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ASVAB Career Exploration Program

August 2020

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Discussion Topics

- ASVAB CEP Usage Metrics YTD
- CEP Milestones
  - Past vs Current/Future
- Response to COVID-19
  - Parent Engagement Campaign
  - Continuing Education Provider
  - Regional Google Analytics Reports
- State Legislation and Activities Impacting the ASVAB CEP
- Business Modernization
- Program Initiative: UNIFORM

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ASVAB CEP Usage Metrics YTD

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ASVAB CEP Numbers and Metrics

Year*	Number of Participating Students
2015	687,900
2016	706,200
2017	684,223
2018	713,777
2019	786,807
2020**	**694,996**

Year*	Number of Participating Schools	Percentage of Participating Schools
2015	12,929	56.6%
2016	13,169	57.2%
2017	12,870	55.5%
2018	12,380	55%
2019	13,976	60.6%
2020**	**13,214**	56.8%

*School year runs from July 1- June 30.

**In-school ASVAB testing was suspended due to COVID-19 on March 13, 2020

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School Year 19-20

Paper and Pencil Numbers

	Examinees 18-19*	Examinees 19-20**
TOTAL	714,508	**618,734**

CEP iCAT Numbers

	Examinees 18-19*	Examinees 10-20**
TOTAL	72,299	**76,232**

*School year runs from July 1- June 30.

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Leads

Year*	Leads Provided to Military Services
2016	478,196
2017	440,542
2018	433,317
2019	468,003
2020**	**402,868**
	CAT I - IIIA 125,968 **CAT IIIB 90,607** **CAT IV 127,963** **other 58,330**

*School year runs from July 1- June 30.

**In-school ASVAB testing was suspended due to COVID-19 on March 13, 2020

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Accessions By Service:
Number of Students Using Their ASVAB CEP Score for Enlistment

Year*	ARMY	NAVY	AIR FORCE	MARINE CORPS	COAST GUARD	TOTAL
2015	15,156	4,731	3,669	5,682	285	29,523
2016	14,449	4,990	4,121	5,655	310	29,525
2017	15,053	4,310	4,465	6,037	392	30,257
2018	14,432	4,699	4,234	5,370	405	29,140
2019	13,430	4,963	4,700	5,163	358	28,614
2020	**18,289**	**4,321**	**3,677**	**4,102**	**366**	**30,755**

*School year runs from July 1- June 30.
**ASVAB CEP Score is usable for two years.

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Website Utilization: www.asvabprogram.com
(July 1 – June 30)

	18-19	19-20	% Change
Users	582,162	746,870	+28.29%
Returning Users	266,100	353,710	+32.92%
Page Views	8,550,582	7,748,548	-8.96%
Bounce Rate	28.18%	44.59%	58.23%
Average Session Duration	11:43	8:16	-29.48%
Number of Pages Per Session	10.10	7.09	-29.81%
Tablet/Mobile Visitors	209,242	337,568	+61.33%

Website Utilization: careersinthemilitary.com
(July 1 – June 30)

	18-19	19-20	% Change
Users	104,531	166,397	+59.18%
Returning Users	46,320	59,704	+28.89%
Page Views	1,976,405	1,781,187	-9.88%
Bounce Rate	24.29%	16.02%	-34.03%
Average Session Duration	4:49	5:53	-18.01%
Number of Pages Per Session	13.12	7.90	-39.81%
Tablet/Mobile Visitors	33,290	50,434	+51.49%

*The new site was built using Angular JS, a promising technology for interactive websites. However, Google indexing services are not up to speed with tracking content on sites built with Angular JS. As a result, Google search was not crawling our site, significantly reducing our organic search results.

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Increased Inquiries via asvabprogram.com

SY 18-19
July 1, 2018 –June 30, 2019

- ---Score Requests---: 2,038
- Someone is trying to contact us: 1,212
- Bring ASVAB CEP to Your School: 1,469
  - Student or Parent: 822
  - Counselor: 647

Total: 4,719

SY 19-20
July 1 , 2019 – June 30, 2020

- ---Score Requests---: 3,874
- Someone is trying to contact us: 1,773
- Bring ASVAB CEP to your School: 1,556
  - Student or Parent: 784
  - Counselor: 772

Total: 7,203

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Contact Us: careersinthemilitary.com

SY 18-19

July 1, 2018 –June 30, 2019

- Army: 32
- Marine Corps: 17
- Navy: 25
- Air Force: 15
- Coast Guard: 10

Total: 99

SY 19-20

July 1 , 2019 – June 30, 2020

- Army: 353
- Marine Corps: 203
- Navy: 328
- Air Force: 384
- Coast Guard: 131
- National Guard: 287

Total: 1,686

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Revisions to the ASVAB CEP and CTM: Milestones

2014
- Website Usage Analysis

2015-2016
- Design/ Build
- New asvabprogram.com Launched & Google AdWords Began

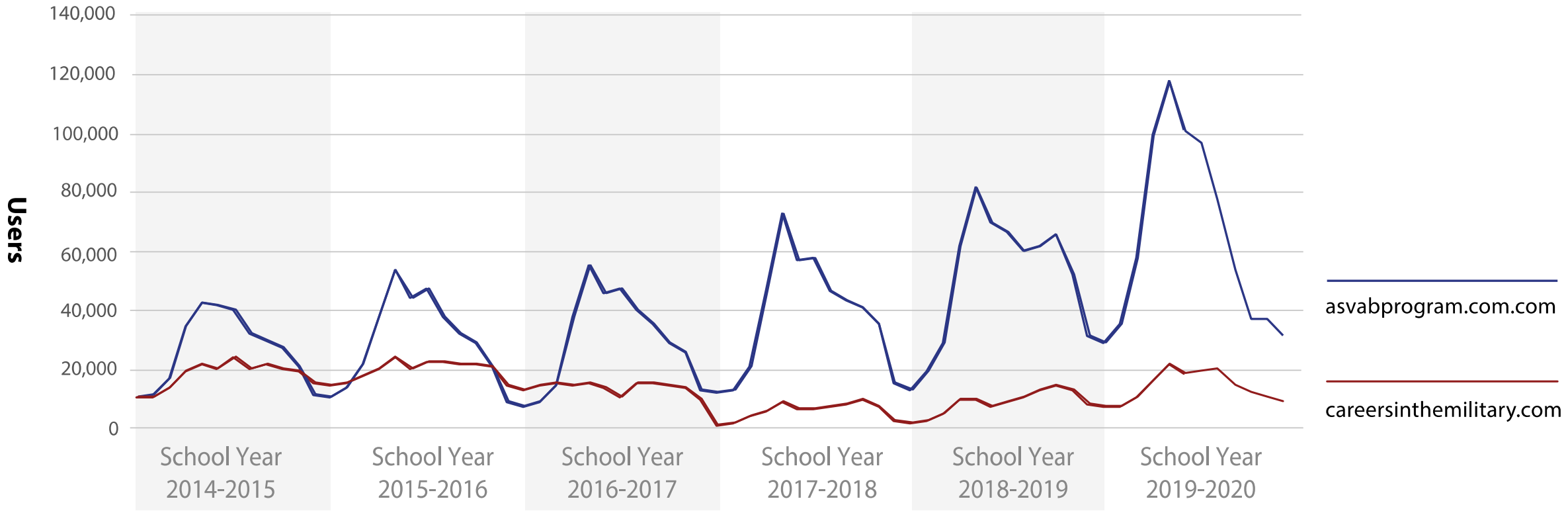
2017
- Score hosting went live on asvabprogram.com
- New careersinthemilitary.com launched with joint-service input and composite scores
- Prerender.IO was Implemented
- Goal Oriented Google Analytics Tracking Began

2018
- Dedicated Social Media Marketing Campaign Launched
- Teacher Engagement (Direct Mail) Campaign
- Classroom Activities Introduced
- Merge Accounts & Education More Details Introduced
- Regional Google Analytics Reporting
- Prerender.IO Optimized

October 2018-2019
- National Programmatic Advertising

2019
- Virtual PTI Training Launched
- Prerender.IO Updated Infrastructure
- Hosted In-Person PTI Training
- Hosted Makeup In-Person PTI Training
- Hosted ASVAB CEP and ESSA Stakeholder Meeting
- CEPA Updated Roles
- CTM Angular Rewrite Published

2020
- Federally Funded Sources
- COVID-19 schools closures; testing suspended
- Virtual PTIs
- Enhanced Classroom Activities
- Bring ASVAB CEP to Your School Form Changes
- Access Code Lookup



ASVAB CEP Past vs Current/Future

Time	Capability	Method	Metrics/Measurement (ROI)
Past	ASVAB Testing: Provide leads to military	Paper/Pencil (In- person) Web-based (In-person)	• Number of Tests • Number of Schools • Number of Non-Option 8 Schools (Leads provided to Services) • Number of students using ASVAB CEP score to enlist
Past	Post Test Interpretations: Provide career exploration program	Paper/Pencil	• No way to measure
		Old website	• Number of website visitors (but no way to measure impact of PTI)
Past	Training	Locally handled by MEPs ESS	Sometimes tracked and coordinated through TC, but recruiting services would schedule independently
Current	**ASVAB Testing:** **Provide leads to military**	• Paper/Pencil (In- person) • Web-based (In-person) • Site- Specific (allows MEPS to mail or deliver ASVAB tests to schools and a trusted agent of the school administers the test according to guidelines outlined in the administration manual. This will require a modification to current policy, and requires students to be physically present in schools.	• Number of Tests • Number of Schools • Number of Non-Option 8 Schools (Leads provided to Services) • Number of students using ASVAB CEP score to enlist

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ASVAB CEP Past vs Current/Future

Time	Capability	Method	Metrics/Measurement (ROI)
Current	**Post-Test Interpretation:** **Provide career exploration**	• Website has been modernized to include information on colleges, credentialing, and military options • Information on starting and average salaries by occupation; skill importance ratings, and interest ratings for each occupation; and professional resources for each occupation • The portfolio, which contains information about a student's favorite careers, future plans, and skills and vales is available to download and share with counselors, teachers, and parents • There is dedicated space for federally funded programs, and catered portals for each audience type (parents, participants, and educators)	For all program websites, the following analytics are collected and reported on a monthly basis: • Number of stakeholders visiting site • Number of pages visited • Length of time on site • Careers most often accessed Additional analytics that can be reported include: • Number of access codes used by type: Parent, Teacher, Counselor, Student, and PTI Proficient users • Number of Portfolios created • Number of "Contact us" inquiries • Number of emails sent to the military services from our websites (each service has emails funneled through their virtual recruiting centers or other service designated email) • Website exit pages • Bounce rates from sites • Number of new sessions • Number of returning users
	Provide military leads	• Because the program websites present information about military careers (officer and enlisted), students are introduced to opportunities in the military they may not have previously known. On (www.careersinthemilitary.com) There are over 11,000 links to contact a recruiter included in the websites. • On the main program website (www.asvabprogram.com) : o there are over 590 civilian jobs linked to military jobs o Five articles about military for students o Two articles about military for parents o Last year, there were approximately 1200 student initiated emails sent directly to the military services	

ASVAB CEP Past vs Current/Future
(Please see slides 22 and 30 for additional details)

Time	Capability	Method	Metrics/Measurement (ROI)
Current	**Training**	• Training was created to standardize the program and ensure students were being given information on all career options. • Training was designed to serve as a force multiplier by extending the invitation to Service ESS and recruiters. By having more personnel involved in delivering Post Test interpretations, and ensuring standardization, we are able to provide recruiters additional access to schools, while also increasing the professionalization of the field. • A train the trainer model was used, and the training encompasses virtual and in-person components. There is a nomination process and the nominator assumes responsibility for the people they deem as proficient. MEPS ESS still have QA and oversight of the local program. • The National team has also hosted several PTIs virtually and will be augmenting existing training to include information on how to conduct PTIs virtually. • A new capability of training counselors and offering Continuing Education Units (as required by many states) is being investigated. This further serves as a force multiplier	The following metrics are collected as part of the training or utilization of program websites: • Time on training • Number of nominated personnel • Number of people who have completed training • Number of times an individual has used their specific PTI code • Number of PTI codes used by month • List of individuals in a specific AOR who are able to perform PTIs For CEUs: • Number of attendees/registrants • Number of completed CEUs • Number of sessions offered
Future	**Scheduling**	Website enhancements now allow scheduling of tests, PTIs, or Classroom activity demonstrations to be emailed to HQ MEPCOM, Sector ESS, and local MEPS ESS, and TC. Additionally, an automated, national scheduling and communications solution will be implemented within the next 2 fiscal years (under contract)	• Number of emails from the website
Future	**Inventory**	WinTip replacement (Under contract)	NA

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ASVAB CEP and responses to COVID

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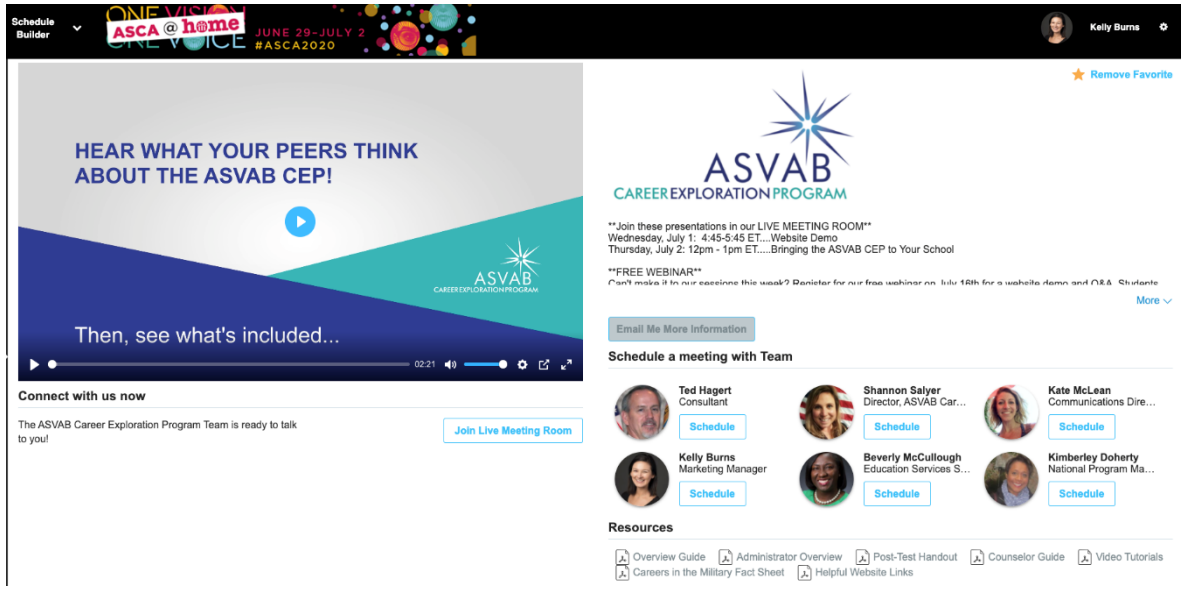
ASVAB CEP Response to COVID-19

- Temporarily suspended testing and in person Post-Test Interpretation (PTI) activities in March 2020. Currently open to testing, local ESS and TC coordinates with schools.
- Virtual PTIs/ Office Hours
  - Launched *Going Virtual* planning committee on March 23
  - First virtual PTI conducted April 27 and 28; Throughout May, held:
    - Virtual PTI on Tuesdays
    - Office Hours on Wednesdays
    - Weekly planning committee on Thursdays
  - National Virtual PTI conducted once monthly June, July, August
- Moodle User Brown Bags
- Access Code Lookup
  - User submits form online and the system runs query in real time
    - Exact match triggers email to user with their access code so they can access their scores at asvabprogram.com.
    - If the query does not find a match, the request is routed to USMEPCOM to be investigated.
- Enhanced Classroom Activities
  - Include learning objectives
  - Alignment to national standards
  - Teacher guides

ASVAB CEP Response to COVID-19

- One Pagers to field, ESS & Recruiter
  - Outlines ways to marketing program AND leverage functionality in virtual learning environment
  - Accessible via Moodle
  - Briefed to MEPS ESS and Army ESS
- Virtual Conference Participation
  - ASCA@Home
    - 4-day virtual event generated 221 leads
  - ACTE
    - DEC 2-5, 2020
    - Presentations and exhibit



ASCA@Home Virtual Exhibit

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Parent Engagement Campaign

Timeline

- February
  - Full-page ad in the print March/April of *Your Teen*
  - MDR social audience ads went live
- March
  - 1st email sent to TX and IN parents
  - 2nd email sent to hot leads
  - Multiview parent persona campaign started
  - MDR audience ads end
- April
  - Your Teen Article published online
  - Your Teen social ad goes live
  - For CollegePrep Podcast published
  - Manual audience ads go live
- May
  - Full page article in *Your Teen: Parenting in a Pandemic 2.0*
  - Manual social audience ads end

Artifacts

ASVAB CEP: A Fascinating and Free Career Exploration Tool for Teens, CollegePrep Podcast

What is ASVAB? A Career Exploration Program that Teens Can Start Now Your Teen Magazine

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More Marketing Initiatives

- *FUTURES* Insert
  - Collaborative effort with JAMRS
  - Access code and what's new to 19k counselors
- Email Series with supplemental direct mail piece to core group (counselors, department chairs, directors; 104k, Sept 2020)
- Countdown calendar to MEPS ESS for distribution
- Amplify Digital Marketing Effort
  - ASCA (publication and ad retargeting)
  - Regional targeting via social

FUTURES insert, Fall 2020

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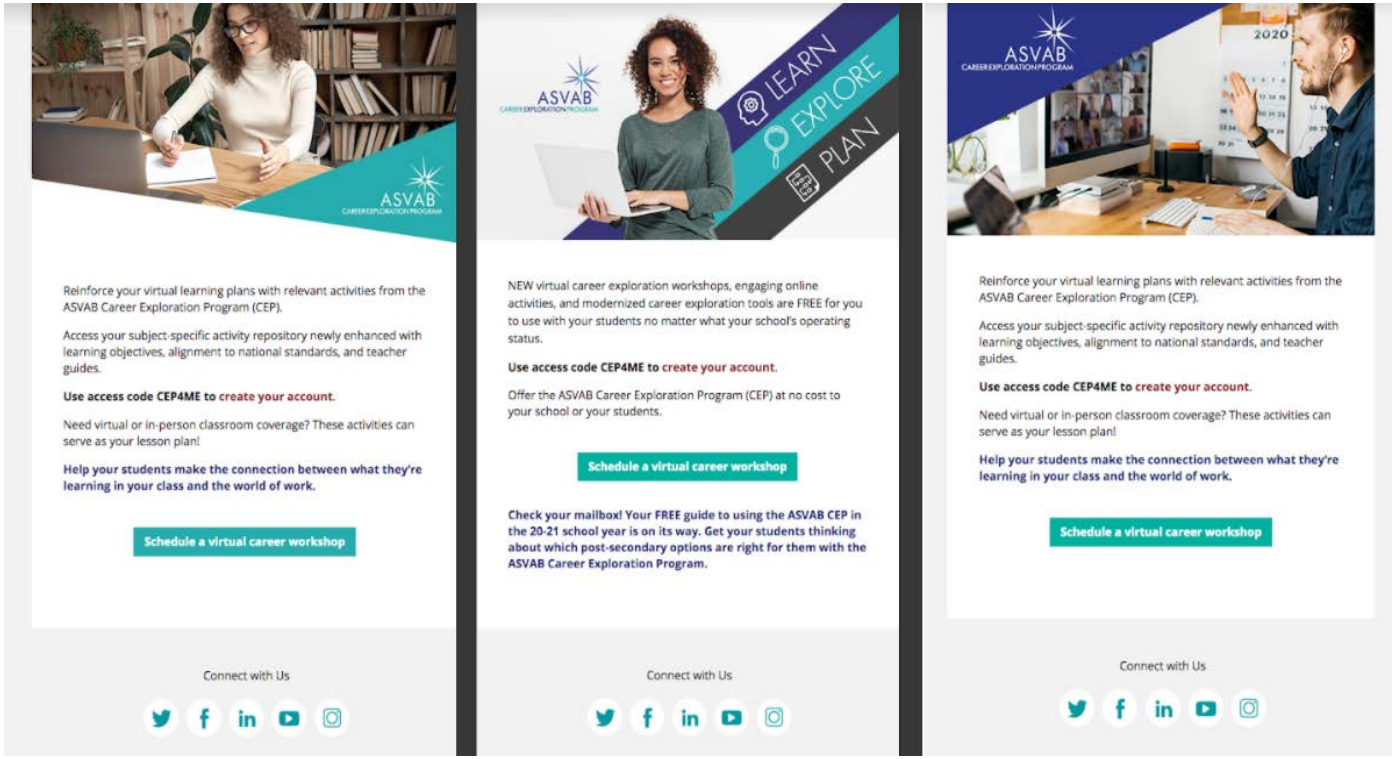
More Marketing Artifacts

School Counselor Magazine, Conference Issue, June-July 2020



Back to School email campaign, Sept 2020

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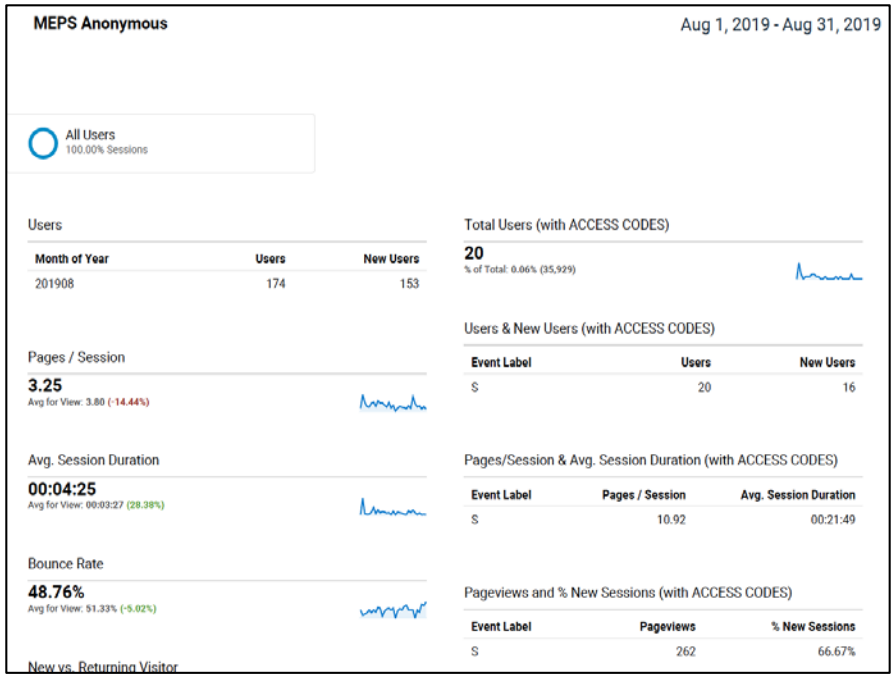
Continuing Education Provider

- The National Board for Certified Counselors, Inc. and Affiliates (NBCC) is a not-for-profit, independent certification organization that grants Continuing Education (CE) hours to interested counselors.
- In August 2020, the ASVAB CEP applied to become a CE Provider to offer single programs for NBCC continuing education hours on ASVAB Career Exploration Program Components.
    - Four presenters under review include the executive program director, USMEPCOM HQ ESS, and the ES and WS ESS.
    - MEPS ESS who wish to be able to present for CEs, must be screened by qualification for the specific topic area being presented and qualify to teach the particular subject matter presented by that individual.
    - Anticipate 60-day approval process; monthly session held every third Thursday starting in NOV.
    - More information about this initiative will be available once our application is approved.

Regional Google Analytics Reports

- MEPS ESS and TC emailed monthly report
- Captures usage metrics and filter data by student access code
- Report reflects data accumulated within entire region, not just the individual school boundaries



MEPS Anonymous

Aug 1, 2019 - Aug 31, 2019

All Users
100.00% Sessions

Users

Month of Year	Users	New Users
201908	174	153

Pages / Session
3.25
Avg for View: 3.80 (-14.44%)

Avg. Session Duration
00:04:25
Avg for View: 00:03:27 (28.38%)

Bounce Rate
48.76%
Avg for View: 51.33% (-5.02%)

New vs. Returning Visitor

Total Users (with ACCESS CODES)
20
% of Total: 0.06% (35,929)

Users & New Users (with ACCESS CODES)

Event Label	Users	New Users
S	20	16

Pages/Session & Avg. Session Duration (with ACCESS CODES)

Event Label	Pages / Session	Avg. Session Duration
S	10.92	00:21:49

Pageviews and % New Sessions (with ACCESS CODES)

Event Label	Pageviews	% New Sessions
S	262	66.67%

Performance Metrics Tracked:

- Total Users
- New Users
- Pages/Session
- Avg. Session Duration
- Bounce Rate
- New vs. Returning Visitors
- Top Jobs Viewed
- Most Active Cities
- Social Actions

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State Legislation and Activities Impacting the ASVAB CEP

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How Can States Impact ASVAB CEP?

- **Legislation Activity:** Activity in state legislatures--either pending or passed--calling for mandated use of ASVAB (e.g., making it available to all students -- TX) or sometimes authorizing use of ASVAB (e.g., allowing it to serve as an alternate graduation credential -- MN).
- **Option to Meet Graduation Requirement:** State uses scores on ASVAB (AFQT) as indicator of graduation fitness, either alone (CO) or in combination with other credentials (MS).
- **Military and Career Readiness Indicator:** Can serve as an indicator of military and/or career readiness for state/federal reporting purposes.
- **Required or Recommended for Career Exploration:** State requires or endorses the use of ASVAB or ASVAB CEP for career exploration purposes--typically on state education websites.
- **Mentions ASVAB CEP on State Website:** State mentions ASVAB or ASVAB CEP as a tool for career exploration but does not require or endorse its use.

Snapshot of Districts Reopening Plans

- 21 of the 25 largest school districts are choosing remote learning only, including
  - Chicago, IL
  - Houston, TX
  - Gwinnett, GA
  - Clark County, NV
  - Los Angeles, CA
  - Miami/Dade, FL
- New York City and Hawaii DoEd implementing Hybrid/Partial Instruction
- Some larger districts will have full in-person options, including
  - Cypress-Fairbanks ISD, TX
  - Pinellas, FL
- Smaller districts with full in-person options
  - Corinth, MS
  - El Paso County, CO
  - Waco ISD, TX

Legislative Updates

2020 state legislature sessions

Adjourned	In Session	Special Session	Not Yet Convened	COVID Closure	Not Reported
31	11	4	3	1	1

Relevant Legislature:

- **Kentucky:**
  - **HB96:** Creates a new section of KRS Chapter 158 requiring schools to offer the Armed Services Vocational Aptitude Battery (ASVAB) test annually to students in grades 10 through 12, offer counseling based on the ASVAB test results, and allow up to four excused absences to meet with a recruiter of the Armed Forces of the United States or Kentucky National Guard
- **Maryland:**
  - **SB868** Establishes the Career and Technology Education Committee
- **Florida:**
  - **H0445:** Revises student enrollment preferences relating to certain military transfers; revises calculation of school grades by specified date to include students who earned specified score on Armed Services Vocational Aptitude Battery (ASVAB) LAID ON TABLE
  - **SB662:** Providing that a student whose parent is transferred or is pending transfer to a military installation within this state is considered a resident of the school district in which the military installation is located for the purpose of enrollment; revising the calculation of school grades for certain schools COMPANION BILL PASSED

Business Modernization Contract

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Business Modernization Contract

Conduct a gap analysis of the existing business practices and technology associated with the ASVAB CEP, to include testing inventory software (Wintip), business administration software (Schools 2001), session number assignment, Ubis, and other applications or programs associated with the administration, customer relationships, marketing, and communication or operational practices. The gap analysis should also provide input into what is currently working well in the field, user interface preferences, inconsistency of data, etc.

- Kickoff with USMEPCOM May 2019, identified sites, priorities, etc.
- Site visits being planned for: Dallas, Maryland, San Angelo, Sacramento, San Jose, Anchorage, Honolulu/Palau, San Juan, Fort Lee, Miami
- Site visits include Pre-visit phone call, Overview of WinTip and uses and Schools, speaking with personnel on processes and capabilities most used/needed. Most site visits range from 1-4 days.

Business Modernization Contract

- Provide a report on current software and recommended software (Off-the-shelf, in-house modified, applications, etc) that would allow USMEPCOM, AP, and OPA to replace legacy systems, and automate processes associated with the Student testing program.
    - The report should included functionalities that should updated or modernized, and outlined: capabilities, costs, maintenance costs, processes automated, ability to integrate with MIRS or other existing databases, servers or ancillary hardware/software requirements, timelines to implement, user friendliness of software, ease of administration, and reporting abilities.
    - These findings were presented to AP, USMEPCOM, and OPA at an IPR in June.
    - Moving forward with a new communications, scheduling, and inventory solution is planned. New Task Order begins in September 2020, for 2 years.

OPA POCs: Doug Keindl, Shannon Salyer USMEPCOM POCs: Jaime Clayton, David Davis

UNIFORM

A Comprehensive Military Occupational Database

Program Initiative: UNIFORM

Goal: Develop a web-based application to replace the ODB with a more modernized, robust application to house all Service-provided occupational information and streamline data collection, manipulation, and distribution in a unified format, seamlessly producing a comprehensive representation of the military career information accessible to all government and civilian entities.

To improve OPA's ability to collect, analyze, and disseminate quality occupational information and analysis within DoD through:

- Timely, accurate information
- Streamlined data sources
- Real-time reporting
- Improved collaboration with stakeholders
- Greater capacity for thorough analysis

UNIFORM

Brief History

- DAC and AP requirements to modernize ASVAB CEP
  - Data from USMEPCOM, website analytics, etc. showed a need to update websites, career information was out of sync with Service websites
- Military Careers Publication
  - Players and movement of publication from DMDC to JAMRS, but always included personnel from CEP and DMDC
- Military and Occupational and Training Data File (MOTD)
  - Backlog of 3 years, manual entry, little QA on data (1 person), Service Classifier turnovers, communication through phone calls and emails, data submitted in various forms
  - ASVAB CEP and JAMRS needs data for websites
- Funded by Accession Policy Forces of the Future Funds
  - AP encouraged all players to meet together (sent TVPO RAND proposals, COOL contacts, etc)
  - AP noted huge cost savings because many organizations possibly duplicating work
  - AP encouraged the building of an enterprise solution so that data was consistent across DoD websites
  - AP, OPA Director, OPA Deputy Director, JAMRS, and DMDC attended stakeholder meetings with others throughout and outside of DoD (DoL, TVPO, ADL, DoD Voluntary Education Program)

Next Steps:

- Determine footprint of UNIFORM, OPA application only or enterprise solution?
- Work with other DoD entities on data sharing
- Assist AP with updating DODI

Contact Info

National Program Director

Shannon.d.salyer.civ@mail.mil

Like, Follow, Share @asvabcep

#asvabcep | #youdecide | #optionready

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