



**CLEARED
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Department of Defense
OFFICE OF PREPUBLICATION AND SECURITY REVIEW

Expanding the ASVAB Career Exploration Program

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**SLIDES ONLY
NO SCRIPT PROVIDED**

Briefing presented to the DACMPT
Thursday, 13 June 2024
Monterey, California



Discussion Topics

- ASVAB Career Exploration (CEP) Current State
- ASVAB CEP Usage Metrics Year to Date
- Areas of Focus by Business Strategies
 - Technology
 - Spotlight on: Data Visualization
 - Occupational Website Data and Content
 - Promotion and Engagement
 - Spotlight on: Events & New Audiences
 - Workforce Multipliers
 - Spotlight on: Post-Test Interpretation (PTI) Proficiency Training
 - Legislative Activities
 - Underserved Populations
- Questions and Discussion



ASVAB CEP Current State



Achieving ASVAB CEP Vision Through Strategic Approach

MISSION

The ASVAB CEP is a Department of Defense (DoD) sponsored program with a two-part mission: to provide a career exploration service to American youth and provide qualified leads to Military recruiters.

VISION

The ASVAB CEP assesses academic ability and vocational interests, which together help inform career decisions. Personalized career exploration, awareness of career-field entry requirements, and future-oriented planning tools help students work with parents and educators to develop post-secondary plans. Eligible participants can use their scores to explore enlistment and have no obligation to Military service.

The ASVAB Career Exploration Program

- The only career planning resource that allows students to explore multiple paths to success – college, work-based learning, the Military, and federal government – all in one place
- Two-part mission:
 - Provides a comprehensive career exploration program to participating schools/institutions
 - Helps students identify best match post-secondary options based on abilities and interests
 - Provides quality leads to the Military Services
 - Participating schools determine score release option
 - Students in grades 11 and above can use scores to explore enlistment
- No cost to the participating schools
- Valid assessments
- Provides a possible alternative for states to meet federal regulations



8 Skill Areas Tested



90 Interest Inventory Items



1,000+ Occupations

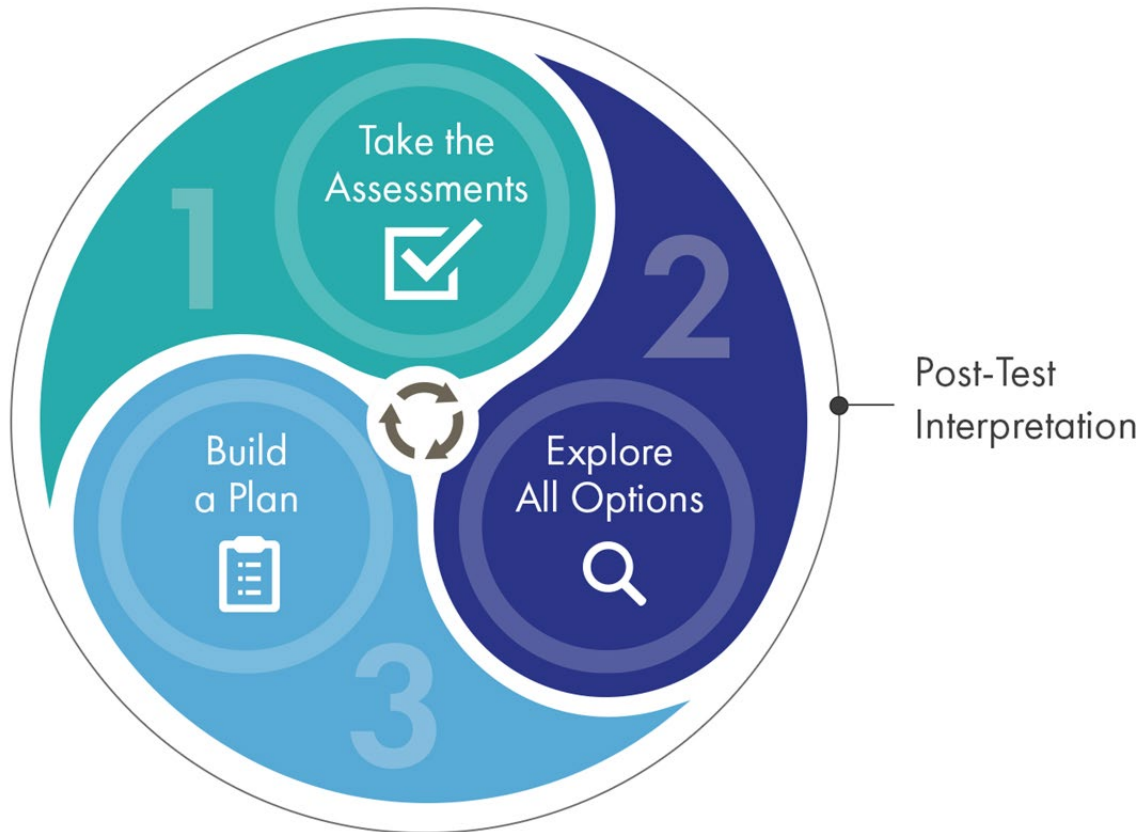


3 Million

5-Year Total Participation

The school year runs from July 1–June 30

How the ASVAB CEP Works



Take the ASVAB: The ASVAB is an aptitude test that helps predict future academic and occupational success. It's available at no cost.

Join a Post-Test Interpretation: This guided session includes an ASVAB score explanation, an interest inventory, and an opportunity to discover potentially satisfying career fields and explore all the ways to enter career fields. Now offered virtually.

Use the Career Planning Tools: Families can use the classroom activities and planning tools to help teens consider their options and make post-secondary plans that work for their family.

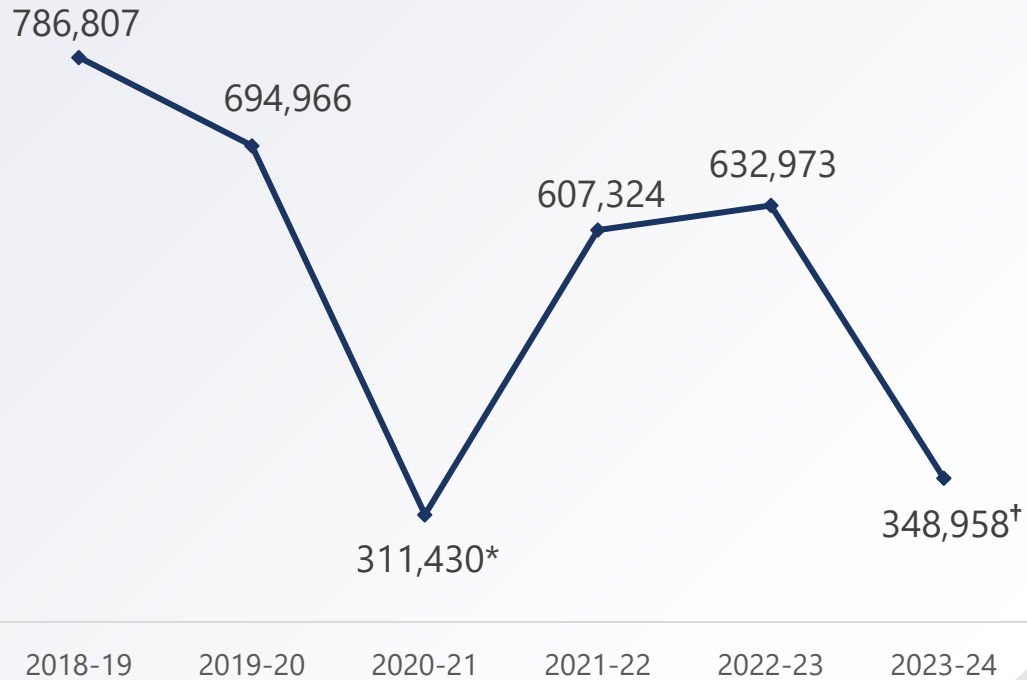
Use access code
CEP4ME
to create an account at
asvabprogram.com

ASVAB CEP Usage Metrics Year to Date (YTD)



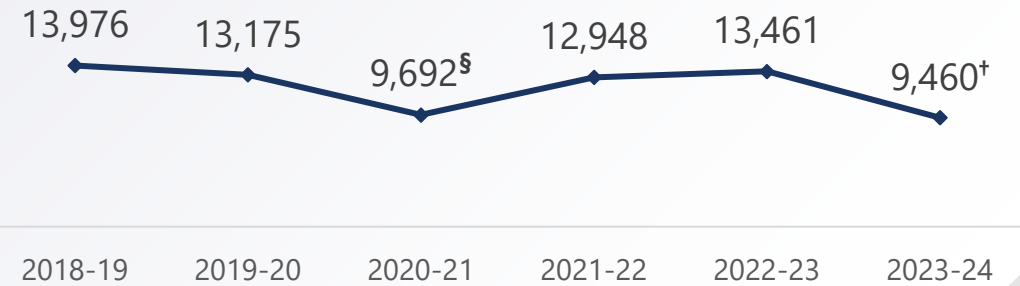
Participation Trends

Participating Students



y-axis ranges
from 200k - 800k

Participating Schools



y-axis ranges
from 0 - 50k

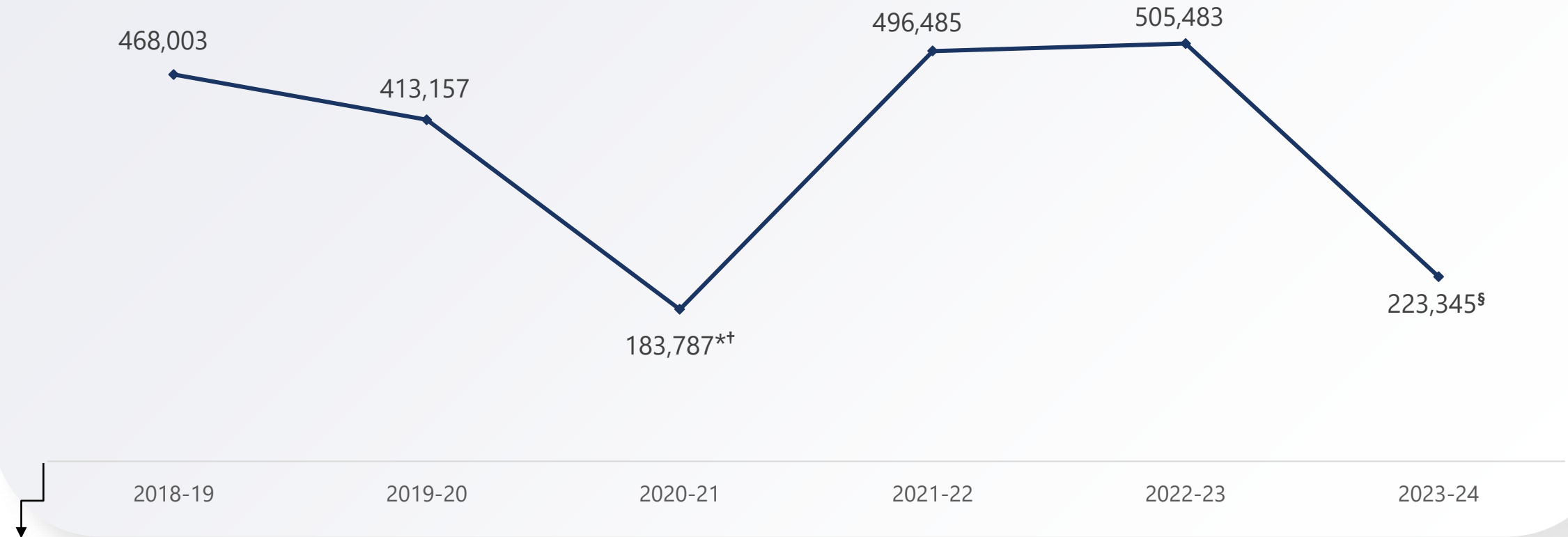
*In 2019–20, ASVAB testing was suspended due to COVID-19 on March 13, 2020.

†In 2023–24, data included for June 1, 2023 – December 31, 2023, only.

‡In 2020-21, limited access to schools.

Qualified Leads Provided to Military Services

Number of Qualified Leads Provided to Military Services



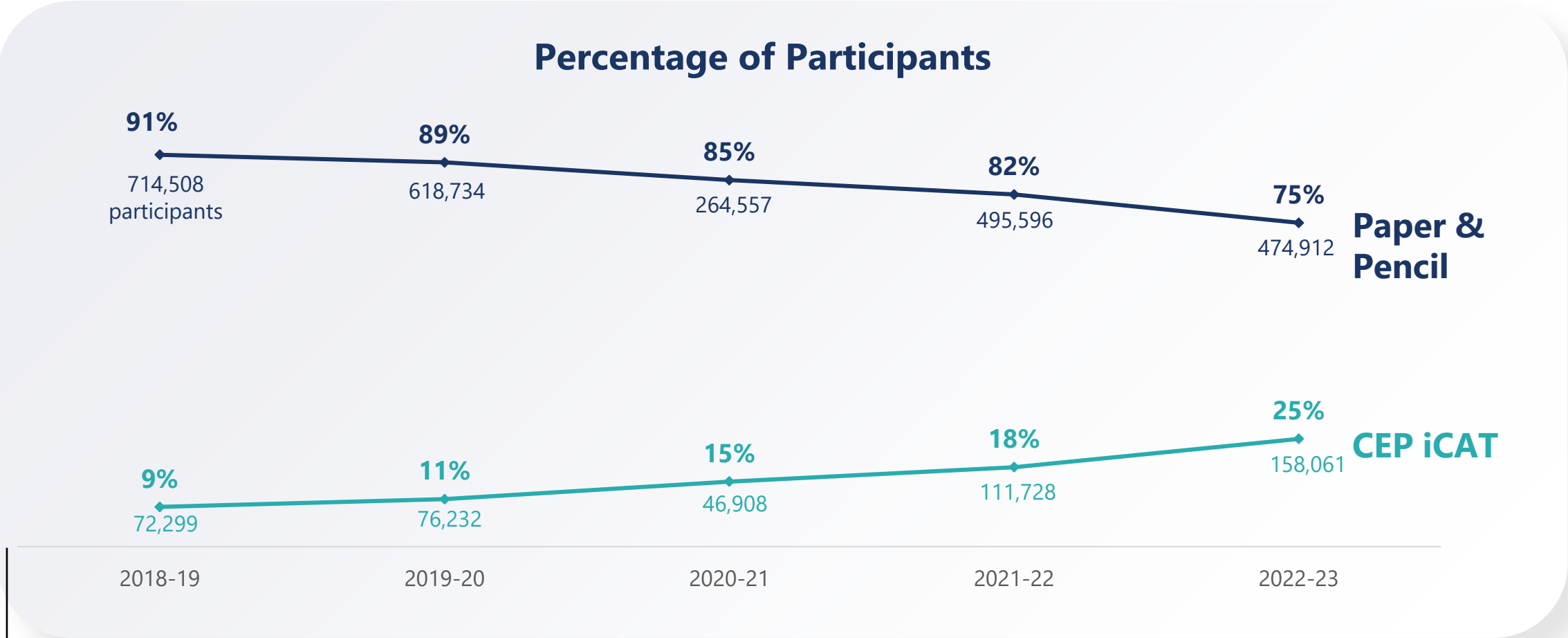
y-axis ranges from 0 - 510k

*In 2019–20, ASVAB testing was suspended due to COVID-19 on March 13, 2020.

†In 2020-21, limited access to schools.

§In 2023–24, data included for June 1, 2023 – December 31, 2023, only.

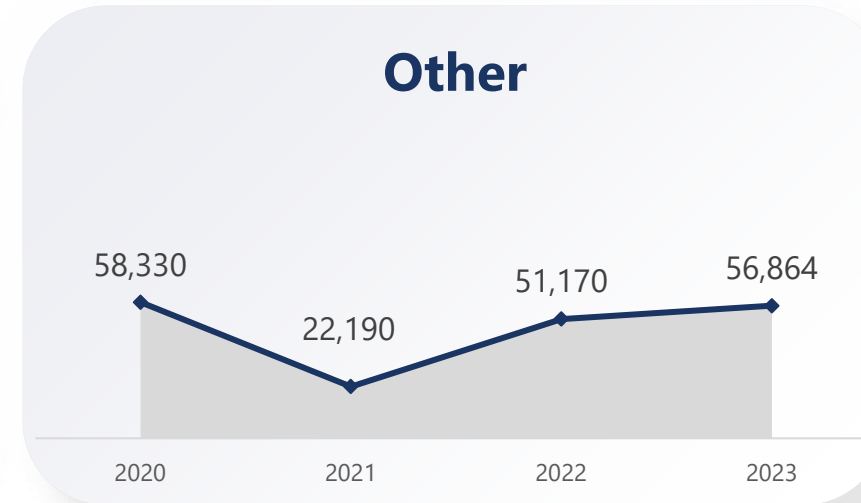
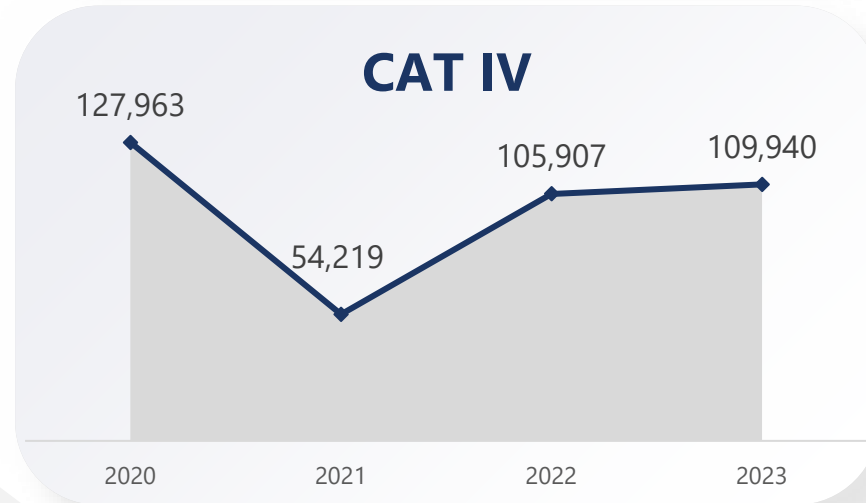
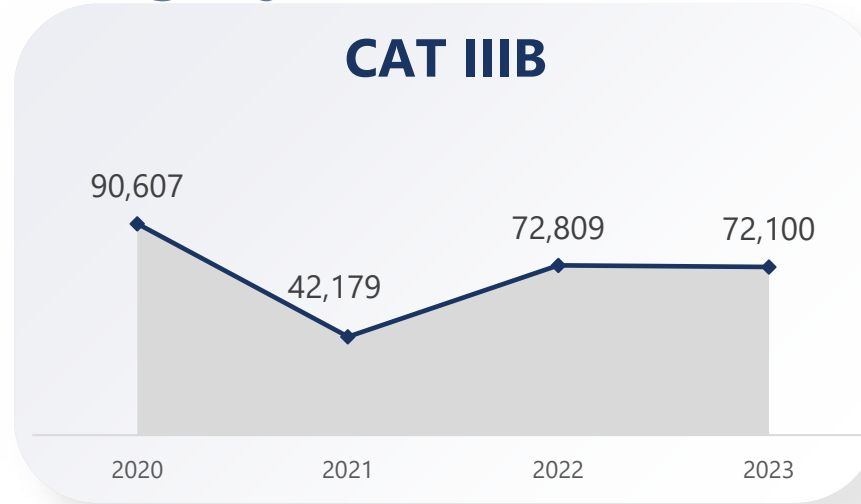
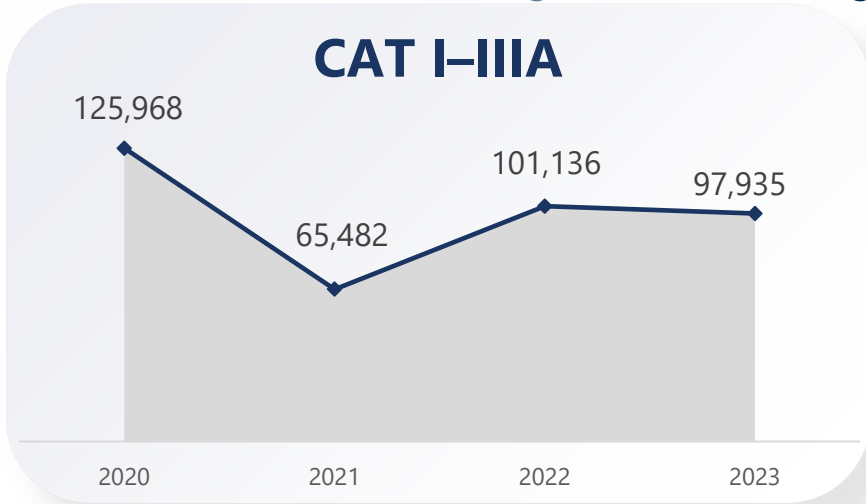
Paper & Pencil vs. CEP iCAT Participants



y-axis ranges from 0 - 100%

Note: In school years 2019-20 and 2020-21, ASVAB testing was suspended due to COVID-19 on March 13, 2020, resulting in a decreased testing.

Qualified Military Leads by Category

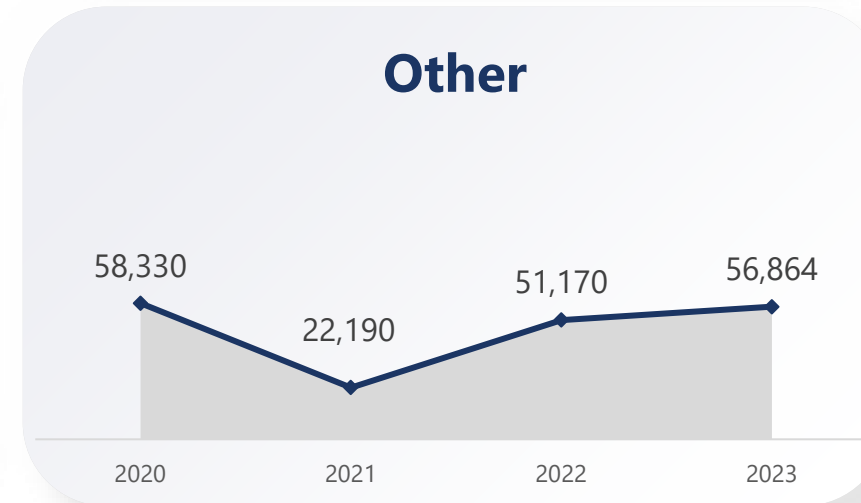
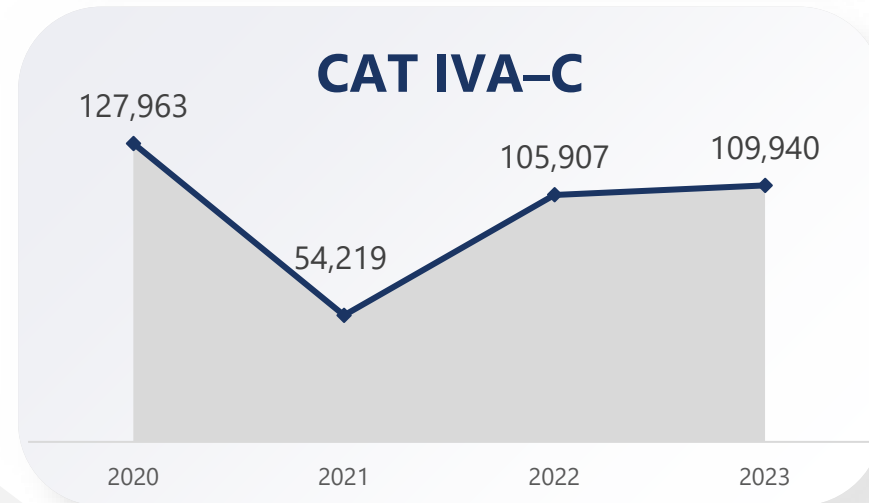
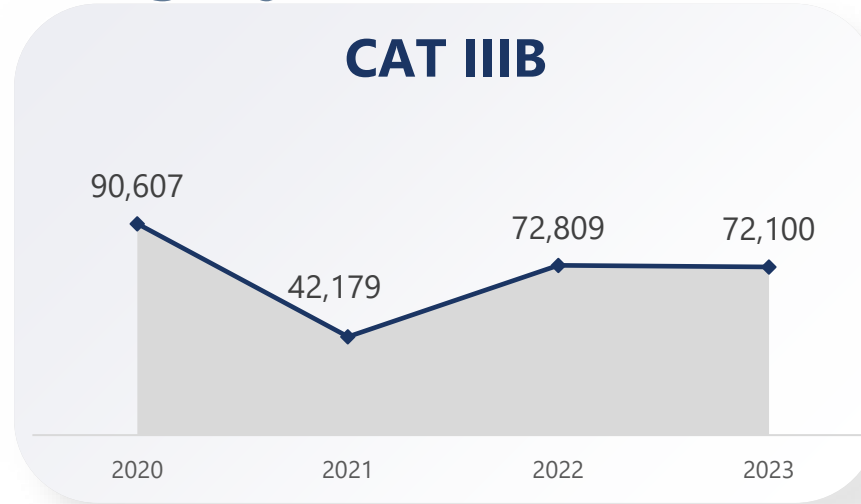
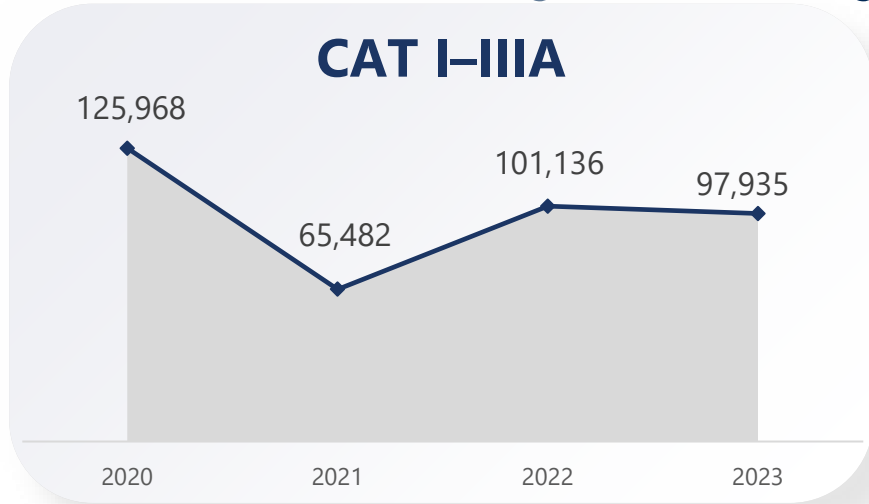


AFQT Category	Score Range
I	93 - 99
II	65 - 92
III A	50 - 64
III B	31 - 49
IV A	21 - 30
IV B	16 - 20
IV C	10 - 15
V	1 - 9

→ All y-axes range from 0 - 140k

Note: In the school year 2019-20, ASVAB testing was suspended due to COVID-19 on March 13, 2020 resulting in decreased testing. 2023 is based on the School Year 22-23 (SY2223) Item-Level File, where Grades 11-15 are included and Recruiter Release Options limited to Categories 1-6.

Qualified Military Leads by Category

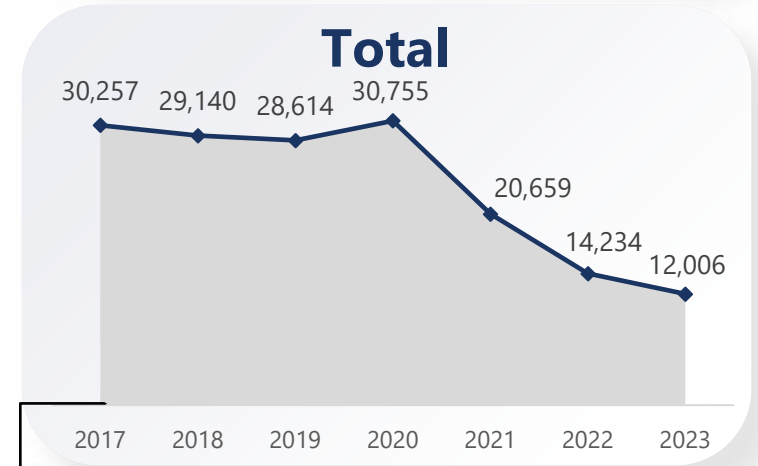
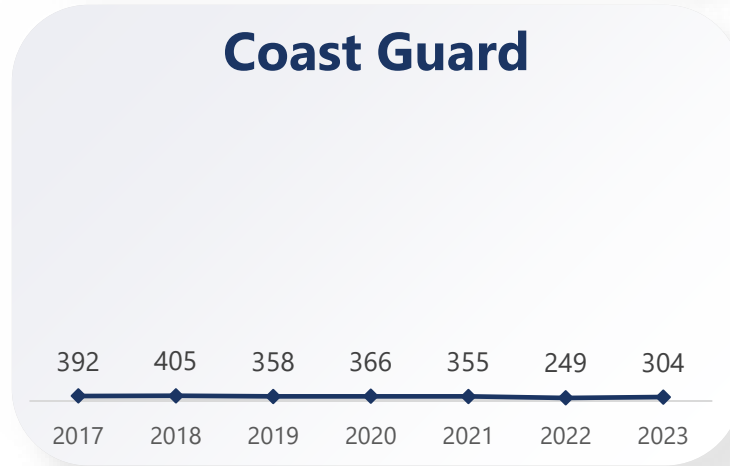
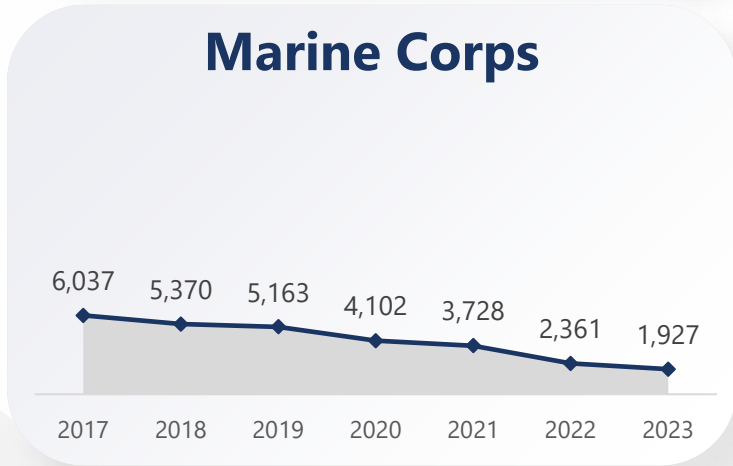
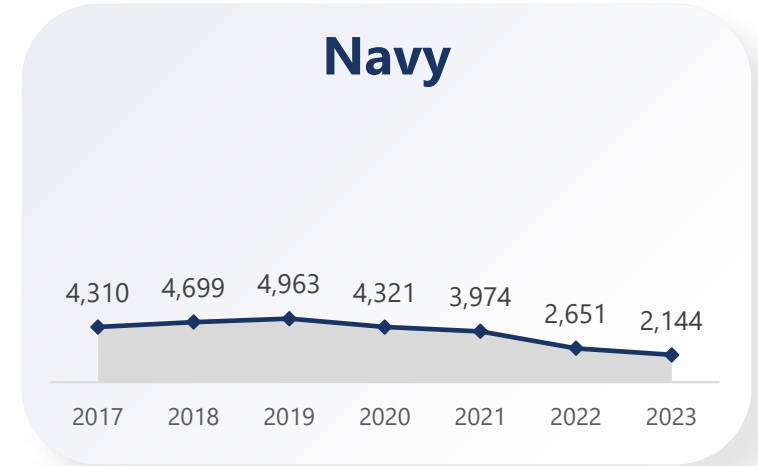
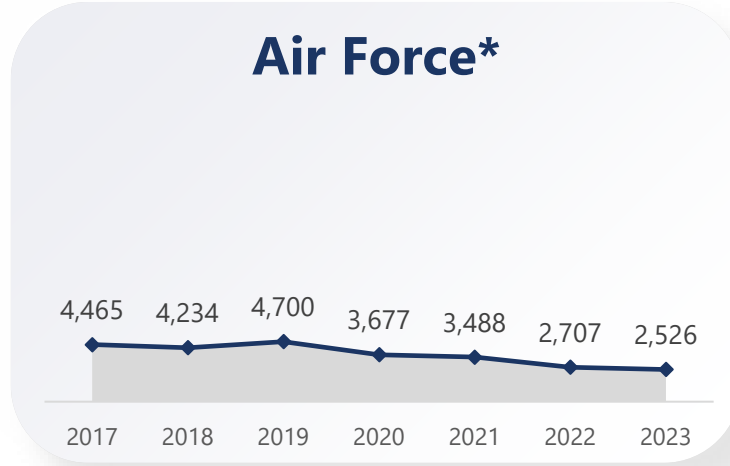
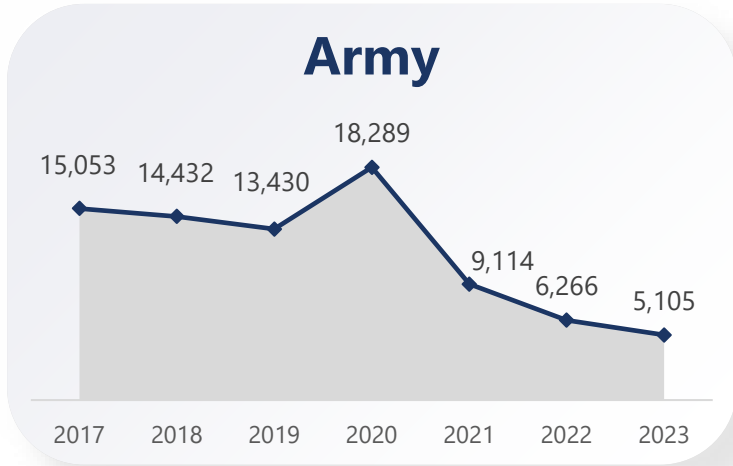


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Accessions by Service: Number of Students Using Their ASVAB CEP Score for Enlistment



*The Air Force chart includes Space Force applicants.
Note: 2021 marks the last year of complete data.

All y-axes range from 0 - 31k

Areas of Focus by Business Strategies

School Year 2023–2024



BUSINESS STRATEGIES

Program Evaluation Measurement

- Job Corps
- Correctional Facilities
- DoDEA Schools
- Post-Secondary Institutions
- Focus Group

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

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



- Technology Modernization
- DoD Compliance
- Internal Business Operations
- PTI Lifecycle

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

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



Technology

Spotlight on: Data Visualization



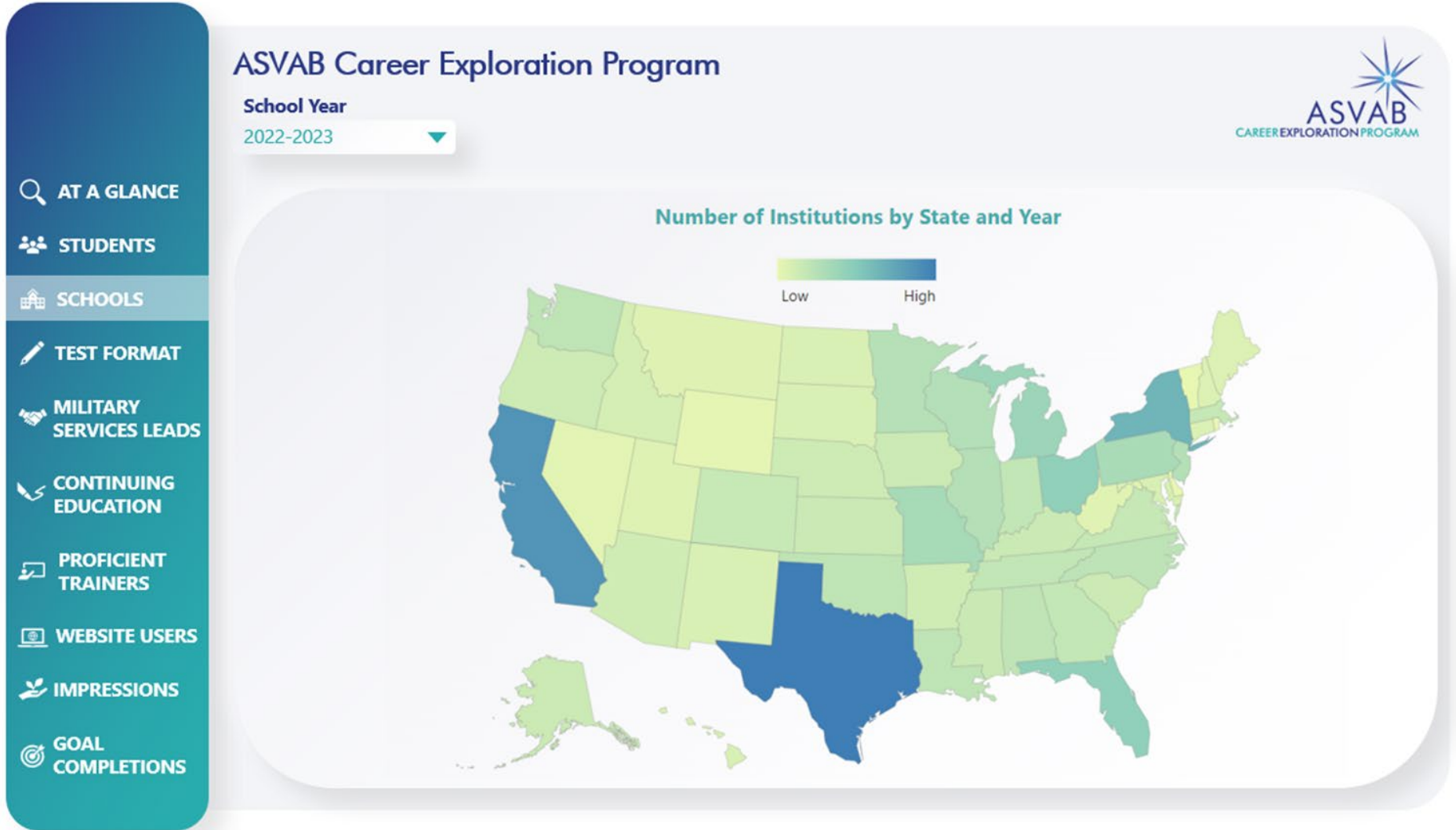
Power BI Dashboards (Mockup)

Some data included are notational and do not reflect actual figures.



Power BI Dashboards (Mockup)

The data included are notational and do not reflect actual figures.





Occupational Website Data and Content



STRATEGY:

Occupational Website Data & Content

Ongoing Initiatives

- Occupational Crosswalks
 - Military-Civilian
 - Civilian-Federal Government
 - Military-Federal Government
- Updating Military Career Descriptions
- Enhancing Security of Crosswalk of Occupational Resources (COR) Application



Promotion and Engagement

Spotlight On: Events & New Audiences



Event Photos



From left, Mrs. Misty Calhoun, Dr. Irina Rader, Mrs. Carolyn York, Mr. Tajuan Johnson, Mrs. Keacha Simmons, and Ms. Jacki Seley at the American School Counselor Association (ASCA) Dream Big Conference in Atlanta, Georgia, July 2023.



Ms. Shannon Pierre, Ms. Jessica Bland, Dr. Jan Bayer, and Dr. Irina Rader at The National Association for College Admission Counseling (NACAC) Conference in Baltimore, Maryland, September 2023.



Dr. Jeraline Johnson, Lt. Col. Ari Cohen, Dr. Irina Rader, and Dr. Jan Bayer at the National Career Pathways Network (NCPN) Connect 2023 in Charlotte, North Carolina, November 2023.



Dr. Irina Rader, Ms. Jaime Clayton, Mrs. Carolyn York, Mrs. Keacha Simmons, Ms. Denise Huggins, and Mrs. Kelly Cramer at the Association for Career and Technical Education's (ACTE) VISIONCTE23 in Phoenix, Arizona, December 2023.



Dr. Irina Rader, Lt. Col. Crystal Jones, and Ms. Temeka Franklin presenting at the Council of College and Military Educators (CCME) Symposium in Aurora, Colorado, January 2024.



Dr. Irina Rader, Ms. Denise Huggins, Mr. David Davis, and Ms. Jaime Clayton at the The School Superintendents Association's (AASA) National Conference on Education in San Diego, California, February 2024.

SY 2023–2024 National Marketing Events

Educator Marketing Events

National Charter Schools Conference (NCSC), June 18–21, 2023

- Exhibit | Program leads: 106 (2022 Program leads: 75)

New Event! International Society for Technology in Education (ISTE) Conference, June 25–28, 2023

- Attended (Scouted)

New Event! National Conference on Student Assessment (NCSA), June 26–28, 2023

- Presentation: Rader, I., McCloy, R., Bayer, J. *Using ability and interest assessments from the ASVAB career exploration program to enhance ESSA-required educational outcomes*
- Program lead data not available

American School Counselor Association (ASCA) Conference, July 15–18, 2023

- Exhibit | Program leads: 505 (2022 Program leads: 245)
- Partner presentation with USAREC: Rader, I., Calhoun, M., Johnson, T. *Live demonstration of the career exploration components of the ASVAB CEP* (2022: did not present)

New Event! National Association for College Admission Counseling (NACAC) Conference, September 21–23, 2023

- Exhibit | Program leads: 157

National Career Pathways Network (NCPN) Conference, November 8–10, 2023

- Exhibit | Program leads: 323; (2022 Program leads: 332)
- Presentation: Rader, I., Bayer, J. *Breaking the college-for-all mindset using ASVAB CEP*; potential collaboration with USAREC (2022: presented *Hear from your peers*)

Association for Career and Technical Education (ACTE) Conference, November 29–December 2, 2023

- Exhibit | Program leads: 344 (Program leads 2022: 237)
- Presentation: Rader, I. *How to be an influencer: mentors' role in career planning* (2022: did not present)
- Presentation, exhibitor workshop: Rader, I., Cramer, K. *Live demonstration of the career exploration components of the ASVAB CEP* (2022: 50-person room exceeded capacity; reserved 100-person room for 2023; still exceeded capacity in 2023)
- **New!** Exhibit showcase @ACTE Innovation Alley featuring CEP 2.0 dashboard and iCAT (new option for 2023)

SY 2023–2024 National Marketing Events (Cont'd)

Educators	Decision Makers
<p>Council of College and Military Educators (CCME) Symposium, January 29–February 1, 2024</p> <ul style="list-style-type: none">• New Collaboration! Presentation: Rader, I., Franklin, T., Jones, C. <i>Expanding access to career field entry options using the ASVAB CEP</i> (2022: did not present)• Program lead data not available <p>National Career Development Association (NCDA) Conference, June 26–28, 2024</p> <ul style="list-style-type: none">• Presentation submitted; awaiting approval announcement• Did not exhibit in 2023 <p>National Charter School Conference (NCSC), June 30–July 3, 2024</p> <ul style="list-style-type: none">• Exhibit• Presentation submitted; awaiting approval announcement	<p>National Association of Secondary School Principals (NASPP) Conference, July 12–15, 2023</p> <ul style="list-style-type: none">• Exhibit Program leads: 120 (2022: virtual event—did not exhibit) <p>New Event! AASA’s National Conference on Education (NCE), February 15–17, 2024</p> <ul style="list-style-type: none">• Exhibit Program leads: 75• New Collaboration! Panel representation: St. Clair, L. <i>Creating the 2030 workforce: state and district collaboration with the department of defense</i> <p>New Event! National School Boards Association (NSBA) Conference, April 4–6, 2024</p> <ul style="list-style-type: none">• Exhibit

SY 2023–2024 Stakeholder Engagement Events

Stakeholder Events

New Event! Career Readiness Collaborative (CRC) Virtual Conference, January 23–25, 2024

- Presentation: McCloy, R., Sinclair, A., Kell, H. *The use of non-cognitive variables in career exploration*

Council of College and Military Educators (CCME) Symposium, January 29–February 1, 2024

- **New Collaboration!** Presentation: Rader, I., Franklin, T., Jones, C. *Expanding access to career field entry options using the ASVAB CEP* (2022: did not present)
- Program lead data not available

New Event! Kentucky Office of Adult Education’s College and Career Navigators, March 13, 2024

- Presentation: McCloy, R., Phelan, E. *Start here. Get there. Expanding access to career field entry options using the ASVAB CEP*

New Event! Ft. Knox Education and Credentialing Extravaganza, April 24, 2024

- Exhibit

Jammar Seminar, April 31–May 1, 2024

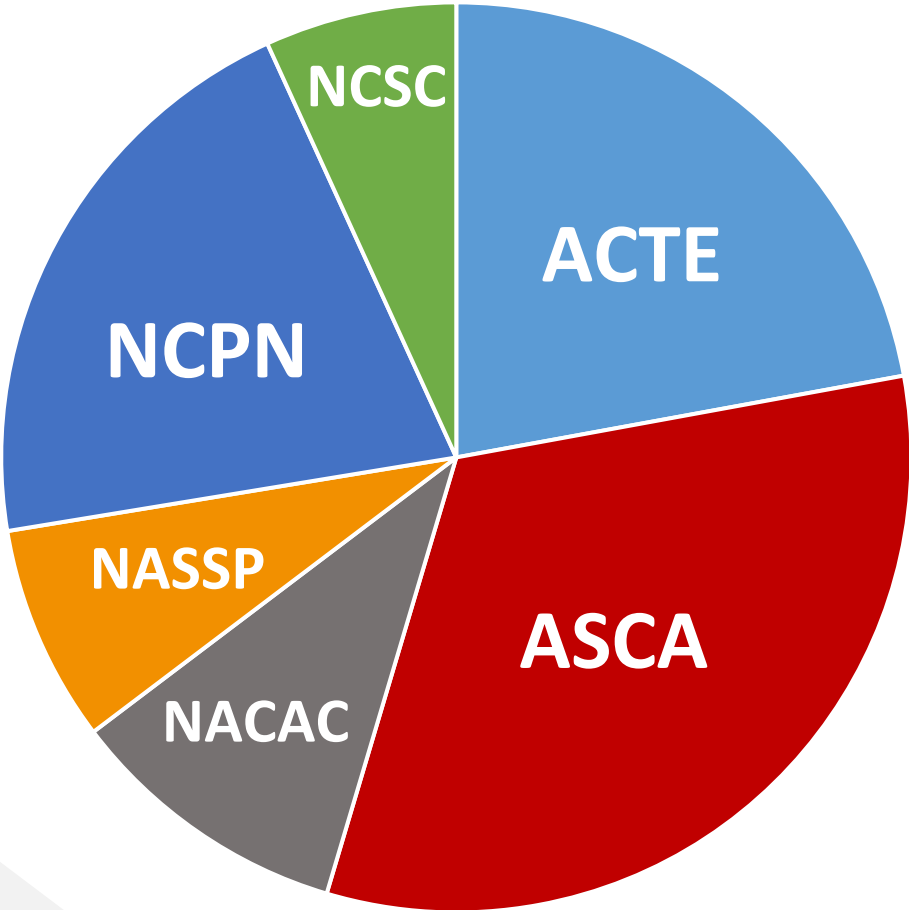
- Presentation, exhibitor workshop: Rader, I., McLean, K. *Live demonstration of the career exploration components of the ASVAB CEP*

New Event! Kansas City Battalion Recruiting Command Annual Training, June 6, 2024

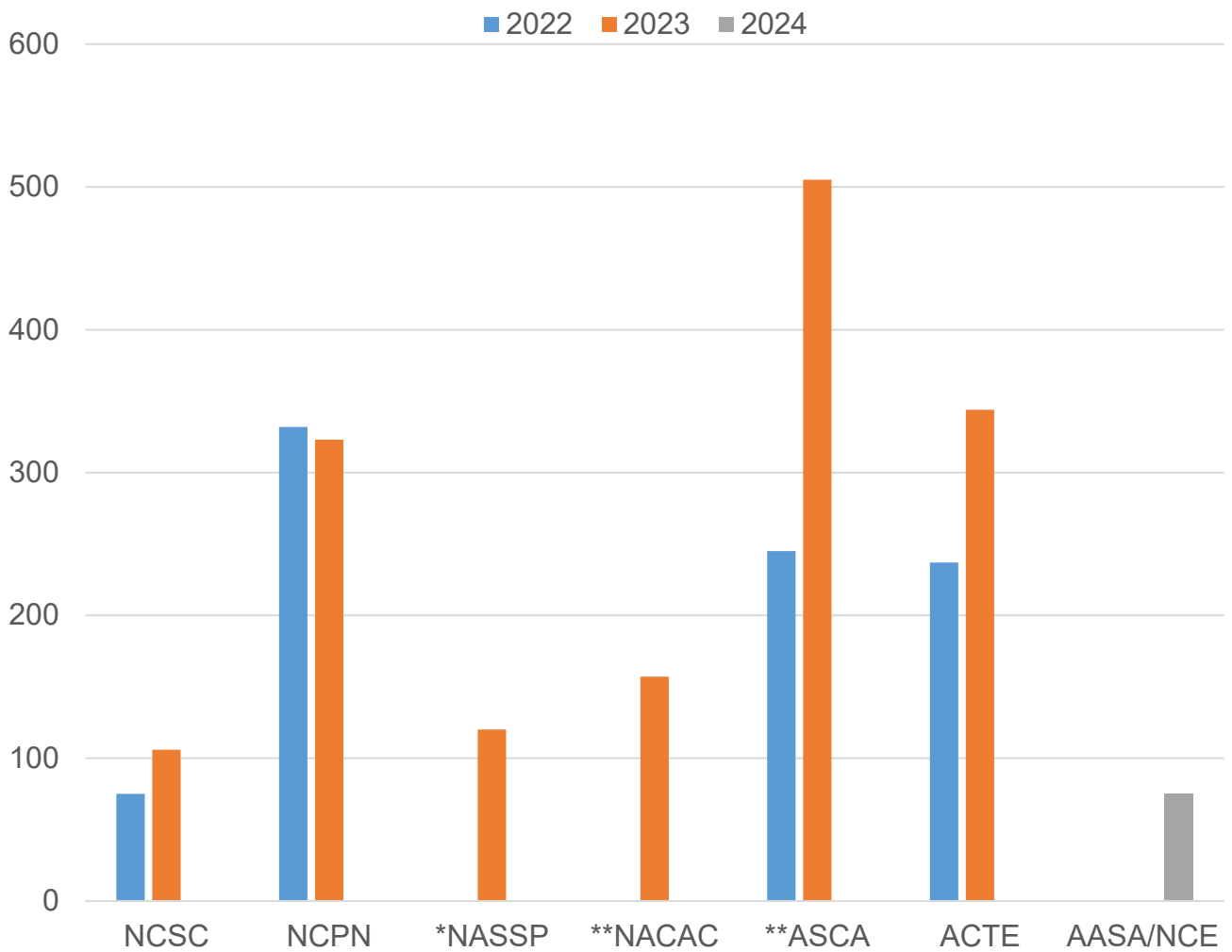
- Presentation: Rader, I. *Live demonstration of the career exploration components of the ASVAB CEP*

National Events Analysis

Total Program Leads Captured by Event for 2023



Program Leads Comparison by Year

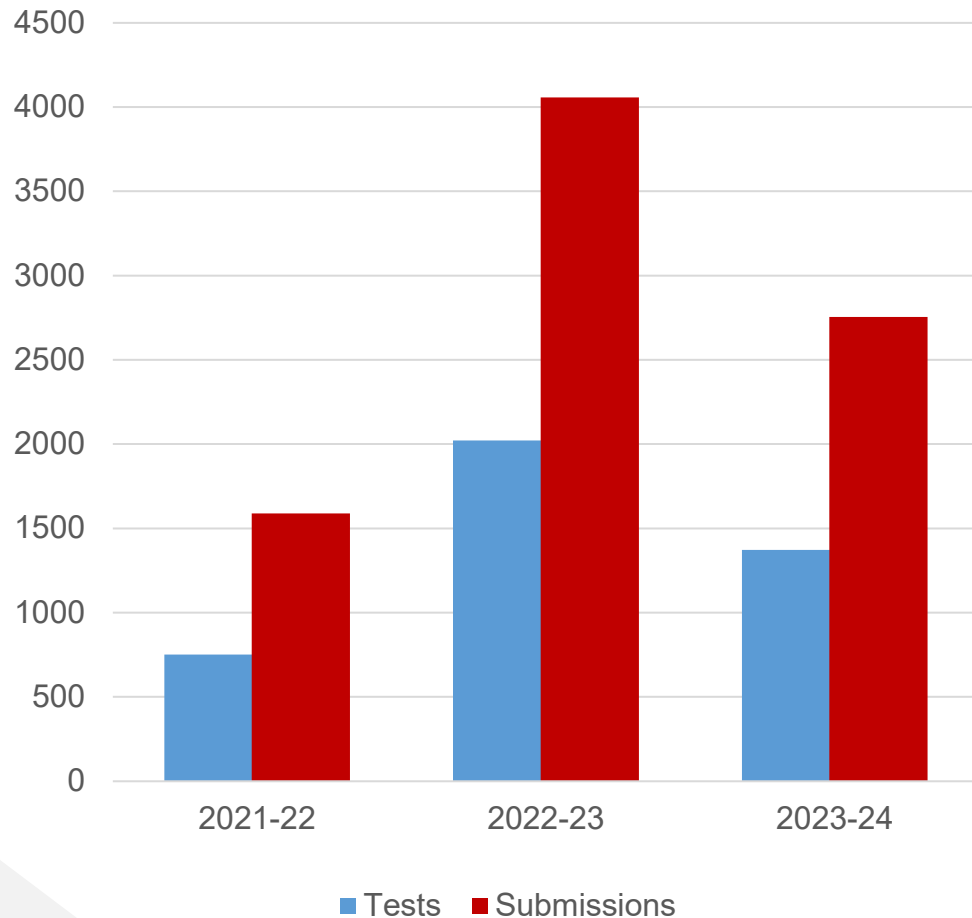


*NASSP was a virtual event in 2022.

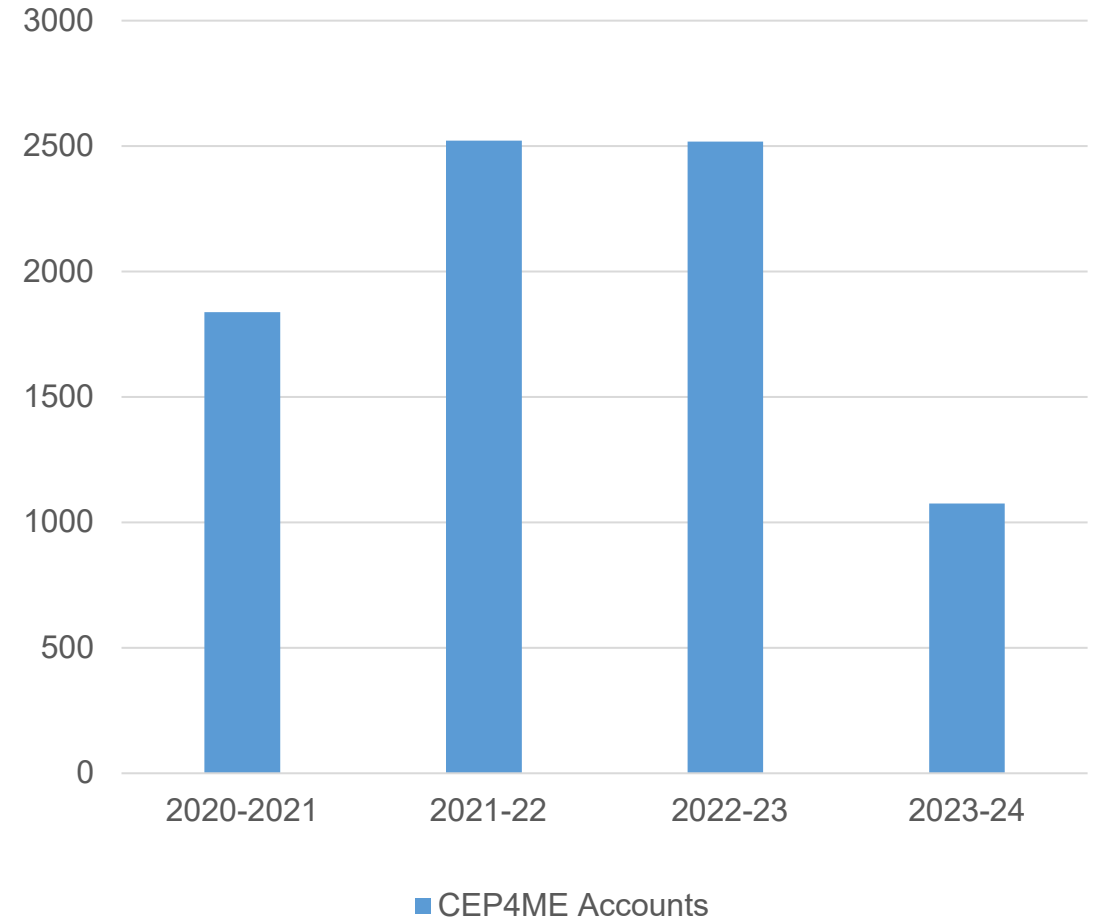
**NACAC and AASA/NCE are new events.

National Events Analysis

Bring the ASVAB CEP to Your School Form Submissions



CEP4ME Accounts



Follow-Up Email Campaign Stats



**American School
Counselor Association**

Emails Sent:		Rates
	479	
Clicks	32	6.9%
Opens	231	49.7%



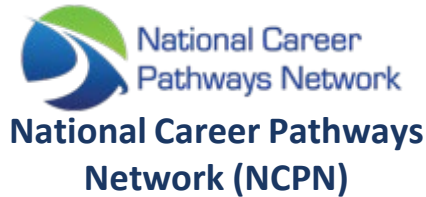
**National Association
of Secondary School
Principals (NASSP)**

Emails Sent:		Rates
	109	
Clicks	11	10.8%
Opens	69	67.6%



**Association for Career and
Technical Education (ACTE)**

Emails Sent:		Rates
	306	
Clicks	6	2.1%
Opens	140	48.6%



**National Career Pathways
Network (NCPN)**

Emails Sent:		Rates
	263	
Clicks	11	4.4%
Opens	176	70.7%



**National Association for
College Admission
Counseling (NACAC)**

Emails Sent:		Rates
	148	
Clicks	50	36.5%
Opens	93	67.9%



**National Charter Schools
Conference (NCSC)**

Emails Sent:		Rates
	104	
Clicks	11	10.8%
Opens	53	52%

New Initiative: Program Lead Tracking

Purpose: Determine Return on Investment (ROI) on National Conferences

Challenge: Limited visibility to track leads through decision-making funnel

Solutions:

- Established working group to develop lead tracking and analysis protocols
- Defined lead categories for use at all national events
 1. Hot: Offers the test, not Post-Test Interpretation (PTI)
 2. Hot: New! Wants to bring ASVAB CEP to their district/school
 3. Hot: High-school-level decision-maker (counselor, educator, principal)
 4. Hot: Post-secondary-level decision-maker (career counselor, advisor, principal)
 5. Hot: District-level decision-maker (school board member, superintendent)
 6. Hot: State-level decision-maker (legislator)
 7. Active: Send latest info
 8. Referral: Will share info with colleague
 9. Potential Partnership: Other vendors/attendees/other government agencies who want to collaborate, cross-share, etc.
- Engaged USMEPCOM to gather feedback after leads distributed to regional field representatives
- Defined Standard Operating Procedures (SOP) for follow-up email
- Conduct focus group with MEPS Education Services Specialists (ESSs) to gather real-world perspective and refine process improvements



Workforce Multipliers



STRATEGY:

Workforce Multipliers

Ongoing Initiatives

- Planned and executed first-ever Outside the Contiguous United States (OCONUS) post-test interpretation (PTI) Proficiency Training
- Training effectiveness/evaluation—ongoing improvements
- Migration to improved platform for virtual training

Post-Test Interpretation (PTI) Proficiency Trainings

Launched recertification of field personnel in April 2023 in anticipation of CEP 2.0

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.

Steps to Become PTI Proficient



Step 1: Virtual training



Step 2: In-person training



Step 3: Nominate, observe, evaluate others

Those who train at OPA/MEPCOM in formal in-person training sessions can train and evaluate others.

Recertification Sessions

May 2024	Seaside
February 2024	Germany
August 2023	Knoxville
July 2023	Knoxville
May 2023	Knoxville
May 2023	Monterey
April 2023	Minneapolis

189

Total trainers recertified since February 2023

(MEPCOM HQ verified)

1,408

Total workforce strength

Spotlight On: Post-Test Interpretation Proficiency Trainings



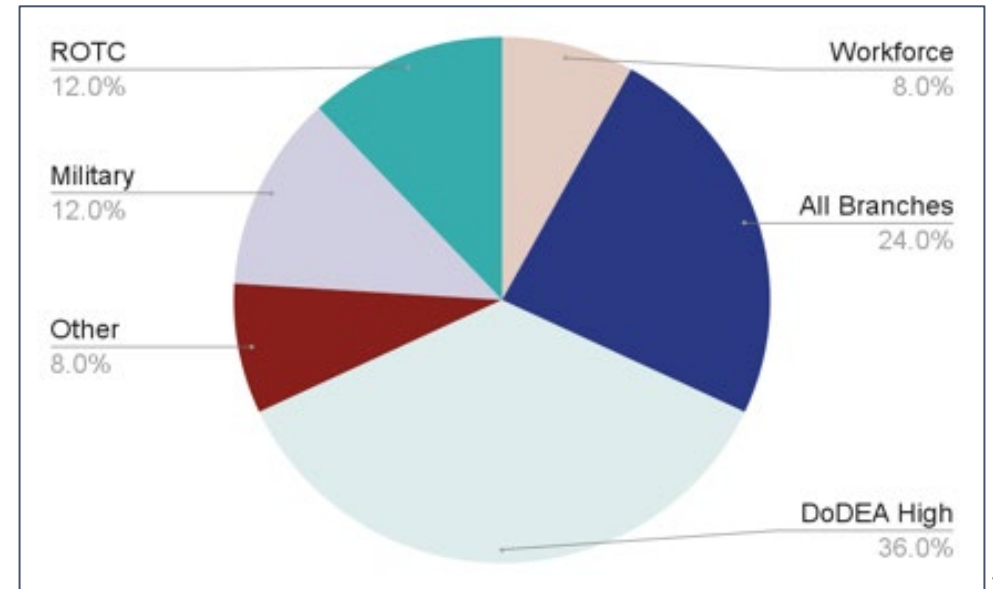
First Ever Overseas PTI Proficiency Training

Who:

- DoDEA High School Administrators, Counselors, and Teachers
- All Branches Education Services and Testing Personnel
- Military Recruiters
- ROTC Instructors
- Post-Secondary Institution Representatives
- Workforce Development Personnel

What:

- ASVAB CEP overview and benefits to high schools and colleges
- Overview of ASVAB scores and what they mean for students
- Understanding Holland's Interest Codes & Work Values
- iCAT update and best practices
- Train-the-trainer PTI facilitator certification
- Student testing and enlistment testing differences
- United States recruiting market snapshot



Germany PTI Training Photos



Garrison Commander COL Reid Furman welcomes PTI training attendees to Sembach Education Center.



COL Reid Furman and Dr. Irina Rader present Mr. Armour Taylor with award.



Mr. Tres Taylor conducts live virtual PTI with seven students at Ansbach High School.



The class and staff of the first ever ASVAB CEP PTI Proficiency Training in Europe.



Left to Right: Dr. Jan Bayer, Ms. Kate McLean, Mr. Steve Richarddt, Dr. Irina Rader, Mr. Tres Taylor, Ms. Denise Huggins, Ms. Felicia Pigge, and Mr. Jason Daniel.



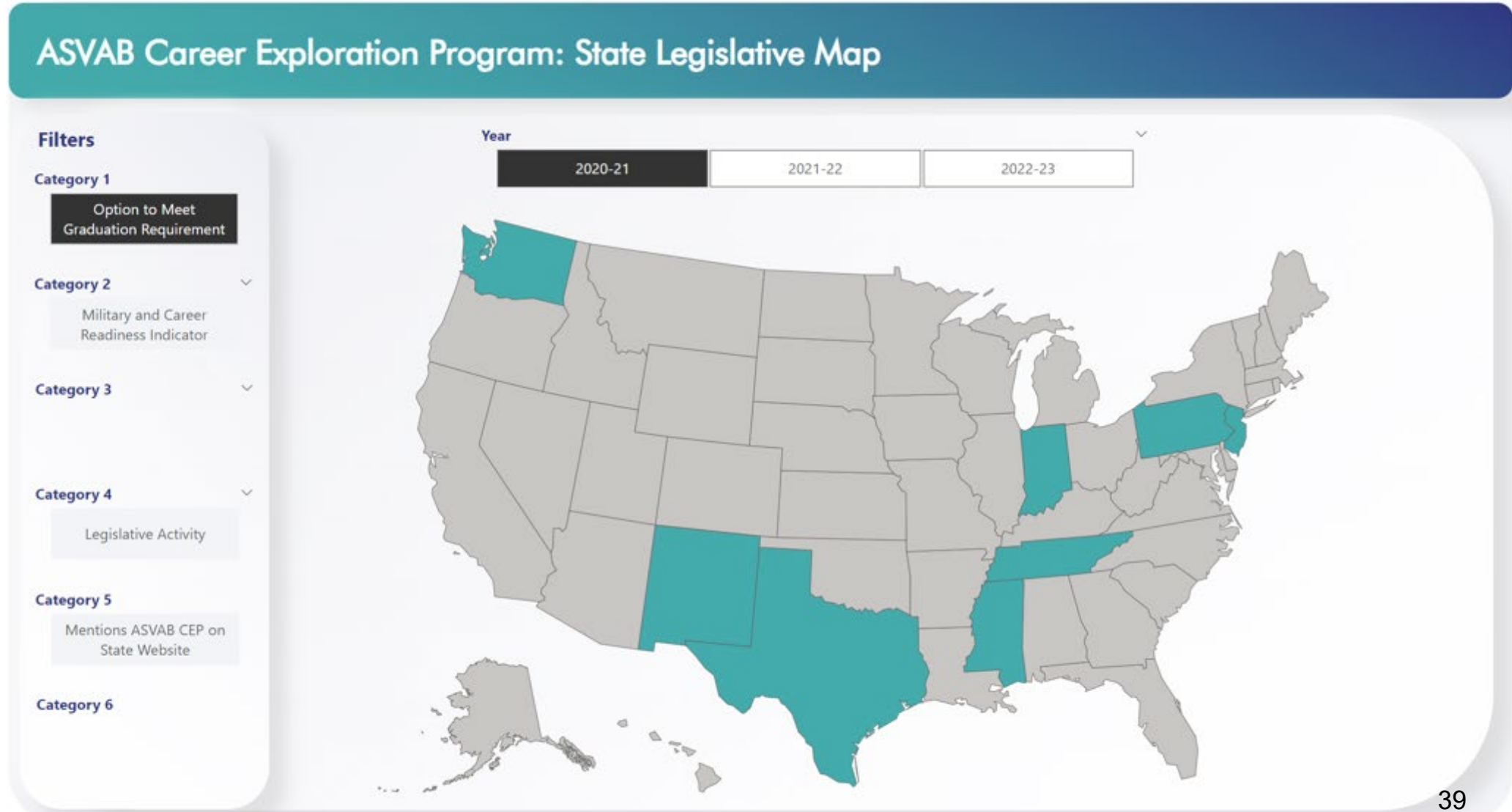
The certification of appreciation, coin, and plaque presented to the ASVAB CEP team.



Legislative Activities

Power BI Dashboards (Mockup)

The data included are notional and do not reflect actual figures.



Readiness and School Reporting Requirements

- The “school quality and student success” (SQSS) element of ESSA accountability—also called the “fifth indicator” by some in the ESSA community because it supplements four other mandated yardsticks—gives states new flexibility to measure everything from dual enrollment (through which high schoolers can take college courses) to physical education
 - **At least 35 states have included some kind of “college-and-career readiness” (CCR) indicator**
- New federal reporting requirements
 - Less restrictive
 - Many schools offering career exploration/vocational assessment as means to fulfill “enriching educational experience”
- ASVAB CEP shines in this environment

The 35 States with CCR as an SQSS Indicator (data as of December 8, 2021)

- Alabama
- Alaska
- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- Delaware
- District of Columbia
- Florida
- Georgia
- Hawaii
- Idaho
- Illinois
- Indiana
- Iowa
- Kansas
- Kentucky
- Louisiana
- Maine
- Maryland
- Massachusetts
- Michigan
- Minnesota
- Mississippi
- Missouri
- Montana
- Nebraska
- Nevada
- New Hampshire
- New Jersey
- New Mexico
- New York
- North Carolina
- North Dakota
- Ohio
- Oklahoma
- Oregon
- Pennsylvania
- Rhode Island
- South Carolina
- South Dakota
- Tennessee
- Texas
- Utah
- Vermont
- Virginia
- Washington
- West Virginia
- Wisconsin
- Wyoming

Legislative Activity and ASVAB CEP Use by the States

- Legislative Activity
 - Activity in state legislatures—either pending or passed—calling for mandated use of ASVAB (e.g., making it available to all students—FL, TX) or for it to serve as a graduation credential (OK)
- Use Options
 - **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
 - Limited or Specialized Use
 - State mentions ASVAB or ASVAB CEP as a tool for career exploration
 - Program used at the district level but not sanctioned/endorsed at the state level

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.

NOTE: The Office of the Under Secretary of Defense for Personnel and Readiness/M&RA/MPP(AP) does not recommend cut scores for state implementation (e.g., graduation, scholarship requirement, or ESSA accountability)

Option to Meet Graduation Requirement	Military and Career Readiness Indicator	Required/Recommended for Career Exploration	Limited or Specialized Use		Legislative Activity 2024
Alaska	Alabama	California	Connecticut	Missouri	CONGRESS
Colorado	Arkansas	Indiana	District of Columbia	Nebraska	Florida
Indiana	Arizona	Iowa	Florida	New Jersey	Maryland
Mississippi	Delaware	Minnesota	Georgia	New York	New Hampshire*
New Jersey	Iowa	North Dakota	Hawaii	North Carolina	Oklahoma
New Mexico	Indiana	South Carolina	Idaho	Ohio	
Nevada	Kentucky	Texas	Illinois	Oklahoma	
Pennsylvania	Maryland	Virginia	Kansas	Oregon	
Tennessee	Minnesota	West Virginia	Louisiana	Rhode Island	
Texas	Mississippi	Wyoming	Massachusetts	South Dakota	
Washington	Montana		Maine	Utah	
	North Dakota		Michigan	Wisconsin	
	New Hampshire				
	New Mexico				
	Nevada				
	Rhode Island				
	South Carolina				
	Virginia				
	Vermont				
	Wyoming				

*Involves ensuring presence of a form containing military information at ASVAB test sessions or when hosting a recruiter

Legislative Activity (2023–2024)

State	Bill	Summary	Action	Date
CA	AB1509	Authorize the state board to expressly authorize additional exams that may be used to measure pupil academic growth	FAILED 2/1/24	2023
MD	SB879	Workforce development	no longer part of bill	2023
NJ	A3508	Graduation proficiency	no longer part of bill	2023
<p>↑ States above this line have defunct legislative initiatives. States below this line have active legislative initiatives. ↓</p>				
CONGRESS	Joint Resolution 48	ASVAB testing and ASVAB CEP in DoD schools in Federated States of Micronesia, the Republic of the Marshall Islands, and the Republic of Palau	Read twice and referred to the Committee on Energy and Natural Resources	2023
FL	HB1285/ SB996	Each school district and charter school shall provide students in grades 11 and 12 an opportunity to take the ASVAB and consult with a military recruiter if the student selects	Introduced	2/12/24
MD	HB1492/ SB1042	Requiring public schools in the State to notify students taking the ASVAB and parents or guardians of students taking the ASVAB of the option to prohibit the release of a student's ASVAB test scores to military recruiters; and repealing the requirement that certain schools provide certain notice to certain individuals regarding the release of student information and ASVAB test scores	Introduced	2/15/24
NH	HB1247	At any location in a public high school or all institutions within the state university system hosting a military recruiter or administering the ASVAB, a form shall be available and visible nearby, which includes specific military information	Executive session	2/13/24
OK	HB3274	Beginning with the 2024–25 school year, the statewide student assessment system may include ASVAB in order to graduate from a public high school with a standard diploma	Recommendation to the full Committee; Pass Appropriations and Budget Education Subcommittee	2/13/24
SC	SB673	Palmetto Legislative Military (PALM) Appointment	In Committee (NO NEW ACTION 2024)	2023



Underserved Populations



STRATEGY:

Underserved Populations

Job Corps	Post-Secondary	DoDEA	Youth Challenged/ Correctional Facilities
<ul style="list-style-type: none">• Coordinating with Job Corps centers• Develop implementation plan for offering CEP, including timing (i.e., point of entry), staffing, activities, etc.• Coordinate crosslinking Job Corps data and CEP websites• Collect/share success stories	<ul style="list-style-type: none">• Coordinate with career counselors at community colleges to offer ASVAB CEP to students• Collect/share success stories• Track participants' success over time (longitudinal study; evaluate the impact of program participation; graduation rates, length of studies; costs savings)	<ul style="list-style-type: none">• Coordinate ASVAB CEP offering at DoDEA schools (currently using Kuder)• Develop implementation plan, including PTI Proficiency training plan, and establish tracking and goaling criteria• Collect/share success stories• Train PTI facilitators	<ul style="list-style-type: none">• Coordinate ASVAB CEP offering at correctional facilities• Develop implementation plan for offering print-based PTI activities• Collect/share success stories

Note: Corporate opportunities are included under partners and stakeholders withing the Promotion and Engagement business strategy



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States considering incorporating the ASVAB CEP into their ESSA Plans are encouraged to visit:
<https://www.asvabprogram.com/legislation>

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