

Connect, Engage, and Inspire Youth

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What People Know About Monster...



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Monster's footprint

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Public Sector & Education



MAKING IT COUNT!
Admissions.com The insider's guide to getting in

monster® Custom Leadership Programs BUILDING LEADERS. FUELING SUCCESS.

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monster Evolutions putting America back to work

monster® Power Job Seeker Workshops THE NEW RULES TO GETTING THE JOB.



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The New York Times CHICAGO SUN-TIMES The Boston Globe San Francisco Examiner St. Petersburg Times CLINTON HERALD Where It's At



200+ Newspaper Partnerships

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Create Greater Alignment



Economic Development



Talent Development



P-20 Education

Creating the High-Performance Workforce



- Develop & Focus the Community's Infrastructure
- Leverage Up-to-date Data to Understand, Forecast & Monitor
- Training and Career Exploration: Empower your talent all along the spectrum
- Network: Create Communities for Success
- Create a continuous, virtuous cycle

Benefits

- Build a pipeline of qualified workers
- Align Curriculum with Employer Needs
- Attract and retain competitive employers
- Invest with precision & confidence
- Match Employers with Job Seekers
- Create sustainable, flexible economic growth

National Labor Market Trends

U.S. Job Seekers Exceed Openings by Record Ratio

By [PETER S. GOODMAN](#)

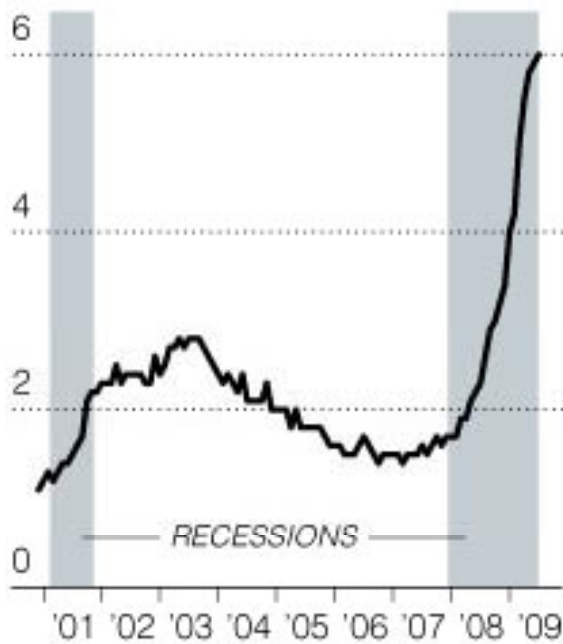
Published: New York Times, September 26, 2009

- Signs the economy is growing, but the job market is bleaker and employment prospects are still getting worse.
- Job seekers now outnumber openings six to one, the worst ratio since the government began tracking open positions in 2000.
- Employment is a lagging indicator – it resurges only after the recession is over.
- “There’s too much uncertainty out there,” said Thomas A. Kochan, a labor economist at [M.I.T.](#)’s Sloan School of Management. “There’s not going to be an upsurge in job openings for quite a while, not until employers feel confident the economy is really growing.”

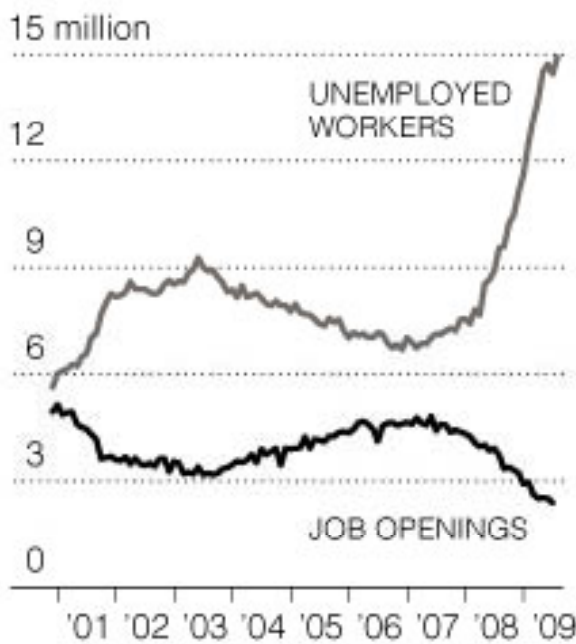
Unemployed Workers Competing for Limited Job Prospects

In July, there were nearly 14.5 million unemployed workers in the United States, but only about 2.4 million job openings, according to the Labor Department — or six unemployed people for every job opening. In many industries, the number of job openings has fallen sharply this year.

The number of unemployed people for each job opening has soared ...

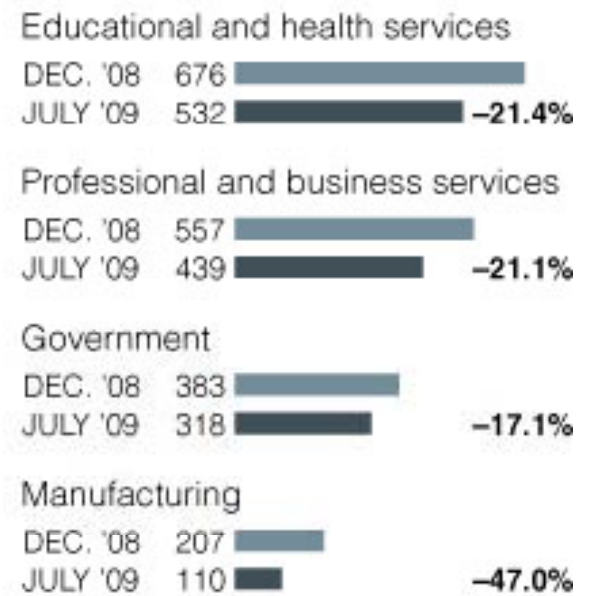


... as job openings have fallen and unemployment has risen.



Job openings by industry*

Seasonally adjusted, in thousands



*Based on 3-month averages.

Source: Bureau of Labor Statistics

THE NEW YORK TIMES

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Help Wanted: Why That Sign's Bad

- There is “evidence of an emerging structural shift in the U.S. economy that has created serious mismatches between workers and employers. People thrown out of shrinking sectors ... lack the skills and training for openings in growing fields including education, accounting, health care, and government. “
- Without retraining, U.S. workers may not be able to fill those open jobs.

Business Week – April 30th, 2009 Cover Story

Looking over the horizon...

- Experts predict the current ratio of seekers to jobs WILL DROP over time and we will see a huge talent shortage in many industries
- Many industries are facing large-scale retirements with no one to fill those jobs
- Teachers, for example, have deferred retirement due to economic crisis - compressing the effect
 - > Barriers to entry for experienced workers who want to enter the field.
- This may be mitigated by people who re-train and continue to work
- Education and training will be the key to the solution

Gartner Warns: Looming IT Talent Shortage

- A new shortage of skills and talent in IT and business is threatening business growth
- Traditional technical IT skills will not suit the burgeoning demand for developing IT and business together.
 - > WhyITNow.org run by Bill Cullifer
- Several forces are coming together to create competition for talent.
- Companies need to adjust their plans for a new reality of constrained resources.
 - > Hard to imagine at this point, but be prepared.

Why is this important?

In a Tough Job Market, Teens Are Suffering Most

By [Stephen Gandel](#), Time Magazine, Monday, Jan. 18, 2010

- "Proportionally, more kids have lost jobs in the past few years than the entire country lost in the Great Depression."

Andrew Sum, Center for Labor Market Studies at Northeastern University

- Older workers are crowding out kids.
- From 2000 to 2007:
 - > the number of 55-to-64-year-olds working in the retail industry rose by 553,000.
 - > At the same time, the number of teens who were able to snag jobs at stores fell 419,000, from nearly 2 million.
- The timing of a first job often influences future earning power because promotions build on previous salary level

Long-term Impacts of Teen Unemployment from the Great Recession

- Lower pay at first haunts workers – they remain lower-skilled and lower-paid even decades later.
- Growing teen unemployment could lead to an American workforce that lacks the skills to compete with the rest of the world.
- "If we lose a generation of workers, there is no way this economy is going to stay competitive," says Joseph Walsh, director of the District of Columbia's Department of Employment Services (DOES).
 - > "This is an immediate crisis."
- We need All Hands on Deck to support the economy.

Chinese Proverb

If you are planning for a year, sow rice;

if you are planning for a decade, plant trees;

if you are planning for a lifetime, educate people.

Alliance for Excellent Education

“The best economic stimulus package is a high school diploma.”

Governor Bob Wise, President, Alliance for Excellent Education, January, 2010

“The Economic Benefits from Halving the Dropout Rate”

In the nation’s fifty largest cities...an estimated 600,000 students dropped out from the Class of 2008 at great cost not only to themselves but also to their communities.

Reducing the number of dropouts by 50 percent for this single high school class would result in tremendous economic benefits to these regions.

Alliance for Excellent Education

“The best economic stimulus package is a high school diploma.”

Governor Bob Wise, President, Alliance for Excellent Education, January, 2010

- These 300,000 ‘new’ graduates would result in:
 - > \$4.1 Billion in increased earnings
 - > \$2.8 Billion in increased spending
 - > \$1.1 Billion in increased investment
 - > \$10.5 Billion in increased home sales
 - > \$340 Million in increased car sales
 - > \$5.3 Billion in economic growth
 - > 30,000 additional jobs in those regions

Alliance for Excellent Education

- The relationship between the quality of education and the labor market is tightening.
- Quality is key: what's important isn't the amount of schooling you have, but "what you know."
 - > If you go to school and don't learn anything, it doesn't count.
 - > Conversely, if students know more, the workforce improves.
- Beginning at a young age, the choices that students make have a huge effect on their future
- If we eliminated bottom performers, we'd see a 450% increase (\$72T) of current GDP

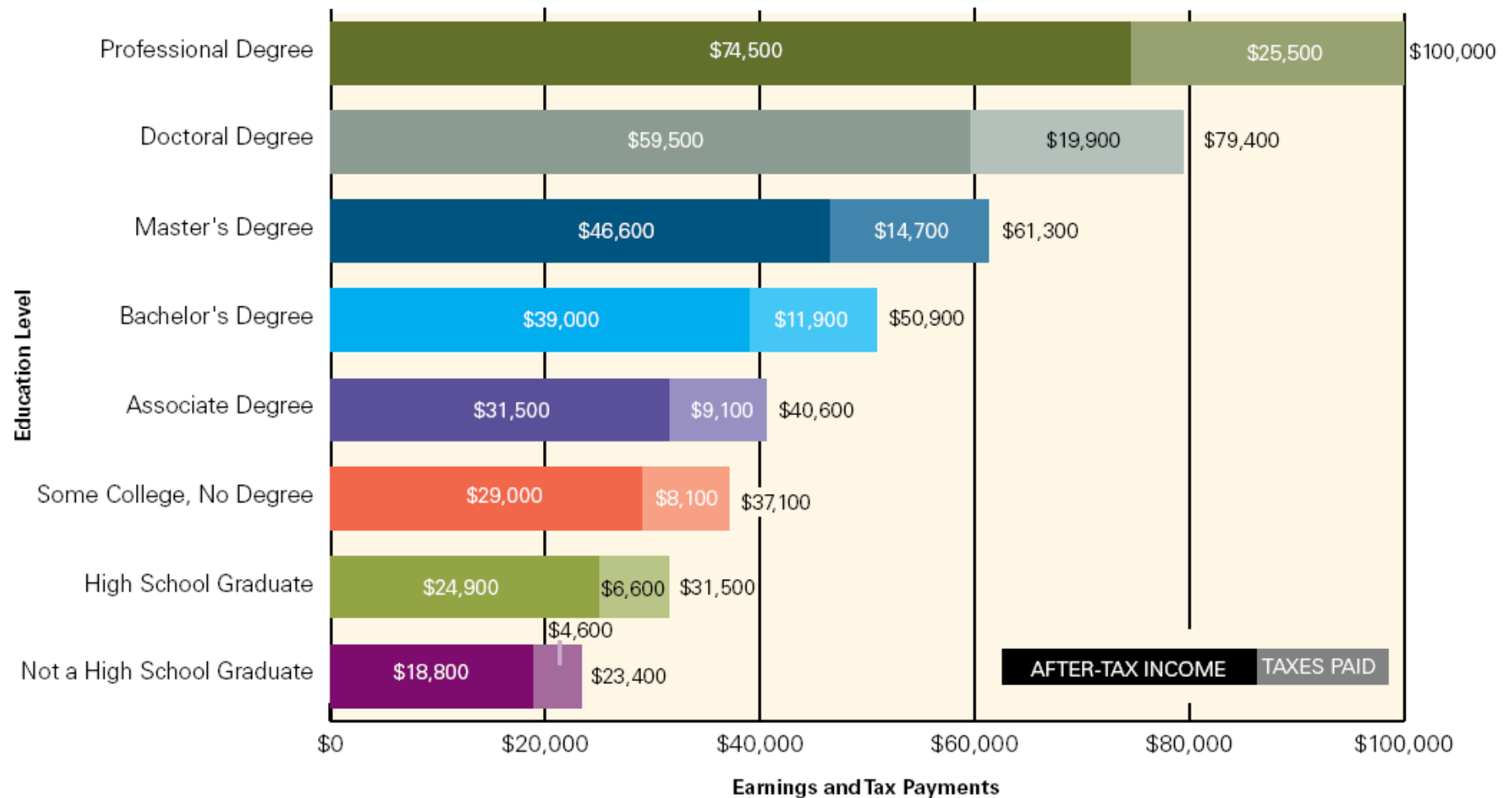
Introduce Social Norms into Education

“Predictably Irrational” – Prof. Dan Ariely (updated 2009)

- Empirical analysis of relationships based on:
 - > ‘Market norms’ – business is business
 - > ‘Social norms’ – based on recognition, trust, mutual support
- First Responders work because of ‘Social Norms’ e.g. duty, honor, not necessarily for ‘Market Norms’ e.g. salary.
 - > Kinda like Workforce Staff
- Applied to education, he argues:
 - > More testing and NCLB drive education toward ‘Market norms’
 - > Motivate kids and parents by linking education to social objectives, technological objectives, or medical goals. “Desire to give back...”
- Give students a vision and sense of purpose, not stats

Education, Earnings, and Tax Payments

Figure 1.1: Median Earnings and Tax Payments of Full-Time Year-Round Workers Ages 25 and Older, by Education Level, 2005

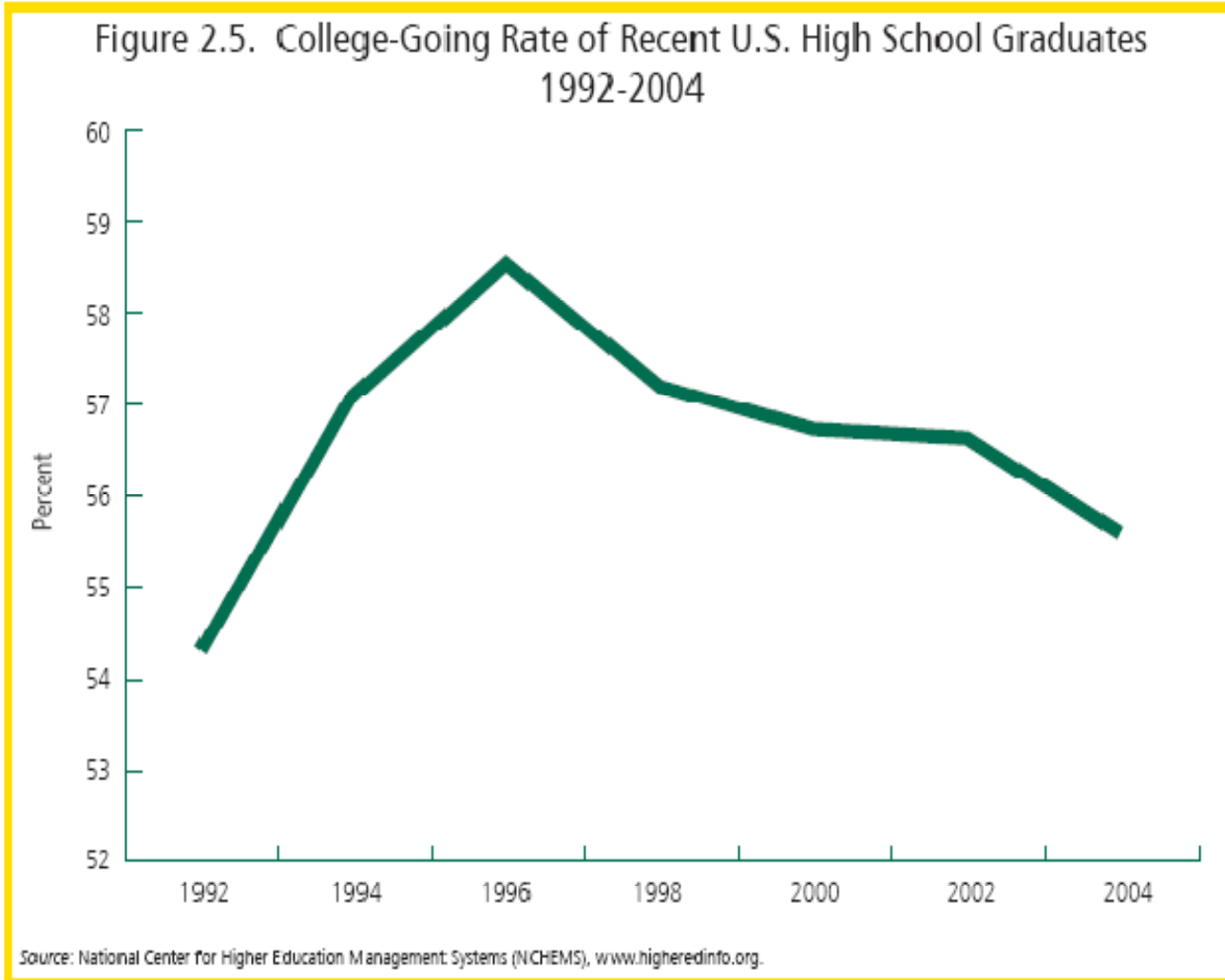


Note: Taxes paid include federal income, Social Security, and Medicare taxes, and state and local income, sales, and property taxes.

Sources: U.S. Census Bureau, 2006, PINC-03; Internal Revenue Service, 2006; McIntyre et al., 2003; calculations by the authors.

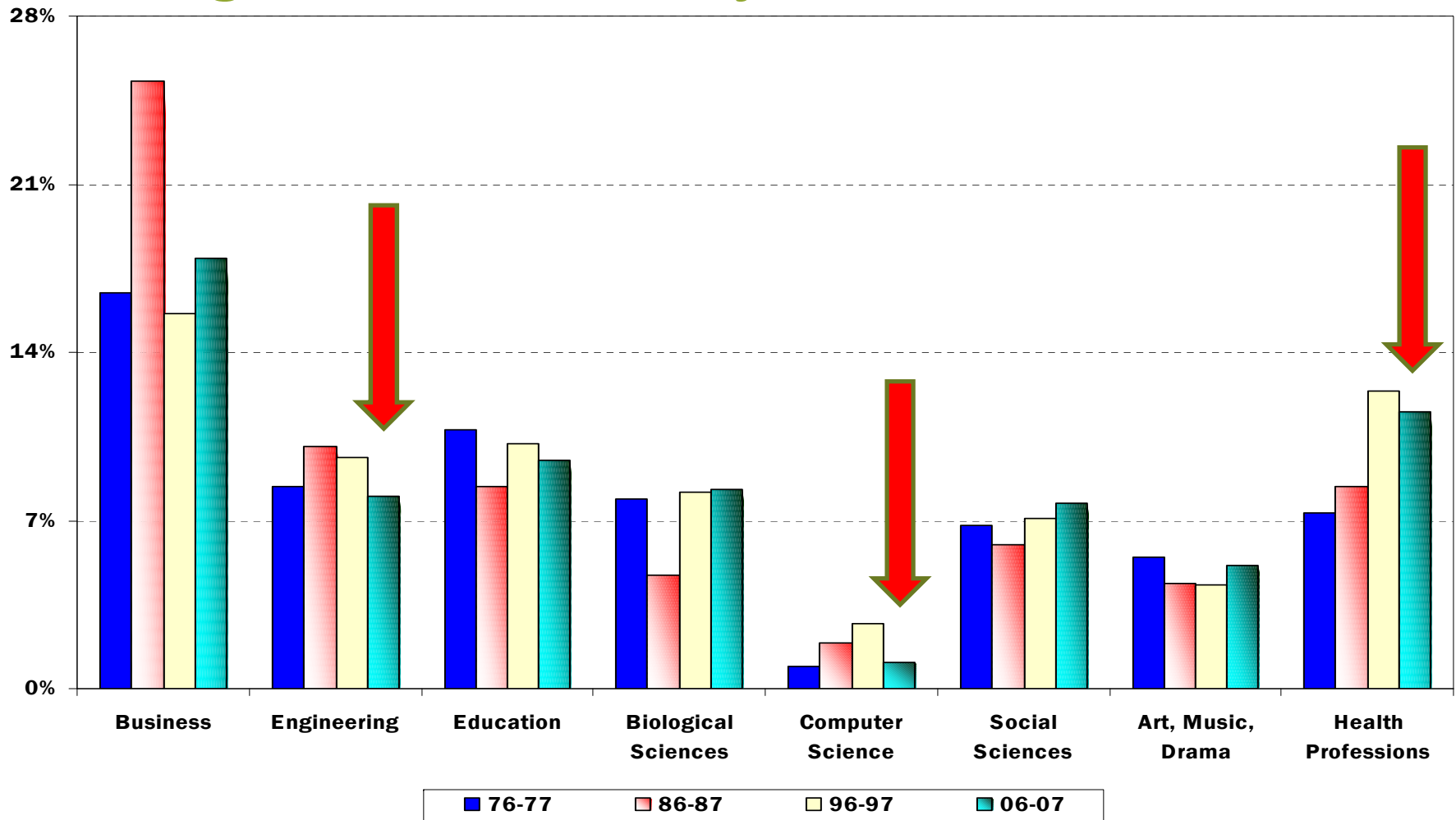
The bars in this graph show median earnings at each education level. The lighter segments represent the average federal, state, and local taxes paid at these income levels. The darker segments show after-tax income.

Increasing the college going rate is key



Student Interest vs. Industry Needs

Change in Intended Major 1976-77 to 2006-07



Prescription for Success

Big City WIB – Strategic Plan intro

“Workforce development is not a program. Rather, it is a collection of **private and public** investments and activities intended to foster individual, organizational and economic success. As such, **coordination and alignment** of workforce development efforts is essential. By pursuing a systems approach to workforce development, the region improves its ability to leverage and layer funding streams, to coordinate resources and programs, to **link supply and demand**, and to enable **life-long learning** and advancement.”

Career Success Starts VERY Early

- The P-20 pipeline represents the educational path from early child development to post-baccalaureate education, or pre-kindergarten through graduate school education.
- We need to provide guidance to students AND their parents at younger ages so they can understand their options, create a plan, and envision their own success.
- Monster's "Making It Count" programs can help.



Making It Count

Emerging Workforce Solutions



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Informed and Motivated Students

- Founded in 1998 - Reached over 20 million students
- Live events in high schools across the country.
 - > 10,000 presentations per year at 4,500 high schools nationally
 - > Almost 10% of those schools are in California
- Targeted messaging and engaging content, delivered by our trained speakers
- We empower students to make informed choices about their future
- Making It Count is a powerful tool for building pipelines of educated and skilled workers
- Ensure your employers have the talent they need to thrive in this changing economy

Educational Offerings

Making It Count
is one of many programs
we offer to enable people
to enhance their lives.





The Platform

Monster's Making It Count ...

- Series of engaging, life step, 40-45 minute mandatory high school presentations with Workbooks
- Share possible education and career options available – and how to create a personal “roadmap”
- Face-to-face delivery of messaging and collateral with a captive audience in an environment that is difficult to reach
- Offline messaging (live person & workbooks) with supplemental online support



11th Grade
Jan – Dec
500,000 students
2,250 live presentations



12th Grade
Jan - Dec
650,000 students
3,000 live presentations



Program Details:

Making Your College Search Count provides second-semester high school juniors with crucial information on how to conduct an effective college search. The program covers every aspect of the college search from visiting schools to the application process. It provides students with a working plan that makes the process of choosing a college more manageable.

The program shows students how to:

- Start early in conducting a thorough college search with their future goals and objectives in mind.
- Break down the college search process into manageable steps.
- Evaluate potential schools and narrow the options by selecting only those schools that are the right fit for them.
- Unlock the mystery of how colleges select students so they can place themselves in the best possible position for admission to their schools of choice.
- Unravel the complicated financial aid process and understand the differences between scholarships, grants and loans.

Educator Testimonials:

"Students gain a more complete understanding of the college admissions process and they are better prepared to enter their senior year once armed with the guided instruction offered in the presentation." Whitney Townes, Guidance Counselor, Battle Creek Central High School, Battle Creek, MI

"The information about the college search process is very valuable to my students. The program gives concrete instructions which my students need." Esther Walling, Guidance Counselor, Jefferson High School, Los Angeles, CA

Student & Educator Ratings:

- ✓ Students rank the program 8.45 out of 10 for Value and 8.5 out of 10 for Effectiveness
- ✓ Educators rank the program 9.55 out of 10 for Value and 9.4 out of 10 for Effectiveness



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Program Details:

Making College & Career Count provides second-semester high school seniors with critical information on how to successfully navigate the transition from high school to the college or career of their choice.

The program shows students how to:

- Choose the appropriate career path based on their strengths, interests and future job market.
- Define goals that will propel them to academic and career success.
- Cultivate the “Winning Characteristics” that colleges and employers look for.
- Manage the time available to them more effectively.
- Master their individual finances and avoid credit card debt.

Educator Testimonials:

"The Making College & Career Count presentation is filled with very useful information for high school seniors and is presented in a way that is meaningful and interesting." Jeanne White, Guidance Coordinator, Cheyenne High School, North Las Vegas, NV

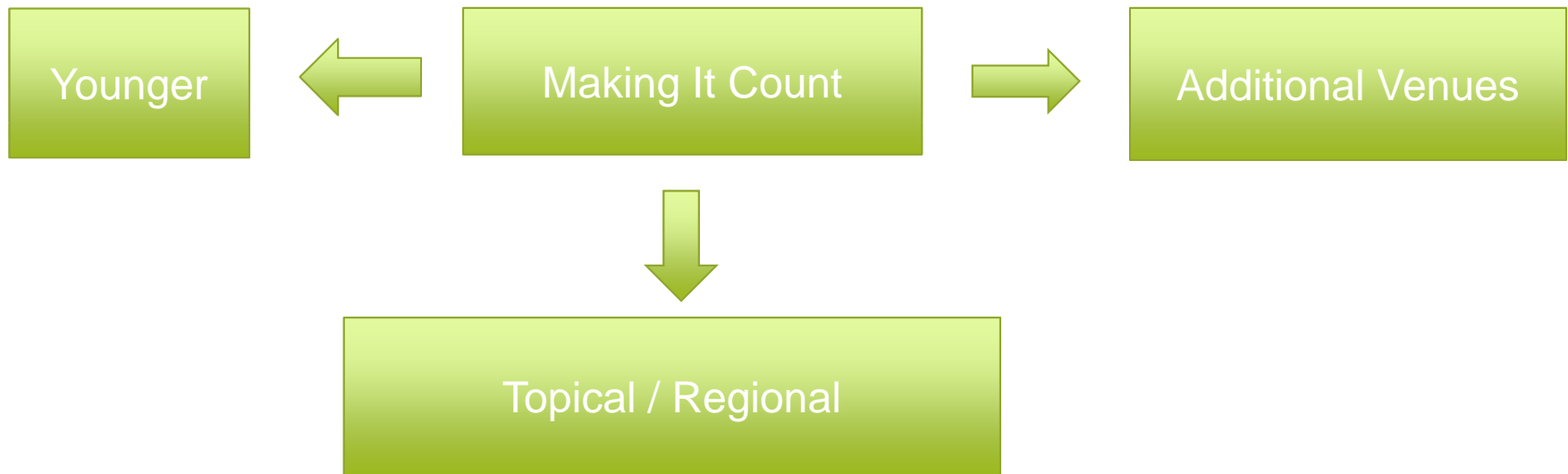
"The Making It Count presentation is so dynamic our students can't help but feel energized while making important life decisions." Jody Lehman, School Counselor, Clintonville Sr High School, Clintonville, WI

Student & Educator Ratings:

- ✓ Students rank the program 8.5 out of 10 for Value and 8.6 out of 10 for Effectiveness
- ✓ Educators rank the program 9.45 out of 10 for Value and 9.4 out of 10 for Effectiveness

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Expanding the Options and Outreach





Solutions for Your Region

Through Monster's Making It Count programs you can:

✓ Target your regional workforce needs

To support your regional economic development strategy, you need to have the skilled employees who can do the job. Leverage your unique capabilities by creating awareness and a pathway for your region's students to learn what the need to know in order to work in your local industries.

✓ Reduce your region's Brain Drain

By enabling your students to explore the career and educational opportunities right in their own backyard, you will increase the likelihood that they will pursue a path that will keep them in your community.

✓ Increase graduation rates by building pathways

Studies show that students who have a vision of their own success are more likely to pursue an education through to completion, and work harder to achieve their goals. Leverage this fact to reduce drop-out rates and increase your students' preparation for joining the workforce.

Together with the other key components of Monster's High-Performance Workforce offerings, Making It Count can help your region to ensure that your students and lifelong learners are highly-aware of their options and are motivated to achieve their career goals.

Tactics

- Create stronger alignment between education and economic development.
- Get Parents Involved – they are key to the right choices
- Start career exploration early...and often
- Give students a vision; help reduce drop-out rates.
- Engage with the entire spectrum of stakeholders



Thank you!

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Public Sector & Education



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