



Executive Summary



MyScholar's *ScholarPath* is a workforce development social network tool for high school students. By building an ecosystem for students, colleges, employers and the military, ScholarPath is changing how high school students plan their future and how high school talent is recruited. ScholarPath helps high school students find their right path, whether it be college, the workforce, or the military. Founded by an experienced team of educators and technologists, ScholarPath launched in multiple St. Louis high schools during the 2020/21 school year, in conjunction with area chambers of commerce, employers, unions and the military.

The Need



High School Stress

Every year, approximately 4 million seniors make the 12th grade transition to college, the workforce, or the military. Many students and parents are overwhelmed by the process - students struggle not only to identify career options but also to plan for a career and figure out how to pay for college. Many students wind up missing opportunities and scholarships that would have allowed them to continue their education or join in-demand occupations that they would enjoy.

A Challenge for All Sectors

Universities, Colleges, Employers, Trades, & the Military

All face the same challenge: finding and recruiting qualified high school graduates. Colleges are in an intense competition for incoming freshmen. Trades are finding it increasingly difficult to fill apprentice programs. Employers are desperate to replace an aging technical workforce. The military needs the same highly qualified students. All groups are concerned that the high school graduates of the future will not have the right knowledge and skills.

Our Ecosystem

A New Look at High School Education

ScholarPath's technology combines a school district's curriculum with a battery of surveys such as career interests, demographic, and psychographic questions to help the students identify their desired pathway. ScholarPath then aligns their passion with career pathways that are provided by the school they attend. Through our platform, high school students can create a 4-year course plan where they know that their courses align with the real opportunities they plan to pursue,

which have already been loaded onto the platform. The data collected from the Student Information System (SIS) and student surveys is used to deliver outcomes.

OUTCOMES

Possible careers and the class load needed to achieve them:

- Scholarships at nearly 2,500 colleges;
- Local employment
- Training opportunities;
- Possible military careers;
- Programs and internships that will help the student achieve their goals.

Through ScholarPath, students can make fully informed decisions about their high school journey. Additionally, counsellors and administrators gain added visibility during this process with our built-in tracking tools.

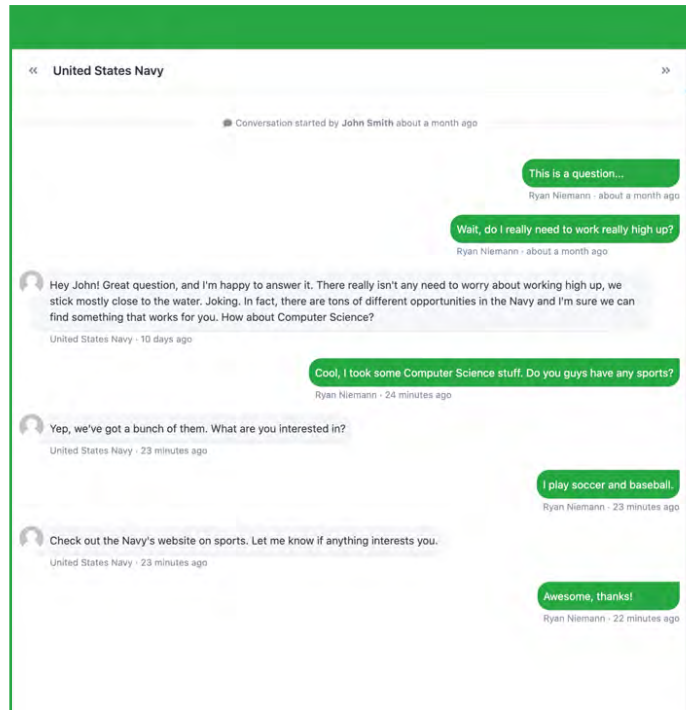
A Transformational Approach to Workforce Development

1. ScholarPath’s ability to track, identify & deliver outcome-based data on student
2. Changes the way educators, employers, colleges, & the military look at talent acquisition
3. Deliver qualified, interested students that fit the ideal profile for colleges, employers, & the military upon graduation
4. Providers reach out through our platform, targeting students that fit their criteria
5. Providers take the guesswork out of recruiting qualified candidates & assure that they will be able to fill opportunities with the right candidates.

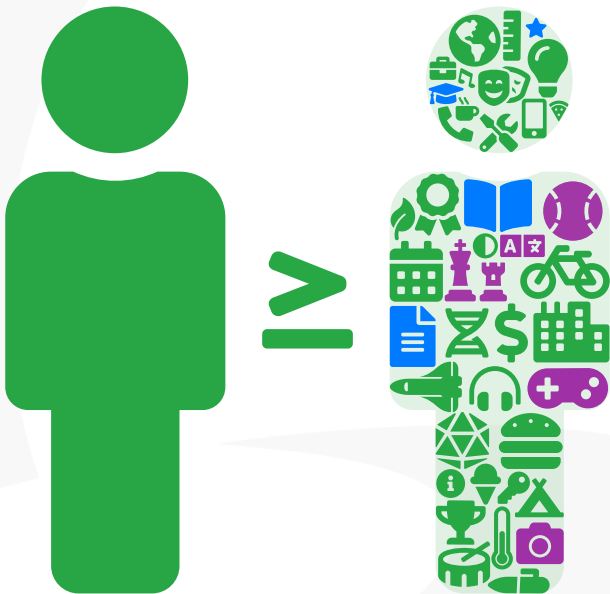
Proprietary, FERPA-Compliant Messaging System

ScholarPath uses a patent pending “Blind” messaging system that allows pathway providers to target messaging to students based on protected student information, without disclosing to the pathway provider a student’s name or any other protected information.

Providers use this information to send informative content and messages to anonymous students and can only establish two-way contact when the student and their parent have both agreed. ScholarPath receives FERPA-protected student information from a high school’s student information system, including grades, classes, attendance, test scores and certifications (ScholarPath does not receive disciplinary information). We use an inclusive matching approach - pathway providers are able to specify students to include but have no ability to exclude students based on any criteria. Our program transforms recruiting for providers and opens up a wide array of new possibilities.



Standardizing Disconnected Data



MyScholar’s proprietary software engine and curriculum builder standardize data across all levels of education and the workforce. By aligning federal, state, and school-specific data, our platform allows schools to automatically generate the follow-up reports necessary for federal funding. Tracking real student and opportunity data such as planned career pathways, post-grad outcomes, grades, employer opportunities, and student course plan updates also allows administrators to harness a new dataset when making decisions on what courses and programs they should offer. Our comprehensive data provides unique data tracking and visibility to everyone involved, allowing for a more efficient and educated decision-making process. ScholarPath is transforming the way education, workforce development, and employee recruitment will coexist.

Natasha Schülerin

17 years old

Grade 12

Catholic High

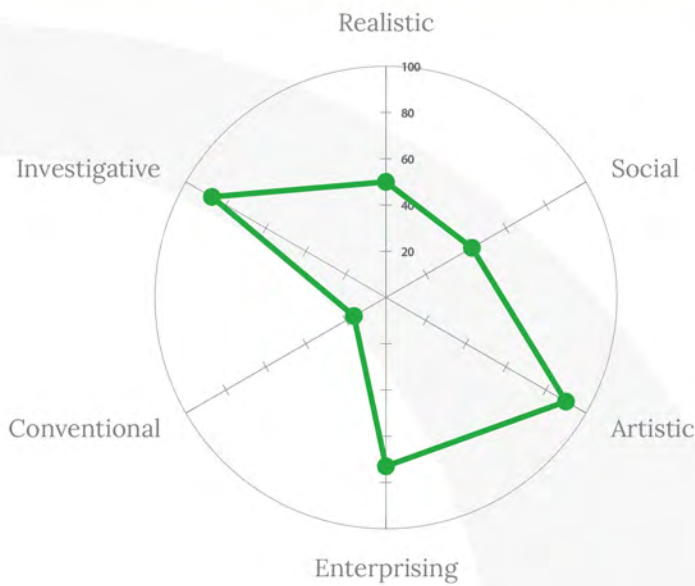


Fictionalized persona. Any connection or similarity to individuals, living or dead, is coincidental.

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“Being crew in theater shows is cool, because you’re like a ninja.”

PERSONALITY



LIKES

- Yoga
- Set Design
- Wimbledon
- UNICEF
- Archeology

DISLIKES

- Group work
- Detailed, repetitive tasks
- Accounting
- Baseball
- Hockey

GOALS

- Audition for more shows
- Learn a trade like scenery painting
- Earn a trade certificate
- Join a community theater’s crew
- Learn to sight-read sheet music

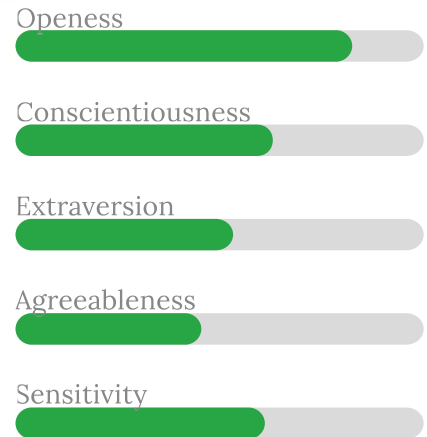
CHALLENGES

- Master better proof-reading skills
- Engage in Key Club more
- Low GPA hinders motivation in the arts
- Prepare more adequately for ACT
- Look into 4 year degree/college/university

ABOUT

Natasha loves starting creative endeavors. To fulfill certain interests, however, she needs to socialize more. A big thinker capable of detail orientation, she could improve her attention to the details. She dives deep into research and likes the history of her interests as much as the interests themselves.

TRAITS



FAVORITES

- Les Misérables
- Soviet Propaganda
- Apple Branding

Rachel Tierce

17 years old

Grade 11

Cardinal High School

“Do what makes you happy... As long as it doesn't hurt anyone!”

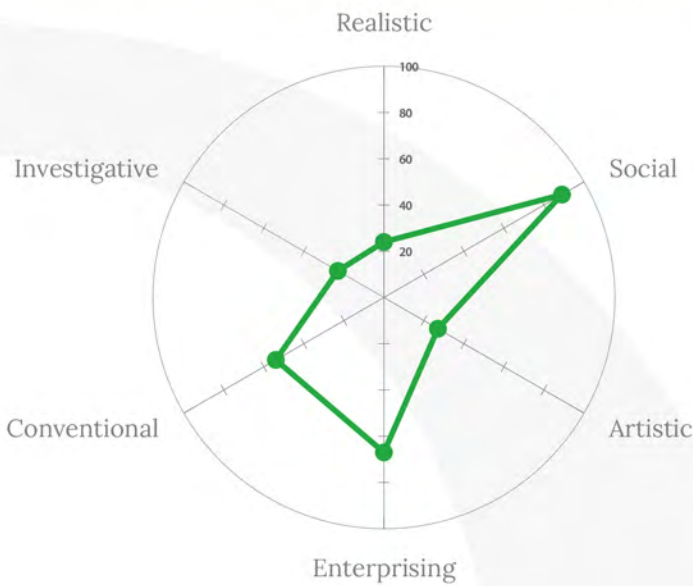


ScholarPath

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PERSONALITY



ABOUT

Rachel is an average student, but highly social. She loves to complete work that requires team communication and cooperation; however, she can struggle to stay engaged with the curriculum being taught. Though highly capable, she needs to improve her ability to stay on task while working with others.

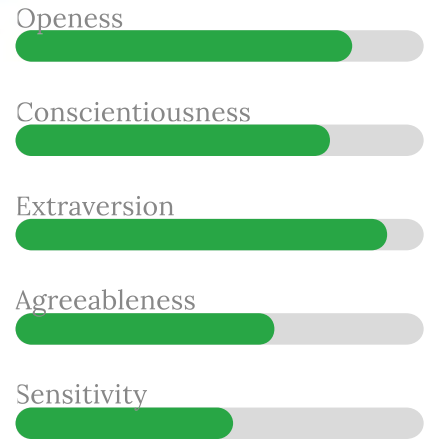
LIKES

- Preparing meals for others
- Watching cooking videos
- Studying in a group
- Basketball, Soccer; more active sports
- Serving the less fortunate

DISLIKES

- Stale Bread
- Cake Boss
- Reality shows
- Football & Golf
- Math classes

TRAITS



GOALS

- Enter workforce upon graduating
- Participate in more sports
- Take ASVAB for military prospects
- Learn to sharpen knives
- Improve mental calculation skills.

CHALLENGES

- 3.4 GPA frustrates her as knows she's more capable
- Stubbornness leads to complications in groups
- Often doesn't complete independent work
- Needs to consider cooking as a craft or art form
- Often debates too much, preventing full council votes

FAVORITES

- Food Network
- Women's Basketball
- CSPAN

Galleta Velazquez

29 years old

Bachelor's Degree

11 years in workforce;
Insurance Sales

"A funny thing about regret: it's better to regret something you've done than what you haven't."

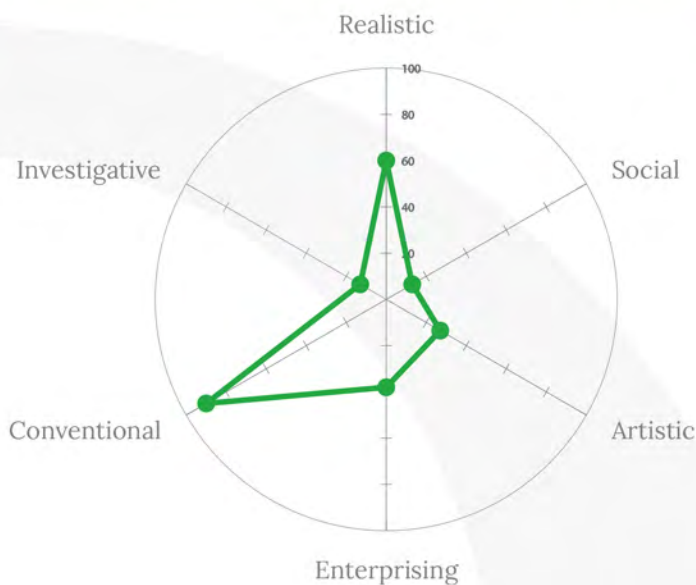


ScholarPath

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PERSONALITY



LIKES

- Origami
- Cleaning
- Baseball
- Pool
- Slight-of-hand tricks

DISLIKES

- Abstract art
- Bars
- Procedural Dramas
- Reading
- Large Parties

GOALS

- Find a way to work with hands more
- Get out of insurance industry
- Work at a homeless shelter
- Get more sleep on average
- Reduced stress in new work environment

CHALLENGES

- Move to another industry with amount of experience
- Reframe resume for desired jobs
- Unwilling to relocate
- Find a shorter commute
- Keep student loan payments on time

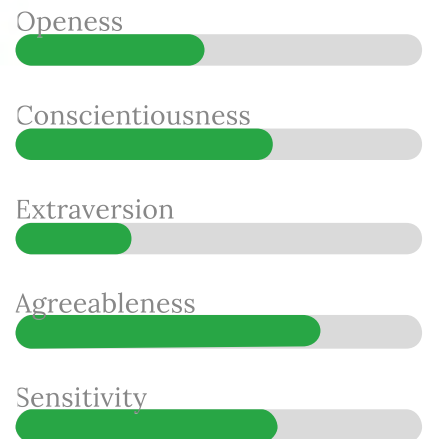
FAVORITES

- Card Tricks
- Macgyver
- LEGO

ABOUT

Galleta has always liked physical labor, but got a business degree because he felt he had to. He's dutiful & responsible, but not that outgoing. He's comfortable with himself, and likes working with his hands. He's recently decided to shift gears in his career and work in a physical activity-based job.

TRAITS

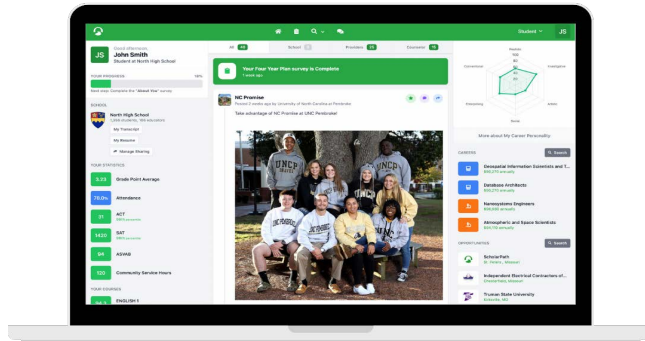


High School Platform

 | ScholarPath

Your Future | Your Journey | Your Path

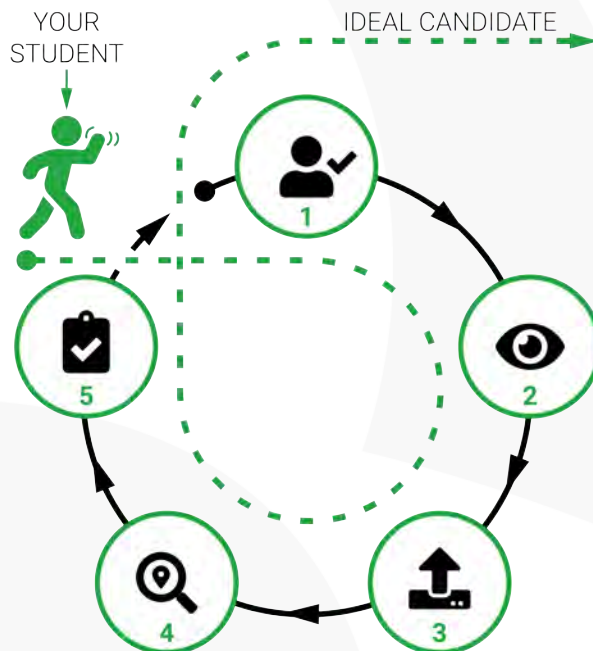
ScholarPath



ScholarPath is a comprehensive platform designed to help students investigate and plan their future. Whether they are interested in college, joining the workforce, or enlisting in the military, ScholarPath can help them envision and realize their post-secondary options.

A Transformational Approach

1. Students fill out interests, personality, college, and career surveys
2. Counselors gain clarity and insights
3. Courses, data, and plans update dynamically as student interests change
4. Counselors track real outcomes easily: GPA, attendance, ICAP Progress, etc.
5. Schools update Course offerings



A Tool for Students



- Explores career pathways based on personal profile
- Identifies courses that align with career pathways and college requirements
- Delivers current real-world college, employer, and military options
- Communicates with messaging tool to colleges, employers, and military*
- Predicts institutional scholarships, training, and funding opportunities

A Tool for High Schools



- Increases efficiency for counselors
- Alleviates the workload for guidance
- Streamlines course selection for career pathways
- Optimizes post-secondary student placement
- Utilizes school-specific curriculum in ICAP course selection

A Dashboard for Counselors, Teachers, and Administrators



- Provides snapshots of student roster
- Identifies students in need of support
- Allows for greater understanding of available careers
- Broadcasts news into student's feed (News and Announcements)

Tangible Outcome Matching



- Students communicate directly with college admissions, employer HR, and military*
- College-bound students find best-fit and possible sources of funding
- Exposes students to industry-appropriate certifications
- More students transition to workforce and military

School Implementation



- ScholarPath teaches counselors and students how to use the program
- ScholarPath provides professional development training for counselors
- Data and Privacy
- ScholarPath meets all FERPA and COPA standards
- Hosted on Amazon's FERPA-compliant platform
- Integrates with SIS

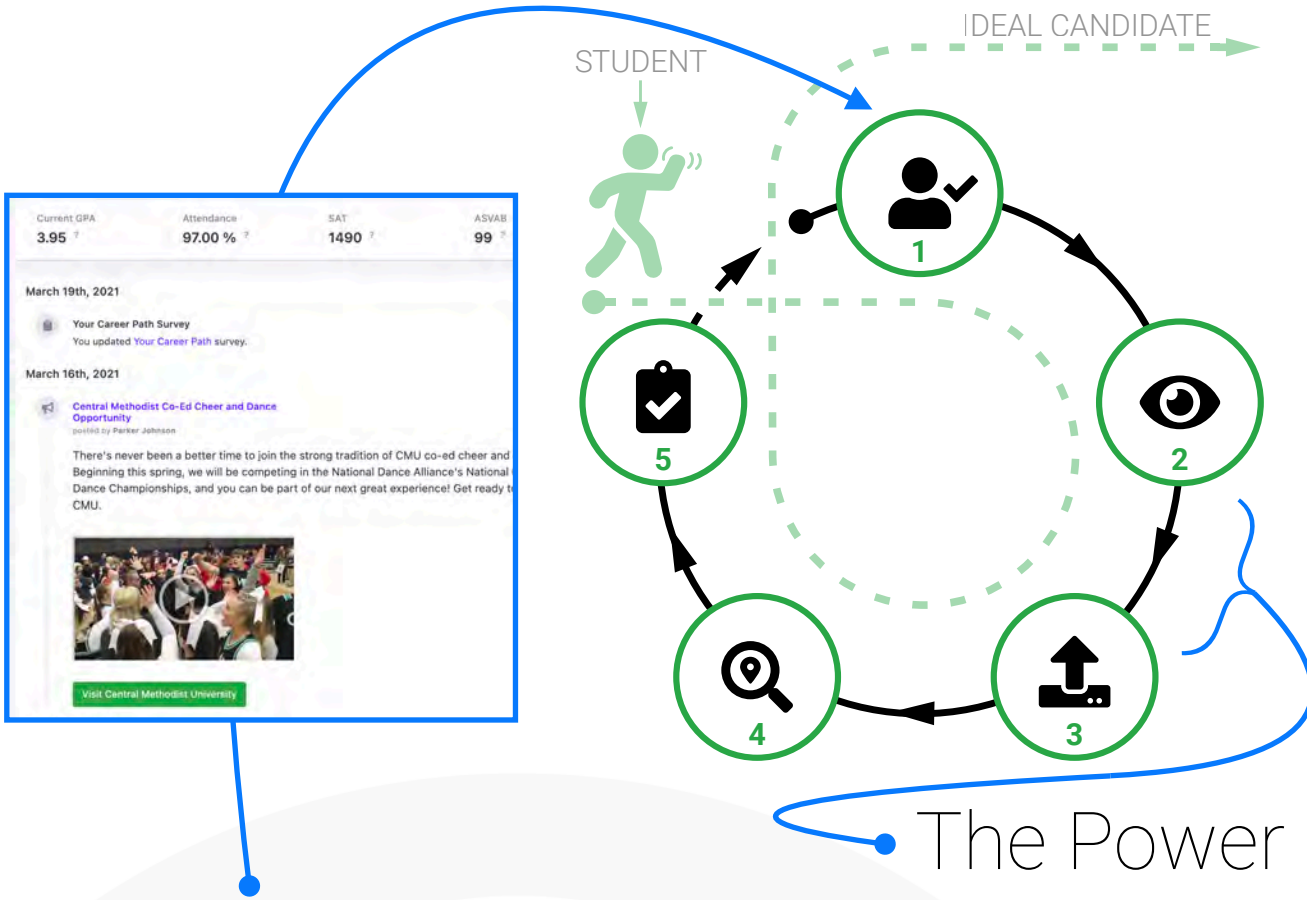
Technical Implementation



- Provided Software as a Service
- Pulls individualized data from Student Information System (SIS)
- Professional Development is provided for staff

Revolutionizing College Admissions

 | ScholarPath



The Power

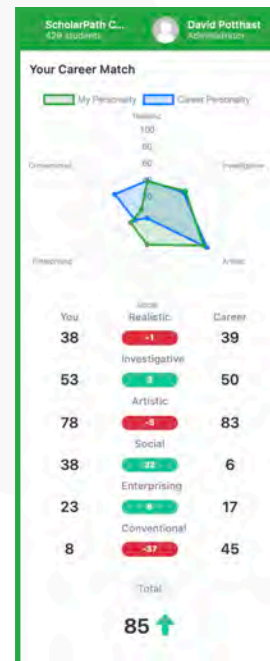
Engagement

We engage high school students in their educational journey. Our platform is designed to draw students in and to make them want to express their passions and interests, helping them explore and decide the right post-grad path. Students see content related to their interests and engage with teachers, counselors, and school clubs through our platform, keeping them involved.

Best Fit

We then build a psychographic profile of their lives and aspirations, blending classes, grades, and test scores with their thoughts and ambitions. ScholarPath will help students, colleges, and trade schools find the Best Fit (the right institution, program, funding options, and social environment). ScholarPath will also introduce colleges and trade schools to individuals who will excel in their programs and complete their degrees.

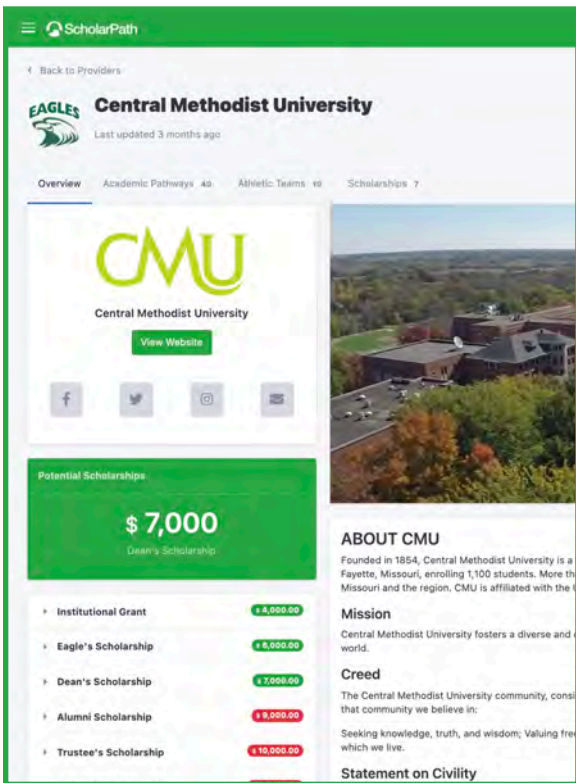
Our Engine is a complex matching engine that runs on top of our extensive collected data. The engine processes a student's information and preferences against a university's scholarship requirements, identifying where the students match, where they fall short, and what would be necessary to improve their chances for admission. Colleges can use these same variables to identify the students that are the best fit and guide them to the school with custom messaging and content. Over time, colleges will be able to develop an even more sophisticated understanding on how best to market to, attract, and retain the matched students.





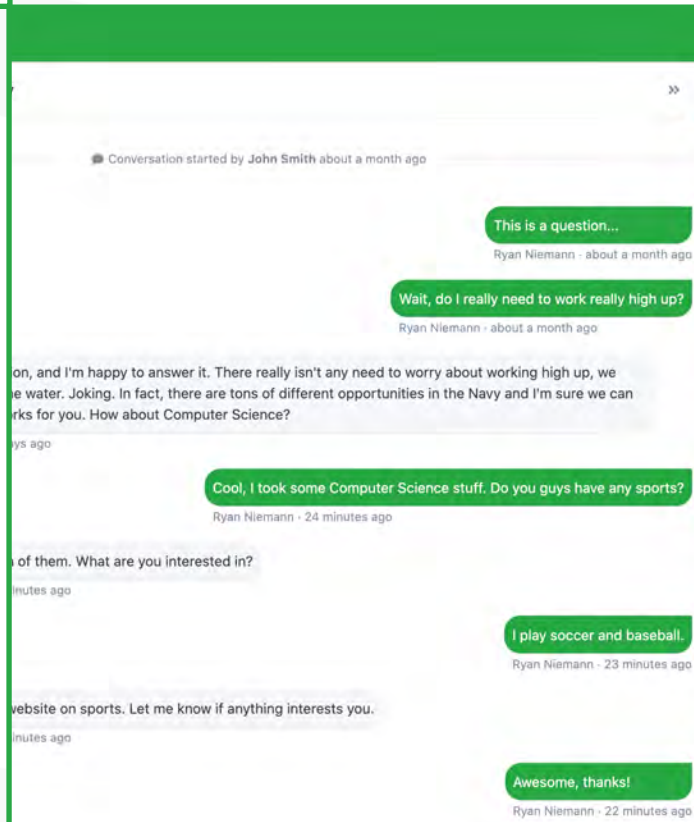
Transforming Research

We transform how students research, aspire to, and pay for college, as well as how universities and colleges market to and pursue students. By collecting unique inputs and sophisticated data from students' data sources, ScholarPath simplifies the process, making post-high school education a realistic option for millions of graduating seniors. Colleges and trade schools load their existing admissions and calculators into the platform. The matrix contains the school's requirements and prioritized (weighted) criteria for admission such as GPA, standardized test scores, previous coursework taken, co-curricular activities, and others. This makes an intimidating and confusing process more manageable for students, making college a reality.



Messaging

ScholarPath's messaging system allows students to communicate with colleges without disclosing to the college any FERPA-protected information. ScholarPath uses an inclusive matching approach – colleges can place messages into a student's inbox based upon student's interest. What's unique about this approach is that colleges can filter student messaging based on traditionally protected information such as grades, personality traits, attendance, etc. One-to-one communications can then begin if both the parent and student approve. When a student initiates communication with a college, the college is then able to see some of the student's FERPA-protected information, such as GPA, attendance, specific classes, certifications and test scores. This is essentially the information a student would list on a college or job application. This approach brings a whole new set of tools to admissions counselors, empowering colleges to recruit more accurately and effectively.



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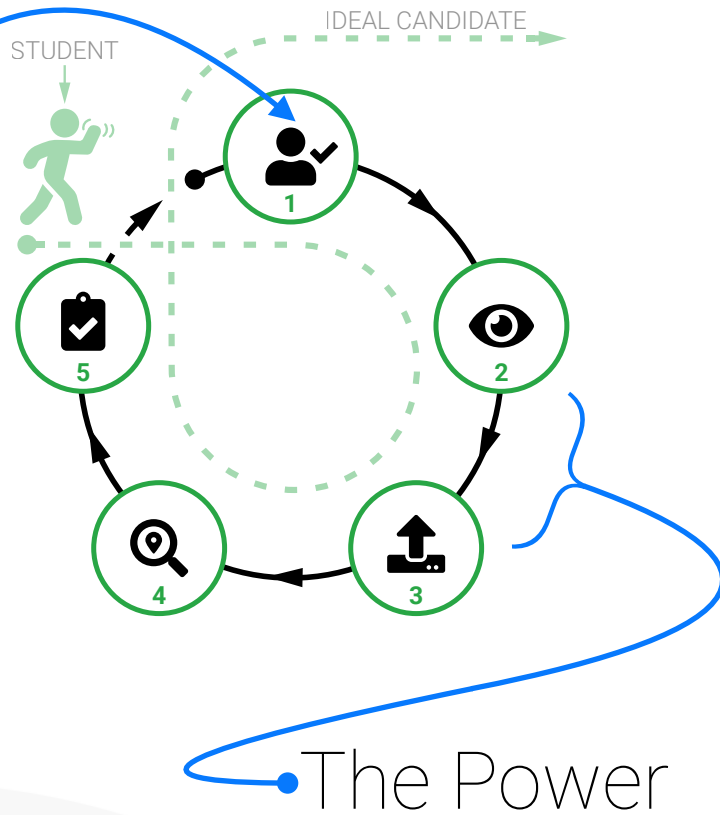
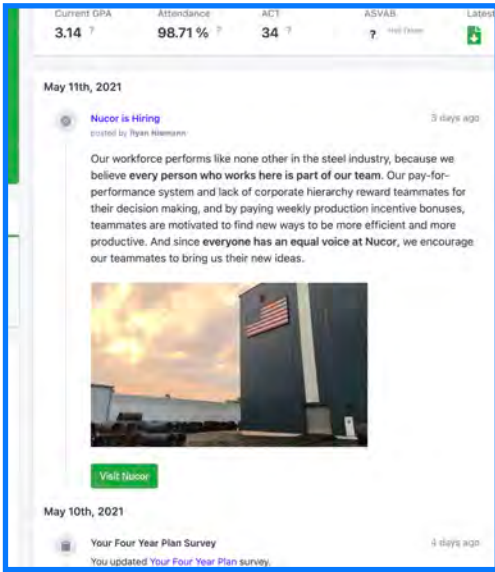
Technical Implementation



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Revolutionizing Workforce Development

 | Scholar Path



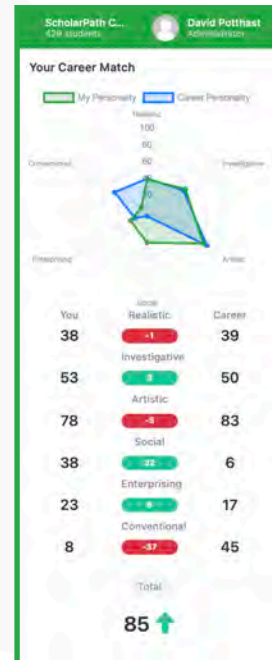
Our Role in the Workforce

ScholarPath can be used by businesses at any geographic level, from local to national. Each business can use the platform to message every student in the platform with general information or other facts about employment at their organization. Businesses can also use the platform to reach students in their geographic area, using targeted messaging to appeal to a more specific audience. Businesses can then begin building relationships with individual students early in their high school careers. Because of this lead time, businesses can reach students that might not have realized the opportunities available to them and inform them about desired skill sets.

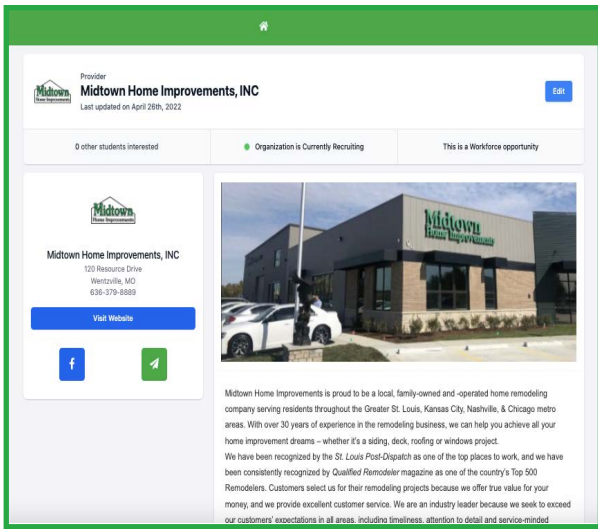
SCHOLARPATH WORKS ON BOTH ENDS BY HELPING STUDENTS GET INTO CONTACT WITH THE WORKFORCE WHILE SIMULTANEOUSLY GIVING BUSINESSES NOT ONLY POTENTIAL APPLICANTS, BUT ALSO THE POWER TO DIRECTLY INFLUENCE AND HELP BUILD A MORE TALENTED WORKFORCE EQUIPPED WITH THE SKILLS THEY NEED.

The Power

Our Engine is a complex matching engine that runs on top of our extensive collected data. The engine processes a student's information and preferences against a university's scholarship requirements, identifying where the students match, where they fall short, and what would be necessary to improve their chances for college admissions or job placement. Businesses can use these same variables to identify the students that are the best fit recruits for them with custom messaging and content. Over time, businesses will be able to develop an even more sophisticated work force catered to their real needs.



How Does it Work?



ScholarPath's proprietary software engine and curriculum builder standardize data across all levels of education and the workforce. ScholarPath captures validated data from the Federal Department of Labor, the Federal Department of Education, the State Department of Education and the School's Student Information System. The curriculum engine correlates district course codes, state course codes, program codes, Federal CIP codes, and SOC codes. This comprehensive data capture allows districts to automate graduate follow up reports and gives school districts the power to make more informed decisions on what courses and programs to offer based on their local workforce. With ScholarPath, businesses are able to interact with students and actively participate in creating a more qualified, skilled, and informed workforce.

Features

ScholarPath is designed to allow any business or job seeker with a mobile device or computer to use its tools and resources.

This includes:

- ScholarPath's Research Platform, which allows job seekers to research and plan their transition to a new career or a possible job, including communicating with employers and other training providers.
- ScholarPath's Broadcasting tool, which allows businesses to broadcast newsworthy information to students seeking employment post graduation.
- ScholarPath's Proprietary FERPA-Compliant Messaging tool, allows a business to message and communicate with job seekers for potential employment opportunities or internships.
- ScholarPath's mobile application allows students to engage with their activities feeds, our research platform, and our messaging tool anytime and anywhere.

Hey Cracker Barrel, I had a quick question about your company. I currently live in St. Louis, but I'm moving to Memphis next summer. Do you have locations in Memphis, and if I got started in St. Louis, can I move locations?

Johnny Student · 12 months ago

Great question Johnny, and thanks for reaching out. Cracker Barrel is a family, and no matter where you go...you'll be part of that family. Heck, even if you go on vacation you can earn some extra money wherever you travel. Just reach out to the local manager.

Cracker Barrel · 12 months ago

No way, that's awesome. How do I apply?

The background of the entire page is a photograph of a large, multi-story library building, viewed from a low angle looking up. The image is heavily tinted with a vibrant green color. The perspective creates a sense of depth and scale, with the rows of bookshelves and windows receding into the distance.

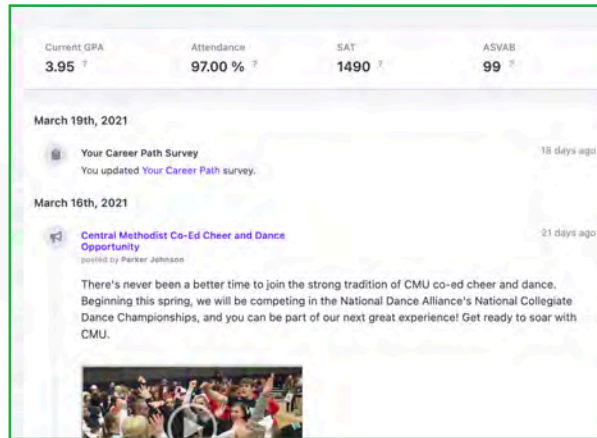
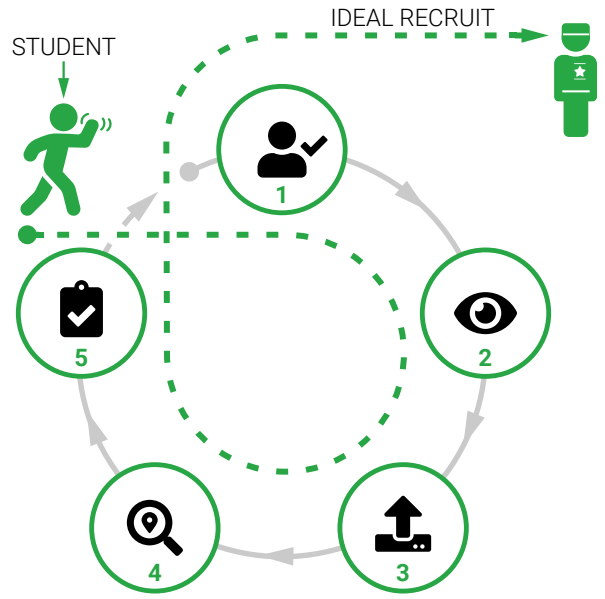
A Force Multiplier Transforming Military Recruitment

The logo for ScholarPath, featuring a stylized white icon of a person or a flame above a vertical line.

ScholarPath

A brand new, cutting edge student engagement application that assists military recruiters.

1. Lets students plan out their courses in advance so that they are prepared for military opportunities.
2. Serves as a passive recruiting tool.
3. The technology allows The Armed Forces to engage students early in their high school careers with real opportunities, data, and messaging.
4. Allows recruiters to cultivate a relationship with students early on.
5. Using ScholarPath's broadcasting tool and messaging platform, recruiters can engage students in a way they never have before.



For The Armed Forces

ScholarPath first serves as a passive recruiting tool, giving students a full understanding of the vast range of opportunities in the different branches of Service with constantly accessible, easily digestible information. Each of the branches can also use ScholarPath as an active recruiting platform. ScholarPath's messaging tool allows recruiters to present content, events, and opportunities to student users. Because of the matching engine, the branches are able to go beyond students that have expressed an interest in the Armed Forces and filter to those that have expressed either an interest in a particular profession the Armed Forces offers or those that have a desired skill set or aptitude. The branches can use ScholarPath to drive a range of existing promotions, whether it be giving students free merchandise, promoting programs where the Armed Forces can pay for school or training, or pushing attendance at an upcoming recruiting event. ScholarPath is a force multiplier, allowing the Armed Forces to target the right students, plant a seed when they are 9th and 10th graders, and then nurture a relationship that converts them into a recruit.



ScholarPath

ScholarPath can be used by the Armed Forces at any geographic level, from local to national. Each branch can use the platform to message every student in the platform with general information and to promote national initiatives. Local recruiters can also use the platform to reach students in their geographic area, using targeted

messaging to meet local recruiting goals. Local recruiters can then begin building relationships with individual students early in their high school careers. Because of this lead time, military recruiters can reach students that might not have realized the opportunities available in the Armed Forces, giving them access to a broader, more talented pool of potential recruits.

The screenshot displays the United States Navy page on ScholarPath. The top section features the Navy logo, a mission statement, and social media links. Below this, there is a 'Career Pathways' section with a table of job opportunities. The table lists various roles such as Logistics Specialist Submarine, Machinery Repairman, Mineman, and Machinists Mate, along with their respective salaries. A 'View Website' button is visible in the top right corner of the page.

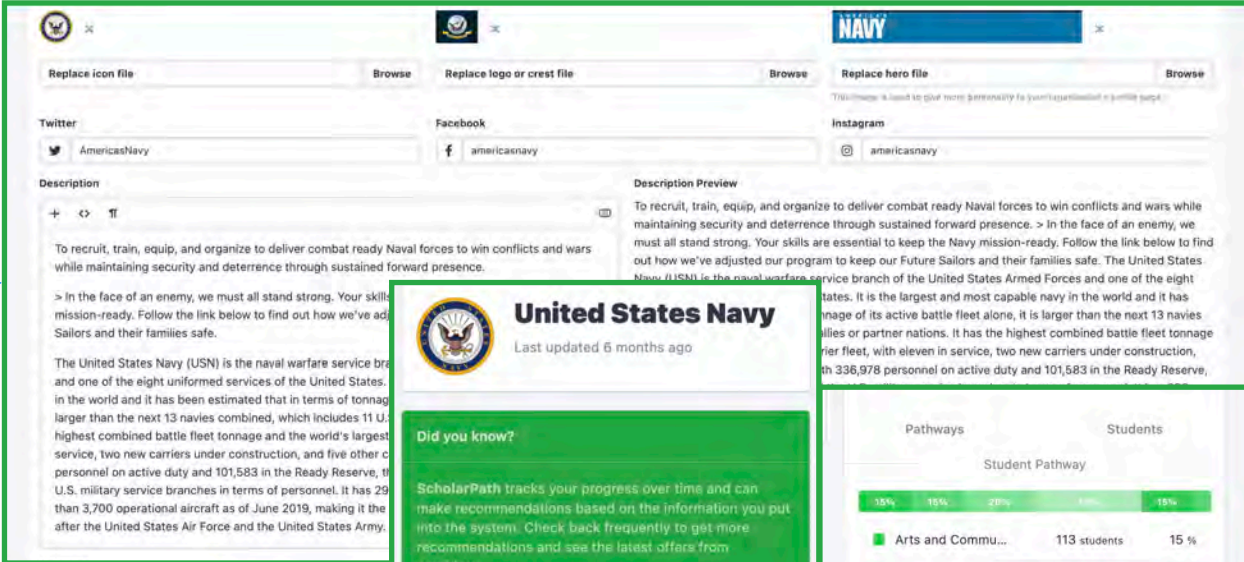
Title	Salary
null No description	\$ 0
Logistics Specialist Submarine Logistics Specialist Submarines (LSS) man...	\$ 38,260.8
Machinery Repairman Machinery Repairmen (MR) perform organi...	\$ 38,260.8
Mineman Mineman (MN) perform organizational and i...	\$ 38,260.8
Machinists Mate, Weapons	\$ 38,260.8
Machinists Mate, Nuclear Power Machinist's Mates, Nuclear Power (MMN) o...	\$ 38,260.8
Machinists Mate, Non-Nuclear, Submarine Auxiliary Machinist's Mate, Non-Nuclear, Submarine ...	\$ 38,260.8
Machinist's Mate Machinist's Mates (MM) if surface, operate,...	\$ 38,260.8
Mass Communication Specialist Mass Communication Specialists (MC) writ...	\$ 38,260.8

Customization

Military recruiters can customize their branch pages by adding logos, mission statements, and website links. They can also add state-specific occupational opportunities, highlighting to students what professional roles exist within the military. As so many students are unaware of the broad array of military jobs, customizability and easily accessible information are crucial to recruiting success.



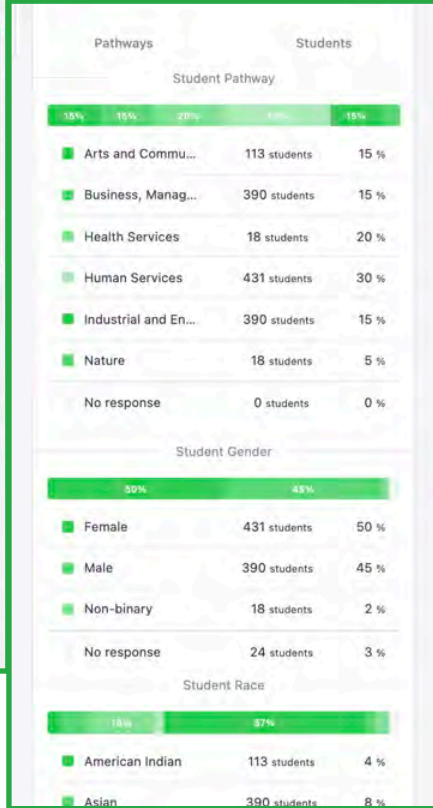
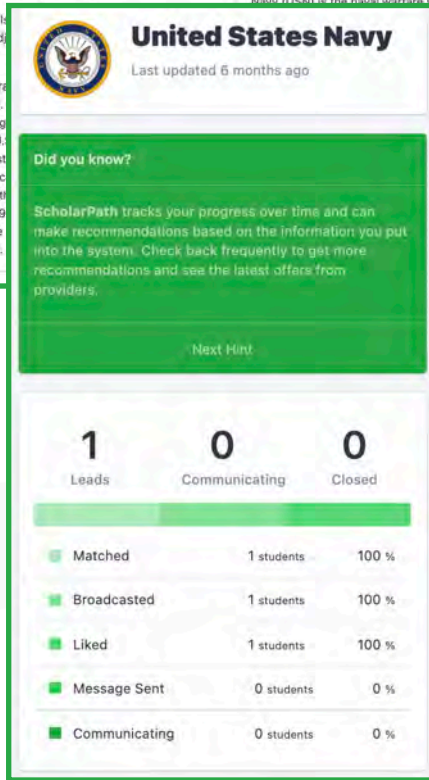
ScholarPath



Messaging System

Our messaging system allows the military to target messaging to students based on FERPA-protected information without disclosing any of this information to military recruiters on an individual level. Students are selected based on aggregated, anonymous data to receive messages and see content, then they can respond to that content through our built-in messaging system.

Communications can only begin if parents have also approved on the student's behalf. Once communication is initiated, some individual data is then visible, essentially what would normally be disclosed during military enlistment.



New Insights for Recruitment

Right now, military recruiters only have access to a very limited set of student data, which makes targeted, efficient recruiting difficult. Through ScholarPath, recruiters can target students with a transformative dataset based on student interests, academic performance, personality fit, and a variety of other unique variables. Over time, recruiters can then track the effectiveness of different student filters, improving efficiency even further. ScholarPath is bringing military recruiting into the 21st century through a powerful, data-driven approach.



Features



Current Features

Features below are currently implemented and being used by administrators, counselors, students, parents, opportunity providers, and aggregators.

For Schools

Administrators and Counselors

- Academic Dashboard showing statistics on all students or broken down into customizable groups, includes information about the students' performance as well as selected Career Pathway
- Activity Feed which can be populated by alerts or broadcast messages
- Four-year plan to view students' progress towards their Career Pathway (including full support for Missouri's ICAP)
- Broadcast messaging tool allowing announcements to customized groups or based on criteria at the school
- Research platform for Careers, Colleges, and the Armed Services to browse the same opportunities as the students have access to view
- Administration systems (Curriculum Builder, automatic data syncing, etc.) which allow a school to manage the features above and automate as much of the process as possible

Students

- Academic and Workforce Dashboard showing information about their academic performance as well as how that performance helps them align with Career Pathways they are interested in
- Activity Feed which can be populated by alerts or broadcast messages specifically tailored for the student (based on their interests or academic performance), students receive messages from their school, teachers, counselors, etc., as well as messages from our opportunity providers
- Virtual Counselor which notifies studies of changes to their opportunities (for instance if a student improves their GPA, new scholarship opportunities will be actively pushed to their Activity Feed)
- Surveys which allow a student to learn about themselves help them align with Career Pathways and Opportunity Providers
- Four-year plan tool allowing the student to view previous courses taken and how they align with their four-year plan as well as select future classes to make sure they achieve the necessary credits for the Career Pathway they have selected

Parents

- Browse and View all Student activity
- Approval of Student's ability to communicate with Opportunity Providers



For Opportunity Providers

Colleges, Companies, Etc.

- Workforce Dashboard showing information about their current leads and contacts to hire students and general demographics information for the surrounding area of their business
- Activity Feed which can be populated by alerts or broadcast messages from schools and organizations interested in reaching out to local businesses
- Profile page with customized information about the Provider
- Career Pathways, Academic Pathways, Camps and Programs, and Athletics surveys which allow a Provider (college, company, or service) to create a robust collection of opportunities for students after high school
- Scholarship builder which gives Providers the ability to create criteria-based scholarship models which automatically match with students who are potentially qualified
- User management tool which allows a Provider to create a team of recruiters which can be assigned to specific geographic regions to handle recruitment
- Broadcast messaging tool allowing announcements to customized groups or based on criteria targeting students
- Multiple Provider profiles per user, allow one person to recruit for multiple Providers

For Aggregators

- All the “For Opportunity Providers” features
- Provider management allowing for an Aggregator to manage multiple Providers (for instance a Union or Chamber of Commerce)



Data Engine

• Allows educators to track predetermined data points for groups of students. Groups and data points can be added or modified.

Tracks:

- CTE certification
- Graduation requirements
- Eligibility in athletics
- Credentials
- Honor cords
- Behavior incidence
- Fitness testing
- Wellness statistics
- ASVAB and military interest
- IEPs
- Homelessness

The screenshot displays the 'Graduation Requirements' interface. At the top, it says 'Annual calculation of graduation requirements for seniors at North High School.' Below this, there are filters and a table of results. The table has columns for Name, CTE Credits, GPA, CTE or IBC, CTE Hours, Alt, SAT, ACT, WorkKeys, and ASVAB. The data is color-coded: green for 'Pass' and red for 'Fail'.

Name	CTE Credits x 3.0	GPA x 3.0	CTE or IBC	CTE Hours x 10.0	Alt x 95	SAT x 1000	ACT x 27	WorkKeys x 3	ASVAB x 75
Cook, Dean	1.00	3.70	-	73.00	99.0 %	1320	17	5	99
Muddox, Bill	1.00	3.14	Pass	96.00	86.8 %	990	25	1	81
Ross, Chantal	3.00	3.27	Pass	34.00	93.8 %	1270	17	4	69
Mccarty, Mindy	6.00	2.70	-	39.00	97.0 %	1030	30	4	55
Shaffer, Erin	1.50	1.19	-	49.00	86.7 %	990	12	4	81
Strickland, Nicholas	6.00	2.49	Pass	99.00	93.3 %	1280	21	1	79
Frost, Bill	6.00	3.49	-	22.00	91.2 %	1050	24	1	93
Rios, Tanya	1.50	3.70	Pass	93.00	97.9 %	1100	31	1	58
Wilder, Ariene	1.00	3.13	Pass	25.00	96.3 %	1090	25	5	89
Morrow, Tanya	0.50	3.15	Pass	33.00	99.8 %	890	31	1	50
Clayton, Kirk	0.00	1.73	Pass	33.00	94.5 %	850	12	3	73



Letters of Support



Orchard Farm R-V School District

2165 Highway V
St. Charles, Missouri 63301
www.ofsd.k12.mo.us
Dr. Thomas E. Muzzey, Superintendent

Central Office
2165 Hwy V
St. Charles, MO 63301
(636) 250-5000
Fax: (636) 250-5444

OF High School
2165 Hwy V
St. Charles, MO 63301
(636) 250-5400
Fax: (636) 250-5425

OF Middle School
2165 Hwy V
St. Charles, MO 63301
(636) 250-5300
Fax: (636) 250-5306

OF Elementary School
2165 Hwy V
St. Charles, MO 63301
(636) 250-5200
Fax: (636) 250-5204

Discovery Elementary School
500 Discovery Path Lane
St. Charles, MO 63301
(636) 757-6800
Fax: (636) 757-6899

Transportation
2165 Hwy V
St. Charles, MO 63301
(636) 250-5236
Fax: (636) 250-5250

Operations & Activities
2165 Hwy V
St. Charles, MO 63301
(636) 250-5238
Fax: (636) 250-5250

5/14/2020

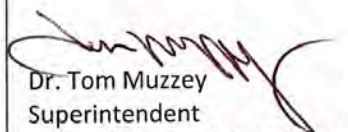
Endorsement of ScholarPath:

In 2019, Orchard Farm High School opted to use ScholarPath. ScholarPath meets many of the needs required by our schools; curriculum resources for personal finance courses, ICAP requirements, and tracking of CTE certification requirements. ScholarPath offers the unique tools of individual behavioral surveys that cross reference student data from the S.I.S. system, and allows a counselor, teacher, and/or administrators to advise their students on career pathways and attendance.

ScholarPath's team also gave our staff professional development assistance on how to use the platform. The training was key to understanding the power of ScholarPath. As a superintendent that has technology companies reaching out to my office regularly, the tools that ScholarPath offers that sets them apart are "Broadcasting" and "Blinded Messaging." These tools allow colleges, employers, and the military to send industry specific employment information, career opportunities, and training possibilities other than 4 or 2 year colleges.

The ScholarPath approach of using individualized student data to help guide their career pathway and course decisions gives my staff and students the ability to identify future opportunities for employment and earning scholarships. ScholarPath has partnered with the Greater St. Charles County Chamber of Commerce to help with workforce and economic development. If given the right support, I envision this tool could change the landscape of how talent is acquired.

Professionally,


Dr. Tom Muzzey
Superintendent
Orchard Farm School District

"Having Scholar Path during this pandemic has been a great technology solution for our students. This tool means our students are selecting courses that are in line with their interests and passions and helping them towards certifications, dual credit and internships. I'm so glad we put this technology in place last year or we would struggle to have a course selection process that aligns academic planning with meaningful postsecondary counseling."

Susan Hill, Ed.S.
Director of Pk-12 College and Career Readiness and Access
School District of University City

Email
1/26/21

I used ScholarPath in Personal finance class. This app was very easy to use, easy to navigate, and was user friendly. I found ScholarPath very helpful with my class and helped me look at colleges and finances from a different perspective/viewpoint.

Thanks for all of the help from this app!
Sabrina King

4/12/21
Email

Sabrina was a Senior at St. Charles High School when she sent the email above. Sabrina used ScholarPath to research college opportunities and recently signed to attend Central Methodist University (one of ScholarPath's opportunity providers)

I believe scholarpath will be instrumental in the development of our students. They will be able to see what they need to do to attain the career that they want. Also, it will help to identify other areas of potential interest for the students. I look forward to the full implementation of the program and fold it into our curriculum. My current students, the test subjects, are eagerly waiting for the site to be updated so they can see what new information is there and continue their search for the career of their dreams.

Thanks,

Mike Freeman

St. Charles High School

Personal Finance Teacher

History Teacher

Email

12/26/2019

I am writing to you today to request your support in one of the most innovative career pathway initiatives in the state of Missouri, Scholarpath. At Scholarpath, it was evident that they wholeheartedly believe in giving back to the students they are so proud of, and to be an integral part of the process to understand what pathway is a fit for each and every student. This is not only necessary, but a great opportunity and one that is much needed in the higher education sector. This forward-thinking organization's Mission is to "transform how students find their career pathway by engaging students and their communities."

I have been involved in higher education for over 25 years and certainly am approached daily about a product or service that will assist the institution in student matriculation. As indicated, colleges use ScholarPath to reach students not captured by traditional recruiting channels and to build better relationships with potential applicants. Building connections and helping students navigate a very complex environment is part of the daily roles we serve. Let me explain how this aligns with Scholarpath;

It's important to understand, that at Central Methodist University, Central's legacy of small class sizes and nurturing, caring faculty will be a foundation for your student's success. Central students get a double dose of learning: from the outstanding faculty in the classroom, and from the other great relationships that are part of the Central academic experience. This aligns with Scholarpath in many ways, including best fit, and provides a succinct pathway to the higher education side of the platform.

Secondary education has trended recently toward pressuring teachers to conduct research, outsourcing help sessions, and handing off teaching responsibilities to adjunct or student professors. At Central, we take pride in the fact that full-time professors teach all courses, bringing their cutting-edge thought leadership directly into the classroom and providing a top-tier academic environment. Such relationships are the ties that bind us and form the essential ingredient that we want to match when assisting prospective students and families. Therefore, it is extremely important to find the right students that are the best fit for the institution and Scholarpath assists with that.

I take great pride in helping every student understand the college search process and look forward to working with Scholarpath for all future endeavors. If you have questions, please do not hesitate to contact me by email at jparisi@centralmethodist.edu or by phone at 660-248-6247.



Dr. Joe Parisi

Vice President for Enrollment Management

Team,

Thanks for taking the time. Hope to work together in the near future.

Scholar Path Team (Mick, Ryan, and Doug)-great presentation and potential block buster for a dynamic partnership between education systems, industry, and the military. The scholar path application will take off and ignite what we all continue to strive for; presenting our youth with multiple pathways by screening and identifying future career opportunities. A must for school systems; parents, educators, and most importantly our youth!

v/r

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CPT, SC
Commander, Mid Missouri Recruiting Company
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"Warlords"

Email
4/15/21



DEPARTMENT OF THE NAVY
NAVY TALENT ACQUISITION GROUP MID AMERICA
1222 SPRUCE ST, 10TH FLOOR
ST. LOUIS, MO 63103

1 June 2020

From: Commanding Officer, Navy Talent Acquisition Group (NTAG) Mid America

Subj: ENDORSEMENT OF SCHOLARPATH STUDENT ENGAGEMENT APPLICATION

1. **Purpose.** To provide detail on the potential for ScholarPath's student engagement application to benefit Navy Talent Acquisitions within the NTAG Mid America recruiting area, and to lend support for efforts in growing ScholarPath's platform.

2. **Background.** Navy recruiting has become heavily dependent on the use of web-based applications to supplement traditional modes of entry into markets that sustain recruitment goals. These internet prospecting tools allow easier access to the target market and increase the reach of recruiters to areas in which the NTAG does not have a physical presence. A web application such as ScholarPath that promises to increase the reach of the recruitment effort would assist in market penetration and in reaching more prospects for recruitment into the Navy.

a. Web-based prospecting methods have become more essential as a result of widespread internet advertising. Specifically, internet advertising and prospecting have become a major focus for Navy recruiting due to high volume of internet use by the largest target market for Naval service; that of 17 to 24-year-olds comprising high school students, recent high school graduates, college students, and young members of the work force. Currently, approximately one quarter of all new recruits for naval service are contracted via internet-generated leads. Further, the coronavirus pandemic has led to an increase among educators and students in the use of web-based learning and online communication tools, demonstrating a need for an even more robust online prospecting plan for Navy recruiting.

b. The Navy is currently focused on filling ratings (jobs) that require high-level technical skill in fields such as nuclear power, electronics and computers, cryptology and information systems, intelligence gathering and interpretation, and special warfare. Recruiting such individuals in the local area of operations for NTAG Mid America requires engagement within science, technology, engineering and math (STEM) related environments. These venues usually consist of advanced placement high school classrooms, junior colleges and STEM related extra-curricular organizations. The ability to target students in these venues is often dependent on establishing personal relationships with educators, known as centers of influence (COIs) who allow access to their classrooms. While recruiters and NTAG leaders are skilled in developing relationships with COIs, such relationships take time to develop, and are often dependent on the personalities involved, which can change with personnel turnover in the recruiting office or the schools. Having a consistent online presence with students in STEM-related fields would be of benefit to maintaining a consistent audience with such students.

c. NTAG Mid America draws from a recruiting area of operations that includes more than 1400 high schools from Central Illinois to Western Kansas. More than two-fifths of these schools are in areas that are not readily accessible by recruiters due to the physical distance from recruiting stations. Because there are limits on the number of recruiters available within the NTAG, schools in these distant areas, known as virtual territory, are serviced by recruiters mainly through online and phone prospecting. A lack of physical recruiter presence in virtual territory has a detrimental effect on students' knowledge of Navy opportunities within those schools. Having a more definitive and consistent remote presence would be of great benefit to recruiting in schools within virtual territory.

d. Identification of target markets relies in part on historic data from all services on the number military recruits drawn from a given area. This data, while essential to the methodology for assigning

recruiters to target markets, is historic rather than predictive. A method that is able to more accurately identify areas where students will have the propensity to join the Navy will help drive decisions on where to emphasize recruiting efforts.

3. **Discussion.** The Marketing and Advertising department at Headquarters of Commander, Navy Recruiting Command (CNRC) has agreed to fund a pilot program for cooperation between NTAG Mid America and ScholarPath. The aim of the pilot is to determine ScholarPath's potential for benefit to Navy recruiting by allowing the NTAG to target specific indicators of students who are qualified for naval service, and to message those students anonymously with broadcast content. Ultimately, recruiters will be allowed to communicate with those students who request information on Navy opportunities, with the intent of producing enlisted and officer contracts that are sourced directly from ScholarPath's application.

a. ScholarPath features the capability for the Navy to target students in an online environment established specifically to provide them with educational and career opportunities. This is a specialized environment that promises to provide communication both to the broader audience of students, and to those students who may seek out opportunities afforded by military service and ultimately who may have the propensity and qualifications to join. As opposed to marketing on job search websites or other websites that the target audience may frequent for entertainment purposes, this platform is embedded in the educational environment, which is where the majority of successful recruiting takes place for NTAG Mid America.

b. ScholarPath allows recruiters to target and market to students who have specific qualifications and interests, providing for contact with those best suited for the technical skilled ratings the Navy currently prioritizes for fill. This also promises to augment and solidify recruiters' presence in the STEM classroom environment with virtual entry into such markets. The presence is thus not predicated on personal relationships between COIs and recruiters, allowing for increased longevity, regardless of any personnel turnover. An additional benefit is that recruiters are able to more readily reach students residing in virtual territory, distant from recruiting stations. Additionally, the potential for virtual meetings allowing real-time interaction between Navy recruiters and groups of students (potentially in multiple locations at once), would significantly benefit the NTAG by providing for further reach into virtual territory with fewer recruiters.

c. ScholarPath offers the ability to survey students to help identify users who are interested in military service. This is beneficial not only in identifying the target market, but may also allow for predictive analysis of the locations of students in lower grades who may eventually join. Targeting these students with broadcast messaging may serve to assist in the early identification of markets. This predictive analysis would better enable the NTAG to focus recruiting efforts on areas where students are known to have a propensity to join.

4. **Conclusion.** ScholarPath has significant potential to benefit recruiters throughout the NTAG Mid America recruiting territory. There is clear evidence pointing to the benefit of web-based recruiting, as demonstrated by the fact that the majority of the Navy's nationwide marketing and advertising campaigns are exclusively devoted to online content. ScholarPath's online platform promises to provide a targeted effort to the major markets that make for successful recruiting throughout Mid America. Commander, Navy Recruiting Command has seen this potential, and is engaging in a year-long pilot to prove the benefit that ScholarPath offers. Furthermore, NTAG Mid America recognizes that this effort promises to take recruiting in a positive direction, and I wholeheartedly endorse ScholarPath in its effort to grow this online platform for the purpose of informing young people on the opportunities afforded by service in the U.S. Navy.


B. R. WHITTINGTON