

OUR VISION

A world where all learners and career seekers have access to opportunity and pathways to pursue their vision for themselves

HOW WE WORK

One part media, one part education, powered by our partnerships

We partner with mission-aligned organizations, institutions, and workforce development programs to create and distribute stories and tools for career discovery

WHAT WE OFFER

Stories and tools to connect learners and career seekers to their paths

- Video production for digital and public media
- Experiences and events for career discovery
- Educational programs, tools, and resources
- 10k+ video library of unique career stories

CORE FEATURES

Fueled by storytelling and learner-driven conversations

CAREER AS SELF-DISCOVERY

- Connecting career pathways to learners' purpose and interests
- Framing career as a lifelong process of growth and change

EXPOSURE TO EDUCATION AND CAREERS

- Relevant postsecondary pathways that support learners' goals and interests
- Expanding knowledge of a wide range of connected careers, skills, and paths

STORIES THAT HUMANIZE

- Amplifying the voices of the people at the heart of the story to drive narrative change
- Role modeling diverse, varied paths where learners see their experiences reflected

LEARNERS & CAREER SEEKERS

Focus on learners striving to realize their vision and goals, but whose access to education and career opportunities and resources have been historically and systematically limited

Primary: Youth and young adults (ages 13-24)

At transition points between education and career

Secondary: Career-seeking adults (ages 25+)

At a decision-making point in relation to their education and career and looking to reskill, upskill, or make a career change

OUTCOMES FOR LEARNERS & CAREER SEEKERS

Intermediate: Growth in self-efficacy, occupational identity, and sense of purpose

- Career Engagement: Knowledge of potential careers and pathways and pursuit of credentials needed
- Confidence: Confidence in ability to pursue an interest-aligned career
- Education Relevance: Belief that education connects to and supports their interests and goals
- Skill Development: Development of growth mindsets and skills in reflection and inquiry, communication, and facilitation
- Social Capital: Increased social capital and/or ability to make supportive connections
- Well-Being: Greater sense of goals and purpose

Long-Term: Engaging work and increased well-being

- Completion of credential, certificate, or experience for an interest-aligned career
- Increase in number of learners and careers seekers attaining economic mobility and advancement in careers aligned with their interests and purpose
- Increase in reports of engagement in interest-aligned career
- Reported increase in overall well-being as a result of career engagement and advancement

OUR PARTNERS

Mission-aligned organizations with initiatives focused on education or career development for our key audiences

OUTCOMES FOR PARTNER ORGANIZATIONS

Improved multimedia storytelling and digital experience
Greater awareness of voices and experiences of key audience
Stronger engagement and relevance for key audiences
Increase in reach and impact

OUR AMBITION

Equitable access to opportunities and resources

WIDER IMPACTS & OUTCOMES

- There's opportunity and a place for everyone in the future of work
- There's value and dignity in all careers and paths
- Your vision for yourself shouldn't be limited by your circumstances
- A fulfilling career that's aligned with your interests, strengths and vision for your life is possible for everyone