

UNITED STATES DEPARTMENT OF DEFENSE



Voluntary Education Program Readiness (Force Education & Training)

Career Path DECIDE

Aligning Service Member Career Goals
with Education Investment

January 2019



Your Presenters

- **Jonathan Woods, Ph.D.**
**Associate Director, DoD Voluntary Education (VoEd),
Office of the Assistant Secretary of Defense for Readiness**
- **Jeffrey Carpenter, MPP/MBA; Ed.D. (Expected, 2020)**
**Senior Vice President, Product Design & Development,
Vantage Point Consulting, Inc.***

*Vantage Point Consulting, Inc., is contracted to provide services to the DoD VoEd program.



Learning Objectives

- **Understand the immediate and long-term goals and objectives for Career Path DECIDE and Career Pathways**
- **Gain insights from user-feedback and analytics**
- **Learn how to access and navigate Career Path DECIDE to support career, education planning, and skills attainment**
- **Help us improve by providing your suggestions**



Service Member: “Why Should I Use TA?”





VoEd Community: “Because...”

- “...the earnings premium increases with level of degree attainment” (Perna 2003) (Carnevale & Cheah, 2018) (Becker, 1993)
- “...68-95% percent of differences in earnings attributed to attaining a Bachelor’s degree*” (Perna 2003) (Leslie & Brinkman, 1988)
**Even when controlling for Work Experience, Socio-Economic Status, Ability (HS Test Scores), Ethnicity, Gender, Occupation Type (Perna, 2003)*
- “...education level matters, but program of study and majors matter even more, with a \$39K premium separating highest and lowest earning bachelor’s degrees” (Carnevale & Cheah, 2018)





Value Of A Degree

- **A Large Segment of Service Members Don't Fully Recognize the Value of a Degree**
- ***80% of Eligible Service members NOT using TA – Why?***
- **Potential Response: We are not sufficiently reaching Service members to motivate them to build their credential portfolio while serving.**
- ***Only 13% of TA users complete a degree while serving.***
- **Potential Response: We know from empirical, longitudinal research that some groups (e.g., low socio economic status groups) underestimate the impact of increase of earnings associated with completing a college degree (Paulsen, 2000) (Perna, 2003)**



Career Path DECIDE



CAREER PATH
DECIDE



**Contextualizing
TA as Lifestyle Enablement &
Economic Opportunity**

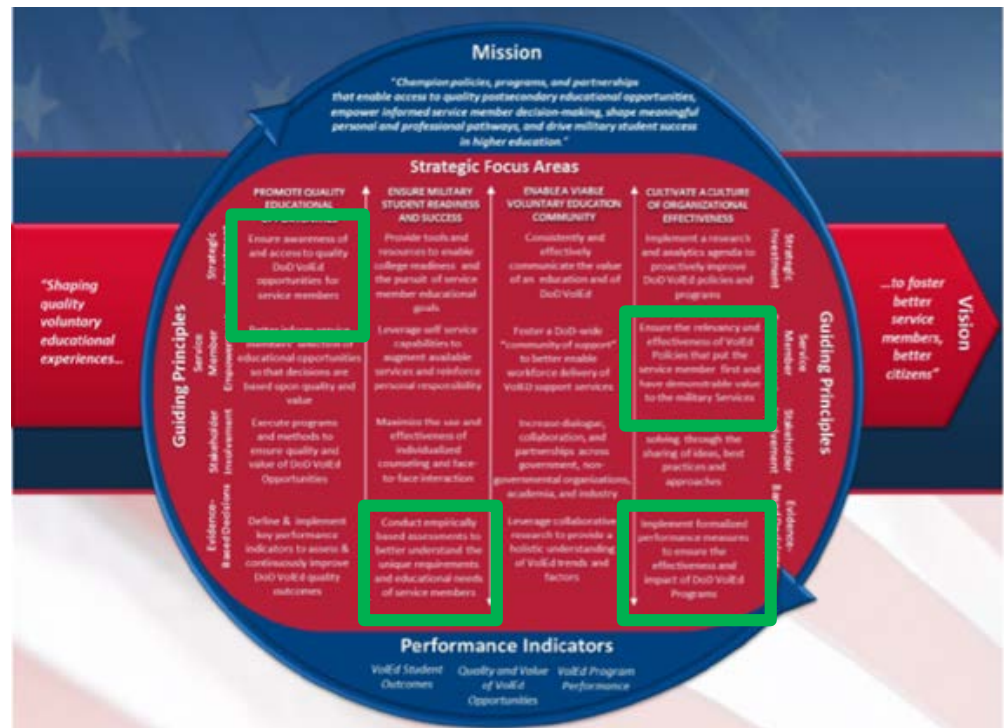
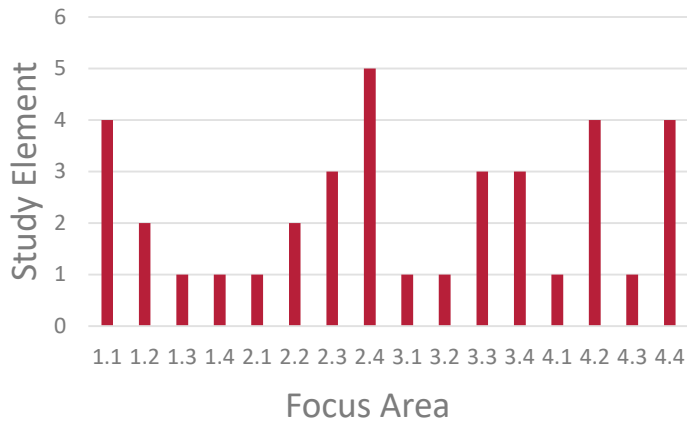




Research Agenda

- Focus Area 4: “Cultivate a culture of organizational effectiveness”
- Part of our research lines of effort

Distribution of Strategic Focus





Does Here...





Equal Here...





Not Without This...

Envisioned Pathways & a Cumulation of Intentional Actions





Illuminate The Pathways



=



Visualize

+

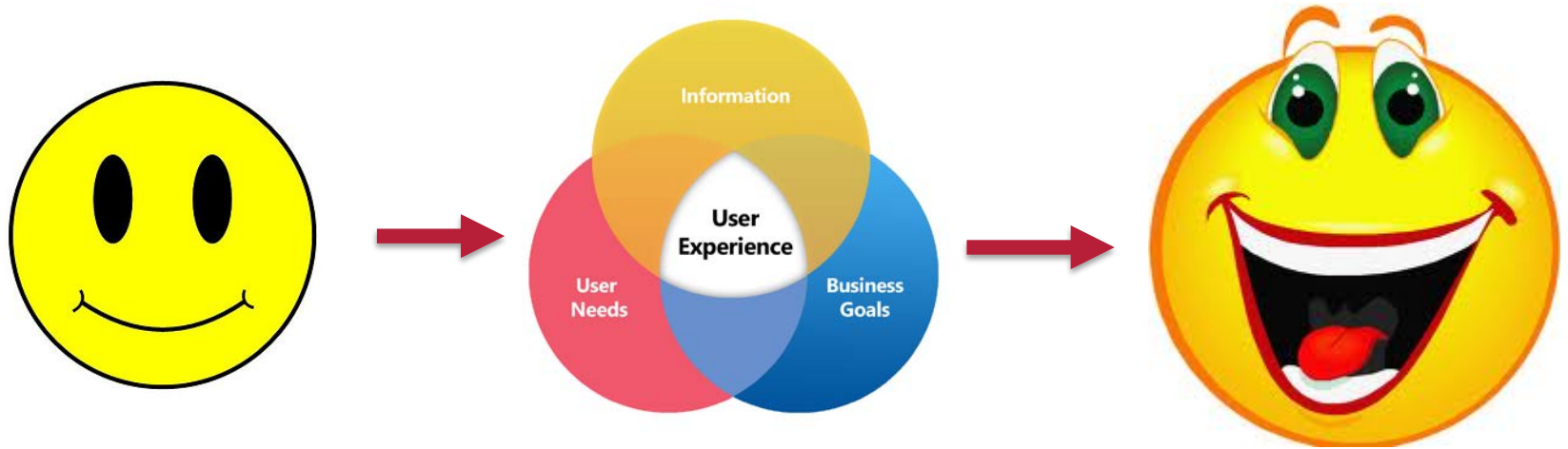
Identify

+

Attain

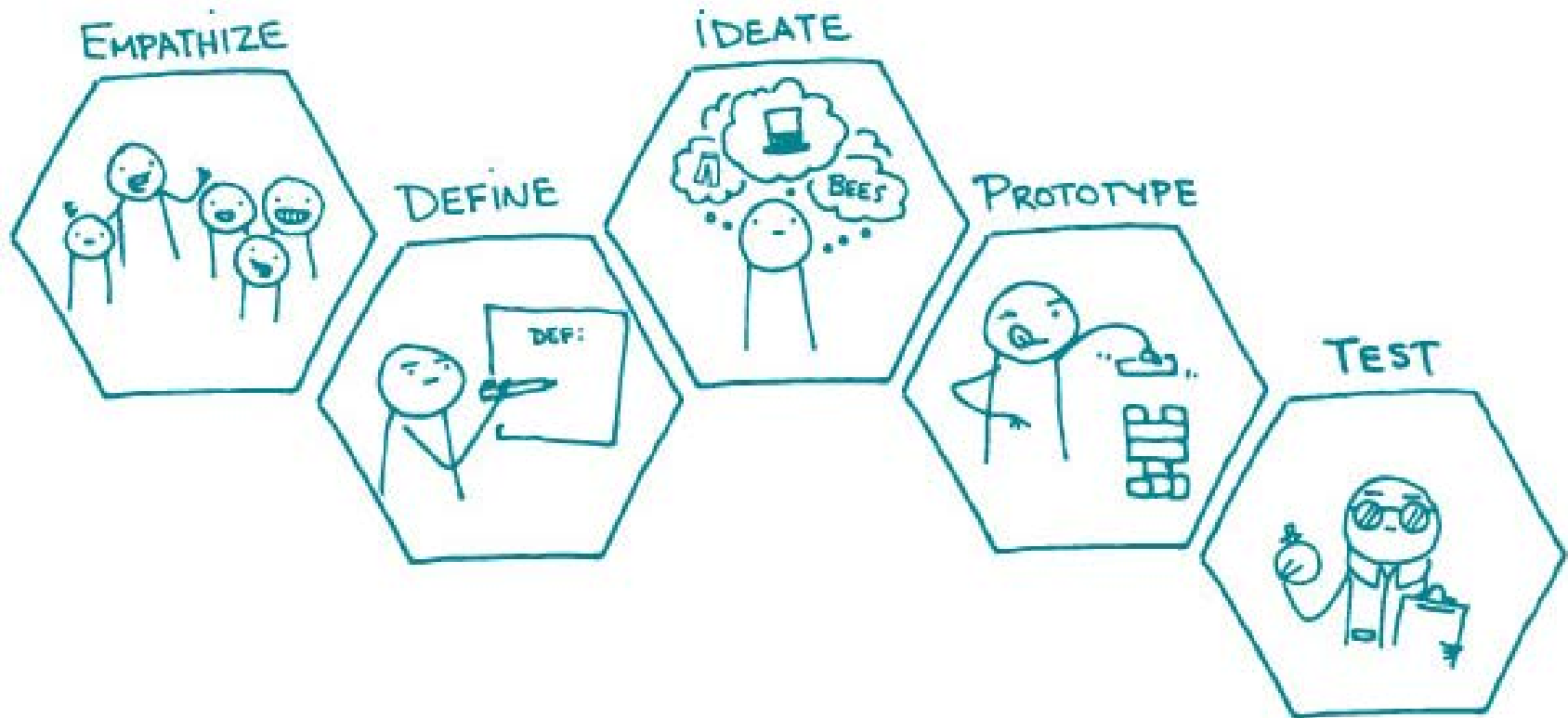


Our Design Thinking Approach





Our Design Thinking Process





Metrics and Feedback

- **Version 1.0 Launched October 4, 2018**
- **Objective – Gain feedback from Service members and VoEd Counselors**
- **Metrics and Feedback (October – December 2018):**



6,000 Users



**5:40 Avg.
Session Length**

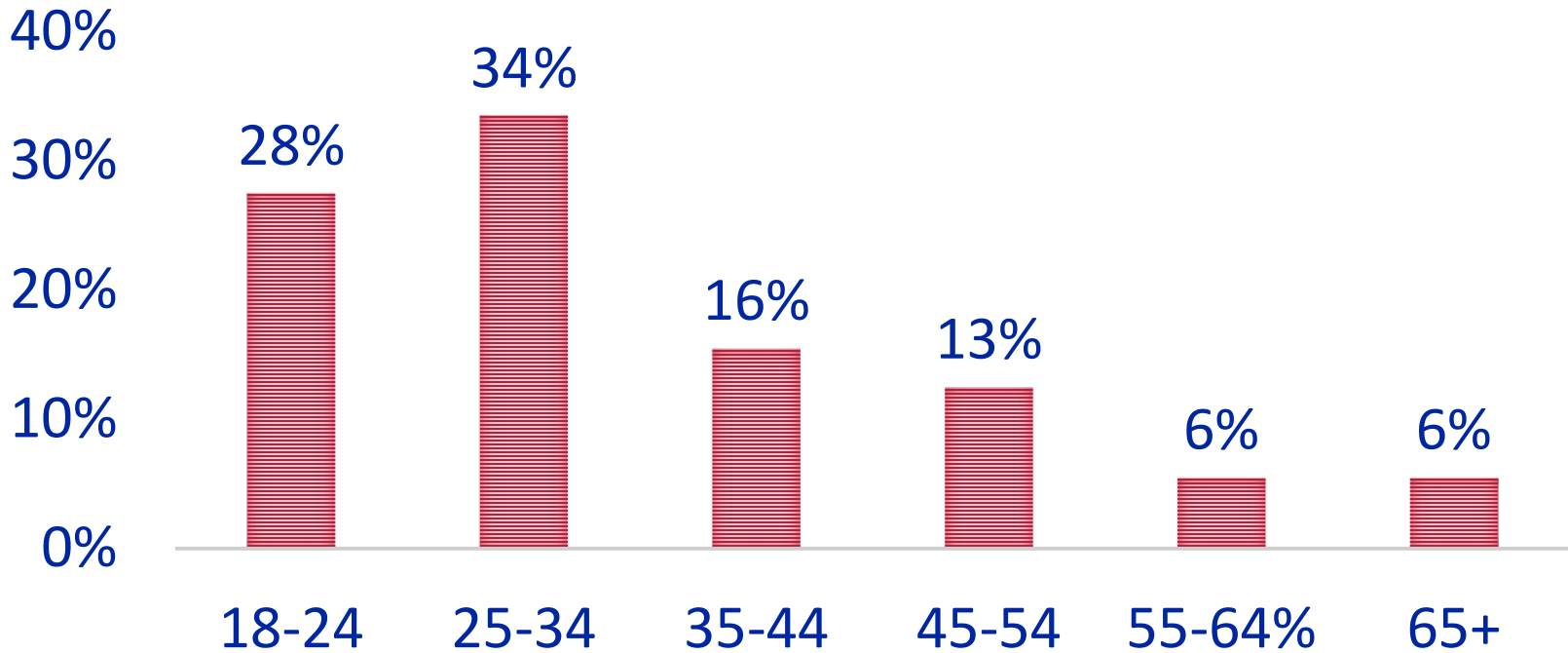


**60% Desktop
35% Mobile**



Metrics and Feedback – Users

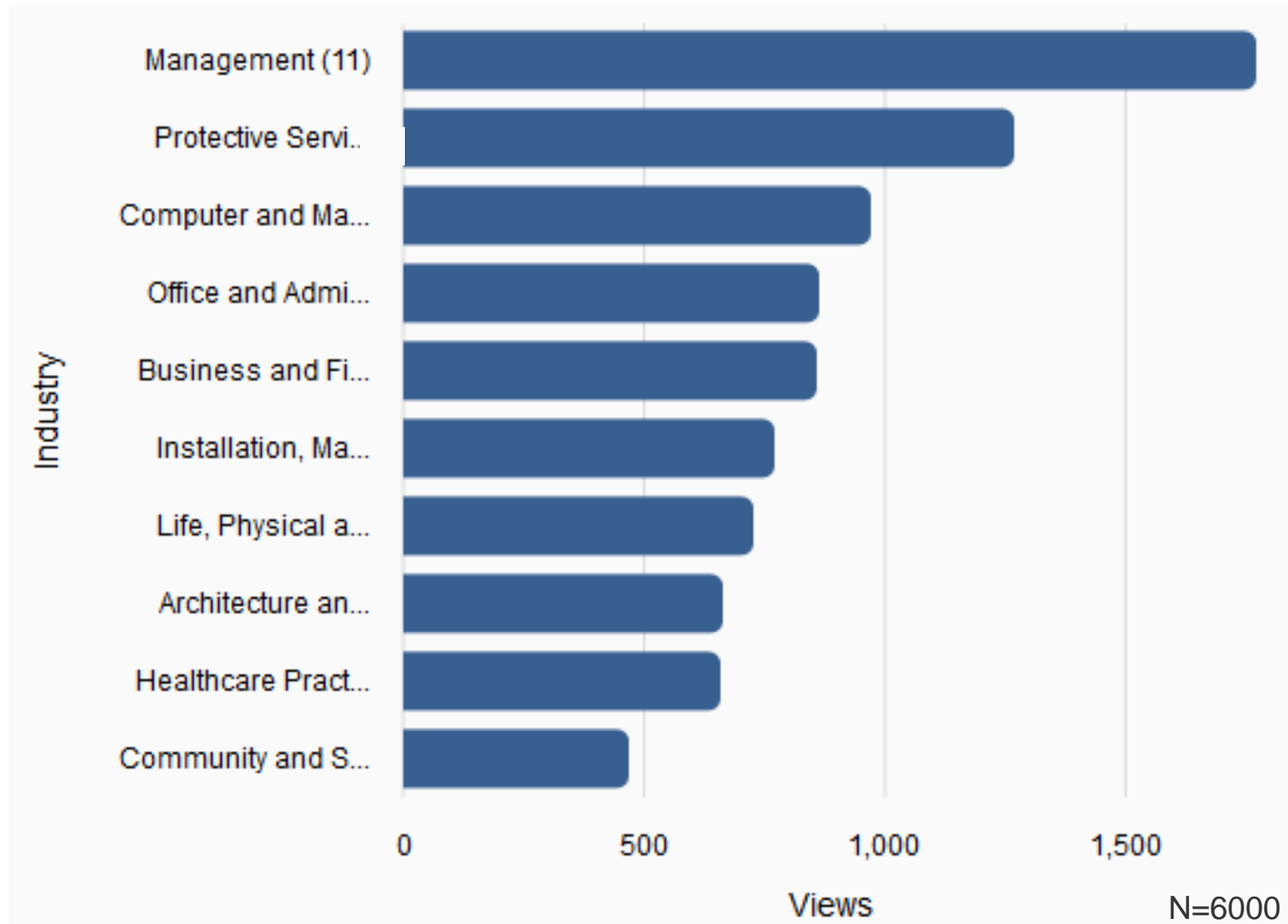
% OF USERS BY AGE



N=6000



Metrics and Feedback – Industry Views

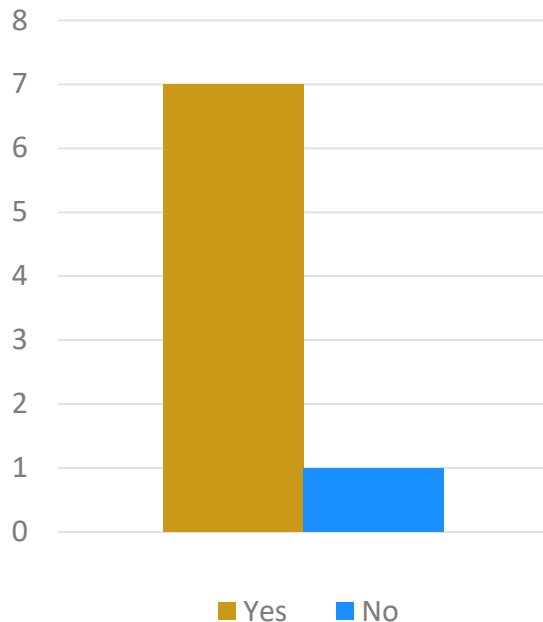




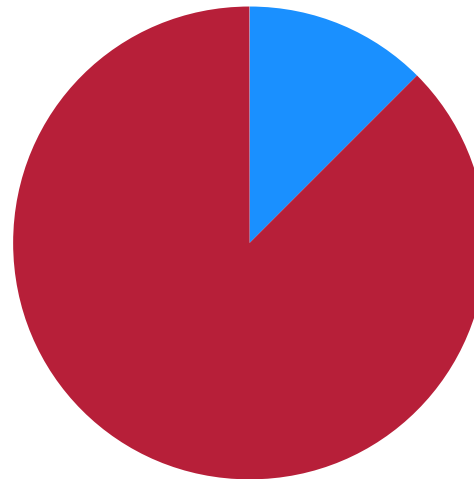
Life Goals

- Service members we asked are not viewing the military as key enabler of their long-term “life goals” as civilians

Had a “life goals” in mind before military

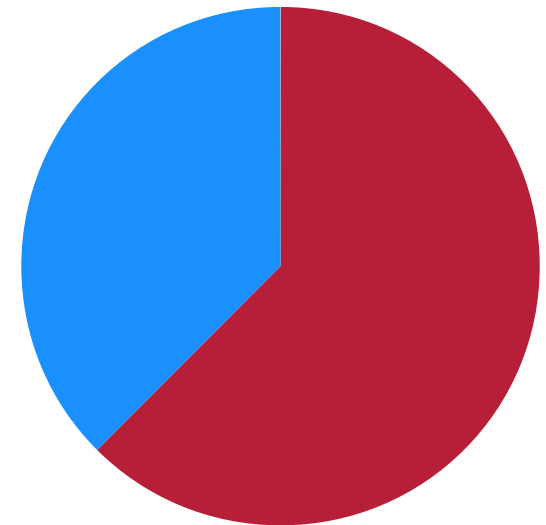


In relationship to career and educational goals, did things go as planned?



■ Yes ■ No

Would you have done things differently?



■ Yes ■ No

N=8



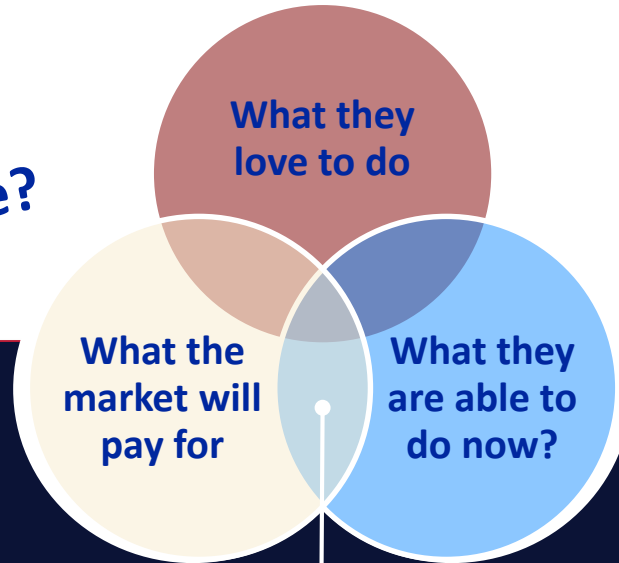
Emerging Themes

What are right questions to ask?

How do I get there?

Is it Realistic?

Do I have support?

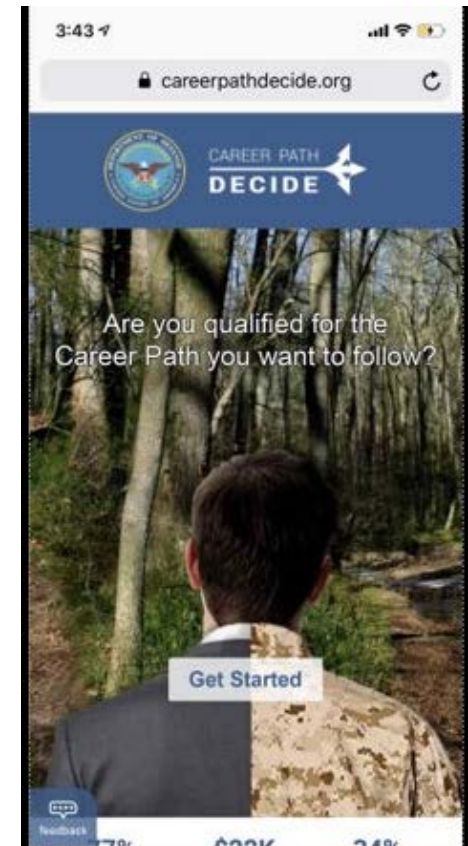
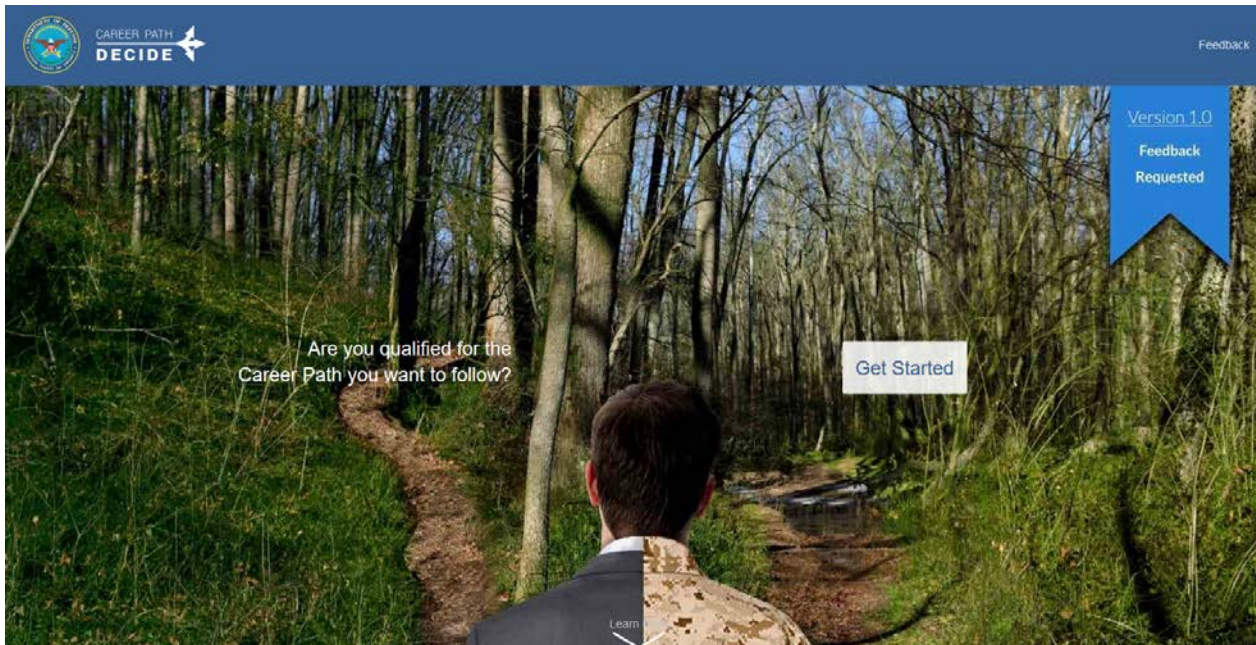


Career Path DECIDE needs to inspire our users, help them explore, arrive at several areas of potentials, and motivate them to build their portfolio toward a target.
Not about features, but addressing needs.



Career Path DECIDE – Live Demo

- Follow along on your smartphone (www.careerpathdecide.org) while we explore Career Path DECIDE through the eyes of real users...



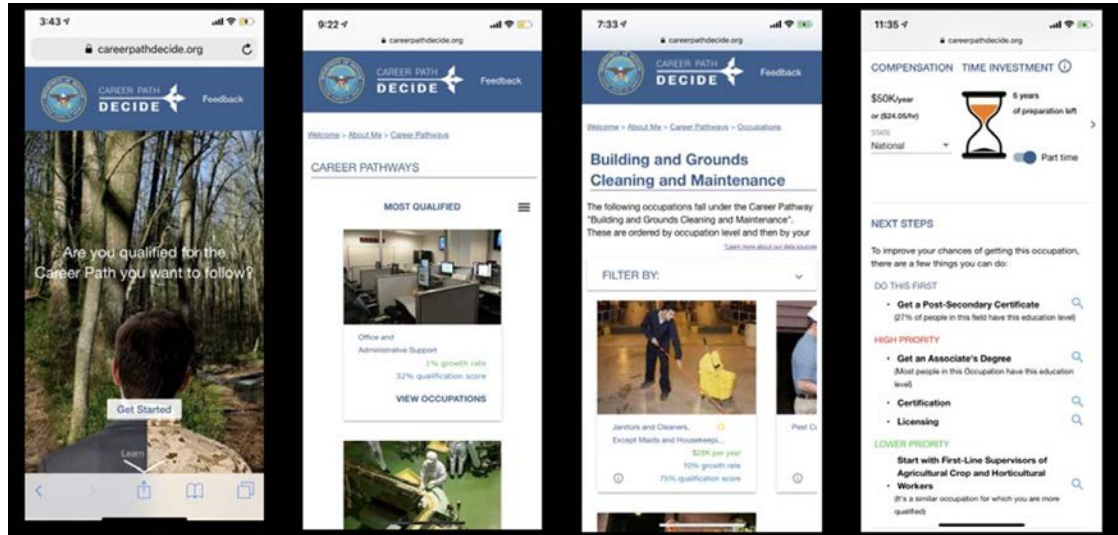
- Please use the Feedback button to provide us input on what you like and suggestions



More User Experience

- What we're doing now...
listening to end-user experience

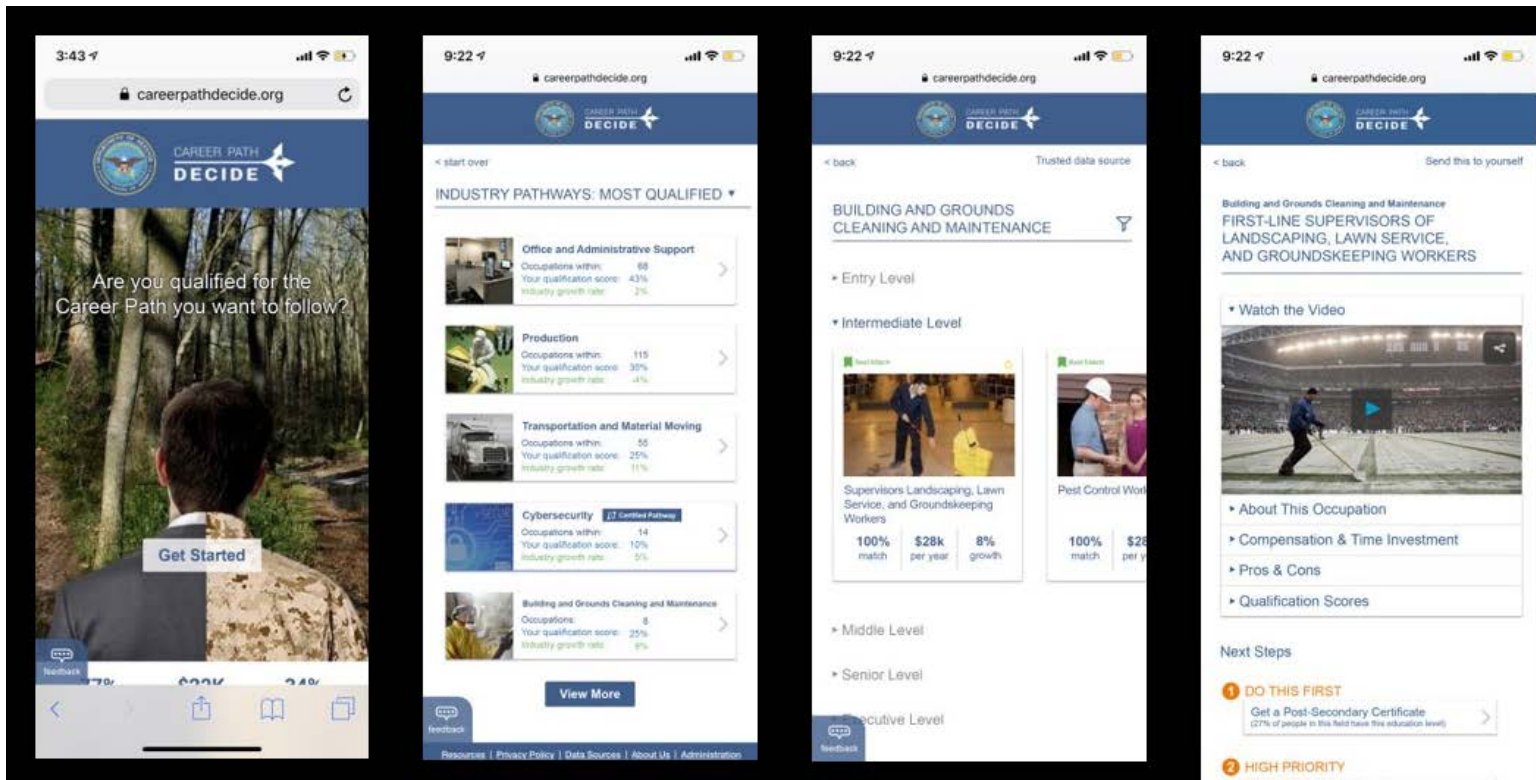
Service Member:
“This would be even better if...”





More Mobile

- What we're doing now...
improving the mobile version





More Pathways

- What we're doing now...
exploring additional pathways

  <p>JUNIOR INCIDENT ANALYST / RESPONDER</p> <p>\$40K per year 28% projected growth 83% qualification score</p>	 <p>JUNIOR CYBERSECURITY SPECIALIST / TECHNICIAN</p> <p>\$43K per year 28% projected growth 66% qualification score</p>	 <p>JUNIOR IT AUDITOR</p> <p>\$47K per year 9% projected growth 34% qualification score</p>	 <p>ASSOCIATE IT & CYBERSECURITY ENGINEER</p> <p>\$63K per year 9% projected growth 5% qualification score</p>
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 <p>INCIDENT ANALYST & RESPONDER</p> <p>\$78K per year 28% projected growth 66% qualification score</p>	 <p>CYBERSECURITY SPECIALIST & TECHNICIAN</p> <p>\$84K per year 8% projected growth 66% qualification score</p>	<p>To get this job you need</p> <ul style="list-style-type: none"> * 1 to 2 years of experience * Bachelor's Degree  <p>CYBER CRIME ANALYST/INVESTIGATOR</p> <p>\$78K per year 28% projected growth 66% qualification score</p>	 <p>INFORMATION TECHNOLOGY AUDITOR</p> <p>\$86K per year 9% projected growth 34% qualification score</p>
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- Complete: Cyber Security
- Pending: Health Records & Medical Services Management
 - ✓ 24% growth
 - ✓ 4 million new jobs by 2026
 - ✓ 95K Service members have high skill alignment
 - ✓ 54K median annual salary with promotion paths to 90K annual salary



More Personalized

- What we're doing now...
providing options to share more

About Me

My Military Experience

Army E-3 Private first class
Associate Degree
Accounting Technology/
Technician and Bookkeeping
4 years work experience in accounting and auditing

Things I like

My goals

My Personality

Places I want to live

My paths

Biotechnology Technicians	<input type="checkbox"/> \$4M per year 9% growth rate 8% qualification score
Residential Advisors	<input type="checkbox"/> \$2M per year 12% growth rate 5% qualification score



What Does Success Look Like?

CUMULATION OF INTENTIONAL ACTIONS

SUCCESS

Dream Job

CERTIFIED Professional

counseling

Success
Action
Plan
Goal

BLUEPRINT FOR SUCCESS

TRACED BY -	SCALES	SHEET NO
LETTERED BY -	NOTED	
CHECKED BY -		



How You Can Help

- **Actively Use...** Career Path DECIDE to support advising to Service members
- **Spread the Word...** at your Education Centers and within your Networks
- **Seek Input...** from Service members on what they need from Career Path DECIDE to help them make strategic choices about their careers and education investments
- **Share suggestions...** using the feedback channel to help us improve



Discussion / Q&A



UNITED STATES DEPARTMENT OF DEFENSE



...Better Service Members, Better Citizens.

DoD Policy & MOU Compliance Inquiries:

Email: osd.pentagon.ousd-p-r.mbx.vol-edu-compliance@mail.mil

Phone: 703-614-7584



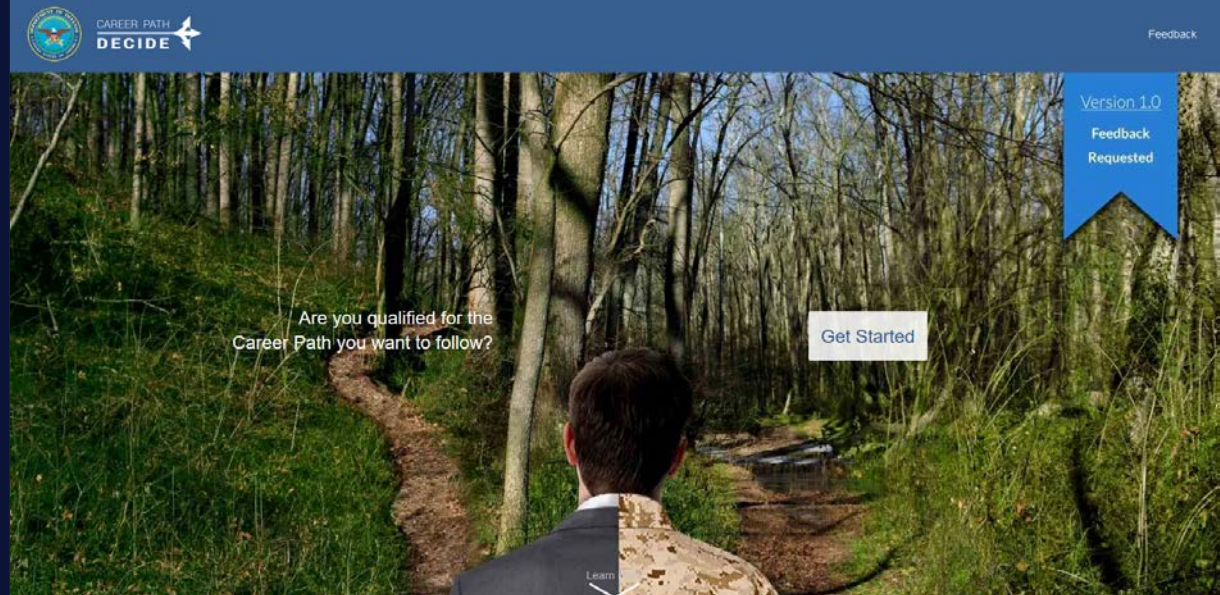
Back-up Slides Live Demo



Like:

“Visually appealing”

“Like the imagery”





Like:
“Not having to spend a lot of time to view meaningful results.”

ABOUT ME

I am: Military (Service Member / Veteran) Non-Military (Military Spouse / DoD Civilian)

I serve(d) in the Military Branch Army with a rank of Rank E-1 Private working as a(n) MOS Cyber Network Defender (25D)

I have Education Level some College courses in Instructional Program Computer and Information Sciences, General

I have Have? civilian job experience

I've worked Duration 2 years Unit of Time in the field of Occupation Hotel, Motel, and Resort Desk Clerks

[View Career Pathways](#)

Profile Takes Less than <30 Seconds



Better If:

“I had the ability to enter multiple Military Occupations, Credentials, Skills.”

“it asks me what my life goals are (how do I envision my life 3, 5, 10 years from now).”

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[View Career Pathways](#)

Some Users Want Option to Give More Information to Get Richer Insights



Like:
 “That my spouse and son or daughter could use this too.”

ABOUT ME

To assess your career path qualification, please provide a little information:

I am: Military (Service Member / Veteran) Non-Military (Military Spouse / DoD Civilian)

Education Level

I have a High School Diploma or equivalent ▼

Have?

I have ▼ civilian job experience

Duration

Unit of Time

Occupation

I've worked 2 years ▼ in the field of Customer Service Representatives

[View Career Pathways](#)



Like:
“That I can find and understand a Career Path that’s right for me.”

CAREER PATHWAYS

MOST QUALIFIED HIGH GROWTH SEARCH



Computer and Mathematical 
14% growth rate
100% qualification score
[VIEW OCCUPATIONS](#)



Cybersecurity
5% growth rate
34% qualification score
[VIEW PATHWAY](#)



Architecture and Engineering
7% growth rate
22% qualification score
[VIEW OCCUPATIONS](#)



Arts, Design, Entertainment, Sports and Media
6% growth rate
18% qualification score
[VIEW OCCUPATIONS](#)



Education, Training and Library
9% growth rate
16% qualification score
[VIEW OCCUPATIONS](#)



Life, Physical and Social Science 
10% growth rate
15% qualification score
[VIEW OCCUPATIONS](#)



Better if:

“I only see the ones that are good for me”

“Has more specifics, more details”

CAREER PATHWAYS

MOST QUALIFIED

HIGH GROWTH

SEARCH



Computer and Mathematical 
14% growth rate
100% qualification score
[VIEW OCCUPATIONS](#)



Cybersecurity
5% growth rate
34% qualification score
[VIEW PATHWAY](#)



Architecture and Engineering
7% growth rate
22% qualification score
[VIEW OCCUPATIONS](#)



Arts, Design, Entertainment, Sports and Media
6% growth rate
18% qualification score
[VIEW OCCUPATIONS](#)



Education, Training and Library
9% growth rate
16% qualification score
[VIEW OCCUPATIONS](#)



Life, Physical and Social Science 
10% growth rate
15% qualification score
[VIEW OCCUPATIONS](#)



Like:
 “So many interesting jobs, with salaries and growth”

Computer and Mathematical

The following occupations fall under the Career Pathway "Computer and Mathematical ". These are ordered by occupation level and then by your qualification score with the skills you have gained through your Military Service and prior civilian work experience as well as the knowledge you have gained from your prior education.

[*Learn more about our data sources](#)

FILTER BY:

MIN SALARY: \$49,000.00 GROWTH RATE: -8% MIN SCORE: 0%

BEST MATCH FAVORITES

STATE STATE KEYWORDS SEARCH OCCUPATIONS SEARCH

Showing 3 occupation(s)



Information Security Analysts ★ ☆

\$100K per year
28% growth rate

67% qualification score



Computer Network Support Specialists ★ ☆

\$68K per year
8% growth rate

67% qualification score



Network and Computer Systems Administrators ★ ☆

\$86K per year
6% growth rate

67% qualification score



Better If:

“I can discover new careers based on life goals.”

“I see more differences besides salary.”

“I can continue to explore multiple career paths.”

Computer and Mathematical

The following occupations fall under the Career Pathway "Computer and Mathematical ". These are ordered by occupation level and then by your qualification score with the skills you have gained through your Military Service and prior civilian work experience as well as the knowledge you have gained from your prior education.

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STATE STATE KEYWORDS SEARCH OCCUPATIONS **BEST MATCH** FAVORITES

Showing 3 occupation(s)

Occupation	Min Salary	Growth Rate	Min Score	Qualification Score
Information Security Analysts	\$100K per year	28% growth rate	0%	67%
Computer Network Support Specialists	\$68K per year	8% growth rate	0%	67%
Network and Computer Systems Administrators	\$86K per year	6% growth rate	0%	67%



Like:
 “All the information at
 my fingertips:
 credentials, jobs,
 salary”

[Welcome](#) > [About Me](#) > [Career Pathways](#) > [Occupations](#) > [Occupation Details](#)

Web Administrators

ABOUT THIS OCCUPATION

Manage web environment design, deployment, development and maintenance activities. Perform testing and quality assurance of web sites and web applications.

COMPENSATION

\$91K/year
 or (\$43.79/hr)

STATE
 National ▾

TIME INVESTMENT ⓘ



7 years
 of preparation
 left
 Part time



NEXT STEPS

To improve your chances of getting this occupation, there are a few things you can do:

DO THIS FIRST

- **Get a Post-Secondary Certificate**
 (26% of people in this field have this education level)

[Explore your options here](#) 🔍

HIGH PRIORITY

- **Get an Associate's Degree**
 (8% of people in this field have this education level)
- **Get a Bachelor's Degree**
 (Most people in this Occupation have this education level)
- **Certification**

[Explore your options here](#) 🔍

[Explore your options here](#) 🔍

[Explore your options here](#) 🔍

LOWER PRIORITY

- **Start with Information Security Analysts**
 (It's a similar occupation for which you are more qualified)

[View Occupation](#) 🔍

SEND RETURN LINK

Email a link to this page

Enter your email *



Better if:

“It has a lot more details”

“The next steps are clearer”

“Help me decide if this is for me”

[Welcome](#) > [About Me](#) > [Career Pathways](#) > [Occupations](#) > [Occupation Details](#)

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HIGH PRIORITY

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(8% of people in this field have this education level)
- **Get a Bachelor's Degree**
(Most people in this Occupation have this education level)

[Explore your options here](#) 🔍

[Explore your options here](#) 🔍

- **Certification**

[Explore your options here](#) 🔍

LOWER PRIORITY

- **Start with Information Security Analysts**
(It's a similar occupation for which you are more qualified)

[View Occupation](#) 🔍

SEND RETURN LINK

Email a link to this page

Enter your email *



Better If:
 “DoD really needs to understand more about industry (welding industry, automotive industry, etc.). There are far more careers in the welding industry for example than just the standard Welders and fitters.”

Career Path DECIDE (ONET DATA)



Welders, Cutters, Solderers, and Brazers ★

\$43K per year
6% growth rate
100% qualification score



Welders, Cutters, and Welder Fitters ★






\$43K per year
6% growth rate
13% qualification score



Structural Metal Fabricators and Fitters ★

\$40K per year
-15% growth rate
overqualified

Welder-Fitter Jobs (478)

	Welder Fitter/Helper Nesco Resource Tulsa, OK	2 days ago
	Structural Welder/Fitter Advantage Resourcing Ruston, LA	3 days ago
	Combo Welder & Fitter Emcor LaPorte, IN	1 day ago
	Welder/Fitter Atterro Menomonee Falls, WI	8 days ago
	Welders and Welder Fitters Watson Bowman Acme West Amherst, NY	Posted today



Like:
 “The tool is great
 conversation starter
 with a Counselor.”

SEND RETURN LINK

Email a link to this page

Enter your email *

Career Path DECIDE no-reply@careerpathdecide.org via sendgrid.net
 to me



Use the following link to return back to Career Path DECIDE occupation details page that you last bookmarked. This bookmark will be active for 30 days of receiving this email. After 30 days, your <https://www.careerpathdecide.org/returnsession?returnToken=424f5767-d045-4209-9f77-becefa4907db&redirectUrl=/industries/41/occupations/41-30931.00/details>

Securities, Commodities, and Financial Services Sales Agents

WHAT WOULD I DO

Buy and sell securities or commodities in investment and trading firms, or provide financial services to businesses and individuals. May advise customers about stocks, bonds, mutual funds, con

SALARY

\$97,440.00/year

*Please do not reply to this email; this address is not monitored.

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Better If:
“Improve the accuracy of the matching algorithm.”



Middle Level



Web Administrators 
\$91K per year
9% growth rate
59% qualification score

Senior Level



Securities, Commodities,  
and Financial Services Sales ...
\$97K per year
6% growth rate
100% qualification score



Like:
 “I really like the school outcomes data, no other tools present this information so clearly.”

Average Tuition Cost per Semester Hour: **\$208.48** ⓘ

School Success Outcome Metrics ⓘ

