

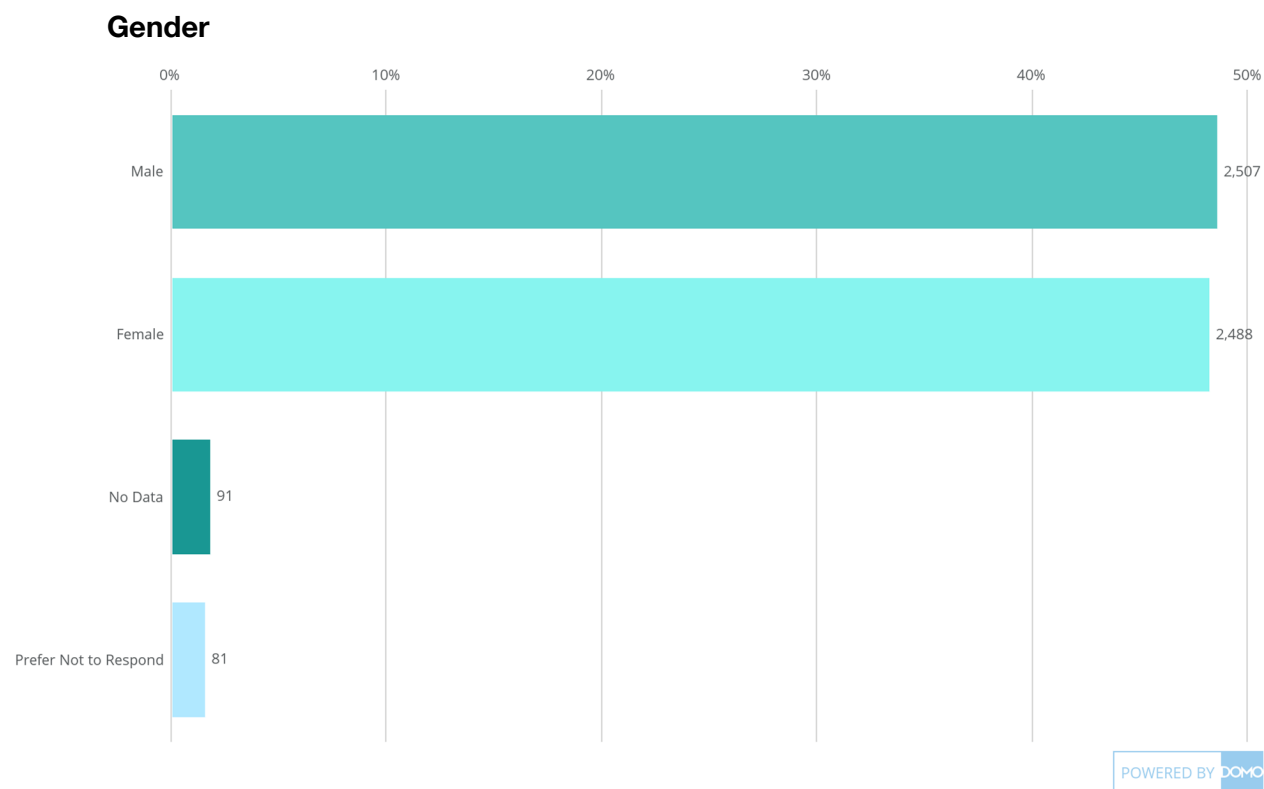
# YouScience Impact Report for Southern Oregon ESD

22-23, 23-24, & 24-25 School Years

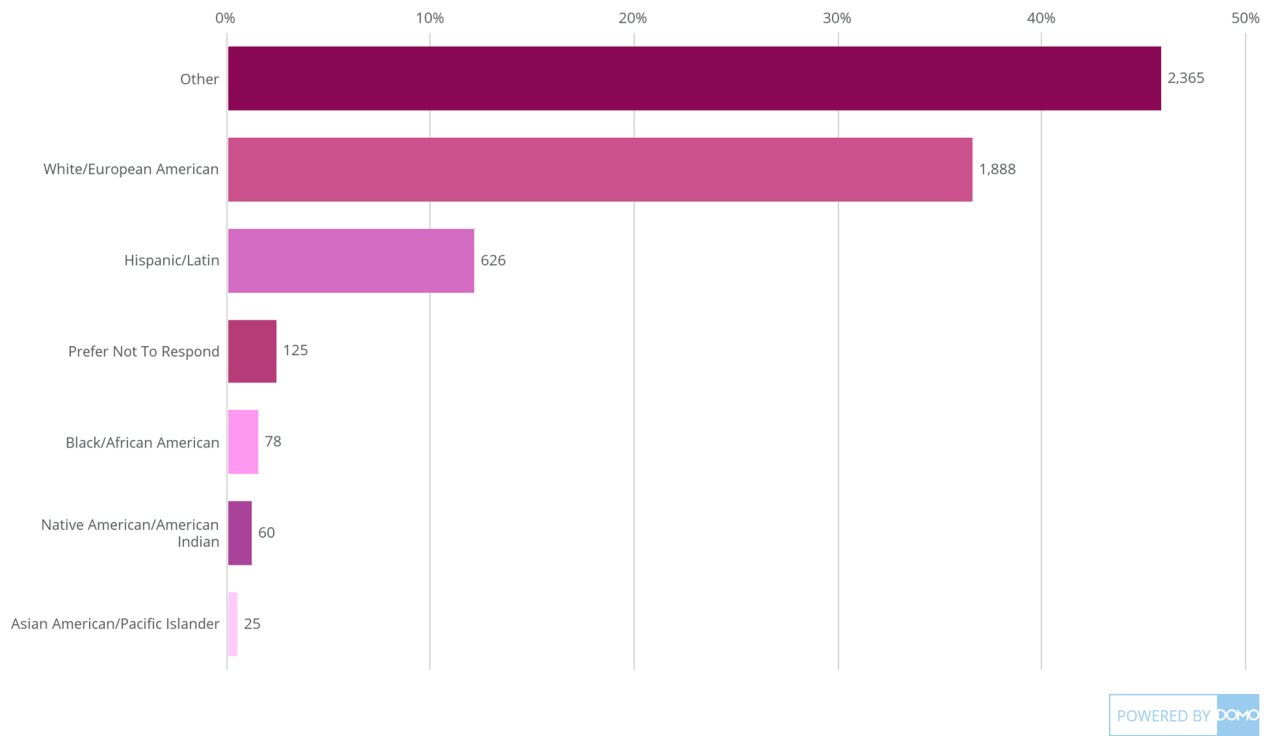
## Southern Oregon Educational District + YouScience

- ✓ Product used: Aptitude & Career Discovery
- ✓ 68% of schools are using the tool
- ✓ 5,167 Students completed the brain games

## Demographic Data



## Ethnicity



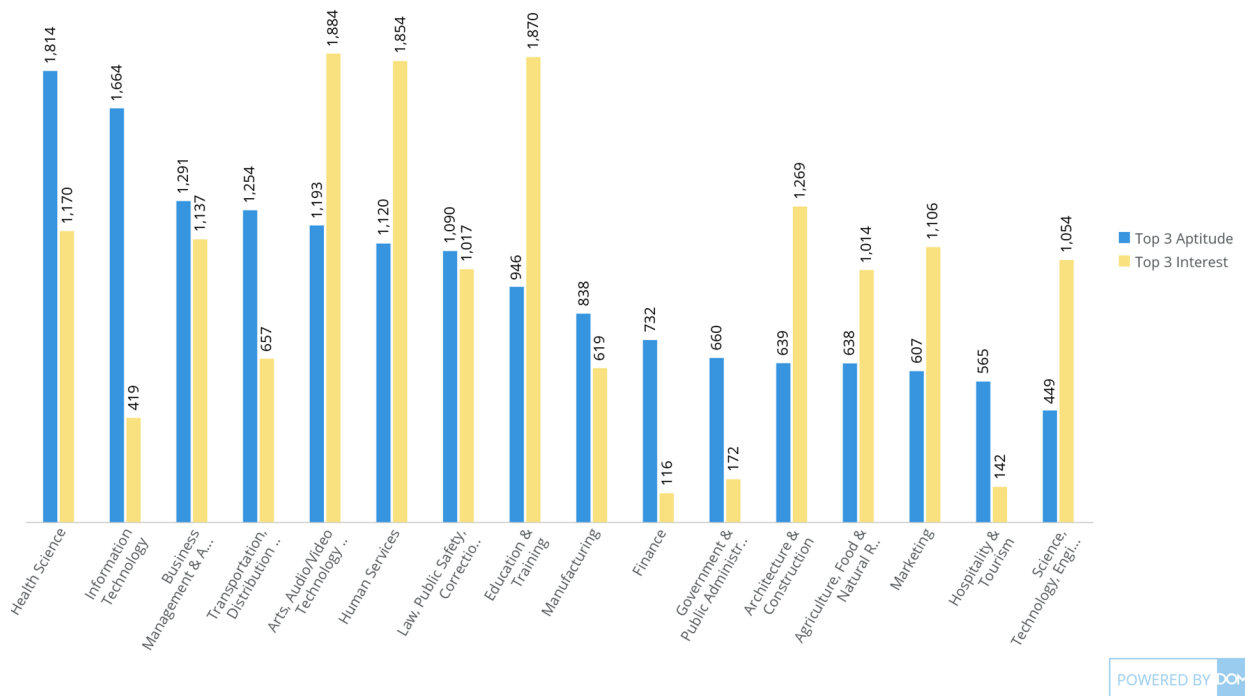
### Top 3 career clusters by aptitude in this region:

- Health Science
- Information Technology
- Business Management & Administration

### Top 3 career clusters by interest in this region:

- Arts, Audio/Video Technology & Communications
- Human Services
- Education & Training

Career exposure gap chart showing aptitudes vs interests for students in this region:



### Top 3 overall pathways in this region:

- Sports and Entertainment Marketing
- Counseling and Mental Health Services
- Mental Health Professional/Therapeutic Services

### Top 3 pathways by aptitude in this region:

- Automobile Maintenance and Light Repair
- Personal Care Services - Barbering, Esthetics, Nails
- Hospitality and Hotel Management

### Top 3 pathways by interest in this region:

- Counseling and Mental Health Services
- Mental Health Professional/Therapeutic Services
- Sports & Entertainment Marketing

## What This Means:

Over the past three school years, **Southern Oregon ESD** has demonstrated a strong and growing commitment to career-connected learning through **YouScience Brightpath**. With **76% of schools actively using the platform** and **5,167 students completing the brain games**, the region now has a rich, multi-year dataset to inform strategic planning, support personalized student guidance, and align educational offerings with workforce needs.

Students across the ESD consistently show **natural aptitudes** in **Health Science, Information Technology, and Business Management & Administration**. However, their **top career interests** lie in **Arts, Audio/Video Technology & Communications, Human Services, and Education & Training**. This ongoing mismatch highlights a **career exposure gap**—a disconnect between what students are naturally good at and the careers they believe are available or appealing to them.

This gap becomes even more evident at the **pathway level**. Students exhibit strong **aptitude-aligned strengths** in **Automobile Maintenance and Light Repair, Personal Care Services (Barbering, Esthetics, Nails), and Hospitality and Hotel Management**. In contrast, their top interests continue to cluster around **Counseling and Mental Health Services, Therapeutic Services, and Sports & Entertainment Marketing**. While these interest areas are valid and important, the misalignment suggests many students may not be fully aware of viable, high-wage pathways aligned with their strengths.

## Strategic Recommendations for Southern Oregon ESD:

- **Expand access to aptitude testing** for all students—particularly in **7th and 9th grades**—to allow early identification of strengths and longer runway for connecting students to aligned coursework, CTE pathways, and postsecondary options.
- **Use this three-year dataset to align and expand CTE offerings** in Health Science, IT, and Business, where students show the most natural ability. Promote programs in these areas and ensure students understand the real-world career opportunities available to them.
- **Bridge the gap between aptitude and interest through intentional exposure strategies**—career days, industry panels, job shadowing, and teacher training that emphasize aptitude-aligned career possibilities students may not yet be considering.
- **Strengthen partnerships with regional institutions** such as **Klamath Community College** to expand opportunities for **dual credit, industry certifications, and career-connected learning** that match local workforce needs and student aptitude profiles.

With these actions, **Southern Oregon ESD** can build on its momentum, ensuring students are not only dreaming about their futures but making **informed, empowered decisions** that reflect their innate potential and the opportunities around them.

