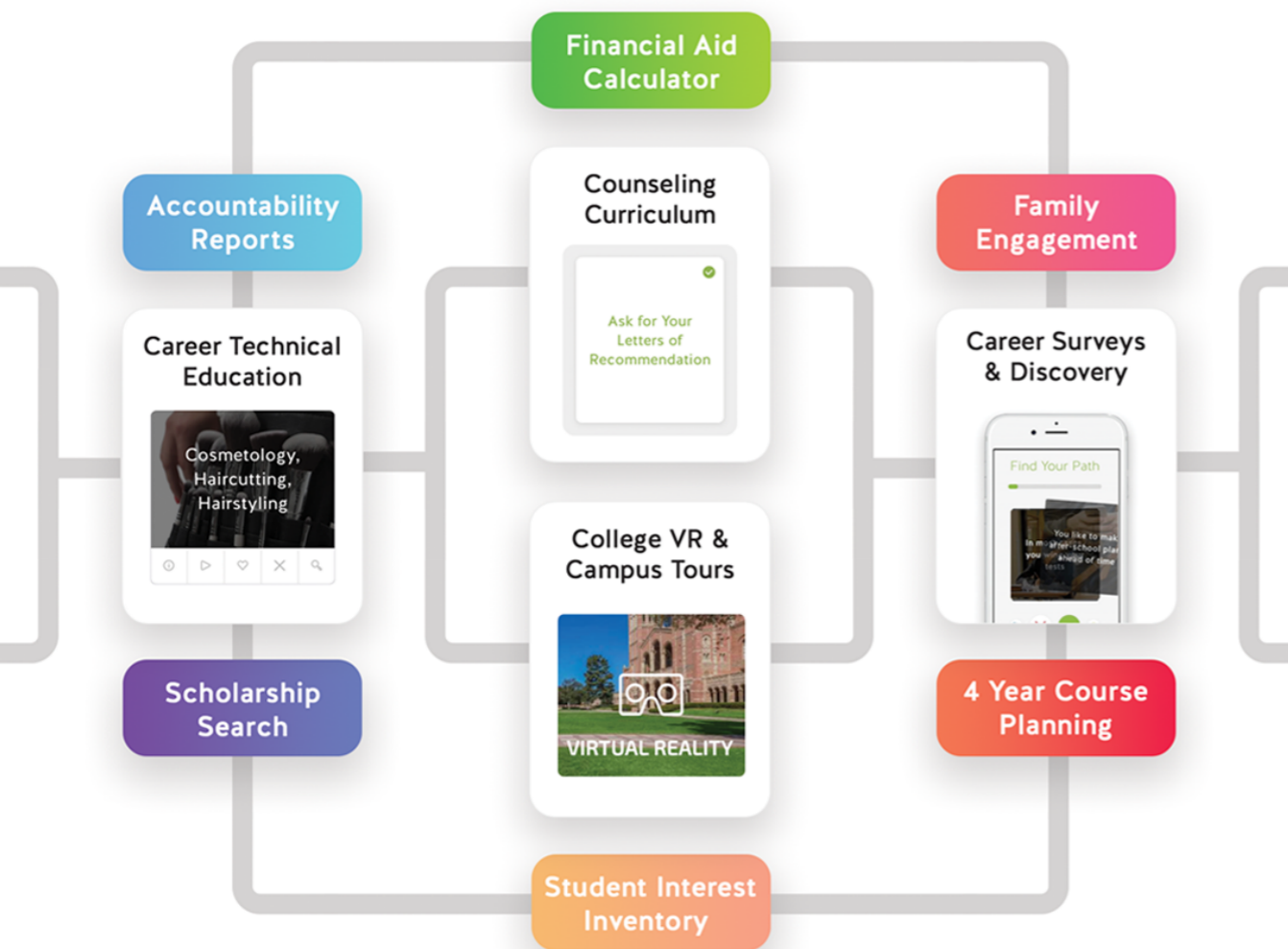


# About SchooLinks

Since its inception in 2015, SchooLinks mission has been building leveraging the latest technology, such as virtual reality and machine learning, to help students achieve success in college and career readiness and creating a platform that allows all stakeholders to contribute to helping their students reach post-secondary success.

SchooLinks offers a comprehensive college and career readiness platform that provides students with an experience that allows them to explore their future path in an interactive and engaging manner. The SchooLinks platform provides a full suite of tools for the full lifecycle of secondary planning, exploration, learning, planning, and application.

SchooLinks was named one of the Top 50 Startups to watch in 2017, and its CEO was named a Top 30 Under 30 by Forbes in 2018, a winner of Top Texans under 30, a Young Woman in Tech to Watch and won the Woman's Way Award in the Technology category.



## Mission

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Leveraging modern technology to make access to opportunities ubiquitous.

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