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Jul 17, 2023

Department of Defense  
OFFICE OF PREPUBLICATION AND SECURITY REVIEW

# ASVAB Career Exploration Program

BRIEFING PRESENTED TO THE DACMPT



17 August 2023

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23-S-2685

## Discussion Topics

- ASVAB CEP Current State
- ASVAB CEP Usage Metrics Year -to -Date
- 2023–2024 CY Priorities
- State Legislation and Activities Impacting the ASVAB Career Exploration Program
- Post -Test Interpretation (PTI) Proficiency Training
- National Events & Marketing
- CEP 2.0 Demo
- Questions and Discussion





# ASVAB CEP CURRENT STATE



The Department of Defense Armed Services Vocational Aptitude Battery (ASVAB) Career Exploration Program (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.

## Website Utilization

asvabprogram.com  
careersinthemilitary.com

1.3M+  
560K+



## Execution Infrastructure

20+ system interfaces, including military commands, educational institutions, high schools, departments of education, Google analytics, asvabprogram.com, and careersinthemilitary.com

## Data Sources

- The Military Services (Active, Guard, and Reserve)
- Office of People Analytics (OPA)
- Defense Personnel Assessment Center (DPAC)
- Joint Advertising Market Research & Studies (JAMRS)
- Defense Manpower Data Center (DMDC)
- O\*NET
- Office of Personnel Management (OPM)
- Department of Labor
- CareerOneStop
- National Center for Education Statistics

10<sup>th</sup> through 12<sup>th</sup>-Grade  
Students and  
Post -secondary Students



The DoD sponsors the ASVAB CEP at no cost to schools with a two-part mission: to provide a career exploration service to U.S. youth, and to provide qualified leads to military recruiters.

## Program Participation



Students Tested  
**607,324**



Participating Schools  
**12,907**



Leads Provided to  
Military Services  
**494,981**

School Year 2021 –2022



# The ASVAB Career Exploration Program

## PROGRAM OVERVIEW

### ASVAB CEP's DUAL MISSION

- Increase exposure to both civilian and military career options
- Provide quality leads to military recruiting services, if student information is released by participating school
- Enable students in 11th grade and above to use scores for enlistment up to two years after taking the ASVAB

### PROGRAM RESPONSIBILITIES

- Defense Testing and Assessment Center (DTAC) executes the program's technical development, maintenance, and evaluation.
- United States Military Entrance Processing Command (USMEPCOM) administers the program.



**8** Skill Areas Tested



**90** Interest Inventory Items



**1,000+** Occupations



**3.5** Million  
5-Year Total Participation

The school year runs from July 1 – June 30



# ASVAB CEP USAGE METRICS YTD





# Participation and Leads

School Year*	Participating Students	Participating Schools	Leads Provided to Military Services
2018–2019	786,807	13,976	468,003
2019–2020**	694,996	13,214	402,868
2020–2021	469,309	9,692	183,787
<b>2021–2022***</b>	<b>631,045</b>	<b>13,224</b>	<b>504,114</b>

\*School year runs from July 1 to June 30.

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

\*\*\* As of May 30, 2023.

## Participation and Leads, cont.

### Paper & Pencil Numbers

School Year*	2018–19	2019–20**	2020–21	2021–22	2022–23***
Total Participants	714,508	618,734	264,557	495,596	479,431

### CEP iCAT Numbers

School Year*	2018–19	2019–20**	2020–21	2021–22	2022–23
Total Participants	72,299	76,232	46,908	111,728	151,614

\*School year runs from July 1 to June 30.

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

\*\*\* School year totals as of May 30, 2023.



## Leads by Category

School Year*	CAT I–IIIA	CAT IIIB	CAT IV	Other
2019–2020**	125,968	90,607	127,963	58,330
2020–2021	65,482	42,179	54,219	22,190
<b>2021–2022</b>	<b>101,136</b>	<b>72,809</b>	<b>105,907</b>	<b>51,170</b>

\*School year runs from July 1 to 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

School Year**	Army	Navy	Air Force/ Space Force	Marine Corps	Coast Guard	TOTAL
2016–2017	15,053	4,310	4,465	6,037	392	30,257
2017–2018	14,432	4,699	4,234	5,370	405	29,140
2018–2019	13,430	4,963	4,700	5,163	358	28,614
2019–2020	18,289	4,321	3,677	4,102	366	30,755
2020–2021	9,114	3,974	3,488	3,728	355	20,659
2021–2022	6,266	2,651	2,707	2,361	249	14,234

\*ASVAB CEP Score is usable for two years.

\*\*School year runs from July 1 to June 30.

**Website Utilization: [www.asvabprogram.com](http://www.asvabprogram.com)  
(July 1–June 30)**

<b>School Year</b>	<b>2019–20</b>	<b>2020–21</b>	<b>2021–22</b>	<b>2022–5/31/23</b>
<b>Users</b>	746,870	665,108	1,037,704	<b>1,396,896</b>
<b>Returning Users</b>	353,710	203,191	362,601	<b>427,426</b>
<b>Page Views</b>	7,748,548	4,039,330	7,014,611	<b>8,991,161</b>
<b>Bounce Rate</b>	44.59%	53.79%	53.34%	<b>36.09%</b>
<b>Average Session Duration</b>	8:16	5:23	6:17	<b>5:18</b>
<b>Average Pages per Session</b>	7.09	4.66	5.02	<b>4.94</b>

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

School Year	2019–20	2020–21	2021–22	2022–5/31/23
<b>Users</b>	166,397	336,944	391,921	<b>567,696</b>
<b>Returning Users</b>	59,704	61,060	93,754	<b>115,028</b>
<b>Page Views</b>	1,781,187	2,157,433	3,151,869	<b>3,738,611</b>
<b>Bounce Rate</b>	16.02%	5.34%	2.93%	<b>7.97%</b>
<b>Average Session Duration</b>	5:53	2:24	2:56	<b>2:20</b>
<b>Average Pages per Session</b>	7.90	5.43	6.5	<b>5.48</b>





## School Year 2022–2023 Inquiries\*

### asvabprogram.com

- Score Requests: 10,239
- Someone is trying to contact us: 1,299
- Bring ASVAB CEP to Your School: 2,518
  - *Student/Parent share: 710*
  - *Counselor schedule: 1,808*

**Total: 14,056**

### careersinthemilitary.com

- Service-Specific Inquiries:
  - Army: 358
  - Marine Corps: 281
  - Navy: 374
  - Air Force: 520
  - Coast Guard: 134
  - National Guard: 154

**Total: 2,006**

\*Data as of June 15, 2023.

# PRIORITIES

School Year 2023 –2024



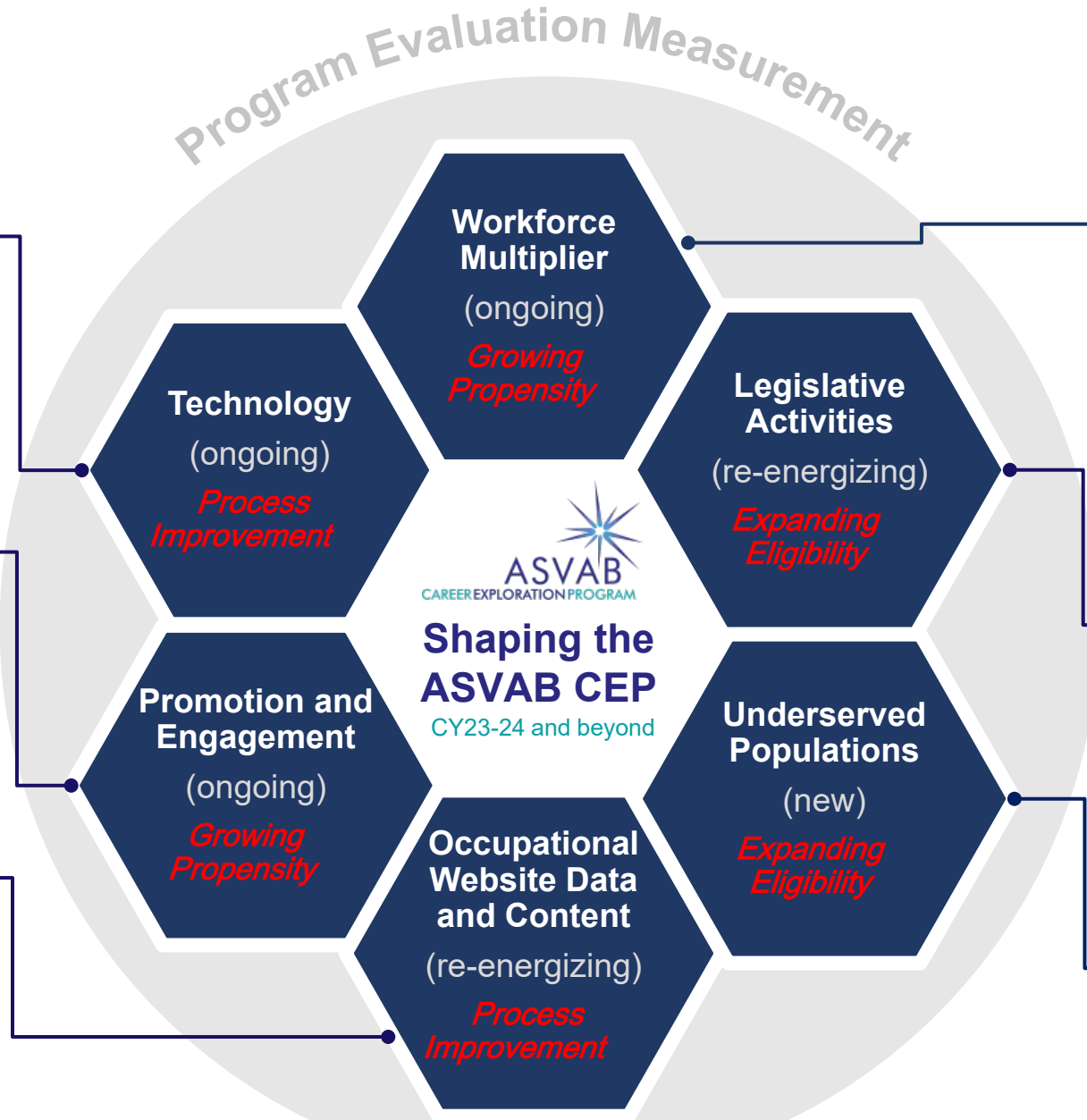
# Areas of Focus

## School Year 23–24

- Technology Modernization
- DoD Compliance
- Internal Business Operations

- Marketing
- DoD Events
- Social Media
- New Partners and Stakeholders
- Ambassador Program
- Community Engagement

- CEP/ODB Linkages
- Uniform Prototype
- Automating Data Collection and Analysis
- Partnerships



- CE Expansion
- TC Training
- PTI Training
- ESS Training
- PTI Facilitator Training
- ASVAB CEP Ambassadors
- Training Effectiveness/Evaluation

- Legislative Activities Focus Group
- Legislative Activities Playbook
- ASVAB CEP Interactive Map
- ASVAB CEP States Info Sheets
- New Partnerships
- Monitoring National Policy Legislation

- Department of Education
- Expansion
- DoDEA Schools
- Underserved Population Focus Group



# STATE LEGISLATION ACTIVITY







# Legislative Emphasis on Readiness

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

## HOW IT WORKS

- **Legislative Activity:** Activity in state legislatures —either pending or passed — calling for mandated use of ASVAB (e.g., making it available to all students —Texas or sometimes authorizing use of ASVAB (e.g., allowing it to serve as an alternate graduation credential —Minnesota).
- **Option to Meet Graduation Requirement:** State uses scores on ASVAB (AFQT) as indicator of graduation fitness, either alone (Colorado) or in combination with other credentials (Mississippi).
- **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.

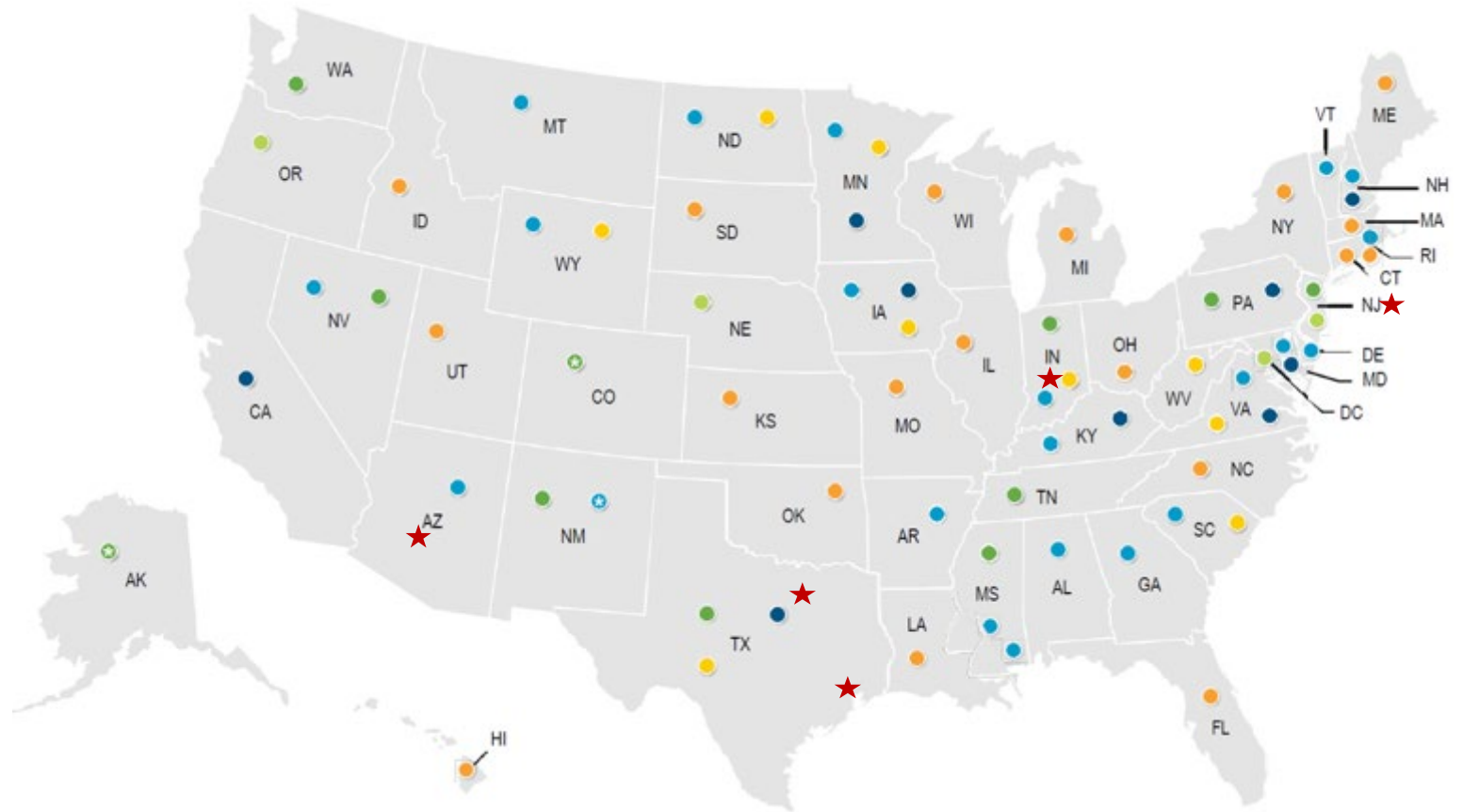


# Legislative

- Option to Meet Graduation Requirement
- Military and Career Readiness Indicator
- Required/Recommended for Career Exploration
- Mentions ASVAB CEP on State Website
- \* ● Graduation Requirement \* Special Populations of Students or Schools Only
- \* ● Military and Career \* Special Populations of Students or Schools Only
- Legislation Activity
- Limited or Specialized Use

## Top 5 MEPS ★ for Students Tested

Indianapolis	54,836
Phoenix	27,496
Dallas	20,417
Houston	19,710
Fort Dix	18,073





# State Participation in the CEP

Option to Meet Graduation Requirement	Military and Career Readiness Indicator	Required/Recommended for Career Exploration	Legislative Activity	Mentions ASVAB CEP on State Website	Limited or Specialized Use
Alaska	Alabama	Indiana	California	Nebraska	Connecticut
Colorado	Arkansas	Iowa	Iowa	New Jersey	Florida
Indiana	Arizona	Minnesota	Kentucky	Oregon	Hawaii
Mississippi	Delaware	North Dakota	Maryland	Washington, D.C.	Idaho
New Jersey	Georgia	South Carolina	Minnesota		Illinois
New Mexico	Iowa	Texas	New Hampshire		Kansas
Nevada	Indiana	Virginia	Pennsylvania		Louisiana
Pennsylvania	Kentucky	West Virginia	Texas		Massachusetts
Tennessee	Maryland	Wyoming	Virginia		Maine
Texas	Minnesota				Michigan
Washington	Mississippi				Missouri
	Montana				North Carolina
	North Dakota				New York
	New Hampshire				Ohio
	New Mexico				Oklahoma
	Nevada				Rhode Island
	Rhode Island				South Dakota
	South Carolina				Utah
	Virginia				Wisconsin
	Vermont				
	Wyoming				



# POST-TEST INTERPRETATION PROFICIENCY TRAININGS





# Post -Test Interpretation and Proficiency Trainings

**The Post -Test Interpretation (PTI)** is a 45-minute session wherein a qualified professional provides a guided workshop to help students complete post -test activities, such as understanding the ASVAB results, investigating occupations in the OCCU -Find, and taking the Find Your Interests (FYI) interest inventory.

**Goal of the PTI proficiency trainings:** Standardize the process by which 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, additional access opportunities for recruiters.

## Next Sessions

Knoxville, TN August 22 –24, 2023

Pacific, Yokosuka, Japan, TBA

Europe, Kaiserslautern, Germany, TBA

### 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)

### Recertification Sessions

April 2023 Minneapolis

May 2023 Knoxville

May 2023 Monterey

July 2023 Knoxville

**131** (2023 Spring Sessions)  
Total Trainers Recertified to Date

**414**  
Total Trainers (MEPCOM HQ Verified)

**4,462**  
Total Workforce Strength

# Post -Test Interpretation Proficiency Trainings





# NATIONAL EVENTS & MARKETING





# 2023 National Events

MARKETING EVENTS		EDUCATION/RESEARCH INDUSTRY
<p>National Charter Schools Conference, June 18 –21</p> <ul style="list-style-type: none"> <li>• Exhibit</li> </ul> <p><b>New!</b> International Society for Technology in Education Conference, June 25 –28</p> <ul style="list-style-type: none"> <li>• Attend</li> </ul> <p>American School Counselors Association, July 15–18</p> <ul style="list-style-type: none"> <li>• Exhibit</li> </ul>	<p>National Association of Secondary School Principals, July 12 –18</p> <ul style="list-style-type: none"> <li>• Exhibit</li> </ul> <p>National Career Pathways Network, November 8 –10</p> <ul style="list-style-type: none"> <li>• Presentation: Rader, I., Breaking the college for -all mindset using ASVAB CEP</li> </ul> <p>Association for Career and Technical Education, November 29 –December 2</p> <ul style="list-style-type: none"> <li>• Exhibit</li> <li>• Present</li> </ul>	<p><b>New!</b> National Conference on Student Assessment, June 26 –28</p> <ul style="list-style-type: none"> <li>• Presentation: Rader, I., Using Ability and Interest Assessments from the ASVAB Career Exploration Program to Enhance ESSA -Required Educational Outcomes</li> </ul> <p>National Career Development Association on Student Assessment) June 26 –July 1</p> <ul style="list-style-type: none"> <li>• Attend</li> </ul>
		STAKEHOLDER ENGAGEMENT
		<ul style="list-style-type: none"> <li>• PTI Training: Minneapolis, April 2023</li> <li>• PTI Training: Monterey, May 2023</li> <li>• PTI Training: Knoxville, May 2023</li> <li>• JAMINAR: Orlando, June 2023 (Presentation/Demo)</li> <li>• PTI Training: Knoxville, July 2023</li> <li>• Air Force Roadshow, July 2023 (Presentation/Demo)</li> <li>• PTI Training: Knoxville, August 2023</li> <li>• ASVAB CEP JAMOREE: Washington, D.C., Sept. 2023</li> <li>• PTI Training: Yokosuka, Japan, TBA</li> <li>• PTI Training: Kaiserslautern, Germany, TBA</li> </ul>



# ASVAB CEP National Events



# Marketing Goals and Objectives

## GOAL

Reach 1 million participants in one academic school year, resulting in 500,000 leads to Military Services.

## OBJECTIVES

 Improve Reputation	 Build Brand Awareness	 Increase Participation
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### EVENTS

- Face to face with target audiences, influence decision makers
- Gain insight into user pain points, generate leads
- Establish thought leadership through presentations and training

### CONTENT MARKETING

- Leverage owned channels
- Publish content that builds brand awareness
- Increase organic search traffic
- Establish thought leadership with informative, relevant content

### SEO & WEBSITE PERFORMANCE

- Improve organic traffic and website performance

### ADVERTISING

- Deliver key messages to target audiences via multi-channel paid media mix

### SOCIAL MEDIA

- Engage target audiences
- Update in real time

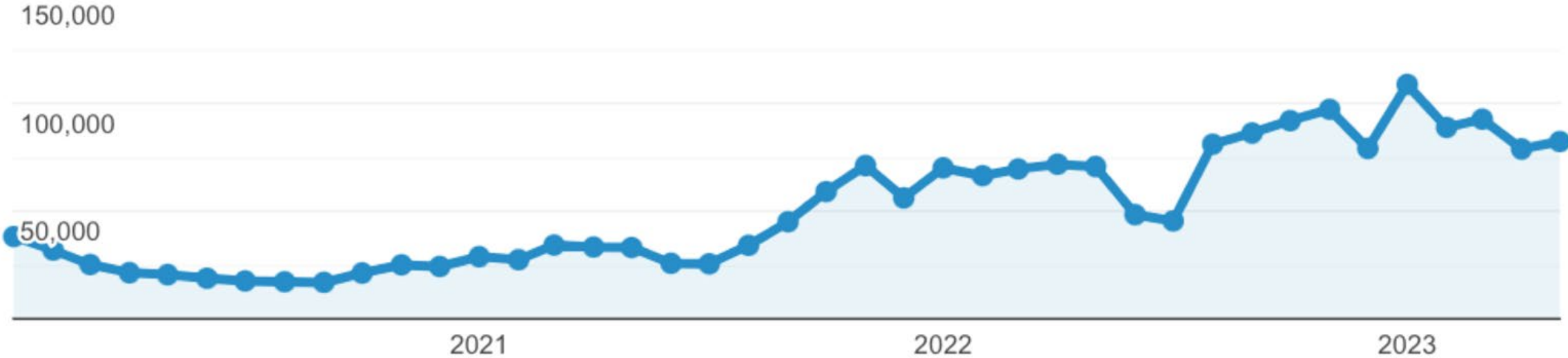


# Search Engine Optimization (SEO) & Content Strategy

## CONTENT MARKETING

Strategic SEO, content marketing, and enhanced website performance drive traffic, build brand awareness to drive test sign-ups, and lead to recruiters.

ORGANIC TRAFFIC GROWTH



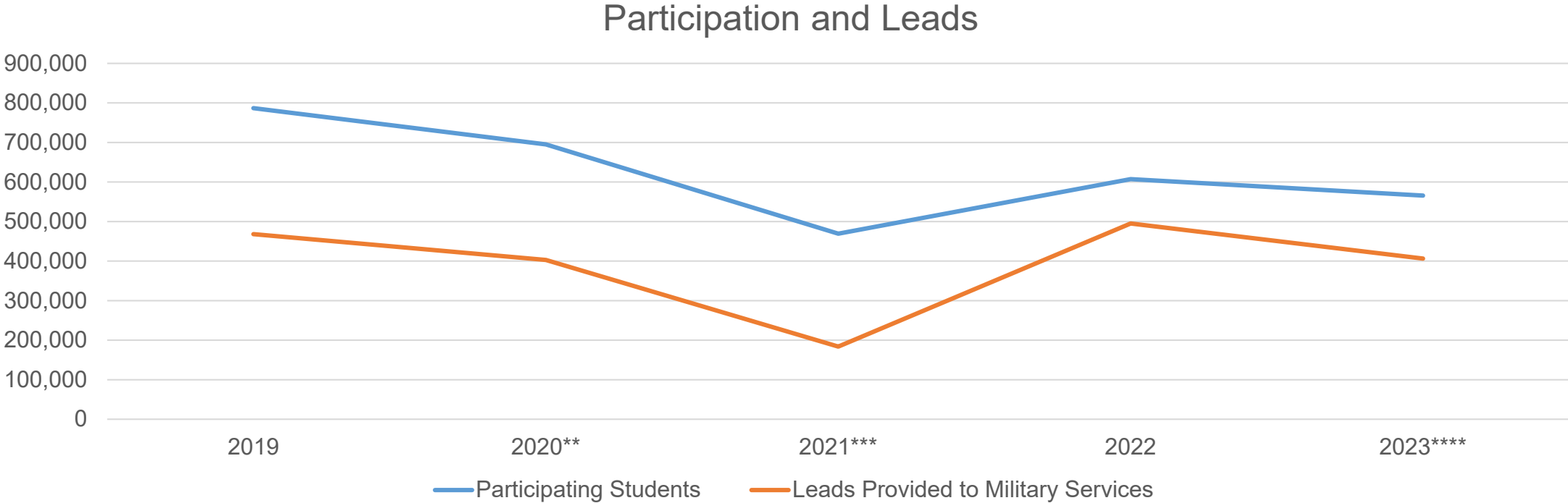
January 2020  
38,100

April 2023  
78,773



# Participation and Leads

1,386,186 Unique Visitors to [asvabprogram.com](http://asvabprogram.com)



Note: School year runs from July 1 to June 30.  
\*\* In-school ASVAB testing was suspended due to COVID-19 on March 13, 2020.  
\*\*\* Limited access to schools due to CDC guidance prohibiting outside agencies from visiting schools.  
\*\*\*\* Data as of April 1, 2023



# Service Content on Careers in the Military

## EMAIL CONTACTS & PAGE VIEWS



	Army	Navy	Marine Corps	Air Force/ Space Force	Coast Guard
Contact Emails	698	60	94	335	38
Pageviews	53,390	53,096	208,132	231,918	15,564
Top 5 Jobs	<ol style="list-style-type: none"> <li>1. Field Surgeon</li> <li>2. Infantryman</li> <li>3. Intelligence Officer</li> <li>4. Special Forces Weapons Sergeant</li> <li>5. Signals Intelligence (SIGINT) Voice Interceptor</li> </ol>	<ol style="list-style-type: none"> <li>1. Special Warfare Operator</li> <li>2. Boatswain's Mate</li> <li>3. Master -at-Arms</li> <li>4. Cryptologic Technician (Collection)</li> <li>5. Naval Aircrew Helicopter</li> </ol>	<ol style="list-style-type: none"> <li>1. Intelligence Specialist</li> <li>2. Reconnaissance Marine</li> <li>3. Combat Engineer</li> <li>4. Infantry Squad Leader</li> <li>5. Machine Gunner</li> </ol>	<ol style="list-style-type: none"> <li>1. Intelligence Officers</li> <li>2. Human Resource Specialists</li> <li>3. Aircraft Mechanics</li> <li>4. Community and Recreation Specialists</li> <li>5. Air Crew Members</li> </ol>	<ol style="list-style-type: none"> <li>1. Field Surgeon</li> <li>2. Special Forces Medical Sergeant</li> <li>3. Military Intelligence Officer</li> <li>4. Special Forces Weapons Sergeant</li> <li>5. Infantryman</li> </ol>



# Multichannel Marketing

## MEDIA MIX

### Owned Media

#### Content Marketing

- Website
- Social Media
- Email Marketing
- Videos
- Training & Events



### Paid Media

#### Partnerships

- PPC & Search
- ABM & Display Ads
- Podcast Advertising
- Social Media Ads
- Paid Content
- Conference Ads & Exhibits



### Earned Media

#### Value Proposition

- Digital PR
- SEO & Organic Search
- Social Mentions
- Testimonials
- Strategic Partnerships

## Integrated Strategic Marketing

A comprehensive strategy that leverages multiple channels to get the most out of investments aimed at achieving increased participation.

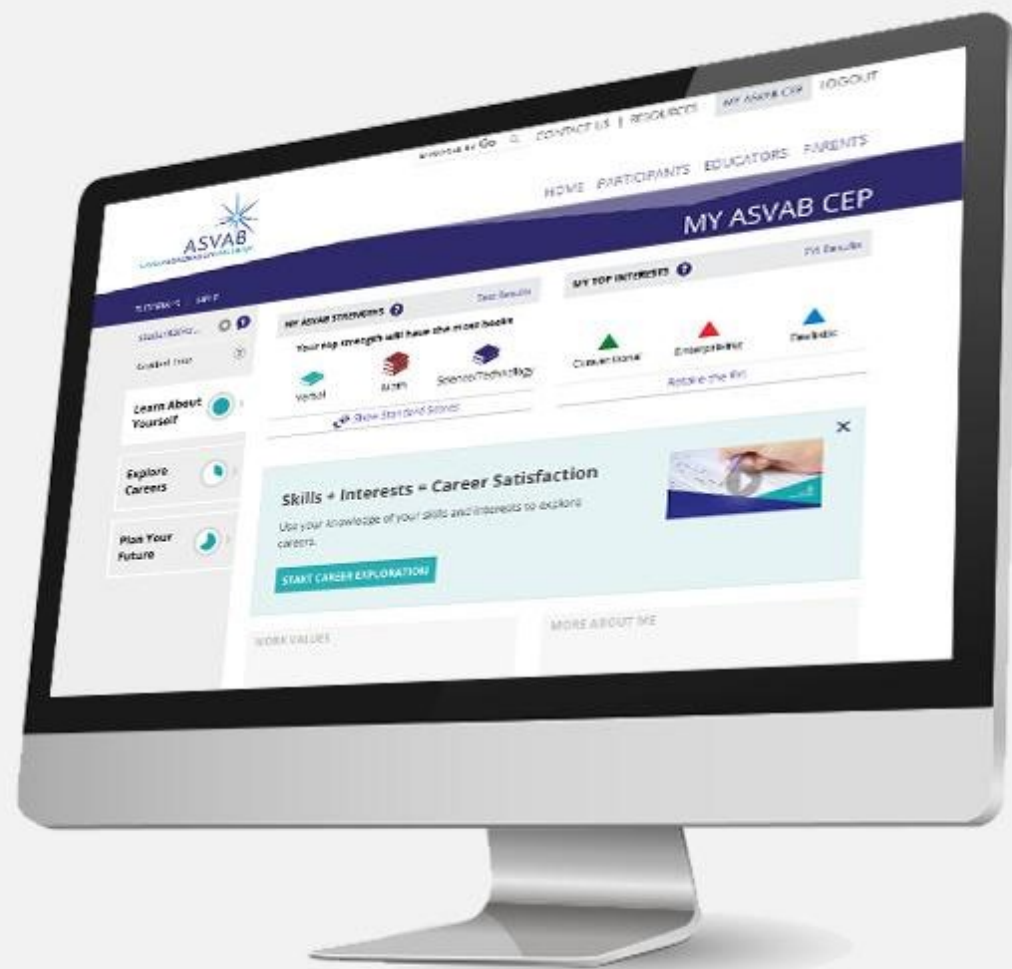


# Advertising

## PAID MEDIA

TACTIC	AUDIENCE	STRATEGY & MESSAGE
Pay -per -Click (PPC) & Search	Students Parents Educators	Brand -awareness to build visibility with unfamiliar audiences
Account -Based Marketing (ABM)	Educators	Highly -targeted ads based on IP address, allowing different key messages based on program participation
Social Media	Students Parents Educators	Brand -awareness and outreach
Podcast	Parents Educators Students	Brand -awareness and outreach
Paid Partnerships	Parents Students	The ASVAB CEP is much more than a military recruiting test
Professional Organizations	Educators	Improve postsecondary outcomes with no -cost planning tools through ASVAB CEP
Conference Ads & Exhibits	Educators	Improve postsecondary outcomes with no -cost planning tools through ASVAB CEP

# CEP 2.0 Demo





[asvabprogram.com](http://asvabprogram.com)

Use access code **CEP4ME** to create an account

**CAREERS** IN THE MILITARY  
Powered by ASVAB CEP

[careersinthemilitary.com](http://careersinthemilitary.com)

States considering incorporating the ASVAB CEP into their ESSA Plans are encouraged to visit:

<https://www.asvabprogram.com/legislation>

Or contact

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