

Communicating College and Career Opportunities to Kentuckians

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The Task ...

In response to the 2021 CEC Recommendations, the team set out to ...

- Create a comprehensive communications strategy to better equip high school students with the necessary knowledge to successfully transition to postsecondary.
- Catalyze a statewide, cross-agency campaign to improve FAFSA completion rates and access to FAFSA data for schools and districts.
- Strengthen local and regional partnerships among high schools, institutions, and the workforce to expand access, advising, and support to early postsecondary opportunities.



The Need ...

There are many unconnected online resources but there has never been a mechanism to connect the dots for our citizens to help them on their paths to a sustainable career.





Choose Your Career Path

Career exploration for K-12 students, adult learners & military veterans.



Continue Your Education

Find your major and choose a school, find financial aid options.



Start Your Career

Create your resume, land the interview and land the job you've been working toward.

Objective

To create a platform that Kentuckians can use to visualize their paths from classroom to career.

Goal

To increase Kentucky's educational attainment and labor force participation rates so they meet or exceed the national average.

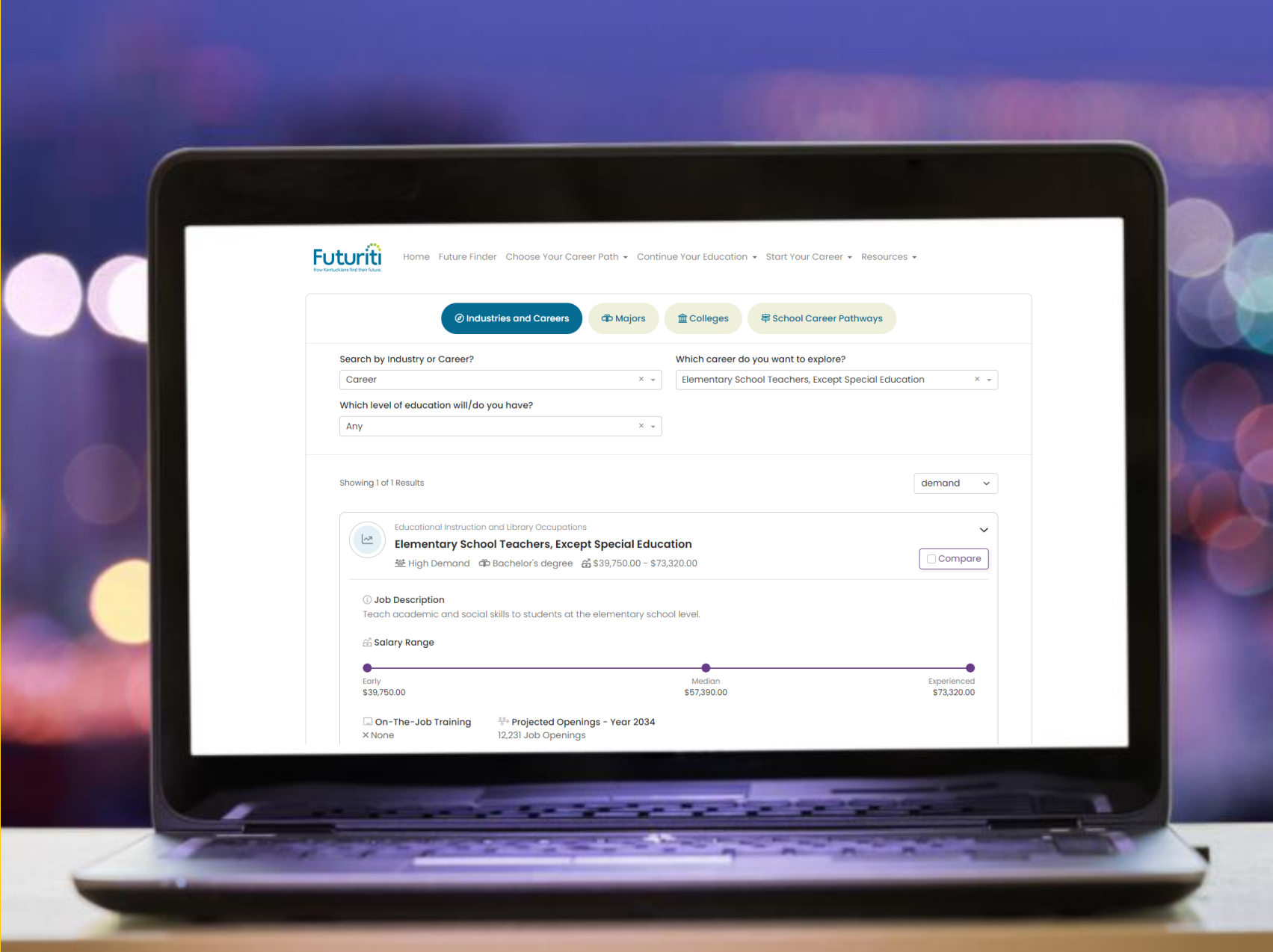
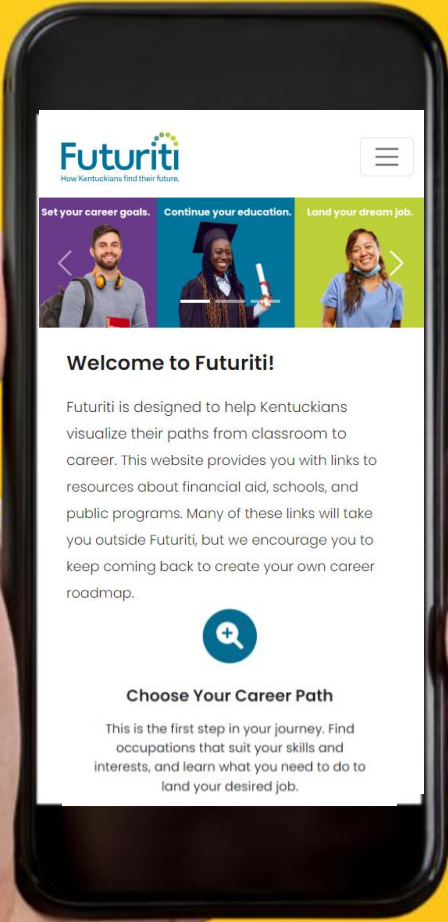


Introducing ...

The logo for Futuriti features the word "Futuriti" in a bold, blue, sans-serif font. Above the letters "u", "r", and "i" are five small circles of varying colors: blue, green, yellow, and two shades of green, arranged in a slight arc.

Futuriti

How Kentuckians find their future.



Fuduriti
How Kentuckians find their future.



Welcome to Futuriti!

Fuduriti is designed to help Kentuckians visualize their paths from classroom to career. This website provides you with links to resources about financial aid, schools, and public programs. Many of these links will take you outside Futuriti, but we encourage you to keep coming back to create your own career roadmap.



Choose Your Career Path

This is the first step in your journey. Find occupations that suit your skills and interests, and learn what you need to do to land your desired job.

Fuduriti
How Kentuckians find their future.

Home Future Finder Choose Your Career Path Continue Your Education Start Your Career Resources

Industries and Careers Majors Colleges School Career Pathways

Search by Industry or Career? Career x

Which career do you want to explore? Elementary School Teachers, Except Special Education x

Which level of education will/do you have? Any x

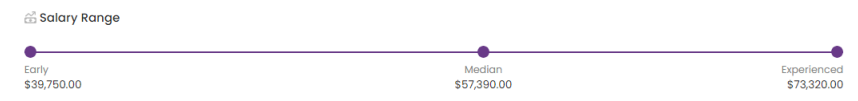
Showing 1 of 1 Results demand

Educational Instruction and Library Occupations

Elementary School Teachers, Except Special Education Compare

High Demand Bachelor's degree \$39,750.00 - \$73,320.00

Job Description
Teach academic and social skills to students at the elementary school level.



On-The-Job Training X None

Projected Openings - Year 2034
12,231 Job Openings



How does it work?

Futuriti is divided into 3 sections. Each section explains the process of going from classroom to career.

- **Choose Your Career Path** - Helps Kentuckians choose paths that align with their knowledge, skills and abilities and meet their financial needs.
- **Continue Your Education** - Helps students plan for college and technical training and provides information on enrollment, financial aid and academic success.
- **Start Your Career** - Provides information about how to improve your chances of getting hired and links to the Kentucky Career Center's job bank, as well as links for veterans, disabled Kentuckians, parents with childcare needs, and more.



What does Futuriti offer?

- Links to career aptitude tests and cost of living calculators
- Lists of in-demand careers by attainment level
- Information about grants, scholarships and other sources of college aid.
- Tutorials on admissions and enrollment.
- Links to job search resources such as the Kentucky Career Center.
- Tips on resume creation, interviewing and more!



About the Future Finder Data

- Occupational wage and employment data from KYSTATS' **Labor Market Information** division.
- Career Pathway offerings at all public high schools and technical centers from the Kentucky Department of Education **Technical Education Database System**.
- College & Major listings from the **Council for Postsecondary Education** (complies with the 2021 Kentucky Students Right to Know Act):
 - Public and private institution listings include majors by certificate/degree level.
 - 2022-2023 Academic Year Cost After Grants & Scholarships
 - Graduation Rate
 - % of Students With Federal Loans
 - Loan Default Rate
 - Avg Loan Debt at Graduation
 - School Website
 - School Application
 - Location (Map)



Feedback Sessions

Kentucky High School Counselors

Kentucky High School Students

Association of Independent Kentucky
Colleges and Universities

Kentucky Education and Labor Cabinet

CEC Affordability Workgroup

Office of Adult Education

Kentucky Chamber of Commerce Foundation
Workforce Center

College Admissions Professionals

Kentucky Community and Technical College
(KCTCS) Students

KCTCS Workforce Professionals



Launch & Marketing Plans

- **Kickoff February 4, 2025** in coordination with Career and Technical Education Month.
- Partnerships to help spread the word.
- Posters in schools, career centers and other public buildings.
- Search engine optimization.
- Instagram storytelling campaign.
- Events and career fairs.
- Counselor training.

