

Introducing a better path



YouScience® Brightpath is a comprehensive, AI-driven academic and career advising platform designed to help students find their why, their path, and their purpose.

1 million

high school students drop out each year¹

85%

of students are disengaged with school²

75%

of high school graduates feel unprepared for college or a career²

Despite billions of dollars in funding, education transformation still has a ways to go. But one thing is clear: we must re-engage students by making education relevant and purposeful, and by providing a clearer path to academic and career success.

youscience.com/brightpath

A better path forward

YouScience® Brightpath provides the essential foundation for student growth from discovery to actuality. It's the first academic and career advising platform—and the only performance-based measurement of aptitudes—designed for educators to create personalized pathways for students to excel in school and life.

Built on decades of data and powered by artificial intelligence, Brightpath enables all students to make purposeful decisions. With personalized guidance tailored to their goals, students are empowered to make better, more fulfilling decisions.

College enrollment and retention rates are dropping,³ and American industry is crying out for skilled workers.⁴ The Brightpath solution platform, and our professional services offerings, help you deliver important educational outcomes.



**Unlock
personalized
pathways**



**Boost
student
engagement**



**Improve
CTE
participation**



**Promote
and advance
DEI efforts**



**Certify
students'
skills**



**Connect
real-world
experiences**

¹ nces.ed.gov/fastfacts/display.asp?id=16

² YouScience, Post-Graduate Readiness Report, 2022

³ insidehighered.com/news/2021/09/15/new-federal-data-confirm-enrollment-declines

⁴ web.manpowergroup.us/talent-shortage-solutions



Our solution suite includes the following products:



Aptitude & Career Discovery

Helps students discover their natural aptitudes, connecting them to highly personal and relevant pathways for success



Education & Career Plan

Enables school counselors and students to collaborate as they plan school courses and a custom career development plan



Insights & Analytics

Utilizes real-time data and analytics to measure student success for classroom, school, and district-level reporting



Industry Certifications

Validates educational outcomes for career and technical education (CTE) programs through industry-recognized certifications



Work-Based Experiences

Connects real-world employers with educational institutions so students can gain powerful, real-world experience



Education Connections

Aligns students with higher-educational institutions that are matched to their individual aptitudes and interests



Career Connections

Creates opportunities for students to work with local or regional employers matched to their specific talents and skills



YouScience® Professional Services

YouScience Professional Services offers customized implementations of Brightpath for your school or program. We partner with educators to build strategic, customizable solutions that allow students to make meaningful connections between what they're learning in the classroom and their next steps in life.

SCAN THE QR CODE

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