

Race to the Top

Vision & Strategy Paper

“The Art of the Possible”



monster®
Public Sector & Education

Table of Contents

| | |
|--|---|
| Introduction – “The Art of the Possible” | 3 |
| Turning around our lowest-achieving schools | 3 |
| Recruiting, developing, rewarding, and retaining effective teachers and principals, especially where they are needed most | 4 |
| Adopting standards and assessments that prepare students to succeed in college and the workplace and to compete in the global economy | 6 |
| Building data systems that measure student growth and success, and inform teachers and principals about how they can improve instruction | 7 |
| Conclusion | 9 |

Introduction – “The Art of the Possible”

The Race to the Top (RttT) program brings an unprecedented opportunity to challenge the status quo and to look to innovation to better prepare and ensure the success of our educators and children, now and into the future. The program will require that you connect, inspire and engage with students, educators, parents and the community – your stakeholders – to succeed. As you define your vision and refine your application, Monster would like to introduce a variety of solutions that will inspire innovative and creative thinking about how to best leverage your stakeholders and resources to achieve the program’s objectives.

Monster Public Sector & Education (PSE) understands the complexities and transformative objectives of the Race to the Top competitive grant. We know that teams from across the country are working diligently to craft the best possible application so their State can win the right to lead the nation in a new approach to ensuring America’s educators and students have the skills they need to thrive.

As you work to decipher the intricacies of the grant process, Monster PSE stands ready to assist your State’s team in building and executing its Race to the Top strategy with solutions that provide direct support to the main objectives and priorities of the RttT effort. Monster PSE is uniquely positioned to deliver targeted solutions that enable States, regions, and the nation, to ultimately create our country’s next generation High-Performance Workforce by engaging and inspiring our educators and students today for what lies ahead tomorrow.

The Race to the Top competition is organized around four specific areas. To enable you to consider potential solutions that address these areas – “The Art of the Possible” – we have organized this overview to highlight each area, and to provide additional information about how Monster PSE’s solutions can give your vision, strategy and grant application competitive advantage through differentiated capabilities.

Turning around our lowest-achieving schools.

To address the widening gap between the current skills of our nation’s workforce and the skills our evolving economy needs, we must focus on access, completion, and inclusion. Economists and demographers project that many industries will be losing qualified, experienced workers in the coming years with no one to take their place. Solving this national problem will require an ‘all hands on deck’ approach. For this, and several other reasons, it is imperative that we help our lowest-achieving schools to produce more and better-prepared graduates.

Monster has been working to provide students with more complete information about their career choices and educational opportunities for more than a decade. Our Making It Count in-school presentation programs have reached over 20 million high school aged students from a variety of environments, including their parents and counselors since 1998. We anticipate reaching well over 1 million each year.

The programs include in-person events that promote and enable exploration and exposure to various career and study opportunities, both nationally and regionally. Research shows that many students drop out of the educational system due to

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boredom, distracting influences, and a lack of vision and hope. By providing high-energy events that empower students, we've given students what they need to persist in their education, find direction, and to avoid the pitfalls of not acquiring employable skills.

These programs are expanding beyond their initial focus on specific messaging for 11th and 12th graders, and now include initiatives to reach students earlier (8th, 9th and 10th grades), specialized regional content, STEM-focused content, and other more flexible approaches that can help to reinforce local objectives and requirements. In particular, these assets can be deployed to help reduce drop-out rates, to engage with at-risk students, and to foster motivation and more positive academic outcomes.

In addition to our Making It Count offerings, Monster PSE can provide Online Career Communities to build long-lasting, 'sticky' engagement portals for further career exploration, mentoring, and networking. Typically deployed to support a region's or community's industry sectors, these online destinations enable "applied social networking" to build career- and education-focused relationships.

Further, with Monster's Real-Time Labor Intelligence(RLI) data and analysis offering, your LEAs and State Education leaders can keep tabs on the exact skills that employers are looking for to enable flexible curriculum offerings that reflect real needs from the marketplace. This creates a direct link between supply and demand for skills, even as the economy continues to evolve.

Taken together, these offerings enable greater innovation and control at the local level, enabling stronger and more flexible learning environments, more motivated and informed students, a more engaged community and better academic outcomes. These solutions can be integrated into your overall strategy to enable greater alignment among P-20 educational providers and help them to create productive, engaged, and employable graduates.

Recruiting, developing, rewarding, and retaining effective teachers and principals, especially where they are needed most.

Monster is most widely known for its career management and job placement technologies. For that reason, few organizations are better positioned to be able to help attract and retain effective teachers and principals. Our vast array of data and advanced technology solutions creates a natural fit, bringing insights, control, flexibility, and time-savings to the recruitment process.

Monster's recruitment solutions provide a comprehensive set of offerings that can transform the way you attract, recruit, and on-board the best and brightest. We can even help you to recruit potential teachers – whether they're young students exploring their options, or experienced STEM professionals – who may never have considered the profession as an option before.

No other organization has spent more time considering and solving the issues related to creating an efficient and cost-effective environment for the matching of talent to specific career positions. Let us help you to envision an entirely new, more effective way to enable the recruitment process in your educational environment.

The national economy is built upon the success of regional economies from across the country. Regions must focus their strengths – resources, workforce, and established industries – to create viable, thriving economies in this challenging competitive market. This requires unprecedented collaboration and coordination among stakeholders – businesses, government, foundations, educators, parents, and students – to attract and support the students and workers while building both the online and physical infrastructure for ongoing success.

To support this regional vision of educational excellence and economic vitality, imagine an Online Education and Career Community portal that tells the story of your State's leadership in education innovation and reform.

This platform can serve to share the achievement of significant improvements in student outcomes, demonstrate your commitment to a comprehensive strategy to improve STEM education, and build on your region's strengths. The State's Online Education and Career Community site will be the web-based epicenter around which all government and business leaders, foundations, educators, parents, and student programs will evolve to support the Race to the Top Program development and execution.

The Online Education and Career Community site is a scalable and flexible solution that delivers the targeted social networking platform necessary to collaborate and share information with key stakeholders and agencies. Monster PSE has designed a complete solution that includes leading-edge technologies, comprehensive program management, performance metrics, and business processes to ensure continuous innovation and increasing value as your "Race to the Top" program evolves.

The State's Online Education and Career Community site is for people, passionate about what they do, to engage and collaborate with others who have similar interests and goals. Monster will work with the State in creating a site that will deliver:

- Engaging and relevant news pertinent to educational reform programs
- Updates from the Race to the Top Program to see progression and successes
- A platform for sharing best practices from teachers
- News about STEM educational programs that exist or are being developed
- Career-related content including career advice, career pathing tools and job postings
- A job board for hiring the best and brightest teachers
- A volunteer and community portal for service opportunities that allow students to gain experience and be better prepared to compete

The site includes Monster's Online Education and Career Communities social networking functionality to engage industry leaders, foundations, educators, parents and students in the mission of raising student achievement and having the best plans to accelerate their reform in the future. Site members may engage in discussion boards, build professional and personal profiles, register for events, access shared documents, and engage with other members. As a result, the State will gain a richer picture of the student growth and success, and access to how the model for reform is progressing. The deployment can even include appropriate subgroups



for targeted populations such as STEM teams, underrepresented groups, teachers, principals, parents, students and volunteers.

Adopting standards and assessments that prepare students to succeed in college and the workplace and to compete in the global economy.

Monster does not set academic standards or provide assessments for students. However, we can provide exceptionally granular and specific information – in real-time – about what the workforce and labor markets demand. This can provide regional, statewide, or national benchmarks against which your standards and assessments can be measured. By understanding the demands and the outcomes of student progress together, better guidance can be provided to ensure success of meeting the demands and ultimately ensure successful and gainful employment for graduates. Further, our Online Education and Career Community, described above, can facilitate discussion and ongoing dialogue about how the standards should be developed and deployed. This type of online collaboration can build upon lessons learned and best practices while saving time and costs. Additionally, a platform for providing a voice to the entire community of stakeholders ensures success for all.

You can achieve greater alignment among P-20 educators and your employers by tying academic outcomes, particularly in the vocational areas, directly to the evolving needs of the marketplace. At the same time, instilling in your students an unprecedented awareness of their educational and career options. This type of support for the education of our children will ultimately lead to the creation of their future in America's workforce and therefore secures our economic future.

A proven solution that scales nationally and is rated highly by students, guidance counselors and parents, Making It Count (MIC) was built to connect, inspire and engage students early and to provide the building blocks for the bridge to their future. In addition, MIC can engage with parents and educators on key topics, including scholarships and post-secondary financial literacy, so they can support and encourage their child's pursuits.

As part of Monster's initiative to create the High-Performance Workforce, MIC delivers an important service by helping students from across the academic spectrum to evaluate and explore their options, determine their interests, and develop a plan that will allow them to pursue their goals. After all, isn't this a key outcome of the RttT reforms?

Today there are expected shortages in a variety of important occupations across the nation. MIC can engage and inspire qualified students to pursue specific high-value pathways, such as STEM, Green technology, teaching, and regionally-specific careers.

Making It Count can help states to achieve their RttT objectives – in particular in helping "...prepare students to succeed in college and the workplace and to compete in the global economy" – by exposing them at an earlier age to career options and the required educational pathways.

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And the MIC program can inspire the interest and commitment among talented but disadvantaged students so they are better able to pursue their dreams.

MIC succeeds across low-, mid- and higher-performing schools, by exposing students to the working world and uncovering new career opportunities. By incorporating regional support and content, MIC creates direct linkages between your students and local career opportunities. This can help to alleviate brain drain and ensure you have the right skill sets available to support your region's critical industries.

Building data systems that measure student growth and success, and inform teachers and principals about how they can improve instruction.

Monster PSE's Making It Count and RLI can both be deployed to assist in achieving transformative results in this area, as well. The Making It Count program can serve as an alternative source of material to improve and augment instruction. At the same time, RLI can provide additional information to augment the longitudinal data collected about your students' performance.

As States evaluate their Race to the Top Strategy, data becomes a critical component to the direction of and the success of any reform strategy. While longitudinal data systems provide significant data about the region's performance, the critical missing components are around the workforce needs, both at the regional and national levels. Monster generates and collects enormous amounts of information – in real-time – about economic conditions locally, across the country and around the world. Our team of data analysts are constantly reviewing and assessing this information to discern trends and to provide comparative information to enable States to drive strategies for change around real time information. The result of this accurate, up-to-date data is that regions and educational institutions can spot trends in the data that can create greater alignment between regional economic and workforce needs with educational curriculum.

An economy in transition creates opportunities for regional leaders to foster the growth of new industries, to provide new employment and career path opportunities for students and workers, and to cultivate a workforce that is poised with the right skills to succeed in this evolving, competitive global job market.

Guiding students to explore potential career options can help to ensure their successful employment once they leave the educational system. Introducing specific high-value career options, such as STEM, teaching, and regionally-specific careers, this data further help these students to understand the educational requirements and become familiar with the career choices they are making.

It is critical for teachers and other community leaders to be engaged with students to help them succeed in college and the workplace and to be able to compete in the global economy. A student's ability to make career and study decisions with confidence is critical in supporting sustainable economic growth in our country. Accurate insight into the demand for skills and detailed data on labor market needs ensure that:

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- Educational institutions can align curriculum with the needs of the new economy
- Economic development teams have the quantitative data to compete for new companies
- Regions have the tools to track the effectiveness of their efforts

Student success in today's global marketplace requires real-time intelligence about their options, based on both their skills and the regional employers' needs.

Now more than ever, rapid changes in our regional economies are driven by forces outside our control. Unlike traditional labor market surveys which are often outdated and incomplete, Monster's research is based on up-to-date data from your region's current supply and demand for talent. Monster provides and analyzes both the demand and supply of labor for your area of interest, enabling you to build programs and guide students in their career and study decisions more confidently than ever before.

Think about how powerful it would be if your students were exposed to real career opportunities earlier in their lives, and were able to identify their own futures, based on trends and data directly from the region in which they live. In addition, consider how much more powerful and effective large-scale programs would be if they were planned and executed with much more granular and specific information about workforce training needs.

By more closely aligning your educational outcomes with the evolving needs of your regional economic strategies, you become known as a smarter, more agile, and more responsive environment for entrepreneurs and companies that would relocate to your area.

While many of today's students will have jobs and careers that don't even exist yet, we can glean trending information from the data to make inform decisions about the types of skills our students need in order to be ready to join the workforce – at whatever level – without the need for employers to invest in expensive remediation and re-training.

Confidently rely on real time data to make your Race to the Top investment strategies and decisions with Monster's RLI insights. To ensure that you are taking the right approach in transforming your educational systems and guiding students toward successful educational outcomes, you'll need to rely on ongoing analysis of career and educational choices that align with economic and workforce development goals.

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Conclusion

Monster's Public Sector & Education group stands ready to assist your team in assembling the most powerful and competitive Race to the Top transformation possible. A close reading of the grant program indicates that the winning applications will incorporate proven, scalable, transformative solutions, and that's what PSE brings to your effort.

Our ability to deliver on-target messaging and support to your students enables them to explore their options early so they can develop a vision and a plan, stay in school, and achieve success.

Our ability to bring real-time data about the economy to your regional decision-making enables unprecedented, ongoing insights to support informed decision-making and investments.

Our ability to establish high-value online communities enables more collaboration than ever before, particularly among like-minded individuals looking to create 'applied social networking.'

Working with Monster's team of focused professionals, you will see the benefit of data and technology - driven solutions that are unparalleled in the marketplace, and will help you to develop an outstanding, innovative, creative and supportable Race to the Top application.



To get started or to learn more call 866-399-5071
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