

# Meeting Youth Where They Are: Realistic Career Pathways That Work

THE THREE E STRATEGIC  
FRAMEWORK AND CTE-RELATED  
KPI MEASURES



# Daniel Clark



**Daniel Clark is the CEO of Blueprint30, a workforce development leader helping nonprofits, schools, and Department of Juvenile Justice (DJJ) facilities empower at-risk youth to succeed. With over 10 years of experience working with students, Daniel is the youngest board member of Northeast Florida Christian Chamber (NEFLCC) and continues to expand his influence in the community. Under his leadership, Blueprint30 has achieved an 80% rate of students securing job interviews and a 90% success rate of students finding their career**



# WHO IS THIS WORKSHOP FOR?



IF YOU OR YOUR AGENCY  
SERVES THE  
**FOLLOWING**

- **DIVERSION**
- **PREVENTION**
- **DETENTION**
- **HOPE COURT**
- **OPPORTUNE**
- **PROBATION**



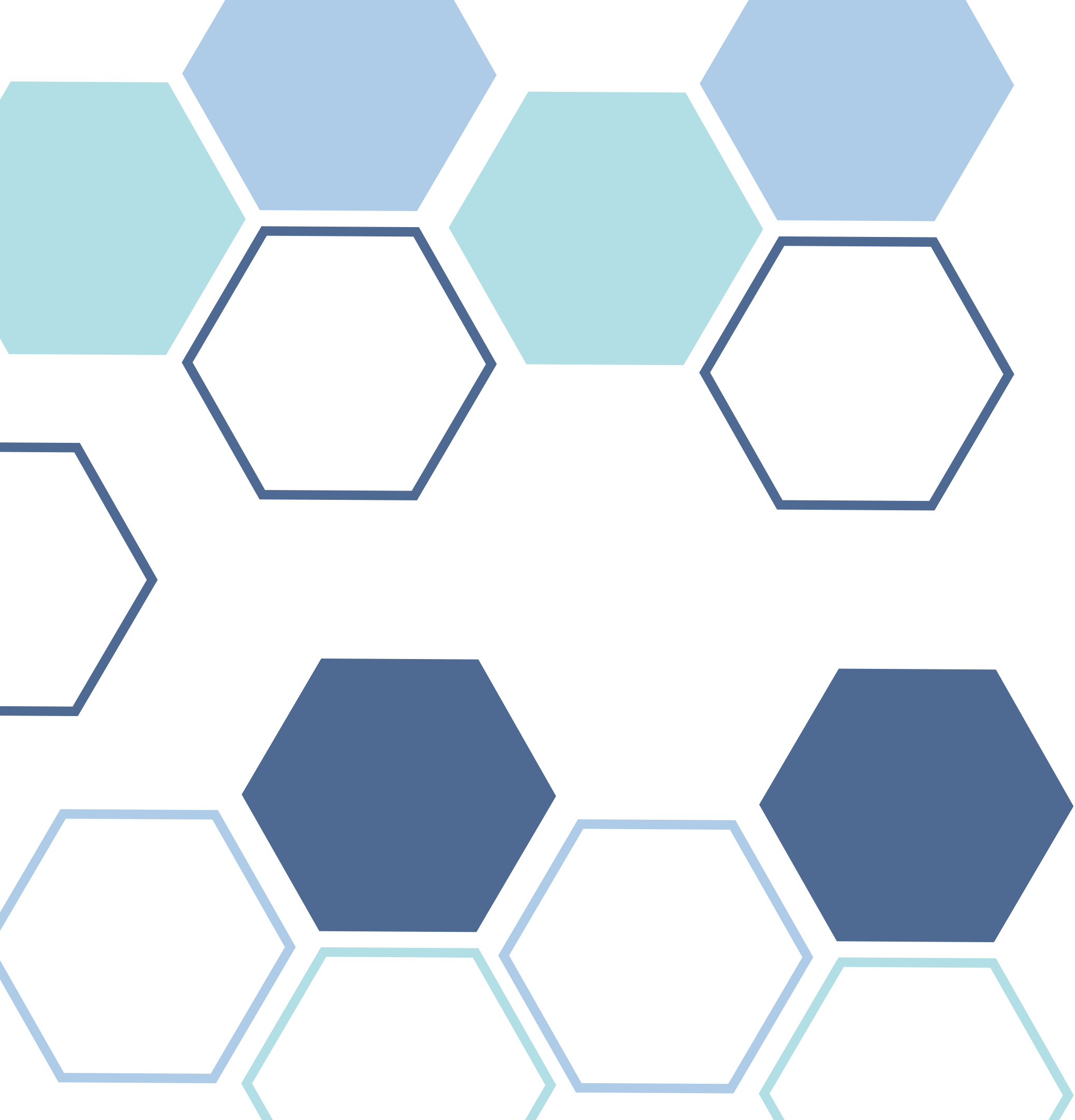
# WHERE DO YOU WANT TO BE IN 10 YEARS?



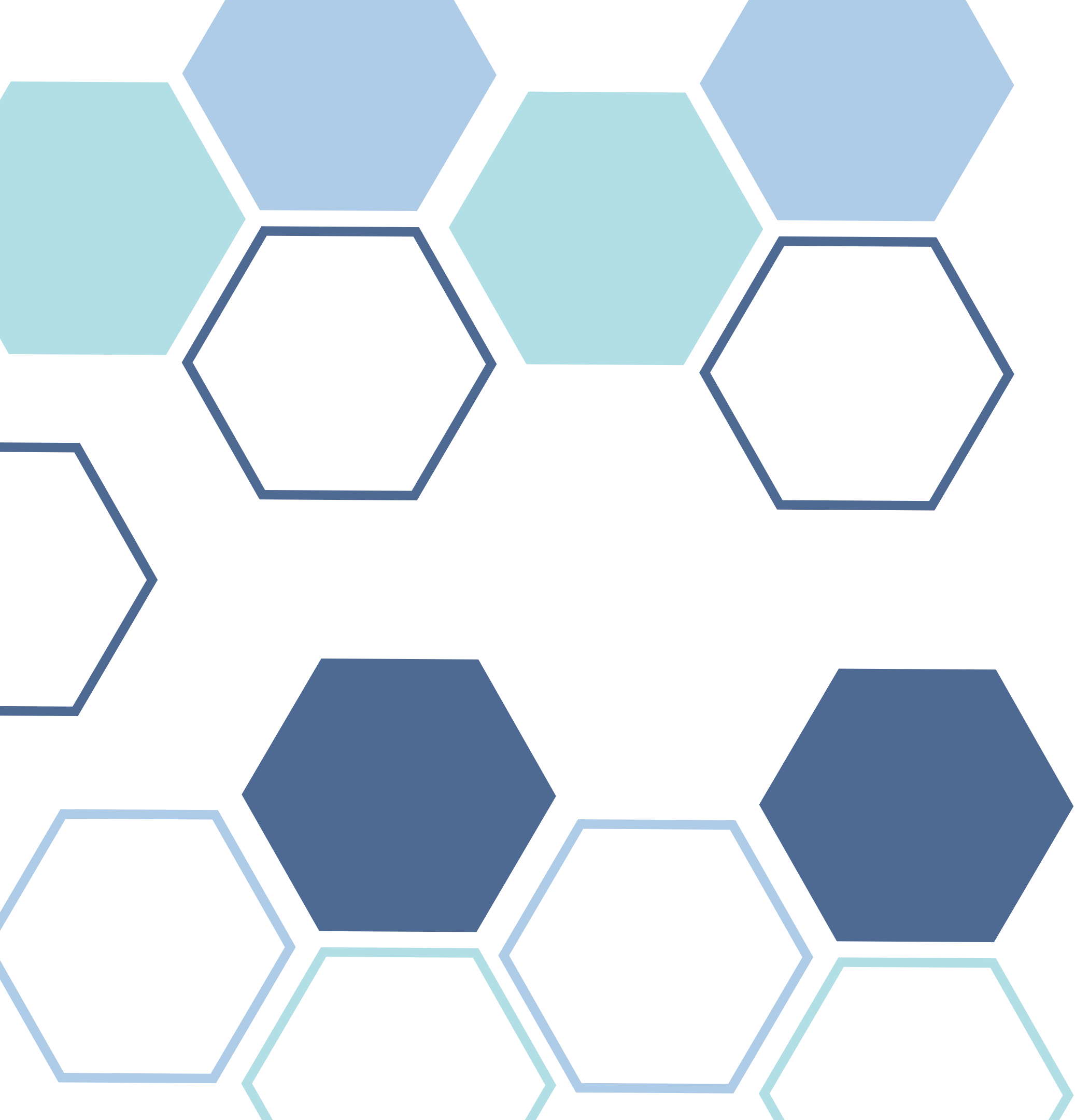
**WHAT IS THE  
GRADUATION  
RATE AMONG  
STUDENTS WHO  
HAVE HAD  
INVOLVEMENT  
WITH THE  
JUSTICE  
SYSTEM?**



49%



**WHAT'S THE  
PERCENTAGE OF  
STUDENTS  
ATTENDING  
POST-  
SECONDARY  
SCHOOL WHO  
HAVE BEEN  
INVOLVED IN  
THE JUSTICE  
SYSTEM?**



**19%**



**WHAT IS THE  
NATIONAL  
AVERAGE  
UNEMPLOYMENT  
RATE FOR YOUTH  
OFFENDERS?**



60%

# Bridge the Gap By...

To help reduce recidivism and disrupt the **school-to-prison pipeline**, it is essential to meet young people where they are, address their immediate needs, and open their eyes to new possibilities by exposing them to meaningful opportunities for their future.

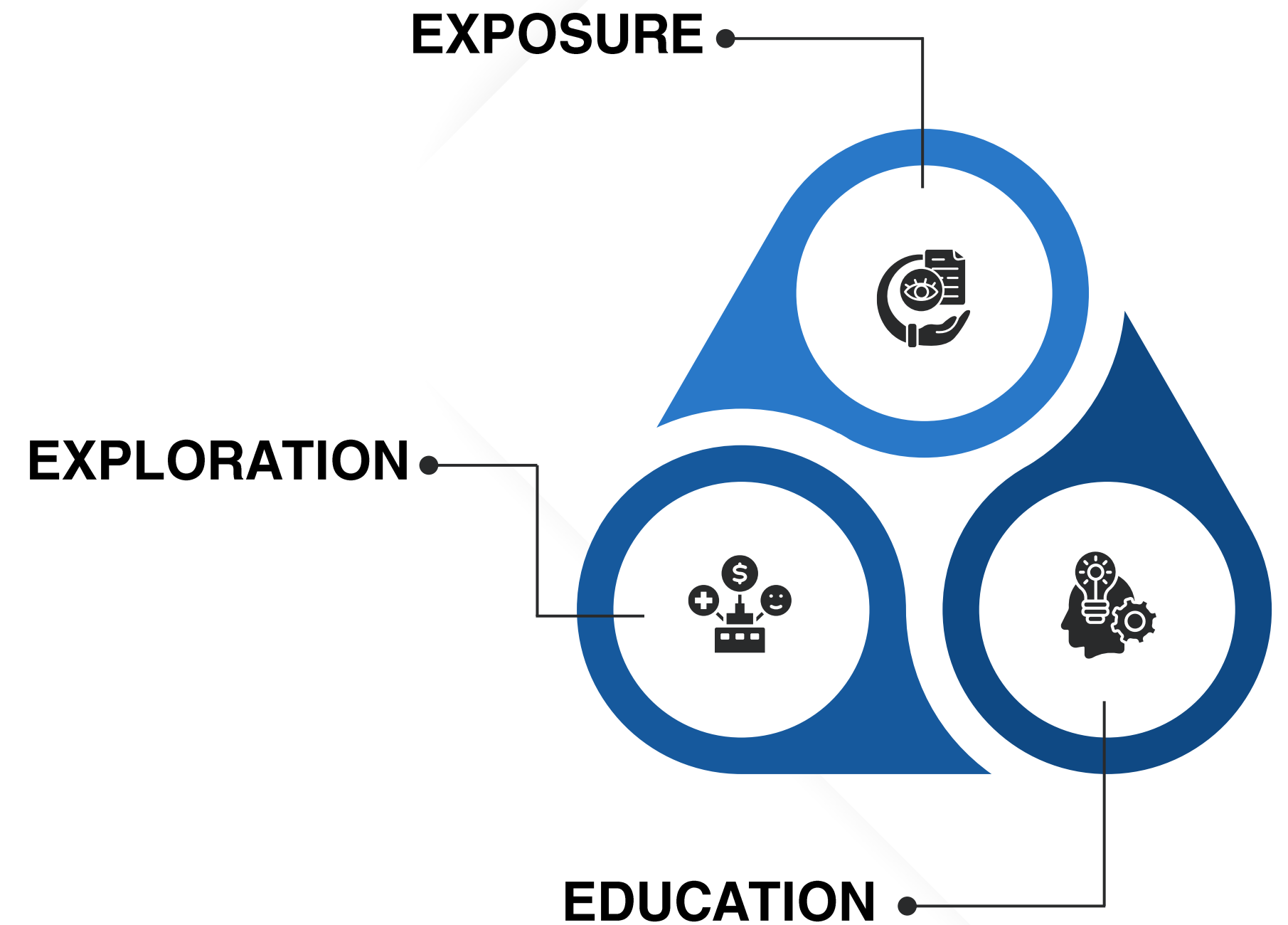


# One Goal

**Our goal is for you to leave this Hidden Talent session equipped with practical tools and insights to recognize, develop, and elevate the potential within the young people you serve.**

**No matter their background, circumstances, or involvement in the juvenile justice system, you will be prepared to inspire, challenge, and guide them toward their fullest potential.**

# THE THREE E FRAMEWORK



To unlock and develop student potential,  
we focus on three core drivers: The  
Three E's.



# EXPOSURE



# Resources

04

# Career Quizzes

Online



**Skill**Pointe

MY NEXT MOVE



 **Blueprint30**

SCAN ME!



**60 SECONDS  
COULD CHANGE  
YOUR FUTURE!**

Trade? College? Military? Let's Find Out!

SCAN ME!



**TAKE THE QUIZ!**

**SEE YOUR RESULTS!**

**EXPLORE OPPORTUNITIES!**

BLUEPRINT30 - BLUE

BLUEPRINT30 - BLUE

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BLUEPRINT30 - BLUEPRINT30 - BLUEPRINT30

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# 4 MAIN AREAS TO EXPLORE



**01**

**Trades**

**02**

**College**

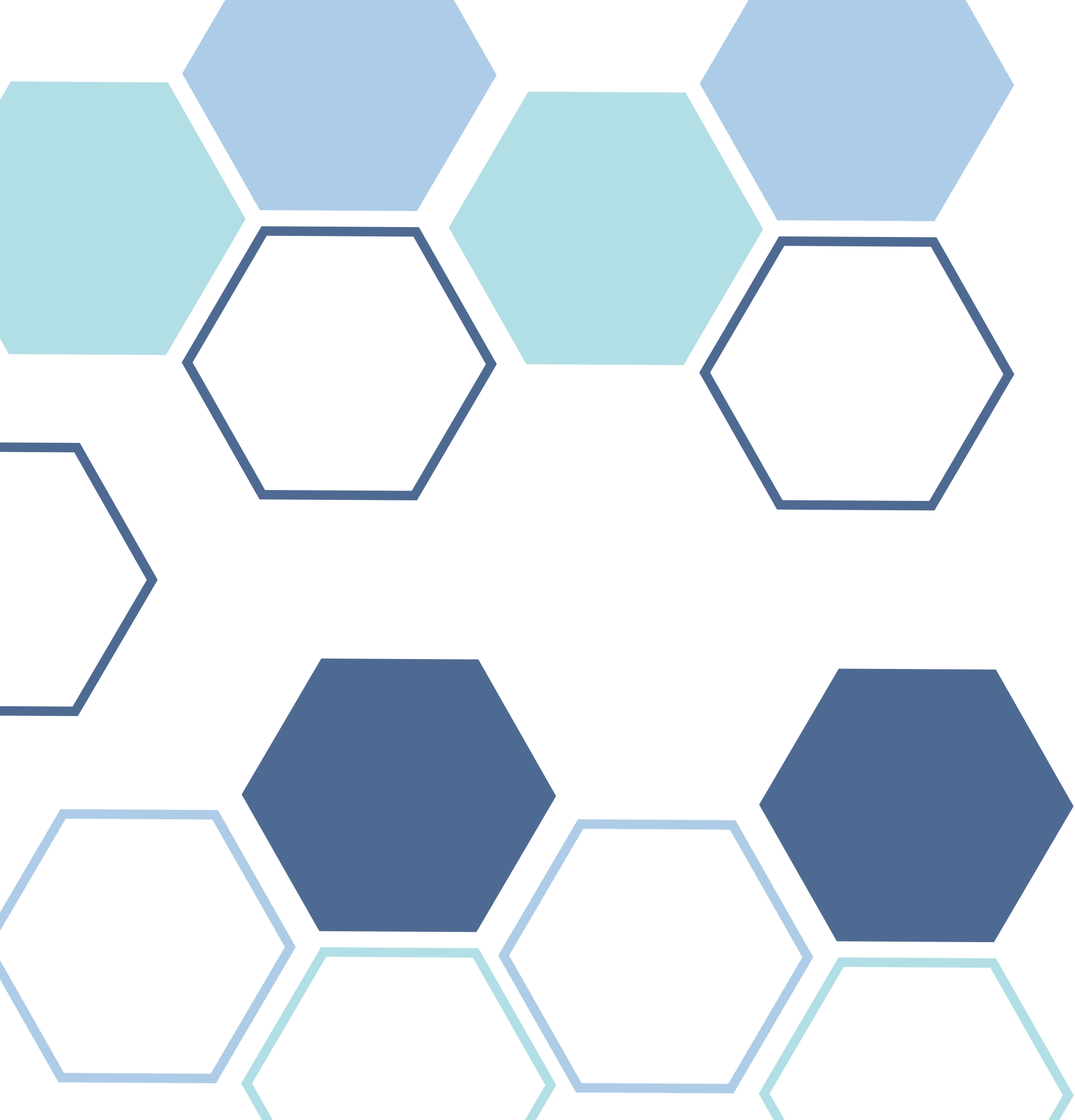
**03**

**Military**

**04**

**Healthcare**





# EXPLORATION



# HOW CAN STUDENTS EXPLORE OPPORTUNITIES



**01**

## **Tours**

Students who take a campus tour are 64% more likely to apply and 50% more likely to enroll at that institution (versus those who do not)

Western Michigan 2023

**02**

## **Career Fair**

A 2024 report in Education Week noted that “in the past year at school, more than 40 percent of students said they had learned about a job or career they hadn’t known about previously.”

**03**

## **Workshops**

NCDA studies highlight that “embedded career exposure in the classroom” leads to better recall of career information because students see the speaker as part of their regular school day.

**04**

## **Technology**

76% of students say technology makes learning more engaging, highlighting its critical role in increasing participation and career readiness outcomes.

UCONN 2023



**EDUCATE**



# HOW TO EDUCATE STUDENTS



**01**

**Online  
Courses**

**02**

**In-Person  
Workshops**

**03**

**Access to Post  
Secondary  
Recruiters**



# KPI'S ARE IMPORTANT



**01**

**Evidence-  
Based  
Results**

**02**

**Grant Writing**

**03**

**How To  
Measure**



# Key Numbers



## Participation & Engagement KPIs

- **Enrollment rate** – % of eligible youth who enroll in the program.
- **Attendance / completion** – % who attend workshops, trainings, or apprenticeships consistently and finish.
- **Credential attainment** – % earning industry certifications, GEDs, diplomas, or badges.
- **Apprenticeship/Internship placements** – % placed into pre-apprenticeships, apprenticeships, internships, or job shadowing.
- **Soft skill development** – measured through assessments.

# Key Numbers

## Exposure KPIs

- **% of students exposed to at least 3 career pathways**
- **% of students exposed to which career path.**
- **% of students exposed through direct interaction (speaker or recruiter)**
- **% have a documented transition plan from exposed careers before exit**
- **% of students applying to chosen post-secondary career path**

# Key Numbers

## Employment KPIs

- **Job placement rate – % who secure employment within 3, 6, or 12 months after program.**
- **Employment retention – % still employed at 90 days, 6 months, 1 year.**
- **Full-time vs part-time employment – breakdown of job type.**
- **Wage at placement – average hourly wage upon hire.**
- **Wage growth – increases after 6–12 months.**

# Key Numbers

## CTE KPIs

- **Attendance rates in CTE programs**
- **Course completion rates**
- **Dropout rate year over year for participating students**

# Key Numbers

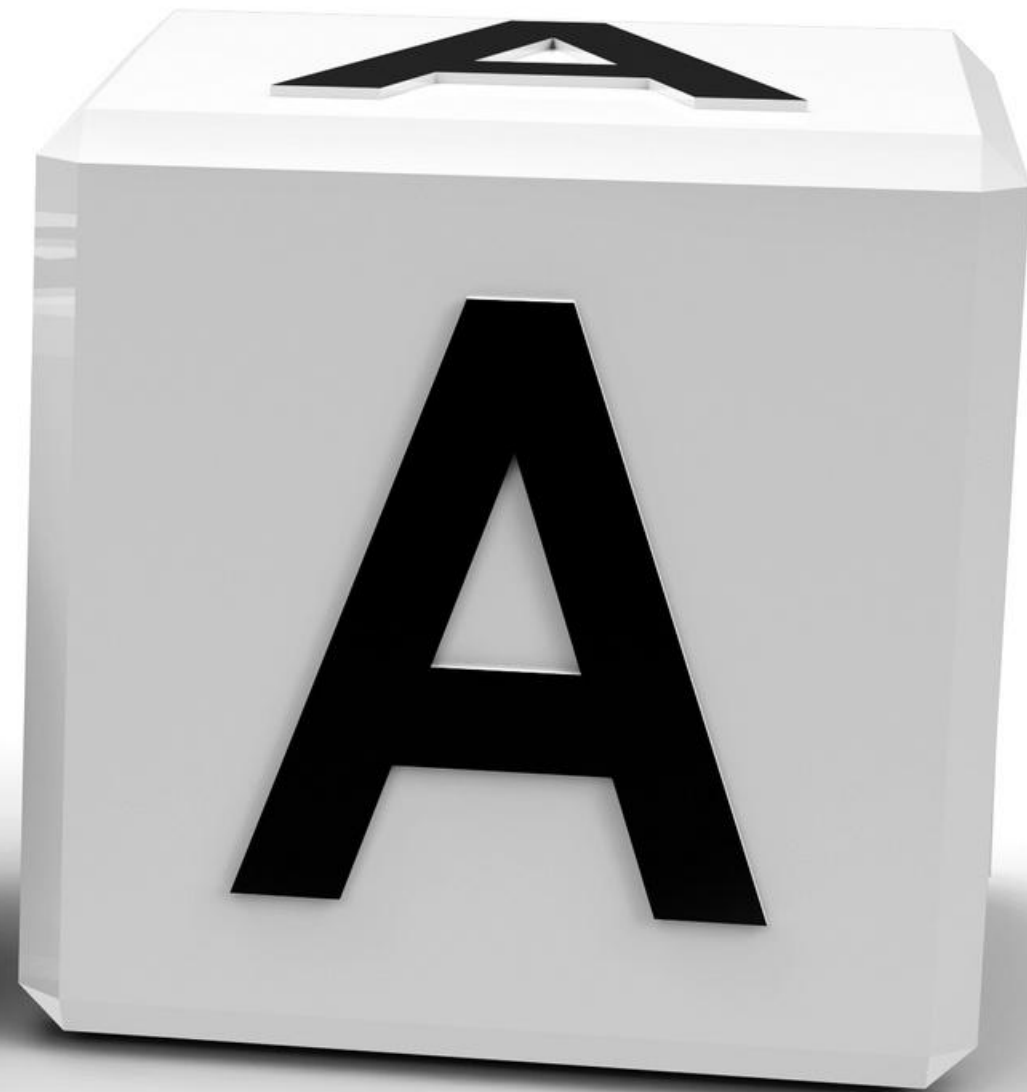
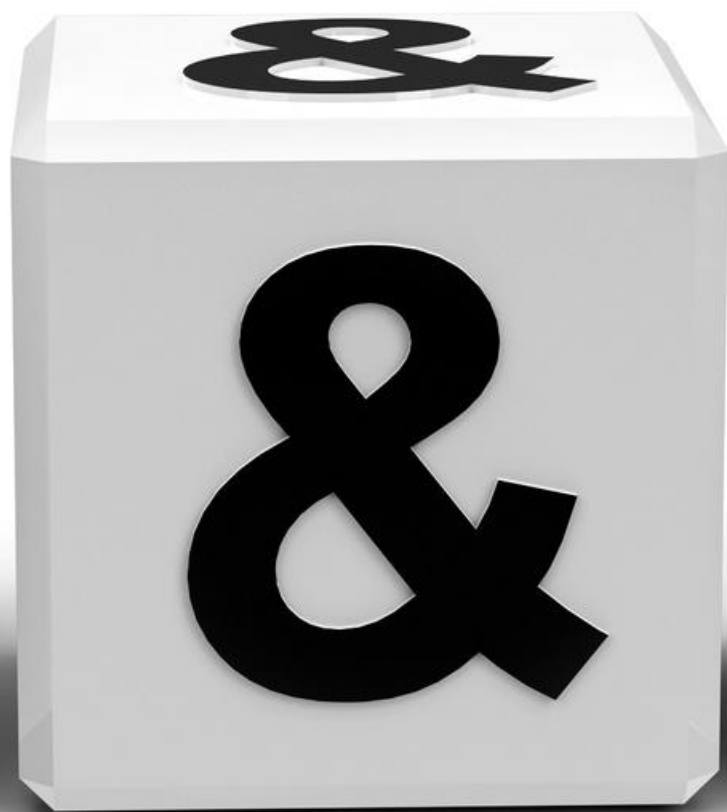
## Program Health KPIs

- **Cost per participant – investment efficiency per successful outcome.**
- **Partnerships created – # of employers, schools, or nonprofits engaged.**
- **Referral effectiveness – % of participants who came from probation officers, schools, or reentry organizations.**

# Key Numbers

## **Long-Term Success KPIs**

- **Educational continuation – % pursuing trade school, college, or advanced credentials after program.**
- **Career advancement – % promoted or moving into higher-wage roles within 2 years.**
- **Self-sufficiency – % no longer reliant on public assistance.**
- **Employer satisfaction – ratings from employers on justice-involved hires (attendance, performance, trainability).**
- **Case manager reports – progress on personal stability (housing, transportation, childcare).**



# Connect With Me



Don't forget to take a picture!

**THANK YOU**