



ASVAB Career Exploration Program



Presentation to the DAC
December 16, 2022



Discussion Topics

- ASVAB CEP Usage Metrics Year to Date
- State Legislation and Activities Impacting the ASVAB Career Exploration Program
- Continuing Education
- Program Promotion & Reporting
- Program Modernization: ConCEP
- Program Initiative: Crosswalks & COR
- Program Enhancement: CEP 2.0
- Program Initiative: Training

ASVAB CEP Usage Metrics YTD

Participation and Leads

Year*	Participating Students	Participating Schools	Leads Provided to Military Services
2019	786,807	13,976	468,003
2020**	694,996	13,214	402,868
2021	469,309	9,692	183,787
2022	607,324	12,907	494,981

*School year runs from July 1–June 30.

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

Paper & Pencil Numbers

Year*	2018-19	2019-20**	2020-21	2021-22
Total Participants	714,508	618,734	264,557	495,596

CEP iCAT Numbers

Year*	2018-19	2019-20**	2020-21	2021-22
Total Participants	72,299	76,232	46,908	111,728

*School year runs from July 1–June 30.

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

Leads by Category

Year*	CAT I–IIIA	CAT IIIB	CAT IV	Other
2020**	125,968	90,607	127,963	58,330
2021	65,482	42,179	54,219	22,190
2022	101,136	72,809	105,907	51,170

*School year runs from July 1–June 30.

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

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

Year*	ARMY	NAVY	AIR FORCE	MARINE CORPS	COAST GUARD	TOTAL
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
2021**	9,114	3,974	3,488	3,728	355	20,659
2022	6,266	2,651	2,707	2,361	249	14,234

*School year runs from July 1–June 30.

**ASVAB CEP Score is usable for two years.

Website Utilization: www.asvabprogram.com

(July 1 – June 30)

Year	2018-19	2019-20	2020-21	2021-22
Users	582,162	746,870	665,108	1,037,704
Returning Users	266,100	353,710	203,191	362,601
Page Views	8,550,582	7,748,548	4,039,330	7,014,611
Bounce Rate	28.18%	44.59%	53.79%	53.34%
Average Session Duration	11:43	8:16	5:23	6:17
Number of Pages per Session	10.10	7.09	4.66	5.02
Tablet/Mobile Visitors	209,242	337,568	396,156	591,726

Website Utilization: careersinthemilitary.com

(July 1 – June 30)

Year	2018-19	2019-20	2020-21	2021-22
Users	104,531	166,397	336,944	391,921
Returning Users	46,320	59,704	61,060	93,754
Page Views	1,976,405	1,781,187	2,157,433	3,151,869
Bounce Rate	24.29%	16.02%	5.34%	2.93%
Average Session Duration	4:49	5:53	2:24	2:56
Number of Pages per Session	13.12	7.90	5.43	6.5
Tablet/Mobile Visitors	33,290	50,434	155,236	216,155

SY 21-22 Inquiries

asvabprogram.com

- Score Requests: 10,570
- Someone is trying to contact us: 975
- Bring ASVAB CEP to Your School: 1,330
 - *Student/Parent share: 591*
 - *Counselor schedule: 739*

Total: 12,875

careersinthemilitary.com

- Army: 374
- Marine Corps: 308
- Navy: 344
- Air Force: 474
- Coast Guard: 148
- National Guard: 356

Total: 2,006

State Legislation and Activities Impacting the ASVAB CEP

Legislative Emphasis on Readiness

More than **35 states** have included some kind of "college-and-career readiness" indicator.

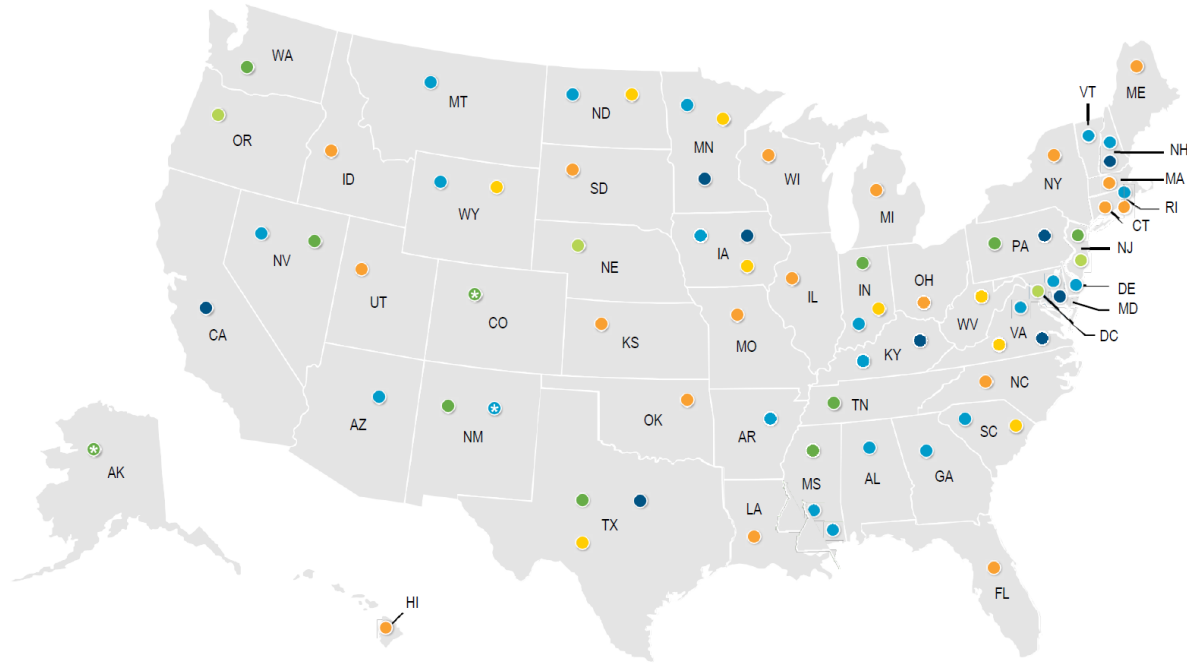
USE OPTIONS:

- **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.



The ASVAB CEP promotes career literacy through exposure to career field entry requirements and future-oriented planning tools to help students develop an action plan to share with parents and educators.

Engagement by State



Legend

● Option to Meet Graduation Requirement

★ Graduation Requirement
* Special Populations of Students or Schools Only

● Military and Career Readiness Indicator

★ Military and Career
* Special Populations of Students or Schools Only

● Required/Recommended for Career Exploration

● Legislation Activity

● Mentions ASVAB CEP on State Website

● Limited or Specialized Use

Promotion & Reporting

Marketing Initiatives

- *FUTURES* Insert
 - Collaborative effort with Joint Advertising Market Research & Studies (JAMRS)
 - Access code and what's new to 19k counselors
- Amplify Digital Marketing Effort
 - American School Counselor Association (publication and ad retargeting)
 - Regional targeting via social
 - Search Engine Optimization
 - Google Ads
 - Account-Based Marketing



FUTURES insert, Fall 2022

National Events 2022

MARKETING EVENTS	EDUCATION/RESEARCH INDUSTRY	STAKEHOLDER ENGAGEMENT
<p>American Counseling Association, April 7 -9</p> <ul style="list-style-type: none"> Exhibit 	<p>Council of College and Military Educators, Feb. 7 -10</p> <ul style="list-style-type: none"> Presentation: Jefferies, T.T. Success in Sight: Focused Yet Flexible Academic and Career Planning 	<p>Chalk Talk: Virtual, May 2022</p> <p>PTI Training: Knoxville, July 2022</p> <p>Jaminar: Orlando, July 2022</p>
<p>National Charter Schools Conference, June 20 -21</p> <ul style="list-style-type: none"> Exhibit 		
<p>American School Counselors Association, July 9 -12</p> <ul style="list-style-type: none"> Exhibit 	<p>International Military Testing Association, March 8 -10</p> <ul style="list-style-type: none"> Presentations: <ul style="list-style-type: none"> Bayer, J.G., & Seley, J.P. ASVAB Career Exploration Program—Broadening Options for American Youth Bayer, J.G., & Seley, J.P. Enhancing the Military-Civilian Crosswalk to Provide More Comprehensive Options 	
<p>National Career Pathways Network, October 20 -22</p> <ul style="list-style-type: none"> Presentation: Jefferies, T.T., Seley, J.P., Hagert, T.J., and Johnson, J. Hear It From Your Peers: Maximizing the ASVAB Career Exploration Program Exhibit 		
<p>Association for Career and Technical Education, Dec 4 -7</p> <ul style="list-style-type: none"> Exhibit Exhibitor Presentation 	<p>National Career Development Association, June 27 -29</p> <ul style="list-style-type: none"> Presentation: Bayer, J.G., & Seley, J.P. Flexibility in Planning: How to Develop Multiple Career Roadmaps to Strengthen Resilience 	

Continuing Education

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 October 2020, the ASVAB CEP became a CE Provider to offer single programs for NBCC continuing education hours on ASVAB Career Exploration Program Components.
 - Command Education Services Specialist (ESS)
 - Monthly session

Continuing Education Opportunity

TOPIC: The ASVAB Career Exploration Program Components

The ASVAB is used for career exploration, military entrance, and classification. Some states also use the ASVAB as a graduation requirement (a free option for your students). But, it's not just a military test! The ASVAB is only one part of the ASVAB CEP.

- Attendees earn one hour of free NBCC credit.*
- USMEPCOM is solely responsible for all aspects of the continuing education program for educators.

**The ASVAB CEP is a federally funded program. There is no cost to earn this CE hour.*



Use **FREE CE sessions** to engage and educate school counselors!

Schedule

1PM Eastern | Every Third Thursday

Register

asvabprogram.com/continuing-education

Con CEP

New platform developed for Military Entrance Processing Command (MEPCOM) to consolidate access to all ASVAB CEP applications and modernize processes and systems surrounding scheduling, marketing, and communications

- Operates in a web-based nationwide secure network
- Uses a single data repository with role-based visibility at all levels
- Provides role-based views with business rules and workflows
- Allows for API connectivity for other software/components
- Provides ability to track communication efforts and campaigns
- Implements current schools 2001 features in a more modern and efficient way
- Ability to connect with both Government & Civilian/School stakeholders

ConCEP status

- Minimally Viable Product (MVP) launched Summer 2022
 - Scheduling
- Ongoing improvements and user adoption to date
 - Reports
 - Refinement of processes from field input
- Planned migration to government cloud at MEPCOM
 - Prepare to include application in Authority to Operate (ATO)
 - Perform software changes as needed

Crosswalks & COR

Brief History of Occupational Crosswalks

- Military and Occupational Training Database (MOTD)
 - Established in 1984 by Defense Manpower Data Center (DMDC)
 - Included crosswalk between military occupational codes (MOCs) and various Federal occupational taxonomies
- Military Careers Publication
 - Players and movement of publication from DMDC to JAMRS, but always included personnel from CEP and DMDC
- Expansion of the military-civilian crosswalks
 - Department of Labor's VOW study
 - Service Credentialing Opportunities On-Line (COOL)
 - Department of Army Study (RAND Corporation)
- ASVAB CEP crosswalk expansion began 2016
 - Combination of automated and manual (human) analysis
 - Expanded number of military-civilian linkages from 881 to over 21,000 linkages
 - All O*NET occupations now link to at least one military occupation

Recent Efforts

- Updated military-civilian crosswalk based on O*NET-SOC 2019
- Seven new high-level military careers
- Crosswalk of Occupational Resources (COR) application
- Linkage between O*NET codes and Federal occupations (OPM)

Updated Military -Civilian Crosswalk Based on O*NET -SOC 2019



The following updates have been made to the military -civilian crosswalk developed by the Office of People Analytics (OPA):

- Updated the military-civilian crosswalk to incorporate the new O*NET-SOC 2019 taxonomy, which is based on the 2018 Standard Occupational Classification (SOC)
- Identified at least one military match for all O*NET data-level occupations to provide ASVAB CEP students with related opportunities in the military
- Within the O*NET Program, these updates were made available via O*NET OnLine, My Next Move for Veterans, O*NET Web Services, and downloadable crosswalk files on August 10, 2021.

Seven New High -Level Military Careers

Careers in the Military now includes career information for:

- Search & Rescue Specialists
- Search & Rescue Officers
- Maintenance Officers
- Inspectors & Evaluators
- Data Analysts
- Business Operations Specialists
- Animal Specialists

Crosswalk of Occupational Resources (COR)



ASVAB CEP created the Crosswalk of Occupational Resources (COR) for internal use only. The application houses existing data requests for OPA customers.

Analyses Performed with Data

- Skill Importance Ratings related to aptitude
- Interest code assignment
- Job task analyses for crosswalks
- Interview data will be analyzed for career path trends
- Training data will be cross-walked with civilian certifications
- Work Values
- Career Path Analysis

Linkage Between O*NET Codes and Federal Occupations (OPM)

- The Office of Personnel Management (OPM) General Schedule (GS) classification system covers the majority of civilian white -collar Federal employees in professional, technical, and administrative positions
- Utilized same methodology to analyze O*NET/OPM matches as military -civilian linkages
- Presenting linkages on website with July 2023 update

CEP 2.0

CEP 2.0 Background

- Legislative requirements inspired enhanced functionality and activities for schools to satisfy Every Student Succeeds Act (ESSA)
 - Career plans
 - Mentor involvement

kate@written...



Guided Tour

Learn About Yourself



Explore Careers



Plan Your Future



MY ASVAB STRENGTHS ?

Test Results

Your top strength will have the most books



Verbal



Math



Science/Technology

 Show Standard Scores

MY TOP INTERESTS ?

FYI Results



Investigative



Artistic



Enterprising

Retake the FYI






Do you want to work outside or sit comfortably at a desk?
Explore [work values](#) to learn which are more important to you



WORK VALUES

Retake

My Top Work Values

-  Independence
-  Working Conditions
-  Achievement

MORE ABOUT ME



I'm good at:

- Initiative
- Communication

I don't like:

- Managing people
- Working with children

Dashboard



Guided
Tour



MY STRENGTHS ?



MY INTERESTS ?



< Back to Plan for your future

Create A Plan

Select an occupation to start your plan.

Industrial-Organizational Psychologists

Select a pathway.
Select all that apply



Certificate



Military



Technical School



Work Based Learning



Associate's degree (2 year)



Vocational training



Bachelor's degree (4 year)



Career and Technical Education



Advanced degree




Gap Year


(include master's degree, and Ph.D., M.D., or J.D. (law degree))

NEXT


Create A Plan

kate@written... 

Guided Tour

Learn About Yourself 

Explore Careers 

Plan Your Future 

MY ASVAB STRENGTHS ?



Verbal



Math



S/T



MY TOP INTERESTS ?



I



A



E

Submit Plan to Mentor



INVITE A MENTOR



Invite your mentors to review and comment on your account information including scores, career plans, activities, and your calendar.

Build your plans together.

Email



Seperate multiple emails with a comma.

Invite A Mentor



MENTOR DASHBOARD

View ASVAB CEP
Demo

Account Overview

ASVAB CEP POCs

Test Coordinator:

Mr. William Felder
(410) 874-6343
Email

Program questions:

Program Manager:
Mr. Craig Gilman
(410) 874-6341
Email

Account Overview

Joanie Hickey  

Upcoming Events

Event	Date	Time	School	Location
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[Click here](#) to add your school(s) to your account.

[Schedule an Event](#)

Active Students

☐ Not started ☒ In progress ☒ Ready for review ☒ Completed

Select 1 or more students:  [Filter list](#)

Student Name	FYI	Portfolio	Career Plans	Activities	Last Update
<input type="checkbox"/> BRIANNA HOEHN	✓		<input type="radio"/>	✓	08/22/2021 
<input type="checkbox"/> DREW WARD	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	

▼  Test group					1 student(s)
<input type="checkbox"/> SHAUGHNESSY BUTLER	✓		  	 	09/07/2021 

Training

Post-Test Interpretation Proficiency Training

Goal: Standardize the process by which post-test interpretation (PTI) sessions are conducted. Serve as a workforce multiplier (using a train the trainer approach) by including Recruiting Service Partners to satisfy demand for program in schools.

Purpose: Address expert panel recommendations to orient attendees to the ASVAB CEP enhancements, and teach attendees the strategic purposes of collaborating with others operating within their territory to achieve missions.

Metrics to Gauge Success: Increased utilization of ASVAB CEP-related websites, increased testing numbers, virtual training use, in-person training attendance, and additional access opportunities for recruiters.

Next Session

Spring 2023

March 2019 Three Sessions in Monterey

August 2019 in Knoxville

February 2020 in Knoxville

November 2020 Virtual

March 2021 Virtual

April 2021 Two Virtual

July 2022 in Knoxville

414

Total Trainers
(MEPCOM HQ
Verified)

4,462

Total Workforce
Strength

Steps to Become PTI Proficient



Step 1: Virtual training



Step 2: In-person training



Step 3: Nominate, observe, evaluate others
(Those trained at OPA/MEPCOM formal in-person
training sessions can train and evaluate others)

2.0 and PTI Recertification

- April and May 2023
- In person
- Three locations (Monterey, Knoxville, Minneapolis)
- Revamped virtual modules
- Enhanced train-the-trainer component

Test Coordinator Training

- Training for new TCs on ASVAB CEP
- One hour, virtual
- Training needs assessment
 - Interviews with SMEs
 - Job description evaluation
 - List of competencies and content areas

Contact Info

National Program Director

TBD

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#asvabcep | #youdecide | #optionready